

GOODVERTISING AND ATTITUDE: INFLUENCE ON LEBANESE
STUDENTS

A Thesis
presented
to
the Faculty of Humanities
at Notre Dame University-
Louaize

In Partial
Fulfillment
of the Requirements for the
Degree
Master of
Arts
in Media Studies

by
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December 2020

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Abstract

This thesis examined the influence of ‘goodvertising’ campaigns on Lebanese students’ attitudes towards a social issue, specifically women’s empowerment. Goodvertising is a relatively new advertising approach that many brands across the world have started using in their marketing strategies. Studying its influence on individuals can aid in understanding its effectiveness. Although many studies (Amos, Holmes, & Strutton, 2008; Buizjen & Valkenburg, 2003; Deighton, Henderson, & Neslin, 1994; Edquist, Horberry, Hosking, & Johnston, 2011) have been done on the effectiveness of traditional advertisements, there is still a lack of research done on goodvertisements in Lebanon. Thus, drawing on the persuasion theory, this thesis examined the influence of goodvertising campaigns on Lebanese students’ attitudes toward a social issue, specifically women’s empowerment. To investigate the topic, an online survey was used on 314 undergraduate students from Lebanese universities. The findings of this study revealed that people’s positive attitude toward goodvertising influenced them to develop a positive attitude toward women’s empowerment. In addition, both genders had equally positive attitudes toward the social issue while females had more positive behavioral intentions toward women’s empowerment than males. The findings also revealed that source credibility positively influenced people’s attitude toward the social issue. Finally, people’s attitudes towards the goodvertisements positively influenced their opinions on women’s economic, social and political empowerment as well as women’s beliefs about their own personal strength.

Keywords: Goodvertising, Influence, Social Issues, Lebanon

Goodvertising and Attitude:
Influence on Lebanese Students

1. Introduction

Advertising is an unavoidable and universally utilized marketing activity used by brands across the world. Its effects and influence on individuals have been widely examined by researchers (Amos, Holmes, & Strutton, 2008; Buizjen & Valkenburg, 2003; Deighton, Henderson, & Neslin, 1994; Edquist, Horberry, Hosking, & Johnston, 2011). A new advertising trend that recently emerged in the advertising scene is challenging advertising-as-usual; it is goodvertising. A term coined by Thomas Kolster (2012). ‘Goodvertising,’ a play on the words ‘good’ and ‘advertising,’ offers a new approach for advertisers. These types of advertisements allow brands to communicate about social issues to better serve society (Kolster, 2012). Furthermore, the emergence of goodvertising campaigns creates new opportunities not only for advertisers, but for researchers as well. For advertisers, goodvertising provides a strategy that goes beyond selling a product or service; it allows them to support society in finding solutions to social issues (Kolster, 2012). For researchers, goodvertising provides new research paths due to its uniqueness and relevance. Although many studies have been done on the effectiveness of traditional advertisements, there is still a lack of research done on goodvertisements. Furthermore, there are little to no studies done on this topic in Lebanon. Thus, drawing on the persuasion theory, this thesis will examine the influence of goodvertising campaigns on Lebanese students’ attitudes toward a social issue, specifically women’s empowerment. The purpose of this thesis is to contribute to advertising literature and aid advertisers in understanding whether ‘goodvertising’ is an appropriate tactic for their brands.

2. Literature Review

This chapter investigates the academic literature on goodvertising. First, the chapter discusses the emergence of goodvertising and defines the concept, to then explain the difference between goodvertising and other types of advertising, its effectiveness, and its use in the Middle East and Lebanon. Finally, the chapter discusses women's empowerment as a social issue.

2.1 The Transition from Advertising-as-Usual to Goodvertising

Advertising in modern society is an imperative part of brands' marketing strategies. Advertising-as-usual or traditional types of advertisement strategies have taken many different shapes and forms. However, one thing most of those advertisements have in common is the process and end-goal. According to Minár (2016), the traditional model of advertising is still widely used around the world. It is a model which takes into account the brand's needs rather than putting the consumer first. In fact, the brand has full control over the communication process as it "decides, according to its needs and goals, to whom it will communicate, what, when, and via which medium" (Minár, 2016, p. 6). This perspective considers traditional advertising "to be built on 'interruptive marketing,' as it disturbs consumers by insisting on their attention while consuming different media content" (Minár, 2016, p. 7). With this approach, the brand is fulfilling its needs while the audience is losing time and cognitive value, namely attention (Minár, 2016). This cognitive value is very important as it is "the scarcest resource of the 21st century" and, thus, "creates an unbalanced value exchange between the brand and the audience" (Yakob, 2015, p. 68). In addition, advertising plays a vital role in the economy as it communicates information about a brand's product and/or services. According to Nas (2017), producing high amounts of goods necessitates "a network of communication through mass media that is useful for producers to inform the public about their messages and the functions of the goods they produce" (p. 307).

As a communication tool, advertising has the ability to inform a large amount of people about potentially satisfying products.

Through advancements in technology and easy access to information, the modern consumer has become more aware and informed about products and product choices. Deloitte (2014) conducted an online survey with a sample of over 2000 adults from the United Kingdom to determine their attitudes towards digital content. According to Deloitte (2014), over 80-percent of people check reviews and ratings to perfect their purchase choice. This has led to consumers expecting and demanding more from businesses and, thus, to the consolidation of consumer power. In fact, through consumer empowerment, people want brands to be more than just “economic players” (Minár, 2016, p. 6). Yakob (2015) suggested the creation of a “balanced value exchange for advertising” by changing advertising into a “value-added communication” (p. 69).

Beyond communicating a message about a certain product or brand, advertising today has the power to shape our aspirations and reinforce our values. Thus, it can be beneficial to use advertising as a force for good. In his book *Goodvertising: Creative Advertising That Cares*, Kolster (2012) offers a new perspective. He coined the term “goodvertising,” which can be defined as brands using advertising to communicate serious issues that affect society and promote social change (Kolster, 2012). This means brands need to “change from being part of the problem to offering genuine tangible solutions” (Kolster, 2014, para. 4). In fact, goodvertising offers “value-driven communication” as it allows the brand to express valuable issues (Minár, 2016, p. 11). With this approach, advertisements are created to add value on both an individual and societal level.

2.2 Goodvertising’s Uniqueness

As goodvertising is a relatively new concept, it is important to explain how it differs from public service announcements (PSAs), non-profit advertising, corporate social

responsibility (CSR), and cause-related or social advertising. Although sometimes confused with PSAs, the differentiating factor between goodvertising campaigns and PSAs is the purpose of the advertising message. While PSAs are designed by non-profit organizations to educate the public, goodvertising campaigns are created by commercial brands with an aim to raise awareness about a social issue while still promoting the brand (New York State Joint Commission on Public Ethics, n.d.). Similarly, non-profit advertising is a marketing activity done by private foundations or public charities “to achieve a purpose other than generating profit” (Digital Media Law Project, n.d., para. 1). Such advertising messages generally involve asking volunteers to help in achieving the organization’s mission.

Goodvertising and cause-related advertising are similar concepts. Cause-related advertising is “the practice of corporate social responsibility in marketing communications activities” (Ildikó, 2009, p. 1). Similar to goodvertising, it is a marketing activity done by a for-profit organization to promote a cause and increase sales. Although both concepts have a goal of bettering society, cause-related advertising achieves it by collaborating with a non-profit organization. Furthermore, cause-related advertising is considered to be part of a company’s CSR, while goodvertising is not. According to the Business Development Bank of Canada (n.d.), CSR is “a company’s commitment to manage the social, environmental and economic effects of its operations responsibly and in line with public expectations” (para. 1). It often involves social involvement or actions that have a positive impact on society. Kolster (as cited in Martin, 2016), the author who coined the term ‘goodvertising,’ states that “CSR is what companies need to do, whereas doing good is what they want to do to solve a problem” (para. 4). The concept of goodvertising goes beyond CSR; it places society at the core of the brand’s strategy to fuel world-bettering and sustainable initiatives (Kolster, 2012). Thus, the aspects that differentiate goodvertisements from other types of advertising are (1) they are created by commercial brands rather than non-profit organizations or charities, (2) they aim

to address a certain social issue and provide solutions, (3) they do not collaborate with a non-profit organization, (4) they also have a goal of promoting the brand, and (5) they are not part of a company's CSR.

2.3 The Effectiveness of Goodvertising

Goodvertising is a rather recent trend in contemporary advertising. Therefore, there is a lack of research done on its effectiveness or influence. This section of the literature review will focus more on the effectiveness of cause-related advertising, also known as social advertising, due to the wide range of studies available on the topic. As mentioned above, cause-related advertising and goodvertising are two different concepts and advertising strategies. However, cause-related advertising is the most similar type of advertising to goodvertising as it is also done by a commercial brand with the aim of bettering society. These concepts differ in the way they achieve their goal of bettering society. For example, since 2004, The Body Shop has been collaborating with Woman's Aid as part of their "Stop Violence in the Home" campaign to raise awareness of the issue of domestic violence, and to help and support abused women (Global Hand, n.d.). Similarly, Reebok came out with their #BruisesCanBeGood goodvertisement campaign in 2018 to also tackle the issue of the on-going problem of domestic violence and to highlight how the brand is helping fight this issue. Regardless of the means, both goodvertising and cause-related or social advertising's purpose is to attract consumers who want to support brands that make a difference in society by purchasing their products and/or services.

Large amounts of money are often spent on social advertising; it is, therefore, important to understand the extent of its effectiveness. In a study done by O'Cass and Griffin (2008), a survey was distributed to a convenience sample of 300 undergraduate students to study social issues by examining individuals' involvement in and attitudes towards the issues, believability of social advertisements, attention paid to the advertisements, and intention to

comply with the social campaigns. The study examined two social issues, those of smoking and excessive drinking. The researchers found that involvement in a social issue positively influences attitude toward the issue and determines the extent to which an individual believes the message of the advertisement (O’Cass & Griffin, 2008). The believability of social advertisements was also found to positively influence attitude toward the issue. Thus, due to the similarities between goodvertising and social advertising, one can assume that individuals who are highly involved in a social issue will form a positive attitude toward a goodvertisement that addresses the social issue and will more likely believe the message communicated in the goodvertisement.

It is also important to understand the factors that play a role in the success of a cause-related advertisement. One study specifically examined individuals’ attitudes and behavioral intentions towards both the brand and cause after exposure to social advertisements (Samu & Wymer, 2014). The researchers compared two types of message appeals in relation to attitude and behavior: informational and buy messages (i.e. messages eliciting direct purchase). Their study was conducted through two experiments: one with 194 students and one with 239 adult consumers (Samu & Wymer, 2014). They found that while both types of messages are expected to lead to a positive attitude, buy messages are more likely to lead to a higher level of purchase intention toward the brand whereas informational messages are more likely to increase intent to contribute and intent to volunteer toward the cause (Samu & Wymer, 2014). Although goodvertisements address social issues while still promoting the brand, they generally communicate informational messages rather than buy messages. Thus, one can assume that goodvertisements are more likely to increase individual willingness to take action with regard to the social issue. Gebreselassie and Bougie (2019) also looked into which advertising strategy, specifically, a positive appeal followed by a negative appeal or vice versa, is most effective when addressing different types of social issues, in this case

taboo and non-taboo. The researchers conducted two experiments with different university students: one to study whether the sequence in which advertising appeals are presented matters and another to study whether the effectiveness of a strategy depends on the type of social issue (Gebreselassie & Bougie, 2019). The findings revealed that, for non-taboo issues, an advertising variation strategy, more specifically a negative appeal followed by a positive appeal is more effective than an advertising repetition strategy (Gebreselassie & Bougie, 2019). In contrast, an advertising repetition strategy, more specifically two positive appeals, is more effective for taboo subjects. In this thesis, the goodvertisements selected to address a non-taboo issue. Thus, it can be assumed that a negative appeal followed by a positive appeal would be more effective.

Beyond message appeals, researchers have also looked into other factors that might affect a consumer's decision to support cause-related marketing campaigns. In fact, Kim and Johnson (2013) examined the impact of moral emotions and cultural orientation on people's decision to purchase a social-cause product. They distributed a survey to a convenience sample of 180 American and 191 Korean undergraduates. The results revealed several insights. First, they found that moral emotions are key factors influencing people's purchase intentions towards social-cause products (Kim & Johnson, 2013). Second, the study revealed that pride and ego played a role in influencing people's purchase intention. In fact, "U.S. participants were more likely to intend to purchase social-cause products when they associated feelings of pride as well as guilt with the social campaigns than Korean participants" (Kim & Johnson, 2013, p. 87). In this case, cultural orientation also plays a role in determining purchase intention. Thus, similar to cause-related campaigns, the effectiveness of goodvertisements may be influenced by cultural orientation, more specifically moral emotions, pride and ego.

