

Saint Petersburg Campus of the Federal State Educational Institution of Higher Education
National Research University Higher School of Economics

Saint Petersburg School of Economics and Management
Department of Management

Term paper

Shtymenko Angelina Igorevna
Khisamova Maria Pavlovna
Korchagina Elizaveta Sergeevna

Ethics and Effectiveness of Provocative Advertising

in the field 38.03.02 «Management»
educational program «Management»

Registration number
Original text, %
Evaluation of the academic
supervisor

Evaluation of the
defense

Signatures of the
members of the commission

Completed by
Students of groups
#BMN 194, 198
Shtymenko Angelina I. (198)
Khisamova Maria P. (194)
Korchagina Elizaveta S. (198)

Academic supervisor:
Associate Professor:
Department of Management,
Storchevoy Maxim Anatolievich

Saint Petersburg
2022

Abstract

The existing controversies about provocative advertising in Russia underestimate the ethics of this advertising as an important element influencing consumer attitudes. To deepen the understanding of the relationship between ethics and provocation in marketing, we reveal the relationship between provocation and ethics, and their influence on the opinion of Russian consumers. We consider the question of how consumers assess the impact of unethicity on empirical marketing communications. Our mixed methods study shows that the more ethical provocative advertising is, the better the perception of Russian customers on the product. Moreover, unethicity is one of the factors that go along with the perception of provocativeness. We also determine that there is a statistically significant relationship between the ethics of the advertisement and the change in propensity to buy - more precisely, when the ad is more ethical, people tend to change their attitude towards their intention to buy to the better. This finding is an extension of previous research for the Russian market. The contribution of the term paper is to give marketers tips when creating provocative advertising campaigns.

Keywords: *Provocative advertising, ethics in advertising, social norms and taboos, provocation, marketing.*

Outline

ABSTRACT	2
INTRODUCTION	5
2. LITERATURE REVIEW	9
2.1 Provocative advertising and non-provocative advertising	9
2.2 Effectiveness of provocative advertising	10
2.3 Risks of provocative advertising	12
2.3.1 Ethics in advertising	13
2.3.2 Provocative advertising and ethics	13
2.3.3 Consumer's perception of the risks of using provocative advertising	15
2.4 Consumer behavior in Russia	16
3. METHODOLOGY	17
3.1 Research design	17
3.2 Research strategy	17
3.3 Data collection	18
3.4 Survey questions	19
3.5 Methods	19
3.6 Logistic Regression	20
3.7 Ordinal and Multinomial Logistic Regression	20
4. RESULTS	22
4.1. Correlation analysis	30
4.2. Regression analysis	31
5. DISCUSSION	34
6. CONCLUSIONS	39
6.1 Limitations and future studies	39
REFERENCES	41

APPENDIX 1	47
APPENDIX 2	53
APPENDIX 3	83
APPENDIX 4	88
APPENDIX 5	93

Introduction

Advertising today is a phenomenon that has become so firmly established in the daily life of a person that it is often perceived as an integral, stable manifestation of modern market relations, the economy and society as a whole.

The main volume of advertising messages is aimed at promoting goods, services, conveying information, both to the general public and to narrow groups, by systematically influencing them (Hopkins, 2010). At the same time, the global goal of the advertising industry remains relevant - the desire to influence public consciousness, control the actions of consumers, form a certain vision, opinion on social issues and problems. Advertisers seek not only to give the customer the information about the product, but try to manipulate the minds of consumers, evoke strong emotional reactions in them, which can become an impulse for choosing the product or service. Often, such type of advertisement gives many industries a major competitive advantage.

But given the current situation in society and the advertising market, the loss of confidence in advertising and high competition, it is becoming increasingly difficult to carry out such an impact. The constant increase in the flow of information in today's rapidly developing society has led to information overload and the desire to limit unnecessary information from the outside. Thus, it has become much more difficult to interest potential buyers with any offer. In this regard, advertisers are increasingly resorting to the use of non-standard tools and forms of promotion that can cause a strong emotional shock, immediate reaction or action. This approach is typical for provocative advertising, which can surprise, discourage and shock (Birt, 2019).

With the use of provocative advertising, the influence on public consciousness becomes more effective. This kind of influence acts as a catalyst for changes in socio-cultural norms and values in society. Thus, the existence of an invisible impact on society, including a negative one, is increasingly observed, and as a result, there is a need to ensure the social, psychological and information security of its representatives (ibid).

At the same time, despite the existence of publications on advertising, including provocative ones, existing in various social sciences, an obvious understanding of its significance and social consequences, this phenomenon has not been comprehensively studied. It is needed to point out that the universal definition of the concept of "provocative advertising" by the scientific and advertising community has not been established. Provocative advertising is usually called that advertising, which acts as a tool of effective marketing. It does not look

like standard advertising technologies, as it is created using more unique and unusual solutions. The provocation in this case turns out to be risky, more complex and intricate, it can be created with the aim of entering into a certain confrontation with the object. It can also be aimed at elaborating discussion, increasing discussion in circles, as it can undermine the existing moral values in society.

Shock and manipulation are used as tools in the production of provocative advertising. With an unprofessional, negligent approach to creating advertising, operating with shock and manipulation can exacerbate the negative effect of the impact of provocative advertising on the psycho-emotional state of consumers, value orientations and the culture of society (Vézina & Paul, 1997).

In 2003, the Sisley released an ad in which a girl sits on the sand, legs spread wide, and looks at an attacking bull with sexual subtext and animalistic connotations (Picture 10). This picture shocked many people and was considered ethically problematic. It is necessary to understand that the problem of objectification and sexualization of women is still acute in society, and such images support stereotypes.

Furthermore, resonance from such advertising can seriously damage the reputation of the company. In instance, in 2017 Burger King ran a hate commercial against its main competitor, McDonalds sparking a wave of online discussion. After that, the Russian Burger King significantly lost the trust of the main segment of buyers, which was declared at the “Peklo-2019” conference.

While companies do not follow codes of ethics concerning their commercials, they may get into such damaging situations. To realize their full potential in a developing conscious society, companies need to adopt ethical norms and principles and follow them when creating advertisements.

With all of the above, it is still not clear exactly how provocative perception of advertising is connected to unethicity, and what effect the unethical component of the advertisement causes on consumer attitude to the product. This study will delve deeper into this topic, as well as expand knowledge in the field of provocative advertising.

The primary purpose of the study is to investigate the attitude to provocative advertising with varying degrees of ethical violations. The paper will consider various aspects that cover various types of provocative advertising. To do this, it is necessary to conduct a survey among customers, including various provocative advertisements in the survey, which will have

different levels of cruelty, sexuality, and so on. This will determine the impact that provocative advertising has on the advertised product.

By evaluating the influence of ethics on efficiency of provocative advertising presented by this research, there will be an expansion on the current understanding of the efficiency of provocative advertising. This study provides a clear presentation on this ethics provocation relationship, giving some insights on which level of conforming ethics is more appropriate and useful for advertising success.

The added value of this research to the area of the market advertising industry is discussions on the advertisements qualities and their impact on the customer.

Furthermore, a detailed presentation on the influence of the ethics on the efficiency of provocative advertising involved in this research may serve as a tool for further studies to innovate the current marketing strategies being employed in many industries.

Moreover, we will introduce an index for measuring provocativeness in advertising, which will allow us to identify the degree of provocativeness that is used in a particular advertisement.

The need to study provocative advertising and its impact on society is caused by:

- 1) the widespread using provocative advertising in promoting goods and services on the Russian market;
- 2) ambiguous perception of provocative advertising by consumers;
- 3) hidden motives of provocative advertising, which are expressed in an attempt to influence society, moral and value orientations;
- 4) the lack of a developed unified set of principles in the theoretical and practical means of advertising, on the basis of which it would be possible to clearly qualify advertising as provocative;
- 5) the lack of a unified developed methodology for evaluating unethical provocative advertising.

Research gap that was identified is that there are many studies that deal with provocative advertising, but none have been found that examine the relationship between unethical and provocative advertising, and the influence of the unethical component to the attitude to product. The following was also found in various ethical codes there is no clear concept of “provocative

advertising” and restrictions on provocative advertising that would control ethically inappropriate content. Furthermore, we did not find in the literature developed metrics that would indicate the degree of provocativeness in advertising.

The question that this research paper answers is:

How does the ethics of provocative advertising affect the attitude of Russian consumers to the advertising product?

In addition to the first question, we state that to fully develop the answer, it is needed to provide not only the quantitative analysis to get the understanding of the the impact, but also to qualitatively analyze the advertisements that are used as examples, to identify the specificities of the chosen examples, and to understand the limitations of the research. Therefore, we will provide the analysis of what elements of the chosen advertisements are considered ethically problematic.

We are going to address these questions using mixed methods of study - quantitative method - using correlation and regression analysis, to determine the effect of ethics on product, and qualitative to suggest the factors that itself make the perception of advertisement more unethical.

The scientific novelty of this work is identifying the attitude of consumers towards unethical provocative advertisement; as well as, introducing an advertising provocation index. Meanwhile, the theoretical significance of the study is identifying the existing problems of expert evaluation of provocative advertising. As for the practical significance of the study it is determined by the development of a methodology for assessing ethics of provocative advertising, aimed at reducing the factors of its negative impact. The results of this study may be used by marketing managers in decision making regarding marketing campaigns.

2. Literature review

2.1 Provocative advertising and non-provocative advertising

Advertising has such tasks as informing the customer about the product and convincing him to make a purchase. In order to convince a person to buy a product, marketers use various strategies. According to Kotler and Armstrong (1987), there are three types of appeals: emotional appeal, rational appeal and moral appeal. The advertiser chooses one of them depending on the purpose of the advertising campaign. We will examine just one of these types – namely, emotional appeal.

Advertising scholars began to analyze emotions in the second half of the twentieth century: **fear** (Ray & Wilkie, 1970; Latour & Zahra, 1988), **humor** (Sterntal & Craig, 1973; Gelb & Zinkan, 1986), **warmth** (Aaker et al., 1986), **irritation** (Grazer, 1973; Aaker & Bruzzone, 1985) and **sexual arousal** (Baker & Churchill, 1977; Belch et al., 1982). In addition to these emotions, they paid attention to **psychological shock** as a tool of advertising since the second half of the 1980s. According to Vezina and Paul (1994) one of the first shock-aimed visual advertisement was an advertisement for the Benetton company based on provocative images. It was based on controversial issues of race (a black woman feeding white children), sex and religion (a priest in black kisses a nun in white), death and illness (a young man is dying of AIDS) and war (the clothes of soldiers who died in Bosnia). Such provocative advertisements quickly became popular among companies.

Even though advertisers used provocative advertising since the second half of the 1980s, the first definition in the scientific literature appeared only in the paper of 1997 year (Vézina & Paul, 1997). The authors defined it as “a deliberate appeal in the content of advertising to stimuli that are expected to shock at least part of the audience, both because they are associated with values, norms or taboos that are not usually challenged or violated in advertising, and because of their distinctiveness and ambiguity”(Vézina & Paul, 1997). Moreover, these authors highlighted key elements of provocative advertising: *distinctiveness*, *ambiguity*, and *violation of social or cultural taboos*. To shape presented elements, let us dig deeper into the categories.

Distinctiveness.

In the field of persuasion and advertising studies, the notion of distinctiveness is grounded in, Helson's (1964) Adaptation–Level Theory. The study of Childers and Houston (1984) says that expressed incentives have a positive effect on the degree of attracting advertising attention, the degree of memorization. For example, nude models in advertising in the 1970s caused a severe public reaction (Baker & Churchill, 1977), but over time such images in advertisements of soap became the norm and ceased to be provocative (Vezina & Paul, 1994).

The shock is caused by something seen for the first time, so a simple imitation of competitors' advertising will not work. Originality and a non-standard approach are what can make advertising successful.

Ambiguity.

Vezina and Paul (1994) mentioned “ambiguity” as an additional space for free interpretation of advertisement. If an advertising image or text does not directly provoke the buyer enough, then it is an interpretation of the message that the advertiser laid down can do it. In other words, the authors deliberately add nonsense and absurdity to the advertisement so that it becomes more discussed and controversial.

Violation of a social or cultural taboo.

According to Vezina and Paul (1994), violation of generally accepted norms in society is the most important component of provocative advertising. Violation of established norms and taboos shocks consumers much more than distinctive and ambiguous advertising. Social norms underwent significant changes in the 20th century and advertising albeit indirectly had an impact on these changes. At the same time, it can be said that it was the changed social norms that influenced the problem of decency in advertising. Sexual appeals in advertising can be considered as a good example of taboo violation. Since it is not customary in Russia to discuss such topics in public, the sexual content of advertising increases the amount of attention and interest attracted by advertising (Bello et al., 1983), as well as the level of intention to make a purchase (Severn et al., 1990).

As we can see, unethicity is not a criterion for provocative advertising, however, such factor as violation of social or cultural taboo may be perceived as an unethical component in it.

2.2 Effectiveness of provocative advertising

After we have considered what provocative advertising is and how it differs from non-provocative advertising, we will consider how effective the former is among buyers. In this subsection we will investigate how the measurement of effective advertising is presented in academia, and what debates are raised.

Established perception of measurement which cannot be estimated by increased sales, while this variable can be affected by many other factors. Sometimes it is simply impossible to track what effect this or that advertising company has brought in total sales. Therefore, there are other factors that evaluate the effectiveness of advertising.

There are various approaches to effectiveness of advertising like *effect hierarchy models* (Lavigne & Steiner, 1961; McGuire, 1978) and *attitude models* (Biel & Bridgewater, 1990; Percy & Rossiter, 1992), which claim that advertising should guide the consumer through several

stages before advertising affects sales. These are the stages: 1) product and brand recognition, 2) attitude towards the ad, 3) inclination to buy because of exposure to the ad 4) attitude towards the brand, 5) intention to buy. Only if advertising guides the buyer through each of these stages, we can say that advertising is effective. Like regular advertising, provocative advertising is evaluated according to the effects model. Next, we will look at each stage and for research that was conducted.

Product and brand recognition through provocative advertising.

Pelsmacker and Van Den Bergh (1996) measured recognition or attribution in three different ways: the correct assignment of a product category to an advertisement (in which the brand name was mentioned), the correct assignment of a trademark name to an advertisement without extraneous assistance and correct assignment of the brand name to advertising. The authors conclude that provocative advertising negatively affects product and brand awareness.

At the same time, Dahl et al. (2003) concluded in their study that provocation in advertising has a positive effect on attracting consumer attention and on easy memorization, better than other types of appeals (for example, fear and information). The same opinion is shared by Nam et al. (2015). In their work, they found out why provocative advertising is easy to remember. It is because people tend to think more about the controversial things used in provocative advertising. That is, consumers scroll through ambiguous advertising in their head repeatedly trying to understand its meaning.

Thus, comparing the results of the studies reviewed, we can come to the conclusion that provocative advertising is better remembered. Such advertising attracts more attention, which indicates an increase in the number of people aware of the product. Nevertheless, in order to talk about effectiveness, you need to look at the attitude of people to such advertising.

Attitude towards the provocative advertising.

Attitude to provocative advertising based on provocation seems to be negative, according to the results of the study by Pelsmacker and Van Den Bergh (1996). But this negative attitude towards advertising does not translate into an attitude towards the brand (Gardner & Meryl Paula, 1985). Summing up, provocative advertising causes a negative attitude towards advertising, which can become a potential problem, therefore, marketing managers should be considered when planning an advertising campaign.

Inclination to buy because of exposure to the provocative advertising.

There is a four-point scale based on Holbrook and Batre (1987) to measure the overall inclination to buy a product because of viewing advertising: the tendency to avoid the product, the extent to which advertising encourages people to enter the store and search for the product,

as well as the extent to which advertising encourages people to get information about the product.

According to the results of the Pelsmacker and Bergh (1996) study, provocation has a negative effect on the inclination to buy.

Attitude towards the brand which use a provocative ad.

There is a four-bipolar item scale, based on Burke and Edell (1989): positive-negative, like it-don't like it, bad - good, satisfaction-unsatisfactory. Using this item scale, Pelsmaker and Berg (1996) concluded that the attitude towards provocative advertising is not overlaid by a negative attitude towards brands.

Intention to buy.

Finally, in the study (Pelsmacker & Bergh, 1996) intention to buy was measured by means of one single question: evaluate your intention to buy on a scale from 1 to 7. And authors concluded that the differences between provocative advertising and non-provocative advertising in the intention to buy are insignificant.

Nevertheless, the shock treatment investigated in the study (Nam et al., 2015) was effective in encouraging people to act according to the messages in the advertisement. But this statement cannot be extended to all types of provocative advertising, since the study focused on advertising related to prevention of HIV/AIDS.

In addition to the factors listed above, the effectiveness of provocative advertising is also influenced by the perception of the consumer himself. From the work of So hyun Woo, Xiaoyun Lu and Sharon Tp (2021), it can be seen that different types of consumers react differently to provocative advertising. Namely, the so-called independent (vs. interdependent) consumers are more susceptible to misleading advertisements.

