

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities



Diploma Thesis

**Ethics in Marketing: Generational Attitudes towards
Sexism in the Czech Republic**

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DIPLOMA THESIS ASSIGNMENT

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Economics and Management
Economics and Management

Thesis title

Ethics in Marketing: Generational Attitudes towards Sexism in the Czech Republic

Objectives of thesis

The thesis will analyse concepts of marketing ethics in the Czech Republic with the focus on sexism in the advertising. Simultaneously, it will examine how individual marketing strategies are perceived by different generations of consumers and what do they consider being sexist. One of the main goals is to understand the past and current situation of the market and answer whether, and how specifically, the preferences of the future target groups are changing.

The emphasis will be put on identifying ethical issues in marketing, predominantly the exploitation of sexism in advertising and effectiveness of such advertising, using the materials from an anti-award the Sexist Piggy (Sexistické prasátečko). Instead of the controversial concept that “sex sells”, different, ethical ways on how to draw attention of the target audience are going to be presented.

The final goal will be aiming to predict which marketing techniques will be the most effective while targeting the upcoming generations and which strategies should be avoided. The thesis is expected to serve as a guide for companies to adjust their future marketing policies to remain ethical, yet ultimately effective.

Methodology

The theoretical part of the research will define the basic terminology correlating with the main topic of the study, retrieved from different academic sources. Furthermore, ethical issues and advertising regulations in the Czech Republic are going to be introduced. Additionally, literature review is going to outline the contrasting marketing approaches based on the age of the target group.

The practical part will outline the history of sexism in the advertisement in the Czech Republic with the introduction of the anti-award the Sexist Piggy. The research will be a combination of quantitative and qualitative research methods. For the qualitative research method data will be collected by an interview with one of the founders of the anti-award the Sexist Piggy, to introduce the problematics and to understand the motivation and the necessity of such research in the Czech Republic. The quantitative method chosen for data retrieval will be a distributed to a research sample alongside with content analysis. The results of the survey will be analysed and will serve as a basis for the subsequent future recommendations.

The proposed extent of the thesis

50-60 pages

Keywords

Unethical marketing, Generation Marketing, Marketing Ethics, Sexism, Gender Stereotypes, Advertising, Customer Behaviour, The Sexist Piggy.

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Declaration

I declare that I have worked on my diploma thesis titled "Ethics in Marketing: Generational Attitudes towards Sexism in the Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 28.11.2020

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Ethics in Marketing: Generational Attitudes towards Sexism in the Czech Republic

Abstract

This diploma thesis is concerned with the current and future ethicality and effectivity of Czech advertising with a focus on sexism. The aim was to find what different generations consider ethical and how unethical ads affect their purchasing decision. The research was based on an interview with a member of the non-profit organization NESEHNUTÍ, who has been part of the project The Sexist Piggy since its beginning, along with an online survey with 182 respondents.

The results showed that the current situation of the ethicality of advertisement in the Czech Republic is not ideal but is improving. The different opinions among generations were visible – younger generations are getting more sensitive towards portrayals of sexism. None of the samples of sexist advertisement presented to the respondents turned out to be effective. However, unifying characteristics of a group most likely to be positively affected by the sexist advertisement were lower-achieved education, male, older (Baby Boomers generation, Husák's children in CZE), with no knowledge of the anti-award The Sexist Piggy.

In the end, substitute marketing strategies were identified, such as guerilla marketing, or Femvertising. A suggestion included the self-regulatory bodies to be more rigorous in detecting and fining unethical advertisement, since the research showed, that presence of sexism would not affect the loyal customers of the brand.

The thesis is expected to benefit all companies interested in improving their marketing strategy to be more efficient and ethical, as well as to contribute to a more comprehensive knowledge of the marketing trends of the 21st century.

Keywords:

Unethical marketing, Generation Marketing, Marketing Ethics, Sexism, Gender Stereotypes, Advertising, Customer Behaviour, The Sexist Piggy.

Etika a marketing: Postoj generací k sexismu v České republice

Abstrakt

Tato diplomová práce se zabývá současnou a budoucí etičností a efektivitou českých reklam, se zaměřením na sexismus. Cílem bylo zjistit, co různé generace považují za etické a jak neetické reklamy ovlivňují jejich nákupní chování. Výzkum byl založen na rozhovoru se členkou neziskové organizace NESEHNUTÍ, která byla součástí projektu Sexistické prasátečko od samého počátku a zároveň na základě dotazníkového šetření u 182 respondentů.

