

## **RESUMO**

Estudos já feitos nos Estados Unidos mostram que propaganda é mais efetiva, geralmente, quando a raça do modelo é a mesma do que a raça do consumidor. Este estudo mostrou que os consumidores brasileiros não fizeram questão de raça do modelo. Embora, a mais aceito era o modelo mulato. Também nenhuma raça do consumidor mostrou reação negativo contra dos modelos mulatos ou negros.

O Teoria de Identidade Social fornece uma explicação possível. No EUA, a raça é uma característica fixa. No Brasil, a fronteira entre as raças é permeável. Por causa desta flexibilidade, consumidores brasileiros usam estratégias de mobilidade social, e escolham o grupo de referencia preferido dentro de todos as raças, não só de raça deles mesmo.

## **PALAVRAS-CHAVE**

Propaganda; Resposta dos consumidores; Raça; Teoria de identidade social; Grupos de referência; Símbolos.

## **ABSTRACT**

While previous studies have shown that advertisements in the U.S. are generally most effective when they match the race of the model and consumer. This study found that Brazilian consumers did not respond preferentially to the model of their own race. They also did not demonstrate “white backlash” nor prejudice towards Blacks. In fact, the model subjects liked most was mixed-race.

Social Identity Theory provides a possible explanation. In the U.S., race is a fixed characteristic. In Brazil, the boundary between races is permeable. Due to this

flexibility, Brazilian consumers may employ social mobility strategies, choosing their preferred reference groups among all races rather than just their own.

## **KEY WORDS**

Advertising; Consumer response; Race; Social identity theory; Reference groups; Symbols.

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# **CONSUMER RESPONSE TO MODELS AS REFERENCE GROUP SYMBOLS IN BRAZILIAN ADVERTISING\***

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## **I. BACKGROUND AND HYPOTHESIS**

Currently in Brazil a series of historical, social, and economic factors are converging to produce shifts in race relations among the people of this country. It is a time when scientific studies can provide insights for constructive change. Almost half the Brazilian population claims some African ancestry and yet the media portrayals are almost exclusively white. Two content analyses of Brazilian advertising have shown minimal representation of blacks and mulattos (Hasenbalg, 1988, Subervi-Velez and Oliveira, 1991). Almost half of the nation's potential consumers are not represented in appeals through mass media. Besides missing an enormous consumer base, this has been blamed for contributing to low self-esteem among minorities and for perpetuating racial inequality (Kottak, 1990, Simpson, 1993). Understanding the way consumers respond to the use of black and mulatto models in advertising in Brazil will make timely and valuable contributions to knowledge in three areas: marketing strategy, social responsiveness, and theory.

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## 1. CONTRIBUTION TO MARKETING STRATEGY

In the early 1970s, a growing black middle class in the U.S. led to studies of consumer response to blacks in advertising. It became financially practical to direct marketing efforts to black consumers but not at the expense of the more lucrative and established white market. Studies found that whites and blacks each prefer models of their own race but for neither group was there a strong “backlash” against models of the other race (e.g. (Guest, 1970, Stafford, et al., 1970, Choudhury and Schmid, 1974, Bush, et al., 1979). This gave advertisers confidence to use black models in advertising. Similar economic circumstances are emerging in Brazil; while the poor are still disproportionately black and mulatto, a growing black middle class is attracting attention. And even without this shift, 75 million blacks and mulattos is a valuable market for lower-priced essentials. But without conducting studies specific to Brazil, we cannot know the best way to target this potentially valuable market, and advertisers are unlikely to change their current practices.

## 2. CONTRIBUTION TO SOCIAL RESPONSIVENESS

The social reasons to study race and advertising in Brazil are compelling as well. Brazil, like the U.S., has a well-developed, commercially-supported media system. While all mass media displays must appeal to an audience, advertising in particular must resonate with the values and desires of the culture in order to motivate action. Additionally, the high costs of producing and placing advertisements make it vital that they be effective. Advertising is one of the most sensitive and critical places to test the effects of introducing a greater variety of racial representation in Brazilian media.

In the U.S., it was the civil rights movement that brought national attention to issues of racial equality and the importance of fair media representation. Brazil has not had

a similar social movement, and the idea of a “racial democracy” blames economic factors for the wide class differences. Recently, however, the economic argument has been countered by another that points to persistent social disadvantage that disproportionately affects blacks and mulattos (Hasenbalg, 1985, Silva, 1985, Telles, 1995). Race has become an important social issue in Brazil and fair media representation is being discussed in the national and international media (“Aonde”, 1996, “Negro”, 1998, “New”, 2001).

How can advertising best promote racial harmony in Brazil? In the U.S., advertising studies predicted public acceptance of racial diversity on television, and today the percentage of black models in television advertising is about 12%, equal to the true percentage of the population (Zinkhan, et al., 1990, Licata and Biswas, 1993, Bowen and Schmid, 1997). But U.S. studies cannot provide the basis for predictions about outcomes in Brazil. It is possible that premature portrayals of blacks and mulattos in unfamiliar roles will actually increase racial tensions in the country. No studies have yet been conducted in Brazil to determine the public response to seeing racial diversity in the media. Studies of the consumer response to race in advertising is an ideal place to begin this inquiry.

### 3. CONTRIBUTION TO THEORY

The third reason for studying consumer response to race in Brazilian advertising has to do with the advancement of social scientific theory in the areas of identification and persuasion. When one person wants to be affiliated with another, he may try to be more like him by adopting similar attitudes; this persuasive influence is the process of identification (Kelman and Eagley, 1965, McGuire, 1969, O’Keefe, 1990). In the case of a model who is not personally known, the model represents a type of person and the effect is based on identification with this “reference group” (Shibutani, 1955, Kelman, 1961, Brock, 1965). Similarity to a model may lead to preference which could explain why whites and blacks in the U.S. each prefer and

are more influenced by ads that feature models of their own race (Schlinger and Plummer, 1972, Bush, et al., 1974, Feick and Higie, 1992).

But what might happen when similarity and liking are not related? What if people prefer models of a different race? Wells and Prensky (Wells and Prensky, 1996) have identified four types of reference groups based on membership and affinity: identification, aspiration, separation and discrimination. Social Identity Theory has addressed the issue of how people enhance their position when they are members of negatively-perceived groups (Jackson, et al., 1996). When the boundaries between groups are permeable (i.e. an individual can leave his group and join another), members will use social mobility strategies to disassociate from their group. When the boundaries are impermeable, they will use social creativity strategies (making their group seem more positive) or social change strategies (making real change in the relative status of their group).

These ideas have been tested with mixed results in laboratory settings (Jackson, et al., 1996). The U.S. and Brazil provide real populations with different boundary types. In the U.S., a person's race is determined by ancestry and cannot change, while in Brazil race is determined by physical appearance and wealth (Wagley, 1968, Degler, 1971, Skidmore, 1990, Winant, 1992). In Brazil members of the same family with different skin shades or wealth will be classified differently according to race. In Brazil, it is possible to change one's race.

Advertisements often present idealized images to which consumers can aspire. In the U.S., blacks and whites will probably use social creativity strategies and evaluate models of their own group most positively because they cannot change groups. In Brazil, however, it may be that blacks will identify with whites because they aspire to be lighter and conceivably could change racial groups. The consequences of boundary permeability for reference group influence is a valuable area for study, not only in respect to race but also other social categories.



## 4. HYPOTHESES

To the author's knowledge, this is the first consumer response study addressing issues of race and advertising in Brazil; therefore, the results must be taken as preliminary and should introduce directions for further confirmation and investigation. With that caveat, this study seeks to accomplish two primary objectives, the first practical and the second theoretical.

### 4.1. Hypothesis related to marketing practice

First, it will determine the potential market effects of using black and mulatto models in Brazilian advertising.

Hypothesis 1: Blacks and mulattos will prefer white models.

Hypothesis 2: Whites will prefer white models.

Hypothesis 3: Blacks and mulattos will prefer products that feature white models in advertising.

Hypothesis 4: Whites will prefer products that feature white models in advertising.

### 4.2. Hypotheses related to theory

This study will also provide information about the social-psychological reasons for consumer preferences in relation to models' races. This study proposes and tests a typology of boundary permeability and reference group strategies to account for differences in racial preferences in advertising. It also includes a test of the

Elaboration Likelihood Model, the only other theory which has been proposed to account for differences in racial preference in advertising.

Hypothesis 5: When shown white models, blacks and mulattos will fall into the aspiration quadrant of reference group identification indicating that they are not members of the group and like members of the group.

Hypothesis 6: When shown black and mulatto models, blacks and mulattos will fall into the separation quadrant of reference group identification indicating that they are members of the group and don't like members of the group.

Hypothesis 7: When shown white models, whites will fall into the identification quadrant of reference group identification indicating that they are not members of the group and like members of the group.

Hypothesis 8: When shown black and mulatto models, whites will fall into the discrimination quadrant of reference group identification indicating that they are not members of the group and don't like members of the group.