The question of the effectiveness in persuasion to buy off the use of provocative advertising remains controversial and needs further full-scale research. Basically, the authors split into two camps: some argue that provocative advertising is harmful for the product and brand recognition in any case; others argue that the competent use of relevant provocative advertising with a moderate level of it will bring benefits exceeding the risks. But what risks are we talking about? To figure out whether it is worth using provocative advertising as the main strategy, it is necessary to consider possible risks. Therefore, in the next section we will consider the risks that arise when using provocative advertising.

2.3 Risks of provocative advertising

Let's start with research on how advertising has been criticized from the point of view of ethics. Then we will look more specifically at the criticism of provocative advertising and

its consequences. In the end, let's turn to the consumer's perception of the risks of using provocative advertising.

2.3.1 Ethics in advertising

Since advertising is found in many industries, it inevitably faces criticism. Often this criticism arises based on ethics. To prevent customer dissatisfaction, advertisers try to consider ethical aspects so that in the future advertising does not cause negative emotions in customers. Ethics is not easy to define, the same applies to the ethics in the advertisements (Simp, 2003). Until now, advertisers are faced with the fact that advertising in its final form sometimes has an unethical context. Advertisers must take into account many aspects: the company's philosophy, the purpose of advertising, the attitude of the target audience, and much more, but such aspects may not always guarantee the ethics of advertising. Wells said back in 1992 that the question of the ethics of advertising will be relevant at all times, so it is important to take into account current social problems in society. The same can be said about our time. Now, as then, when creating advertising campaigns, it is very important to take into account the existing social problems of the 21st century.

When creating advertising, marketers face many ethical dilemmas. Such dilemmas, for example, include issues related to truth and honesty, problems with violence, sex and profanity, taste and sensitive topics (feminine hygiene products, medications for hemorrhoids and constipation, condom advertising).

In addition, there is such an unethical technique as an attack on advertising. That is, the advertiser focuses not on its advantages but not on the disadvantages of a competitor. An ardent representative of this behavior is the fast-food company Burger King (Picture 1, Picture 9).

2.3.2 Provocative advertising and ethics

Some consumers are increasingly criticizing advertising as unethical. Advertisers often used provocation in their advertising campaigns in the late 20th century, believing that such advertising could win people's attention (Vezina & Paul, 1994). The use of provocation in advertising is not a guarantee of success in the future, so the risk increases many times (ibid.). Previous studies illustrate that people consider misleading communication unethical and undesirable (Dunbar et al., 2016), and they react negatively to unethical advertising (ibid.). Referring to Boddewyn and Kunz (1991), provocative advertising can lead to the fact that not only a certain product will not be well-received by buyers, but the entire industry as a whole. At the same time, it is possible that provocative advertising will be able to interest consumers, thereby promoting the product. In this case, it should be borne in mind that a successful

provocative advertisement will not be very provocative, that is, cause shock to consumers. This ad needs balance.

Speaking of ethics, it is worth considering time. For people working in the field of marketing, it is necessary to be aware of all the events that take place, as this will help to make an informed ethical decision when creating advertising. Let's say that the marketer took into account all the points when creating provocative advertising, while leaving a group of people for whom such advertising is unethical and shocking to them. Individuality is the main reason why the same advertisement can be perceived differently. For some, such advertising will be quite acceptable, but for others it will be shocking (ibid.).

Every country has a basic advertising law framework. Many types of advertising are prohibited. However, the law may allow advertising that may be morally questionable. The advertising sector is trying to regulate in this case by applying its own codes of marketing and advertising ethics. This suggests that in the marketing system, such companies themselves create their own committees to check questionable advertising (López Jiménez et al., 2020).

These regulatory commissions base their decisions on the ethical principles contained in advertising ethics codes. Some of the most influential codes are set by the International Chamber of Commerce (ICC). The codes of the International Chamber of Commerce are based on the principles of honesty, integrity, and truthfulness in marketing. The ICC emphasizes that “all marketing communications must be prepared with due social and professional responsibility and must comply with generally accepted business principles of fair competition. No communication should undermine public trust in marketing” (ICC, 2018).

It should be noted that all codes are intentionally vague. You will not be able to find a clause stating that advertising with a picture of a half-naked woman or a man is prohibited, as such advertising is unethical and violates the rights of buyers. Or slogans and calls for something are prohibited in advertising. It is assumed that the standards of "decency" in advertising differ depending on the national or cultural background. At the same time, national and cultural patterns can change over time. Thus, the ICC Code contains general guidelines: “Marketing communications should not contain statements or audio or visual interpretations that offend the standards of decency currently prevailing in the country and culture in question” (ibid.).

2.3.3 Consumer's perception of the risks of using provocative advertising

As stated above, the effectiveness of advertising may decrease due to the fact that consumers will distrust provocative advertising. A provocative call can be an insult to the audience, which leads to undesirable consequences: reduced sales, profits (Treise & Weigold, 1994).

In his study, White (2000) points out how people in different countries react to provocative advertising. The author explains this difference by specific factors for different countries. For example, values, culture, faith, education, taboos, sense of humor, religion, and so on.

Referring to the map of cultural values of Ronald Inglehart, one can trace how the change in people's values affects economic development, the establishment of democracy and the quality of life of citizens in different countries of the world [69].

The map shows a coordinate system. The horizontal axis represents survival values (left) and self-expression values (right). Survival values include material goods, security, obedience, low appreciation of human rights, and xenophobia. The values of self-expression include a high appreciation of human rights, the desire for success and material wealth, attention to economy and equal rights for men and women.

The vertical axis shows traditional values (at the bottom of the map) vs secular-rational values (at the top). Traditional values include family, religion, social conformity, acceptance of power, the public is more important than the personal. The secular-political ones include the low role of religion, the preference for a secular state, the personal is more significant than the public.

Our study is dedicated specifically to the Russian buyer, so let's pay attention to the Russian sector. Russia is classified as a country with high scores in secular-rational values and "survival values" along with Ukraine and Bulgaria" (Figure 16). The adherence of Russians to traditional values is known. In many ways, the situation with traditional values has been broadcast over the years. This is also due to the fact that Russia is almost constantly in the context of transformational processes.

If we talk about specific countries, then in Russia as well as in France, most often on the streets you can see ads featuring a half-naked woman. In the US, it is common to place men in sexual positions that have little clothing on them (White, 2000).

Referring to the study by Vezina and Paul (1994), the researchers found that the moderate use of provocative advertising may have a slightly higher effect than traditional advertising. An additional conclusion that the researchers put forward is that there is a different

provocation in advertising. A softer provocation is pleasing to the audience, while advertising with a high degree of harshness causes negative emotions in consumers.

2.4 Consumer behavior in Russia

This study studies the behavior of the Russian consumer, so it is necessary to delve into the behavior of consumers in Russia. For the Russian consumer, it is important that the goods correspond to fashion and be approved by society. Note that such an observation was found not only among Russian consumers, but also in many other countries. (Tiantian, Ximeng & Ryzhikh, 2021). According to Lüdtke (2022), Russian consumers are well versed in product characteristics.

For the Russian consumer, the level of income and his financial expectations regarding the future, lifestyle, as well as social trends are of great importance when choosing purchases.

Quite often, the main factors in choosing a product for most Russian consumers are the price and advertising of the product. It is important for the Russian buyer that the product has a good advertising campaign that would be competitive in the market (ibid).

There is a significant level of interest in provocative advertising as an attention-grabbing tool (Pelsmacker & Bergh, 1996). Moreover, as mentioned earlier, provocative advertising generates greater emotional engagement through its core elements: distinctiveness, ambiguity and violation of social or cultural taboos (Treise & Weigold, 1994). There is no ethics among these factors, but Snyder (2003) in his work pointed out the incredible importance of ethics in advertising and the consequences that can arise from the use of unethical advertising, so our hypothesis is: the ethics of provocative advertising has a significant positive effect on the attitude of Russian consumers to the advertising product.

3. Methodology

In the previous section, we reviewed the literature and theories related to the research issues of this paper. We proposed research question:

How does the ethics of provocative advertising affect the attitude of Russian consumers to the advertising product?

In this chapter, we will present the methodology of our research and how we collected data. The section begins with the research design and research strategy. Then we will describe how the data was collected and the sampling was carried out.

3.1 Research design

Mixed approach.

To answer our question, as well as to identify the direction of the impact of ethics on customers, we decided to conduct a quantitative study in the form of a survey. This method was chosen because it allows us to collect a large number of responses from potential buyers in order to further analyze the results using descriptive and statistical methods. Thus, this method allows us to draw conclusions about the relationship.

Also, we will use the information obtained about each advertisement, to provide qualitative analysis, considering the information that participants give us about their perception of the advertisements in open-ended questions, to understand what ethical elements particularly influence their attitude.

3.2 Research strategy

We are going to start our survey by introducing the respondents with definitions of what is ethical and what is provocative. “Provocative - associated with the violation of values, norms or taboos, distinguished by its distinctiveness and ambiguity.” “Ethical - acceptable from the point of view of ethical requirements, corresponding to the rules of conduct.”

This will help respondents to understand these terms in the same way as we mean them, to ensure that they answer the questions meaning the same thing as we do.

Then show them different advertisements, while asking them their feelings towards them, and whether they assess it as provocative and ethical. Also, asking questions whether they would buy this item or service or not. Some of the chosen advertisements may be perceived as less provocative, some of them are more provocative and unethical than others.

To identify the provocative advertisements, we will use the criteria introduced by the researches we highlighted earlier - *distinctiveness*, *ambiguity*, and *violation of social or cultural taboos*.

As there is no definite criteria of what is ethical, we decided that each of the ads will be assessed by the respondents themselves, and we will consider these results.

In total, we selected 9 advertisements. Two of them were non-provocative (Picture 3, Picture 7). We decided to use them as a benchmark to understand how respondents react to conventional creative advertising. In these types of advertising, there are no signs of provocation. However, these advertisements are not typical, they can evoke a certain emotion in the viewer, and some viewers may consider them ambiguous.

Other 3 advertisements are provocative and contain sex appeal (Picture 2, Picture 5, Picture 8) - these types of advertisement are one of the most popular among provocative advertisement, as it evokes the sharp reaction of the audience. One of them appeals to the sexist perception of a woman, objectifying her. Another one is an image of a naked man's body, advertising horseradish, the meaning is based on the play on words, implying the men's genitals that surprise the housewife. We consider this advertising as provocative, it does not insult other people but can offend some viewers due to their beliefs or ideology.

Other two provocative advertisements are from the food industry (Picture 1, Picture 9) - one of them contains the appeal to the competitor - metaphorically showing them middle finger, it refers to a competitor, and speaks about him in a derogatory manner, which is disrespectful. Another food ad is a play with words that says, "be careful, don't be exacerbated", and the change of one letter in the Russian word would mean "be careful, do not poop around" - this ad is mostly ethical, though may be perceived by some people as offending.

The next provocative advertisement implies a negative attitude towards overweight people (Picture 6), which is regarded as unethical, humiliating. And the last ad is also a play on words "If your wife left you - change your gender" or "If your wife left you - change the floor". This ad is mostly ethical but can offend some viewers due to their beliefs or ideology.

Then we will compare and assess the outcomes to understand what is the attitude towards the provocation in advertising, considering different levels of moral perceptions about them.

3.3 Data collection

The data collection technique is the internet-based questionnaire conducted via Google Forms.

To select the respondents, we used quota sampling technique - non-random version of a stratified sampling technique, in our case the clusters were age groups of the respondents, in order to get the result that catches the differences in age groups. This type of sampling was chosen because at the moment we do not have sufficient basis for the formation of a probability

sample, given the minimum size of the research budget and limited time for it. We identified 5 stratas based on age - under 18 years old, 18-24, 25-35, 36-45, 45-65. Though the study by Patrick De Pelsmacker and Joris Van Den Berg (1996) shows that provocative advertising is an independent phenomenon, and does not depend on the age, level of education or other characteristics of the buyer, we wanted to represent these age groups in our survey to make sure that we catch some individual morality changes based on the age.

3.4 Survey questions

For each advertisement we used the same questions (Appendix 2) - what feelings does it provoke, whether a respondent would buy a product, does the ad influence their decision to buy, whether respondent thinks the ad is provocative, whether respondent thinks the ad is ethical.

After that we asked general questions about the attitude to provocative and unethical advertisements, and about the change of attitude of the respondent to the brand/company/product that uses these types of advertisements, would they buy this product?

The last block of questions was about the demographic information of the respondents - their sex, age, education and social status.

As for the answers we used Likert scales, with 4 levels for questions that imply the attitude - “yes”, “rather yes, than no”, “rather no, than yes”, “no” - to identify different intensities of respondents' attitude towards the phenomena. For the questions about change in attitude we used 3 levels - “changed negatively”, “did not change”, “changed positively”.

3.5 Methods

To check whether the relationship between different variables exists, we will use the Spearman correlation analysis in stata software, which is an instrument for ordinal scale analysis, since our data is ordinal - the responses on Likert scales. This will allow us to identify whether the correlation is present.

Moreover, we will construct Logistic Regressions, in order to examine the influence of unethical elements in the provocative advertising on the change in the intention to buy.

Also, due to the inexistence in the research field of the methods to identify the intensity of subjective things as provocation and ethics, we introduce two indexes - Index of Provocativeness, and Index of Ethicality. These indexes are computed as follows:

Index of Provocativeness is equal to the ratio of respondents who answered positively to the question “Do you consider this ad provocative?”

The Index of Ethicality is equal to the ratio of respondents who answered positively to the question “Do you consider this ad ethical?”

After getting the results, we will analyze each ad in order to identify possible factors that might influence the intensity of each index.

3.6 Logistic Regression

For the analysis we decided to take 2 types of regression models. First is a model that consists of 918 observations - made on combined dataset with 9 advertisements, while every of 102 respondents evaluated each of them.

The model is specified as follows: dependent variable is HowInfluenced (Factor variable with answer types 1- Influenced negatively, 2 - Did not influence, 3 - Influenced positively, the answers that respondents gave on a question “How did this ad influence your intention to buy a product?”). Independent variables are Ethicality and Provocativeness - factor variables, answers given to the question “Do you consider this ad ethical?” and “Do you consider this ad provocative?”. As for control variables we choose sex of the respondent. We do not include age in the model, since the test showed that this variable overall is not significant for the model. Also, we included binary variables knownBrand - 1 if the brand is well-known in Russian society, and 0 if not, food - 1 if the advertisement contains food thematic, 0 if not; sexAppeal - 1 if the advertisement contains sex thematic, and 0 if not. We decided to include such factors as one of the main factors that our respondents included in open-ended questions about the factors that influenced their attitude towards the provocation.

Second type of model is the same in terms of dependent and independent variable, controls - age and sex of the respondents, but without knownBrand, sexAppeal and food variables - because in this case we already divide the regressions by groups - based on the advertisement that was shown to the respondents. Therefore, we will obtain 9 different regressions specific for each advertisement.

3.7 Ordinal and Multinomial Logistic Regression

For the analysis of the particular cases we used ordinal logistic regression, because in that case the most important assumption of the regression holds - insignificant test statistic provides evidence that the parallel regression assumption has not been violated, however, not in all cases Brant test can be computed - not all independent variables can be retained in all binary logits in cases of third, fifth and seventh advertisements, we suggest this is because in these advertisements people's opinions were mostly definite in terms of choosing between ethicality and provocativeness. Also, in the fourth advertisement the assumption does not hold,

which does not allow us to use ordinal regression in that case. In these cases we also compute multinomial regression. Furthermore, in the case when we combine the responses and get 918 observations, assumption does not hold as well, therefore we will use multinomial logistic regression in that case - it does not assume the normality, linearity, and homoscedasticity of the data.

4. Results

The research results obtained from the questionnaire from Russian customers, with a total number of 102 respondents. There are almost equal numbers of men (50%) and women (49%) among the respondents (Figure 1). Age groups are distributed as follows: 18-24 years old - 26%, 25-35 years old - 25%, 36-45 years old - 25%, 45-65 years old - 24% (Figure 2). The respondents who took part in the survey have the following social statuses: working student (7%), student (14%), in school (5%), employed (7%), unemployed (14%) (Figure 3).

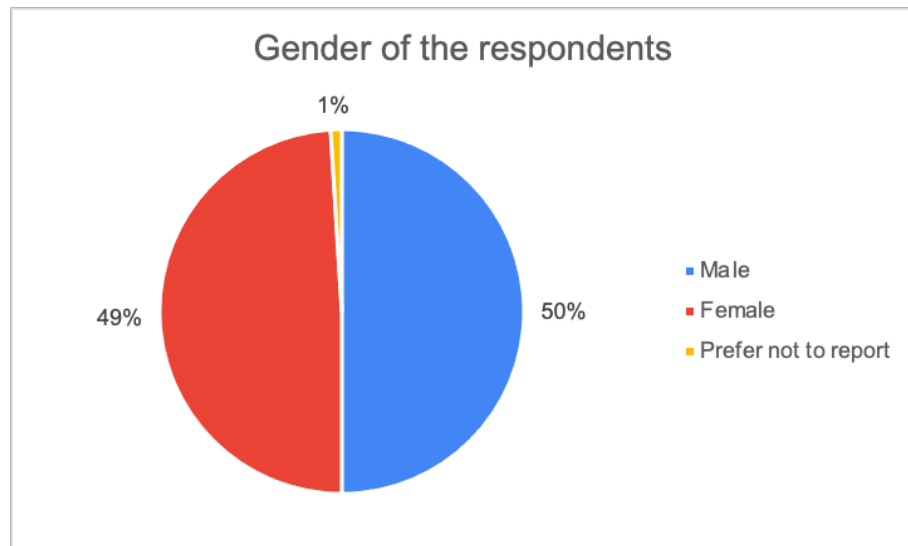


Figure 1.