2.4 The Use of Goodvertising in the Middle East and Lebanon

In recent years, the concept of ‘goodvertising’ has been used as a marketing strategy across the world. However, it has mainly been adopted by companies in the U.S. and Europe, such as Nike, Dove and Ikea (Kolster, 2019). The Middle East is also starting to adopt this new trend. According to Kolster (2018), there have been more campaigns than ever in the year 2017 that implemented a ‘goodvertising’ strategy. In fact, agencies in the United Arab Emirates and Saudi Arabia won several awards for their goodvertising campaigns; these include TBWARAAD’s Nissan #SheDrives campaign in Saudi Arabia (Kolster, 2018). The Nissan campaign aimed to empower the women of Saudi Arabia following the ban lift on female drivers, as many women feared the reactions of their male relatives. In addition, although there is a lack of goodvertising campaigns in Lebanon, agencies in the country are slowly starting to create commercial advertisements to address social issues. For example, the supermarket chain Bou Khalil launched a campaign in 2017 in support of Women’s Equality Day by changing their flagship store from ‘Bou Khalil’ to ‘Em Khalil’ (J. Walter Thompson, n.d.). The term “Bou” in the Arabic language refers to one’s father and has long been part of the Lebanese culture. In contrast, “Em” refers to one’s mother. The switch from “Bou Khalil” to “Em Khalil” empowers women by breaking the patriarchal dominance found in the Lebanese culture. Al Rifai is another brand that has adopted a ‘goodvertising’ strategy. In 2015, the brand came out with their ‘Angel Drones’ campaign to showcase the struggle those in need go through during Ramadan and ways in which the public can help (République, n.d.). Moreover, in light of the recent events that have led to mass protests around Lebanon in 2019, some local brands have been using a ‘goodvertising’ strategy to raise awareness about certain issues encompassing the country’s situation. First National Bank (FNB), for instance, came out with a television commercial to “showcase the strength of the Lebanese Economy” and “to reassure the public on the stability of Lebanon” (Spirit, n.d., para. 1). The brands

behind these Lebanese campaigns were not clear with regard to their classification. However, based on the definition of ‘goodvertising,’ they can be classified as goodvertising campaigns. These examples show the increased use of goodvertising by brands across Lebanon.

In contrast, cause-related advertising campaigns entered Lebanon back in 2002. It was announced that a nongovernmental organization would “bring together a network of businesses aspiring to promote corporate social responsibility using a well-known western concept, cause-related marketing” (Khatib, 2002, para. 2). Since then, many organizations have implemented cause-related advertising strategies in Lebanon. For example, in 2008, Tamanna collaborated with Persil, which donated LBP 1,000 to Tamanna for each detergent purchased to fulfill the wishes of children with chronic illnesses (Lieser, 2012). Another example of cause-related advertising consists of the collaboration between BLOM Bank and the Lebanese Mine Action Center, in which the bank’s ‘MasterCard Giving’ card enabled customers to donate to the center to continue clearing landmines and cluster munitions in Lebanon (Lieser, 2012). Despite the use of cause-related advertising, there is a lack of research done on cause-related advertising campaigns in Lebanon, just as there is a lack of research done on goodvertising.

Over the last few years, women’s empowerment has been a strong focus for goodvertising around the world, including Lebanon. In March 2020, for instance, Spinney’s in Lebanon came out with a Women’s Day campaign to showcase the ways in which they are empowering female employees at their organization.

2.5 Women’s Empowerment

Definition. Amartya Sen, a Nobel Prize laureate in economics, believes “empowering women is key to building a future we want” (as cited in United Nations Development Programme, 2012). The concept of empowerment was first formally discussed in the 1970s in Freire’s book *Pedagogy of the Oppressed* (1996). From there, many individuals increasingly

discussed the concept and various definitions emerged. Alsop et al. (2006) defined empowerment as “the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes” (p. 1). In fact, empowerment is considered a process rather than an event, through which the individual changes their circumstances. Kabeer (2005) defined empowerment as “the expansion in people’s ability to make strategic life choices in a context where this ability was previously denied to them” (p. 19). According to her definition, an individual who exercises a great deal of choice cannot be considered as ‘empowered’ unless they were previously denied the ability to make choices (Kabeer, 2005). Rathakrishnan and Padma (2013) broke down the empowerment process into three dimensions that reinforce each other: economic, social, and political. The economic aspect involves “increasing women’s access to and command over tangible and intangible resources such as wealth, property, employment, knowledge, and information” (Rathakrishnan & Padma, 2013, p. 27). The social aspect involves “changing the existing discriminatory ideology and culture, which determine the environment for women’s existence” (Rathakrishnan & Padma, 2013, p. 27). The political aspect involves increasing “women’s presence and influence in the power structure” (Rathakrishnan & Padma, 2013, p. 27).

The empowerment of women specifically came about due to “the growing recognition that women lack control over resources and the self-confidence and/or opportunity to participate in decision-making processes” (Oxaal & Baden, 1997, p. 9). In fact, history has shown that, on average, men have had greater access to power than women (United Nations Development Programme, 2015). A large body of literature exists regarding women’s empowerment and scholars have conceptualized it in various different ways. For the purpose of this thesis, women’s empowerment involves “a situation where each one can become a whole being regardless of gender and use their fullest potential to construct a more humane

society for all” (Akhtar, 1992, as cited in Oxaal & Baden, 1997, p. 2). In fact, empowerment should enable women to have more control over their own lives. It involves both internal and external factors. From an internal perspective, empowerment refers to “women’s beliefs about their personal strength” (p. 3) and should lead to high levels of self-esteem, self-confidence, and self-efficacy (Huis et al., 2017). Daou (2015) conducted a study to assess the impact of Women Non-Governmental Organizations (WNGOs) on women’s self-empowerment. After interviewing 330 Lebanese women, the researcher found that participants perceived a positive change in their lives and an increased level in their overall empowerment following their exposure to the WNGOs (Daou, 2015). From an external perspective, various factors can play a role in women’s empowerment, including economic, societal, and political factors. As part of a study conducted by Kirigiti et al. (2018), the researchers sought to determine the level of attitude toward women’s empowerment in the Kondo District in Tanzania. To collect the data, the researchers interviewed 415 women between the ages of 35 and 54, and found that they had positive attitudes toward women’s empowerment. More specifically, they believed women’s empowerment should lead to increased participation of women in politics, equal opportunities between men and women in the workplace, and the ability to make important household and family planning decisions.

Women’s empowerment initiatives. Women’s empowerment is a topic that is not only being discussed around the world, but is also being implemented in the economic, political, and societal spheres. In the economic sphere, companies are increasingly implementing solutions to eliminate gender inequalities and improve women’s access to opportunities in the workplace. Nestlé, for instance, launched its ‘Gender Balance Acceleration Plan’ in 2019, which aims to “increase the proportion of women in the group’s top 200 senior executive positions” (para. 3). Their program consists of several key actions needed to achieve their goal of gender equality. Nestlé is working towards fostering an

inclusive workplace, mentoring and training women who have the potential to take on senior executive positions, and ensuring equal pay, among other things (Nestlé, n.d.). In the political sphere, organizations are increasingly developing or supporting projects to increase women's participation and influence in political parties. The U.S.-Middle East Partnership Initiative (MEPI) is an example of an organization that is helping the cause of women's empowerment in politics. They support projects that "train women on how to run for office, advance their leadership skills, and advocate for legislation that promotes women's rights in their home countries" (MEPI, n.d., para. 2). In the social sphere, the aim of women's empowerment is to "strengthen women's social relations and their positions in social structures" (Curatolo, 2020, para. 2). In line with this goal, it also works toward giving recognition and value to women in their respective communities. Women for Women is an organization that is "investing in women's social empowerment by teaching them about their rights and health" (n.d., para. 2). For example, in Nigeria, they created a program to educate women about their land rights as it is an on-going issue (Women for Women, n.d.). Advertising has also played a major role in empowering women in various aspects of their lives.

Women's empowerment in advertising. Recently, there has been "an influx of positive messages targeted to females" (Drake, 2017, p. 593). In the advertising sphere, campaigns that communicate messages of female empowerment are often referred to as 'femvertising,' a term coined by SheKnows Media in 2014. Femvertising has been defined as "advertising that employs pro-female talent, messages, and imagery to empower women and girls" (SheKnows Media, 2015, as cited in Drake, 2017, p. 594). It often involves challenging female stereotypes in terms of "physical characteristics as well as the roles and occupations used to portray women in advertising" (Åkestam et al., 2017, p. 795). Femvertising is considered to fall under the umbrella of goodvertising, as goodvertising deals with a vast array of social issues, including female empowerment.

Over the years, femvertising has had great success. One of the biggest success stories of this phenomenon consists of Always' 'Like A Girl' campaign. The brand's femvertisement initially launched during the Superbowl in 2014. It highlights how the saying 'like a girl' often has a negative connotation and aims to redefine it in order to help girls be more confident. According to a report done by Always (n.d.), the campaign "created a monumental shift in the conversation around the globe and it became one of the most popular breakthrough viral videos of the year [2014]" (p. 2). In fact, the femvertisement achieved 76 million total views on YouTube and 35,000 comments and was shared by over a million people by the end of the year 2014 (Always, n.d.). The #LikeAGirl campaign also received seven awards, including the Primetime Emmy Award for Outstanding Commercial (Diaz, 2015). Another successful femvertisement consists of Dove's 'Real Beauty Sketches' campaign. The brand launched the femvertisement back in 2013, which "explores how women view their own beauty in contrast to what others see" and "inspires them to reassess how they see themselves" (Tomalin, 2013, para. 2). The campaign achieved over 163 million global views on YouTube and 4.6 billion media impressions (Think With Google, 2013). The popular femvertisement also reached #1 on the Cannes YouTube Ads Leaderboard and won the Titanium Grand Prix at the 2013 Cannes Lions International Festival of Creativity (Think With Google, 2013).

The success of the femvertising phenomenon is also illustrated through a report published by SheKnows Media, the brand that coined the term 'femvertising.' The brand's report revealed several insights. After surveying 628 women about femvertising, they found that 52 percent of participants bought a product from a brand because they liked how they portrayed women in their advertising (SheKnows Media, 2014). They also reported that 45 percent of the participants shared advertisements that communicate a pro-female message, and 51 percent like femVERTISEMENTS because they help break down gender-equality barriers

(SheKnows Media, 2014). Thus, these findings provide evidence of femvertising's effectiveness. Drake (2017) also studied the impact of femvertising versus traditional advertisements. The study used a 2x2 factorial experimental design with 181 participants consisting of millennial females between the ages of 18 and 34. The findings revealed that female empowerment in advertising has a positive impact on attitudes towards ads and brands, purchase intentions, and emotional connection to brands (Drake, 2017).

To sum up, the literature review provides an in-depth understanding of goodvertising, how it differs from other types of advertising, and its increasing use in the Middle East and, more specifically, Lebanon. The effectiveness of cause-related advertising is also revealed through studies; the researchers found that the advertisements positively influenced people's attitudes, which then influenced their behavioral intentions. In addition, women's empowerment is defined. Its success in advertising is also portrayed through studies, which found that women's empowerment has a positive impact on attitudes.

3. Theoretical Framework

This chapter discusses the theoretical framework used in this thesis. It discusses persuasion theory and focuses on the concepts of attitude and source credibility.

3.1 The Persuasion Theory

An advertisement's main purpose or objective is to influence or persuade viewers of a certain product, service, brand, or idea; this shows the importance of persuasion when it comes to advertising. This study will, therefore, draw on the persuasion theory. Persuasion is a form of communication that is designed to "influence others by modifying their beliefs, values, or attitudes" (Simons, 1976, p. 21). As members of society, individuals are constantly bombarded with messages of persuasion, pertaining to political or social aspects of their

lives. Because persuasion is aimed at changing attitudes, it is important to understand what is meant by attitude. Attitude can be defined as “a relatively enduring predisposition to respond favorably or unfavorably toward something” (Simons, 1976, p. 80).

Attitude-change research has a long history and has been studied many times. In fact, it began with the ancient Greeks and Aristotle’s classic works on rhetoric were one of the first to discuss persuasion (Petty & Briñol, 2008). Later research focused more on modern behavioral experiments. One of the earliest and most influential researches on attitude change was carried out by psychologist Carl Hovland and his associates (Severin & Tankard, 2010). His research was based on learning theory principles, as he believed that attitudes were learned rather than innate. The basic premise of his approach holds that anything that eases the process of understanding and learning the contents of a persuasive message will foster attitude change whereas anything that disrupts the learning process will reduce persuasion (Petty & Briñol, 2008). In other words, the way a persuasive message is communicated will determine its effectiveness on recipients. For example, attractive communicators will often persuade recipients more effectively than unattractive communicators. Decades later, researchers began “to examine the cognitive processes underlying attitude change,” which revealed that, in some cases, the receiver of the message goes through heavy cognitive processing before changing their attitude (Severin & Tankard, 2010, p. 154). This thesis will look at certain determinants of persuasion, namely attitude and source credibility.

3.2 The Concept of Attitude

Attitude can be defined as “a general and enduring positive or negative feeling about some person, object, or issue” (Petty & Cacioppo, 2018, p. 7). In fact, attitudes not only serve as “convenient summaries of our beliefs,” but they also help in predicting the kind of behavior the individual is likely to engage in (Petty & Cacioppo, 2018, p. 8). Past studies have suggested that attitudes consist of three components: a cognitive component, an

affective component, and a behavioral component (Wang & Wu, 2011). The cognitive component refers to the individual's beliefs or knowledge about the object in question (Wang & Wu, 2011). The affective component refers to the individual's feeling or emotion toward a person, object, idea, or issue (Wang & Wu, 2011). The behavioral component refers to the individual's actions or intended actions with regard to the person, idea, object, or issue (Wang & Wu, 2011). Together, the three components represent the different manifestations of the consumer's core evaluation of being favorable or unfavorable toward the attitude object (Severin & Tankard, 2010).

Lee et al. (2019) sought to understand the formation of festival visitors' environmentally friendly attitudes by analyzing "the cognitive (i.e. environmental knowledge and concern), affective (i.e. environmental emotion), and conative (i.e. environmentally friendly buying, use and disposal behavior, and environmentally friendly tourism behavior) components of the environmentally friendly attitude" (p. 143). To do so, the researchers distributed a survey to a convenience sample of 353 visitors at the Cheongwon Organic Life Festival in South Korea. They found that "environmental knowledge and concern influence environmental emotion, which in turn, affects four environmentally friendly behavioral intentions" (Lee et al., 2019, p. 142). They also found that environmentally friendly behavioral intention is most influenced by environmental emotion (Lee et al., 2019). Thus, this study not only provides evidence of the existence of a relationship among the three components that form the attitude concept, but also a better understanding of the relationships among these components. When examining attitudes towards goodvertisements, it may be helpful to assess each component (i.e. the cognitive, affective and behavioral components) and the relationship among them to understand individuals' overall attitudes towards the advertisements and the social issue.