## **II. METHODS**

The design for this study is based on a model quasi-experimental design used to study the effects of race in advertising in the U.S. (Schlinger and Plummer, 1972, Bush, et al., 1979, Whittler, 1989, Whittler, 1991). In this experimental design, several versions of the same ad are created, varying only the race of the model. Subjects are randomly assigned one of the experimental treatments and asked to evaluate the ad, product and brand. Because the ads are identical except for the model's race, differences in evaluations between similar subjects can be attributed to the race of the model. The design in the U.S. is usually 2x2 accounting for subject's race (black or white) and model's race (black or white.) The adaptation for Brazil is a

3x3 design comparing respondents by black, white or mixed race and ads by black, white or mixed race mode. This chapter will explain the methods used for this study beginning with the experimental materials (ads and surveys), the sampling methods, and the data-collection and analysis procedures.

## 1. MATERIALS

### 1.1. Mock ads

A series of pretests were conducted to ensure the appropriateness of the experimental treatments for Brazilian respondents. Thirty-five photographs of women's faces looking straight at the camera were cut from Brazilian and U.S. hairstyle magazines. In the first screening, Brazilians of various races and occupations were asked to sort the photographs according to race: black, white and mixed-race. From the photos with 80% agreement as to racial classification, five of each race were selected for the second test.

In this pretest, five faces were mounted on three pages, one page for each race. The pages were copied onto overhead transparencies and shown to groups of students in Brazil. Each group of 20 students only saw one set, either black, white or mixed-race. The students were asked to rate each model on a seven-point Likert scale according to whether each model was attractive/not attractive, intelligent/not intelligent, I like/I do not like. These three characteristics have been shown to affect people's judgements about models in ads (Chebat and Filiatrault, 1987, Ohanian, 1991, Chebat, et al., 1995) . To eliminate any confounding effects caused by judgements of attractiveness, intelligence, or likeability, three faces (one of each race) that received similar ratings and had similar expressions (all smiling) were chosen for final inclusion in the experiment.

To choose an appropriate product, an e-mail was sent to the Brazilian-interest listserv of Cornell University and a survey was distributed to students in Brazil. Only those surveys completed by native Brazilians were used; the total number used was 25. The survey asked which products were used the same by all Brazilians regardless of race or social class, explaining this meant all could buy them and all used them the same way. The list included digital watches, cookies, portable radios, bath towels, sunglasses, aspirin, ice cream, shampoo, plates, lunch at a snack stand or fast food restaurant, and dinner out. Cookies were chosen 16 times, followed by bath towels and aspirin with 14 times each. Cookies were selected as the easiest to represent as a public luxury (the category of product most influenced by reference group factors). Bath towels and aspirin were used as the products for the filler ads which come before and after the experimental ads.

The brand name was selected through responses to the same survey. Respondents were asked what would be good brand names that did not have any race or class connotations. The list included Alegria (happiness), Jota (the letter J), Vitalidade (vitality), Fofo (soft), Claro (clear, light), Frescor (fresh), Jubileu (jubilee). Alegria was selected 20 times, followed by Frescor and Jota with 14 times each, and Vitalidade with 13 times. Alegria was selected for the cookies brand in the experimental ad. Jota was used for the aspirin brand and Vitalidade for the towels.

Mock ads were professionally created by a graphic artist using computer digital imagery techniques. They were identical except for the face and skin tone of the models. In each ad, a model is straddling the back of a chair and smiling with her head resting on her arm. The headline reads, “Alegria num biscoito” or “Happiness in a cookie.” To emphasize the reference group influence, the copy reads “Bom para mim, minha familia, e meus amigos. Bom para você,” which means “Good for me, my family, my friends. Good for you.” To evoke aspiration and high quality, the tag line reads, “Alegria, a marca de qualidade” which is “Happiness, the quality brand.”

A final pretest of the experimental materials was run using the completed ads. The results suggested that the name Alegria focused attention specifically on the model's smile, so changes were made for the final version. The names for the aspirin and cookies were switched. The aspirin brand was Alegria and the cookies were called Jota. Also, the phrase "Happiness in a cookie" was dropped from the final version. (See samples at the back of this report.)

## 1.2. Survey scales

Pretests were also necessary to create the scales used in this study. No existing scales were available for the membership/affinity dimensions that form the basis for the reference group types used in this study; however, there were quite a few measures of similarity and liking that had been used in previous studies (e.g. (Lessig and Park, 1978, Bush, et al., 1987, Ohanian, 1990, Rubin, et al., 1994). These formed the basis for the development of new scales according to the eight steps recommended by DeVellis (DeVellis, 1991).

*Step 1. Determine clearly what you want to measure.*

The objective is to identify four types of reference groups which are the four possible combinations of two dimensions: membership in same social group (similarity) and affinity (liking).

*Step 2. Generate item pool.*

The item pool was made up of 28 items based on or borrowed from a variety of previous studies that measured similarity or liking (e.g. (Lessig and Park, 1978, Bush, et al., 1987, Ohanian, 1990). (See initial item pool in Appendix 4.)

*Step 3. Determine format for measurement.*

In the pretest, the scales used a Likert scale from 1 to 7. (This was changed to 1-6 in the final survey because the mid-point was sometimes used by respondents in the pretest to mean it doesn't matter to me or I don't know.) In analyzing pretest results, to be sure correlations were not confounded by a large number of mid-point responses, any survey that gave four as an answer to more than 49% of the items was not included.

*Step 4. Have initial pool reviewed by a pool of experts.*

Experts were consulted in step eight to determine the items for final inclusion in the scale.

*Step 5. Consider inclusion of validation items.*

Because most scale items were based on or came directly from previous scales of similarity and liking based on face validity and then tested, separate validation measures were not included.

*Step 6. Administer items to a development sample.*

A pretest of 28 items was given to two Cornell undergraduate classes. This produced 131 useable surveys. (Once the number of items was reduced, a similar survey was conducted in Brazil as described below.)

*Step 7. Evaluate the items.*

*Variance.* DeVellis suggests that item variances should be relatively high, but may depend on the heterogeneity of the sample. DeVellis did not give optimal numbers. All items had a standard deviation between 1 and 2, and a variance between 2 and

3.5 except four items that were included in the Brazilian pretest but flagged for possible exclusion from the final scales.

*Mean.* DeVellis suggests that the mean for each item should be close to the center of the range. All variables had means greater than 3 and less than 5 except item 9 which had a mean slightly higher at 5.08. Item nine was flagged for possible exclusion in the final scales.

*Correlation.* DeVellis suggests that the set should be highly correlated. Using factor analysis with varimax rotation and two factors specified, items loaded on the two factors in the following rank order (see items in Appendix 1):

Factor 1 (Affinity/Liking):

29, 14, 30, 34, 12, 31, 32, 26, 10, 11, 19, 27

Factor 2 (Membership/Similarity):

15, 35, 28, 9, 23, 36, 17, 20, 25, 13, 37, 24, 18, 21, 16, 22

*Alpha:* DeVellis's guidelines for coefficient alpha states that alpha scores between .70 and .80 are respectable and that scores between .80 and .90 are very good. If alpha scores are above .90, DeVellis recommends shortening the scale. The top nine items that loaded on each factor were tested for inter-item reliability and both were very strong with the Affinity alpha at .9151 and the Membership alpha at .8991.

Based on the above standards and analyses, the top nine items from each scale were chosen to be pre-tested in Brazil. The items making up the two factors are shown in Table 1.

**Table 1****Pretest Items for Liking and Similarity Scales**

Affinity/Liking Factor alpha .9151	Membership Similarity Factor alpha .8991
*29. I do not like the spokesperson.	15. The spokesperson and I have a similar background.
*14. I do not like people like the spokesperson.	35. The spokesperson and I belong to the same group.
30. I have positive feelings for the spokesperson	28. The spokesperson speaks for a group I belong to.
34. I would like to know the spokesperson.	+9. The spokesperson is similar to me.
12. The spokesperson and I could be friends.	+23. The spokesperson and I behave alike.
*+31. The spokesperson is not the type of person I admire.	*36. The spokesperson and I are very different from each other.
*+32. The spokesperson is not a good type of person.	17. The spokesperson and I are from the same social class.
+26. I respect people like the spokesperson.	*20. My lifestyle is not like the spokesperson's lifestyle.
10. The spokesperson is the type of person I like to spend time with.	+25. The spokesperson and I have similar status.

\* reverse-scored item

+ weak statistics



Step 8. Optimize scale length.

In order to create a reasonably short scale that would be valid in both the U.S. and Brazil, steps 4, 6, 7 and 8 of DeVellis's scale development process were repeated for Brazil.

Step 4 for Brazil. Have initial pool reviewed by a panel of experts.

Although the surveys had been translated both forwards and backwards and discrepancies had been resolved through discussion, some items simply did not convey the same meaning in Brazil. Though these items had been included in the pretest, they were excluded from the final scales.

Step 6 for Brazil. Administer items to a development sample.

The nine top variables for each construct from the U.S. development sample were given to the development sample in Brazil. Three undergraduate classes at two Brazilian universities, Escola de Administração de Empresas de Fundação Getulio Vargas and Universidade de São Paulo, produced 91 useable surveys.

Step 7 for Brazil. Evaluate the items.