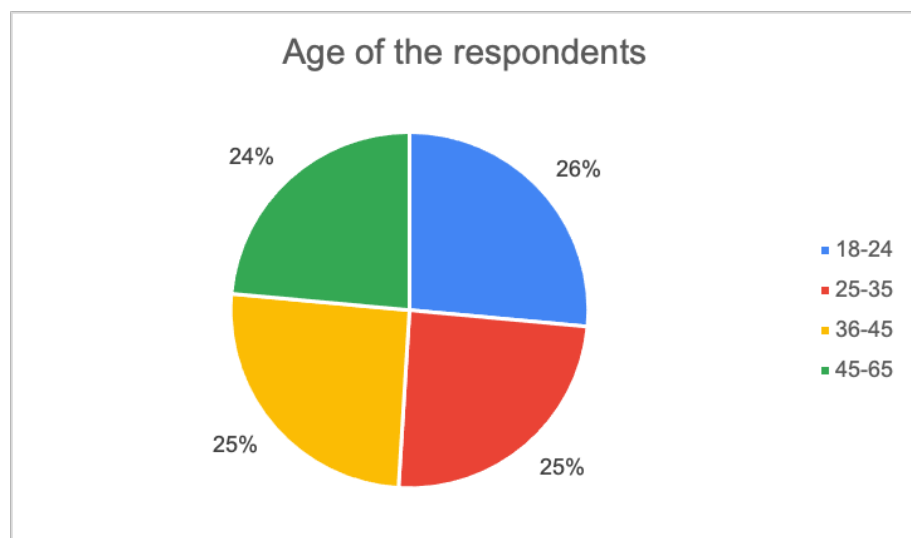


Figure 2.

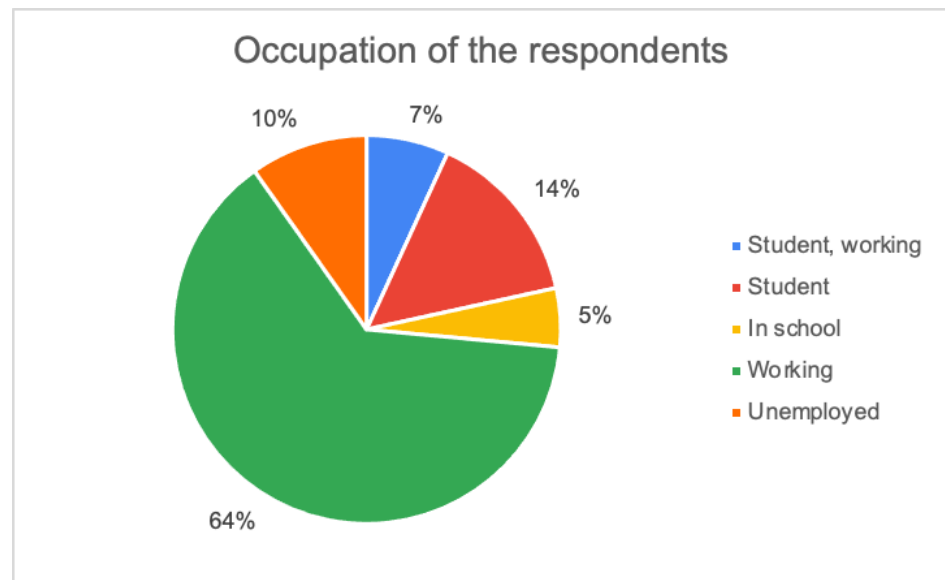


Figure 3.

First, let's take a look at the results we got by showing respondents various examples of advertisements.

The first advertisement depicting a spicy burger (Picture 1) seemed funny to 44% of respondents, surprised 31% of respondents and disgusted 17% of respondents (Figure 4). When asked if they would buy this burger, 51% of respondents answered negatively. It is important to note that 49% of respondents said that the advertising they saw did not affect their purchase decision and 29% mentioned that it influenced negatively. This ad provocation index is 59, and the unethical index is 51.

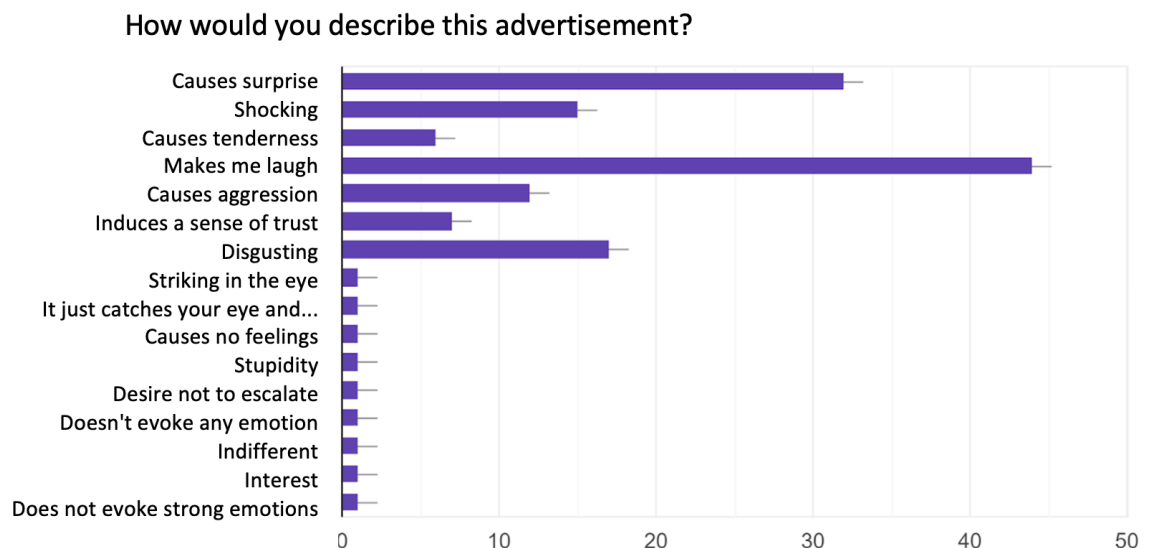


Figure 4.

The second presented advertisement of the Reebok company (Picture 2) shocked 40% of respondents, surprised 36%, disgusted 34% and made 32% of respondents laugh (Figure 5). When asked about the intention to purchase sportswear in Reebok, 53% of consumers answered

negatively, and 42% of respondents noticed that this advertisement had a negative impact on their intention to buy. The index of provocation of this advertisement was 87, and the index of unethicity was 89.

How would you describe this advertisement?

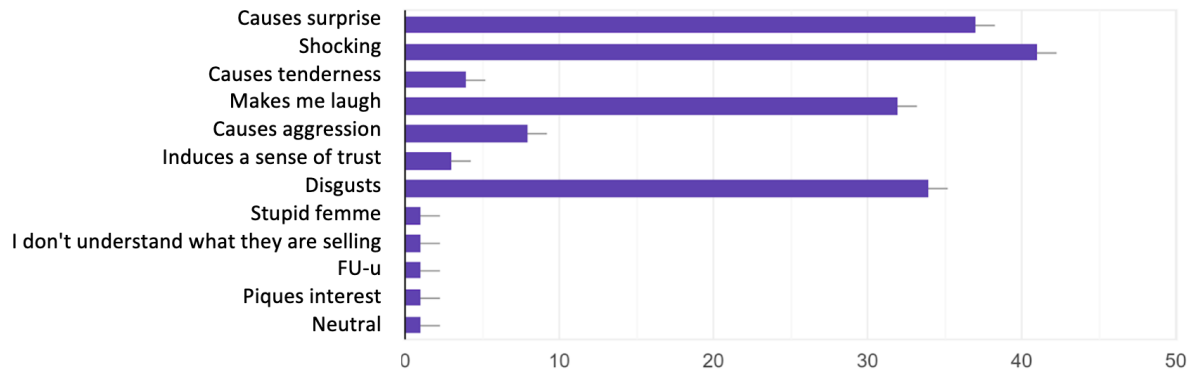


Figure 5.

The third advertisement showing M&M (Picture 3) made 45% of respondents laugh, caused a feeling of affection in 29% and a sense of trust in 28% of respondents (Figure 6). 88% of respondents would buy this product and 41% indicated that advertising had a positive impact on their decision. The index of provocation of this advertisement was 10, and the index of unethicity was 6.

How would you describe this advertisement?

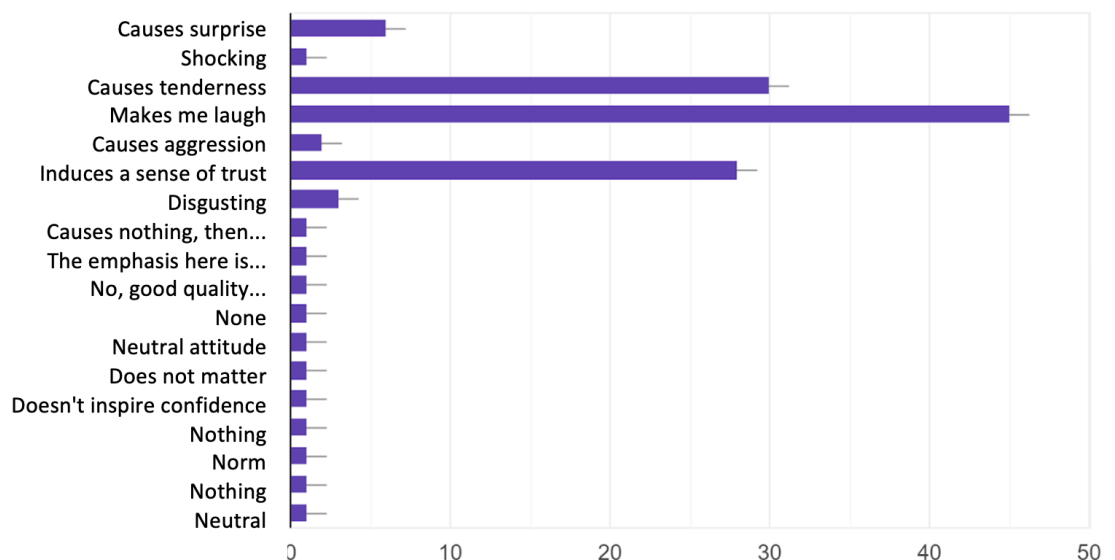


Figure 6.

The fourth advertisement showing a construction company Agora (Picture 4) made 60% of respondents laugh, surprised 35% and shocked 20% (Figure 7). To the question

whether you applied to this company if you were doing repairs, 57% of respondents answered negatively and 40% of respondents were negatively affected by this advertisement. The index of provocation of this advertisement was 70, and the index of unethicity was 62.

How would you describe this advertisement?

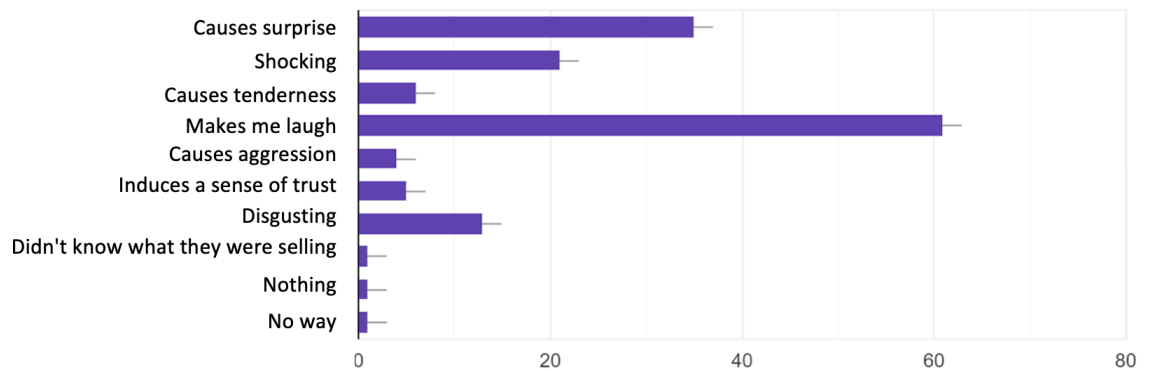


Figure 7.

The fifth advertisement illustrating a company selling land plots (Picture 5) disgusted 49% of respondents and shocked 43%, another 36% of respondents noted that the advertisement makes them laugh and surprises 28% (Figure 8). As many as 84% of respondents said that they would not contact this company to purchase a land plot. This advertisement had a negative impact on the desire to contact this company in 76% of respondents. The index of provocation of this advertisement was 87, and the index of unethicity was 85.

How would you describe this advertisement?

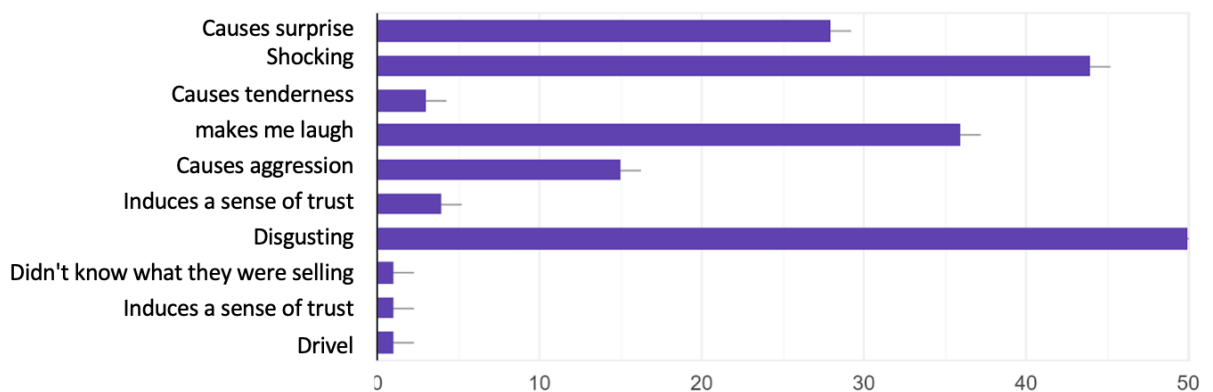


Figure 8.

The sixth advertises a fitness center (Picture 6) and caused different feelings among respondents. 29% of respondents were disgusted by this advertisement, 28% were surprised. 26% of respondents consider this advertisement funny, 18% of this advertisement causes aggression and shocks 15% (Figure 9). 71% of respondents would not go to this fitness center

and in 56% of cases their decision not to go was influenced by this advertisement. The index of provocation of this advertisement was 61, and the index of unethicity was 73.

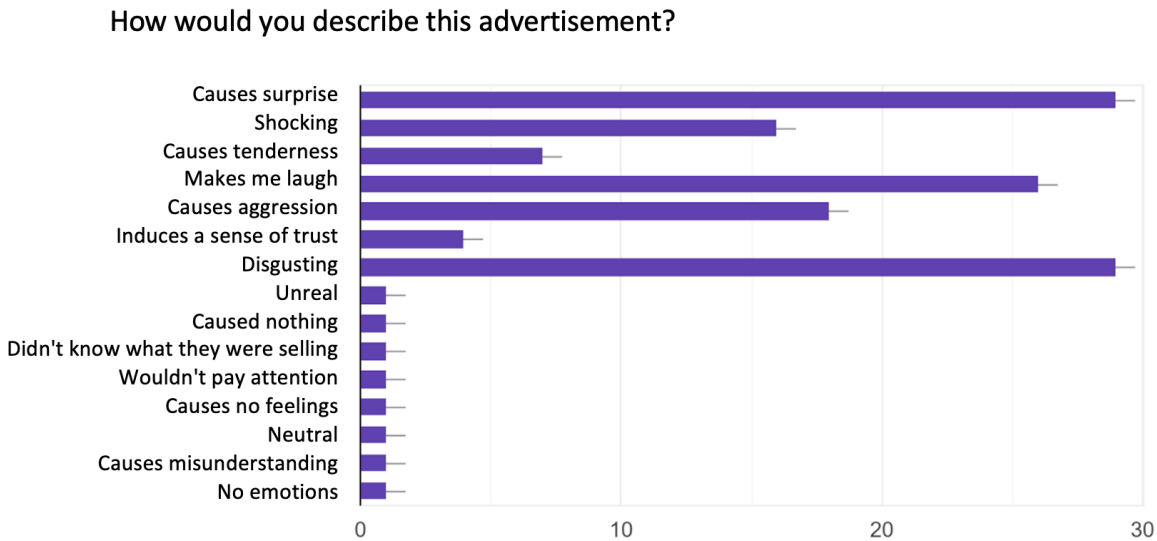


Figure 9.

