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Mine's a Whiskey

The Consumption of Alcohol Marketing Communications and
Gender Identity Construction

by

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Abstract

Alcoholic beverage marketing communication has been observed to be highly, and stereotypically gendered. However, there is a common misconception that men and women are fundamentally different in their alcoholic beverage preferences and behaviours, therefore questioning the appropriateness of segregating products based on gender. Not only has this binary approach to gender been proven to create significant health implications in society, but it also has an undisputed societal impact preventing equality between genders. This paper challenges marketing communications binary approach to gender and is therefore positioned within critical marketing studies. With the aforementioned problem in mind, the aim of this research is to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers' alcohol consumption behaviour. With a purpose to enhance understanding on marketing communications ability to construct consumers gender identity. In order to achieve this, the study was conducted using an ethnographic-inspired qualitative research design, consisting of both semi-structured interviews and field observations, specifically on Swedish consumers. The findings from this inductive and exploratory study suggests that stereotypical alcoholic beverage marketing communications contribute to the construction of gender identities, subsequently influencing consumption behaviours. In maintaining normative drinking behaviours ascribed to gender identities, consumers promote gender inequalities created by marketing communications. The implications of such findings suggest marketing communications of alcoholic beverages should not be gendered.

Keywords: marketing communication, gender stereotypes, alcohol consumption, gender identity

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Table of Contents

1	Introduction	1
1.1	Background	1
1.2	Research Problem	3
1.3	Research Aim, Purpose and Objective	4
1.4	Delimitations	5
1.5	Chapter Outline	6
2	Literature and Theoretical Review	7
2.1	Commercial and Ideological Function of Marketing Communications	7
2.2	Descriptive and Injunctive Social Norms	9
2.3	Gender Stereotypes in Marketing Communications	10
2.4	Self-Concept and Social Identities	13
2.5	Chapter Summary	16
3	Methodology	18
3.1	Ethnographic Qualitative Approach	18
3.2	Method	19
3.2.1	Semi-Structured Interviews	20
3.2.2	Photo Elicitation Technique	22
3.2.3	Stimulus Materials	23
3.2.4	Field Observations	30
3.3	Ethics of Method	32
3.4	Data Collection	33
3.4.1	Sampling	33
3.4.2	Interview Guide	35
3.4.3	Conducting the Interviews	35
3.5	Data Analysis	37
3.6	Limitations and Validity	38
3.7	Chapter Summary	39
4	Results and Analysis	40
4.1	Gender Stereotypes and Consumer Perceptions	40
4.1.1	Stereotyping as Attire, Behaviour, Iconography and Semiotics	40

4.1.2	Consumers Affinity to Stereotyping	43
4.1.3	Stereotypical Alcohol Identities.....	48
4.2	Gender Stereotypes and Alcohol Consumption	51
4.2.1	Conforming and Non-Conforming Identities	52
4.3	Chapter Summary	55
5	Discussion.....	57
5.1	Gender Dichotomies	57
5.2	Relation to Dichotomies.....	59
5.3	Drinking Norms.....	60
5.4	Conformity to Gender Norms.....	61
5.5	Chapter Summary	62
6	Conclusion.....	64
6.1	Research Aim and Main Findings	64
6.2	Theoretical Contribution.....	65
6.3	Practical Implications.....	66
6.4	Limitations and Future Research.....	66
	References.....	68
	Appendix A.....	76

List of Tables

Table 2.1: Gender Role Theories	11
Table 3.1: Field Observation Overview	32
Table 3.2: Interview Participants	36

List of Figures

Figure 3.1: Beer & Cider - Dos Equis (AdForum, n.d.).....	24
Figure 3.2: Beer & Cider - Aurosa (Aurosa, 2017).....	25
Figure 3.3: Beer & Cider - Rekorderlig (Rekorderlig Cider, 2018)	26
Figure 3.4: Wine - Jacobs Creek (Jacobs Creek, 2018a).....	26
Figure 3.5: Wine - Red Fire (Alko, 2018).....	27
Figure 3.6: Wine - Jacobs Creek (Jacobs Creek, 2018b)	28
Figure 3.7: Distilled Liquor - Absolut Elyx (Absolut Elyx, 2018).....	29
Figure 3.8: Distilled Liquor - Jim Beam (Chatterton, 2018).....	29
Figure 3.9: Distilled Liquor - ByNecker (ByNecker, n.d.).....	30

1 Introduction

Sat in the corner of a dark bar in Lund, a woman sits with a whiskey poised in her nail-polished hand. Conversing with a female acquaintance, she is approached by a male colleague clutching a half-pint glass of beer. He stares at the glass tumbler in her hand, and gaining her attention, he asks quizzically “what are you drinking?” Responding confidently and boldly, she answers “whiskey.” The man halts, but then affords her with a simple nod of unvoiced appreciation and vocalises the word “brave” as he takes a step back and turns away from her. At first, she appears to be proud by her provocative decision. But, this soon turns to a fleeting look of unsettlement, sweeping across her brow.

This scene, although seemingly normal, illustrates the stereotypical assumptions of feminine and masculine drinking behaviours, and the attention afforded to individuals when these assumptions are challenged. This narrative is an example of the common misconception that women do not drink ‘masculine drinks’ such as whiskey, an assumption which is untrue. Yet, this is a presumption which is rarely supported or replicated in the marketing communications of alcoholic beverages. Seemingly, an issue which is deeply rooted in the patriarchal system of society.

1.1 Background

The role of men and women in Sweden have changed and continue to change with the amplification of women's voices in the market. Women's positions in particular have been aided through the rise of feminist movements (Catterall, Maclaran & Stevens, 2000) leveraging media types such as the internet and social media to actively drive changes in politics, as well as social and economic structures (Maclaran, 2015). Examples of this have been demonstrated through movements such as #timesup and #metoo which flooded media sources, with the women behind these movements challenging the inexcusable subjection of women's harassment in the workplace, lobbying for updated legislation. These are just a couple of examples which are metaphorical in marking just a small contribution of important, political, cultural and social movements in the 21st century, in granting women the power to demonstrate a more prominent position in society than has previously been seen. However, the need to celebrate the recent successes of women as newly found strong figure heads in society, is a result of their oppressed position, a position which has been bestowed upon them by a deep-rooted history of patriarchal order.

It has been widely discussed that men have a long history in being treated as the ‘self’ who’s ‘self-interest’ has been protected and endorsed through legislation, politics and society (Bristol & Fischer, 1993). Dissimilarly, women’s interests have been largely ignored, and treated as the ‘other’ (Bristol & Fischer, 1993). A demonstration of this in society is Eneflak’s (2015) historical account of women being subject to the different accesses of nutrition and alcoholic beverages, specifically within the Swedish bourgeoisie. These women were required to demonstrate moderation in all things, especially with regard to a women’s drunkenness; he states “a woman getting ‘merry’ was no longer fun, but disgusting” (p.739). Additionally, women who consumed alcohol were associated to prostitution and promiscuity, as it was generally perceived as abnormal and unfeminine for women to enjoy alcoholic beverages (Fillmore, Golding, Leino, Motoyoshu, Shoemaker, Terry, Ager, & Ferrer, 1997; Griffin, Szmigin, Bengry-Howell, Hackely & Mistral, 2013). Men in contrast, have been afforded with greater opportunities for drinking (Dumbili, 2015), as alcohol was regarded as a masculine product consumed by men (de Visser & McDonnell, 2012; Fillmore et al., 1997). However, challenging the aforementioned, women started consuming more alcohol when the traditional roles of women started to change (Dumbili, 2015; Fillmore et al., 1997). Between the 1960’s and 2000’s, alcohol consumption in Sweden doubled, one reason being the rise of the feminist movement, another was the ‘equality contract’ implying that men and women could share the equal freedoms in terms of parenting, employment, and citizenship (Hirdman 2002 cited in Törrönen & Rolando, 2017). The result of the aforementioned removed stigmatism around the disproportionate gender roles between men and women, enabling them to share similar social experiences such as drinking in bars, encouraging women to consume more alcoholic beverages (Dumbili, 2015; Fillmore et al., 1997; Törrönen & Rolando, 2017).

However, although women gained significant ground and appeared to enjoy the same rights, responsibilities and freedoms as men, a system of patriarchy was still observed to be prevalent, highlighting that a women’s opportunities were secondary to a man’s. This was exemplified during the 1990’s, as gender differences became eminent within visual culture, personified through the media (Törrönen & Rolando, 2017). Women’s depiction was reduced down to her physical (Catterall, Maclaran & Stevens, 2000; Fischer & Bristol, 1991; Grau & Zotos, 2016; Maclaran, 2012; 2015; Scott, 1993, 2000; Törrönen, 2014) and emotive (Julkunen, 2010 cited in Törrönen, 2014) characteristics, often portraying her as a hyper-sexualised character within alcohol advertisements (Törrönen, 2014); whilst men have been characterised by their professional roles, with associated traits such as independence and authoritarianism (Catterall, Maclaran & Stevens, 2000; Fischer & Bristol, 1991; Grau & Zotos, 2016; Maclaran, 2012; 2015; Scott, 1993, 2000; Törrönen, 2014). Such advertisements have created an idealised image of men and women, in which consumers are to aspire to (Popova, 2010). Nevertheless, womens consumption of alcoholic beverages was, and still is increasing as a result of their growing socioeconomic power, and increased independence (Obot, 2013). However, studies by de Visser and McDonnell (2012) suggest that drinking alcohol per se is considered masculine behaviour associated with men, specifically when drinking beer (Visser & Smith, 2007). Therefore, with a limited range of ‘feminine’ versions of alcoholic beverages targeted towards women (Griffin et al., 2013), marketers have begun to target the powerful female consumer with new product development and marketing communication (European Centre for

Monitoring Alcohol Marketing, 2008; Obot, 2013). As a result, they have launched fruit flavoured beers, coloured and flavoured liquors and low-calorie light beers. For example, Gulpener Rosé beer, Nuvo liquor by Diageo and Stella Artois Light beer. But, these new product developments and marketing communications have created a stereotypical assumption that women and men have dissimilar taste profiles, with women favouring overtly feminine and modified alcoholic beverages over a man's masculine and untouched versions, subsequently guiding individuals to consume according to their respective gender.

1.2 Research Problem

It has been suggested that society have created a stable and widespread perception about how men and women should appear and behave, as well as what they should consume (Popova, 2010). However, marketing has also been considered as culpable in creating and reinforcing the aforementioned ideals through marketing communications (Catterall, Maclaran & Stevens, 2000), commonly referred to as stereotypes. As a result, stereotypes have motivated the gendering of the consumption of alcohol, as well as the gendering of alcoholic beverages as being masculine or feminine, through marketing communications.

The gendering of communications creates several problems. A fundamental problem of which, is that it ascribes consumption behaviours towards men and women, guiding them to behave according to their respective gender within social groups of femininity and masculinity (de Visser & McDonnell, 2012; Maclaran, 2015; Pieck, 1976; Shimanoff, 2009). But, it is widely understood that sex is a static, and biological concept which allows us to easily distinguish between males and females solely based on physiological characteristics (Bristor & Fischer, 1993; Popova, 2010; Stets & Burke, 2000). Gender however, is a fluid and socially constructed concept (Bristor & Fischer, 1993; Butler, 1990; Dumbili, 2015; Hearn & Hein, 2015; Lyons & Willott, 2008; Popova, 2010; Stets & Burke, 2000) which refers to the masculine and feminine traits, behaviours, and attitudes of an individual. Therefore, and as illustrated in the narrative, women cannot be fully considered as feminine and similarly, not all men are totally masculine (Bem, 1981; Stets & Burke, 2000). This understanding of gender fluidity however has not been represented in marketing communications. An implication of such, is that these communications can be perceived by consumers as being antagonistic and, isolates their consumption to their assigned gender, which can condone inequalities between men and women.

Previous research has demonstrated that masculine portrayals within marketing communications of alcoholic beverages, have drawn on a man's association with beer and whiskey (Horner, Jamieson & Romer's, 2008). Additionally, further studies have revealed that women have been associated with sweet sugar-laden beverages, such as alcopops (Jacobs & Tyree, 2013; Månsson, 2014; Törrönen, 2014; Törrönen & Rolando, 2017). However, these studies have failed to capture consumers' perceptions on these gender stereotypes within the marketing communications of alcoholic beverages. Therefore, we posit that there is a level of

ambiguity as to whether these stereotyped communications are representative of those who are receiving them.

Moreover, another problem related to gendering marketing communications is that previous studies have demonstrated that young men and women use alcohol to construct their gender identities (de Visser & McDonnell, 2012; de Visser & Smith, 2007; Dumbili, 2015). Therefore, suggesting that men and women consider alcohol to be important to their development of their personal selves. It was understood through these studies that consumers use alcohol in a symbolic way, with men drinking to 'validate' their masculinity. Additionally, it was found that women were consuming alcohol in a specific way, in order to uptake masculine identities (Lyons & Willott, 2008). The result of these studies highlighted potential health implications linked with predominantly masculine drinking behaviours, however they did not consider if consumers chose specific alcoholic beverages, in order to construct their gender identities. Additionally, these studies have only addressed young subjects, whose drinking behaviour differs largely from the average consumer (Dumbili, 2015). It is these discrepancies in previous research on consumers construction of their gender identities, which is of significant interest to us, and the field of marketing.

Furthermore, it has been suggested by Maclaran (2012) that gender within marketing is an important subject of study, especially as marketers use gender as a geodemographic segmentation criterion for targeting (Jung & Hovland, 2016; Keller, 2001). With the aforementioned aspects in mind, and the importance of gender to the marketing academy, we posit that more knowledge is needed on consumers relation to the gender portrayals depicted in marketing communications of alcoholic beverages, as well as how marketing communication influences consumption choice. Therefore, for the purpose of this study, we disregard the practices associated with hazardous and harmful alcoholic consumption such as excessive drinking, and instead consider alcohol consumption behaviour as a social practise which includes alcoholic beverage preference.

1.3 Research Aim, Purpose and Objective

As a result of the aforementioned, the overarching aim of this research is to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. With a purpose to enhance understanding on marketing communications ability to construct consumers gender identity. In order to a achieve the aim, this study seeks to address two research questions; (i) what are consumers perceptions towards gender stereotyped alcoholic beverage marketing communications, and (ii) to what extent do these gender stereotypes influence consumers consumption of alcoholic beverages.

By understanding consumers perception on gender stereotyping within the marketing communications of alcoholic beverages, we are able to extract notable information about how

consumers are perceiving these marketing communications. Moreover, by ascertaining this information we are able to comprehend the extent to which consumers perceive these gender stereotypes to be antagonistic, and illuminate any misalignments between marketing communications, and consumers preference to alcoholic beverages. Additionally, we are also interested in understanding how these perceived gender stereotypes ascribe masculine and feminine drinking behaviours to these individuals. As previously suggested, the gender stereotypes within the marketing communications of alcoholic beverages not only reflect society's values, they also ascribe an idealised version of masculinity and femininity (Popova, 2010; Schaller & Latané, 1996; Törrönen, 2014; Törrönen & Rolando, 2017), which consumers possibly can imitate in maintaining their gender identity. In gaining understanding on the influence on consumers consumption of alcoholic beverages, we can draw connections between consumers perceptions on gender stereotyped marketing communications of alcoholic beverages, and how consumers construct their masculine and feminine identities according to these perceptions.

To examine the relationship between the constructions of gender and alcohol consumption, we aim to gain understanding on the lived experiences of consumers with alcohol. Moreover, in order to research the aforementioned, we engage in an ethnographic-inspired qualitative study, using semi-structured interviews, to gain comprehension on consumers perceptions of gender stereotyped marketing communications of alcoholic beverages; and additionally, we use observations and interviews to better understand consumers alcoholic beverage consumption behaviours.

Even though gender stereotypes have been widely researched, prior studies have fallen short in capturing the highly valued viewpoint of consumers, which is of utmost importance in the field of marketing and consumer research (Grau & Zotos, 2016; Peñaloza, 2000). Furthermore, there is a limited amount of studies on the relationship between alcohol consumption and how consumers consume alcohol as a way of constructing their gender identity. This study therefore differs from previous studies by seeking to expand upon the current fields of research of gender stereotyping and identity construction. Additionally, the objective is to establish new knowledge within the marketing academy by combining consumers perceptions with their gender identity construction through alcohol consumption.

1.4 Delimitations

There are certain delimitations to this study that need to be taken into consideration. Firstly, we disregard consumers drinking patterns (for example, binge drinking and excessive drinking) to affirm masculine and feminine identities. Instead, we singularly look at consumer preference, and do not address extending motivations, and infer that preference to specific alcohol is a drinking behaviour. This inference of preference as a drinking behaviour is maintained throughout this thesis. Additionally, unlike de Visser and McDonnell (2012) we do not consider the political spectrum of participants such as, liberalism, socialism, conservatism which may

influence their perceptions on gender stereotyping. We understand that consumers who are more liberal in their political view, might be more sensitive to stereotyping than those who are more conservative. Furthermore, even though previous studies, mainly within health journals, have focused on youth and student populations alcohol consumption related to gender identity construction (de Visser & McDonnell, 2012; de Visser & Smith, 2007) we have omitted these groups from study due to their significantly dissimilar drinking behaviours. Lastly, due to an ethnographic-inspired qualitative approach, participants of this study reside in the geographical area of Sweden. Therefore, we exclude other nationalities from this study.

1.5 Chapter Outline

This thesis is divided into six main parts. Within this introductory chapter, we introduced the topic of gender stereotypes in marketing communication and gender differences in alcohol consumption. Additionally, the aim of the study and the subsequent research questions were presented. The following chapter addresses the theoretical framework will be present relevant theories, concepts and previous research relevant to the research, which will underpin the empirical study. Further, Chapter 3 will specify the methodological approach, research design, data collection method, data analysis method, and ethical concerns of the research study. As a result of the study, Chapter 4 will present the results from the interviews and observations and analyse these accordingly. As a result, Chapter 5 then discusses the findings of the empirical study, contextualising these findings with previous research. Finally, in Chapter 6 a conclusion summarising the main points of this study, practical implications, limitations and recommendations for further research are given.

2 Literature and Theoretical Review

The following chapter provides insights into the leading theories and concepts guiding this study. Areas of study within this literature review focus on marketing communications, social norms, gender stereotyping, and identity construction. These concepts provide the theoretical basis for this thesis and study, as well as the related assessment of empirical content. There is a necessity for this review in order to limit and focus the research field, and to appropriately and adequately conceptualise the study on the intended research aim. Ergo, the analysis and discussion as presented in Chapter 4 and Chapter 5 of the empirical material, will be based on these theoretical approaches. Finally, this chapter is concluded by drawing concepts together based on the aim of this study.

2.1 Commercial and Ideological Function of Marketing Communications

Marketing is a discipline which is tasked to create and offer value to others, with a functional application of buying, selling, promoting, transporting, storing and pricing (Kotler, 1972). Supplementary to the marketing discipline is communication, of which is considered to be a social interaction between two or more people, in order to inform, remind, persuade and build relationship through speech, writing and other forms of mediums (Solomon, Marshall, Stuart, Barnes & Mitchell, 2009). It is therefore the merriment of these aforementioned terms, that creates a concept in which leverages interactions through speech and text in order to promote or sell a product or service.

Marketing communication has a broad aim to deliver standardised messages to a mass audience, rather than being personalised for individual consumers (Elliott & Wattanasuwan, 1998). In doing so, marketing communications is afforded with an increasingly diverse set of media vehicles to reach these desired markets. The options of which consist of traditional mediums such as, television advertisements, radio, print advertising, and product packaging; as well as newer yet non-traditional mediums, for example online channels; including social media, websites and banner advertisements (European Centre for Monitoring Alcohol Marketing, 2017; Keller, 2001). In electing one of these options, marketers have the ability to code their messages in various ways by using verbal element by directly conversing as seen in traditional advertisements, but also non-verbal elements, such as using music, imagery and even body language (Keller, 2001; Solomon et. al., 2009), in an effort to impart knowledge, and providing information to consumers.