Boer et al. (2012) also used the cognitive-affective-behavioral framework to assess students' attitudes towards peers with disabilities. They selected, examined and reviewed twenty studies conducted in seven different countries. They found that, in the majority of the studies, "students held neutral beliefs, feelings and behavioral intentions towards peers with disabilities" (Boer et al., 2012, p. 383). More specifically, the majority of the studies which examined students' beliefs and knowledge about peers with disabilities (cognitive component) reported neutral attitudes of students (Boer et al., 2012). In terms of students' feelings towards peers with disabilities (affective component), the study revealed that students hold positive feelings (Boer et al., 2012). The study also revealed that students held neutral behavioral intentions towards peers with disabilities (Boer et al., 2012).

Thus, using the cognitive-affective-behavioral framework is appropriate for assessing the attitudes of individuals towards social issues addressed in goodvertising campaigns. Studying each component and then combining them can help determine the overall attitudes of students. It can be assumed that if individuals hold a positive attitude toward social issues addressed in goodvertising campaigns, the majority of the attitude components are positive. In this thesis, each component, including the cognitive, affective, and behavioral components, will be studied to assess the overall attitudes of individuals.

3.3 Source Credibility

In a persuasive message, the credibility of the source can play a major role in the success or failure of the message. Hovland and his associates found that, "separate from the impact of learning the substantive arguments in a persuasive message, various simple cues (such as high or low credibility sources) could independently augment or discount the amount of influence that took place based on the message alone" (1953, as cited in Petty & Briñol, 2008, p. 138). In general, a high-credibility source can increase the effectiveness of a message whereas a low-credibility source decreases the effectiveness of the message (Severin

& Tankard, 2010). Source credibility refers to “how much the message receiver believes in the sender” (Wang & Wu, 2011, p. 452). It is important because it represents the receiver’s attitude toward the message source and, thus, also affects persuasion effectiveness (Wang & Wu, 2011). A measurement scale for source credibility was previously proposed by Wheeler (2009), which he adapted from Hovland et al. (1953). Wheeler’s study aimed to understand the impact of celebrity endorsers on nonprofit advertising effectiveness using key elements including source credibility (2009). His source credibility scale consists of two dimensions: trustworthiness and expertness (Wheeler, 2009). Hovland et al. (1953) defined trustworthiness as “the degree of confidence in the communicator’s intent to communicate the assertions he considers most valid” (p. 21). Expertness refers to “the extent to which a communicator is perceived to be a source of valid assertions” (Hovland et al., 1953, p. 21). To measure source credibility, Wheeler (2009) used a semantic differential scale with eight bipolar items. For the ‘trustworthiness’ component, he used four bipolar anchor points, which consisted of ‘honest/dishonest,’ ‘reliable/unreliable,’ ‘sincere/insincere,’ and ‘trustworthy/untrustworthy’ (Wheeler, 2009). For the ‘expertness’ component, he used four bipolar anchor points, consisting of ‘expert/inexpert,’ ‘experienced/inexperienced,’ ‘knowledgeable/unknowledgeable,’ and ‘qualified/unqualified’ (Wheeler, 2009).

To study the effectiveness of celebrity endorsers, McGuire (1985) further developed the source credibility model by adding the ‘attractiveness’ component. He believed it to be an important factor of celebrity endorsers as they were increasingly being used to promote products and services (McGuire, 1985). However, as this thesis deals with the credibility of brands rather than individuals, the ‘attractiveness’ component will not be included in the source credibility scale.

In a study, Saldanha et al. (2018) sought to understand "how the type of endorser and type of endorsement interact to create perceptions of attachment of the celebrity to the

product” (p. 242). In doing so, they also examined the effect of this interaction on source credibility using the trustworthiness-expertise-attractiveness framework (Saldanha et al., 2018). To carry out this study, the researchers adopted a 3 x 2 factorial design with the two factors being the endorsement type (spokesperson, endorsed and progenic) and the endorser type (celebrity and CEO). Endorsement type and endorser type were manipulated to measure their effect on source credibility, which includes trustworthiness, expertise and attractiveness, with a post-experiment survey (Saldanha et al., 2018). The sample consisted of 397 respondents between the ages of 18 and 25. The results showed that “celebrities were perceived to be more attractive than CEOs, who in turn were perceived to be more expert-like regardless of the type of endorsement” (Saldanha et al., 2018, p. 247). However, trustworthiness was found to be the least affected by the endorser type compared to attractiveness and expertise. When addressing women’s empowerment, goodvertisements often use celebrities to raise awareness of the social issue and add credibility. For example, in 2019, Nike launched its “Dream Crazy” campaign which featured a voiceover by the popular tennis player, Serena Williams, to showcase female athletes’ accomplishments and ways in which they have broken down barriers in the sports industry.

Amos et al. (2008) also used the three elements of source credibility, including trustworthiness, expertise and attractiveness, in exploring the relationship between celebrity endorser effects and advertising effectiveness. The researchers conducted a meta-analysis of 32 studies. The study found that trustworthiness, attractiveness and expertise all exercised influence on effectiveness, as did the celebrity ‘credibility’ source effect (Amos et al., 2008). This finding revealed that the source credibility model should be used as a basis for evaluating consumer perceptions of a celebrity endorser. Thus, the use of celebrities in goodvertisements may also play a role in the effectiveness of the campaign.

This thesis will use Wheeler's source credibility measurement scale to assess the trustworthiness and expertness of brands' goodvertising campaigns.

4. Hypotheses and Research Questions

As goodvertising is a relatively new trend, examining its impact can be helpful for advertisers. Thus, attitude is the main concept that will be studied in this thesis, as it is an appropriate indicator of persuasion.

RQ1: Does goodvertising have an influence on people's overall attitudes towards the goodvertisements and the social issues?

RQ2: To what extent does source credibility influence people's overall attitudes towards the social issues?

RQ3: Do goodvertisements have an influence on people's beliefs about women's economic, political and social empowerment?

RQ4: Do goodvertising campaigns have an influence on women's beliefs about their personal strength?

H1: The more positive the attitude toward the goodvertisement, the greater the behavioral intentions toward the goodvertisement.

H2: The more positive the attitude toward the social issue, the greater the behavioral intentions toward the social issue.

H3: Attitude toward the goodvertising campaign is associated with attitude toward the social issue.

H4: Gender is associated with (a) attitude toward the social issue and (b) behavioral intentions toward the social issue.

H5: A high-credibility source of a goodvertising campaign positively influences people's attitude toward the social issue.

H6: Overall attitude towards the goodvertising campaigns is associated with beliefs about women's (a) economic empowerment and (b) social and political empowerment.

H7: Overall attitude towards the goodvertisements is associated with women's beliefs about their personal strength.

5. Methodology

This chapter discusses the methodology used to carry out the research for this thesis. The methodology consists of the research method, the sample, the procedure, and the variables.

5.1 Research Method

This thesis utilized quantitative research, which focuses on “gathering, analyzing and presenting numerical data and generalizing it across groups of people or to explain a particular phenomenon” (Babbie, 2012, p. 24). When conducting quantitative research, the goal is to determine the relationship between an independent variable and a dependent variable within a population (Babbie, 2012). Considering that this thesis aims to establish associations between different aspects of goodvertising and attitude, a quantitative approach was adopted.

5.2 Sample

The sample of this thesis consists of undergraduate students from the Lebanese University, Lebanese International University, Beirut Arab University, American University of Beirut, Lebanese American University, and Notre Dame University – Louaize. To reach the highest number of students, the universities were selected based on the number of students enrolled. According to a report by Erasmus Plus in Lebanon, the universities mentioned above had the highest number of students enrolled in the academic year of 2016-

2017. It is also important to note that Saint Joseph University was ranked third; however, due to the fact that the university's program is French based, it was discarded from the sample.

The population of interest consists of university students as these individuals are highly exposed to advertisements and are known to ride the various waves of technological trends. Nonprobability sampling was used, which is a sampling technique that “does not attempt to select a random sample from the population of interest,” but uses instead subjective methods to decide which elements are included in the sample (Lavrakas, 2008, p. 523). This sampling technique was chosen as it would be complicated to attain a list of all registered students from each university selected. More specifically, convenience sampling was used, which consists of “a collection of readily accessible subjects, elements, or events for study” (Wimmer & Dominick, 2011, p. 92). The sample consists of both male and female students, regardless of their age.

The sample size for the survey was initially 338 respondents. However, after carefully discarding responses that did not meet the criteria required for the survey, such as participants who were not university students at the time of taking the survey, the final sample size consisted of 314 Lebanese undergraduate students, with 50% being females and 50% males (Figure 1). Prior to discarding outliers and responses that did not meet the required criteria, females represented 49.1% of the sample and males 50.9%. Thus, discarding responses that were mostly males resulted in a 50-50 gender distribution. In addition, people were encouraged to share the survey with both male and female friends, which may have also contributed to this gender distribution. The age range of the participants was from 17 to 24, with an average age of 20 years ($M = 19.88$, $SD = 1.08$) (Figure 2). Out of 314 respondents, 29.0% were students enrolled at the American University of Beirut, 22.9% at the Lebanese American University, 17.5% at the Lebanese University, 13.1% at Notre Dame University – Louaize, 10.5% at the Lebanese International University, and 7.0% at Beirut Arab University

(Figure 3). Participants who were previously exposed to an advertisement that addresses a certain social issue consisted of 63.7% of the sample, while those who did not consisted of 36.3% of the sample (Figure 4). Out of the 200 participants who were previously exposed to an advertisement that addresses a social issue and who were asked to specify the advertisements they could recall, the most common answers were advertisements relating to the issues of domestic abuse, bullying, and poverty. Finally, 94.6% of the entire sample believed in campaigning against all five of the social issues provided in the survey, which included gender stereotyping, poverty, racial discrimination, bullying, and domestic violence, while the other 5.4% chose four or less social issues out of the list provided (Figure 5).