Variance. All items had a standard deviation between 1.5 and 2.3, and a variance between 2.2 and 5.1. All were eligible for inclusion in the final scale.

Mean. Items with means between 3 and 5 were numbers 10, 12, 15, 17, 20, 25, 31, 34, 35, 36, and 30. Those with means between 2 and 3 were 14, 23, 26, 29, and 32. Those with means between 5 and 5.5 were 9 and 28. Those outside of the recommended range were flagged for possible exclusion from the final scales.

Correlation. Using factor analysis with varimax rotation and two factors specified, all items loaded as expected on the two factors in the following rank order:

Factor 1 (Affinity/Liking): 14, 30, 34, 10, 31, 29, 12, 32, 26

Factor 2 (Membership/Similarity): 25, 9, 35, 17, 23, 28, 36, 20, 15

Alpha. The alphas were calculated for the final scales with only three items each using the pre-tests from the U.S. and from Brazil separately. For these final scales, alphas were between .74 and .81 in both Brazil and the U.S.

Step 8 (Brazil and U.S. ). Optimize scale length.

Since the survey was to be administered orally, short scales were preferable to long ones. Three items were chosen for each scale. The final scales include the items that best met six criteria. The final items had the most similar meanings in both Portuguese and English. They also fit the common conceptualizations or everyday ways of thinking in both Brazil and the U.S. The items in the final scales were all highly differentiated in factor analysis, loading strongly on either the similarity or the liking factor but not a little on both. All items also met DeVellis's criteria for scale development with strong statistical results on pretest, for example having means near the mid-point of the scale and high variance. The final items also showed strong alphas in reliability analyses with both the Brazilian and U.S. samples. And, finally, the final items selected had good face variation, i.e. they approached the construct in varied ways, using different ideas rather than simply different wording for the same idea.

In order to have a mix of positively and negatively worded questions in each scale, item 20 was reworded from the pre-test to be positive in the final survey.

The final scales and their alphas are in Table 2 below.

**Table 2**

**Liking and Similarity Scales**

Affinity/Liking Factor	Membership/Similarity Factor
U.S. alpha: .81	U.S. alpha: .80
Brazil alpha: .74	Brazil alpha: .74
14. I do not like people like the spokesperson	35. The spokesperson and I belong to the same group
30. I have positive feelings for the spokesperson	36. The spokesperson and I are very different from each other
34. I would like to know the spokesperson	20. My lifestyle is like the spokesperson's lifestyle

### 1.3. Other survey items

Besides the scales for membership and affinity, the survey also included a variety of controls, manipulation checks and outcome measures. The final survey (in Portuguese) is in Appendix 2. The scales for membership and affinity that were discussed above are numbers 13-18 in the survey.

Because these were discussed in the theory section and are provided in the appendix they will only be listed here. The complimentary question that asked whether an individual believes she can be like the model is number 19 in the survey with an open-ended follow-up to check whether race was a salient dimension for

comparison. The question about whether the ad is believable is number eight in the survey. The question about whether the subject feels part of the majority or minority is number 34, and the question about feeling similar to or different from others in the immediate context is number 39. The question about how well the model represents the product is number 27 and was followed by an open-ended response to see if race was a criteria used for the decision.

The scales used for the outcome measures included semantic differential items that are well-established in marketing literature (Cagley and Cardoso, 1970, Schlinger and Plummer, 1972, Whittler, 1989, Ohanian, 1991). Respondents were confused in the pretest when positive and negative responses were aligned differently, so the final survey had all positive items on the right and negative items on the left. The advertisement evaluation scale is items four through seven of the survey including evaluations of the advertisement as either good or bad, satisfactory or unsatisfactory, boring or interesting, liked or not liked. The brand scale is items nine through 12 and includes whether the brand is good or bad, satisfactory or unsatisfactory, of high or low quality, liked or not liked. Purchase intention was measured with Likert scales anchored by whether respondents agree or disagree with following three statements: whether they wanted more information, whether they would consider buying the product, whether they would buy the product if they had the money. These are item numbers 30-32 of the survey.

Demographic questions about the respondents included their age, education, race, occupation, income, and social status. The latter was measured using Federal IBGE (The Brazilian Institute of Geography and Statistics) criteria and categories. These are numbers 33, 35-37, 40 and the front-page items which were not numbered on the survey. The race questions were multiple choice using categories based on IBGE tradition and new research. (For a complete discussion, see Appendix 3.)

Manipulation checks were included to determine whether the final study subjects rated the models the same way as the pre-test subjects had. These included

questions about the model's race, attractiveness, and socio-economic status. They are numbers 21-25 and 28-29 on the survey.

Additionally, three open-ended questions were included to gather subjects spontaneous thoughts before they could be influenced by the survey questions themselves. These open-ended questions asked the subjects if they had any general comments about the ad, if there was anything they liked about the ad, and if there was anything they disliked about the ad.

## 2. SAMPLING

Since this is the first known consumer-response study to be conducted about race and advertising in Brazil, it was decided to use a purposive stratified sample to include subjects from a range of socio-economic levels and race. In a representative or random sample, the majority of Blacks surveyed would have been poor, which would have confounded the ability to know whether it was race or wealth that was driving responses. It was decided to sample a complete cross-section of race (along the black-white continuum) and socio-economic conditions which produced nine sample segments: black, white, and mixed-race by lower, middle and upper class. Equal numbers were targeted for each group (30x9) for a total of 270 respondents (see Table 3 below). Because the demographic questions were asked last, over-sampling was necessary in order to include enough lower class white respondents. All useable surveys were included in the final sample.

**Table 3****Sampling Distribution**

socioeconomic class / race	black race	white race	mixed-race
lower class	30 subjects	30 subjects	30 subjects
middle class	30 subjects	30 subjects	30 subjects
upper class	30 subjects	30 subjects	30 subjects

Because gender further complicates racial attitudes in Brazil, for this early study it was decided to survey only women responding to ads with female models. The four native Brazilian interviewers were all female, white and middle-class since that is the group most commonly used for research in Brazil. It was decided not to match interviewers and subjects by race since that would make it impossible to eliminate possible bias introduced by one interviewer who was consistently interviewing the same group of subjects. Quota sheets were created for each interviewer so that each surveyed equal numbers of respondents from each target group and presented equal numbers of the experimental conditions. Subjects were between the ages of 18 and 50.

Respondents were selected through intercept in public places such as parks, commercial streets, and through door-to-door canvassing of residential neighborhoods. In order to reach a range of subjects, various areas of the city were chosen where poor, wealthy, or middle class would likely be found.

### 3. PROCEDURE

The interviewers went to the target locations in pairs but interviewed individually. They approached women who looked as though she would fit the quota requirements. Women were asked if they would be willing to participate in a study about advertising that would take about 20 minutes. If they agreed, the interviewer chose an experimental condition based on the quota sheet. Only after the interview was completed could she know whether the quota was indeed met. New sheets were created as necessary until all segments were completed and all completed interviews were used in the final analysis.

The interviewers handed the subject the ad booklet and asked her to look at the ads inside. She then asked the open-ended questions and wrote the responses as close to verbatim as possible. Before administering the scales, the interviewer taught the subject how to use scales to express her opinions. She showed the subject a sample scale item that asked her to rate the temperature from hot to cold (1-6). She then explained to the subject what her response meant (e.g. You chose 1 which is extremely hot) and asked the subject if she indeed thought the day was that temperature (Do you think today is extremely hot?). If the subject did not agree with the response, she was asked to select again until she was able to express her opinion using the scales.

To administer the scales orally, the interviewer held up a card with each scale item and the Likert numbers written on it. She read the question and pointed to the sides of the scale that anchored the response options. If the respondent chose a number, the interviewer recorded it. If she did not choose a number but expressed her opinion verbally, the interviewer simply asked her to choose the number that best expressed that opinion.

Interviewers did not answer any questions during the interview except to clarify words or numbers. If subjects asked other questions, they were told they could be answered at the end of the interview.

After each response to an open-ended question, the interviewer asked either "why do you think ...?" repeating what the subject said until the subject said she had nothing to add or she asked "anything else?" until the subject had nothing to add.

At the end of the interview, each subject was thanked and given a wrapped gift which was a portable perfume mister.

### **III. RESULTS**

#### **1. DATA CLEANING/PREPARATION**

Items were coded such that lower numbers represented negative sentiments and higher numbers are positive sentiments. The weight of the various responses remained identical to the original questions. For example, in "My lifestyle is like the model" lower numbers indicate disagreement and higher numbers indicate agreement. If the model is judged unattractive she receives a lower number, if attractive a higher number. Race, income and class variables were coded to move progressively from lighter to darker and poorer to richer, i.e. 1 is white, 2 is mixed race, 3 is black and 1 is lower class, 2 is middle and 3 is upper class.

To simplify analyses, some values were collapsed into groups. Class was reduced from 6 categories to 3 with A1-B2 being upper, C being middle and D being lower (this is a standard division for class distribution in Brazil). Age was grouped to roughly divide the sample distribution into thirds so that 18-25 years is younger (28%), 26-35 is middle (37%) and over 35 years is older (36%).