However, due to the high level of communication platforms available, and an ever-increasing number of products accessible, consumers are constantly exposed to various product promotions, of which are inescapable (Roy, 2013; Solomon et. al., 2009). Evidently, consumers are unable to adequately comprehend a large proportion of the content delivered (Bettman, 1986). Therefore, marketers find themselves fighting for consumers attention, deploying distinctive marketing strategies in an effort to create appeal, and subsequently generate profit and growth (Roy, 2013). Addressing this challenge of gaining attention, Urban (2004) proposed 'Customer Advocacy,' a marketing communication concept that emerged due to the dynamic function of the internet affording customers with more knowledge. He demonstrates that the underlying premise of customer advocacy, is that companies are engaging with consumers trying to satisfy their specific needs in the hope of attracting and retaining loyal customers. The effectiveness of such strategy, as Roy (2013) suggests, is that today's educated consumers can make informed decisions, and indicates consumers are engaged with a company's marketing communication messages, with consumers forming decisions based on prior knowledge, and the opinions from their peers. As a result of its success, several companies have shifted towards the strategic customer-oriented approach, and grants consumers power within the marketplace (Urban, 2004). Hence, understanding consumers and their perceptions of different marketing communication has become ever more important for companies (Grau & Zotos, 2016; Roy, 2013). However, in delivering these messages, marketing communication performs two functions; firstly, a commercial function consisting of brand and product promotion and secondly, an ideological function, involving the promotion of consumption as a legitimate activity, and also the promotion of cultural and social differences (Sassatelli, 2007).

It is the commercial function which involves companies attempting to "inform, persuade, incite and remind consumers - directly or indirectly - about the brands they sell" (Keller, 2001, p.819). Therefore, through marketing communication marketers attempt to influence consumers perceptions and behaviours in favour of a company, by establishing a dialogue between themselves and consumers (Keller, 2001; Solomon et al., 2009). But, as Taylor and Saarinen (1994) suggest, marketing communication can influence perceptions and behaviours more broadly, as a result of consumers consuming all of the marketing communication content, and not singularly product or brand focused information. As a result, marketing communication gives products additional meaning and values, of which appeal to specific markets, especially when targeting the communication towards geodemographic segments such as age and gender (Jung & Hovland, 2016; Keller, 2001). However, it has been argued that the communicated message itself is not important, but rather the thoughts, reactions, and emotions that it brings significance to (Brock & Shavitt, 1983 cited in Bettman 1986), therefore demonstrating the importance of marketing's ideological function. In addition to the aforementioned, the *ideological function* of marketing communication, which is generally leveraged through advertising, transmits the principals and ideals of society by way of cultural values, in an ambivalent symbolic form (Sassatelli, 2007). This suggests that cultural values are communicated without specific acknowledgement to them. However, with that said, consumers cultural values vary as a result of their demographic, psychographic, behavioural characteristics, with all factors having the possibility to influence consumers individual responses and interpretation of marketing communications (MacInnis & Jaworski, 1989 cited

in Keller, 2001) and further behaviour (Bettman, 1986). But, marketing communication not only has the ability to mirror the core principles and ideas of society but ascribe accepted behaviours through social norms. Therefore, marketing communications can dynamically contribute to the creation, modification and regulation of norms and ideals, illustrating desirable ways of living (Butler, 1990; Popova, 2010; Sassatelli, 2007; Schaller & Latané, 1996; Shimanoff, 2009; Törrönen, 2014; Törrönen & Rolando, 2017).

2.2 Descriptive and Injunctive Social Norms

Social norms are negotiated informal rules that dictate what is acceptable or unacceptable social behaviours, within a given social context (Cislaghi & Heise, 2018; Sherif, 1936 cited in Cialdini & Trost, 1998). Further, they are expectations, obligations and sanctions (Schwartz, 1977) expressed actively through speech or demonstration (Cialdini & Trost, 1998; Hogg & Reid, 2006). Additionally, a social norm is a culturally specific construct that helps understand and explain human behaviour (Cialdini & Trost, 1998). Therefore, these findings infer that social norms are the rules held by specific societies, which explain and dictate what is considered to be acceptable or unacceptable behaviour.

In gaining further comprehension on the application of social norms, they have been divided by several theorists into two factors, namely descriptive and injunctive norms. Descriptive norms are appropriate group behaviours that most individuals in a specific society generally pursue (Christensen, Rothgerber, Wood & Matz, 2004; Cialdini & Trost, 1998). It can be said that the more people that behave in a similar way in a certain situation, the more convinced other individuals are to adopt these behaviours (Solomon, 1983), especially in new and uncertain situations (Cialdini & Trost, 1998). Whereas, injunctive norms are consistently linked to social identity specifying the moral rule of what individuals should do, or ideally would do in a specific situation (Christensen et al., 2004; Cialdini, Kallgren & Reno, 1991). Since certain behaviours are accepted and even expected by those in our social world, social norms have the power of influencing people's choices and behaviours in a preferred way (Cialdini & Trost, 1998; Cislaghi & Heise, 2018). For example, numerous societies have particular behavioural patterns attributed to gender, that are categorised as either feminine or masculine, and these are often referred to as gender norms (de Visser & McDonnell, 2012).

Gender specific behaviours are highly expected by society, denoting that women shall act in accordance to feminine behavioural patterns, while men shall act in accordance to masculine behaviours (Dumbili, 2015). This is demonstrated by de Visser and McDonnell's (2012) study showing that in respect to alcohol consumption, drinking beer is considered as a masculine behaviour, and therefore it is expected to be consumed by men. But, not only are these behaviours expected by society, there is also understanding that these behaviours are motivated by an individual's affinity towards a social group, such as gender.

However, Christensen et al. (2004), has indicated that by abiding by the gender norms as dictated by social groups, individuals are able to identify themselves more strongly within these groups, subsequently creating prescribed normative behaviours. Not to mention, individuals also learn to prefer certain goods according to what socio-cultural group they belong to (Sassatelli, 2007). As a result, behaviours are created and reinforced by social groups. However, these normative behaviours have been “interpreted as purposive - and not necessarily conscious - attempts to achieve goals” such as building and maintaining relationships and managing self-concept (Cialdini & Trost, 1998, p.151), therefore suggesting that consumers engage in shared activities in an attempt to strengthen their connections with like social groups members, as well as to strengthen their identity with regards to particular social group.

Further, not only do individuals acknowledge and perform certain behaviours on their own account, they tend to be more influenced by people close to them, such as friends and family (Cialdini & Trost, 1998), and other individuals that show visible signs of success such as wealth, power or status (Allison, 1992). Additionally, individuals tend to conform to behaviours depending on the context where these behaviours occur (Christensen et al., 2004). For example, individuals tend to conform in a larger group of people, the more attractive one needs to feel, and when they are among friends (Cialdini & Trost, 1998). Even though it is understood that individuals demonstrate normative behaviour to demonstrates their positions, it has been suggested by Cialdini and Trost (1998) that these behaviours are adopted when individuals need to gain personal and social reward, and to act effectively. As a result, individuals may feel emotions such as pride or relief (Higgins, 1987; Schwartz, 1977).

However, norms also include rules forbidding unacceptable social behaviour which may have constricting implications on individuals’ behaviours (Cialdini & Trost, 1998). This type of behaviour which differs from the norm, is described as nonconformity, which may lead to feelings of guilt and anxiety (Higgins, 1987; Schwartz, 1977). As a result, Higgins (1987) and Schwartz (1977) suggest that some individuals may feel surprise instead of guilt and anxiety and favour unacceptable social behaviour since they are perceived as atypical and distinctive and individuals are able to differentiate themselves.

2.3 Gender Stereotypes in Marketing Communications

Gender roles are a result of the perceptions and beliefs society hold about the behaviour and emotions of men and women, of which tend to be judged against (Grau & Zotos, 2016; Shimanoff, 2009). Gender roles’ emergence has been theorised through; evolutionary theory (Buss, 1995; Shields, 1975), object relations theory (Chodorow, 1995), gender schema theory (Bem 1981) and social role theory (Eagly, 1987), all of which have been presented with their overarching concept in Table 1: Gender Role Theories. As seen, all of these theorisations on gender roles demonstrate a strong connection with the construction of men and women's masculine and feminine identities, either being rooted in biological theories of gender (Buss, 1995; Shields, 1975) or those based on childhood socialisation (Bem, 1981; Chodorow, 1995).

Table 2.1: Gender Role Theories

Theory:	Evolutionary Theory	Object-Relation Theory	Gender Schema Theory	Social Role Theory / Gender Role Theory
Writers:	Buss 1995; Shields 1975	Chodorow 1995	Bem 1981	Eagly 1987
Concept:	Behavioural differences reside in sexual and reproductive strategies to ensure men and women are able survive to pass on their genes	Socialisation has an effect on gender development; where women's role as primary caregiver effects the roles of men and women	Postulation that children learn how their culture and/or societies define gender roles, to then internalise this knowledge as a gender schema or an unchallenged core belief	Divisions of labour and societal expectations based on stereotypes produce gender roles. These divisions are either; Communal Stereotypes or Egentic Stereotypes

As presented in Table 1: Gender Role Theories, Eagly's (1987) 'Social Role Theory,' and otherwise referred to as 'Gender Role Theory,' suggests that gender roles and gender stereotypes are interrelated concepts, with a focus on society ascribing divergent gender roles which are held, complied with, and reinforced (Shimanoff, 2009). Complementary to and widely understood, a stereotype is an over-generalised and oversimplified belief, image and idea about persons or things, based on their membership in one of many social categories (Baxter, Kulczynski & Ilicic, 2016; Shimanoff, 2009). As a result of this oversimplification, and as found in numerous studies (e.g. Åkestam, Rosengren & Dahlen, 2017; Catterall, Maclaran & Stevens, 2000; Dumbili, 2015; Maclaran, 2015; Törrönen, 2014; Törrönen & Rolando, 2017) found that gender stereotypes reside predominantly upon four tenants namely; traits, role behaviours, physical characteristics and occupations. For example, men's expectant agentic roles entail independence and task orientation within public spaces, also with high-status positions; whereas women in their expectant communal role, require her to be nurturing and caring within private the spaces of home, caring for domestic responsibilities (Shimanoff, 2009). Such positions and subsequent portrayals of men and women have been reflected in marketing, often with men seen as producers and managers, and women as the consumer of household products and services (Catterall, Maclaran & Stevens, 2000; Fischer & Bristol, 1991). However, these tenants have been observed to extend beyond the human attributes and behaviours, also ascribing symbolism to gender roles and stereotypes. Koller (2008) postulates that stereotypical assumptions extend to colour, as a semiotic resource in determining gender ideologies, with pink being heavily linked with femininity. Additionally, Alreck (1994) supports the connotation of colour to masculinity and femininity, but also suggests that other subtle gender cues are important in the process of 'gendering', including textures, patterns, shapes and sizes. He states that masculinity uses deep and dense colouring, hard and rough surfaces, straight and angular shapes, and larger sizes and heavier weights. In contrast, feminine characteristics of the aforementioned involve using light colours, soft surfaces, smooth and rounded shapes, small sizes and often lighter weights.

However, even though stereotypes are held, complied with and reinforced on a societal level, there is consensus that they function in an oppressive nature, associating traits, role behaviours, physical characteristics and occupations in a dichotomous fashion to men and women dissimilarly (Catterall, Maclaran & Stevens, 2000; Grau & Zotos, 2016; Törrönen, 2014). Generally, dichotomies are recognised as being oppositions, with the former associated with the male and the latter with the female; with the latter described as what the former is not. For example, man/women, reason/emotion, production/reproduction, mind/body and human/nature (Catterall, Maclaran & Stevens, 2000). Disconcertingly, as previously mentioned gender roles and stereotypes create a base in which men and women might be judged, with others reflecting on how well others conform to traditional stereotypes, men and women are therefore pressured to fulfil their masculine and feminine roles, and when they fall short of societies expectations, they suffer with low self-esteem, a theory found and explained by Pleck's (1976), and termed 'masculine gender role strain'. In a similar fashion, those who repeatedly meet the expectations of masculinity and femininity, such as young girls' aspiration to maintain the erotic and sexual capital as displayed in marketing communications (Maclaran, 2015), can suffer psychologically or emotionally from the ascribed constraints (Shimanoff, 2009). Additionally, Eagly (1987) has argued the assistance of differences through gender roles and stereotypes can lead to systems of patriarchy, reinforcing gender roles that maintain men's greater power, a concept explained by Connell and Messerschmidt (2005) as 'hegemonic masculinity'. Therefore, traditional gender roles and stereotypes through their development and use, assist in perpetuating oppression, and continuously misrepresent categorisations within society in which men and women are subsequently held to and judged by. This assistance is particularly true for marketers, who have been considered as culpable in facilitating negative stereotyping through their marketing activities, especially in the postmodernist feminist era, with marketing capitalising on the stereotyping of biological sex (Catterall, Maclaran & Stevens, 2000; Maclaran, 2015).

Marketers use of gender stereotyping of men and women had been replicated through their marketing activities, repeatedly mirroring and reproducing stereotypes (Grau & Zotos, 2016; Alreck, 1994) and subsequently showcasing disproportionate roles between men and women. Many authors (e.g. Alreck, 1994; Butler, 1990; Catterall, Maclaran & Stevens, 2000; Fischer & Bristol, 1991; Grau & Zotos, 2017; Maclaran, 2012; 2015; Scott, 1993; 2000; Törrönen, 2014) have referred to marketer's representations of women, referring to her presentation as a decorative and maternal object, with particular attention paid to her physical characteristics. Dissimilarly, men were characterised by their professional roles, with associated traits such as independence and authoritarianism.

In similar fashion, gender portrayals within the alcohol industry have demonstrated stereotypical depictions akin to the aforementioned tenants, residing on the traits, role behaviours, physical characteristics, occupations and gender cues. With the aforementioned in mind, Jacobs and Tyree's (2013) study on alcohol advertisements, concluded that women's behaviour and physical characteristics primarily focused on her being a "passive sex symbol" (p.5800). Additionally, it was found that particular attention has been paid to a women's physical characteristics, with reference to her idealised physical body, usually dressed in formal

attire, wearing a large amount of jewellery (Jacobs & Jacobs, 2016; Jacobs & Tyree, 2013). Additionally, stereotypical portrayal of women within alcohol advertisement have demonstrated her as being a 'party girl' generally happy, and laughing (Månsson, 2014). Furthermore, studies also revealed that stereotypical gender cues attributed with women included products being promoted as colourful, frequently using the colour pink to create feminine appeal (Jacobs & Jacobs, 2016). In contrast, marketing communications of alcoholic beverages, specifically beer, plays on stereotypical male depictions (Horner, Jamieson & Romer, 2008). It has been found in marketing communications that the narratives depict men as being highly stylised (Gurrieri, Brace-Govan & Cherrier, 2016) in suits and casual attire, respective the activity he is up taking. Additionally, he is serious and powerful, and portrayed as a power position in business. Furthermore, stereotypical gender cues of masculinity include bold typography, with striking colours such as red (Alreck, 1994), and as Horner, Jamieson & Romer, (2008) suggest, humour is a fundamental part of stereotypical masculine appeal, demonstrating the use of textural components in marketing communications being in a satirical manner. We therefore infer, that marketing communications which do not have the aforementioned stereotypical gender traits, role behaviours, physical characteristics and occupations as a focal point of the material, can be considered as 'neutral.'

As a result of these findings, stereotypical portrayals of men and women satisfy Eagly's (1987) workings, demonstrating women's communal stereotype, and men's agentic stereotype; which highlights why incomparably different gender roles and stereotypes are still prevalent. However, marketers have challenged their role in creating gendered ideals through gender stereotyping proclaiming their role in mirroring societies values, simply and objectively highlighting aspects of society (Grau & Zotos, 2016). Also, Eisend, Plagemann and Sollwedel's (2014) and Grau and Zotos (2016) have noted that consumers perception towards gender stereotypes might not be as tyrannical to the viewer as initially thought, especially when used in a satirical manner. However, given that gender roles and stereotypes exist on a social and psychological level, which are held, complied with and reinforced by society, marketer's argument is seemingly redundant, as they operate on a contemporaneous continuum of mirror versus mould, subsequently maintaining and emphasising the status quo of such dichotomies in society, in which consumers might not be aware of. The implications of the maintenance of stereotypes through marketing and society, have previously been noted to have significant impacts on individuals sense of self and their social identities.

2.4 Self-Concept and Social Identities

Identity has been regarded as an individual's sense of being, of which individuals are constantly engaged in constructing, and maintaining by negotiating meanings from lived and mediated experiences (Cerulo, 1997; Elliott & Wattanasuwan, 1998). In constructing identities, individuals exercise 'free will' to form images of 'self' (Dittmar, 1992 cited in Elliott & Wattanasuwan, 1998). However, it is suggested by Latané (1996) that society is a complex

system where individuals are influencing and influenced by their immediate surroundings. Sharing a similar thought, Markus and Nurius (1986) proposes that:

An individual is free to create any variety of possible selves, yet the pool of possible selves derives from the categories made salient by the individual's particular socio-cultural and historical context and from the models, images, and symbols provided by the media and by the individual's immediate social experiences" (p.954).

In other words, and as Elliott and Wattanasuwan (1998) point out, 'free will' is in fact negotiated by social values that can derive from stimulus in the surroundings. Subsequently, it is suggested that the self-concept is complex, and individuals may possess actual or ideal varieties of selves that are determined by the interpretation of symbols in the surrounding environment (Elliott & Wattanasuwan, 1998). Further, it has been emphasised that there are always dialectical tensions between the meanings that one has constructed for oneself, and the meanings individuals are exposed to socially. Therefore, although it is understood that individuals behold and construct their own identity, these identities are actually a result of influences in individual's environment.

Additionally, individuals are reflexive in the way by which they are capable of categorising and classifying themselves, and others, in relation to social categories or groups (Solomon, 1983; Stets & Burke, 2000). This reflexivity is known as 'self-categorisation,' which resolves uncertainty of self, at the same time as describing and prescribing an individual's social identity (Hogg & Reid, 2006; Hogg & Rinella, 2018; Stets & Burke, 2000). Self-categorisation implies that individuals receive a social identity by becoming part of a social group that share similar features, attributes and characteristics (Hogg & Rinella, 2018). It has been argued that individuals who share a social identity also have shared attitudes, feelings, perceptions, values and worldview, which subsequently depersonalises individuals (Hogg & Reid, 2006), implying individuals hold a group identity. Further, and as previously mentioned in this chapter, being part of a social group can regulate behaviour to be in line with the accepted behaviour, and shared reality of the group (Cialdini & Trost, 1998; Cislighi & Heise, 2018). When individuals define themselves as members of a group they adopt group norms to construct their identity (Christensen et al., 2004). Cerulo (1997) points out that being a member of a social group, also implies restrictions to certain non-accepted group-based normative behaviours. For example, and as Cerulo (1997) underlines, gender norms such as femaleness and maleness severely restrict individual's behaviours to their ascribed genders.

Solomon (1983) propose that an individual's level of commitment to a social identity, dictates to what extent it influences behaviour. Furthermore, Hogg and Rinella (2018) acknowledge that the strongest motivation for group identification is self-uncertainty, meaning that the most uncertain individuals have a stronger need for receiving approval from other group members. Hence, these individuals generally conform and are more guided by normative group behaviour (Hogg & Rinella, 2018). An example of this with respect to alcohol consumption, as de Visser and Smith (2007) point out, is that individuals that are insecure in their identities might consume

alcohol in a certain way to demonstrate masculine competence, while more confident individuals are not as concerned by conforming to normative masculine drinking behaviours.

As previously seen, the self-concept was perceived to be fixed, but studies have proved and argued that it in fact is fluid (Solomon, 1983). Furthermore, individuals are simultaneously members of several groups, and therefore tend to have multiple group-based identities that they can fluctuate between, according to the shared realities of each group (Hogg & Rinella, 2018). However, Solomon (1983) describes these as disparate roles, arguing that behaviour is mostly role behaviour either facilitated or inhibited by the symbolic meanings the products behold, which are further assigned to a specific role. Therefore, Solomon, (1983) suggest that by consuming a product embedded with a symbolic meaning, individuals take on the role assigned to it.

Therefore, it is through consumption that individuals construct the world they live in, while simultaneously being shaped by it (Elliott, 1997; Sassatelli, 2007). Additionally, consumers can construct and communicate their identity to themselves and others through consumption choices (Solomon, 1983; Elliott and Wattanasuwan, 1998), since goods have symbolic meanings, as a result of products historical rooting's in social practices that individuals over time has brought them significance to (Belk, 1988; Sassatelli, 2007).