In the 7th advertisement, the possibilities of Yandex cloud storage are presented (Picture 7). Basically, the reaction to this advertisement is laughter (49%). It surprised 28% and 20% of respondents noted that this advertisement evokes a sense of trust and affection (Figure 10). More than 90% of respondents are ready to buy a place in this cloud storage. 51% of respondents were not affected by this advertisement and 47% were positively affected. The index of provocation of this advertisement was 12, and the index of unethicity was 8.

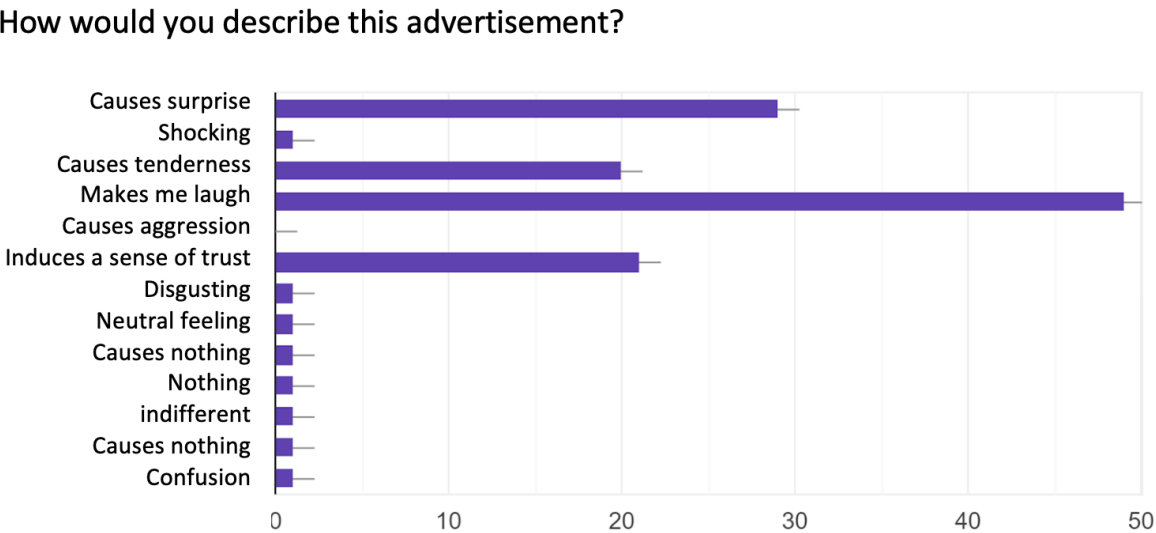


Figure 10.

On the 8th image, horseradish is advertised (Picture 8). This advertisement disgusts 42% of respondents, makes 38% laugh, shocks 33% and surprises 30% of respondents (Figure 11).

67% of respondents would not buy this product and they made this decision precisely because of advertising in 52% of cases. The index of provocation of this advertisement was 85, and the index of unethicity was 83.

How would you describe this advertisement?

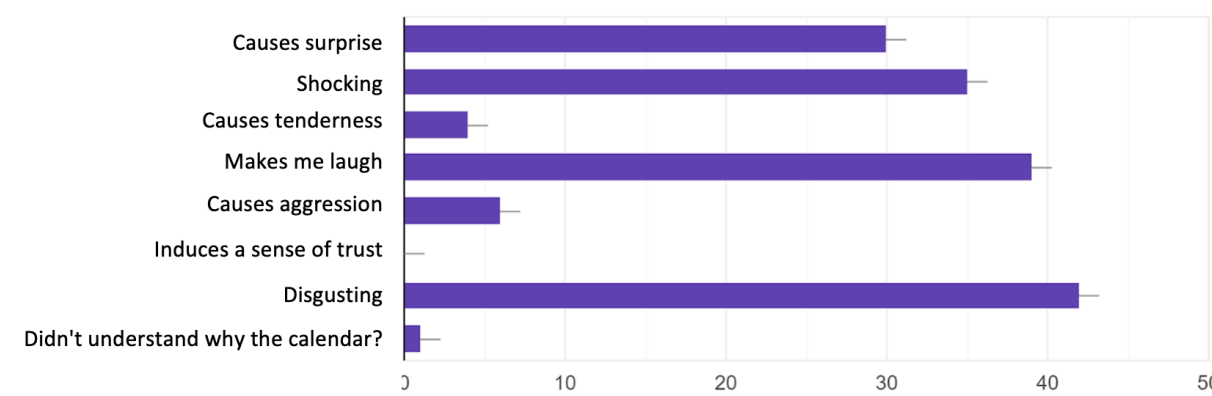


Figure 11.

Advertising nuggets (Picture 9) amuses most of the respondents, namely 61%. Another 24% indicated that this advertisement surprises them, 19% shocks and disgusts 10% of respondents (Figure 12). 68% of respondents would buy this product. For 47% of respondents, this advertisement did not have an impact on the purchase decision, and for 37% it had a positive impact. The index of provocation of this advertisement was 76, and the index of unethicity was 56.

How would you describe this advertisement?

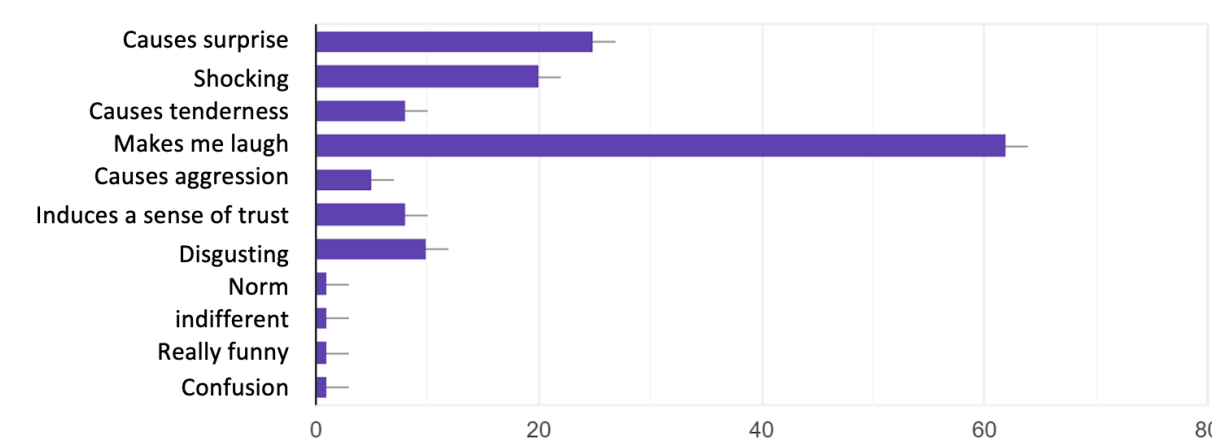


Figure 12.

Now let's take a look at the generalizing graph. Figure 13 illustrates the distribution of responses about the provocativeness of advertising. It can be noticed that in such advertisements as Land, Horseradish and Reebok, most of the answers are strongly "Yes". And in such ads as Yandex and M&M, the answers are mostly "No". While in the ads for Agora, Fitness, Nuggets and Burgers, respondents' opinions were divided.

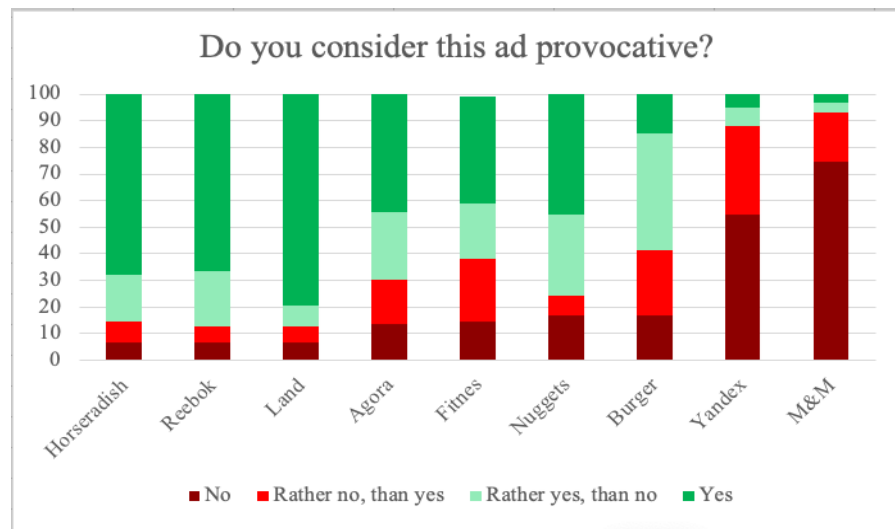


Figure 13.

Figure 14 shows the distribution of responses about the ethics of advertising. It can be noticed that in such advertisements as spicy burger and nuggets from Burger King, Agora construction company and Reebok, the number of responses “Mostly no” more than there are answers “No”.

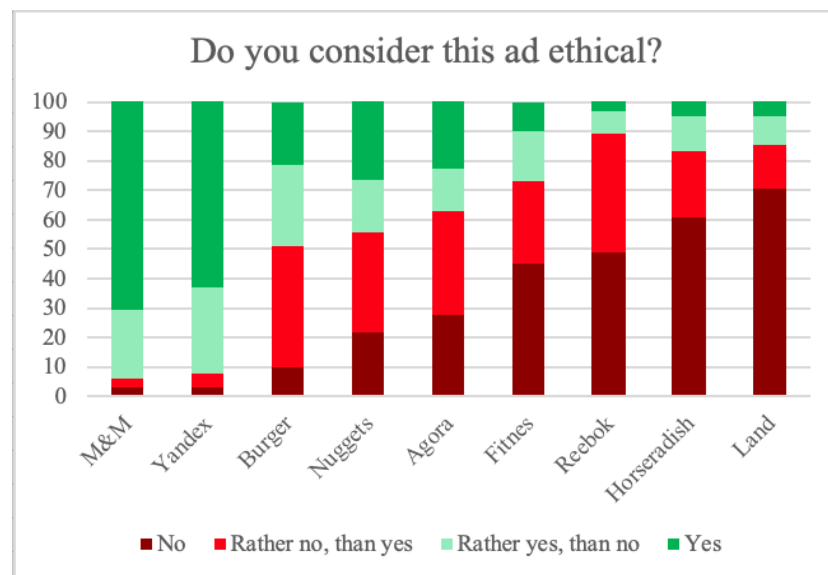


Figure 14. “Do you consider this ad ethical?” - answers distribution.

From 15 figure we can see that advertising had no effect on the intention to buy for 50% of respondents in such advertisements as M&M, Yandex, Nuggets, Burgers, Agora, Reebok. Also, advertising had mainly a negative impact on the respondents' desire to buy goods in such advertisements as Horseradish, Fitnes, Land.

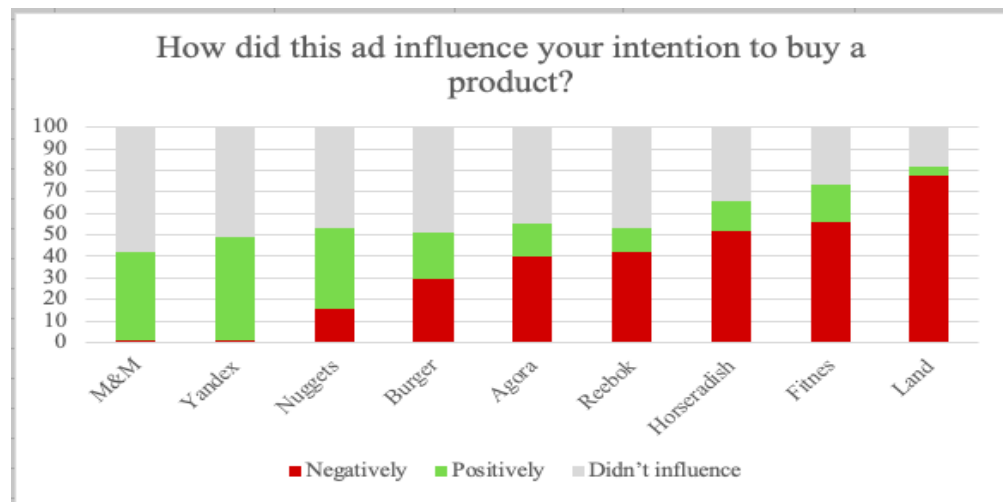


Figure 15.

Now let's move on to the results that we got by asking respondents the block of theoretical questions. The first notable thing is 70% of respondents consider provocative advertising effective and 58% are neutral about the use of provocative advertising by the company. To the question: how will your attitude towards a product that is advertised with the help of provocation change, 48% of respondents answered: it will not change. 28% of respondents' attitude to the product will change for the worse. And only 8% of respondents' attitude to the product advertised by provocative advertising will change for the better. It is also worth noting that the remaining 16% of respondents indicated that their attitude to the product depends on the content of a particular advertisement.

The attitude towards a company using provocation in advertising does not change in 48% of respondents, changes for the worse in 32% and changes for the better in 11% of respondents. Also, 11% of respondents indicated that the attitude towards the company depends on the content of a particular advertisement. Respondents would buy the product advertised with the help of provocation in 44% of cases and in 29% of cases noted that advertising does not affect the final decision on the purchase of goods. As a consequence of the use of provocative advertising by the company, our respondents observed a drop in reputation, an increase or decrease in the number of buyers, and active criticism.

At the same time, 80% of respondents believe that unethical advertising is ineffective and 70% have a negative attitude to the use of such advertising by companies. Also, 69% of respondents indicated that their attitude to the product advertised by unethical advertising will change for the worse. 73% of respondents noted that the attitude towards a company using unethical advertising will also change for the worse. 73% of respondents would not buy a product advertised by unethical advertising.

Interestingly, 73% of respondents disagree with the statement: provocative advertising always violates ethical norms.

4.1. Correlation analysis

Next, speaking about correlation analysis, we obtained the following results: there is statistically significant correlation between ethicality, provocativeness, influence of ad on the intention to buy, and desire to buy.

Firstly, the ethicality of the ad is inversely correlated with the provocativeness, meaning that the perception of the provocativeness of the ad tends to increase, with the decrease of ethicality, and vice versa.

Also, ethicality is correlated with the way that advertisement affects the intention to buy a product, as well as with overall desire to buy it - meaning that the intention to buy moves to a positive direction, with the increase of ethicality. And, consequently, intention to buy changes to worse when advertisement is mostly unethical.

Table 1. Spearman correlation table.

+-----+				
Key				

rho				
Sig. level				
+-----+				
	Ethica~y	Provo~ss	HowInf~d	WouldBuy
+-----+				
Ethicality	1.0000			
Provocativeness	-0.5633*	1.0000		
	0.0000			
HowInfluenced	0.6011*	-0.3923*	1.0000	
	0.0000	0.0000		
WouldBuy	0.6222*	-0.3766*	0.6884*	1.0000
	0.0000	0.0000	0.0000	

We also conducted Spearman correlation analysis for each advertisement independently (Appendix 2). We identified a statistically significant correlation between ethicality and the change in desire to buy a product after watching the advertisement, as well as with the overall desire to buy.

According to the results of the correlation in advertisements with Nuggets, Horseradish, Yandex, Agora, Burger - provocation does not correlate with a change in the desire to buy a product at 0.05 significance level. In cases of advertising M&M, Fitness center,

Reebok and Land we found a significant correlation at 0.05 level between provocation and the desire to buy, as well as how advertising influences the consumer's decision.

4.2. Regression analysis

Next, moving on to the results of the logistic regression we see that ethicality significantly influences the change in the attitude towards the product on all levels of confidence. It is seen that the odds that the ad will positively influence the intention to buy raise when the person perceives the advertisement more ethical, holding other variables constant. The same applies with the provocativeness of the ad (Table 12). We see that if the brand is known - it reduces the odds that advertising negatively influences the intention to buy, however, it does not significantly change the odds that ad will change intention to buy to positive. Otherwise applies to sex appeal in the advertisements - if the ad uses sex appeal- it reduces the odds that advertising will positively influence the intention to buy.

Table 12. Multinomial logistic regression - full model.

Table 12. Multinomial logistic regression - jain model.