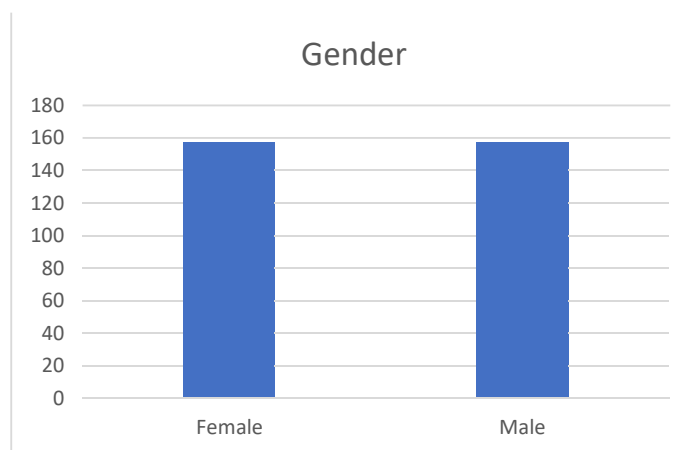


Figure 1 - Gender

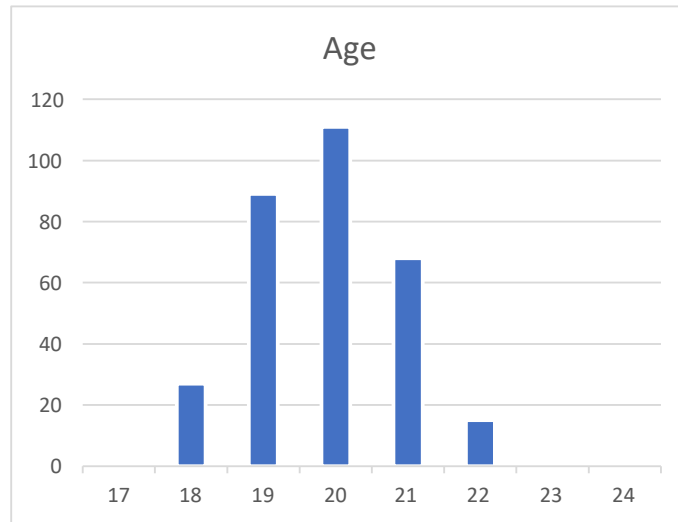


Figure 2 - Age

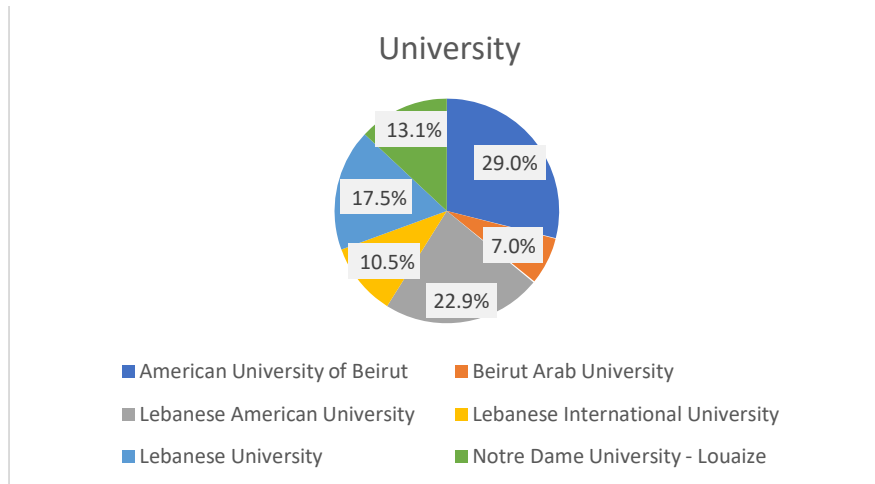


Figure 3 - University

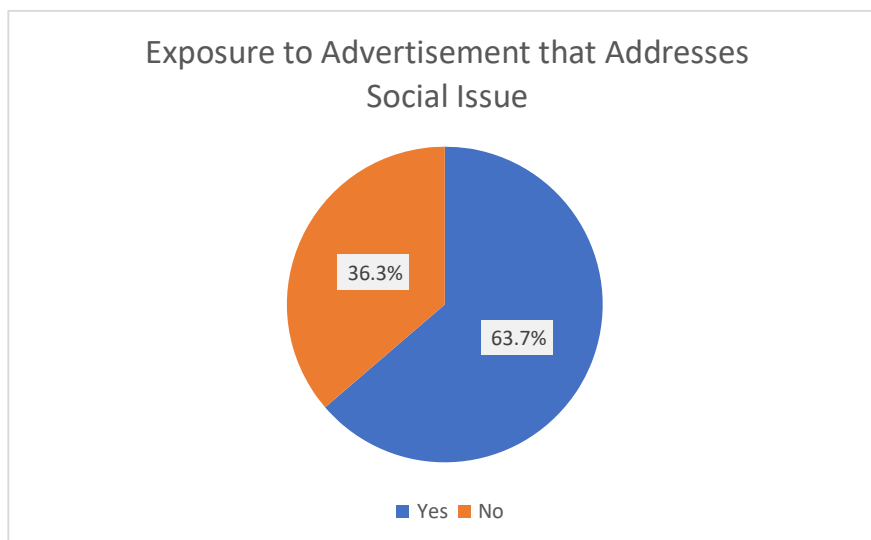


Figure 4 - Exposure to Advertisement that Addresses Social Issue

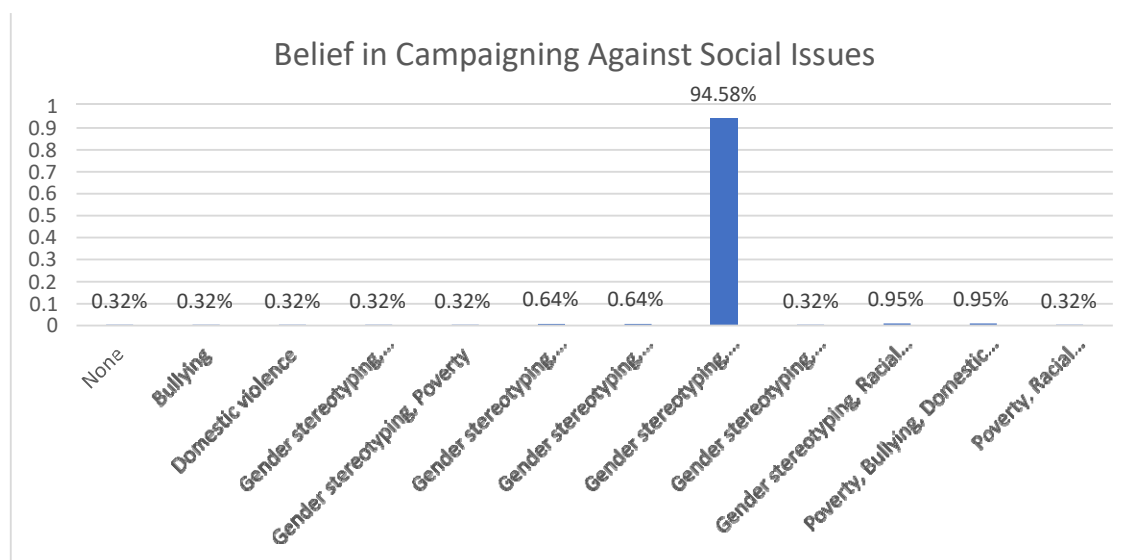


Figure 5 – Belief in Campaigning Against Social Issues

5.3 Procedure

Data was collected using an online survey posted on Google Forms. In order to reach the appropriate sample, the survey was shared through the chosen universities' Facebook

groups and was sent to friends and family members who fit the criteria, who then shared it with other friends, creating a snowball effect. The survey was available from April 29th to June 15th, 2020. To ensure participants were able to recall the advertisements, they were asked to watch the two ‘goodvertising’ campaigns included in the survey. Due to the lack of goodvertising campaigns in Lebanon, the advertisements were chosen based on an intensive social media search. They were chosen based on a set of criteria: (1) the advertisement was made by a commercial brand, and (2) the advertisement promotes both women’s empowerment and the brand itself. Two advertisements that both encouraged female empowerment were selected, including Sécurité Assurance’s “To All the Powerful Women” campaign and Middle East Airlines’ International Women’s Day campaign. Both campaigns were launched in Lebanon in March 2020 for International Women’s Day.

Sécurité Assurance’s “To All the Powerful Women” advertisement showcases women’s milestones in Lebanon throughout the years, such as the abolishment of the Lebanese rape-marriage law Article 522. The campaign also encourages women to keep fighting for gender equality. The Middle East Airlines campaign shows how girls are conditioned to behave in certain ways from a young age, limiting their dreams and aspirations. It strives to challenge the double standard women are held to and encourages women to keep chasing their dreams regardless of society’s criticism.

To make sure participants watched the advertisements when taking the survey, the questionnaire included screening questions for each advertisement, which asked them to identify the brand and the social issue addressed. These questions also served as a measure for the ‘goodvertising campaigns’ variable discussed below.

5.4 Variables

It is important to note that the statements used to measure the different variables were created by the researcher, with the exception of the ‘source credibility’ variable, which was adapted from Wheeler (2009).

Goodvertising campaigns and recall. Goodvertising campaigns in this study refer to people’s exposure to advertising campaigns that promote social good. This variable was measured by asking participants to recall the brand name and social issues communicated in the advertisements they watched.

Cognitive and affective attitude toward the goodvertisement. The cognitive component refers to the beliefs or knowledge an individual has toward the goodvertising campaign. The affective component refers to an individual’s feeling or emotion toward the goodvertising campaign. This variable (attitude toward the goodvertisement) was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included five items, such as “The advertisement communicated the message well” and “I liked the advertisement shown to me” (Sécurité Assurance goodvertisement: $\alpha = .706$, $M = 4.066$, $SD = .262$; Middle East Airlines goodvertisement: $\alpha = .852$, $M = 4.063$, $SD = .302$).

Behavioral intentions toward the goodvertisement. The behavioral component refers to an individual’s intended actions toward the goodvertising campaign. This variable was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included four items, such as “I am interested in knowing more about the brand” and “I intend to purchase from the brand” (Sécurité Assurance goodvertisement: $\alpha = .828$, $M = 3.141$, $SD = .613$; Middle East Airlines goodvertisement: $\alpha = .875$, $M = 3.208$, $SD = .629$).

Cognitive and affective attitude toward the social issue. The cognitive component refers to the beliefs or knowledge an individual has toward the social issue addressed in the advertisement. The affective component refers to an individual’s feeling or emotion toward

the social issue addressed in the advertisement. This variable (attitude toward the social issue) was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included eight items, such as “I believe the Sécurité Assurance advertisement that I have viewed empowers women by highlighting their achievements” and “I believe the Middle East Airlines advertisement that I have viewed empowers women by challenging gender stereotypes” (Women’s empowerment in Sécurité Assurance goodvertisement: $\alpha = .834$, $M = 4.115$, $SD = .352$; Women’s empowerment in Middle East Airlines goodvertisement: $\alpha = .793$, $M = 4.184$, $SD = .299$).

Behavioral intentions toward the social issue. The behavioral component refers to an individual’s intended actions toward the social issue addressed in the advertisement. This variable was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included four items, such as “After viewing the advertisement, I want to boost women’s self-esteem” and “I want to empower the women in my life” (Women’s empowerment in Sécurité Assurance goodvertisement: $\alpha = .737$, $M = 4.127$, $SD = .342$; Women’s empowerment in Middle East Airlines goodvertisement: $\alpha = .747$, $M = 4.126$, $SD = .305$).

Overall attitude towards the goodvertisements. Overall attitude towards the goodvertisements refers to the attitude toward the Sécurité Assurance goodvertisement and the attitude toward the Middle East Airlines. This variable was measured through the IBM SPSS Statistics software by creating a composite scale using the cognitive and affective attitudes toward each goodvertisement ($\alpha = .772$, $M = 4.030$, $SD = .255$).

Source credibility. Source credibility refers to how much an individual believes in the brand behind the advertisement. This variable was measured using a semantic differential scale with a series of seven-point scales anchored by eight bipolar attitudes adapted from Wheeler (2009), such as “trustworthy” (rating of 1) and “untrustworthy” (rating of 7)

(Sécurité Assurance brand: $\alpha = .949$, $M = 2.676$, $SD = .654$; Middle East Airlines brand: $\alpha = .950$, $M = 2.118$, $SD = .619$).

Belief toward women's economic empowerment. Belief toward women's economic empowerment refers to an opinion an individual has toward women's empowerment in the economic sphere. This variable was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included three items, such as "Empowerment increases women's access to opportunities in the workplace" and "Empowerment enables women to get greater control over their assets" ($\alpha = .719$, $M = 4.052$, $SD = .312$).

Belief toward women's social and political empowerment. Belief toward women's social empowerment refers to an opinion an individual has toward women's empowerment in the social sphere. Belief toward women's political empowerment refers to an opinion an individual has toward women's empowerment in the political sphere. This variable was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included six items, such as "Empowerment can change a culture's gender norms" and "Empowerment enables women to exert more influence in the political sphere" ($\alpha = .805$, $M = 4.09$, $SD = .291$).

Women's self-empowerment. Women's self-empowerment refers to women's beliefs about their personal strength. This variable was measured using a Likert-type scale from 1 = strongly disagree to 5 = strongly agree. It included three items, such as "I feel I can achieve whatever I set my mind to" and "I feel I have the power to pursue whichever path I want" ($\alpha = .711$, $M = 4.197$, $SD = .401$).

6. Data Analysis

Statistical Package for Social Sciences (SPSS) was used to analyze the data obtained from the survey. To make sure there are no outliers, a boxplot graph was used. A boxplot is “a useful graphical display for describing the behavior of the data in the middle as well as at the ends of the distributions” (SUNY Polytechnic Institute, n.d., para. 5). It aids in examining the data “for unusual observations that are far removed from the mass data, which are referred to as outliers” (SUNY Polytechnic Institute, n.d., para. 4). After assessing the data for outliers, eight cases were found and discarded from the sample.

Descriptive statistics were used to analyze each variable. Hypotheses 1-7, with the exception of hypothesis 4, were tested using a linear regression test. Hypothesis 4 was tested using an independent t-test. Research question 1 understanding the attitudes towards the goodvertisements and social issues, 2 understanding how source credibility influences the attitudes towards the social issues, 3 understanding how attitude towards the goodvertisements influences beliefs about women’s economic, political and social empowerment, and 4 understanding women’s beliefs about their personal strength were then discussed based on the findings.

7. Results

7.1 Does goodvertising have an influence on people’s attitudes towards the goodvertisements and the social issues?

H1: Attitude and Behavioral Intentions Toward Goodvertisement

Due to the fact that the survey participants were exposed to two different goodvertisements, a linear regression test was conducted for each goodvertisement individually.

Sécurité Assurance goodadvertisement. H1 with regard to the Sécurité Assurance goodadvertisement was not supported. Linear regression indicated that there wasn't a significant relationship between a person's attitude and a person's behavioral intentions toward the goodadvertisement ($b = .226$, $SE = .131$, $r = .097$, $p > .05$).

The results showed that the majority of participants agreed with the statements given regarding their beliefs and feelings toward the Sécurité Assurance goodadvertisement. In fact, 88.9% of the participants claimed that the advertisement communicated the message well, 88.2% believed the message was communicated in a powerful way, 85.4% liked the advertisement shown to them, 85% appreciated the way the advertising message was delivered, and 82.8% were happy to be exposed to the Sécurité Assurance goodadvertisement.

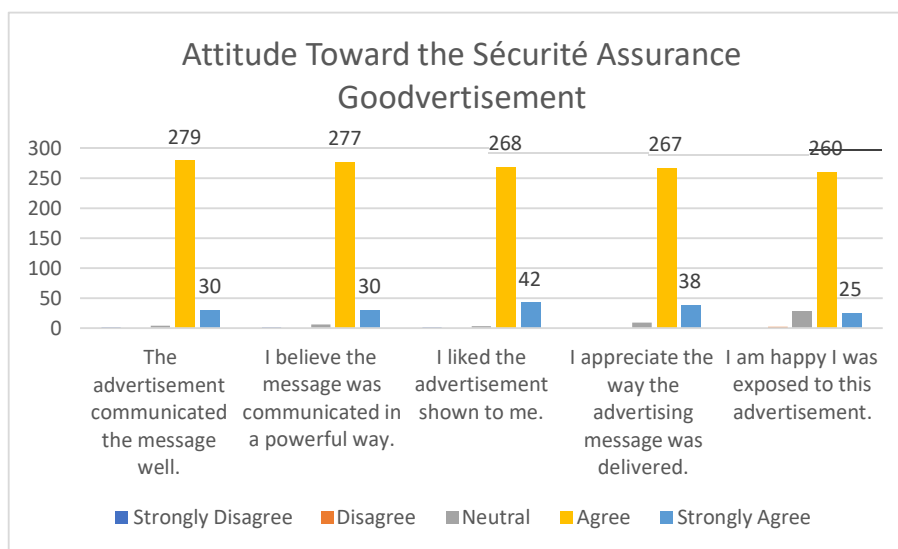


Figure 6 – Attitude Toward the Sécurité Assurance Goodadvertisement

The results also showed that the majority of the participants either agreed that they were interested in knowing more about the brand (48.4%) or were neutral (34.4%). The majority of participants also agreed that they wanted to share the Sécurité Assurance advertisement with friends and family (65.6%), and 17.2% were neutral. However, the majority of the participants were neutral or disagreed that they intended to purchase from the brand (88.8%) and that they intended to recommend the brand to friends and family (88.5%).