Additionally, it has been acknowledged that marketing communication is one major constituent which has brought symbolic meanings to goods (Elliott & Wattanasuwan, 1998). Therefore, as suggested by Solomon (1983) consumers rely upon and consume the symbolic meanings that are portrayed in the marketing communications of these to construct their gender identity. Similarly, (Elliott & Wattanasuwan, 1998) acknowledge that individuals use the symbolic meanings to construct, maintain and express their identities often through consumption of products, services and media. According to Elliott and Wattanasuwan (1998) all voluntary consumption entails symbolic meanings. By this, the authors indicate that when an individual has the possibility to choose between products, he or she will choose to consume according to the idiosyncratic or socially shared symbolic meanings the product beholds.

Further, Sassatelli (2007) discuss Bourdieu's, Douglas and Isherwoods' (1979) views of consumption where goods can be seen as 'sorting devices' and as 'non-verbal communication' used to mark 'social' and 'cultural boundaries' to demonstrate belonging. In other words, individuals make consumption choices based on the type of social group they want to belong to and the type of person they want to be. Further, symbolic consumption helps consumers to categorise themselves within a society (Belk, 1988), since individuals' consumption choices respond to the logic of belonging to a social group (Hogg & Rinella, 2018; Lyons & Willott, 2008; Sassatelli, 2007). For instance, in respect to alcohol, telling stories about drinking experiences is an important part of identity construction (Giles, 1999) since sharing and re-telling drinking stories among a group of friends create shared social experiences (Lyons & Willott, 2008). However, consumption choices can also be seen as 'fences', a protest or refusal of something individuals do not want to be associated with, or do not want to be (Sassatelli, 2007). An example of this is, women who do not relate to the, socially constructed feminine

drinking behaviours, tend to actively produce their own identity through challenging patriarchal beliefs, by adopting non-conforming feminine drinking behaviours such as excessive drinking (Mullen, Watson, Swift & Black, 2007; Lyons & Willott, 2008). Therefore, consumption is both an expressive, and performative action that constitutes identities (Sassatelli, 2007). However, even though products are assigned symbolic meanings through social interactions and marketing communication, individuals do not necessarily buy products for the same symbolic reasons (Elliott & Wattanasuwan, 1998). This is largely due to the fact that individuals may ascribe different meanings to products, while products may carry multiple meanings which may be interpreted differently (Elliott & Wattanasuwan, 1998).

A large volume of research has examined identity construction in relation to risky health behaviours, such as alcohol consumption and drug use. This research concluded that that alcohol is consumed in regards to identity construction (Dumbili, 2015), self-enhancement (de Visser & Smith, 2007), and as particular ways to perform traditional but also non-traditional versions of masculinities and femininities (de Visser & McDonnell, 2012; Lyons & Willott, 2008; Mullen, Watson, Swift & Black, 2007). Further, de Visser and Smith (2007) emphasise that alcohol consumption may have implications for both masculine and feminine identity since alcohol has been used as to justify the biological sex. Haines, Poland and Johnson (2009) research shows that men engage in alcohol consumption as a way of doing gender, whereas women tend to consume alcohol as a tactic to gain cultural capital. As de Visser and Smith (2007) point out, the importance of understanding what type of alcohol is assumed as masculine in order to reduce masculine behaviour related to deconstructing identity through alcohol consumption.

2.5 Chapter Summary

The theoretical foundation of this study resides on four overarching themes of literature namely, marketing communications, social norms, gender roles and gender stereotyping, and identity construction. With an aim to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour, these themes provide concepts which guide our assessment of empirical material. The result of such assessment, then enhances understanding on marketing communications ability to construct consumers gender identity. Consequently, the first theme marketing communications, is of the utmost importance for this study as it is considered to be the method which illustrates desirable gender stereotypes, that influence consumption. It is understood that marketing communication utilises a broad set of media types (European Centre for Monitoring Alcohol Marketing, 2017; Keller, 2001) to deliver messages to mass audiences (Elliott & Wattanasuwan, 1998). Further, these messages have both a commercial and ideological function (Sassatelli, 2007), which can inform and persuade consumers, as well as promote social norms and ideals (Butler, 1990; Popova, 2010; Schaller & Latané, 1996; Sassatelli, 2007; Shimanoff, 2009; Törrönen, 2014; Törrönen & Rolando, 2017). Therefore, marketing

communications can be considered as a connection point of all the following themes of literature for this study.

Additionally, the theoretical themes of social norms, gender stereotypes and gender identity are pivotal in gaining comprehension on the interplay between the widely held values of society, regarding how men and women should behave and appear, and how these are utilised by consumers to define their gender identity. Injunctive social norms demonstrate the beliefs of how individuals should behave in a given situation (Cialdini, Kallgren & Reno, 1991; Christensen et al., 2004), often ascribing behaviours to men and women, referred to as gender norms (de Visser & McDonnell, 2012). But, these behaviours are over-generalised and simplified beliefs, images and ideas of men and women (Baxter, Kulczynski & Ilicic, 2016; Shimanoff, 2009), referred to as gender stereotypes. As a result, consumers are pressured to maintain roles and behaviours ascribed to them through gender stereotypes, utilising these simplifications to construct their gender identities, enabling men and women to join, and maintain their position in a social group (Hogg & Rinella, 2018). A result of the understanding of the theoretical themes of social norms, gender stereotypes and gender identity we can adequately comprehend the rooting of discussion throughout the empirical material and draw connections between themes of discussion.

3 Methodology

In the following chapter we provide a detailed outline of our research approach, and research design that are used to facilitate the data collection, and data analysis of this research. Additionally, the ethical considerations and limitations of the study are discussed. This study leverages an ethnographic-inspired qualitative research design consisting of semi-structured interviews and field observations to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour, these themes provide concepts which guide our assessment of empirical material.

3.1 Ethnographic Qualitative Approach

In order to answer the research questions; (i) what are consumers perceptions towards gender stereotyped alcoholic beverage marketing communications, and (ii) to what extent do these gender stereotypes influence consumers consumption of alcoholic beverages, this study adopts a qualitative research design. Additionally, this design draws inspiration from ethnography, blending methods of semi-structured interviews and field observations to overcome the widely known issue of the disconnect between participants statements and action (Alvesson, 2003; Elliott & Jankel-Elliott, 2003). Therefore, this study provides us with the ability to not only study consumers lived experiences with alcohol in their social setting through emotional, attitudinal and behavioural aspects of consumption, but also how this behaviour is integrated into the social and cultural experience of society (Elliott & Jankel-Elliott, 2003).

For the purposes of this study, the intention is to gain understanding on the unexamined phenomenon of the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. The explorative nature of this study is highly connected with methods of qualitative research, which collects empirical data extracted from a multitude of contexts, for example observational and linguistic settings. Due to the empirical collection of linguistic and behavioural merit, the methods of qualitative analysis require agility in comprehending social dynamics as found through methods such as interviews and observations to extrapolate possible inferences of the phenomena (Easterby-Smith, Thorpe & Jackson, 2015).

The appropriateness of qualitative research for this study is motivated by its instrumental use as a method to explore a field which has to a large extent been untouched. Additionally, this research is endowed within a inductive process, providing generalised conclusions from specific observations to the more general context. The result of which aims to derive theory and

generalised conclusions on the interplay between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. Moreover, the inductive approach is of interest to the field of consumer research, in such that the field remains open, and the researcher avoids unintentionally neglecting notable information through empirical data collection.

Further, we as researchers hold a particularly important role in this ethnographic-inspired qualitative design. This is largely because it entails the study of behaviour in the natural setting (Elliott & Jankel-Elliott, 2003), meaning we are analysing as we observe. Additionally, we understand that knowledge of the behaviour of consumers in a social context of alcohol consumption cannot be adequately understood without an understanding of the symbolic world of the subject of study, and thus we are empathetic in seeing the world and associated meaning through the nuanced use of language in the context of study (Elliott & Jankel-Elliott, 2003). Although ethnographic design usually requires long-term immersion within the field of study (Elliott & Jankel-Elliott, 2003), and time restraints on the subject matter prevents this, our inspiration of this design is drawn from our immersion in society and proximity to the subject of research. Inferring that we have both had years of experience consuming alcoholic beverages, a year of which within the Swedish society. Thus, we are still able to capture language, culture, symbolism and other important spontaneous events in the ordinary lives of consumers with regards to their alcohol consumption.

Moreover, not only it is of the utmost importance for the researcher to maintain closeness to the field of study, but the aim to create “[...] a thick description of social behaviour [...]” (Elliott & Jankel-Elliott, 2003 p.216) also requires the researcher to be directly engaged in the depth of research, with analytical understanding of empirical findings. As a result, the conclusions are therefore subject to our interpretation (Elliott & Jankel-Elliott, 2003). However, differences in perception are often the root of much debate, and therefore the unavoidable level of subjectivity of these ethnographic qualitative studies results in findings not being generalisable, and the result can always be contested. However, we are aware that the ontological approach in ethnographic qualitative research methods and designs do not claim to yield generalisable results. The inductive and interpretative approach taken, creates more specific understanding in which can be further explored and analysed using other qualitative studies, and even quantitative methods for validation or disconfirmation; subsequently providing more generalisable results.

3.2 Method

This study conjugates inspired ethnographic methods of field observation and semi-structured interviews to the theoretical concepts presented in Chapter 3. Gendering of products and stereotypical binary gender portrayals in the marketing communications of alcoholic beverages reveals itself frequently (Alreck, 1994), and can be observed from the poststructuralist feminist perspective as being antagonistic (Catterall, Maclaran & Fischer, 2000), which can

subsequently undervalue men and women, and gender-neutral persons who hold varying levels of masculinity and femininity (Shimanoff, 2009). But we are thus far insecure about the level of current knowledge on the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour.

But, in order to research the aforementioned, we firstly needed to explore consumers expressed perceptions on the gender stereotyping within marketing communications of alcoholic beverages. This research draws connections between consumers expressed perceptions of gendered marketing communications of alcoholic beverages and expressed perceptions of femininity and masculinity held within these marketing communications. In capturing these perspectives, we engaged in semi-structured interviews, with a photo elicitation technique, to apprehend direct responses from participants. Belk's (2017) explains that the combination of method and technique mitigates against challenges posed by misinterpretation of textual rhetoric by relying on researcher's perspective alone. Additionally, Easterby-Smith, Thorpe and Jackson (2015) propose that semi-structured interviews are a suitable course of action, as they enable the utilisation of data derived from natural language, such as spoken language used in conversations. Therefore, this form of data had the ability to aid in the discovery of categorisations of consumer perception of which were articulated through discourse, leading to understandings of the social implications of this phenomenon.

Additionally, we explore how these gendered marketing communications influence consumers feminine and masculine identity with regard to their consumption of alcoholic beverages. This research was needed in order to observe the extent to which consumers through consumption, conform to stereotypical depictions of femininity and masculinity as seen in the alcoholic beverage marketing communications. Additionally, it was of importance to understand consumers' expressed perceptions of those who consume in ways different to the stereotypical depictions demonstrated in gendered marketing communications of alcoholic beverages. To explore this phenomenon, we used semi-structured interviews, a method which is necessary to develop understanding on consumers' behaviour and expressed perceptions (Easterby-Smith, Thorpe & Jackson, 2015; Elliott & Jankel-Elliott, 2003) of stereotypical alcoholic beverage consumption. However, conscious of any misalignments between consumers voiced options and their actions as presented by Alvesson (2003), we engaged in field observations, where we were fully engaged in the field of study (Elliott & Jankel-Elliott, 2003). This method afforded us with the ability to discreetly observe the behaviours of consumers whilst consuming alcoholic beverages, assessing the level of conformity to gendered marketing communications of alcoholic beverages.

3.2.1 Semi-Structured Interviews

Interviews are amongst the most well documented qualitative research methods in advertising (Belk, 2017). They are a form of conversational practice between two or more people, enabling the researcher to gain understanding of the participant's views, opinions and experiences of which are contextually dependent to the world they live in. Interviews capture social

constructions of knowledge (Kvale, 2007), and are always contextual and negotiated between these contexts (Easterby-Smith, Thorpe & Jackson, 2015). Further, interviews enable the researcher to gain information in a specific context, that otherwise could be hard to observe (Easterby-Smith, Thorpe & Jackson, 2015). Since interviews is one of the main methods used to gain natural language data (Easterby-Smith, Thorpe & Jackson, 2015) this method was chosen as appropriate to gain empirical material on consumers expressed perceptions on gender stereotyping of marketing communications of alcoholic beverages, as well as how these marketing communications influence consumers masculine and feminine identity with regard to their consumption of alcoholic beverages.

Focus groups and individual interviews can be used in similar ways when there is an interest to gain insights of behaviours and perceptions of consumers (Kvale, 2007) and therefore both methods had the ability to answer the purpose of this study. However, a similar study by de Visser and Smith (2007) on consumers alcohol consumption practises, showed that individual interviews and focus groups produced very similar responses, therefore one method alone was adequate to capture consumers expressed perceptions on the research topic. Furthermore, Belk (2017) raises concerns of focus groups subjugation to groupthink and moderator bias, which may result in distorted information, and Saunders, Lewis and Thornhill (2007) highlight that group settings can prevent participants from expressing their opinions when the topic of discussion has a sensitive nature, particularly when participants are of varied backgrounds. However, with this study, the aforementioned is avoided since interviews are an interaction between the participant and the interviewer, therefore the possibility that the interviewee could be influenced by other participants' responses was reduced (Kvale, 2007). Conscious of the sensitivity of the topic of alcohol consumption, in addition to the varied perspectives on the construction of masculine and feminine identity, we acknowledge that the more comfortable the space and relationship between the interviewer and participant, the more likely the respondent is to share his or her opinion in the interview setting (Kvale, 2007). Therefore, we aligned this study to individual semi-structured interviews, as favoured by academic publications (Belk, 2017).

An interview is often regarded as a learning process where both parties have the ability to learn and discover new information surrounding the topic of research (Kvale, 2007). Through this process, participants have the ability to change thoughts and opinions during the interview process (Kvale, 2007), enabling the researcher to explore new areas of interest (Easterby-Smith, Thorpe & Jackson, 2015). Specifically, semi-structured interviews enable the researcher to remain flexible, tailoring questions depending on the given responses (Easterby-Smith, Thorpe & Jackson, 2015). Since our interest was to uncover participants' expressed perceptions towards gendered marketing communications of alcoholic beverages, and their understanding of masculine and feminine behaviours with regards to alcoholic beverages, it was found that flexible interview structures enabled follow-up questions and suppleness in addressing questions. Semi-structured interviews are characterised by their focus on topics and themes of interest, aided with open-ended questions, in contrast to structured interviews with a plethora of predetermined questions, organised in an arranged order (Easterby-Smith, Thorpe & Jackson, 2015; Kvale, 2007). Moreover, semi-structured interviews provide space for the

researcher to follow up on participants' statements, gaining more knowledge, and bettering understanding on participants' expressed perceptions and reasons as to why they hold these perceptions (Easterby-Smith, Thorpe & Jackson, 2015; Kvale, 2007) also to probe ideas, and seek to elucidate and prolong the given answers (King, 2004 cited in Easterby-Smith, Thorpe & Jackson, 2015; Kvale, 2007). This was particularly important for understanding how and why participants ascribe meaning to their responses (Saunders, Lewis & Thornhill, 2007) on their expressed perception of gendered marketing communications of alcoholic beverages, and their understanding of masculine and feminine behaviours with regards to alcoholic beverages.

In order to facilitate the learning environment afforded to semi-structured interviews, we engaged face-to-face with participants. This situation allows for the most natural form of conversation, giving the researcher the best possibility to observe non-verbal communication (Easterby-Smith, Thorpe & Jackson, 2015), and create a more engaged environment. Additionally, as the study utilised a photo elicitation technique to provoke discussion on participants perceptions towards gender stereotypical marketing communications of alcoholic beverages, and their understanding of masculine and feminine behaviours with regards to alcoholic beverages, face-to-face interviews was regarded as the most appropriate preference. Due to the participants of the study consisting of Swedish Nationals, face-to-face interviews were easily obtained.

3.2.2 Photo Elicitation Technique

In order to gain participants' perspectives on gender stereotyped marketing communications of alcoholic beverages, we engaged in discussion using a technique known as photo elicitation. This technique is a projective method used in conjunction with semi-structured interviews, enabling us to gain detailed information of the subject of gender stereotyping through interviews (Harper, 2002). Due to consumers differential reading of advertisements (Belk, 2017; Peñaloza, 2000) this ambiguous stimuli aimed to provoke the unveiling of unarticulated emotions and feelings withheld, often due to social desirability and inhibition (Belk, 2017). Photographs evoke thoughts, feelings, and memories that are deeper elements of human consciousness that interviews simply would not be able to facilitate (Harper, 2002). Therefore, photo elicitation in the interview process enables the respondent to contribute to our understanding on perceptions of gender stereotyping, but also different kinds of information which may add validity and reliability to an interview (Harper, 2002). Our engagement with photo elicitation through this study enabled the presentation of marketing communication material of alcoholic beverages that specifically used gender stereotyping in their communication to give the interview a concrete point of reference, as well as some materials which are not considered to be gender stereotyped. As consumers' do not often reflect on their own perspectives (Easterby-Smith, Thorpe & Jackson, 2015) this technique enhanced the possibility to stimulate discussion, which further enabled us to gain a phenomenological sense of how participants perceived their own gender identity in relation to the those depicted in the marketing communications of alcoholic beverages, also allowing us to comprehend materials which were appealing or unappealing to participants. However, it is worth mentioning that

although the focus of this study is on gender stereotyped marketing communications, we also included materials which were considered to be neutral. This was because we were aware stereotypical depictions can be antagonistic, and therefore capturing consumers expressed perceptions on these neutral materials, we could gain understanding on whether consumers could relate more positively to the images depicted. The result of these findings had the possibility to emphasise whether or not gender stereotyping in marketing communications was advisable.

As previously seen through the work of Keller (2001), we are greatly aware marketing communications extend beyond traditional media types such as TV and print advertisement, but also include online communications, as well as other semiotics, such as bottle design and labelling (Alreck, 1994; Keller, 2001). Additionally, Grau and Zotos (2016) highlight the importance of marketing research needed in areas outside of print and television content. Therefore, this technique used varied marketing communications mainly displayed between 2010 and 2018, of which were found on the internet, and therefore are openly accessible to all participants who have internet connectivity. This material included branded marketing communication of beer, cider, wine, and distilled liquor, and predominantly focused on material which displayed gender stereotypes of men and women, but also material which was considered to be relatively neutral. This approach was closely linked to that of Törrönen (2014), in which sought material which had a protagonist nature including the items such as bottles, place, scenery and interior elements which were considered to be gender stereotyped as per the findings in Chapter 2. Therefore, aligned with the focal point of gender portrayals and the stereotyping, this analysis enabled the study to accommodate a focused approach on the subject matter of gender stereotyping and portrayals of femininity and masculinity, and consumers perceptions of these.

3.2.3 Stimulus Materials

In total, nine marketing communications materials promoting alcoholic beverages were used in part of the object of the purposive study on consumers' perspectives on the marketing communications of alcoholic beverages. These marketing communications included two print advertisements, two video advertisements from YouTube, two images of bottles, two images from social media platform 'Instagram' and one image from a specific products homepage, all with varied stereotypical focuses of femininity and masculinity, and some of which do not appear to overtly gender stereotyped, of which are considered to be neutral.

As previously seen in Chapter 2, male and female appeals to alcoholic beverages have largely focused on stereotypical depictions of men and women based on the traits, role behaviours, physical characteristics and occupations in addition to colour, textures, patterns, shapes and sizes. It was seen that stereotypes within alcohol advertisement demonstrated that men were largely portrayed and connected with their active portrayal, in positions of power, wearing clothing matched to the context of their drinking space. Additionally, stereotypical depictions

of masculinity showcase bold colours such as red, and sticking typography. In contrast, women were a passive sex symbols with an idealised physical body, usually dressed in formal attire, wearing jewellery, who laughs and is playful. Stereotypical depictions of female products were colourful, frequently pink, with smooth or sparkly. Additionally, as previously mentioned in Chapter 2, we have made the inference that communications which do not have a heavy depiction of gender stereotypes, can be considered as neutral.