## 2. MANIPULATION CHECKS

### 2.1. Evaluation of the models

The three models used in the ads were chosen from the larger pool of options because they had been rated in a pretest as roughly equivalent on three dimensions--attractive, intelligent, likeable. Among the study sample there was also no significant difference between the ratings of the three models as attractive, intelligent or likable. Nor were there differences for two additional items, trustworthiness and education. F scores in an ANOVA analysis ranged from .224 to 1.47 (see Table 4).

**Table 4**

**ANOVA of Attractiveness and Credibility Ratings between Models as Pre-tested**

Variable	Mean			F Value	df	p
	White	Mixed-race	Black			
Attractive	4.77	4.69	4.79	.273	2	.761
Likeable	4.80	4.96	5.10	1.460	2	.234
Trustworthy	4.45	4.45	4.71	1.478	2	.230
Educated	4.65	4.78	4.87	.964	2	.383
Intelligent	4.73	4.75	4.86	.224	2	.799

Because the models identified in the pretest as black, white and mixed-race were sometimes identified differently by the subjects in the study, additional comparisons were made between the models as they were described by the subjects to see if the perception of race made a difference in ratings. Again, no significant differences were found for any of the five items. F scores in an ANOVA ranged from .023 to 1.75 (see Table 5). Different reactions to the models cannot be attributed to differences in their perceived attractiveness, intelligence, trustworthiness, education or to how likable they are among the three experimental conditions.

**Table 5**

**ANOVA of Attractiveness and Credibility Ratings between Models as Defined by Study Subjects**

Variable	Mean			F	df	p
	White	Mixed-race	Black			
Attractive	4.85	4.56	4.87	1.383	2	.252
Likeable	4.94	4.78	5.11	1.752	2	.175
Trustworthy	4.49	4.44	4.63	.321	2	.725
Educated	4.67	4.77	4.81	.241	2	.786
Intelligent	4.74	4.77	4.79	.023	2	.977

## 2.2. Race definitions

In order to identify how people respond to models of the same or different race as themselves, it is necessary to define the race of the subject as well as the race of the

model. Any racial classifications tend to be inconsistent in Brazil where studies have shown that people classify race differently, not based on ancestry, but based on appearance, which includes not only physical features but also symbols of social class such as clothing and jewelry, etc. One consistent tendency is for people to classify themselves towards the lighter categories since the darker categories are considered less desirable.

This study used a measure of racial definition based on data collected by IBGE about how people preferred to classify themselves. The IBGE study used open-ended responses and correlated them with the standard IBGE categories. For this present study, the standard IBGE categories were combined with the most popular open-ended responses that Brazilians preferred for each category. (See methods section for more details.) Because this was the first time this combined IBGE classification set had been used, a few checks were performed to see how it might have affected racial classifications.

### 2.2.a. Classification of subjects by race

There were differences between the way interviewers classified respondents and the way they classified themselves was 15% of the cases. These differences were almost evenly split between subjects classifying themselves as lighter than interviewers expected and as darker than interviewers expected. Eight percent of subjects classified themselves as lighter than the interviewers expected, six percent of subjects classified themselves as darker. The latter is particularly noteworthy since the tendency is to classify oneself in lighter categories.\*\* This would seem to indicate that the combined terms used in this study did make it more acceptable to classify oneself in darker categories. However, interviewers noted that Whites with

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\*\* A similar comparison made in another study of race found that 12% of subjects classified themselves as darker than the interviewer expected and 21% classified themselves as lighter than the interviewer expected (Turra and Venturi, 1995).

brown hair, who would normally classify themselves as white as opposed to mixed race, classified themselves in the mixed race group because one of the terms in the combined mixed-race category could also mean “brunette.” The Pearson’s correlation coefficient between self-classification and expected classification was .869 and significant at the .01 level, the one-tailed significance was  $<.001$ .

To further understand how the combined categories might have affected subjects’ self-descriptions, a follow-up question was administered by phone that captured 50% of the respondents. In this question, respondents were asked to identify their race or color according to the original IBGE categories. A Pearson’s correlation coefficient between these two measures (self-classification with the standard IBGE categories and self-classification with the combined IBGE terms) was .853 which was significant at .01 and had a one-tailed significance of  $<.001$ . Only 7% of the 166 subjects contacted changed their self-description, and 81% of these moved to lighter categories as would be expected with the less-preferred terms used in the standard IBGE classifications (see Table 6). It would be valuable to pursue further research into the most reliable way to classify race in Brazilian studies. Based on these analyses, the classification system used in the survey were those used in the analyses, and subject’s self-description will be used to categorize subjects by race. While not perfect, these categories are sufficiently consistent across a variety of measures to justify their use.

**Table 6****Comparison of Subjects' Self-description with Survey Categories and with Traditional IBGE Categories**

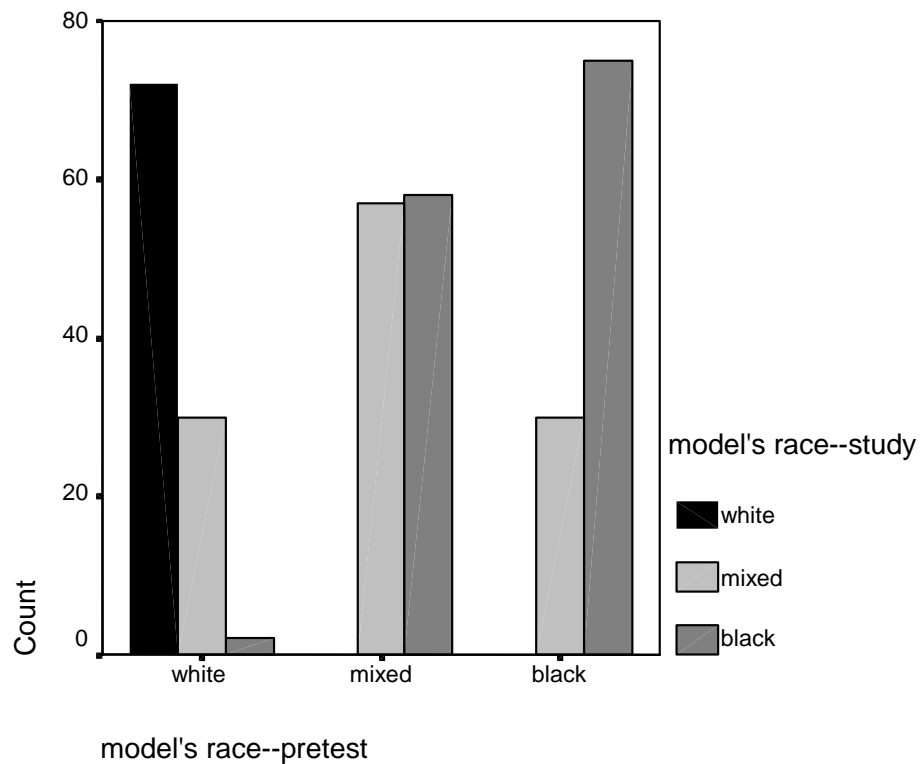
Survey Category	Traditional IBGE Categories			
	White	Mixed-race	Black	Asian
White	58	1	0	1
Mixed-race	11	53	3	0
Black	0	6	33	1

**2.2.b. Classification of models by race**

The faces selected for this study each had 80% agreement in a pre-test which used the standard IBGE categories. (The IBGE study with open-ended responses was not available at the time this pre-test was conducted.) These classifications were used to guide the distribution of the experimental stimuli among subjects. However, as a manipulation check to assure that the study captured subject's perception of race, subjects were asked to identify the model's race themselves. Given the way Brazilians use physical features as well as other visual cues such as style of dress to identify race, it was not surprising that the race of the models was perceived somewhat differently when evaluated in the ad (with context and bodies) than when evaluated only as faces. Additionally, the terms used in the final study included those which might be more ambiguous but are more acceptable to Brazilians as discussed earlier. In order to be consistent between subjects and models, the same options were used in both questions.

While the correlations between the pre-test classification and the subjects' classifications were statistically significant at .01, the Pearson's score was somewhat lower than the 80% pretest agreement at .718. Sixty-nine percent of the subjects classified the white model as white while 30% classified her in the middle category which would be called mixed-race or mixed-race in the terminology of English language and culture. Interviewers observed that some subjects chose this category because the model's hair appeared to be dyed blonde instead of naturally blonde while others thought her skin was tanned. Subjects split evenly over the mixed-race model with 50% identifying her as black and 50% as mixed race. And most subjects classified the black model as black with 71% choosing this category and 28% choosing mixed-race. (See Figure 1 below.)

Again, further research on racial classifications would be extremely valuable, both for academic studies of Brazilian society as well as for practical applications in advertising and marketing. For the purposes of this study, analyses that include the model's race will use the racial category chosen by the study subjects. This means that two subjects who refer to a black model could be referring to two different ads in the experimental manipulation, but since the objective is to understand the respondents' perceptions, the category they chose will be used.