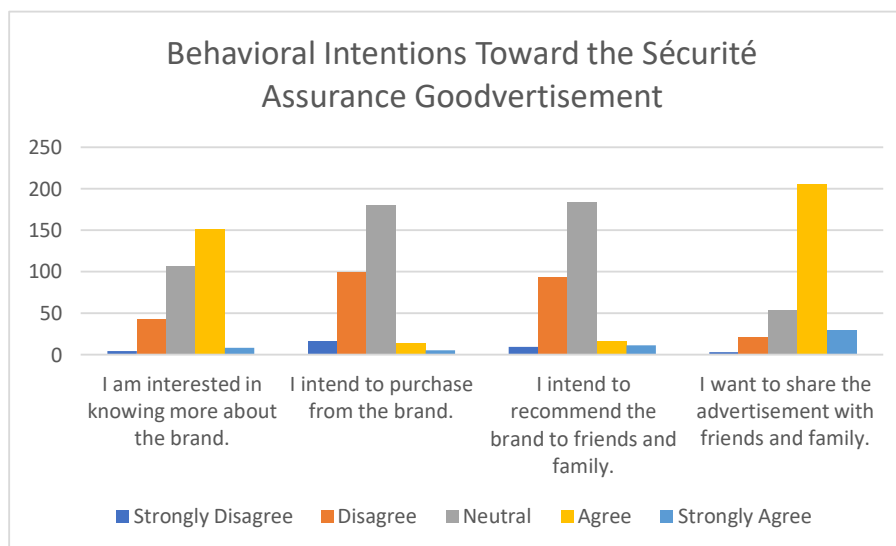


Figure 7 - Behavioral Intentions Toward the Sécurité Assurance Goodvertisement

Middle East Airlines goodvertisement. H1 with regard to the Middle East Airlines goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between a person's attitude (cognitive and affective) and a person's behavioral intentions toward the goodvertisement ($b = .822$, $SE = .108$, $r = .395$, $p < .01$). The strength of the relationship is strong. Cognitive and affective attitude toward the goodvertisement accounts for 15.6% of the total variance in behavioral attitude toward the goodvertisement.

The results showed that the majority of participants agreed to the statements given regarding their beliefs and feelings toward the Middle East Airlines goodvertisement. In fact, 89.5% of the participants claimed that the advertisement communicated the message well, 87.3% believed the message was communicated in a powerful way, 89.8% liked the advertisement shown to them, 85% appreciated the way the advertising message was delivered, and 86.3% were happy to be exposed to the Middle East Airlines goodvertisement.

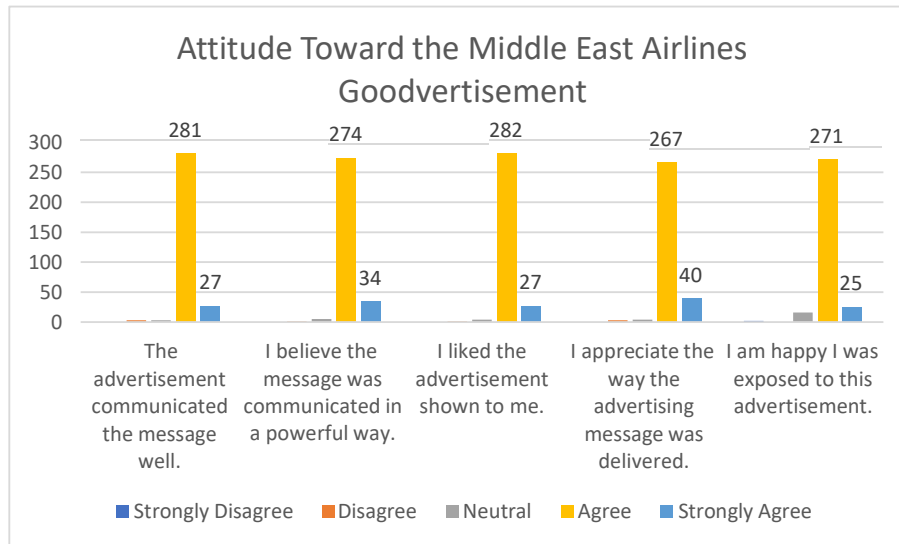


Figure 8 - Attitude Toward the Middle East Airlines Goodvertisement

Similar to the results of the Sécurité Assurance goodvertisement, the results of the Middle East Airlines showed that the majority of participants either agreed that they were interested in knowing more about the brand (46.5%) or were neutral (37.9%). The majority of participants also either agreed that they wanted to share the Middle East Airlines goodvertisement with friends and family (72.3%) or were neutral (13.4%). However, the majority of the participants were neutral or disagreed that they intended to purchase from the brand (87.6%) and that they intended to recommend the brand to friends and family (87.3%).

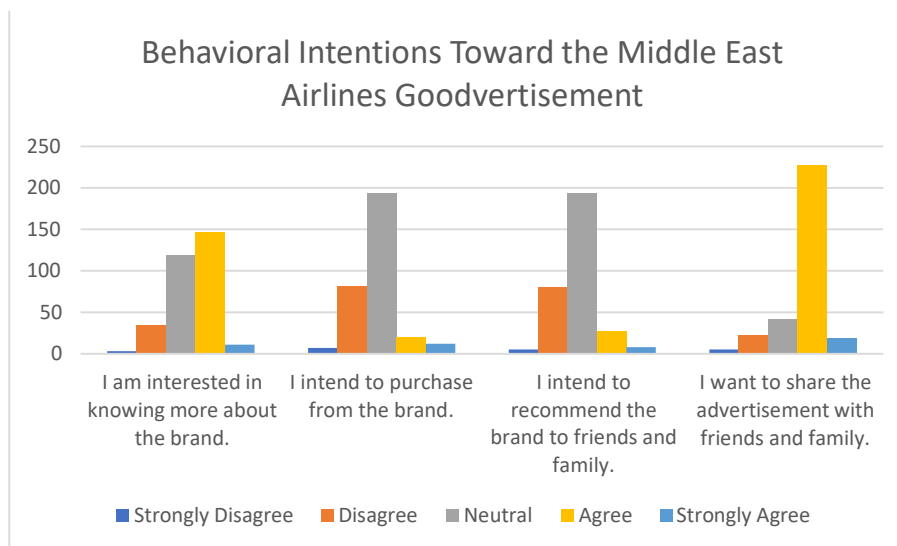


Figure 9 - Behavioral Intentions Toward the Middle East Airlines Goodvertisement

H2: Attitude and Behavioral Intentions toward Social Issue

Sécurité Assurance goodvertisement. H2 with regard to women's empowerment in the Sécurité Assurance goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between a person's attitude and a person's behavioral intentions toward the social issue ($b = .344$, $SE = .048$, $r = .379$, $p < .01$). However, the strength of the relationship is weak. Cognitive and affective attitude toward the social issue accounts for 14.4% of the total variance in behavioral attitude toward the social issue.

With regards to the cognitive attitude toward women's empowerment in the Sécurité Assurance goodvertisement, the results showed that the majority of participants either agreed or strongly agreed that they believed the advertisement empowers women by highlighting their achievements (98.5%), aims to fight for women's rights (96.5%), and gives women a boost of confidence (91.4%). The majority also agreed that they believed the advertisement portrays women as powerful individuals (77.4%) or were neutral (12.1%). With regards to the affective attitude toward women's empowerment in the Sécurité Assurance goodvertisement, the results showed that the majority of participants either agreed or strongly agreed that they are happy the advertisement empowers women to keep fighting for gender equality (98.4%) and is paving the way toward a better future for women (90.2%). The majority also agreed that they are happy the advertisement is challenging Lebanon's patriarchal structure (77.1%) or were neutral (13.1%), and agreed they are happy the advertisement paints a positive image for women (76.8%) or were neutral (14.3%).

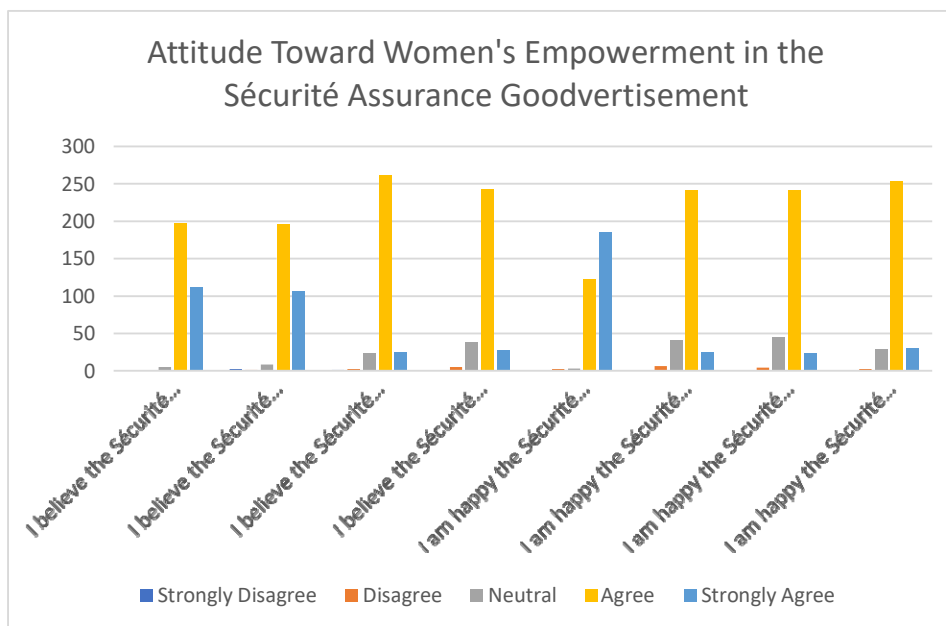


Figure 10 - Attitude Toward Women's Empowerment in the Sécurité Assurance Goodvertisement

The results also showed that the majority of participants agreed or strongly agreed to the statements given regarding their intended actions toward the Sécurité Assurance goodvertisement. In fact, 98.1% of the participants claimed they want to boost women's self-esteem when possible, 98.1% want to empower the women in their life, 98.4% want to support women's work, and 93% want to respect women more.

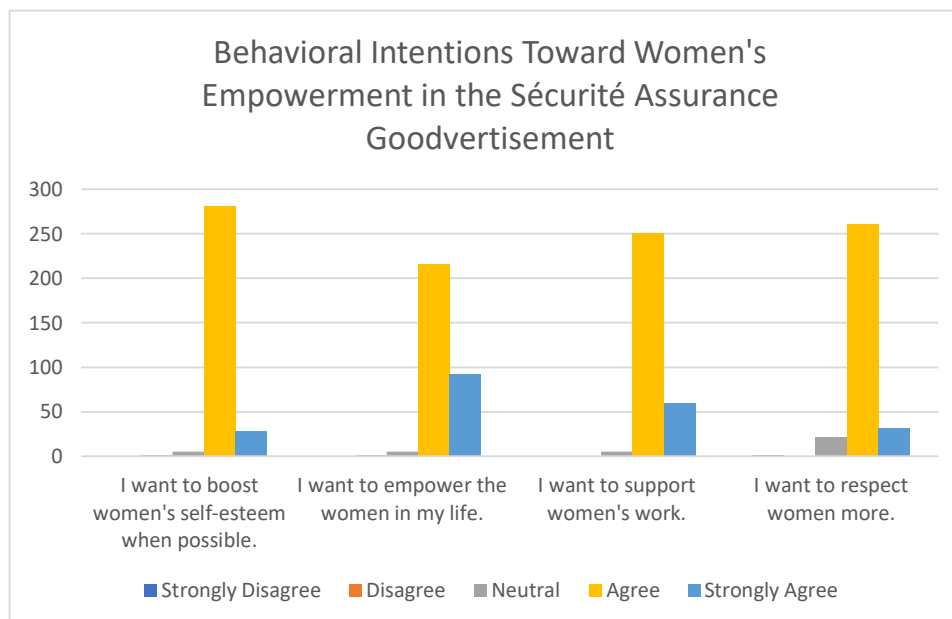


Figure 11 - Behavioral Intentions Toward Women's Empowerment in the Sécurité Assurance Goodvertisement

Middle East Airlines goodvertisement. H2 with regard to women's empowerment in the Middle East Airlines goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between a person's cognitive and affective attitude and a person's behavioral attitude toward the social issue ($b = .546$, $SE = .049$, $r = .537$, $p < .01$). The strength of the relationship is moderate. Cognitive and affective attitude toward the social issue accounts for 28.8% of the total variance in behavioral attitude toward the social issue.

With regards to the cognitive attitude toward women's empowerment in the Middle East Airlines goodvertisement, the results showed that the majority of participants either agreed or strongly agreed that they believed the advertisement empowers women by challenging gender stereotypes (98.7%), gives women a boost of confidence (98.1%), and encourages women to pursue any career they want (100%). The majority also agreed that they believed the advertisement helps give women a voice in society (77.7%) or were neutral

(13.1%). With regards to the affective attitude toward women's empowerment in the Middle East Airlines goodvertisement, the results showed that the majority of participants agreed or strongly agreed that they were happy the advertisement helps women be more confident (96.8%), helps fight gender stereotypes (98.7%), and is paving the way toward gender equality (90.4%). The majority also agreed they were happy the advertisement helps women express themselves more freely (79.3%) or were neutral (11.8%).