In choosing the nine images to use in this photo elicitation technique, we leverage this understanding on stereotypical depictions of men and women, using these to justify our decision for these materials in the following section. In addition, we leverage a spread of diverse marketing communications, assigned into three categories, “beer and cider”, “wine” and “distilled liquor”, each category had a material considered as being stereotypically male, female and one which was considered gender neutral. Moreover, by providing differing marketing communications, this study provides more versatility in capturing consumers’ perceptions on stereotypically gendered marketing communications of alcoholic beverages. As a result, we can draw conclusions in relation to consumers perspectives on the aforementioned materials, and their level of relatability to the stereotypical masculinity and femininity demonstrated.

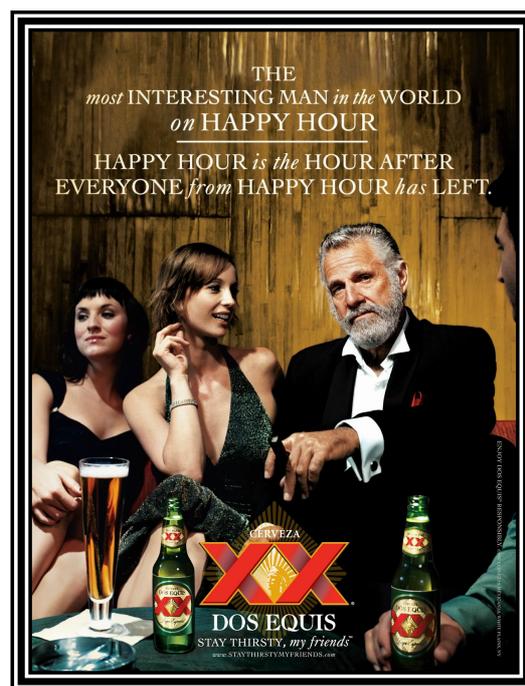


Figure 3.1: Beer & Cider - Dos Equis (AdForum, n.d.)

This print advertisement appears to be aimed at the male beer drinking customer by focusing on the masculine character as the active participant in the frame, eluding a sense of casual accomplishment with the textual component stating him as being the “most interesting man in the world.” He is dressed in a smart suit, staring directly at the camera, his arm resting on his knee with a cigar in hand. He is positioned sitting down, his posture casual. The main women in the frame stares at the men, her body angled in his direction. She touches her neck, mouth open, and has angled her body close to the male character. She wears a dress with a plunging

neckline, a simple bracelet around her wrist. This advertisement was selected for its stereotypes as it was considered to be in line with the findings in Chapter 2, whereby the main female character plays a passive role against the man, with a focus on her body and her role as a sex object as depicted by her attire. Additionally, her behaviours are soft and sensual. In contrast the male character is presented in a suit and understood as being in a position of power.



Figure 3.2: Beer & Cider - Aurosa (Aurosa, 2017)

This image depicts an image of a product, of which is a specifically designed beer “crafted for her” and is “your taste to luxury” as demonstrated by the sticker on the neck of the bottle. The emphasis is focused on the bottle design of which replicates that of a champagne bottle, additionally of the bespoke crafting of taste, suited to the female palate. As explained in Chapter 2, the stereotypical feminine depiction resides on the soft and smooth shape of the bottle design, as well as demonstrating a feminine type case. Additionally, the colouring of the bottle utilises a soft colour palette. Hence, the aforementioned aspects of stereotypical feminine portrayal make it appropriate for study.

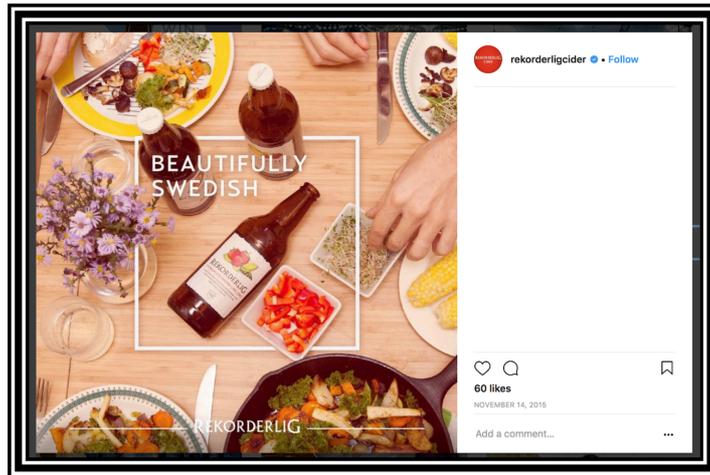


Figure 3.3: Beer & Cider - Rekorderlig (Rekorderlig Cider, 2018)

The Instagram post showcases the drink as the focal point of the image. Additionally, food surrounds the bottled beverage, with hands appearing in the corners of the imagery. This material appears to be ungendered, with a focus solely on the drink, depicting a sense of suitability to the context of consumption, and its ideal pairing with food within this context. As found in Chapter 2, the appearance of this marketing communication demonstrates a neutral appeal due to the image not portraying women or men, or any text indicating which gender the image is targeted towards. As a result, we have selected this material for study.



Figure 3.4: Wine - Jacobs Creek (Jacobs Creek, 2018a)

This 30 second video demonstrates a man finishing work and striding out of his office building wearing a dark suit, releasing his tie as he walks away from the high-rise building. In the following frame, a man is accompanied by a female acquaintance whereby they are filmed on a bike ride in a forest. He is wearing casual clothing, as is she, both characters are wearing helmets. In the following frame, four men, and a woman are shown laughing and enjoying a glass of wine together. The men in this frame are shown to be wearing wetsuits, having just finished their surfing activity, understood by the ocean in the background. Further, the next frame demonstrates three men and three women all in smart attire, the men are all shown to be wearing suits without blazers, and the women are all in dresses. All characters within the frame are shown to be smiling and laughing. The video advertisement later shows two men and a

woman at a wine tasting, with focus on the older of the two men who is tasting the wine. This marketing communication materials appears to be relatively ungendered, as there is no overtly obvious gender stereotypes used. However, we do note that there are subtle hints towards the stereotyping of the masculine characters, such as being adventurous and the holders of knowledge. This is demonstrated through the men being the more active character, who enjoys surfing, who set himself free from work, pours the wine at a dinner party, and tastes the wine at a vineyard. But generally, the frames have more or less an equal balance between feminine and masculine characters and therefore is considered neutral for the purposes of this study and used for the photo elicitation technique.



Figure 3.5: Wine - Red Fire (Alko, 2018)

The image demonstrates a red wine bottle with bold red typography and large lettering. The labelling has a stereotypically masculine appeal as the strong colours, bold typography and sharp lines are gender cues which are considered masculine as seen in Chapter 2. Therefore, this marketing communication material is considered stereotypically masculine and utilised for this study.



Figure 3.6: Wine - Jacobs Creek (Jacobs Creek, 2018b)

This 30 second YouTube video depicts only feminine characters in all frames. The marketing communications material begins focused on a woman wearing lipstick, a bracelet and with her nails painted red. The frame quickly moves to show other women who are also wearing red lipstick, wearing necklaces, and are either sitting on the floor or on a sofa. The following frame focuses on a woman playing with her necklace, panning to a frame with all of the women, who are wearing dresses which have a soft colour palette. The room itself has a soft pink undertone. Later, the frame moves to show three women talking closely and another behind them opening a bottle of sparkling wine. The frame moves back to the women who is playing with a necklace around her neck. Next, they women laugh in tandem, taking on different poses of laughter, some clutching their faces, and others hand in air. The frame then finished by showing all the women in one frame, the five of them with a glass of sparkling wine in their hand, all staring at one member of the group. Aligned with the feminine stereotypes as demonstrated in Chapter 2, it was seen that the women were all portrayed as wearing formal attire such as dresses, laughing and gossiping with each other, playing on the gender cues of women as being pink, sparkly and light. Additionally, the characters were all draped in jewellery, and shown to touch their faces and play with their jewellery. This marketing communication demonstrates very stereotypical feminine traits, behaviours and connotations, and therefore is a good material to use for this study.

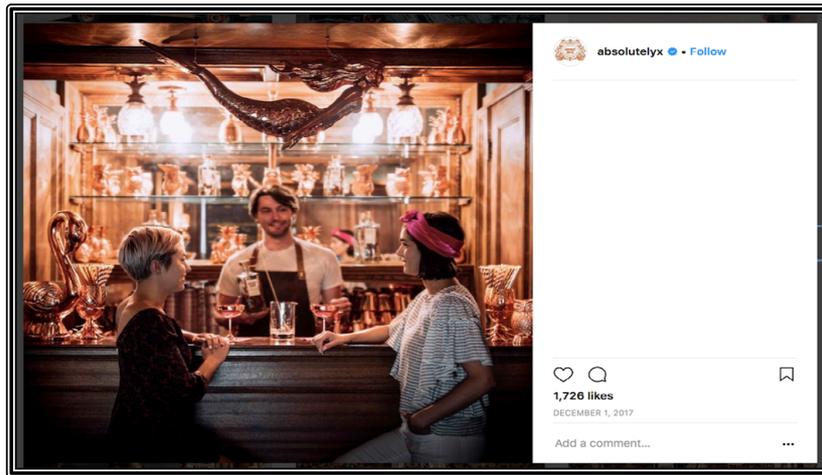


Figure 3.7: *Distilled Liquor - Absolut Elyx (Absolut Elyx, 2018)*

This Instagram post depicts two women who appear to be conversing over drinks in bar setting, of which has pink undertones. A masculine character is demonstrated within the image, portrayed as the barman who has served the female characters their drinks. The man in this image has the role as the worker, who is stood behind the bar in the centre of the material. One women is wearing dark clothing, the other light, neither appear to be wearing a dress. Although there are subtle undertones which hint are this material being guided and stereotyped towards women, these are considered subtle with no overtly obvious gender stereotypes depicted. Therefore, as demonstrated in Chapter 2, we consider this marketing communication material to be neutral, and therefore used as a supplement for this study.

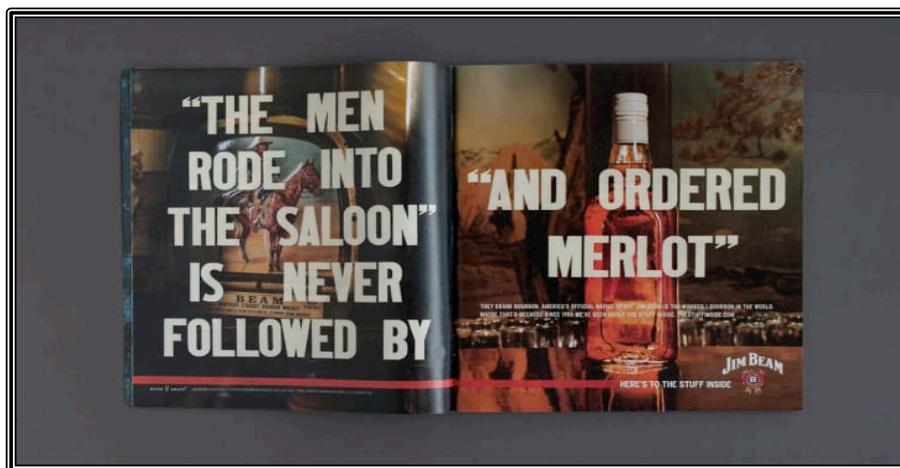


Figure 3.8: *Distilled Liquor - Jim Beam (Chatterton, 2018)*

This print advertisement demonstrates bold typography displayed boldly across the imagery. From a textual standpoint, the content of the text focuses on the lifestyle of cowboys in the American West, paying particular attention to trivialising those who drink red wine over whiskey. As understood in Chapter 2, bold typography is synonymous with masculinity, additionally the satirical manner of the marketing communication materials is stereotypically male. As a result, this was an ideal material to use as stimuli for this study.



Figure 3.9: Distilled Liquor - ByNecker (ByNecker, n.d.)

This homepage showcases a liquor bottle on the left side, with cocktail advice printed on the right side. Additionally, the homepage uses the colour pink, with a patterned background. Further, the textual elements of the marketing communication call out the word “girl” repeatedly. The showcasing of the colour pink as well as using a pattern is stereotypically feminine as seen in Chapter 2. Moreover, by calling out girls within the marketing communications, it is fundamentally clear that this is aimed at women and draws stereotypical gender cues such as the colour pink. As a result, this is the last material used as stimuli for the semi-structured interviews.

3.2.4 Field Observations

Aligned with social constructivism and the study’s ethnographic-inspired approach, we engaged in participant observation as a method to document moments where belief and action coincide (Luker, 2008 cited in Easterby-Smith, Thorpe & Jackson, 2015), with consideration to the emotional, attitudinal and behavioural aspects of consumption (Elliott & Jankel-Elliott, 2003). The methods of observation are utilised to understand practices in an exploratory manner which cannot be accounted for by semi-structured interviews (Watson, 1994 cited in Easterby-Smith, Thorpe & Jackson, 2015). As a result, observations are a highly explorative approach, allowing the researcher to explore a continuum of observations (Easterby-Smith, Thorpe & Jackson, 2015), aiming for a holistic understanding of specific phenomenon in real-life setting (Elliott & Jankel-Elliott, 2003). Additionally, observations afford the researcher with the ability to remain active in exploring various beckons of interest, and to elicit conscious and unconscious behaviour patterns of consumers (Boote & Mathews, 1999). With these aspects in mind, we were able to unobtrusively observe whether consumers conform to stereotypical alcoholic preferences as depicted in marketing communications of alcoholic beverages, observe consumers’ feminine and masculine behaviours, and their linked consumption. Using this approach, we gain more understanding on Boote and Mathews’s (1999) criteria for using

observation, as the phenomenon of consumers stereotypical preference for alcoholic beverages and their subsequent masculine and feminine behaviour it can be observed in the context of a drinking establishment. Gathering insights from the social context where they occur are of importance since as stated by Alvesson (2003) interviews only does not necessarily account for that participants respond truthfully or give truthful statements. Additionally, as explained by Boote and Mathews (1999), this phenomenon generally occurs at a subconscious level, because of stereotypes and social pressure exert forces on consumers which they are unable to fathom when questioned. However, we are aware that consumer behaviour can also be acted on a conscious level, the importance lies in that we are able to observe something that may not be taken up during the interviews or through talk.

By taking the role as a participant observer in all observation situations involved maintaining a detached distance whilst observing the research participants in the field (Easterby-Smith, Thorpe & Jackson, 2015). Elliot and Jankel-Elliott (2003) propose the ideal approach aims to “minimise the effect of the researcher on the research and maximises the depth of information that is obtained” (p.217) suggesting a blend of approaches between observation and interview would be ideal. However, enacting in participant observation, we were able to obtain a vantage point by avoiding any interaction with the field, this ensured that we captured objective and holistic accounts of the behaviours of consumers within the field. Since we did not engage in interviewing the observed participants we were unable to gain in-depth understanding of participants perceptions, preferences and behaviours regarding alcoholic beverages. Additionally, we were not able to ensure their ages or sexualities as we had in the semi-structured interviews.

The approach of covert observations does invoke ethical implications (Boote & Mathews, 1999; Easterby-Smith, Thorpe & Jackson, 2015; Oliver & Eales, 2008) by not disclosing our identity and purpose, but we instead have the ability to uncover subtle changes in behaviour, also to overcome the widely known issue of the disconnect between participants statements and action (Alvesson, 2003; Elliott & Jankel-Elliott, 2003). However, we are aware that by not interacting and maintaining a distance from the observed, the depth of data is limited in significant ways, however this is not needed because we used these accounts to overcome the archaic concern of people not always doing what they say in the interviews (Alvesson, 2003; Elliot & Jankel-Elliott, 2003). Adopting the role of a participant observer, we followed the advice of Elliot and Jankel-Elliott (2003) and created written field notes, transcribing these into easily comprehended, bullet-pointed written accounts soon after the event, and discussing these notes directly after the observations. In order to optimise our comprehension of the field study, an active process of interpretation was used whilst creating these written accounts. It is noted however that this approach is paradoxical to the normative approach to qualitative analysis, whereby building trust and rapport is usually emphasised.

Within each establishment, observation was used to match the stereotypical preference of alcoholic beverages as found in Chapter 2, to consumers actual choice of beverage. Observations therefore, were an ideal method due to their unobtrusive nature. Additionally, the suitability of observations as a method for information gathering was reinforced due to not

needing more detailed information in the research process, instead utilising interviews to provoke discussion on consumers alignment femininity and masculinity of consumption. This suitability is reinforced as we are aware that the possibility to uncover underlying reasons for consumer preference was not a priority, and not achievable using this method. Instead, we sought patterns, rather than motives for behaviour. With respect to the classifications previously mentioned, the study was a human based exercise, affording the researcher with the possibility to analyse whilst observing. As a result, the observations were predominantly unstructured, taking a vast number of notes on observable relationships of stereotypical conformity to alcoholic beverage preference, possible non-conforming behaviour, and behavioural aspects of femininity and masculinity whilst in the setting of consuming alcohol in public spaces. In order to remain inconspicuous and to avoid animosity, the researcher used covert observation within this natural setting. Aligned with Elliot and Jankel-Elliott’s (2003) depiction of ethnographic approached, a small sample of bars and restaurants were the subject of study, and consequently we were able gather data and a depiction of the “real-world”.

The field observations were conducted during a two-week period in April 2018 in Lund to explore what alcoholic beverages and drinking behaviours individuals engage in real-life settings. We were both present during the observations taking field notes simultaneously while observing. Since the aim of the observations was mainly focused on the choice of alcoholic beverage, and the company in what individuals were consuming these alcoholic beverages, we were able to observe more than one participant at a time. However, we decided not to focus on more than two groups of individuals at a time and stay close to the observed as to not miss any nuances. As to not raise suspicions, we also engaged in drinking activities within the establishments, up taking a participant role. An overview of the observations is demonstrated in Table 3.1 ‘Field Observation Overview’. A total of ten hours was accounted for, with focused twenty-two observations on specific groups. Since we did not reveal that we were observing individuals, we could not ask the age of the participants and therefore, ages presented in Table 3.1 are an assumption we have made based on their physical appearance.

Table 3.1: Field Observation Overview

Establishment:	Demographic (Age):	No. Observed Groups:
Herkules	25 - 35	5
Grand Hotel	30 - 60	3
Ariman	18 - 30	5
VED	25 - 40	4
John Scott	35 - 60	5

3.3 Ethics of Method

As previously mentioned, there are ethical implications to qualitative analysis, of which are always an eventuality (Easterby-Smith, Thorpe & Jackson, 2015). In order to maintain

transparency with the interviewed participants, we required a signed disclosure ensuring all participants understood the nature of the research, and the handling of the obtained data, this disclaimer can be observed within the 'Interview Guide' (see appendix A). Further, when transcribing the empirical material, we left out all names that the participants referred to, and instead changed them such as to wife, husband, or brother.

Additionally, we are aware of the ethical implications with regards to covert observations. Eales and Oliver (2008) demonstrate that a large proportion of literature regarding ethnographic research has focused on the problems which arise from researcher subjectivity on the phenomena of interest. However, we acknowledge that a higher concern is one centralised around research morals, and not validity. Our ethical justification for the covert observation is motivated by the ethic of proportionate reason proposed by Eales & Oliver (2008) in which values the contribution of research above that of the harm caused, harm of which is nominal to the participants in the case of this study. In an attempt to contribute to an egalitarian understanding of individuals drinking behaviours as to understand what pressure individuals may encounter due to social norms transmitted through individuals in society and marketing communications, we believe that the outcome is larger than the harm caused. Additionally, the aim is to achieve an equal society and therefore, by studying possible inequalities means that we need to also observe individuals in their natural social context and behaviours to understand them. Further, during the observations and the process of writing down field notes we did reflect upon that we need to continuously remind ourselves that we respect the observed individuals, such as not write up facial features of the observed participants.

3.4 Data Collection

Following the advice of Saunders, Lewis and Thornhill (2007), we have carefully planned and prepared the data collection process for both interviews and observations. This process includes the sampling, selection and methods for data collection for the purpose of study, with respect to how we intend to develop emerging theory from the phenomenon under research.