Multinomial logistic regression

Log likelihood = -710.61

Number of obs = 909

LR chi2(20) = 524.61

Prob > chi2 = 0.0000

Pseudo R2 = 0.2696

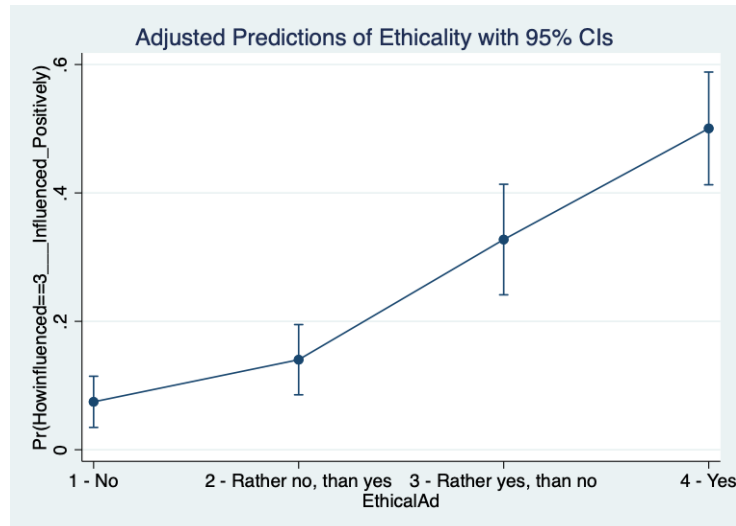
HowInfluenced	Coef.	Std. Err.	z	P> z	[95% Conf. Interval]	

1___Influenced_negatively						
Ethicality						
2 - Rather no, than yes	-1.235332	.2326043	-5.31	0.000	-1.691228	-.7794361
3 - Rather yes, than no	-2.747753	.3654754	-7.52	0.000	-3.464072	-2.031434
4 - Yes	-2.846353	.4253147	-6.69	0.000	-3.679955	-2.012752
Provocativeness						
2 - Rather no, than yes	1.096462	.4143876	2.65	0.008	.2842772	1.908647
3 - Rather yes, than no	1.647557	.387371	4.25	0.000	.888324	2.40679
4 - Yes	1.805828	.356172	5.07	0.000	1.107744	2.503912
male	-.0108256	.1901814	-0.06	0.955	-.3835743	.3619231
knownBrand	-.9314489	.2008828	-4.64	0.000	-1.325172	-.5377257
food	-.3738246	.2015491	-1.85	0.064	-.7688535	.0212043
sexAppeal	-.0742416	.2120532	-0.35	0.726	-.4898582	.341375
_cons	.1517309	.3844828	0.39	0.693	-.6018415	.9053033

2___Did_not_influence	(base outcome)					

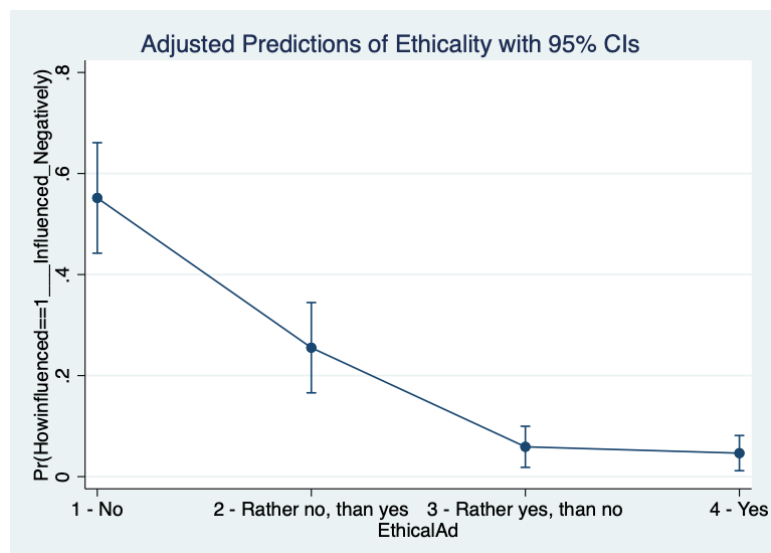
3___Influenced_positively						
Ethicality						
2 - Rather no, than yes	.0147793	.3684627	0.04	0.968	-.7073944	.736953
3 - Rather yes, than no	.8951961	.3644467	2.46	0.014	.1808937	1.609498
4 - Yes	1.597438	.3612426	4.42	0.000	.8894156	2.305461
Provocativeness						
2 - Rather no, than yes	.2176499	.2735864	0.80	0.426	-.3185696	.7538695
3 - Rather yes, than no	.3994277	.2832715	1.41	0.159	-.1557743	.9546297
4 - Yes	1.066227	.2888151	3.69	0.000	.50016	1.632294
male	-.6145724	.1845437	-3.33	0.001	-.9762713	-.2528734
knownBrand	.2985461	.2392684	1.25	0.212	-.1704113	.7675035
food	-.0768828	.2030777	-0.38	0.705	-.4749077	.3211422
sexAppeal	-.6270223	.2855701	-2.20	0.028	-1.186729	-.0673152
_cons	-1.649912	.4221091	-3.91	0.000	-2.47723	-.8225929

In the Graph 1 there is a representation of the probability - people who chose yes as their answer for the question of ethicality have much higher probability to choose the “Influenced positively” answer type, than others, holding other variables constant.



Graph 1. $Pr(HowInfluenced==Influenced_positively)$ predictions by Ethicality.

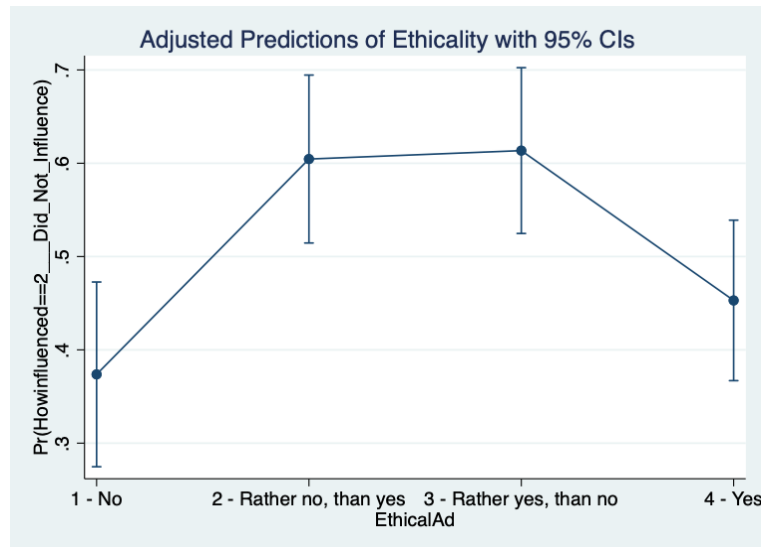
People who chose no as their answer for the question of ethicality have much higher probability to choose the “Influenced negatively” answer type, than others, holding other variables constant (Graph 2).



Graph 2. $Pr(HowInfluenced==Influenced_negatively)$ predictions by Ethicality.

People who choose intermediary answer options such as “Rather yes, than no”, “Rather no, than yes” have much higher probability to choose the “Did not influence”

answer type, than those who answered strictly “No” or “Yes”, holding other variables constant (Graph 3).



Graph 3. $Pr(HowInfluenced==Did_not_influence)$ predictions by Ethicality.

Talking about the regressions grouped by the advertisements (Table 13, Table 14), we get the result that in advertisements 1, 2, 6, 8, 9, 5 ethicality significantly influences the change in the desire to buy the product. However, this does not apply to the provocativeness of the advertisement. In ads 3, 4 and 7 the coefficients are insignificant, therefore we cannot say that in these cases ethicality influences the change in decision to buy.

5. Discussion

In this section, we will discuss the dependence of the effectiveness of provocative advertising on its ethics and compare the results identified above with the results of previous studies, discussed in the literature review.

The results of our study confirmed the conclusions of Pelsmaker and Van Den Berg (1996) that provocative advertising causes negative emotions in consumers, mainly disgust. But our study also showed that many consumers found these advertisements to cause laughter, which was not indicated in the work of Pelsmaker and Van Den Berg (1996). Perhaps this reaction is a feature of the perception of Russian consumers and is explained by the attitude of consumers to humor. White (2000) came to the same conclusion in his study "people in different countries react to provocative advertising".

As for the attitude to the brand or company, here our results partially coincided with the results of Gardner and Meryl Paul (1985). Namely, according to 48% of respondents, the usual provocative advertising does not affect the attitude of consumers to the company. Nevertheless, unethical provocative advertising has a negative impact on the attitude of consumers towards the company, according to 73% of respondents.

In the question of provocativeness in advertising Agora, Fitness, Nuggets and Burgers, the respondents' opinions were expressed with the help of answer options "Rather yes, than no" and "Rather no, than yes." And on the question of ethics in advertisements such as spicy burger and nuggets from Burger King and Reebok, the number of "Rather no, than yes" answers is greater than the "No" answers. This may be due to the twofold content of advertisements and liberties in their interpretation. That is can be because a person cannot quickly and accurately determine whether an advertisement is provocative / ethical due to the fact that advertising is on the verge between provocation / ethics. The same difficulty of distinction and the fine line of what is permissible is stated in the ICC Code (2018).

The results shown in Figure 12 coincided with the results of Nam et al. (2015) only for advertising products such as Horseradish (Picture 8), Fitness (Picture 6), Land (Picture 5). In these cases, provocative unethical advertising had a significant negative impact on consumers' intention to buy the product. But these conclusions were not confirmed for such advertisements as M&M (Picture 3), Yandex (Picture 7), Nuggets (Picture 9), Burger (Picture 1), Agora (Picture 4), Reebok (Picture 2). Figure 3 shows that these ads did not affect the intention to buy from 50% of respondents in any way.

The answers to the question: what positive/negative consequences have you observed for the use of unethical advertising by the company, basically divided into two groups. The first group of respondents spoke about the negative consequences for the brand and company. For

example, "unethical advertising can create an image of a frivolous organization for a company, which significantly works in the negative." The second group focused on the feelings of consumers themselves. For example, "negative - often hurts the feelings of the audience that the ad is aimed at."

Analyzing the respondents' answers to the question about the consequences of provocative and unethical advertising, interesting conclusions can be drawn. For example, respondents consider provocative advertising rude, and directly talk about their goal: to attract the attention of consumers. This repels some consumers who do not want to be manipulated, but at the same time attracts some consumers with its stand-out advertising. On the other hand, the fact that respondents' opinions were divided regarding the consequences of unethical advertising suggests that unethical advertising causes different feelings among different consumers which correlates with the conclusions from the work of So hyun Bae, Xiaoyan Liu and Sharon Ng (2021). It really hurts someone, and in this case, of course, it repels consumers, but there are also those who first of all think about the negative consequences for a company using provocative advertising. From this we can say that before using such advertising, marketers should carefully measure the percentage of those whom this advertising can hurt among the target audience and calculate the allowable losses.

After analyzing the respondents' answers, based on the results of a negative correlation between unethical advertising and the desire to buy a product, we can assume that the most ethical advertising causes more positive feedback, as well as a desire to buy a product.

Based on the correlation, we can say that the stronger the provocation used in advertising, the worse the consumer's attitude is (correlation coefficient -0.39). The same applies to the presence of an unethical element in advertising. It is worth paying attention to the high correlation between the perception of unethical and provocative advertising (-0.56) - we can only assume that it is the degree of unethicalness that determines how provocative an advertisement is perceived. This assumption has not been fully explored by previous authors, so our study can serve as a starting point for further research and experiments in this area, as well as for a deeper analysis of this phenomenon.

73% of respondents do not believe that provocative advertising is always unethical, according to a theoretical question. But if we look at the correlation of responses to questions aimed at specific examples, we will notice a strong positive correlation between provocative and unethical. We can assume that this phenomenon is explained by one of the criteria for provocative advertising that we used to define provocativeness - violation of social or cultural taboos (Vézina & Paul, 1997). It is worth noting that Russia has its own social norms and taboos. Considering that there are alternative ways to determine provocativeness, it is worth

paying attention to this factor, as well as taking it into account in subsequent studies. We assume that the exclusion of this factor from the classification of advertising provocativeness may to some extent change the results of the study.

As for the indexes of provocation and unethical advertising, now we will try to explain the results. First, let's take a look at the Reebok indexes of provocation and unethicality (Picture 2) - 87 and 89, respectively. Such high values can be explained by distinctiveness and violation of social or cultural taboos (Vézina & Paul, 1997). Standing out for its feminist coloring, this advertisement violates the social taboo about discussing sex.

The index of provocation of the advertisement illustrating a company selling land plots (Picture 5) was 87, and the index of unethicality was 85. These meanings can be explained by the fact that there was a violation of social or cultural taboos in the advertisement (Vézina & Paul, 1997), namely discussions of the topics of sex and prostitution.

The index of provocation of horseradish advertisement (Picture 8) was 85, and the index of unethicality was 83. We can notice that the indexes are still very high, because this advertisement, like the previous ones, violates cultural norms by bringing the topic of perception of sex as it different among demographical, cultural and other factors.

The index of provocation of a fitness center advertisement (Picture 6) was 61, and the index of unethicality was 73. In this advertisement, the indices have decreased because the topic of sex is hidden from publicity and not represented directly, but the indices are still above average due to the fact that the advertisement is sexist and discriminates against women.

The index of provocation of the construction company Agora advertisement (Picture 4) was 70, and the index of unethicality was 62. Such index values can be explained by the fact that advertising has ambiguity and freedom of interpretation of the advertising slogan.

The index of provocation of Nuggets (Picture 9) advertisement was 76, and the index of unethicality was 56. This decrease is due to the lack of distinctiveness, but nevertheless the indices are still high due to violations of social norms and the use of an obscene gesture.

The index of provocation in Burger advertising (Picture 1.) is quite high (59). This can be explained by the fact that this advertisement uses such a factor of provocative advertising as ambiguity (Vézina & Paul, 1997), namely, the consumer is given the opportunity to independently think out a phrase hinting at an uncultured established expression. If we talk about the unethical index, then it is also high (51), this may be due to the profanity that arises in the mind when reading a slogan on an advertisement.

The index of provocation of Yandex cloud storage (Picture 7) advertisement was 12, and the index of unethicality was 8. Such low index values are associated with the absence of provocative components.

The index of provocation of M&M (Picture 3) advertisement was 10, and the index of unethicity was 6. These values are also explained by the absence of elements of provocation and not a violation of social norms.

According to the results of the regression based on data of all of the advertisements (full model) - provocation influences change in the desire to buy a product at 0.05 significance level. This contradicts with the results of the study (Pelsmacker & Bergh, 1996) where the differences between provocative advertising and non-provocative advertising in the intention to buy are insignificant. Nevertheless, when constructing regressions grouped by the advertisements, we got results that coincide with the results of Pelsmacker and Bergh (1996), namely that provocation does not affect the intention to buy. However, in advertisements 1, 2, 6, 8, 9, 5, according to the results of the regressions, there is a significant positive impact of ethicality on the intention to buy, which confirms our hypothesis.

	Index of unethicity
Reebok	89
A company selling land plots	85
Horseradish advertisement	83
Fitness center advertisement	73
Agora advertisement	62
Nuggets	56
Burger	51
Yandex cloud storage	8
M&M	6

Table 21. Index of unethicity of advertising.

	Index of provocation
Reebok	87
A company selling land plots	87
Horseradish advertisement	85
Fitness center advertisement	61
Nuggets	76

Agora advertisement	70
Burger	59
Yandex cloud storage	12
M&M	10

Table 22. Index of provocation of advertising.

6. Conclusions

Thus, summing up the results of our research work, we came to the conclusion that the more ethical provocative advertising is, the better the perception of Russian customers on their intention to buy. Moreover, unethicity is one of the factors that go along with the perception of provocativeness. We also examined the indices of provocation and unethicity and possible reasons for such values.

As a result of the regression analysis, we found out that there is a statistically significant relationship between the ethicality of the advertisement and the change in propensity to buy - more precisely, when the ad is more ethical, people tend to change their attitude towards their intention to buy to the better. This finding is an extension of previous researches for the Russian market.

Also, in this work we got partly approval on regressions grouped by the advertisements of the theory that the provocativeness itself does not influence the desire to buy the product - the factor that is worth paying attention to is the unethicity, rather than provocativeness.

Scientific contribution of this paper is in identifying the index for classifying advertising as provocative and unethical, identifying the existing problems of expert evaluation of provocative advertising in Russia.

Managerial implications of this study is that it brings more information on the possible reaction to the controversial - provocative and unethical advertisements, thus, the decision on the launch of such advertisement can be based on the consequences known beforehand, which will give the decision-maker ability to make his choice based on the possible risks.

6.1 Limitations and future studies

One of the limitations of our study is non-random sampling technique, which may be an obstacle to generalizing the results. Also, the little amount of advertisements selected for the analysis - for future study we suggest to take more ads, and choose more ambiguous provocations.

Moreover, in this research we focus on only one framework considering the identification of provocative advertisements. For the future work we suggest to focus on several frameworks, as this approach may help to choose more relevant advertisements that are also provocative.

Also, considering the regression assumptions - the research design implies that the i.i.d. assumption may be violated in case of the combined regression, therefore the significance of

the coefficients may be shifted. In the future studies we suggest taking independent points of observations to eliminate this possibility.

The study is conducted on the Russian customers - as the values and perceptions differ from one culture to another, we state that the result of such a survey might differ in different cultural conditions and may not be generalized to other cultures that have completely different cultural codes and understandings of ethics and provocation. Nevertheless, we did not take into account the differences within the country, that is, the peculiarities of the regions. This could be a great start for future research with samples of respondents representative of each individual region of the country. Moreover, the advertisements selected for the study are taken from different industries. In the future, researchers can differentiate different markets and determine the specifics of each industry separately. Perhaps, in this case, the results of using provocative and unethical advertising will differ due to special characteristics of the targeted audience.