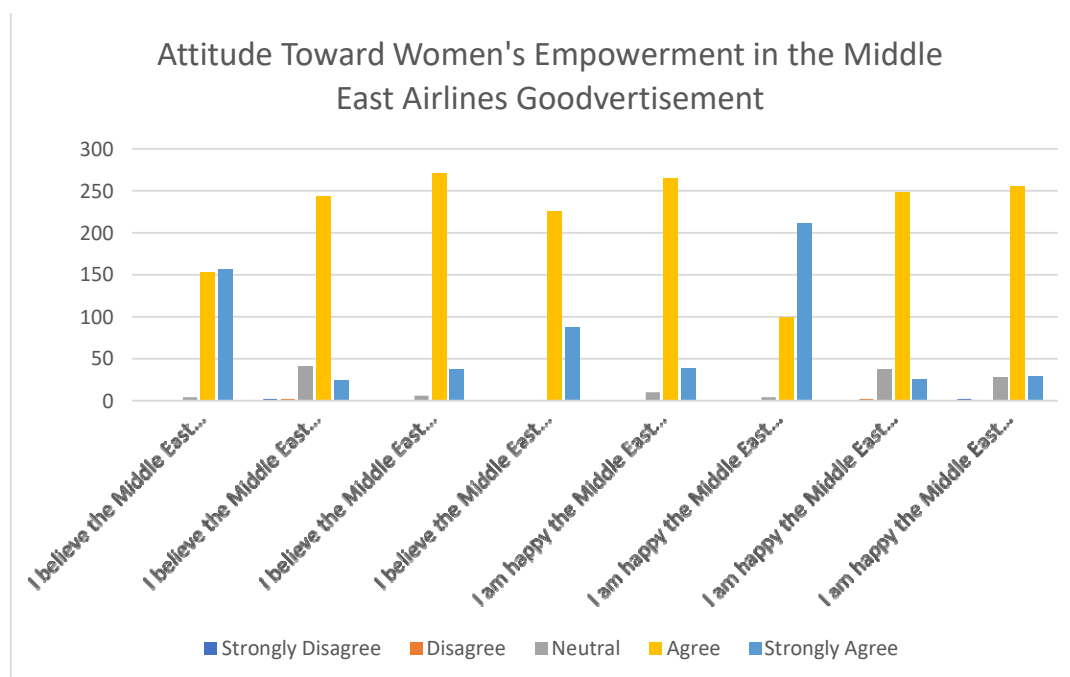


Figure 12 - Attitude Toward Women's Empowerment in the Middle East Airlines Goodvertisement

The results also showed that the majority of participants agreed or strongly agreed to the statements given regarding their intended actions toward the Middle East Airlines goodvertisement. In fact, 97.1% of the participants claimed they want to boost women's self-esteem when possible, 98.4% want to empower the women in their life, 99.4% want to support women's work, and 95.6% want to respect women more.

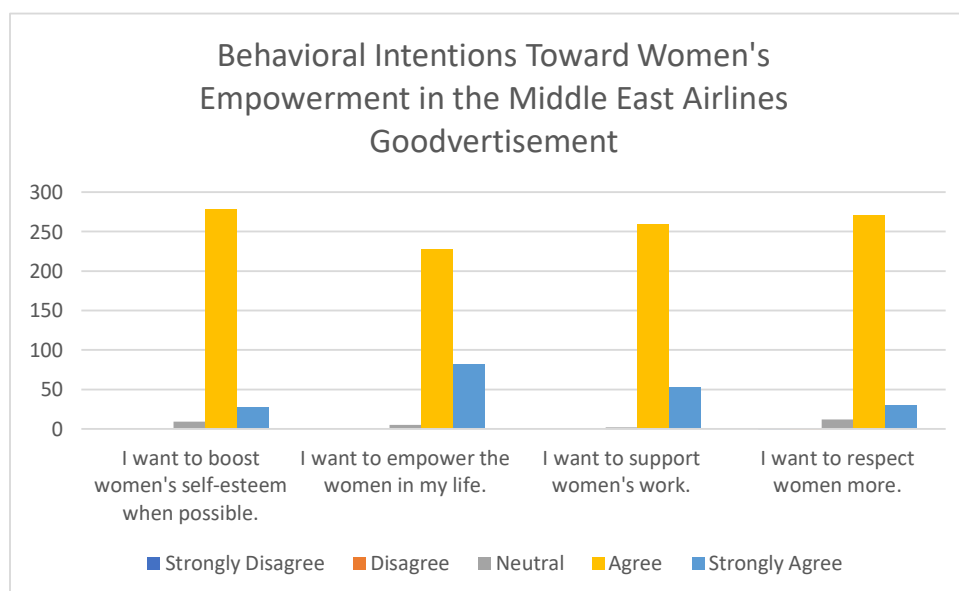


Figure 13 - Behavioral Intentions Toward Women's Empowerment in the Middle East Airlines Goodvertisement

H3: Attitude Toward Goodvertisement vs. Attitude Toward Social Issue

Sécurité Assurance goodvertisement. H3 with regard to the Sécurité Assurance goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between a person's attitude toward the goodvertisement and a person's attitude toward the social issue ($b = .757$, $SE = .066$, $r = .546$, $p < .01$). The strength of the relationship is strong. Attitude toward the goodvertisement accounts for 29.9% of the total variance in attitude toward the social issue.

Middle East Airlines goodvertisement. H3 with regard to the Middle East Airlines goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between a person's attitude toward the goodvertisement and a person's attitude toward the social issue ($b = .847$, $SE = .039$, $r = .775$, $p < .01$). The strength of the relationship is strong. Attitude toward the goodvertisement accounts for 60.1% of the total variance in attitude toward the social issue.

H4: Gender vs. Attitude and Behavioral Intentions Toward Social Issue

Attitude and Sécurité Assurance goodvertisement. H4 with regard to attitude and women's empowerment in the Sécurité Assurance goodvertisement was not supported. An independent t-test indicated that there wasn't a significant statistical difference between gender and attitude toward the social issue (Welsh's $t(df) = -1.643, p > .05$).

Attitude and Middle East Airlines goodvertisement. H4 with regard to attitude and women's empowerment in the Middle East Airlines goodvertisement was not supported. An independent t-test indicated that there wasn't a significant statistical difference between gender and attitude toward the social issue (Welsh's $t(df) = -1.086, p > .05$).

Behavioral intentions and Sécurité Assurance goodvertisement. H4 with regard to behavioral intentions and women's empowerment in the Sécurité Assurance goodvertisement was supported. An independent t-test indicated that there was a significant statistical difference between gender and behavioral intentions toward the social issue (Welsh's $t(df) = -3.177, p < .05$). Females ($M = 4.19, SD = 0.318$) had more positive behavioral intentions than males ($M = 4.08, SD = 0.312$).

Behavioral intentions and Middle East Airlines goodvertisement. H4 with regard to behavioral intentions and women's empowerment in the Middle East Airlines goodvertisement was supported. An independent t-test indicated that there was a significant statistical difference between gender and behavioral intentions toward the social issue (Welsh's $t(df) = -3.051, p < .05$). Females ($M = 4.18, SD = 0.293$) had more positive behavioral intentions than males ($M = 4.07, SD = 0.308$).

7.2 To what extent does source credibility influence people's overall attitudes towards the social issues?

H5: Source Credibility vs. Attitude Toward Social Issue

Sécurité Assurance goodadvertisement. H5 with regard to the Sécurité Assurance goodadvertisement was supported. Linear regression indicated that there was a positive significant relationship between source credibility and a person's attitude toward the social issue ($b = .229$, $SE = .030$, $r = .400$, $p < .01$). However, the strength of the relationship is weak. Source credibility accounts for 16% of the total variance in attitude toward the social issue.

The results showed that the majority of participants found Sécurité Assurance to be a credible source. In fact, 85.1% of participants viewed the brand as trustworthy, 91.1% as sincere, 86.4% as reliable, 90.4% as honest, 86.7% as an expert, 88.6% as knowledgeable, 86.8% as experienced, and 86% as qualified.

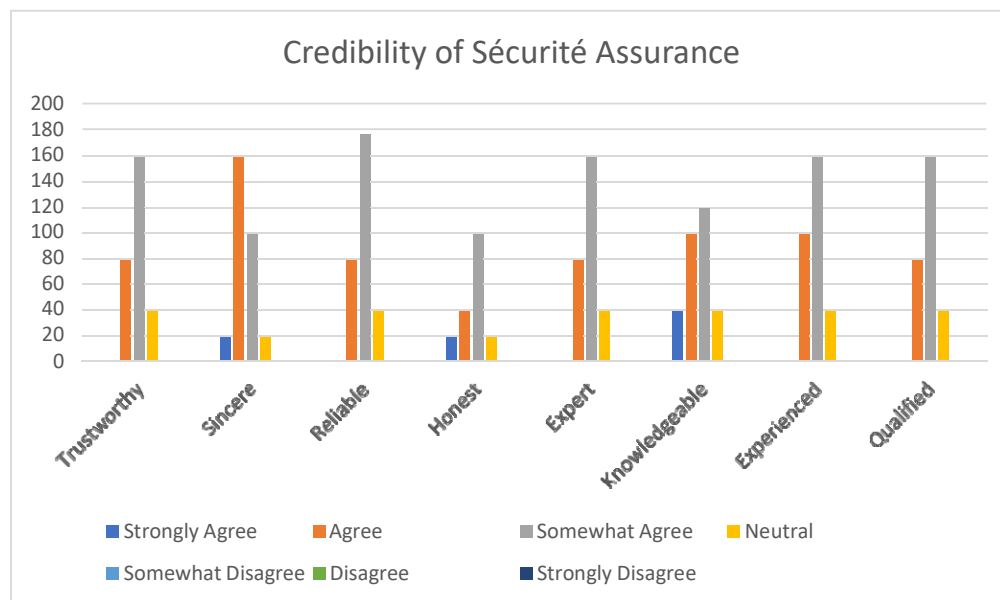


Figure 14 - Credibility of Sécurité Assurance

Middle East Airlines goodvertisement. H5 with regard to the Middle East Airlines goodvertisement was supported. Linear regression indicated that there was a positive significant relationship between source credibility and a person's attitude toward the social issue ($b = .088$, $SE = .030$, $r = .165$, $p < .01$). However, the strength of the relationship is weak. Source credibility accounts for only 2.7% of the total variance in attitude toward the social issue.

The results showed that the majority of participants found Middle East Airlines to be a credible source. In fact, 96.5% of participants viewed the brand as trustworthy, 95.9% as sincere, 96.4% as reliable, 96.8% as honest, 96.5% as an expert, 97.2% as knowledgeable, 97.4% as experienced, and 97.5% as qualified.

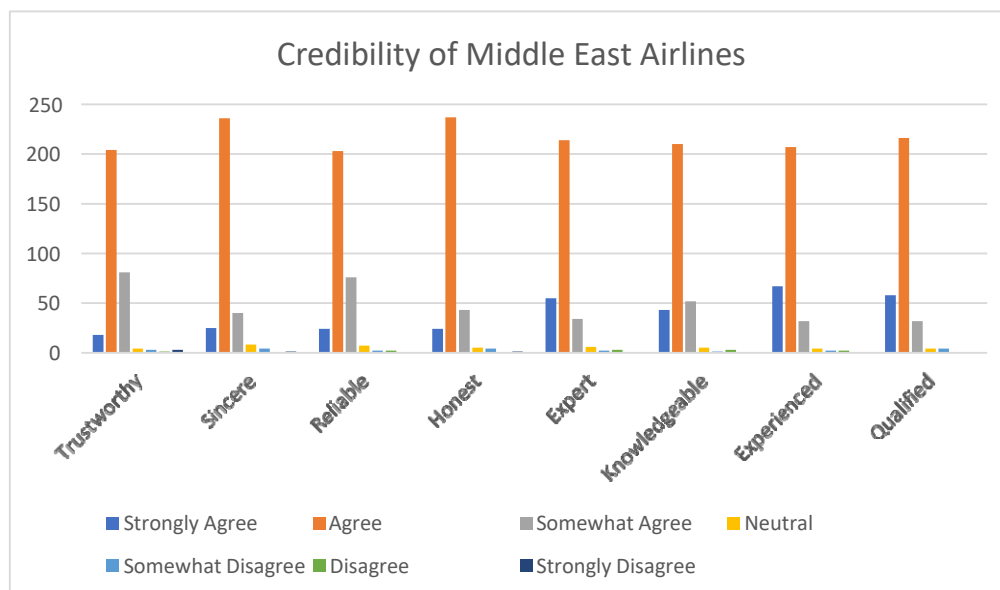


Figure 15 - Credibility of Middle East Airlines

7.3 Do the goodvertisements have an influence on people's beliefs about women's economic, political and social empowerment?

H6: Overall Attitude Towards Goodvertisements vs. Beliefs About Women's Economic, Political and Social Empowerment

Women's economic empowerment. H6 with regard to women's economic empowerment was supported. Linear regression indicated that there was a positive significant relationship between a person's overall attitude towards the goodvertisements and a person's beliefs about women's economic empowerment ($b = .652$, $SE = .059$, $r = .532$, $p < .01$). The strength of the relationship is moderate. Attitude towards the goodvertisements accounts for 28.3% of the total variance in belief about women's economic empowerment.

The results showed that the majority of participants agreed or strongly agreed that empowerment increases women's access to opportunities in the workplace (97.8%), and empowering women enables them to reach higher positions in the workplace (98.7%). The majority of participants also either agreed that empowerment helps women get greater control over their assets (81.2%) or were neutral (10.5%).