**Figure 1****Comparison of Models' Race Defined by Pretest Subjects and by Study Subjects****2.3. Sample selection**

This study used a purposive quota sample designed to equally represent black, white and mixed-race subjects and upper, middle and lower classes. Because demographic questions were asked last, oversampling was required to fulfill the basic quotas of 30 subjects per cell in a mixed race by class distribution. Instead of the intended 270 subjects, a total of 332 subjects were interviewed. Each cell contained at least 28 subjects.

The final sample had 33% white subjects, 38% mixed race subjects, and 29% black subjects. The socio-economic classes were also selected to break down into thirds and the final sample had 28% lower class, 37% middle class and 35% upper class subjects. Further, the sample was selected to represent a mix of race and class with about 33% of each racial group in each of the classes (lower, middle and upper). The hardest group to fill was not upper class Blacks, as had been expected, but lower class Whites. (See Table 7 below.)

**Table 7**

**Subject's Race by Subject's Socio-economic Class**

Subject's Race	Socio-economic Class		
	D	C	A/B
White	28	40	41
Mixed-race	37	45	44
Black	29	38	30

Age was not a quota criteria but the sample was selected to range from 18-50 years of age and no race was either much younger nor much older than any other. The mean age of white subjects was 33, of mixed race subjects was 32 and of black subjects was 31.

#### **2.4. Scales**

The survey used a variety of scales to measure the constructs under investigation. As discussed in the methods section, items in these scales were taken from previous



research and pretested for this study. Each was evaluated again based on the data collected from the study sample to confirm its reliability.

The scale designed to measure evaluation of the advertisement (ad scale) was made up of four items and had a standardized item alpha of .9530 with each of the four items improving the overall alpha. The scale designed to measure evaluations of the brand (brand scale) was made up of four items and had a standardized item alpha of .9690 with each of the four items improving the overall alpha.

The scale designed to measure purchase intention (buy scale) was made up of three items and had a standardized item alpha of .8879 with two of the items improving the overall alpha. The item “I would like to have more information about the product” weakened the reliability of the scale somewhat. This could be because the product, cookies, is not a high-involvement purchase and does not require much information before a purchase. Because the overall alpha was relatively strong all three items were included in the final buy scale (Appendix 4).

When the liking scale was subjected to reliability analysis, the scale was not strong. The very short three item scale was probably too short to definitively capture the underlying constructs despite the strong reliability in pretest conditions (Appendix 10).

## **2.5. Variable screening**

To assure the accuracy of later analyses, the scales and factors were subjected to analyses to determine whether they were normally distributed. The initial screening used simple box-plots charts to identify outliers. The only violations were found in the factors for similarity and liking. A total of 12 outliers were filtered from analysis; the outlier cases were almost evenly distributed among race, class, age and experimental conditions. While the ratio of skewness to standard error was small at

about 5%, after filtering the ratio fell below the preferred 2% range and no small groups of extreme cases accounted for the differences.

While some of the other scales were somewhat skewed as well, box plots showed that there were no outliers influencing the direction of difference. No changes were made to correct these distributions. The ad scale is fairly normally distributed. The brand scale is closer to bimodal than normal. The buy scale is right skewed. All scales were transformed and their z-scores used for analysis to neutralize differences due to the various ranges of the scales (some -4 to +4 and others 3-9 or 4 to 16).

## **2.6. Objective of study**

The study was designed to hide the fact that its subject was race. Interview subjects received a booklet of three advertisements, only one of which was related to the study and used a human model. Additionally, there were only two questions that specifically referred to race (what is your race, what is the race of the model) and these were grouped with other demographic questions. However, black and mixed-race models are unusual enough in Brazilian advertising that the stimulus materials alone might call attention to the issue of race. Additionally many questions were specifically about the model. To know whether subjects were able to guess the subject of the study and, if so, whether that affected their responses, an exit question asked subjects to explain what they thought was the object of the study.

Of 332 subjects, 23 guessed that the study was about race in some way. The only subjects who guessed this were those exposed to the black or mixed race model and this correlation was statistically significant ( $p < .001$ ). They were also significantly better educated ( $p < .05$ ) and of higher socio-economic class ( $p < .05$ ). The subjects were randomly split between white, black and mixed-race.

To determine whether guessing the objective may have influenced the results, the two groups were compared on the more significant variables of the study: similarity, liking, and the three outcome measures. Control variables were race of the subjects and models. The results showed only one significant difference. Subjects who guessed the study objective disliked the ad more than those who did not guess the objective ( $p. < .01$ ).

It is possible that guessing the study's objective created some social pressure on subjects to respond in a way they felt was "appropriate." It was, therefore, decided to take the more conservative approach and exclude these cases from the major analyses. While these "guessers" were mostly from the upper socio-economic class and better educated group, removing them did not skew the distribution significantly. Also, though these subjects only came from the groups that saw the white or mixed-race model, removing them still left fairly equal numbers in the various cells of model's race by subjects race by socio-economic status.

### 3. HYPOTHESIS TESTING

#### 3.1. Liking hypotheses

Hypothesis 1: Blacks and mulattos will prefer white models.

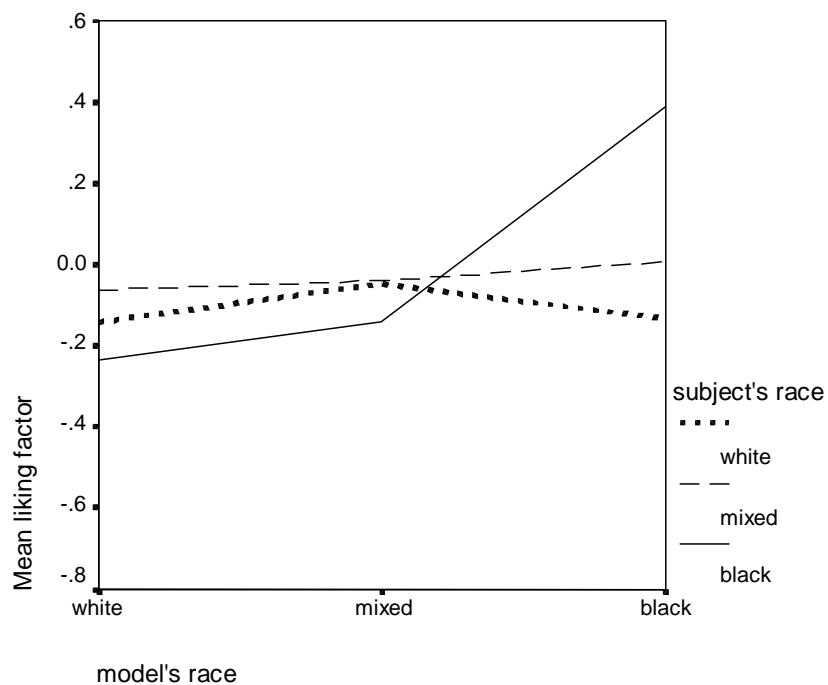
Hypothesis 2: Whites will prefer white models.

There was very little difference between liking for the various models. The only interesting difference is that black subjects preferred the black model and no other group showed any distinct preference. None of the differences between groups was significant. It is, in fact, their similarity which is notable. An ANOVA showed that there was no significant difference for liking between subjects of different races (F

= .272,  $p = .76$ ), for models of different races ( $F = 1.320$ ,  $p = .27$ ) or for interactions between subject and model ( $F = 1.165$ ,  $p = .33$ ). (See Figure 2.) Adding controls for age, education, and socio-economic status did not change the results. H1 and H2 are not supported.

**Figure 2**

**Liking Scores Showing Subjects and Models by Race**



### 3.2. Advertising effectiveness hypotheses

Hypothesis 3: Blacks and mulattos will prefer products that feature white models in advertising.

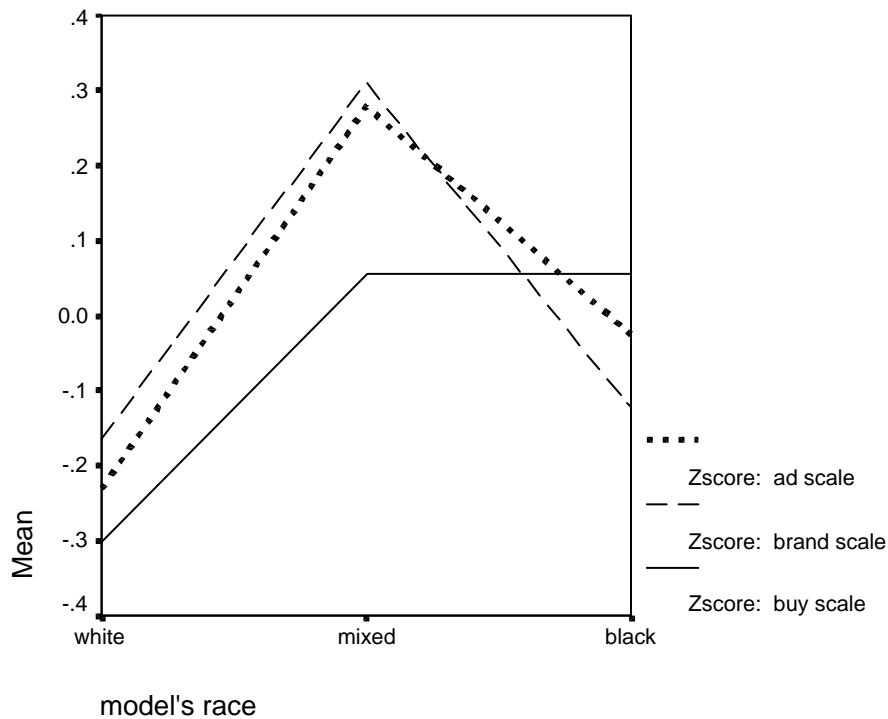
Hypothesis 4: Whites will prefer products that feature white models in advertising.