3.4.1 Sampling

According to Easterby-Smith, Thorpe and Jackson (2015) developing a sampling strategy is one of the first steps in preparation for data collection. Similar to de Visser and McDonnell (2012) and de Visser and Smith (2007) studies on gender standards of alcohol consumption, we have used the non-probability sampling technique, purposive sampling in the study on the extent to which consumers through consumption, align their feminine and masculine identities with gendered marketing communications of alcoholic beverages. This technique enabled us to use sound judgement in dictating which participants were most suitable to research, within this research design. Due to the nature of this research design and the derived research questions of capturing consumers expressed perceptions and thought towards gender stereotyped alcoholic

beverage marketing communications, and the ways in which these stereotypes influence the consumption of alcoholic beverages, we are guided by Peñaloza (2000) advice in ensuring we do not over-generalise women's experience with marketing, and instead seek understanding from different contextual elements such as different; generations, genders, sexes and sexualities, gaining understanding of femininity and masculinity from a perspective of reflexivity (Maclaran, 2015). Therefore, a prerequisite for sampling is the inclusion of participants with dissimilar ages, gender, biological sex (e.g. women/man) and sexualities (e.g. heterosexual, homosexual, non-binary gender). Additionally, the majority of studies on gender differences and alcohol consumption has focused on learnings from students (e.g. de Visser & McDonnell, 2012; de Visser & Smith, 2007; Holmila & Raitasalo, 2005). But, with forethought to maintaining a position of reflexivity, we excluded students from the sampling of the study. This was appropriate for the purpose of validity as it has been acknowledged (e.g. de Visser & Smith, 2007; Dumbili, 2015; Griffin et al., 2013; White & Jackson, 2005) that the drinking behaviours of students are unparalleled to those of the average consumer, stating that the college (university) environment itself encourages excessive drinking. Therefore, students attitude and behaviour towards drinking is fundamentally dissimilar from those who consume outside of a university setting.

Dissimilar from the previous studies as listed above, we focus this study on Swedish consumers alone. The study on a Swedish perspective is particularly interesting due to the countries stringent alcoholic advertisement policies as governed by the European Centre for Monitoring Alcohol Marketing (EUCAM) in which restricts companies for overly promoting their products (European Centre for Monitoring Alcohol Marketing, 2017). Even though Swedish consumers are less likely to be exposed to the marketing communications of alcohol through TV advertisement and promotions at the point of sale when in Sweden, there is an increasing amount marketing communication taking place on the internet as it is not regulated. As a consequence, gaining understanding and observing behaviours of Swedish consumers could be a very valuable insight for the marketing academy in assessing the extent to which consumers align their feminine and masculine identities with those demonstrated in the marketing communications of alcoholic beverages. Interestingly, Grau and Zotos (2016) found that gender stereotyping, despite Sweden's high feminine society, has not demonstrated a decreased level of gender stereotyping in advertisements as a whole. Therefore, of particular interest for this study is the Swedish governments recent SEK 1 billion investment in the world's first feminist government (Government Offices of Sweden, 2018). This suggests that Sweden as a whole, is emotionally and financially invested in ensuring gender equality at the forefront of national decision making, with egalitarian forethought. As a result, the studies focus on Swedish consumers had the ability to gain understanding on the interesting dynamics of femininity and masculinity, and to understand to what extent individuals in gender equal country conform to gender stereotyped alcohol communication in their identity construction.

We take a precursory approach to ensure the aforementioned factors are captured in this study. Therefore, this study maintains a prerequisite that only Swedish Nationals (e.g. those born in Sweden) are recruited for interviews. It is noted that through observations, we are unable to understand this whilst maintaining a covert role. Additionally, due to the alcoholic nature of the

study, those who are below the Swedish national drinking age limit, and specifically those who are below the age of twenty-five due to their accesses to marketing communications on the internet are excluded from the study.

The resulting sample consisted of women and men aged between 25 and 58 who are Swedish Nationals, and also reside in Sweden. Given the number of prerequisites, the participants were recruited using a purposive sampling technique similar to that of Dumbili (2015), whereby we sought the required characteristics through personal networks, and word-of-mouth. Access to participants followed the advice of Easterby-Smith, Thorpe & Jackson (2015) by introducing the topic of study to the participants in a short and concise manner. Additionally, to begin to build respect and rapport with each participant, we proposed a statement as to why they were qualified to contribute to the study, and the importance of their expressed opinions throughout the research. However, we encountered some difficulties in recruiting participants since our personal network in Lund mostly consists of students. Furthermore, gaining access to individuals who are open about their sexuality and willing to participate was found to be more difficult than first estimated.

3.4.2 Interview Guide

Before collecting the empirical material, an interview guide with topics and themes to be covered was designed and pre-tested. Pre-testing the interview guide enabled us to modify the themed questions of perceptions and topics around masculinity and femininity, and to demonstrate the relevance and suitability of the questions with our specific research purpose in mind. The interview guide (as seen in appendix A) consisted of opening questions, questions around the topics of interest, and closing questions. In order to adequately address topics and themes around the studies research purpose, interviews were constructed so that we could explore how individuals perceived the current alcoholic beverage marketing communication and how the participants saw themselves in relation to available ideologies of gender stereotypes, additionally, how this was related to their motives towards alcohol consumption. Therefore, in order to capture this input from participants, the questions were designed to be open-ended, also avoiding interview bias.

3.4.3 Conducting the Interviews

In total, this study collected 560 interview minutes, and a total of 56 pages of transcriptions. These interviews were held over a course of two weeks, all of which were executed in April 2018. We were aware that questions regarding alcohol consumption and sexuality can be sensitive to some participants, therefore in order to protect their identities, participants names were withheld from the data, instead gender and age have been used in substitute as an identification tactic. The participants within this study included a total of eight participants, two participants who denounced their sexual status as being homosexual, with the remaining classifying themselves as heterosexual, of which covered a variety of ages and genders. Each

semi-structured interview lasted approximately 65-90 minutes which an adequate time was to discuss the topics and questions in depth, and to provoke further discussion on topics of interest. The participants of this study are presented in Table 3.1 below. This table gives an overview of the important geodemographics regarding the individual's age, sex, and sexuality.

Table 3.2: Interview Participants

Participants:	Age:	Gender:	Sexuality:
#1	28	Woman	Homosexual
#2	38	Woman	Heterosexual
#3	40	Man	Heterosexual
#4	26	Woman	Heterosexual
#5	25	Man	Heterosexual
#6	53	Woman	Heterosexual
#7	31	Man	Homosexual
#8	58	Man	Heterosexual

All interviews were audio-recorded on a mobile device and conducted face-to-face at either the house of residence of the participant or at the house of one of us, always in a quiet and secluded room. Guided by the advice of Kvale (2007), we were both present in the interview setting, one interviewing and the other taking contextual notes during the interviews. This was to ensure that the researcher was immersed within the interview, and ensured they captured nuances which could not be captured on an audio recording, such as body gestures (Kvale, 2007).

In the beginning of the interview participants were given an overview of the research topic and a rough overview of how the interview will proceed. Additionally, the participants were guided through the consent form, and were encouraged to read through it, ask questions and subsequently sign the form if they agreed with the technicalities of the interview. During this stage and throughout the interviews, both researches were aware of using appropriate everyday language from the outset, in order to make participants feel more comfortable. Furthermore, participants were encouraged to ask questions at any point if there was some uncertainty regarding interview questions or topics.

The resulting data from the interviews were transcribed verbatim, directly after the interviews, ensuring any empirical materials and interview nuances would not be lost prior to the analysis. It is worth noting that an interview lasting sixty-five minutes took approximately five hours to transcribe the first draft, with an additional three hours to re-listen to the audio file, and to cross-check this against the written transcriptions, modifying the transcription as necessary to ensure all details were captured.

3.5 Data Analysis

The analysis of the empirical material is heavily dependent on the type of material collected (Easterby-Smith, Thorpe & Jackson, 2015). However, as Spiggle (1994) demonstrates in her workings, a postmodernist approach of inquiry bestows researcher-as-instrument as a type of analytical skill valuing reflection and communication over specific techniques. Therefore, we were aware that grouping and challenging findings could contribute to the understanding of the empirical material, revealing nuances in the phenomena of the relationship between marketing communications and gender identity construction. However, as suggested by authors, we refrained from sequential analysis, and instead drew inspiration from limited grounded analysis to build upon theory from categorisations found in data (Easterby-Smith, Thorpe & Jackson, 2015), in addition to the deployment of certain operations of, abstractions, comparison, integration, iteration, and refutation at various stages in the analytical process (Spiggle, 1994). Notwithstanding, the data analysis process was continuous, where we engaged in analysing and re-analysing the material frequently.

In transcribing the interviews and writing up field notes, and we were able to sift through the available data to get a general understanding of the empirical material. After conducting all interviews and field observations, it became evident that the alcoholic beverage choices individuals made in the interviews, were in line with the field observations. Therefore, even though the observations were of importance for understanding what men and women generally consume, the findings from the observations did not bring significant additional value to our understanding of the phenomena.

With that said, in order to understand the empirical material gathered, we first re-read through the transcripts and notes to remind ourselves what had been discussed during the interviews. For each transcript, we summarised what the interesting findings were, what was expected or unexpected based on previous knowledge and research. Subsequently, through the summarising of the empirical data, we were also able to remove any information not considered as vital for the aim and purpose of this study. Additionally, we also used colour coding to highlight words and sentences that were denoted by their similarity, difference, frequency, sequence, correspondence or causation” (Saldana, 2009 cited in Easterby-Smith, Thorpe & Jackson, 2015). After this, we compared findings from each interview with the others, to understand if there were some commonalities between participants expressed perceptions. As a result, this enabled us to group data into similar or related sets of codes and detect patterns among the codes generating categories. Moreover, we engaged in selective coding as described by Spiggle (1994), by developing constructs and relationships, focusing on core categories and the relationship between them. Since we used two clearly defined research questions as the point of departure for the interview questions, we found the categories to belong to overarching themes. Consequently, we were able to detect four major themes in total that were closely related to our two research questions, these themes were; (1) Stereotyping as Attire, Behaviour, Iconography and Semiotics, (2) Consumers Affinity to Stereotyping, (3) Stereotypical Alcohol Identities, (4) Conforming or Nonconforming Identities. When the themes were set, we read

through the transcriptions to gather interesting quotes that in the clearest way possible illustrate participants expressed perceptions of gender stereotypes seen in marketing communication of alcoholic beverages, perceptions of masculine and feminine alcoholic beverages and participants preferences of alcoholic beverages. These quotes are presented in Chapter 4 'Results and Analysis'. Additionally, through grouping quotes under these four major themes, we were able to obtain a holistic picture of the different and similar responses within each theme. This enabled a flow of which lead us to subsequent discussion points compared to previous research and theoretical concepts, deriving conclusions to the research aim of the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour.

3.6 Limitations and Validity

As previously mentioned, by employing the qualitative methods of field observations and semi-structured interviews, these techniques allowed us to gather insights into the behaviours of consumers in a corporeal setting, and acumen into consumers' perceptions and thoughts towards gender stereotyped marketing communications and the how these stereotypes influence their consumption of alcoholic beverages.

Notwithstanding, by using such approach this research is susceptible to limitations. By using the approaches of field observations and semi-structured interview simultaneously, we were able to understand and observe how consumers behave. One limitation of this study however, is that we did not engage in interviewing the observed participants. Rather, the interviews were conducted separately from the observations. Even though the interviews provided rich understanding in to participants expressed perceptions and their behaviours related to alcohol consumption, the observations did not provide as rich or nuanced data as what we had assumed it would. We understand that this could be attributed to our covert role, refraining from interviewing observed participants. In addition to this, with respect to not revealing ourselves during the observations to the observed individuals, a limitation is that we cannot be fully sure that the observed individuals were Swedish natives. Thus, their nationality was assumed to be Swedish due to the language they spoke, and any reference made to the observations in discussion of the empirical research, is susceptible to scrutiny.

On reflection of our field observations, we generally did not encounter any unexpected drinking behaviours, aside from a couple of instances which drew our attention. Therefore, we observed similar alcohol consumption preferences to the interviewed participants. On the other hand, by engaging in field observations, we were able to discover the real-life setting where individuals consume, such as a bar. Further, and most notably, even though these findings were unexpected they did however indicate highly similar alcohol consumption patterns amongst individuals, a valuable finding in itself which can be leveraged for other studies.

Furthermore, a fundamental limitation of using such approaches as we have done, is that qualitative research values and emphasises self-expression and insights over numerical and positivist outcomes. Therefore, the research is reliant on detailed discussion with a small sample size. Whilst we have included participants with varied characteristics such as age, sex, and sexuality, the overall sample size is not statistically representative, but nor does this study claim it to be. It can be said that in qualitative research there is more subjectivity, and the researcher will to some extent influence the research and analysis. As a result, the findings are a direct result of the participants understanding and interpretation of questions posed by us, and their reflection on the stimuli materials shown. Therefore, we as demonstrated by Belk (2017), we are sensitive in acknowledging that the reader knows in the context of advertising, that the marketer is trying to persuade, create familiarity, loyalty, knowledge, or to evoke other specific responses. Thus, the participants within this study may be hypersensitive to the content, ignore, read sceptically, counter argue, or reject claims made in advertising which they would not have done otherwise in a normal setting.

Additionally, and with respect to transcribing. Even though we ensured that we maintained a focused environment to limit any factors of distraction when transcribing the interviews. Due to the amount of time the transcriptions took, they are susceptible to possible oversights due to potential loss of focus, therefore some nuances might not have been captured to their full extent. As a result, these nuances will not have been reflected in the following analysis.

3.7 Chapter Summary

In this methodological chapter we have presented thoroughly our research approach as being of ethnographic-inspired qualitative design consisting of both semi-structured interviews as well as field observations. Additionally, we have also presented how the participants were chosen, and how the stimulus material used in the interviews were reasoned. Further, we presented how the semi-structured interviews and the observations were designed and conducted, as well as considering the ethical implications of conducting such research. Moreover, we have explained our data analysis process, reflecting on the most important limitations of the study.

4 Results and Analysis

Within this chapter, we present the empirical data found through the semi-structured interviews and the observations. The objective of this analysis, is to categorise the empirical material using the analytical schema as presented in Chapter 3. The analysis for the first research question addresses consumers perceptions towards gender stereotyped alcoholic beverage marketing communications. Further, this analysis also addresses the second research question; to what extent do gender stereotypes influence consumers consumption of alcoholic beverages.

As a result, we found important and emergent themes arising from the empirical data. With four themes identified in total, including, “stereotyping as attire, behaviour, iconography and semiotics”, “consumers affinity to stereotyping”, “stereotypical alcohol identities” and “conforming and nonconforming identities.” All themes were illuminated through the subjective opinions and experiences of the participants. These expressed perceptions will be presented throughout the following chapter, utilising quotes to best demonstrate their opinions.

4.1 Gender Stereotypes and Consumer Perceptions

This first part of the chapter is devoted to the first research question, addressing how consumers perceive gender stereotyped alcoholic beverage marketing communications. Through the semi-structured interviews, we were able to understand consumers perceptions of gender stereotypes in alcohol marketing communication, with consumers expressing affinity or disdain to these gender stereotypes and neutral material and additionally, consumer perception of masculine and feminine alcohol identities.

4.1.1 Stereotyping as Attire, Behaviour, Iconography and Semiotics

One major overarching theme that was touched upon by all participants was the role and portrayal of both man and woman within the marketing communications shown, and the subsequent associated gender stereotypes. When exposing the participants to the stimulus material, it was noted that they were not particularly ‘shocked’ by the use of stereotypes and the associated gender roles and portrayals. Rather, the participants articulated that they were familiar with gender stereotypes and that they are evident “everywhere” both in media and society. Discussing the subject matter further, the analysis of the empirical data on perceptions of gender roles and gender stereotypes in marketing communications of alcoholic beverages revealed three major facets of discussion points, “attire”, “behaviour”, and “semiotics and

iconography”. These became evident when participants described what they saw in the marketing communication material by what the models in the image looked like, and what they were wearing, therefore we classify their responses as attire. Additionally, participants noted how the characters behaved, therefore creating a classification of behaviour. And finally, they also highlighted the colours the image portrayed, or other sensory stimulus that the imagery evoked, creating a last grouping of semiotics and iconography to demonstrate the symbolism of stereotypes. Participants also pointed out whenever they recognised intended target groups, by way of targeted marketing communications, generally focusing on age, or sex.

Overall, the participants shared a similar comprehension of what stereotypical masculine and feminine characteristics are in reference to product design. Participants regarded items of some marketing material as being targeted towards men, describing these communications with words such as “straightforward” and “cool”. This was demonstrated by the following, whereby two participants declared:

*“For men this Red Fire bottle can give them the feeling that it is a tough and cool”
- Heterosexual Male, 58*

“I guess this is a bottle that could be bought for a man. It is so straightforward so simple. There are no extra stuff the pink was so cute and this one is so rough looking, it is the real deal” - Heterosexual Woman, 53

Additionally, masculine products design as demonstrated by one participant drew upon exclamations of bold typography as well as a bold colour palette.

“The text looks like Burger King, manly. Pretty American, shouty red and all about grilling” - Heterosexual Male, 25

Moreover, femininity in terms of product design was associated by participants with words such as; “girly”, “pink”, and “sweet”. This was demonstrated by the following comments when drawing comparisons between perceptions of feminine and masculine product design:

“I see those pink bottles as very girly and feminine and compared to that I would say it is masculine” - Homosexual Woman, 28

A participant also addressed the complexity of product design, and their connection to women.

“Ah, well products I’ve seen being aimed towards women are all, I don’t know, cliché. All pink, sparkly, fluffy and usually sweet and sparking. This though, I know it is red wine, but there is nothing fancy about it. Its bold, simple statements, there is no guessing about what it will taste like, the label tells you. For sure a man's drink” - Homosexual Man, 31

Additionally, participants expressed that decorative bottles targeted towards women were associated with lower quality, with one of them stating:

“I have all these bottles that look very nice with gold or something, do not appeal to me. It is mostly because I believe that they are more decorative, and are of lower the quality” - Heterosexual Male, 58

The aforementioned quotes demonstrate that masculinity through product design is expressed by notions of simplicity, being uncomplicated and matter of fact. Whereas femininity is expressed in terms of cosmetic and decorative product designs.

In addition, the empirical data also denoted reflections on stereotypical masculine and feminine behaviours within the marketing communications of alcoholic beverages. Some female participants reflected on how men's behaviour is often portrayed in marketing communications as “*macho*” and “*powerful*”, a reflection expressed in the following quote:

“In the first image where there was the guy he was having a cigar, very macho and powerful . . .” - Homosexual Woman, 28

Further, some participants also associated men with knowledge, and that marketing communication draws on the idea that men exhibit knowledge, power and wealth. This is brought forward in a particular quote where the participant reflected on the associations she drew from seeing an older gentleman in the Jacobs Creek Wine video advertisement:

“Even though the video was quite equal there were still some roles. In the end when they were tasting the wine and that, I was like okay that guy is the one who works there in the yard and showing the wines and taking the wine tasting. But actually, why did I think right away that that he is the owner or the winery!?” - Homosexual Woman, 28

Moreover, another respondent shared her thought of the same advertisement and reflected on it accordingly:

“I didn't notice any specific gender roles but men tend to pour the wine” - Heterosexual Woman, 53

Wanting to understand why she believed or had experienced that men tended to choose and distribute the wine, she reaffirmed the aforementioned participants response of men as holders of knowledge, but associated this with historic knowledge and “honour”, and expressed notions of women being insecure of their knowledge denouncing:

“I guess that it is like men supposedly choose the wine and pour it. Women probably don't believe in themselves or their ability or knowledge to choose. Not that I would say that men would either but they just do it. I think it derives from something centuries back in history. I don't know who made the wine but I guess men were more often working at the wineries and that it was the man's honour to make sure that the wine tasted good. I think it has its heritage from there that men choose the wine” - Heterosexual Woman, 53

Further, not only were women considered insecure they were expressed to be less powerful. Whilst reviewing the Dos Equis marketing communications, a participant expressed the following:

“I don't get the feeling they are powerful” - Homosexual Woman, 28

Similarly, a participant drew upon a women's position in the same communication as being “vulnerable”, whilst another participant observed the interplay between the characters in the same marketing communication as being unbalanced, with the women having less power within the situation. She exclaimed:

“. . . he's the boss and they, the sex. They don't want to be there I think” - Heterosexual Woman, 38

Participants regarded masculinity within the marketing communications as being associated with power, knowledge and wealth, whereas femininity was conceptualised as being insecure, weak, objectified.