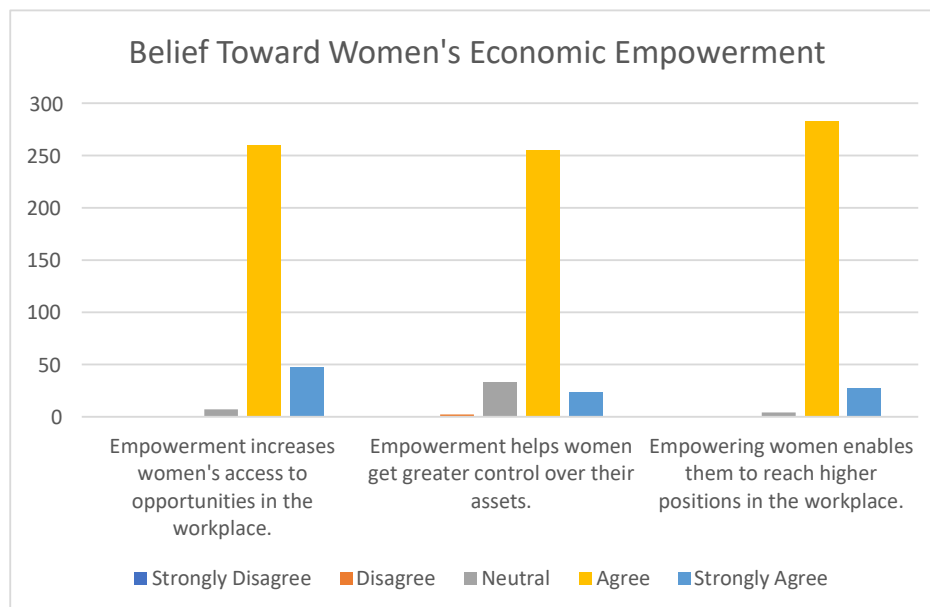


Figure 16 - Belief Toward Women's Economic Empowerment

Women's social and political empowerment. H6 with regard to women's social and political empowerment was supported. Linear regression indicated that there was a positive significant relationship between a person's overall attitude towards the goodvertisements and a person's beliefs about women's social and political empowerment ($b = .683$, $SE = .052$, $r = .597$, $p < .01$). The strength of the relationship is moderate. Attitude toward the goodvertisements accounts for 35.6% of the total variance in belief about women's social and political empowerment.

The results showed that the majority of participants agreed or strongly agreed that empowerment can help eliminate discriminatory ideologies in a society (95.3%), empowering women gives them more recognition in their communities (98.4%), empowerment enables women to exert more influence in the political sphere (97.8%), empowerment encourages women to run for office (98.1%), and empowering women enables them to participate more in political parties (97.5%). The majority of participants also either agreed that empowerment can change a culture's gender norms (78.3%) or were neutral (12.4%).

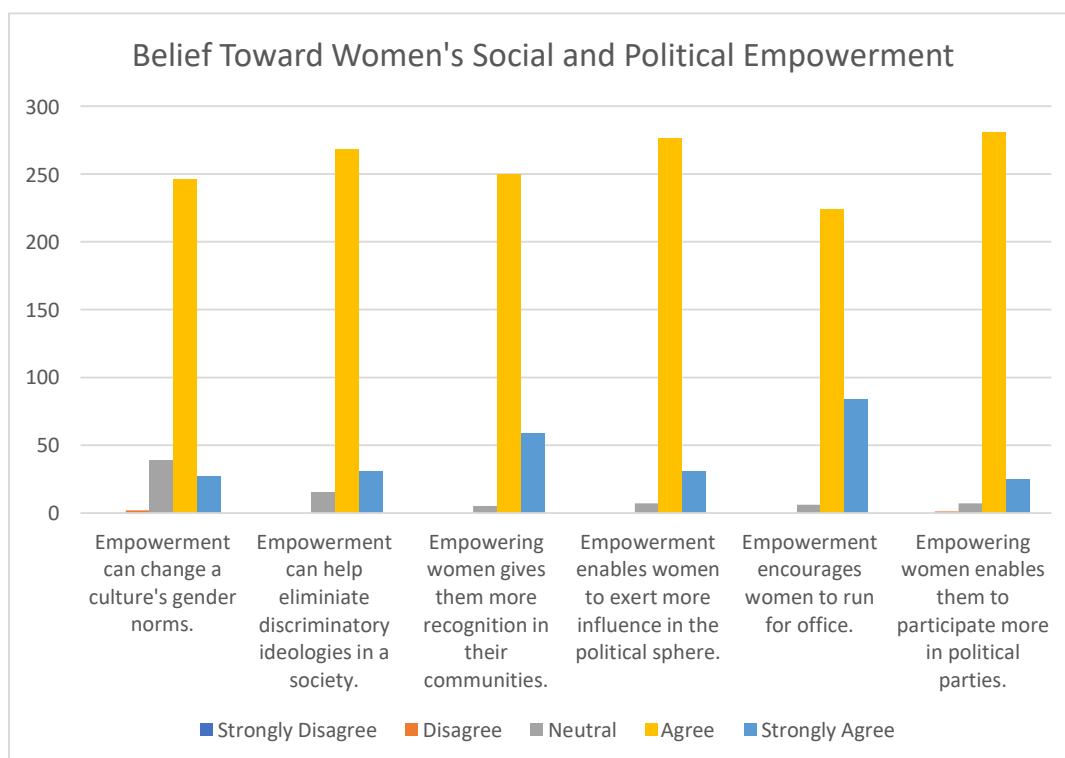


Figure 17 - Belief Toward Women's Social and Political Empowerment

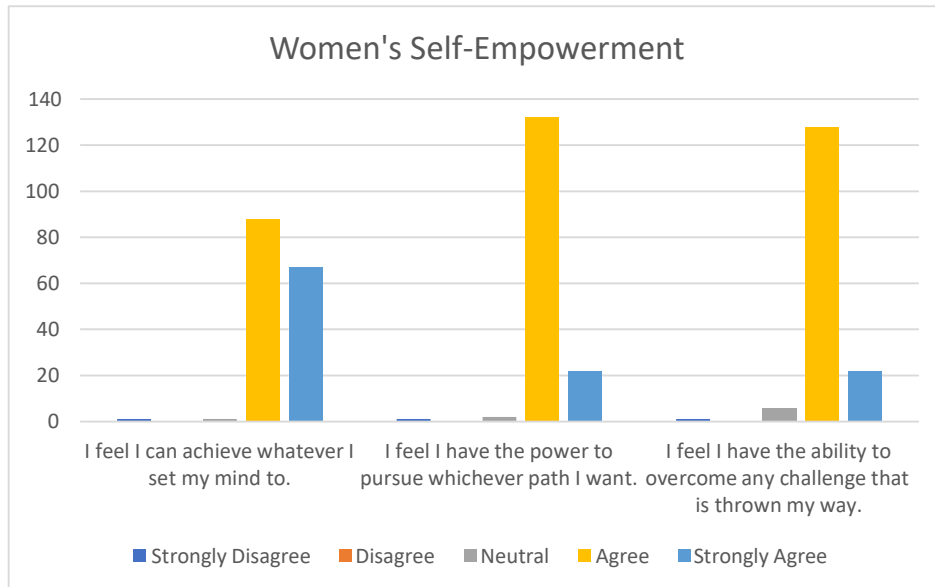
7.4 Do the goodvertising campaigns have an influence on women's beliefs about their personal strength?

H7: Overall Attitude Towards Goodvertisements vs. Women's Beliefs About Personal Strength

H7 was supported. Linear regression indicated that there was a positive significant relationship between a person's overall attitude towards the goodvertisements and women's beliefs about their personal strength ($b = .342$, $SE = .116$, $r = .230$, $p < .01$). However, the strength of the relationship is weak. Attitude towards the goodvertisements accounts for only 5.3% of the total variance in women's beliefs about their personal strength.

The results showed that out of the 157 women who participated in the survey, the majority agreed or strongly agreed that they feel they can achieve whatever they set their mind to (98.8%), they feel they have the power to pursue whichever path they want (98.1%),

and they feel they have the ability to overcome any challenge that is thrown their way (95.5%).



8. Discussion

This section of the thesis will discuss the findings of the survey by comparing the results to those in the literature review and the theoretical framework. The discussion will be done by engaging with each research question separately.

8.1 RQ1: Does goodvertising have an influence on people's overall attitudes towards the goodvertisements and the social issues?

To understand people's attitudes, two different components, consisting of attitude (cognitive and affective), and behavioral intentions, as suggested by Wang and Wu (2011) were investigated. Assessing each component on its own can help the researcher better understand how one comes to form an attitude toward the object in question. The findings of the survey revealed that participants had positive cognitive and affective attitudes towards both goodvertisements and social issues addressed, and positive behavioral intentions towards the social issues. However, the majority had neutral behavioral intentions towards both goodvertisements. SheKnows Media's study (2014) on advertisements that communicate a pro-female message revealed that people bought products from the brands and shared the advertisements because they liked how they portrayed women in their advertising. Drake (2017) also studied the impact of female empowerment in advertising and found that it has a positive impact on purchase intentions. However, the findings of this thesis do not support that of SheKnows Media and Drake. This neutral behavioral attitude towards the goodvertisements may be due to the deteriorating financial situation Lebanon has been facing over the past year, and, thus, people's stricter and less-likely purchase decisions. In addition, purchase decisions from Sécurité Assurance, the insurance company, and Middle East Airlines, the airline company are often not taken lightly and may require more motivation than an advertisement as these types of purchases are on a relatively high level cost-wise. Also, purchasing from Sécurité Assurance involves a continuous deal versus a

one-time deal. Some of the neutrality can also be explained by the fact that Lebanese university students are often still dependent on their parents and do not purchase their own insurance or their own airline tickets.

The findings also revealed that there was no relationship between a person's cognitive and affective attitudes toward the Sécurité Assurance goodvertisement and their behavioral intentions toward the brand. In other words, people's beliefs and feelings toward the Sécurité Assurance goodvertisement did not influence their intended actions toward the goodvertisement. Both Lee et al. (2019) and Boer et al.'s (2012) studies found the existence of a relationship among the cognitive, affective, and behavioral components of attitude. Thus, this particular result of this study does not align with that of Lee et al. (2019) and Boer et al.'s (2012) studies. However, the findings of this thesis did reveal the existence of a relationship between people's cognitive and affective attitude towards the Middle East Airlines and their behavioral intentions toward the brand. The more positive people's beliefs and feelings towards the Middle East Airlines' goodvertisements, the greater their intended actions toward the brand. These findings seem to be contradictory across the two goodvertisements chosen as people's attitudes toward the Sécurité Assurance goodvertisement did not influence their behavioral intentions toward the goodvertisement, but their attitudes toward the Middle East Airlines did influence their behavioral intentions. This may be because the goodvertisements were different from one another. Furthermore, the results of the survey showed that participants were more familiar with the Middle East Airlines brand than with the Sécurité Assurance brand, which may have also led to the inconsistent results regarding the influence of attitudes on behavior across the two advertisements. Regardless, the influence of goodvertising may be seen in the long run as consumers create positive associations between the social issue messaging and the brand, increasing the goodwill and positive image of the brand in the mind of consumers. The results of the survey also revealed an association

between people's cognitive and affective attitudes towards women's empowerment (i.e. the social issue addressed in the goodvertisements) and their behavioral intentions toward the aforementioned social issue. This means that people's beliefs and feelings toward women's empowerment influenced their intended actions toward the social issue. Thus, this particular result of this study confirms that of Lee et al. (2019) and Boer et al.'s (2012) studies with regard to the cognitive, affective, and behavioral attitudes.

Another interesting finding that can be taken from this study is the relationship between people's attitude towards the goodvertisements and their attitude toward the social issue. More specifically, people's positive attitude toward the Sécurité Assurance and Middle East Airlines goodvertisements influenced them to develop positive beliefs and feelings toward women's empowerment. This finding corroborates that of O'Cass & Griffin (2008) in showing the influence a positive attitude toward the advertisement has on people's attitude toward the social issue. For advertisers, such an insight illustrates how an effective goodvertisement can aid in adopting positive social issue messaging and associating positive feelings with the brands.

Finally, the findings of this thesis revealed that there was no difference between gender and people's attitudes toward the social issue in both goodvertisements. This means that males and females equally had positive attitudes toward women's empowerment. In contrast, there was a difference between gender and people's behavioral intentions toward the social issue in both goodvertisements. In other words, females had more positive behavioral intentions toward women's empowerment than males. This contrast shows that although both genders equally view women's empowerment in a positive light, women are more willing to take action with regard to their empowerment. This may be because the social issue directly involves them and, thus, women are more motivated to make a change.

8.2 RQ2: To what extent does source credibility influence people's attitudes towards the social issues?

Source credibility is one of the factors that may affect the way viewers perceive the message of the goodvertisement and, thus, the social issue addressed in the goodvertisement. Past research on source credibility and advertising mainly focused on celebrity endorsers. However, for the purpose of this thesis, source credibility refers to the credibility of the company itself. To assess the credibility of Sécurité Assurance and Middle East Airlines, respondents were asked to rate the brands' trustworthiness, sincerity, reliability, honesty, expertness, knowledge, experience, and qualification. Respondents found both brands to be trustworthy, sincere, reliable, honest, experts, knowledgeable, experienced, and qualified. Thus, Sécurité Assurance and Middle East Airlines can be considered high-credibility sources. As such, the researcher can assess whether these high-credibility sources positively influence the attitudes toward the social issue, which, in this case, consists of women's empowerment.

The findings of this study revealed that a positive relationship does exist between source credibility of Sécurité Assurance as well as Middle East Airlines and attitudes toward the social issue. In other words, the more highly credible the source of a goodvertisement is, the more positively it will influence people's beliefs and feelings toward women's empowerment. Saldanha et al. (2018) and Amos et al. (2008) studied the influence of celebrity endorsers on advertising effectiveness and both found that a positive relationship exists between the two variables. Although the goodvertisements were not celebrity endorsed, the same can be said about the credibility of the companies Sécurité Assurance and Middle East Airlines and their influence on the overall attitude toward women's empowerment. For this study, the researcher can assume that source credibility positively influences people's attitude toward the social issue. However, because the relationship between source credibility

and attitude toward the social issue was weak, source credibility cannot be considered to be a major factor that affects the way viewers perceive the social issue addressed in a goodvertisement. This may be due to the fact that the sources were the companies themselves rather than celebrity endorsers.