ANOVAs were run for all three outcome measures to see if there were differences in subject's responses to the three models of different races, if there were differences in responses based on the subject's race, and if there was any interaction between the race of the model and the race of the subject. Results showed that the outcome measures were significantly different depending on the race of the model for all three outcome measures. The race of the subjects was marginally related to brand evaluation ( $F = 3.113$ ,  $p < .05$ ) with mixed-race subjects rating the brand more favorably than black subjects. Also there was no significant interaction between the race of the model and the race of the subject. (See Table 8 below.)

In general, the ads were more effective with the mixed-race model and least effective with the white model. This is particularly significant since all models were rated as being equally attractive and credible. (See Figure 3.) The lack of interaction between subject's race and model's race is also noteworthy because it is different from U.S. findings. Hypotheses three and four are not supported.

**Table 8****ANOVAs for Ad Effectiveness by Model's Race and Interaction with Subject's Race**

Variable	Mean	F	df	p
<b>Ad Evaluation</b>				
Model's race		4.940	2	.008
Subject's x Model's race		1.903	4	.110
White model	-.231			
Mixed-race model	.279			
Black model	-.025			
<b>Brand Evaluation</b>				
Model's race		4.997	2	.007
Subject's x Model's race		1.908	4	.109
White model	-.164			
Mixed-race model	.311			
Black model	-.123			
<b>Purchase Intention</b>				
Model's race		3.442	2	.033
Subject's x Model's race		.579	4	.678
White model	-.302			
Mixed-race model	.056			
Black model	.056			

**Figure 3****Advertising Effectiveness by Model's Race****3.3. Hypotheses related to reference group position**

Hypothesis 5: When shown white models, blacks and mulattos will fall into the aspiration quadrant of reference group identification indicating that they are not members of the group and like members of the group.

Hypothesis 6: When shown black and mulatto models, blacks and mulattos will fall into the separation quadrant of reference group identification indicating that they are members of the group and don't like members of the group.

Hypothesis 7: When shown white models, whites will fall into the identification quadrant of reference group identification indicating that they are not members of the group and like members of the group.

Hypothesis 8: When shown black and mulatto models, whites will fall into the discrimination quadrant of reference group identification indicating that they are not members of the group and don't like members of the group.

Reference group positions are based on similarity to the model and liking for her. Subjects were assigned to a similarity condition based on their own race and the race of the model to which they were exposed. This method assures that white subjects are only in the similarity quadrants when they were exposed to the white model, and black subjects when exposed to the black model, etc. But it does not take into account their perception of similarity. Although the subject and model were the same race, the subject may have felt similar or dissimilar to the model because race was not particularly salient to the subject when judging similarity or for other reasons such as social class or personal style. The actual distributions are presented below (Table 9).

**Table 9**  
**Reference Group Quadrants**

Model's Race	Subject's Race		
	White	Mixed-race	Black
<b>Quadrant Prejudice</b>			
White	0	14	13
Mixed-race	19	0	9
Black	22	0	0
<b>Quadrant Separation</b>			
White	10	0	0
Mixed-race	0	26	0
Black	0	0	20

(Continued)



(Continued)

Quadrant Aspiration			
White	0	11	7
Mixed-race	18	0	9
Black	18	20	0
Quadrant Identification			
White	15	0	0
Mixed-race	0	29	0
Black	0	0	30

Reference group positions for all groups were different than expected. An ANOVA comparing liking scores based on model's and subject's race showed that there was no significant relationship between being of the same race as the model and liking her ( $F = 1.165, p = .326$ ). Hypotheses 5 through 8 are not supported.

#### IV. DISCUSSION

This study is one of the first to explore how race applies to marketing communication in Brazil. The results should be confirmed through further research before any absolute declarations can be made. However, with that caveat, this study did reveal interesting relationships between race and persuasion in Brazil. The hypotheses tested here were based on two expectations: first, that Brazilians would easily cross racial boundaries and, second, that they would prefer white models over black and mulato models. These expectations came from considering Brazil's unique racial history compared to the U.S. history and in applying Social Identity Theory. The idea of racial fluidity was supported. The universal preference for white models was not.

The findings of this study support the assertion that the results of U.S. studies on race and advertising cannot be applied to Brazil without adaptation. In the U.S.

subjects generally prefer the model of the same race as themselves, this was not the case in Brazil. Brazilians do seem to cross racial boundaries more easily when expressing personal preferences.

A positive finding for those who would like to see greater racial representation in Brazilian media is that, contrary to the hypotheses which predicted a “lighter” preference, the white model was not liked better than the black and mixed-race models. There was little relationship between the race of the model and how much subjects liked her, though black subjects did like the black model best and feelings towards the mulatto model were similar among subjects of all races.

With these basic findings, this study about the relationship between race and advertising in Brazil has provided some valuable insights that can be applied to management, social issues and theory development. This chapter will look at each of these three areas in turn, then address some of the weaknesses of this study and how future research can contribute more to our understanding of the issues raised here.

## 1. MANAGEMENT IMPLICATIONS

The first, and perhaps most practical, finding of this study is that marketers in Brazil do not need to fear white “backlash.” It was the mixed-race model who was liked best.

In the U.S., studies showed that subjects prefer a model of the same race as themselves. Based on the results of this study, it seems Brazilians do not necessarily prefer the model of their own race. The notable exception is black subjects who liked the black model best.

Brazilian marketer should consider using black and mixed-race models in their advertising. It was the mixed-race model who was liked best overall, and she was not perceived very differently by subjects of different races. Another beginning towards greater diversity in advertising may be to feature several models of different colors in the same ad, though the reaction to ads of this sort were not tested in this study.

## 2. SOCIAL IMPLICATIONS

Despite long-established “whitening” ideals and persistent economic disadvantage for non-Whites in Brazil, the subjects of this study did not show any racism related to models in advertising. This is particularly significant since the subjects were drawn from a broad range of social classes, education levels, and age groups, and none of these demographic characteristics affected the way the subjects perceived race in relation to advertising. While evaluating a model in an ad is fairly superficial compared to evaluating an employee, neighbor, political representative, friend or potential spouse, these findings are nevertheless encouraging for those who are concerned with race relations in Brazil.

It has been proposed that race is a permeable boundary in Brazil and impermeable in the U.S. This idea has some support in the findings of this study. The fact that people cannot change race in the U.S. may explain why people generally prefer a model of their own race. In Brazil, however there did not seem to be any boundaries between races in terms of preferences for the models.

Finally, the idea of the “mulatto middle” was not supported in this study. The race of the model did not provide a continuum of effects, and the mixed-race model was not evaluated at a mid-point between the black and white models.

### 3. THEORETICAL IMPLICATIONS

While a relationship between similarity and liking has been assumed in many U.S. studies of race and advertising, the present study suggests that this relationship merits further exploration. Among this Brazilian sample, being the same race as the model did not affect liking for her. Comparing these results to common U.S. findings that the two are linked, lends support to the effects of boundary permeability proposed by Social Identity Theory. When boundaries are impermeable, people will find ways to creatively improve perceptions of their own group, such as evaluating group members more highly. When boundaries are permeable, people are more likely to use social mobility strategies and move between groups as they prefer.

### 4. ISSUES FOR FUTURE RESEARCH

This is a very early study exploring consumer behavior, communication and race in Brazil. The findings here need to be confirmed or modified through other studies. These studies might use different sampling strategies, different models, and other products. Each of these changes would add a valuable perspective to the subject. Additionally, some weaknesses of this study should be addressed.

The data collected for this study make it possible to explore some ideas that were not included in the present hypotheses. While the relationship between race and liking was explored here, it would also be interesting to explore the relationship between race and perceived similarity. Additionally, the proposed hypotheses explored the relationship between race and ad effectiveness. It would also be interesting to see how ad effectiveness is related to perceived similarity and to liking for the model.

The attractiveness of the models was held constant in order to isolate the effects of race. However, in Brazil, where blonde hair and light-colored eyes are considered more attractive than darker features, this meant that the white model used in the ad was possibly considered to be less attractive than the white models who usually appear in Brazilian advertising. Future studies should be sure that the models they feature would realistically be shown in Brazilian advertising while still holding attractiveness constant. Additionally, actual models could be used while statistically controlling for the effects of attractiveness.

The definition of race is another tricky issue when studying this subject in Brazil. The categories chosen for this study probably solved some problems of previous categorizations, but may have introduced others. Further studies are needed in Brazil to create a racial categorization scheme that is both unambiguous and inoffensive.