Participants also noted the disparities between masculine and feminine portrayal, focusing on their attire. This was demonstrated by a quote from a participant, divulging what a typical masculine alcoholic beverage advertisement is for her:

“I have seen a lot of those commercials with men but they are always looking at football drinking beer cans being very masculine, having fun, being cool, but somehow they are not laughing all the time. They do not have that formal clothing. They wear jeans and a t-shirt but then again women are always portrayed wearing dresses and high heels” - Homosexual Woman, 28

This participant expressed that masculinity is depicted within marketing communication as wearing casual clothing, whereas femininity is shown by women being more formal, wearing dresses and high-heels. Such reflection on femininity was echoed in another response:

“I quite like this one, I like his suit. But it is funny that the guy goes from a sharp suit, to casual clothing, back to smart stuff again. And the women goes from dress to dress to dress” - Homosexual Male, 31

In reference to masculine and feminine attire, participants noted that masculinity was linked with the ability to dress aligned with the situation. For example, dressing casually when watching football, and smart when consuming in company. However, participants saw femininity static, with women wearing dresses and high-heels, regardless of company.

4.1.2 Consumers Affinity to Stereotyping

The theme “consumers affinity to stereotyping” is pertinent to the previous findings on the extent to which consumer understand and depict gender stereotyping in the marketing communications of the alcoholic beverage industry. The combination of these themes is fundamental in answering the first research question of consumers perceptions and thoughts towards gender stereotyped alcoholic beverage marketing communications. The aforementioned perceptions of gender stereotyping a further categorisation in responses occurred, namely “relatable” or “not relatable.” The extent to which consumers could relate to the marketing communications was based on the level of acceptance towards the imagery and situation being shown. Some participants regarded a communication material which was

heavily gendered towards women with overtly feminine characteristics as relatable in the sense of context of drinking and sharing a fun and entertaining time.

In relation to the perceived gender roles and stereotypes in the marketing communication one topic that occurred in the interviews was how relatable or unrelatable the marketing communication was to the participants regarding stereotypical depictions of gender. Participants as a whole, demonstrated that they preferred the marketing communication of alcoholic beverages in which that they could relate to. The material which demonstrated strong gender stereotypes were experienced by some participants as both offensive and unrelatable. These participants expressed criticism, using words such as “fake” but also jest, laughing at the portrayals. In addition to the aforementioned, each category of “beer and cider”, “wine” and “distilled liquor” contained a marketing communication material which was considered gender neutral. These materials even though they did not provoke much discussion, were considered as being the most preferred by participants; exclaiming their relatability to the imagery, with comments focused on taste and good feelings. All of the aforementioned can be found in the following passages.

Participants acknowledged certain advertisements as being stereotypically feminine, making reference to the behaviours and attire of the roles depicted. Reflecting on the Jacobs Creek sparkling wine advertisement, a participant explicitly stated how she was not able to relate to this marketing communication, sharing her thoughts in jest and sarcasm:

“Well it would be exactly how it would be if me and my friends are out having an evening. [laughing] No. I can’t relate to that at all. It makes me laugh, it makes me think how funny it would be if me and my friends would put dresses on and try to make that scene, that would be so much fun” - Homosexual Woman, 28

Similarly, other participants whilst reflecting on the Jacobs Creek Sparkling Wine advertisement regarded this as erroneous in their opinion stating the scenario communicated was “fake”, the other trivialising the situation. When questioned on the gender focuses, and whether it appeals to them, these participants enunciated the following:

“Yes, yes... it was, it was fake, the whole video” - Heterosexual Woman, 38

“I drink sparkling wine, but I’m not totally surprised by this. Just yeah, what I’m faced with repeatedly. Guess I should start giggling more?” - Homosexual Man, 31

Additionally, when probed with questions regarding marketing communications in other categories, a participant expressed disliking towards the Dos Equis beer advertisement and how having seen this she would be inclined to purchase an alternative. Said participant had previously expressed how it was “misguided”, as the image contained in her opinion “heavy gender stereotyping” portraying the man as “strong and active” while the female “weak and passive”.

“Even though I like beer I wouldn’t buy this drink because of this advertisement. Definitely not. But maybe if I like the taste, but even seeing this type of advertisement makes me feel like okay I will take something else instead” - Homosexual Woman, 28

This articulation of adversity demonstrates that if she was not able to relate to the marketing communication she was exposed to, or even regarded it as disingenuous, she would be unlikely to buy or consume the promoted product.

However, since participants’ perceptions differed some participants on the contrast could relate to marketing communication that according to others were *“heavily gendered”*. For example, two participants indicated that they could relate to the Jacobs Creek sparkling wine advertisement, as it reminded them of situations that conjured positive feelings, recalling similar events. Interestingly, these participants did not draw references to any specific behavioural gender stereotypes within the advertisement explicitly. Instead, they drew attention to the clothing of the women and the interplay between the characters as having fun enjoying each other’s company. Even though the participants stated that it was an abnormal or infrequent situation in their personal lives, in occurrence when enjoying sparkling wine in company of others; the advertisement still made them feel good. Additionally, one participant noted that she was able to relate to the Jacobs Creek wine advertisement, of which contained less discernible gender stereotypes. She stated:

“I think the first impression was that it was nice, there was women and men they were having fun. It was in that sense relatable” - Homosexual Woman, 28

This participant articulated how the advertisement appealed to her, examining it was a result of the balance between men and women, both of which being portrayed in a positive way. Further, it is important to note that the images considered to be gender neutral generally all received an irrefutably positive audience, with participants drawing connections to favourable environments and notions of ‘good times’. An example of this was demonstrated by a participant who drew connections to summer experiences of hers, when reaffirming her sentiment exclaiming:

“Yeah, you know in the summer when you are barbecuing” - Heterosexual Women, 38

Additionally, the notion of ‘good times’ was replicated in other participants’ responses when reflecting on the same image:

“I just see a good time, you are outside maybe, grilling” - Heterosexual Women, 26

“Feels real and reminds me of a warm summer day having lunch outside in the sun” - Heterosexual Man, 58

Furthermore, participants emulated their affinity to the marketing communication of Absolut Elyx of which did not display overtly heavy gender stereotyping, similar to the image previous

reflected on. A participant drew upon aspects of the communication of which appealed to her greatly:

“I think it is very fresh and nice to see women with a bit shorter hair in images” - Homosexual Women, 28

Interested in the details of her response, we inquired further to comprehend more understanding in why this was considered “*fresh*” and the importance of women being portrayed differently from the stereotypes as previously mentioned in the theme “stereotyping as attire, behaviour, iconography and semiotics”. The participant subsequently exclaimed that the appeal of the advertisement to her resided in the interplay between the gender roles within the communication, as well as a more genuine approach to the feminine appeal.

“I have never seen this kind of advert for alcohol before so I think it is very cool. More relatable. And i think it is cool that they have a guy there as a bartender. And also it is nice because I don’t think the women are a couple so I feel like it is just two girls out. I wouldn’t maybe like it if it would be a couple because it is like okay this brand tries to be supporting gay rights. It is cool but we have seen that and if it is not really genuine it doesn’t feel that it is supporting it is not real. So I think it is fun, there are a bit different looking females than in the video [referring to Jacobs Creek sparkling wine advertisement] but still very feminine having fun. I really like that. . .” - Homosexual Women, 28

Moreover, this account highlights the level of affinity awarded to marketing communications which demonstrate genuine appeals to genders, whether that be through the interplay between the roles being equal and balanced, the physical portrayal of sexes as normative in society, or using the context of environment to appeal to consumers in a sensory way. Participants also demonstrated through their talk that there was nothing particularly wrong with femininity or masculinity per se, but rather, when these are stereotyped to an extreme that do not represent or take to account variety of individuals they tend to dislike the marketing communication.

Equivalently, one participant who was unable to associate herself with feminine characteristics in another material expressed an opinion regarding gender stereotypes used as follows:

“Women can drink beer and they can drink other stuff too and they do not need to be happy and laugh all the time or scream or wear pink or white or certain patterns. I don’t get the feeling that they are powerful, that they are in control of the situation. They are just there having a girls night and having fun laughing. Why can’t someone be a bit more serious or powerful” - Homosexual Woman, 28

It can be said that this respondent did not identify herself with the associated “girly” feminine traits. However, she also did not consider herself to be masculine either, but rather she situated herself somewhere “*in between*”. She continued:

“I hold stereotypes of probably very feminine women also heterosexual because it is so far away from who I am. I can’t say it has been easy to be different. So it has been a long way to be strong with the way I am. I think that might be a reason for

why we joke about it so much because when you are different and if you don't fit to the image you try to separate yourself from the stereotypical image quite a lot" - Homosexual Woman, 28

Interested in the insights the participant was providing in how she balances identity, she continued to explain why she often has a hard time to relate to marketing communication and also to society in general:

"I don't see a lot of advertisements that would portray something that I would present. I feel that when people realise that they are gay, girls for example cut their hair very short and use very masculine clothes. I did that too. And then you kind of start to balance that and you find your own way and maybe that you don't have to be that masculine yourself, it is a lot of this that you don't know where you fit. I still don't know where I fit. I think you need to take something from the guys but still be a female, it is difficult" - Homosexual Woman, 28

Confusion towards the strong motivation of one gender over another was also mirrored through other participants responses. Bewilderment was mainly reflected towards beer or other alcoholic beverages that were specifically targeted towards women. One participant expressed his thoughts in the matter of beer for women:

"I never met women who had different taste in beer than men" - Heterosexual Man, 40

He was confused by why there was a beer especially targeted for women since his experience was that men and women tend to prefer same types of beers. Even though some participants expressed their liking towards some of the feminine product designs and decorative bottles, these comments were subsequently followed by justification of their choice to purchase these. Some participants indicated that they could purchase the product to try it out once, to purchase it as a gift, or maybe even as a joke. Another participant also seemed to share the same opinion to not buy a bottle that plays with female stereotypes, not for own consumption reasons but rather as a funny gift to a friend. One participant even expressed her opinion of the marketing communications of alcoholic beverages:

"I don't believe in that alcohol marketing should be targeted towards young or old people or to men or women because what it all comes down to is the question of taste"- Heterosexual Woman, 53

Such comments were repeatedly expressed by participants, often exclaimed with a sense of confusion of why marketing communication of alcoholic beverages differ between genders, nevertheless is gendered at all.

In summary, participants articulated their preference or disdain towards the marketing communications which were considered as being either relatable, or unrelatable. Generally, the marketing communication that were considered to be engaging did not demonstrate overtly strong gender stereotypes. However, it is worth noting that some participants were able to identify with marketing communications which evoked positive memories, even if they

contained obvious gender stereotypes. On the contrary, marketing communications which were considered unrelatable to participants were those with evident gender stereotyping and were considered to misrepresent femininity and masculinity. Additionally, a large proportion of the marketing communications did not arouse compelling opinions from participants, but rather they expressed confusion.

4.1.3 Stereotypical Alcohol Identities

Not only did the empirical material cultivate interpretation on what consumers deemed as stereotypical gender portrayals within the marketing communications of alcoholic beverages, it also revealed conceptions around the stereotypical gender identities in relation to alcohol consumption. Participants expressed what they considered as masculine and feminine alcoholic beverages and drinking behaviours. Among other things, it was noted that these beverages and perceived behaviours were strongly connected to the gender portrayals within marketing communications. Participants through interviews shared similar opinions, drawing a relation between beer, whiskey, strength and masculinity, and in contrast, sweet, premixed beverages, elegance and femininity. These affiliations were clearly demonstrated in the following passages:

“Whiskey drinking maybe is something that it is more masculine and fits men [...] Not all guys drink whiskey but there is this stereotype and I think that in your identity building it helps, if you try to be a more masculine woman it might help actually. [...] I think that a lot of gay guys drink a lot of these feminine drinks like champagne, breezers and sweet beverages” - Homosexual Woman, 28

“I would say that there is definitely something masculine about me drinking [vodka] neat and stronger stuff” - Heterosexual Man, 25

“I think there are very few women who like whiskey. Men and women like cognac, wine and beer. Then again sparkling wine is something that starts to lean a little bit towards women. Cider is also a bit more for women. Also cocktails, all those fruity sweet beverages you start to think about women. And then, men can drink a pint or gin and tonic” - Heterosexual Man, 58

“Not sure if I believe it fully, but I imagine big strong masculine guys, slightly older, drinking whiskey. Slightly younger men drinking a beer or two or three [laughter]. And for women, sweet mixed drinks, ciders maybe, but I tend to think of women and bubbles, like champagne or prosecco. I think wine though, women tend to drink it more often, but I don't see wine specific to gender” - Homosexual Man, 31

As demonstrated, numerous participants considered connections between masculinity, beer, or whiskey, either directly inferring these connections, but also drawing these connections from commenting on the preference, or avoidance of alcoholic beverages of a woman. This was demonstrated by the quote *“I think there are very few women who like whiskey”* in which removes connections between these strong drinks and femininity. Furthermore, participants drew connections between femininity, gay men, sweet and sparkling drinks. Aligning the

aforementioned preferences with gay men in the same manner as women, categorises gay men's preference and behaviours towards alcoholic beverages alongside those of women and subsequent femininity. Wine interestingly was regarded as per the above quotations as a beverage which could be enjoyed by both men and women. These findings were not particularly surprising but are of importance and of interest for further understanding of participants personal alcohol consumption.

One participant did draw on the behaviours and rationale for men choosing wine as an alcoholic beverage of choice. This participant denounced that for men drinking wine, it is “*more about culture and lifestyle*”, implying that men would drink wine based on the context of high-end events and dinners, whereas for women wine is “*her go-to*”. Therefore, even though wine was seen as a beverage that both genders drink, the aforementioned stance implies that the behavioural elements around wine are different. Additionally, when asked about the connections between wine, femininity and masculinity, a number of women highlighted this choice of alcoholic beverage making them feel more feminine compared to drinking beer for instance. Curious to understand why, another participant shared his thoughts on why wine is considered to be more feminine in opposition of drinking beer:

“I think wine is more feminine because of the glass. It is a bit more dainty to hold a stem. And there is nothing delicate about drinking beer” - Heterosexual Man, 25

This statement infers that the glassware is an important factor in comprehending feminine and masculine alcoholic beverage choice and behaviours. Further, some participants felt that men do not tend to order wine if they go to a bar with a group of men since ordering wine in that context is perceived to be unexpected masculine behaviour. Alternatively ordering a beer or a drink such as gin and tonic is considered to be a more appropriate choice to be ordered among a group of men. The fact that men tend not to drink wine when in company only existing of other men was noted during the observations at Ved, Herkules, John Scott and Ariman. Additionally, during the observations we became aware of men's tendency to order mostly beer, but they also order whiskey and, gin and tonic.

Reflecting on a woman's choice to order wine, one participant expressed his thoughts on why women and those with feminine characteristics opt for wine:

“Women tend to order wine... but I also think that girls don't want their drinks to be too strong and therefore they for example mix white wine to make some spritzer [...] they can drink more then” - Heterosexual Man, 40

This articulation of reasoning of women's preference demonstrates that this particular participant expresses a belief that women do not like to drink strong alcohol, and consequently then choose to dilute their drinks. However, he also draws on a connection to how women do this in order to be able to consume more. Curious to understand if said participant believed this to be a characteristic of women's drinking behaviour, and provoking further questions, he proclaimed that in the context of being accompanied with men “*[they] can keep up the same pace*” suggesting that women not only dilute their drinks because they don't like the strength, but they also do this to be able to consume more in terms of volume, in relation to their male

drinking partners. Further, the same participant gave extended reasoning to a women's drinking habits with regard to the consumption of wine. Having previously expressed that women and men's taste in beer is similar, he added further thoughts on the rationality of a woman's alcoholic drink preference:

“Maybe some lower calorie healthy beer would be more interesting for women since they may avoid drinking beer of the calories. You rarely see women drinking four, five or six bottles of beer but they can easily drink a bottle of wine. But I suppose they choose dry wine because of the calories” - Heterosexual Man, 40

His first impression was that women do not drink strong alcoholic beverages, and that they mix wine with soda water to create a spritzer. But he notes that women would “*easily drink a bottle of wine*” again suggesting volume is a key aspect in women’s preference towards alcohol consumption, particularly when in the company of men to show that they drink equal amount. Additionally, he also added the statement of how women tend to care for their calorie intake, and how it may influence their drinking choices.

Some participants expressed that taste was not considered an important criterion in the preference of alcoholic beverages, instead linking preference with other reasoning. Instead, a participant implied that preference of alcoholic beverage is rather the character of the person and how well it “*fits*” with their identity and how that choice can be justified accordingly. For example, when reflecting on the consumption and preference of choosing whiskey as the alcoholic beverage of choice it was claimed that “*it is more masculine and fits men.*” Supportive of this perspective, another respondent elaborated on her own thoughts on gender differences in alcohol consumption:

“No I don’t think it is the taste, It is probably some traditional or historical thing that men tend to drink cognac and whiskey. But of course, some women also like them but I don’t know. It is probably a thing you learn to like and what you get used to drink as well” - Heterosexual Woman, 53

This participant drew connections between men, knowledge, heritage and education with drinking whiskey and cognac. The notion of men, knowledge, and education was replicated in another response:

“I feel like a man's drink is not supposed to be easy to drink. It is not supposed to taste good. I don’t think that anybody thinks that whiskey tastes good, they just learn to appreciate how bad it tastes. That is the thrill of it” - Heterosexual Man, 25

In contrast to demonstrated links between men, masculinity, whiskey and beer, it was evident that sparkling wine is commonly suited to and should be drunk by a group of women. A participant felt that she can remember seeing more frequently a group of women in a bar enjoying sparkling wine than a group of men, expressing that it would be “*a bit weird*” to see the latter. This perceptive was also shared by other participants, for instance one stating:

“Guys don’t buy sparkling wine. Like, they don’t [...] Guys either drink beer or maybe champagne at really really fancy dinners. But women can do both.” - Heterosexual Man, 25

Additionally, one participant reflected on his own preference of prosecco, and explored ideas as to why men do not choose to drink such drinks. It was noted that he expressed belief that men are at a risk of losing their masculinity if they were to be seen drinking prosecco, declaring:

“I drink prosecco quite frequently, but I am gay and it’s expected. I would love it if non-gays would drink prosecco, but I think they are afraid of being connected with homosexuality and losing their masculinity” - Homosexual Man, 31

Equivalently, the aforementioned connection with feminine drinks and homosexuality was replicated in the following statement:

*“I would assume him to be gay drinking a pink drink or two guys drinking prosecco”
- Heterosexual Woman, 26*

This participant drew notions of the colour pink and the preference of beverage choice of sparkling wine as being “gay.” Additionally, a participant drew further connections between the stereotypes explored in “stereotyping as attire, behaviour, iconography and semiotics” and their relationship with feminine and masculine drink preference. In doing so, said participant seemingly trivialised a situation, highlighting the contrapositive position between stereotypical definitions of the male gender and preferences to alcohol choice, exclaiming:

“I don’t think either that a group of men would come in to a bar wearing leather vests and have parked their Harley Davidsons outside would go to the bar and order a small glass of sparkling wine. It is a large beer or a whiskey because of the street credibility” - Heterosexual Man, 58

Henceforth, this presentation of these quotes highlight how stereotypical masculine drinking preferences and behaviours draw links between beer, whiskey, strength and masculinity, and in contrast, sweet, premixed beverages, elegance and femininity. Further, participants responses indicate that men are more judged by others if they choose to consume a feminine alcoholic beverage, especially if they are not homosexual.

4.2 Gender Stereotypes and Alcohol Consumption

This section of the analysis of the empirical material is focused on answering the second research question, addressing, to what extent these gender stereotypes influence consumers consumption of alcoholic beverages. This last theme, in addition to the interviews, utilised our subjective experience of ethnographic observations to note the drinking preferences and behaviours of consumers in a natural environment to enhance the understanding from the interviews stated preferences and behaviours. An example of the emergence of these themes is that of “conforming and nonconforming identities”, this theme was examined via the images displayed, and further illuminated by observations and participants own description of their experiences. The combination of semi-structured interviews and observations allowed for a hybrid approach in taking a focused to holistic perspective on the relationship between

consumers perception on the stereotypes within marketing communications, associated feminine and masculine behaviours and preferences of alcoholic beverages, and how consumers then conform or do not conform to these stereotypes.