8.3 RQ3: Do the goodvertisements have an influence on people's beliefs about women's economic, political and social empowerment?

To better understand women's empowerment, Rathakrishnan and Padma (2013) divided empowerment into three categories, consisting of women's economic, political, and social empowerment. This study evaluated participants' beliefs about the different categories of women's empowerment previously mentioned. The findings revealed that participants had positive opinions towards all three categories. In fact, they believed that empowering women would help challenge gender inequalities and enable them to participate more in the economic, political, and social spheres. Kirigiti et al. (2018) sought to determine the level of attitude toward women's empowerment in the Kondoa District in Tanzania. They found that the participants believed women's empowerment should lead to increased participation of women in politics, equal opportunities between men and women in the workplace, and the ability to make important household and family planning decisions. Thus, the finding of this thesis supports that of Kirigiti et al. with regard to people's beliefs about women's economic, political and social empowerment.

This thesis also studied whether overall attitude towards the goodvertising campaigns is associated with beliefs about women's (a) economic empowerment and (b) social and political empowerment. The findings revealed that a relationship does exist between the two variables. This means that people's attitudes towards the Sécurité Assurance goodvertisement as well as the Middle East Airlines goodvertisement positively influence their opinions about women's economic, social and political empowerment. When people have positive beliefs

and feelings towards the pro-female goodvertisements, they will, in turn, believe that empowering women will result in greater access to opportunities and reaching higher positions, more recognition in their communities and less discriminatory ideologies, and more women running for office and exerting influence in politics. Lebanon has always been a country with a patriarchal culture and structure. Although this culture is still prominent, women have been increasingly participating in the social, economic and political spheres. According to Avis (2017), women's participation in the Lebanese economy has been on an upward trend, as well as their participation in the political landscape. The findings of this thesis could be explained by the rise of initiatives and messages for women's empowerment on the international scene, which, in turn, may have influenced Lebanese people to question traditional gender roles and believe in the importance of empowering women.

8.4 RQ4: Do the goodvertising campaigns have an influence on women's beliefs about their personal strength?

While women's economic, political and social empowerment refers to the external aspects of women's empowerment, beliefs about their personal strength refers to the internal aspect of empowerment. Huis et al. (2017) believe that women's self-empowerment leads to high levels of self-esteem, self-confidence, and self-efficacy. The results of this study showed that female participants had positive beliefs regarding their personal strength, thus supporting Huis et al.'s (2017) work.

Furthermore, the findings of this study revealed that a relationship does exist between attitude towards the goodvertisements and women's self-empowerment. In other words, the more positive women's attitudes toward the goodvertisements are, the more positive their beliefs about their self-esteem, self-confidence, and self-efficacy. Thus, the researcher can assume that the goodvertising campaigns have a positive influence on women's beliefs about their personal strength. Daou (2015) studied women's level of empowerment after being

exposed to Women Non-Governmental Organizations (WNGOs) in Lebanon. The researcher found that the more women perceived the WNGOs to be effective, the higher their levels of self-efficacy and empowerment. They also perceived WNGOs as having contributed to significant changes in their lives. Thus, both Daou's findings and the findings of this thesis go hand in hand.

9. Limitations and Further Suggestions

This study has some limitations. Participants might give answers that do not completely represent their real opinions or thoughts about the topic, yet the statements did not warrant socially desirable responses since they are not considered controversial type statements. As the study is confined to Lebanon, the sample could include more students from other universities to represent the different geographical locations of the country due to cultural diversity, nonetheless universities like the Lebanese University incorporates students from various cultural backgrounds, and Notre Dame University has three branches hence reaching out to different localities.

The most significant limitation of this study consists of the choice of goodvertisements. 'Goodvertising' is a rather recent trend and not as common in Lebanon as in other parts of the world. Thus, the researcher did not have many options to choose from. In addition, due to the nature of the companies behind the goodvertisements, the COVID-19 pandemic, and the financial crisis in Lebanon, the advertisements alone are not enough to assess people's behavioral intentions.

Due to the recentness of the 'goodvertising' trend, there are many other potential paths for future research. Understanding the different factors that affect individuals' attitudes towards goodvertising campaigns can be beneficial. In addition, one can look into the characteristics of goodvertising messages to then study its effects. This may involve further

utilizing the persuasion theory by studying the goodvertisements' message appeals. Another suggestion involves conducting experimental research to assess which type of advertising, goodvertising or traditional advertising, is more persuasive and appeals to the consumer the most. Doing so can help advertisers assess which advertising strategy is the most effective in promoting a social issue to the Lebanese society.

10. Conclusion

This study aimed to understand how goodvertising campaigns influence Lebanese young adults' attitudes towards these social issues and the brands in question. This study is useful as 'goodvertising' is a recent trend that many brands across the world have been adopting. It offers a new perspective in advertising that can be used to provide individuals with solutions to prevailing social issues. In fact, effective goodvertising campaigns offer a win-win situation for both parties: the brand can profit from its advertising efforts while society learns and becomes enlightened about social issues.

The findings of this study revealed several insights. First, the most surprising finding stems from the contradictory results found across the two goodvertisements. People's attitude toward the Sécurité Assurance goodvertisement did not influence their behavioral intentions toward the brand, while their attitude toward the Middle East Airlines goodvertisement did influence their behavioral intentions. In addition, people's positive attitude toward the goodvertisements led them to develop a positive attitude toward women's empowerment. Both genders also had equally positive attitudes toward the social issue while females had more positive behavioral intentions toward women's empowerment than males. Second, source credibility positively influenced people's attitude toward the social issue. Third, people's attitudes towards the goodvertisements positively influenced their opinions about women's economic, social and political empowerment as well as women's personal strength.

Thus, the findings of this thesis contribute not only to the field of research but to advertisers as well. This thesis has, therefore, shown that goodvertising can be an effective advertising strategy when promoting both a brand and a social issue and it is able to stimulate a positive attitude within consumers towards the social issue and the brand.

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Appendix A

The participants were given the following questionnaire online:

I am a graduate student at Notre Dame University- Louaize. As part of my Master's thesis, I am conducting a survey to investigate the influence of 'goodvertising' campaigns on Lebanese students' attitudes towards social issues. Information obtained from this questionnaire will only be used for academic purposes. Your identity will remain anonymous and responses confidential. Clicking next indicates that you are voluntarily participating in this study. Thank you for your time.

1. Are you an undergraduate student?

- No Yes

If No, the form will be immediately submitted.

If Yes, moves on to next question.

2. Which university are you enrolled in?

- Lebanese University
- Lebanese International University
- Beirut Arab University
- American University of Beirut
- Lebanese American University
- Other

If Other, the form will be immediately submitted.

3. What is your gender?

- Female Male

4. How old are you?

5. Have you ever been exposed to an advertisement that addresses a certain social issue?

No Yes

If yes, please provide a list of the advertisements you can recall

6. Do you believe in campaigning against any of these social issues?

Gender stereotyping

Poverty

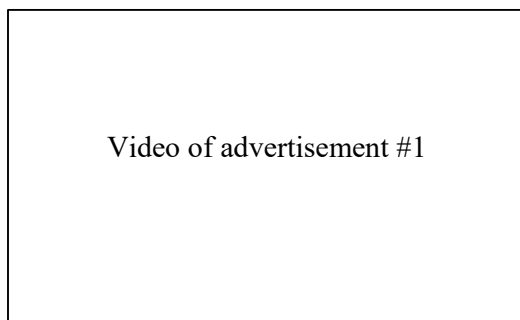
Racial discrimination

Bullying

Domestic violence

Other, specify _____

7. Please watch the following advertisement:



8. Which brand and social issue were communicated in the advertisement?

Brand: _____

Social issue: _____

9. Please rate the following brand on a scale of 1 to 7 to reflect the extent to which you believe the adjectives describe the brand

Sécurité Assurance

Trustworthy	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Untrustworthy
Sincere	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Insincere
Reliable	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Unreliable
Honest	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Dishonest
Expert	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Inexpert
Knowledgeable	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Unknowledgeable
Experienced	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Inexperienced
Qualified	1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7	Unqualified

10. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Sécurité Assurance** advertisement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The advertisement provided useful information.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
The advertisement was intriguing.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

The advertisement communicated the message well.

1 2 3 4 5

I believe the message was communicated in a powerful way.

1 2 3 4 5

The advertisement changed my view about the social issue.

1 2 3 4 5

11. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Sécurité Assurance** advertisement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I liked the advertisement shown to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I appreciate the way the advertising message was delivered.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I am happy I was exposed to this advertisement.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

I am excited that the advertisement is spreading a positive message. 1 2 3 4 5

12. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Sécurité Assurance** advertisement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I am interested in knowing more about the brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I intend to purchase from the brand.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I intend to recommend the brand to friends and family.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to share the advertisement with friends and family.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

13. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Sécurité Assurance** advertisement:

I believe the Sécurité Assurance advertisement that I have viewed

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
empowers women by highlighting their achievements.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
aims to fight for women's rights.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
gives women a boost of confidence.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
portrays women as powerful individuals.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

14. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree

regarding the **Sécurité Assurance** advertisement:

I am happy the Sécurité Assurance advertisement that I have viewed

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
empowers women to keep fighting for gender equality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
is challenging Lebanon's patriarchal structure.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
paints a positive image for women.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
is paving the way toward a better future for women.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

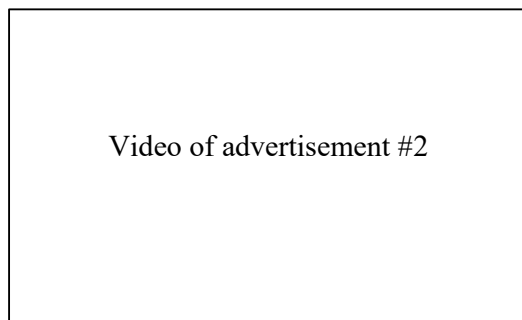
15. Please rate the following statements from 1 = strongly disagree to 5 = strongly

disagree regarding the **Sécurité Assurance** advertisement:

After viewing the Sécurité Assurance advertisement,

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I want to boost women's self-esteem when possible.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to empower the women in my life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to support women's work.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to respect women more.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

16. Please watch the following advertisement:



17. Which brand and social issue were communicated in the advertisement?

Brand: _____

Social issue: _____

18. Please rate the following brand on a scale of 1 to 7 to reflect the extent to which you believe the adjectives describe the brand

Middle East Airlines

Trustworthy 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Untrustworthy

Sincere 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Insincere

Reliable 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Unreliable

Honest 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Dishonest

Expert 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Inexpert

Knowledgeable 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Unknowledgeable

Experienced 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Inexperienced

Qualified 1 ; 2 ; 3 ; 4 ; 5 ; 6 ; 7 Unqualified

19. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Middle East Airlines** advertisement:

Strongly disagree Disagree Neutral Agree Strongly agree

The advertisement provided useful information.

1

2

3

4

5

The advertisement was intriguing.

1 2 3 4 5

The advertisement communicated the message well.

1 2 3 4 5

I believe the message was communicated in a powerful way.

1 2 3 4 5

The advertisement changed my view about the social issue.

1 2 3 4 5

20. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Middle East Airlines** advertisement:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I liked the advertisement shown to me.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I appreciate the way the advertising message was delivered.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

I am happy I was exposed to this advertisement. 1 2 3 4 5

I am excited that the advertisement is spreading a positive message. 1 2 3 4 5

21. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Middle East Airlines** advertisement:

Strongly disagree Disagree Neutral Agree Strongly agree

I am interested in knowing more about the brand. 1 2 3 4 5

I intend to purchase from the brand. 1 2 3 4 5

I intend to recommend the brand to friends and family. 1 2 3 4 5

I want to share the advertisement with friends and family. 1 2 3 4 5

22. Please rate the following statement from 1 = strongly disagree to 5 = strongly agree regarding the **Middle East Airlines** advertisement:

I believe the Middle East Airlines advertisement that I have viewed

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
empowers women by challenging gender stereotypes.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
helps give women a voice in society.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
gives women a boost of confidence.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
encourages women to pursue any career they want.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

23. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree

regarding the **Middle East Airlines** advertisement:

I am happy the Middle East Airlines advertisement that I have viewed

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
helps women be more confident.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
helps fight gender stereotypes.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

helps women
express themselves
more freely.

1 2 3 4 5

is paving the way
toward gender
equality.

1 2 3 4 5

24. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree regarding the **Middle East Airlines**

advertisement:

After viewing the Middle East Airlines advertisement,

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I want to boost women's self-esteem when possible.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to empower the women in my life.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to support women's work.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I want to respect women more.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

25. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree:

Strongly disagree Disagree Neutral Agree Strongly agree

Empowerment increases women's access to opportunities in the workplace.

1 2 3 4 5

Empowerment helps women get greater control over their assets.

1 2 3 4 5

Empowering women enables them to reach higher positions in the workplace.

1 2 3 4 5

26. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree:

Strongly disagree Disagree Neutral Agree Strongly agree

Empowerment can change a culture's gender norms.

1 2 3 4 5

Empowerment can help eliminate discriminatory ideologies in a society.

1 2 3 4 5

Empowering women gives them more recognition in their communities.

1 2 3 4 5

27. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Empowerment enables women to exert more influence in the political sphere.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Empowerment encourages women to run for office.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Empowering women enables them to participate more in political parties.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

28. Please rate the following statements from 1 = strongly disagree to 5 = strongly agree:

[Only for female participants]

After viewing the advertisements,

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel more confident in myself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I feel I can achieve whatever I set my mind to.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
I feel I have the power to pursue whichever path I want.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

I feel I have the ability to overcome any challenge that is thrown my way. 2 3 4 5