Finally, the objective of the study was guessed by some seven percent of subjects. All subjects who guessed the study objective had been exposed to the black or mixed-race model. Because most models in Brazil are white, the unusualness of seeing darker models probably led them to guess that this was the study's objective. While the quasi-experimental design of this study required black and mixed-race models, future studies should try to better hide the study's objective. More questions related to other aspects of the advertisement, for instance, could have made the model, and thus her race, seem less central to the study.

## V. CONCLUSION

This study proposed to explore how consumers respond to models as reference group symbols in Brazilian advertising. The issue of race has become increasingly important in Brazil and has been addressed primarily from a social and economic perspective. However, the marketing perspective is also critical. Advertising uses

models as representatives of their products and the choice of these models affects how consumers respond to the advertising. While activists may demand greater representation of black and mixed-race people in advertising, businesses cannot be expected to respond without knowing how this change will affect them. Research on advertising in Brazil has not yet satisfactorily addressed this issue, but this study is a start towards helping businesses plan effective and socially responsible marketing communications.

Based on the findings presented here, the current practice of using white models almost exclusively may actually be less effective than using models of different races. This study shows that marketers in Brazil do not need to fear any negative reaction from white consumers if they use black or mixed-race models in their advertising. Further, they should expect positive reactions, from black consumers particularly, when they do use black or mixed race models. Using a mixed-race model or models of different races in the same ad may be a “safe” first step towards greater racial diversity in advertising.

Further research is needed to more deeply explore the concepts of similarity and liking among Brazilian consumers. Other designs and experimental materials should also be developed to confirm or amend the findings of this study. As a beginning, however, the findings presented here should be encouraging to marketers who want their advertising to be both effective and responsive to Brazil’s diversity of races.

## **VI. APPENDIX 1: ORIGINAL ITEM POOL**

9. The spokesperson is similar to me.
10. The spokesperson is the type of person I like to spend time with.
- \*11. I would not like to be associated with spokesperson.
12. The spokesperson and I could be friends.
- \*13. I do not belong to the same group as the spokesperson.
- \*14. I do not like people like the spokesperson.
15. The spokesperson and I have a similar background.
- \*16. The spokesperson and I do not think alike.
17. The spokesperson and I are from the same social class.
18. I want to be like the spokesperson.
19. The spokesperson belongs to a good group.
- \*20. My lifestyle is not like the spokesperson's lifestyle.
21. My basic values are a lot like the spokesperson's values.
- \*22. I feel uncomfortable when I am with people like the spokesperson.
23. The spokesperson and I behave alike.

\*24. The spokesperson and I are in different economic situations.

25. The spokesperson and I have similar status.

26. I respect people like the spokesperson.

\*27. The spokesperson is not at all like me.

28. The spokesperson speaks for a group I belong to.

\*29. I do not like the spokesperson.

30. I have positive feelings for the spokesperson.

\*31. The spokesperson is not the type of person I admire.

\*32. The spokesperson is not a good type of person.

+33. I respect people like the spokesperson.

34. I would like to know the spokesperson.

35. The spokesperson and I belong to the same group.

\*36. The spokesperson and I are very different from each other.

37. The spokesperson is the kind of person I want to be.

\* Items were reverse scored.

+ This item was not included in analyses because it is identical to item 26



## VII. APPENDIX 2: SURVEY

Note: survey has been reformatted to fit this report.

JOB-R&MC-3382/99

No QUEST. \_\_\_\_\_

Razões & Motivos, Serviços de Campo S/C Ltda.  
Rua Pedro de Toledo, 299 - Tel. (011) 5574-8588 - São Paulo - SP

### DADOS DE CLASSIFICAÇÃO

	NÃO TEM	C.C.E.BRASIL					
		TEM (QUANTIDADE)					
		1	2	3	4	5	6 ou +
• Televisão em cores .....	0	2	3	4	5	5	5
• Vídeo cassete .....	0	2	2	2	2	2	2
• Rádio .....	0	1	2	3	4	4	4
• Banheiro .....	0	2	3	4	4	4	4
• Emp.mensalista .....	0	2	4	4	4	4	4
• Aspirador de pó .....	0	1	1	1	1	1	1
• Máq. Lavar roupa .....	0	1	1	1	1	1	1
• Automóvel de passeio .....	0	2	4	5	5	5	5

## ESCOLARIDADE

## GELADEIRA E FREEZER

• Não possui .....	0
• Possui geladeira sem freezer .....	2
• Possui geladeira duplex ou freezer	3

FAIXA DE IDADE (ANOS)	
• 18 – 30 .....	1
• 31 – 40 .....	2
• 41 – 50 .....	3

IDADE
• _____ anos

CLASSE - C.C.E.BR.	
• A1 (30 a 34) .....	1
• A2 (25 a 29) .....	2
• B1 (21 a 24) .....	3
• B2 (17 a 20) .....	4
• C (11 a 16) .....	5
• D (06 a 10) .....	6

SEGMENTO	
• B	1
• M	2
• N	3

MODELO	
• X	1
• Y	2
• Z	3

	CH	EN
• Analfabeto/prim. incompl.	0	#
• Prim.compl./gin. incompl.	1	#
• Gin.compl./col. incompl...	2	#
• Col.compl./superior inc..	3	#
• Superior completo .....	5	#
TOTAL DE PONTOS		

ENTREVISTADO(A): \_\_\_\_\_ IDADE \_\_\_\_\_

ENDEREÇO: \_\_\_\_\_ N.º \_\_\_\_\_ COMPL. \_\_\_\_\_

TELEFONE:(\_\_\_\_\_) \_\_\_\_\_ BAIRRO \_\_\_\_\_

ENTREVISTADOR(A) \_\_\_\_\_ DATA \_\_\_\_/\_\_\_\_/\_\_\_\_

VERIFICADOR(A) \_\_\_\_\_ DATA \_\_\_\_/\_\_\_\_/\_\_\_\_

**Bom dia! Boa tarde! Boa noite! Meu nome é \_\_\_\_\_ e sou do Instituto de Pesquisa Razões & Motivos. Estamos fazendo uma pesquisa sobre anúncios e gostaríamos de incluir suas opiniões. Serão alguns minutos.**

**Por favor, observe esses anúncios:**

(APÓS UM TEMPO, FORMULAR AS QUESTÕES ABAIXO)

**Por favor, procure responder da forma mais sincera possível.**

**A) Não queremos tomar muito o seu tempo, então, por favor, vamos comentar somente sobre o anúncio de biscoitos.**

1. A Sra. tem comentários gerais sobre este anúncio de biscoitos?
2. O que a Sra. particularmente gostou neste anúncio de biscoitos? Mais alguma coisa?
3. E o que a Sra. particularmente não gostou neste anúncio de biscoitos? Mais alguma coisa?

B) Agora, a Sra. vai dar sua opinião sobre um detalhe do anúncio. Para dar a resposta, a Sra. vai usar números de 1 a 6. Para cada aspecto a Sra. vai escolher um número de 1 a 6, que corresponde à sua opinião. Quanto mais a Sra. acha que a frase da esquerda descreve sua opinião sobre o produto, vai usar um número próximo a 1. Ao contrário, se a frase que melhor descreve está à direita, o número vai se aproximar de 6. A Sra. pode usar qualquer um dos números para expressar sua opinião sobre cada detalhe.

**Por exemplo: qual o número deste cartão que melhor descreve a temperatura hoje?**

NADA  
QUENTE

1	2	3	4	5	6
---	---	---	---	---	---

MUITO  
QUENTE

Muito bem, a Sra. entendeu o que faremos! Vamos começar.

**(MOSTRE CARTÕES DE FRASES)**

**POR FAVOR, INDIQUE NESTES CARTÕES O NÚMERO QUE MAIS SE APROXIMA DA FORMA COMO A SRA. SE SENTE:**

**Como um todo, este anúncio de biscoitos é:**

- |    |                            |   |   |   |   |   |   |                        |
|----|----------------------------|---|---|---|---|---|---|------------------------|
| 4. | RUIM                       | 1 | 2 | 3 | 4 | 5 | 6 | BOM                    |
| 5. | INSATISFATÓRIO             | 1 | 2 | 3 | 4 | 5 | 6 | SATISFATÓRIO           |
| 6. | CHATO                      | 1 | 2 | 3 | 4 | 5 | 6 | INTERESSANTE           |
| 7. | NÃO GOSTO<br>DESTE ANÚNCIO | 1 | 2 | 3 | 4 | 5 | 6 | GOSTO DESTE<br>ANÚNCIO |
| 8. | NÃO<br>ACREDITÁVEL         | 1 | 2 | 3 | 4 | 5 | 6 | ACREDITÁVEL            |