4.2.1 Conforming and Non-Conforming Identities

When asking about participants individual preferences of alcoholic beverages and subsequent consumption, we find that they exhibit a level of variability, either conforming or not conforming to their aforementioned perceptions of masculine or feminine alcoholic beverages, presented in the previous section. Conformity to consume akin to participants' biological sex and the associated perceptions of femininity and masculinity was acknowledged by using both semi-structured interviews and field observations. However, semi-structured interviews and field observation also demonstrated nonconforming alcoholic beverage preference to participants' biological sex and the associated perceptions of femininity and masculinity in alcoholic beverage preference choice. Interestingly, notions of conscious nonconformity and unconscious nonconformity were derived as well.

Many women revealed that they usually enjoy drinking wine of different varieties, sparkling wine and cocktails, all of which conform to the preconceived ideas of feminine alcoholic beverages. When questioned about personal preference, one participant confidently expressed:

“Wine, all sorts . . .” - Heterosexual Woman, 26

Another participant also demonstrated confirming alcoholic beverage preference of wine and sparkling wine:

“Sparkling wine on the weekends and just otherwise no special occasions. I drink wine when I feel like it would taste good, generally on the weekend rather than during the weekdays” - Heterosexual Woman, 53

When asking a participant about possible links between wine and femininity, she expressed her feelings plainly, and later even elaborated as to why she declared her preference for drinking wine; reaffirming the connection between wine and its associated femininity. When asking if she felt feminine when drinking especially wine, she stated:

“Definitely, I feel much more feminine when drinking wine than beer. And completely into that. It is social conditioning” - Heterosexual Woman, 26

“I think I fit perfectly in the frame of the expectations of a person who drinks wine . . .” - Heterosexual Woman, 26

One male participant expressed that it influences him that alcoholic beverages are gendered. He exemplified this by stating that he would not buy feminine decorative bottles but also that when he is in a bar with friends contrarily out with his wife or another couple that he consumes differently.

“If I would go out with my friends I would say that it is quite normal for us to take a beer. If we go out with my wife and another couple it is quite normal that we easily take a glass of white wine and then maybe continue with that or take sparkling wine as a aperitive. Then it is often that we match the drink with the food and you don’t want to drink half a litre of beer before the food. But if I go out with my guy friends we don’t take wine, or okay after a while when you are tired to drink beer then you might take a glass of wine. But it is straight away that you first take a beer” - Heterosexual, Male 58

The perceived connection between women, wine and femininity was also observed in all observations, with the majority of women consuming a variety of types of wine, with a handful of women opting for prosecco in the location Herkules Bar, Lund. In similar fashion, some participants stated that they tend to drink beer, whiskey and hard liquor; one even stating that he drank alcohol for the sole intention to get drunk.

“I don’t drink beer I don’t drink wine. I drink solely to get drunk so I would drink some pretty strong alcohol, like whiskey or vodka” - Heterosexual Man, 25

Another participant exclaimed his personal preference to consume alcoholic beverages of different varieties, including wine, beer and whiskey:

“[I] normally [drink] wine and beer, sometimes whiskey but not so much strong liquor” - Heterosexual Man, 40

One participant even provided a narrative of a working situation she encountered where she recognised a level of conformity to the perception of man, masculinity, beer and hard liquor. She expressed her opinion and perception on the situation as follows:

“. . . I know that there are a lot of guys who also like these sweet drinks as I worked as a bartender. But they are always a bit ashamed to order it. They are like I’m taking it because my girlfriend is taking it or then they get really drunk and then they come and say can I have a lot of those sweet breezers. But I also think when they are in those big groups of guys in the first when they come they take beers and shots and then later they come and order a big amount of those breezers or such” - Homosexual Woman, 28

Moreover, corresponding notions of conformity were seen in all establishments during the ethnographic observations, a key observation was noted at John Scott, Lund, whereby a tall, stocky gentleman even insisted his and his companion’s whiskey were poured into a sturdier tumbler, rather than the standard, stemmed, smaller glass. However, these participants demonstrated a personal preference towards the associated notions of masculinity and femininity through their consumption. The empirical material gathered through semi-structured interviews and ethnographic observations however, demonstrated that both biological sexes do not necessarily prefer to consume according to the associated masculine and feminine norm. This was shown by how some participants consumed in a way which was not aligned to the associated norm of woman, femininity, wine and sweet drinks and men, masculinity, beer and strong drinks. This nonconforming alcoholic preference was unconsciously expressed in many instances, where participants had articulated and opted for drinks which was not considered

masculine or feminine as connected to their associated biological sex. An example of this was a participant's reflection when prompted, on his consumption of sparkling wine having seen a sparkling wine advertisement.

"... we drink sparkling wine or champagne pretty often" - Heterosexual Man, 40

The preference and consumption for sparkling wine and champagne challenges what was previously noted as masculine alcohol consumption. Additionally, a participant when questioned on her feeling towards femininity and her preference of alcohol, expressed a level of ambivalence with the disassociated connections between femininity and her preference of alcoholic beverage of beer.

"It's me, so yeah" - Heterosexual Woman, 38

This participant shrugged off notions of the beer previously being noted as a masculine choice of alcoholic beverage. Another participant also demonstrated unconscious nonconformity of alcoholic beverage preference, commenting that she normally chooses to drink beer, whiskey and wine:

"So I drink mostly I would say beer. And whiskey and white wine, and sometimes even something a bit stronger..." - Homosexual Woman, 28

This challenges what was previously noted as feminine alcoholic beverage preference by other participants. Instead this participant opted for alcoholic beverages which had been coined as masculine, such as whiskey. In addition to unconscious nonconformity, participants also exhibited conscious nonconformity. This was demonstrated by some participants preference and consumption of alcoholic beverages to challenge the aforementioned perception between women, wine and femininity and men, beer and masculinity. One participant exclaimed the feeling associated with choosing whiskey, and later exclaimed her perception on how others would react in a similar situation:

"It feels cool to have that whiskey in your hand. I think it is something we do [as lesbians]. And here the stereotypes come in" - Homosexual Woman, 28

"I think guys like it if there is a woman drinking whisky too" - Homosexual Women, 28

The participant drew upon her personal feelings by taking a conscious decision to not conform to the gender stereotypes of women, femininity and sweet drinks, instead reflecting on a decision to consciously rebel against these stereotypes, to feel a sense of "coolness." Additionally, a connection is drawn between conscious nonconformity and the respect afforded from men. Also, a male participant explained that for women it is okay to challenge the stereotypes and drink masculine alcoholic beverages since it makes her "cool" while for men it makes them either "gay" or a "real man" being brave enough to not care of judgements from others. Further he stated:

"There is nothing interesting about a man drinking a girly drink" - Heterosexual Male, 25

The statement from the participant indicates that the stereotypical perspective of women being ‘inferior’ is not a desirable position to reach, especially for heterosexual men while it for women seem to be more desirable to acquire a more ‘superior’ position. Furthermore, a participant shared his opinions on the reasons why he engages in conscious nonconformity:

“I think it is just expected of me that I drink sweet drinks, and I must admit I tend to drink more of them in super male environments at times, even though I actually prefer dry ciders. I think to a certain extent, I have been conditioned to drink prosecco by my friends, and others come to think of it.” - Homosexual Man, 31

It is suggested here that engaging in conscious nonconformity is a way to highlight sexual preferences to others. This connection was seen in an observation in the Grand Hotel, Lund whereby a large group of women were celebrating the birth of a new born baby. All of the women conformed to the stereotype, wearing dresses and drinking wine, laughing and having a good time together. There was one woman however who was dressed dissimilarly, with a pint of beer in one hand moving between the groups of women. It was noted that this particular woman laughed and spoke at a heightened volume in comparison to the other women, she was dressed particularly casually and she sought the companionship from the only male in the group. This woman arguably challenged all stereotypes attributed to women and femininity as previously found through the empirical material.

4.3 Chapter Summary

This chapter has presented the research findings in relation to our two research questions. The empirical material divulged into various facets of understanding of gender stereotyping, consumers affinity to stereotyping, feminine and masculine drinking behaviours and the extent to which consumers conform and do not conform to these stereotypes. It was found that participants attributed various objects and settings to masculinity and femininity, with masculinity being associated with symbolic values such as bold typography, simplicity of product design and product quality. Dissimilarly, participants frequently regarded pink, ‘girly,’ and fussy designs as being feminine, with strong connections between the colour and the sweetness of the alcoholic beverage.

In relation to the perceived gender roles and stereotypes in the marketing communication individuals expressed how relatable or unrelatable the marketing communication was to them regarding stereotypical depictions of gender. Positive connections were illuminated when consumers expressed a personal connection to the aforementioned notions of attire, behaviour and, iconography and semiotics even though the marketing communication contained gender stereotypes. In addition to the aforementioned, the marketing communication material which was considered gender neutral, even though they did not provoke much discussion, were considered as being the most preferred by participants; with participants exclaiming their relatability to the imagery, with comments focused on taste and good feelings. Therefore, unsurprisingly consumers have a more negative perception when they did not consider them to

be relatable. The material which demonstrated strong gender stereotypes on the other hand were experienced by some participants as both offensive and unrelatable. Not only did the empirical material cultivate interpretation on what consumers deemed as stereotypical portrayals of gender within the marketing communications of alcoholic beverage, it also revealed conceptions around the stereotypical identities of masculinity and femininity in relation to alcohol consumption. Participants through interviews shared similar perception, drawing a relation between beer, whiskey, strength and masculinity, and in contrast, sweet, premixed beverages, elegance and femininity.

When finally asking questions around participants preference of alcoholic beverages and subsequent consumption, we find that they exhibit a level of variability, either conforming or nonconforming to their aforementioned perceptions of masculine or feminine alcoholic beverages. Conformity to consume akin to participants' biological sex and the associated perceptions of femininity and masculinity was acknowledged through both semi-structured interviews and field observations. However, semi-structured interviews and field observation also demonstrated nonconforming alcoholic beverage preference to participants' biological sex and the associated perceptions of femininity and masculinity in alcoholic beverage preference choice. Interestingly, notions of conscious nonconformity and unconscious nonconformity were derived as well.

5 Discussion

This chapter entails a discussion of the findings as presented in Chapter 4. The discussion in this chapter is presented with respect to our aim of exploring the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour, with the purpose to enhance understanding on marketing communications ability to construct consumers gender identity. Further, we link the empirical findings to the theory presented in Chapter 2, and subsequently infer reasoning and explanation to these findings. As presented in Chapter 4, this study has revealed four major interconnected themes in relation to the use of stereotyping in alcoholic beverage marketing communications, perceptions of these and linkages between these aspects and alcohol consumption. To break down this chapter the discussion is divided into these themes to facilitate the discussion and finally in the chapter summary the discussion of these four themes will be combined.

The first major theme identified was “stereotyping as attire, behaviour and, iconography and semiotics”, for instance how consumers perceive gender stereotyped alcoholic beverage marketing communications; revealing that consumers divide their thoughts, feelings and perceptions around notions of “attire”, “behaviour” and “semiotics and iconography.” The second theme “consumers affinity to stereotyping” was connected with the first theme as it linked these perceptions of stereotyping with consumers affinity to the materials, reducing this overarching theme into levels of relatability. The third theme “stereotypical alcohol identities” differed from the first two themes, uncovering the extent to which alcohol consumption behaviours can be considered masculine and feminine based on stereotypes demonstrated in the marketing communications of alcoholic beverages for example, women, femininity, wine and sweet drinks; and in contrast, men, masculinity, beer and strong liquor. The final theme “conforming and nonconforming identities” has a major link between all themes, being characterised by consumers conformity or nonconformity through consumption, with regard to the stereotypical depictions of men and women in alcoholic beverage communications and the associated masculine and feminine identities.

5.1 Gender Dichotomies

The first theme is highly related to gender stereotyping and gender roles where several participants shared similar prehension of what it means to be, look and act masculine and feminine and how men and women are often portrayed in marketing communication. Responses from participants demonstrated categorisations of attire, behaviour, iconography and semiotics, highlighting how masculinity from an aesthetic point of view was clearly understood as being

connected to a man's sharp suits, and casual accoutrements. Additionally, his behaviours were heavily endowed in notions of power, straightforwardness, macho-ness, knowledge and wealth. Furthermore, iconography and semiotics of masculinity was associated with boldness, striking lettering and a bold colour palette. Also, connections were drawn to the simplicity of product design and quality of the product being high. In contrast, feminine attire was understood as a women's presentation in a dress and high-heels in all settings, and her behavioural attributes were linked with sensuality, vulnerability, weakness, and laughter. Moreover, participants observed pink as being feminine, along with cosmetic, decorative, fussy and complex product designs. Furthermore, feminine alcoholic beverages were regarded as having lower quality. Furthermore, participants shared similar comprehensions on gender stereotypes, demonstrating shared beliefs of how masculinity and femininity are commonly portrayed. As a result, stereotypes are attributed to the of oversimplification of social categorisations.

These findings are aligned with various authors (Åkestam, Rosengren & Dahlen, 2017; Catterall, Maclaran & Stevens, 2000; Dumbili, 2015; Maclaran, 2015; Törrönen, 2014; Törrönen & Rolando, 2017) who associate masculinity and femininity with traits, role behaviours, physical characteristics, occupations, and connotations of masculinity and femininity in similar fashion. Interestingly, the participants commonly expressed their perception in a dichotomous fashion, echoing the binary oppositions of male and female (Catterall, Maclaran & Stevens, 2000; Grau & Zotos, 2016; Törrönen, 2014). Moreover, the perceptions of masculinity and femininity in the marketing communication were expressed through using dichotomies such as, simplicity/complexity, knowledge/body, strong/weak, casual/formal, confident/insecure, high-grade/low-grade. The fact that these dichotomies were easily expressed by consumers may as Eagly (1987) explained, lead to, or in this case reproduce, systems of patriarchy which subsequently assist in men maintaining a superior position while it reinforces misrepresentation or gender categorisations in society. Additionally, the connotations of colour and bottle designs that participants draw upon are supported by Alreck (1994) suggestion of gender binaries found in textures, patterns, shapes and sizes. Expressing perceptions of femininity and masculinity by using dichotomies highlights the fact that these connotations are commonly used in marketing communication and subsequently are everywhere and inescapable, as suggested by Grau and Zotos (2016). Interestingly, when participants were confronted with questions focused on imagery with both men and women in the frame, masculine perceptions were drawn as principle, followed by a comparative stance of femininity, usually in direct and the lesser opposition of what masculinity is not. The expressed perceptions of gender stereotypes were strongly linked to what Catterall, Maclaran and Stevens (2000) suggest the pairs to be oppositions of which the former of the pairs being favoured and linked to men, while the latter of the pairs being inferior and linked to women. The findings of this study show consumers familiarity with stereotypical gender roles and further that participants inferred women to be inferior to men.

5.2 Relation to Dichotomies

An interesting finding of this study was that participants tried to picture themselves in the marketing communication material or in the situation displayed. This was generally done by applying prior knowledge and experiences in context of the imagery. Generally, in situations, where participants were able to identify with the gender characters and relate to the situation presented in the marketing communications, they conjured positive sentimentality. It is important to note that the materials that were considered to be gender neutral, generally received an irrefutably positive audience, with participants drawing connections to the materials authenticity, favourable environments evoking notions of ‘good times’. However, some materials even though considered heavily gender stereotyped, participants were able to overlook the physical aesthetics of the characters within the marketing communications, focusing their attention on the memories and positive emotions they evoked.

These results are consistent to theory suggesting that the message itself is not always the important element of marketing communication, but rather the thoughts, reactions and emotions it evokes in individuals (Brock & Shavitt, 1983 cited in Bettman 1986). An implication on the marketing academy as Roy (2013) has suggested, demonstrates that marketers need to know consumers thoroughly, including their level of knowledge, their lived experiences and the associated symbolic meaning consumers attach to products. In doing so, marketers are afforded with the ability to generate marketing communication content, in line with Urban’s (2004) strategy of customer advocacy, granting marketers with the ability to engage with customers, beyond stereotypical and vapid appeals. Notably, our findings demonstrate that using stereotypes is not autocratic to the viewer, especially when they are focusing on the context of experience and symbolic meaning of consumption, a notion closely related to the workings of Eisend, Plagemann and Sollwedel (2014) and Grau and Zotos (2016).

In contrast, marketing communication that participants could not identify themselves in or relate to, were met with dislike and negative sentimentality. Generally, the marketing communication that participants could not relate to contained evident gender stereotypes, of which demonstrated dichotomies as shown in the previous findings. Participants expressed discomfort, vocalising their intendment to not purchase the promoted alcoholic beverage. Additionally, participants reasoned that this was because they did not want to be associated with the depicted gender representation. Moreover, gendered marketing communication conjured confusion among participants in relation to the fact that certain alcoholic beverages were targeted towards one gender or another. Furthermore, this confusion occurred for marketing communication that contained exaggerated gender stereotypes, and therefore participants evaluated them negatively.

As demonstrated by Stets and Burke (2000), individuals are able to reflexively categorise themselves in relation to social categories and groups. However, unable to share Hogg and Rinella’s (2018) proposed shared realities of features, attributes and characteristics of these categorisations, as displayed within the marketing communication, participants subsequently

demonstrated disapproval. As a result, we infer that these findings of discomfort came to fruition due to participants evaluating their own gender identities against those provided to them in the materials, indicating a misalignment. Therefore, the strong stereotypical depictions of gender in the marketing communication, is not representative of consumers gender identities, and disproves the debate of marketers 'mirroring' social values within marketing communication as discussed in Grau and Zotos (2016), Sassatelli (2007) and Shimanoff (2009). This inference is similar to Törrönen (2017) who also proposes that marketing communications reproduce gender stereotypes, which we argue not only contributes to the construction of gender identities, but these form a basis for judgement on others. An implication of such is that these marketing communications perpetually enforce a misguided perception of gender identity, and an ideal which according to Schwartz (1977) is expected by society and ascribes ideals in which society judge others against. Aside from the obvious social implications of reproducing gender stereotypes of which are not representative of society, Bettman (1986) and Roy (2013) suggest that marketing communications which do not generate appeal, lose their ability to generate profit and growth.

5.3 Drinking Norms

Through the empirical findings, consumers were easily able to express what stereotypical masculine and feminine alcoholic beverages were, and what men and women typically drink. The responses were therefore indicative of their familiarity with stereotypical gender behaviour in relation to alcohol consumption. The obtained responses were rather uniform, with masculine alcoholic beverages perceived as being beer, whiskey, cognac and different forms of hard liquor. In contrast, feminine alcoholic beverages were considered to be premixed beverages, wine, sparkling wine, and anything that could be considered as sweet. However, the findings did demonstrate that consumers can, and enjoy drinking alcoholic beverages not aligned with these stereotypes. Additionally, an interesting finding was that participants noted that the wine glass has a symbolic meaning for femininity as the stem was perceived as delicate. Moreover, several participants demonstrated that both men and women consume wine, but this was heavily endowed with contextual elements of consumption, such as occasion, consumption space and company. An unexpected finding that both men and women consumed within private and public spaces, but women could drink wherever and with whomever, whereas men's consumption regarded as contextual. Moreover, these findings indicate that gender and alcohol are linked concepts, reinforced by marketing communications and thus widely shared and ever-present and in consumers' minds.

The findings on masculine and feminine consumption were not particularly unexpected, but rather in line with previous studies such as de Visser and Smith (2007), suggesting that beer and whiskey are perceived as masculine alcoholic beverages, whereas it is less masculine for men to drink wine, alcopops or even champagne. Also, aligned with Alreck's (1994) work on gendering products, the shape of the wine glass was considered to be connected with femininity. The similar responses shared among individuals, indicate that these socially held gender

specific behaviours are injunctive norms (Cislaghi & Heise, 2018; Sherif, 1936 cited in Cialdini & Trost, 1998). In addition to the aforementioned, the findings on the context of masculine wine consumption is aligned with Christensen et al. (2004) and demonstrates that behavioural norms can be acceptable in one context, but not in another.