References

1. Aaker, D.A. and D.E. Bruzzone (1985), Causes of Irritation in Advertising. *Journal of Marketing*, 49, 2, 47-57. Aaker, D.A., D.M. Stayman and M.R. Hagerty (1986), Warmth in Advertising: Measurement, Impact, and Sequence Effects. *Journal of Consumer Research*, 12, 4, 365-381.
2. Alexander, M. Wayne, and Ben Judd (1978), "Do Nudes in Ad Enhance Brand Recall?" *Journal of Advertising Research*, 18 (February/March), 47–51.
3. Bae, S., Liu, X., & Ng, S. (2021). We are more tolerant than I: self-construal and consumer responses toward deceptive advertising. *Marketing Letters*, 33(2), 277–291. <https://doi.org/10.1007/s11002-021-09593-5>
4. Baker, Michael J., and Gilbert A. Churchill (1977), "The Impact of Physically Attractive Models on Advertising Evaluations," *Journal of Marketing Research*, 14 (November), 538–555.
5. Barone, Michael J., Paul W. Miniard, and Jean B. Romeo (2000), "The Influence of Positive Mood on Brand Extension Evaluations," *Journal of Consumer Research*, 26 (4), 386–400.
6. Belch, Michael A., Barbra E. Holgerson, George E. Belch, and Jerry Koppman (1982), "Psychophysiological and Cognitive Responses to Sex in Advertising," in *Advances in Consumer Research*, vol. 9, Andrew Mitchell, ed., Provo, UT: Association for Consumer Research, 424–427.
7. Bello, D. C., Etzel, M. J., & Pits, R. E. (1983). The communication effects of controversial sexual content in television programs and commercials. *Journal of Advertising*, 3(12), 32-42.
8. Biehal, Gabriel, Debra Stephens, and Eleonara Curlo (1992), "Attitude Toward the Ad and Brand Choice," *Journal of Advertising*, 21 (3), 19–36.
9. Biel, A.L. & Bridgewater, C.A. (1990) Attributes of likeable commercials. *Journal of Consumer Research*, 30 (June/July), 38-44.
10. Birt, C. C. (2019). *Awareness Without Advertising: Making Buzz That Brands Bravely*. Independently published.
11. Boddewyn, J.J. & Kunz, H. (1991) Sex and decency issues in advertising: General and international dimensions. *Business Horizons*, Vol.34, Issue 5.
12. Burke, M.C. & Edell, J.A. (1989) The impact of feelings on ad-based affect and cognition. *Journal of Marketing Research*, 26 (February), 69-83. California; Sage cop.

13. Chan, K., Li, L., Diehl, S., & Terlutter, R. (2007). Consumers' response to offensive advertising: A cross-cultural study. *International Marketing Review*, 24(5), 606-628.
14. Chestnut, Robert W., Charles C. LaChance, and Amy Lubitz (1977), "The 'Decorative' Female Model: Sexual Stimuli and the Recognition of Advertisements," *Journal of Advertising*, 6 (4), 11-14.
15. Childers, T. L., & Houston, M. J. (1984). Conditions for a Picture-Superiority Effect on Consumer Memory. *Journal of Consumer Research*, 11(2), 643. <https://doi.org/10.1086/209001>
16. Dahl D. W., Frankenberger K. D., & Manchanda, R. V. (2003). Does it pay to shock? Reactions to shocking and non shocking advertising content among university students. *Journal of Advertising Research*, 43(3), 268-280.
17. Dunbar, N. E., Gangi, K., Coveleski, S., Adams, A., Bernhold, Q., & Giles, H. (2016). When is it acceptable to lie? Interpersonal and intergroup perspectives on deception. *Communication Studies*, 67 (2), 129-146. European ed. New Jersey; Prentice Hall, Inc.
18. Fortanet, I., Palmer, J. C., & Posteguillo, S. (1999). The Emergence of a New Genre: Advertising on the Internet (netvertising). *HERMES - Journal of Language and Communication in Business*, 12(23), 93-113. <https://doi.org/10.7146/hjlc.v12i23.25551>
19. Gardner, Meryl Paula (1985), "Does Attitude to the Ad Affect Brand Attitude Under a Brand Evaluation Set?" *Journal of Marketing Research*, 22 (May), 192-198.
20. Gelb, B.D., J.W. Hong and G.M. Zinkhan (1985), Communications Effects of Specific Advertising Elements: An Update. *Current Issues and Research in Advertising*, 8, 1, 75-98.
21. Gelb, B.D. and G.M. Zinkhan (1986), Humor and Advertising Effectiveness After Repeated Exposures to a Radio Commercial. *Journal of Advertising*, 15, 2, 15-20, 34.
22. Gould, S. J. (1994). Sexuality and Ethics in Advertising: A Research Agenda and Policy Guideline Perspective. *Journal of Advertising*, 23(3), 73-80. <https://doi.org/10.1080/00913367.1994.10673452>
23. Greyser, S.A. (1973), Irritation in Advertising. *Journal of Advertising Research*, 13, 1, 3-10.
24. Helson, H. (1964), *Adaptation-Level Theory: An Experimental and Systematic Approach to Behavior*. New York: Harper & Row.

25. Holbrook, M.Z. & Batra, R. (1987) Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14 (4), 404-420.
26. Hopkins, C. C. (2010). *Scientific Advertising*. www.snowballpublishing.com.
27. Howell, R. (2000). Why feuk spells success. *The Guardian*, February 14, 2000.
28. Huhmann, B. A., & Mott-Stenerson, B. (2008). Controversial advertisement executions and involvement on elaborative processing and comprehension. *Journal of Marketing Communications*, 14(4),293-313.
29. International Chamber of Commerce (ICC) (2018), “TreiseWhi Advertising and Marketing. Communications Code”.
<https://iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf>
30. Jobber, D. (2001). *Principles & Practice of Marketing*. (3rd ed.). Berkshire; McGraw-Hill
31. Kotler, P. & Armstrong, G. (1987). *Marketing an introduction*, New Jersey; Prentice Hall
32. Kotler, P., Armstrong, G., Saunders, J. & Wong, V. (1999). *Principles of Marketing*. (2nd)
33. Krueger, R. A. (1994). *Focus groups: a practical guide for applied research*. (2nd ed.).
34. LaTour, M.S. and S.A. Zahra (1988), Fear Appeals as Advertising Strategy: Should They Be Used? *Journal of Services Marketing*, 2, 5-13.
35. LaTour, Michael S and Tony L. Henthorne (1993), “Female Nudity: Attitudes Toward the Ad and the Brand, and Implications for Advertising Strategy,” *Journal of Consumer Marketing*, 10 (1), 25–32.
36. LaTour, Michael S. (1990), “Female Nudity in Print Advertising: An Analysis of Gender Differences in Ad Arousal and Response,” *Psychology and Marketing*, 7 (1), 65–81.
37. Lavidge, R.J. & Steiner, G.A. (1961) A model for the predictive measurements of advertising effectiveness. *Journal of Marketing*, 25, 59-62.
38. Lee, M. S., Septianto, F., Frethey-Bentham, C., & Gao, E. (2020). Condoms and bananas: Shock advertising explained through congruence theory. *Journal of Retailing and Consumer Services*, 57, 102228. <https://doi.org/10.1016/j.jretconser.2020.102228>
39. Li, T., Ye, X., & Ryzhikh, A. (2021). Consumer behavior in China and Russia: Comparative analysis. *BRICS Journal of Economics*, 2(1), 74–90. <https://doi.org/10.38050/2712-7508-2021-30>

40. López Jiménez, D., Dittmar, E. C., & Vargas Portillo, J. P. (2020). Self-regulation of Sexist Digital Advertising: From Ethics to Law. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-020-04471-y>
41. Lüdtke, L. (2022, May 16). *A deep dive into Russia's consumer market*. GIS Reports. <https://www.gisreportsonline.com/r/russian-consumer-behavior/>
42. Middleton, K., & Turnbull, S. (2021). How advertising got 'woke': The institutional role of advertising in the emergence of gender progressive market logics and practices. *Marketing Theory*, 21(4), 561–578. <https://doi.org/10.1177/14705931211035163>
43. Miller, Cyndee (1992), "Publisher Says Sexy Ads Are OK, but Sexist Ones Will Sink Sales," *Marketing News* (November 23), 8–9.
44. Moraes, C., Kerrigan, F., & McCann, R. (2019). Positive shock: A consumer ethical judgement perspective. *Journal of Business Ethics*, 165(4), 735–751. <https://doi.org/10.1007/s10551-018-4092-y>
45. Nam, K., Iyer, N., & Frith, K. T. (2015). Consumers' Responses Towards Provocative Advertising for Social Cause. *The Korean Journal of Advertising*, 4(1), 109–141. <https://doi.org/10.14377/japr.2015.3.31.109>
46. Patrick De Pelsmacker & Joeri Van Den Bergh (1996) The Communication Effects of Provocation in Print Advertising, *International Journal of Advertising*, 15:3, 203-221, DOI: 10.1080/02650487.1996.11104652
47. *Peklo Conference*. (2019). *Peklo*. https://peklo.pro/?utm_source=it-events&utm_medium=email&utm_campaign=peklo
48. Percy, L. & Rossiter, J.R. (1992) Advertising stimulus effects: a review. *Journal of Current Issues and Research in Advertising*, 14 (Spring), 75-90.
49. Pope, N. K. L. (2010). The Impact of Comedic Violence on Viral Advertising Effectiveness. *Journal of Advertising*, 39(1), 49–66. <https://doi.org/10.2753/joa0091-3367390104>
50. Pope, N. K. L., Voges, K. E., & Brown, M. R. (2004). THE EFFECT OF PROVOCATION IN THE FORM OF MILD EROTICA ON ATTITUDE TO THE AD AND CORPORATE IMAGE : Differences Between Cause-Related and Product-Based Advertising. *Journal of Advertising*, 33(1), 69–82. <https://doi.org/10.1080/00913367.2004.10639154>
51. Prendergast, G., Cheung, W., & West, D. (2008). How far is too far? The antecedents of offensive advertising in modern China. *Journal of Advertising Research*, 48(4), 484-495. Publishing Company.

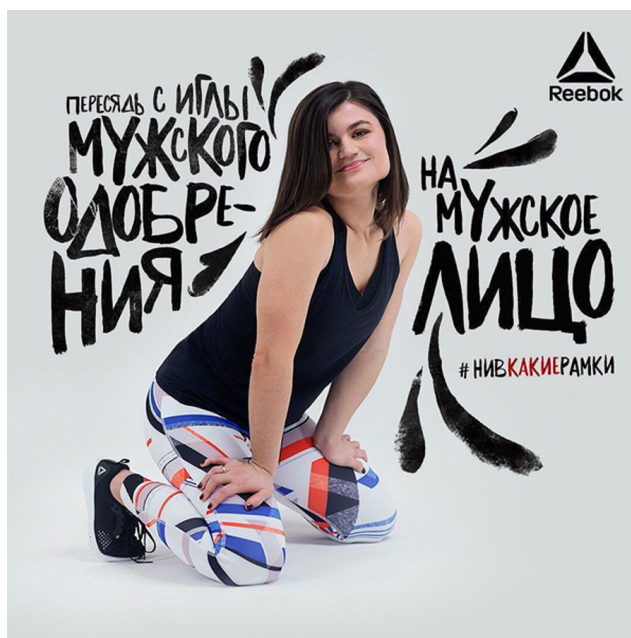
52. Ray, M.L. and W.L. Wilkie (1970), Fear: The Potential of an Appeal Neglected by Marketing. *Journal of Marketing*, 34, 1, 54-62.
53. Reichert, T., Susan E. Heckler, and Sally Jackson (2001), "The Effects of Sexual Social Marketing Appeals on Cognitive Processing and Persuasion," *Journal of Advertising*, 30 (1), 13–27.
54. Robert E. Pitts, and David C. Snook-Luther (1990), "Female Nudity, Arousal, and Ad Response: An Experimental Investigation," *Journal of Advertising*, 19 (4), 51– 62.
55. Sciglimpaglia, Donald, Michael A. Belch, and Richard F. Cain (1979), "Demographic and Cognitive Factors Influencing Viewers' Evaluations of 'Sexy' Advertisements," in *Advances in Consumer Research*, vol. 6, William Wilkie, ed., Provo, UT: Association for Consumer Research, 62–65.
56. Severn, Jessica, George E. Belch, and Michael A. Belch (1990), "The Use of Sexual and Non-sexual Advertising Appeals and Information Level on Cognitive Processing and Communication Effectiveness," *Journal of Advertising*, 19 (1), 14–22.
57. Shimp, T.A. (2003). *Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications*. (6th ed.). Ohio; Thomson South-Western.
58. Simpson, Penny, Steve Horton, and Gene Brown (1996), "Male Nudity in Advertisements: A Modified Replication and Extension of Gender and Product Effects," *Journal of the Academy of Marketing Science*, 24 (3), 257–262.
59. Smith, Stephen M., Curtis P. Haugtvedt, John M. Jadrich, and Mark R. Anton (1995), "Understanding Responses to Sex Appeals in Advertising: An Individual Difference Approach," in *Advances in Consumer Research*, vol. 22, Frank Kardes and Mita Sujan, eds., Provo, UT: Association for Consumer Research, 735–739.
60. Snyder, W. S. (2003). Ethics in Advertising: The Players, the Rules and the Scorecard. *Business & Professional Ethics Journal*, 22(1), 37–47. <http://www.jstor.org/stable/27801301>
61. Song, R., Kim, H., Lee, G. M., & Jang, S. (2017). Does deceptive marketing pay? the evolution of consumer sentiment surrounding a pseudo-product-harm crisis. *Journal of Business Ethics*, 158(3), 743–761. <https://doi.org/10.1007/s10551-017-3720-2>
62. Steadman, Major (1969), "How Sexy Illustrations Affect Brand Recall," *Journal of Advertising Research*, 9 (February/March), 15–19.
63. Sternthal, B. and C.S. Craig (1973), Humor in Advertising. *Journal of Marketing*, 37, 4, 12-18.
64. Treise, D. & Weigold, M.F. (1994). Ethics in advertising: Ideological correlates of consumer perceptions. *Journal of Advertising*, Vol.23, Issue 3.

65. Vezina, Richard, and Olivia Paul (1997). Provocation in advertising: A conceptualization and an empirical assessment. *International Journal of Research in Marketing*, 14(2), 177–192. [https://doi.org/10.1016/s0167-8116\(97\)00002-5](https://doi.org/10.1016/s0167-8116(97)00002-5)
66. Wells, W., Burnett, J. & Moriarty, S. (1992). Advertising Principle and Practice. (2nd ed.). New Jersey; Prentice Hall, Inc.
67. White, R. (2000). Advertising. (4th ed.). London; McGraw-Hill Publishing Company.
68. WORLD VALUES SURVEY 1981-2014 LONGITUDINAL AGGREGATE v.20150418. World Values Survey Association (www.worldvaluessurvey.org). Aggregate File Producer: JDSystems, Madrid SPAIN. Электронный ресурс URL: <http://www.worldvaluessurvey.org/WVSONline.jsp>

Appendix 1



Picture 1. Burger - Burger King. "Be careful, don't be exacerbated", the change of one letter in the russian word would mean "be careful, do not poop around".



Picture 2. Reebok advertisement. "Sit down from the needle of male approval to the male face".



Picture 3. M&M. "Melts in your mouth, not when it's hot".



Picture 4. Agora company. A play on words "If your wife left you - change your gender" or "If your wife left you - change the floor".



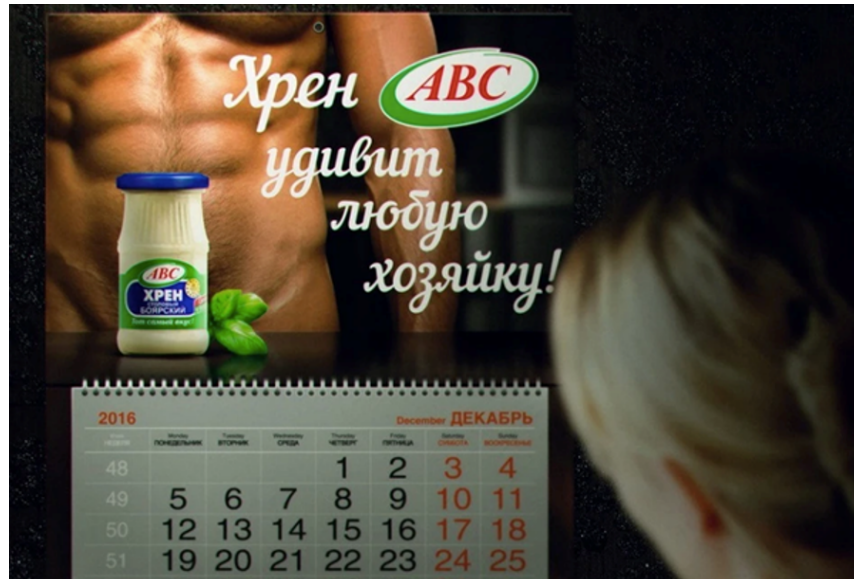
Picture 5. Advertising of land plots. "Suck every customer" or "Pine to every customer".