**Esta marca é:**

- |     |                          |   |   |   |   |   |   |                      |
|-----|--------------------------|---|---|---|---|---|---|----------------------|
| 9.  | RUIM                     | 1 | 2 | 3 | 4 | 5 | 6 | BOA                  |
| 10. | INSATISFATÓRIA           | 1 | 2 | 3 | 4 | 5 | 6 | SATISFATÓRIA         |
| 11. | DE BAIXA<br>QUALIDADE    | 1 | 2 | 3 | 4 | 5 | 6 | DE ALTA<br>QUALIDADE |
| 12. | NÃO GOSTO<br>DESTA MARCA | 1 | 2 | 3 | 4 | 5 | 6 | GOSTO DESTA<br>MARCA |

**C) Por favor, indique nestes cartões o número que mais se aproxima da sua opinião.**

**(MOSTRE CARTÕES DE FRASES)**

13. Eu gostaria de conhecer a modelo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

14. A modelo e eu pertencemos ao mesmo grupo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

15. A modelo e eu somos muito diferentes uma da outra.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

16. Não gosto de pessoas como a modelo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

17. Tenho sentimentos positivos em relação à modelo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

18. Meu estilo de vida é como o da modelo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

19. Eu poderia ser como a modelo.

CONCORDO	1	2	3	4	5	6	DISCORDO
TOTALMENTE							TOTALMENTE

20. Por que a Sra. \_\_\_\_\_ que poderia ser como a modelo?

**(RESP. P.19)**

**A modelo é:**

21.	ATRAENTE	1	2	3	4	5	6	NÃO ATRAENTE
22.	CONFIÁVEL	1	2	3	4	5	6	NÃO CONFIÁVEL
23.	AGRADÁVEL / SIMPÁTICA	1	2	3	4	5	6	NÃO AGRADÁVEL / NÃO SIMPÁTICA
24.	INSTRUÍDA	1	2	3	4	5	6	NÃO INSTRUÍDA
25.	INTELIGENTE	1	2	3	4	5	6	NÃO INTELIGENTE

26. A modelo representa bem este produto.

CONCORDO TOTALMENTE	1	2	3	4	5	6	DISCORDO TOTALMENTE
------------------------	---	---	---	---	---	---	------------------------

27. Por que a Sra. \_\_\_\_\_ que a modelo representa bem este produto?

(RESP. P.26)

(CARTÃO 1)

28. Qual destas categorias de cor ou raça melhor identifica a modelo?

- Branca ..... 1
- Preta e negra .... 2
- Morena e parda . 3
- Amarela e  
oriental ..... 4
- Indígena ..... 5
- Não sabe ..... 6

(CARTÃO 2)

29. A modelo pertence à:

- Classe alta ..... 1
- Classe média .... 2
- Classe baixa ..... 3
- Não sabe ..... 4

D) Por favor, indique nestes cartões o número que descreve o quanto a Sra. concorda com cada afirmação.

**(MOSTRE CARTÕES DE FRASES)**

30. Gostaria de obter mais informações sobre este produto.

CONCORDO 

1	2	3	4	5	6
---	---	---	---	---	---

 DISCORDO

31. Pensaria em comprar este produto.

CONCORDO 

1	2	3	4	5	6
---	---	---	---	---	---

 DISCORDO

32. Compraria este produto se tivesse o dinheiro.

CONCORDO 

1	2	3	4	5	6
---	---	---	---	---	---

 DISCORDO

**Conte-nos sobre a Sra.:**

**(CARTÃO 1)**

33. Qual destas categorias de cor ou raça melhor identifica a Sra.?

- Branca ..... 1
- Preta e negra .... 2
- Morena e parda . 3
- Amarela e oriental..... 4
- Indígena ..... 5
- Não sabe ..... 6

34. A Sra. faz parte de um grupo de maioria ou grupo de minoria?

- Maioria ..... 1
- Minoria ..... 2
- Não sabe ..... 3

35. Qual é o grau de instrução da Sra.?

- Analfabeto / primário incompleto 1
- Primário completo / ginásial incompleto 2
- Ginásial completo / colegial incompleto 3
- Colegial completo / superior incompleto 4
- Superior completo 5

**(CARTÃO 3)**

36. Qual é atualmente, a sua renda pessoal por mês? **(EM R\$)**

37. E a renda total mensal da família somando todos os que ganham alguma coisa?

**(SE NECESSÁRIO AJUDA A SOMAR)**

	<b>36. PESSOAL</b>	<b>37. FAMILIAR</b>
• Menos de 100,00 .....	1	1
• 100,00 a 150,00 .....	2	2
• 151,00 a 200,00 .....	3	3
• 201,00 a 300,00 .....	4	4
• 301,00 a 400,00 .....	5	5
• 401,00 a 500,00 .....	6	6
• 501,00 a 700,00 .....	7	7
• 701,00 a 900,00 .....	8	8
• 901,00 a 1.100,00 .....	9	9
• 1.101,00 a 1.400,00 .....	10	10
• 1.401,00 a 1.700,00 .....	11	11
• 1.701,00 a 2.000,00 .....	12	12
• Mais de 2.000,00 .....	13	13
• Não sabe a renda .....	14	14
• Recusou .....	15	15
• Não tem renda pessoal .....	16	-

38. Qual a Sra. acha que é o objetivo desta pesquisa?



39. Agora gostaria que a Sra. me dissesse sinceramente: a Sra. se sente semelhante ou diferente das pessoas que estão perto da Sra. neste momento?

- Semelhante ..... 1
- Diferente ..... 2
- Não sabe ..... 3

**(CARTÃO 4)**

40. Qual a sua atividade atual, a Sra. trabalha, estuda ou é dona-de-casa?

- Assalariada ..... 1
- Autônoma ..... 2
- Empregadora ..... 3
- Desempregada ..... 4
- Dona-de-casa ..... 5
- Estudante ..... 6
- Aposentada/Pensionista. 7
- Recusou ..... 8

**(FAÇA OS DADOS DE CLASSIFICAÇÃO, AGRADEÇA E ENCERRE. RESPONDA DE ACORDO COM A INSTRUÇÃO QUALQUER DÚVIDA DA RESPONDENTE)**

## VIII. APPENDIX 3: RACIAL CATEGORIES

How to phrase survey questions about race is difficult in Brazil since the country has literally hundreds of terms that could be used to describe one's race and because of resistance to some of the standard terminology traditionally used in government studies (Telles 1995). The race questions were based on the 2000 census conducted by IBGE and on an internal paper written by the president of IBGE, Simon Schwartzman, dated 21 December 1998.

This paper, titled "Cor, Raca e origem no Brasil: um pré-test," discusses the results of a survey conducted to determine how racial questions would be asked in the 2000 census. It correlated spontaneous open-ended responses to questions of origin to the established multiple choice question about color or race that gives five options: branca, preta, amarela, parda, indigena. (The first three items are literally the colors white, black, and yellow. Parda is primarily used to describe people of mixed black and white race but can also be translated as the colors gray or brown. Indigena means indigenous.)

There were 200 different answers generated by the open-ended question. Correlations found the great majority (91%) of people who classify themselves as branca on the multiple-choice question also use branca on the open-ended question. Of those who use preta on the multiple choice are divided on the open-ended question with 44% using preta, 31% using negra and 14% using morena. Of those who use parda on the multiple-choice question, 54% use morena and 34% use parda on the open-ended question. Morena as an open-choice option was used by 5% of brancos, 14% of pretas, 6% of amarellas, 54% of pardas, and 62% of indigenas.

For this study which focuses on the continuum between white and black, it was decided to use morena with parda to clarify the mixed position. Additionally, it was decided to phrase the question in a softer way than simply asking what is your color

or race and to combine the IBGE census options with people's preferred self-reference options. The final question was phrased as follows:

Which category most closely describes your color or race?

branco, preta/negra, morena/parda, amarela, indigena

## IX. APPENDIX 4: RELIABILITY ANALYSES OF ADVERTISING EFFECTIVENESS SCALES

### Reliability Analyses of Ad Evaluation Scale

	Correlation with total	Alpha if deleted	Alpha
Total Scale			.9524
Ad is good/bad	.8825	.9387	
Ad is satisfactory/unsatisfactory	.8963	.9338	
Ad is boring/interesting	.8646	.9434	
Like/don't like ad	.8979	.9337	

### Reliability Analysis of Brand Evaluation Scale

	Correlation with total	Alpha if deleted	Alpha
Total Scale			.9687
Brand is good/bad	.9254	.9577	
Brand is satisfactory/unsatisfactory	.9364	.9545	
Brand is low/hogh quality	.9055	.9634	
Like/don't like brand	.9214	.9592	

**Reliability Analysis of Purchase Intention Scale**

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	Correlation with total	Alpha if deleted	Alpha
Total Scale			.8862
Want more information	.6371	.9614	
Would consdder buying product	.8788	.7483	
Buy product if had the money	.8345	.7888	

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**X. APPENDIX 5: FACTOR ANALYSES OF SIMILARITY AND LIKING SCALES**

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Item	Factor 1 (Liking)	Factor 2 (Similarity)
I have positive feelings for the model	.681	-.049
I would like to know the model	.647	.310
I don't like people like the model	.601	-.111
The model and I are different from each other	-.025	.730
My lifestyle is like the model's	-.024	.640
The model and I belong to the same group	.548	.584
Total Eigenvalue	1.545	1.394
Percent of variance	25.744	23.236

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