These findings infer that the social norms, reinforced by marketing communications, underline the perception of masculine drinks as being isolated to beer, whiskey, and hard liquor, and feminine drinks being premixed beverages, wine and sweet without consideration to gender fluidity. However, an important thing to note is that individuals differ in taste preferences, nevertheless are there common tastes that could be divided and be isolated to men or women. Therefore, and also a reason for consumer confusion, is the question of why alcoholic beverages are gendered in first place. This was especially noted by participants' indicating that individuals are pressured to drink and like the taste because of the masculine or feminine symbolic meanings it brings forth. Subsequently, our findings indicate that marketers seclude a large proportion of the potential audience by reinforcing masculine and feminine alcoholic beverages by gender targeting.

5.4 Conformity to Gender Norms

The empirical material highlighted the extent to which consumers conform or do not conform to their expressed perceptions of stereotypical masculine and feminine alcohol consumption preferences and behaviours, as found in section 5.3 'findings in relation to gender norms.' The findings of the empirical study demonstrated that women engaged in alcohol consumption as pleasure seeking, contextual activity, enjoying alcoholic beverages in company of others. Additionally, through the findings, these women expressed their inclination to consume wine, and were also observed through the field observations to drink wine, sparkling wine and beer which indicates that women tend to consume alcoholic beverages that stereotypically are considered both feminine and masculine. Interestingly, women seemed to be flexible in choosing their alcoholic beverages, inferring they are not afraid to dictate their own choices, disregarding stereotypical assumptions of feminine drinking behaviours, and resulting social pressures of being judged.

Rather, by not conforming to feminine drinking behaviours, consumers are able to gain more agentic masculine characteristics, such as power and confidence, affording them with a position of superiority. Such conjecture is supported by Dumbili (2015) and Watson, Swift and Black (2007) whom denounce how women challenge gender roles and stereotypes through adopting masculine drinking behaviours. Additionally, in contrast to alcoholic beverages perceived to be feminine, it was found that none of the female participants consumed sweet and premixed drinks. Indicating misalignments between women's expressed and observed preferences of alcoholic beverages, and gendered alcoholic beverage marketing communications.

Furthermore, findings show that men generally conformed to the normative masculine drinking behaviours including preference of beverages, subsequently distancing themselves from feminine drinking behaviours. It was seen that if a man chose to drink feminine alcoholic beverages, he would be automatically assumed to be homosexual. Further findings show that men would not be perceived as appealing, losing their masculine credibility if consuming feminine alcoholic beverages. This infers that conformance to normative drinking behaviours may be as Schwartz (1977) suggest, the fear of judgement from others. Additionally, men's conformity can be attributed to their distancing from stereotypical feminine traits aspiring to maintain their superiority, a finding in line with de Visser and Smith (2007) who found that alcohol consumption was a way to demonstrate masculine competence, and Haines, Poland and Johnson (2009), who suggest men's engagement in alcohol consumption as a way of 'doing gender,' implying men's affirmation of their masculinity. Additionally, our findings indicate that being a member of a social group can regulate individual's behaviours to be in line with the shared reality of the group (Cislighi & Heise, 2018; Cialdini & Trost, 1998), explaining men's conformance to masculine alcohol consumption.

Further, an interesting finding was that individuals did not consume certain alcoholic beverages as they did not want to be associated with the symbolic meaning of the product attributed with gender. Sassatelli (2007) supports this by implying that consumption choices can be linked with consumers refusal to identify with the symbolic meaning attributed to a product. This was seen as an important factor for homosexuals who suggested that they often need to distance themselves from stereotypical gender traits related to their biological sex, and rather align their alcohol consumption with the stereotypical gender traits associated with the opposing sex. By not conforming to the normative gender behaviour, homosexuals demonstrate in a symbolic way through alcohol consumption their sexual preference. Therefore, suggesting they engage in a conscious effort to demonstrate nonconformity, as a way to highlight their sexuality, misaligned with social norms. We draw connection with Belk's (1988) theory of self-categorisation and suggest that this conscious nonconformity through alcohol consumption is a way for homosexual consumers to self-categorise themselves dissimilarly from the social norm, which consequently may result in judgement from others in society.

5.5 Chapter Summary

The findings discussed in this chapter highlight that gender stereotypes are reinforced by alcoholic beverage marketing communications, having an important role in consumers alcohol consumption. Through the discussion of the empirical material, it is apparent that consumers perceptions on gender stereotypes, as well as their expressed perceptions on masculine and feminine alcohol consumption, were heavily endowed in the dichotomies of gender. With masculinity expressed as being of superiority, whereas femininity was regarded as being inferior. Notably, these insights were gathered from the lived experiences of consumers within the study, subsequently echoing the widely known discussion of men maintaining a patriarchal system, in which women are considered to be insubordinate towards men.

We infer that marketing communications ascribe symbolic meaning to alcoholic beverages, through the use of gender stereotypes. Thereby associating men and masculinity with, strength, power, authority and straightforwardness, to whiskey and beer. Additionally, women and femininity is symbolised with sensuality, vulnerability, weakness, and laughter, along with sweet and sparkling alcoholic beverages. Consequently, consumers interpret gender stereotyped marketing communications, consuming and embodying these symbolic meanings, when they identify with the associated gender role depicted. For example, if a man relates to the symbolic masculine depictions within marketing communications, he will epitomise these meanings, conforming accordingly, when in control of his alcoholic beverage choice. Dissimilarly, when consumers do not identify with the associated gender role depicted, they refute against marketing communications which are misaligned with their personal identity, and do not uptake the associated symbolic meanings resulting in nonconformity.

However, by conforming to stereotypical gender behaviours consumers self-categorise, and receive approval by group members with shared realities, receiving a social identity, and creating normative behaviours. In reference to the narrative presented in Chapter 1, by conforming to the normative masculine behaviours such as drinking beer, he affirms his position within the masculine social group, together maintaining a superior social identity, instilling a system of patriarchy, achieving hegemonic masculinity. It is also through these normative behaviours that individuals can express their gender identity to others. But, when consumers do not identify, they might uptake normative behaviours from a dissimilar social group sharing that social identity. However, if consumers uptake normative behaviours of varied groups, they are unable to self-categorise and share a stable gender identity, as depicted by marketing communications, subsequently left without a shared reality.

Furthermore, when consumers fall short of upholding the normative behaviours ascribed to the social group, they risk negative judgement from the group itself and society. Therefore, a man consuming dissimilarly from the normative masculine behaviour, such as an alcopop, risks judgement from others. However, as long as men are perceived as superior and women inferior, negative judgement is only applicable when men enlist normative feminine behaviours. Dissimilarly, as a result of a women's inferiority in society she is afforded with subtle recognition when adopting normative masculine behaviours but is freely able to uptake both masculine and feminine behaviours with regard to alcohol consumption.

As a result of these findings we conceptualise that gender stereotypical marketing communications of alcoholic beverages, contribute to the construction of gender identities, which are consumed and embodied by consumers. Further, we understand that by consuming these gender identities, consumers reinforce and reproduce the prevailing gender norms, since individuals are influencing and influenced by others in their immediate surroundings. Nevertheless, these normative behaviours are reinforced as gender stereotypes by marketing communication resulting in a circular process, which may have significant impact on inequalities in society.

6 Conclusion

Shrugging off her unsettlement, the woman contently continues to sip on her whiskey. She now understands that the unwarranted attention afforded to her, challenges a widely held gender stereotype, dictating that she cannot consume in unfeminine ways. Although proud that she challenged her ascribed gender stereotype, she sighs deeply, acknowledging that he will not, in fear of judgement, challenge his.

6.1 Research Aim and Main Findings

The aim of this research was to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. With a purpose to enhance understanding on marketing communications ability to construct consumers gender identity. This aim was successfully fulfilled through an ethnographic-inspired qualitative research design, using semi-structured interviews and field observations. Through the interviews, consumers expressed descriptive accounts on what they perceived to be stereotypical gender portrayals, and how they related to these portrayals within the marketing communications of alcoholic beverages. Additionally, these interviews enabled us to explore what was perceived to be stereotypical masculine and feminine alcohol consumption behaviours. Furthermore, through semi-structured interviews and field observations, we gained comprehension on what alcoholic beverages participants and observed individuals consumed.

The findings of this study suggest that there was clear comprehension of what was considered as stereotypical portrayals of men and women, additionally what was considered to be normalised masculine and feminine alcohol consumption behaviours. The perceptions of which were largely expressed using binary oppositions in a dichotomous way, inferring that men were perceived to be superior, and women inferior. In addition, it was subsequently identified that there were apparent misalignments between the depicted masculinities and femininities within the marketing communications and consumers self-concept. However, consumers did relate to marketing communications which evoked strong emotional connections, allowing them to overlook these misalignments. With respect to the aforementioned, we have found by studying consumers perceptions on marketing communications that consumers were able to express their opinions on what was considered to be attractive and appealing, also what they were disapproving of. Our findings show that consumers prefer marketing communication of alcoholic beverages that evoke strong emotional connections, or do not contain strong gender

stereotypes. In contrast, marketing communications containing strong gender stereotypes were disliked by participants.

Furthermore, the findings suggested that men and women generally consumed in accordance to their respective gender, meaning that men consumed what was perceived to be masculine alcoholic beverages and women consumed feminine alcoholic beverages. As a result, since these behaviours were considered to be normative, the gender behaviours related to alcohol consumption restrict the possibility for individuals to consume dissimilarly from their respective gender. However, women expressed their disliking towards certain feminine alcoholic beverages, instead showing their interest towards stereotypically masculine alcoholic beverages. Whereas men seemed to be more restricted and judged if they would not conform to masculine drinking behaviours. In conclusion, it is found that the marketing communication of alcoholic beverages contributes to the construction of gender identities, which are subsequently consumed and lived by consumers. In doing so, gender stereotypes are reinforced by marketing communications, having an important role in motivating consumers alcohol consumption.

6.2 Theoretical Contribution

Previous studies have demonstrated masculine and feminine portrayals in alcohol and alcohol related advertisements (e.g. Horner, Jamieson & Romer, 2008; Jacobs & Tyree, 2013; Månsson, 2014; Törrönen, 2014; Törrönen & Rolando, 2017). Additionally, studies have addressed how individuals, especially young men (de Visser & Smith, 2007) and women (de Visser & McDonnell, 2012), construct their masculine and feminine identities through alcohol consumption. However, the interplay between gender stereotyping within alcoholic beverage marketing communications and resulting consumer behaviour has not been addressed within the field of marketing. It has been suggested by Maclaran (2012) that gender within marketing is an important subject of study, especially as marketers use gender as a geodemographic segmentation criterion for targeting (Jung & Hovland, 2016; Keller, 2001). Therefore, the importance of gender to the marketing academy is of the utmost importance. And, even though this current study is positioned within critical marketing studies the theoretical contribution extends beyond this discipline. Moreover, we have contributed to a variety of research fields such as health, sex roles, marketing, media studies, psychology and sociology.

The findings of the research showed that marketing communications ascribe symbolic meaning to alcoholic beverages, through the use of gender stereotypes. As a result, consumers interpret gender stereotyped marketing communications, consuming and embodying these symbolic meanings when they identify with the associated gender role depicted. By conforming to stereotypical gender behaviours, consumers receive a gender identity. Therefore, affording them the ability to express their gender identity to others. By maintaining these normative drinking behaviours ascribed to their gender identities, consumers will continue to live and promote gender inequalities created by marketing communications. In addition to the

aforementioned, our contribution to theory also acknowledges the exception to this conceptual theory. It can be seen that when consumers do not identify with the associated gender role depicted, they choose not to conform. Instead, they might uptake normative behaviours from a dissimilar social group, or uptake normative behaviours of both social groups.

6.3 Practical Implications

The contributions of this study not only extends knowledge within the marketing discipline, but the findings are also found to be applicable to marketing practitioners, consumers, policy makers and society. Through this research, it was found that marketing communications influence consumers perception, gender identity construction and behaviours in regards to alcohol consumption. Our findings suggest that stereotypical marketing communication reproduce and reinforces misaligned gender norms in regards to participants expressed perceptions and beliefs. As a result of these findings, marketers have the ability to adjust their marketing strategies accordingly, to ensure these marketing communications are not being antagonistic. Therefore, as the findings have suggested, in gendering marketing communications consumers behaviour is isolated by this segmentation tactic, disregarding taste profiles, and preventing their ability to act as free agents in dictating their personal consumption choices. Further, by gendering alcoholic marketing communications companies disregard the need for intersectionality, including those with ambiguous genders. Moreover, this can result in negative commercial impact, with companies missing out on revenue opportunities. In addition to these commercial implications marketing practitioners need to acknowledge the ideological function of alcoholic beverage marketing communications, that consequently can impact on consumers and society. As the aforementioned has demonstrated marketing communications should not be gendered.

Expanding on these implications, the findings can be leveraged to enable policymakers to re-evaluate the regulation on alcohol marketing, due to marketing communications strong impact on individuals. Moreover, marketing is known for being culpable in facilitating gender inequality, and through these findings, it is clear that gendered marketing communications may ascribe judgement factors and subsequently prevent the achievement of an egalitarian society. Finally, these findings have implications for consumers as it is suggested, they do not construct their own identities by ‘free will’ but are rather simultaneously influenced by society and alcoholic beverage marketing communications, reinforcing idealised gender stereotypes.

6.4 Limitations and Future Research

The research was heavily reliant upon vast and complex concepts such as social norms, gender identity, social identity as well as symbolic consumption, all of which are challenging constructs which were tough to grasp and dissolve. Therefore, more research on the

aforementioned would be beneficial in providing deeper comprehension on the constructs and the interplay between them.

Moreover, the focus of this study was singularly on the alcoholic beverage industry, known for their application of gender stereotyping within marketing communication, and for using gender as a segmentation tactic. Hence, the findings of this study may not be applicable within other consumer goods industries. In addition, this study focused the perceptions of Swedish consumers only, however we understand that consumer behaviour and attitudes are fundamentally different across countries and continents. Therefore, the findings may not be representational of dissimilar consumers from alternative countries and cultures. Henceforth, this study can be replicated and studied in other cultures where there is an interest for a deeper understanding of individuals drinking behaviours, and the meanings they associate with alcohol consumption and alcoholic beverages. Notably, the findings of this research are limited to those participants that were interviewed, and individuals that were observed. As seen in this study, marketing communications has shown to have an influence on consumers which are not within the student population; where other studies have focused their attention. Therefore, it is imperative that researchers do not disregard these consumers from the topic of their studies and continue to gain more knowledge on marketing communications influence on the wider population. Furthermore, the results may differ among participants who have had a greater opportunity for exposure to alcoholic beverage marketing communications, especially individuals travelling to other countries where the alcohol marketing regulations are not as strict as is Sweden. Further, the findings of the study related to the first research question are limited to the stimulus material used in the interviews. Therefore, consumers responses might be bias to those particular materials, and not to marketing communication of alcoholic beverages as a whole. In addition to the aforementioned, to focal qualitative research method used was a ethnographic-inspired study. This approach was limited in its application, nevertheless we are confident that the findings for the theoretical and practical contribution are of significance for the marketing academy and practitioners. Additionally, although the object of the study was not to focus on participants ages and sexual preferences, we have included these from a point of intersectionality to create better understanding on the sensitivity of gender identity. It would be of benefit to extend this study to understand the differences in responses between participants on the base on age and sexual preference to gain further insight into whether the implications of marketing communications of alcoholic beverages have different impacts on said participants.

Moreover, this thesis has contributed to the understanding on marketing communications ability to construct consumers gender identity. However, there is a need to further this research in order to comprehensively understand how consumers consume identities created by marketing communications, in which can only be adequately captured by divulging into an exhaustive ethnographic study. To conclude, this thesis has provoked though on gender stereotyping within marketing communications and its obvious societal impact in preventing equality between genders.

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Appendix A

Interview Guide:

INTERVIEW GUIDE

Mine's a Whiskey

The Consumption of Alcohol Marketing Communications and
Gender Identity Construction

Master's Programme in International Marketing and Brand
Management

Conducted by:

Sarah Featherstone
Jannike Törnqvist

April 2018

Table of Contents

1. Participant Information	3
2. Research Material	4
3. Aim/Purpose of Research	5
4. Interview Questions	6

1. Participant Information

Foreword: We are currently researching Swedish consumers perceptions on the marketing communication of alcoholic beverages, to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. With a purpose to enhance understanding on marketing communications ability to construct consumers gender identity. This research will be used for the course BUSN39 Degree Project in Global Marketing - Master Thesis, taking place at Lund University School of Economics and Management. During this interview, the researchers will ask varied questions on interviewees alcohol consumption. Additionally, the interviewee will be shown seven images and two videos and asked a series of questions where the interviewee will provide their thoughts and opinions.

DISCLAIMER:

- By signing this form, you voluntarily agree to participate in this research study
- Even if you agree to participate now, you can withdraw at any time, or refuse to answer any question without consequence
- I understand that participation involves answering questions related to my personal alcohol consumption, and reflection on the images and graphics shown to me.
- I agree to my interview being audio-recorded.
- I understand that all information I provide for this study will be treated confidentially.
- I understand that in any report on the results of this research, my identity will remain anonymous.
- I understand that extracts from my interview may be quoted in the Master Thesis of the researchers.
- I understand that signed consent forms and original audio recordings and transcripts will be retained in Lund, Sweden by the researchers until the exam board confirms the results of the Master Thesis (June 2018).
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Signature of Research Participant

Signature of participant: ----- Date:-----

Signature of Researcher

I believe the participant is giving informed consent to participate in this study

Signature of researcher: ----- Date: -----

2. Research Material

<p>IMAGE #1: Dos Equis</p> 	<p>IMAGE #2: Aurosa</p> 	<p>IMAGE #3: Rekorderlig Cider</p> 
<p>VIDEO #4: Jacobs Creek Wine</p> 	<p>IMAGE #5: Red Fire Wine</p> 	<p>VIDEO #6: Jacobs Creek Sparkling Wine</p> 
<p>IMAGE #7: Absolute Lynx</p> 	<p>IMAGE #8: Jim Beam</p> 	<p>IMAGE #9: ByNecker Lychee Liqueur</p> 

3. Aim/Purpose of Research

The aim of this study is to explore the relationship between gender stereotyping within marketing communications of alcoholic beverages and consumers alcohol consumption behaviour. With a purpose to enhance understanding on marketing communications ability to construct consumers gender identity by:

- (1) identify how stereotypes relate to the constructions of gender in marketing, and lastly;
- (2) identify how gender stereotypes motivate consumers' negotiation of their consumption of alcoholic beverages.

In order to comprehend consumers motivation to alcohol consumption, this empirical study more specifically identifies:

- (i) what are consumers perceptions towards gender stereotyped alcoholic beverage marketing communications?
- (ii) to what extent do these gender stereotypes influence consumers consumption of alcoholic beverages?

4. Interview Questions

Thank you for your participation today, just as some background, we are aiming to gain your perspective on the marketing and communication of alcoholic beverages.

OPENING QUESTIONS:

Question 1: How old are you?

Question 2: What is your sexual orientation?

Questions concerning: ALCOHOL CONSUMPTION

Question 3: Do you drink alcohol?

Question 4: What alcohol do you consume alternatively do not consume?

Question 5: Where do you/ what occasions do you usually consume alcohol?

Question 6: Are there any specific reasons for why you would choose a certain type of alcohol over another in a specific situation or context?

Question 7: Are there anything that influences your choice of alcohol, if yes what?

****SHOW STIMULUS MATERIAL****

Questions concerning: PERCEPTIONS TOWARDS GENDERED MARKETING COMMUNICATION

Question 8: What is your first impression of the marketing communication?

Question 9: What kind of message does it bring forth?

Question 10: How do you experience this image?

Question 11: Can you identify yourself/ relate to the imagery/wording?

Question 12: Which communication is the most appealing to you?

Question 13: Can you recognise stereotyping in these images?

Questions concerning: GENDER STEREOTYPES AND ALCOHOL:

Question 14: If you have noticed particular gender stereotyping in alcohol communication, what were these stereotypes?

Question 15: If you consider that there are masculine and feminine alcoholic beverages, what would you say these alcoholic beverages to be?

Question 16: Does this influence/restrict your behaviour towards the alcohol you consume?

****CLOSING QUESTIONS****

Question 17: Are there any experiences regarding the stereotyping of alcohol you would like to share?

Question 18: Are there any other thoughts about gender stereotypes in alcohol communication that you would like to share?