Picture 6. Fitness advertisement. "It was -fat", a play on consonant words in Russian.



Picture 7. Yandex. "Upload a lecture for the whole group" or «Fill a lecture with water for the whole group" - a play on words.



Picture 8. Horseradish advertising. The meaning is based on the play on words, implying the men's genitals that surprise the housewife.



Picture 9. Nuggets - Burger King. The appeal to the competitor - metaphorically showing them middle finger.



Picture 10. Ana Beatriz Barros in a Sisley commercial, 2003.

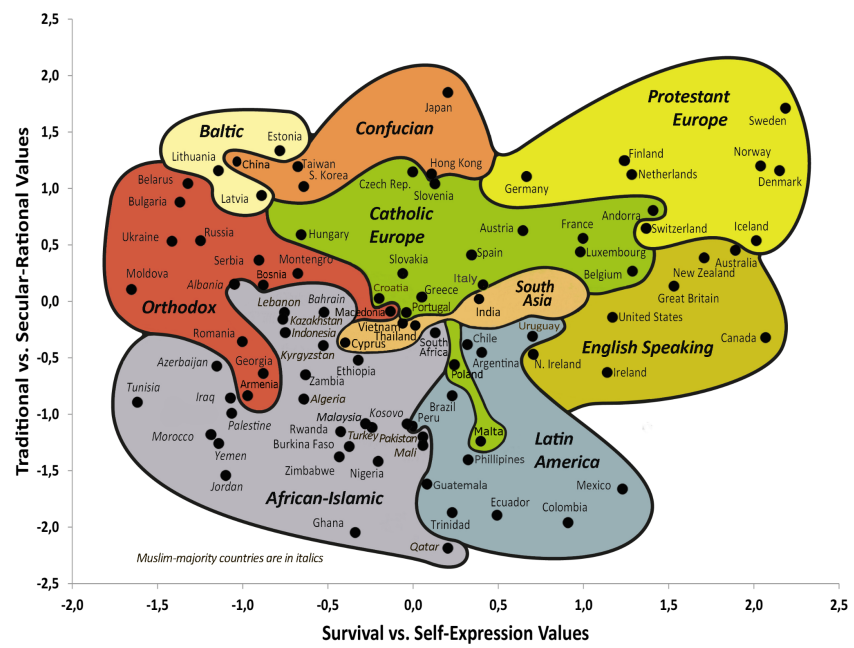


Figure 16. 2017 version of the map.

Appendix 2

Survey.

English version.

Read the definitions:

Provocative - associated with a violation of values, norms or taboos, distinguished by its distinctiveness and ambiguity.

Ethical - acceptable from the point of view of ethical requirements, corresponding to the rules of conduct.

Part 1. Take a look at the advertisement below and answer the following questions.



“Be careful, don't be exacerbated”, and the change of one letter in the Russian word would mean “be careful, do not poop around”.

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you want to eat fast food right now. Would you buy this burger?

- Yes

- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

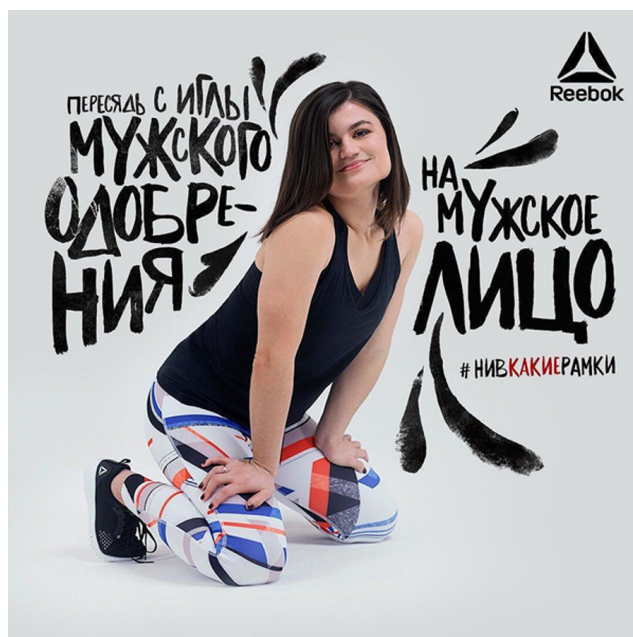
- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



Reebok advertisement. "Sit down from the needle of male approval to the male face".

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you need to buy clothes for sports. Would you buy clothes in this store?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No

- Other



"Melts in your mouth, not when it's hot".

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you want to buy sweets. Would you buy this product?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect

- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



A play on words "If your wife left you - change your gender" or "If your wife left you - change the floor".

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust

- Other

Imagine that you need to make repairs. Would you consider this company to buy materials?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you consider this advertisement provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



Advertising of land plots. "Suck every customer" or "Pine to every customer".

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you are looking for a plot of land. Would you contact this firm?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect

- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



Gym advertisement. "It was - fat".

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust

- Other

Imagine that you want to buy a fitness subscription. Would you go to this fitness center?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



"Upload a lecture for the whole group" or "Fill a lecture with water for the whole group" - a play on words.

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you need to store your data somewhere. Would you buy this product from this company?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

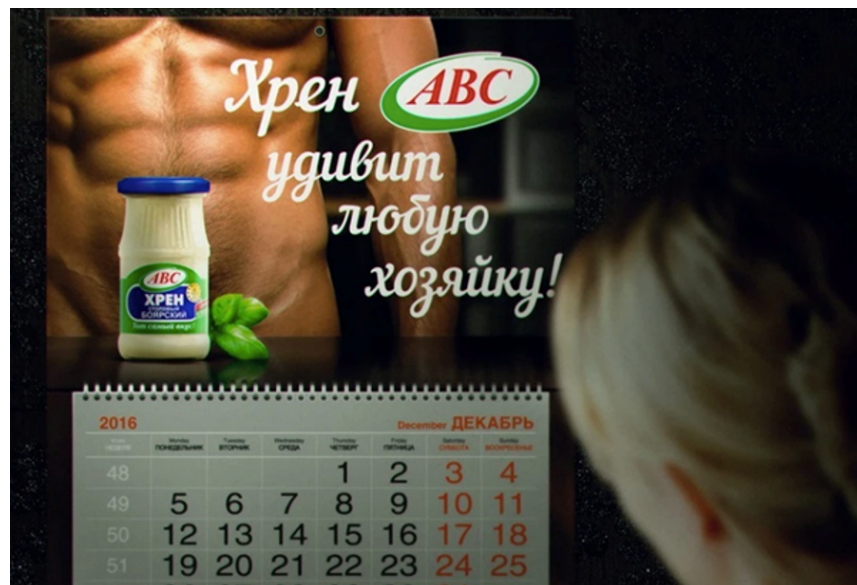
- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



Advertising horseradish, the meaning is based on the play on words, implying the men's genitals that surprise the housewife.

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion

- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you want to buy horseradish. Would you buy this product?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other



The appeal to the competitor - metaphorically showing them middle finger.

How would you describe this advertisement?

- Causes surprise
- Shocking
- Causes emotion
- Makes you laugh
- Causes aggression
- Evokes a sense of trust
- Causes disgust
- Other

Imagine that you want nuggets. Would you buy this product?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Did the advertisement you saw influence your decision?

- Had a positive impact
- Affected negatively
- No, it did not affect
- Other

Do you think this ad is provocative?

- Yes

- Rather yes, than no
- Rather no, than yes
- No
- Other

Do you consider this advertisement ethical?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Part 2. Attitude to provocative advertising.

Is provocative advertising effective?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

How do you feel about the use of provocative advertising by companies?

- Positive
- Neutral
- Negative

How will your attitude towards a product that is advertised with the help of provocation change?

- Will change for the better
- Won't change
- Will change for the worse
- Other

How will your attitude towards a company that uses provocative advertising change?

- Will change for the better
- Won't change
- Will change for the worse
- Other

Would you buy a product advertised by a provocative advertisement?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Advertising does not affect my choice
- Other

What positive/negative consequences have you observed for the use of provocative advertising by the company?

Part 3. Attitude to unethical advertising.

Is unethical advertising effective?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

How do you feel about the use of unethical advertising by companies?

- Positive
- Neutral
- Negative
- Other

How will your attitude towards a product promoted by unethical advertising change?

- Will change for the better
- Won't change
- Will change for the worse
- Other

How will your attitude towards a company that uses unethical advertising change?

- Will change for the better
- Won't change
- Will change for the worse
- Other

Would you buy a product advertised by unethical advertising?

- Yes

- Rather yes, than no
- Rather no, than yes
- No
- Advertising does not affect my choice
- Other

What positive/negative consequences have you observed for the use of unethical advertising by the company?

Part 4. Ethics and provocative advertising.

Do you agree with the statement: provocative advertising always violates ethical norms?

- Yes
- Rather yes, than no
- Rather no, than yes
- No
- Other

Part 5. Personal information.

Gender

- Female
- Male
- I prefer not to specify
- Other

Age

- Up to 18
- 18-24
- 25-35
- 36-45
- 45 and more
- I prefer not to specify

Education

- General average
- Secondary vocational
- Incomplete higher education
- Higher education

- Other

Your social status

- Schoolboy
- Student
- Working
- Student and working
- Unemployed
- Retired
- Other

Russian version.

Ознакомьтесь с определениями:

Провокационный - связанный с нарушением ценностей, норм или табу, выделяющийся своей отличительностью и двусмысленностью.

Этичный - допустимый с точки зрения требований этики, соответствующий правилам поведения.

Часть 1. Взгляните на приведенную ниже рекламу и ответьте на следующие вопросы.



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление

- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вы прямо сейчас хотите поесть фаст-фуд. Вы бы купили этот бургер?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

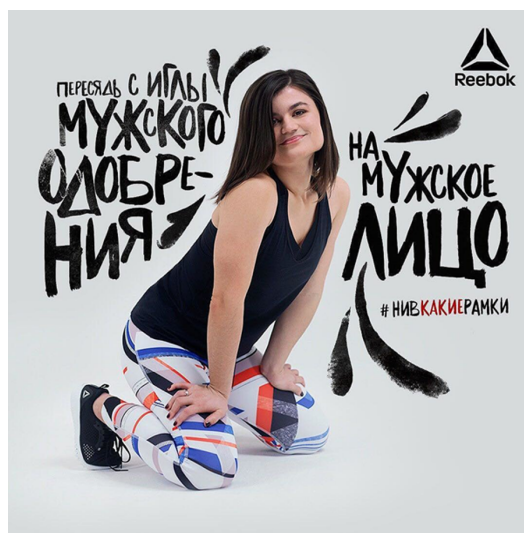
- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вам необходимо купить одежду для спорта. Вы бы купили одежду в этом магазине?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет

- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вы хотите купить сладости. Вы бы купили этот товар?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вам необходимо сделать ремонт. Вы бы стали рассматривать эту фирму для покупки материалов?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вы ищете земельный участок. Вы бы обратились в эту фирму?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение

- Другое

Представьте, что вы хотите купить абонемент на фитнес. Вы бы пошли в данный фитнес-центр?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое



Представьте, что вам нужно где-то хранить свои данные. Вы бы купили этот продукт в этой компании?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

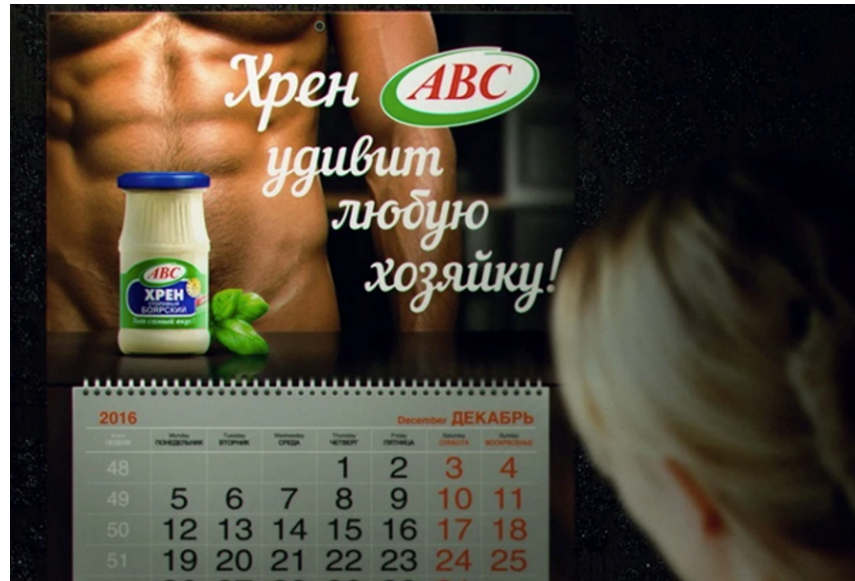
Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет

- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вы хотите купить хрен. Вы бы купили этот товар?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да

- Нет
- Другое

Считаете ли вы эту рекламу этичной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое



Как вы опишете эту рекламу?

- Вызывает удивление
- Шокирует
- Вызывает умиление
- Смешит
- Вызывает агрессию
- Вызывает чувство доверия
- Вызывает отвращение
- Другое

Представьте, что вы хотите наггетсы. Вы бы купили этот товар?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Повлияло ли на ваше решение увиденная реклама?

- Повлияло положительно
- Повлияло отрицательно
- Нет, не повлияло
- Другое

Считаете ли вы эту рекламу провокационной?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Считаете ли вы эту рекламу этической?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Часть 2. Отношение к провокационной рекламе.

Эффективна ли провокационная реклама?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Как вы относитесь к использованию провокационной рекламы компаниями?

- Положительно
- Нейтрально
- Негативно

Как изменится ваше отношение к продукту, который рекламируется с помощью провокации?

- Изменится в лучшую сторону
- Не изменится
- Изменится в худшую сторону
- Другое

Как изменится ваше отношение к компании, которая использует провокационную рекламу?

- Изменится в лучшую сторону
- Не изменится
- Изменится в худшую сторону
- Другое

Вы бы купили товар, рекламируемый провокационной рекламой?

- Да
- Скорее да, чем нет

- Скорее нет, чем да
- Нет
- Реклама не влияет на мой выбор
- Другое

Какие позитивные/негативные последствия за использование провокационной рекламы компанией вы наблюдали?

Часть 3. Отношение к неэтичной рекламе.

Эффективна ли неэтичная реклама?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Как вы относитесь к использованию неэтичной рекламы компаниями?

- Положительно
- Нейтрально
- Негативно
- Другое

Как изменится ваше отношение к продукту, который продвигается неэтичной рекламой?

- Изменится в лучшую сторону
- Не изменится
- Изменится в худшую сторону
- Другое

Как изменится ваше отношение к компании, которая использует неэтичную рекламу?

- Изменится в лучшую сторону
- Не изменится
- Изменится в худшую сторону
- Другое

Вы бы купили товар рекламируемый неэтичной рекламой?

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Реклама не влияет на мой выбор
- Другое

Какие позитивные/негативные последствия за использование неэтичной рекламы компанией вы наблюдали?

Часть 4. Этика и провокационная реклама.

Согласны ли вы с высказыванием: провокационная реклама всегда нарушает этические нормы.

- Да
- Скорее да, чем нет
- Скорее нет, чем да
- Нет
- Другое

Часть 5. Личная информация.

Пол

- Женский
- Мужской
- Предпочитаю не указывать
- Другое

Возраст

- До 18
- 18-24
- 25-35
- 36-45
- 45 и больше
- Предпочитаю не указывать

Образование

- Общее среднее
- Среднее профессиональное
- Неоконченное высшее
- Высшее
- Другое

Ваш социальный статус

- Школьник
- Студент
- Работающий
- Студент и работающий
- Безработный
- Пенсионер
- Другое

Appendix 3

Table 2. Spearman's rank correlation table for the first advertisement (Picture 1).

```
--
-> Adnumber = 1
```

Key				
rho				
Number of obs				
Sig. level				

	Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality	1.0000			
	102			
Provocati~ss	-0.3369*	1.0000		
	102	102		
	0.0005			
HowInfluen~d	0.2526*	-0.1643	1.0000	
	102	102	102	
	0.0104	0.0989		
WouldBuy	0.2154*		0.5419*	1.0000
	102		102	102
	0.0297		0.0000	

Table 3. Spearman's rank correlation table for the second advertisement (Picture 2).

```
--
-> Adnumber = 2
```

Key				
rho				
Number of obs				
Sig. level				

	Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality	1.0000			
	102			
Provocati~ss	-0.2402*	1.0000		
	102	102		
	0.0150			
HowInfluen~d	0.4082*	-0.2739*	1.0000	
	102	102	102	
	0.0000	0.0053		

WouldBuy	0.4924*	0.6716*	1.0000
	102	102	102
	0.0000	0.0000	

Table 4. Spearman's rank correlation table for the third advertisement (Picture 3).

```

--
-> Adnumber = 3

+-----+
| Key |
+-----+
| rho |
| Number of obs |
| Sig. level |
+-----+

          | Ethica~y Provo~ss HowInf~d WouldBuy
+-----+
Ethicality | 1.0000
           | 102
           |
Provocati~ss | -0.3171* 1.0000
           | 102 102
           | 0.0012
           |
HowInfluen~d | 0.2480* 1.0000
           | 102 102
           | 0.0120
           |
WouldBuy | 0.3325* 0.2749* 1.0000
          | 102 102 102
          | 0.0006 0.0052
          |

```

Table 5. Spearman's rank correlation table for the fourth advertisement (Picture 4).

```

--
-> Adnumber = 4

+-----+
| Key |
+-----+
| rho |
| Number of obs |
| Sig. level |
+-----+

          | Ethica~y Provo~ss HowInf~d WouldBuy
+-----+
Ethicality | 1.0000
           | 102
           |
Provocati~ss | -0.4486* 1.0000
           | 102 102
           | 0.0000
           |

```


HowInfluen~d		0.5694*	-0.2535*	1.0000	
		102	102	102	
		0.0000	0.0101		
WouldBuy		0.5882*	-0.3963*	0.6124*	1.0000
		102	102	102	102
		0.0000	0.0000	0.0000	

Table 6. Spearman's rank correlation table for the fifth advertisement (Picture 5).

```
--
-> Adnumber = 5
```

Key	
rho	
Number of obs	
Sig. level	

		Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality		1.0000			
		102			
Provocati~ss		-0.4153*	1.0000		
		102	102		
		0.0000			
HowInfluen~d		0.5483*	-0.4599*	1.0000	
		102	102	102	
		0.0000	0.0000		
WouldBuy		0.6239*	-0.3093*	0.5717*	1.0000
		102	102	102	102
		0.0000	0.0016	0.0000	

Table 7. Spearman's rank correlation table for the sixth advertisement (Picture 6).

```
-
-> Adnumber = 6
```

Key	
rho	
Number of obs	
Sig. level	

		Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality		1.0000			
		102			
Provocati~ss		-0.4413*	1.0000		

		102	102	
		0.0000		
HowInfluen~d		0.7169*	-0.4064*	1.0000
		102	102	102
		0.0000	0.0000	
WouldBuy		0.7444*	-0.3831*	0.7102*
		102	102	102
		0.0000	0.0001	0.0000

Table 8. Spearman's rank correlation table for the seventh advertisement (Picture 7).

```
--
-> Adnumber = 7
```

Key	
rho	
Number of obs	
Sig. level	

		Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality		1.0000			
		102			
Provocati~ss		-0.3473*	1.0000		
		102	102		
		0.0003			
HowInfluen~d				1.0000	
				102	
WouldBuy		0.3775*		0.3558*	1.0000
		102		102	102
		0.0001		0.0002	

Table 9. Spearman's rank correlation table for the eighth advertisement (Picture 8).

```
--
-> Adnumber = 8
```

Key	
rho	
Number of obs	
Sig. level	

		Ethica~y	Provo~ss	HowInf~d	WouldBuy
Ethicality		1.0000			
		102			

Provocati~ss	-0.1695	1.0000		
	102	102		
	0.0886			
HowInfluen~d	0.4400*	1.0000		
	102	102		
	0.0000			
WouldBuy	0.4098*	0.5523*	1.0000	
	102	102	102	
	0.0000	0.0000		

Table 10. Spearman's rank correlation table for the ninth advertisement (Picture 9).

```
--
-> Adnumber = 9
```

+-----+				
	Key			

	rho			
	Number of obs			
	Sig. level			
	-----+			

		Ethica~y	Provo~ss	HowInf~d	WouldBuy
-----+					
Ethicality		1.0000			
		102			
Provocati~ss		-0.2717*	1.0000		
		102	102		
		0.0057			
HowInfluen~d		0.3717*		1.0000	
		102		102	
		0.0001			
WouldBuy		0.4203*		0.5559*	1.0000
		102		102	102
		0.0000		0.0000	

Appendix 4

Table 11. Multinomial logistic regressions for combined dataset.

	(1)	(2)	(3)	(4)	(5)	(6)
	HowInfluenced	HowInfluenced	HowInfluenced	HowInfluenced	HowInfluenced	HowInfluenced
1__Influenced_negatively						
2.Ethicality	-1.426*** (0.202)	-1.355*** (0.221)	-1.398*** (0.223)	-1.375*** (0.225)	-1.235*** (0.233)	-1.252*** (0.239)
3.Ethicality	-3.292*** (0.337)	-2.876*** (0.354)	-2.885*** (0.358)	-2.947*** (0.363)	-2.748*** (0.365)	-2.731*** (0.375)
4.Ethicality	-3.822*** (0.393)	-3.021*** (0.412)	-3.055*** (0.413)	-3.119*** (0.419)	-2.846*** (0.425)	-2.666*** (0.438)
2.Provocativeness		1.076** (0.402)	1.159** (0.405)	1.160** (0.407)	1.096** (0.414)	0.895* (0.435)
3.Provocativeness		1.582*** (0.377)	1.629*** (0.380)	1.625*** (0.383)	1.648*** (0.387)	1.356*** (0.405)
4.Provocativeness		1.916*** (0.346)	1.893*** (0.347)	1.874*** (0.351)	1.806*** (0.356)	1.686*** (0.375)
male			-0.031 (0.185)	-0.047 (0.187)	-0.011 (0.190)	0.019 (0.194)
2.AgeResp				-0.037 (0.281)		
3.AgeResp				-0.156 (0.267)		
4.AgeResp				-0.378 (0.268)		
knownBrand					-0.931*** (0.201)	
food					-0.374+ (0.202)	
sexAppeal					-0.074 (0.212)	
2.Adnumber						-0.822* (0.372)
3.Adnumber						-2.451* (1.097)
4.Adnumber						-0.081 (0.369)

5.Adnumber						0.824*
						(0.416)
6.Adnumber						0.656+
						(0.385)
7.Adnumber						-2.442*
						(1.084)
8.Adnumber						-0.372
						(0.380)
9.Adnumber						-1.299**
						(0.421)
_cons	1.192***	-0.423	-0.390	-0.217	0.152	-0.056
	(0.142)	(0.334)	(0.349)	(0.405)	(0.384)	(0.472)
2__Did_not_influence						
3__Influenced_positivel y						
2.Ethicality	-0.069	0.047	0.194	0.201	0.015	0.150
	(0.332)	(0.343)	(0.362)	(0.362)	(0.368)	(0.371)
3.Ethicality	0.577+	0.855*	1.090**	1.054**	0.895*	0.983**
	(0.313)	(0.335)	(0.354)	(0.358)	(0.364)	(0.369)
4.Ethicality	1.248***	1.665***	1.859***	1.812***	1.597***	1.711***
	(0.293)	(0.327)	(0.347)	(0.352)	(0.361)	(0.371)
2.Provocativeness		0.318	0.188	0.180	0.218	0.244
		(0.263)	(0.270)	(0.271)	(0.274)	(0.281)
3.Provocativeness		0.365	0.284	0.257	0.399	0.525+
		(0.273)	(0.278)	(0.282)	(0.283)	(0.316)
4.Provocativeness		0.836**	0.798**	0.759**	1.066***	1.165***
		(0.263)	(0.268)	(0.271)	(0.289)	(0.318)
male			-0.608***	-0.622***	-0.615***	-0.616***
			(0.183)	(0.185)	(0.185)	(0.187)
2.AgeResp				-0.107		
				(0.253)		
3.AgeResp				0.019		
				(0.261)		
4.AgeResp				-0.362		
				(0.270)		
knownBrand					0.299	
					(0.239)	
food					-0.077	
					(0.203)	

sexAppeal					-0.627*	
					(0.286)	
2.Adnumber						-0.437
						(0.466)
3.Adnumber						0.355
						(0.374)
4.Adnumber						-0.505
						(0.427)
5.Adnumber						-0.844
						(0.645)
6.Adnumber						0.663
						(0.427)
7.Adnumber						0.667+
						(0.363)
8.Adnumber						-0.142
						(0.459)
9.Adnumber						0.505
						(0.366)
_cons	-1.230***	-1.851***	-1.694***	-1.541***	-1.650***	-1.944***
	(0.261)	(0.335)	(0.366)	(0.418)	(0.422)	(0.479)
N	918.000	918.000	909.000	909.000	909.000	909.000
r2_a						
F						
aic	1564.937	1535.119	1499.542	1507.335	1465.220	1437.756
bic	1603.515	1602.630	1576.540	1613.207	1571.092	1591.751

Standard errors in parentheses

+ p<0.10, * p<0.05, ** p<0.01, *** p<0.001

Table 13. Ordered logistic regressions for advertisements 1,2,6,8,9.

	(1)	(2)	(3)	(4)	(5)
	ad1	ad2	ad6	ad8	ad9
HowInfluenced					
2.Ethicality	0.220	1.097*	2.347***	1.321*	1.088+
	(0.699)	(0.456)	(0.676)	(0.533)	(0.607)
3.Ethicality	1.551*	3.739***	4.456***	2.658***	1.717*
	(0.750)	(0.978)	(0.817)	(0.670)	(0.717)
4.Ethicality	1.055	3.006*	4.821***	2.745**	2.459***
	(0.791)	(1.190)	(0.938)	(0.991)	(0.669)
2.Provocativeness	-0.477	-2.464*	-0.146	-1.448	-0.613
	(0.641)	(1.230)	(0.723)	(1.148)	(0.844)

3.Provocativeness	-0.645	-0.750	-1.278	-1.066	-0.077
	(0.598)	(0.881)	(0.780)	(0.953)	(0.614)
4.Provocativeness	-0.559	-1.724*	-0.862	-0.502	-0.129
	(0.775)	(0.798)	(0.750)	(0.789)	(0.574)
male	-0.474	-0.261	0.021	-0.220	-0.643
	(0.390)	(0.414)	(0.493)	(0.416)	(0.402)
/					
cut1	-0.936	-1.224	1.461+	0.074	-1.040
	(0.889)	(0.810)	(0.823)	(0.757)	(0.709)
cut2	1.540+	1.874*	3.914***	2.312**	1.593*
	(0.899)	(0.820)	(0.924)	(0.813)	(0.730)
N	101.000	101.000	101.000	101.000	101.000
r ² _a					
F					
aic	212.658	182.578	146.124	189.796	201.223
bic	236.194	206.115	169.660	213.332	224.759

Standard errors in parentheses

+ p<0.10, * p<0.05, ** p<0.01, *** p<0.001

Table 14. Multinomial logistic regressions for advertisements 3,4,5,7.

	(1)	(2)	(3)	(4)
	ad3	ad4	ad5	ad7
main				
2.Ethicality	-0.922	-1.304+	1.352+	19.022
	(2.4e+04)	(0.724)	(0.815)	(1.7e+04)
3.Ethicality	18.115	-3.314**	2.681**	0.245
	(1.5e+04)	(1.087)	(0.872)	(1.7e+04)
4.Ethicality	2.616	-17.430	4.409***	0.579
	(1.5e+04)	(984.577)	(1.196)	(1.6e+04)
2.Provocativeness	17.158	0.517	-0.630	-0.248
	(3257.595)	(1.392)	(1.240)	(6844.259)
3.Provocativeness	14.436	2.182+	-0.875	1.567
	(2.1e+04)	(1.235)	(1.177)	(1.1e+04)
4.Provocativeness	14.764	1.529	-1.731+	-0.135
	(2.0e+04)	(1.232)	(0.942)	(1.4e+04)
male	-16.819	-0.097	-0.823	-16.119
	(3250.516)	(0.567)	(0.612)	(2843.257)
_cons	-35.956	0.066		-19.067
	(1.5e+04)	(1.329)		(1.6e+04)
2 __ Did_not_influence				
3 __ Influenced_positively				
2.Ethicality	-32.376	-0.707		-1.762
	(4952.958)	(1.220)		(1.808)

3.Ethicality	0.068	-15.404		-1.042
	(1.493)	(1285.614)		(1.373)
4.Ethicality	1.234	1.606		-0.195
	(1.423)	(1.172)		(1.305)
2.Provocativeness	0.456	1.706		0.525
	(0.604)	(1.408)		(0.546)
3.Provocativeness	17.611	2.262		2.468*
	(3333.695)	(1.550)		(1.172)
4.Provocativeness	1.699	2.446+		1.401
	(1.347)	(1.343)		(1.207)
male	-0.464	-1.997*		-0.877*
	(0.435)	(0.875)		(0.441)
_cons	-1.184	-2.651+		0.529
	(1.449)	(1.582)		(1.292)
/				
cut1			0.405	
			(0.928)	
cut2			3.449**	
			(1.128)	
N	101.000	101.000	101.000	101.000
r2_a				
F				
aic	158.202	157.914	106.209	159.494
bic	200.044	199.756	129.745	201.336

Standard errors in parentheses

+ p<0.10, * p<0.05, ** p<0.01, *** p<0.001

Appendix 5

```
encode WouldBuyy, generate(WouldBuy)
encode Influence, generate(HowInfluenced)
encode Provocativenes, generate(Provocativeness)
encode EthicalAd, generate(Ethicality)
gen male=.
replace male=1 if Sex=="Man"
replace male=0 if Sex=="Woman"
encode Age, generate(AgeResp)
tab HowInfluenced
tab Provocativeness
tab Ethicality
tab WouldBuy
by Adnumber, sort : spearman Ethicality Provocativeness HowInfluenced WouldBuy,
stats(rho obs p) print(0.10) star(0.05)
spearman Ethicality Provocativeness HowInfluenced WouldBuy, stats(rho obs p) print(0.10)
star(0.05)
gen knownBrand=0
replace knownBrand=1 if Adnumber==1 | Adnumber==2 | Adnumber==3 | Adnumber==7 |
Adnumber==9
gen food=0
replace food=1 if Adnumber==1 | Adnumber==3 | Adnumber==8 | Adnumber==9
gen sexAppeal=0
replace sexAppeal=1 if Adnumber==2 | Adnumber==5 | Adnumber==8
qui reg HowInfluenced i.Ethicality i.Provocativeness knownBrand food sexAppeal male
i.AgeResp
estat hettest
vif
qui omodel logit HowInfluenced Ethicality Provocativeness knownBrand food sexAppeal
male AgeResp
brant, detail
eststo m1: qui mlogit HowInfluenced i.Ethicality
eststo m2: qui mlogit HowInfluenced i.Ethicality i.Provocativeness
```

```

eststo m3: qui mlogit HowInfluenced i.Ethicality i.Provocativeness male
eststo m4: qui mlogit HowInfluenced i.Ethicality i.Provocativeness male i.AgeResp
lrtest m4 m3

eststo m5: qui mlogit HowInfluenced i.Ethicality i.Provocativeness male knownBrand food
sexAppeal

eststo m6: qui mlogit HowInfluenced i.Ethicality i.Provocativeness male i.Adnumber
lrtest m6 m4

esttab m1 m2 m3 m4 m5 m6 using mlogits.rtf, b(%6.3f) se(%6.3f) nobase stat(N r2_a F aic
bic) starlevels(+ 0.10 * 0.05 ** 0.01 *** 0.001)

eststo o1: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==1
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==1
brant

eststo o2: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==2
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==2
brant

eststo o3: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==3
omodel logit HowInfluenced Ethicality Provocativeness if Adnumber==3
brant

eststo o4: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==4
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==4
brant

eststo o5: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==5
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==5
brant

eststo o6: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==6
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==6
brant

eststo o7: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==7
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==7
brant

eststo o8: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==8
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==8

```

brant

```
eststo o9: ologit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==9
```

```
omodel logit HowInfluenced Ethicality Provocativeness male if Adnumber==9
```

brant

```
esttab o1 o2 o6 o8 o9 using ologitsmall.rtf, mtitles("ad1" "ad2" "ad6" "ad8" "ad9") b(%6.3f)  
se(%6.3f) nobase stat(N r2_a F aic bic) starlevels(+ 0.10 * 0.05 ** 0.01 *** 0.001)
```

```
eststo o3: mlogit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==3
```

```
eststo o4: mlogit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==4
```

```
eststo o5: mlogit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==5
```

```
eststo o7: mlogit HowInfluenced i.Ethicality i.Provocativeness male if Adnumber==7
```

```
esttab o3 o4 o5 o7 using mlogitsmall.rtf, mtitles("ad3" "ad4" "ad5" "ad7") b(%6.3f)  
se(%6.3f) nobase stat(N r2_a F aic bic) starlevels(+ 0.10 * 0.05 ** 0.01 *** 0.001)
```

```
mlogit HowInfluenced i.Ethicality i.Provocativeness male i.Adnumber, r
```

```
margins i.Ethicality, atmeans predict(outcome(1))
```

```
marginsplot, name (Negatively)
```

```
margins i.Ethicality, atmeans predict(outcome(2))
```

```
marginsplot, name (NoInfluence)
```

```
margins i.Ethicality, atmeans predict(outcome(3))
```

```
marginsplot, name (Positively)
```