Výsledky ukázaly, že současná situace týkající se etičnosti reklam v České republice není ideální, ale zlepšuje se. Odlišné názory jednotlivých generací byly viditelné – mladší generace se stávají stále více citlivé vůči projevům sexismu. Žádný z příkladů sexistických reklam prezentovaných respondentům se neukázal jako efektivní. Nicméně skupina s nejvyšší pravděpodobností pozitivní odezvy na sexistickou reklamu měla určité sjednocující charakteristiky: respondenti měli nižší dosažené vzdělání, byli muži, byli starší (generace Baby Boomers, neboli Husákovy děti v ČR) a neznali anticenu Sexistické prasátečko.

V závěru byly navrženy substituční marketingové strategie, např. guerillový marketing, nebo Femvertising. Doporučení zahrnovalo výtku pro samoregulační orgány, konkrétně aby byly více důsledné v detekování a následném pokutování neetických reklam, neboť výzkum prokázal, že přítomnost sexismu by neměla efekt na loajální zákazníky značky.

Tato práce by měla sloužit ku prospěchu firem, jejichž cílem je vylepšení jejich marketingových strategií, zejména aby byly účinnější a etické. Práce by měla zároveň sloužit k prohloubení současných znalostí marketingových trendů 21. století.

Klíčová slova: Neetický marketing, Generační marketing, Marketingová etika, Sexismus, Genderové stereotypy, Reklama, Chování spotřebitelů, Sexistické prasátečko.

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List of abbreviations

A/N – author's note

ad - advertisement

e.g. – for example

et al. – and others

etc. – et cetera

Gen – generation

NESEHNUTÍ – NEzávislé Sociálně Ekologické HNUTÍ

1 Introduction

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffett

One way to build the reputation of a company is through marketing. And as Warren Buffet said, reputation can be very fragile, therefore it is crucial to use the right marketing techniques to build a long-term relationship with the customer.

Recent decades have drastically “changed the game” on how products are marketed. Thanks to new technologies, the invention of the internet, websites, and globalization, it is now more important than ever to adopt proper marketing strategies and develop a profound knowledge of the target group.

In hindsight, partly because of the lack of norms and guidelines, businesses often used to resort to attracting the attention of customers in a controversial, frequently unethical manner, with the sole purpose of being noticed. Yet today we can see that ethics in marketing is becoming steadily more and more important. If we look back to advertisements from the 1900s, we can see how sexist, racist, and unethical marketing could get. Cigarette advertisements using babies on the billboard, clothing lines mocking non-white people, or an after-shave ad encouraging men to ignore women’s consent. (Heilpern, 2016)

We have come a long way since, that is without a doubt, but are all modern-day advertisements ethical? Even though racism has almost disappeared from marketing campaigns, what about gender marketing, the objectification of women? Does sex still sell? And how effective is it compared to alternative ethical methods of advertising?

According to research requested by the European Commission in 2017 analyzing the perception of gender equality and stereotypes associated with women, more than half of all the respondents thought that there is a problem with the way women are presented in the media and advertising in their country, a majority of those saying that it is a problem that needs to be addressed. (Europa.eu, 2017)

While focusing on the Czech Republic, we can see that it has been steadily ranking among one of the worst countries in terms of the perception of general gender-stereotypical beliefs, in the question of whether men should as well promote

gender equality, or whether gender equality has been achieved at work or in leadership positions. According to the Eurobarometer (Europa.eu, 2017), the answers of the Czech respondents are falling far behind in comparison with the EU average – in terms of the belief that the most important role of a women is to take care of her home and family, perception of men crying as unacceptable, or disapproval of reproaching their friends for making a sexist joke. In all these sections, Czech Republic ranked among the worst countries in the EU. On the other hand, the answers differed based on the socio-demographic attributes of the respondents – mainly due to their age, and achieved education, which inspired me to base this research on analyzing different perspectives on sexist advertisements, based on the age of the consumers.

It might be interesting to unveil how this general mood of inequality in the country is reflected in marketing strategies and to analyze the recent attempts for an improvement.

One of the incentives behind the positive development of the marketing ethics in the past decade in the Czech Republic is the anti-award the Sexist Piggy (Sexistické prasátečko), by the non-profit organization “Nesehnutí”. The anti-award has been successfully raising awareness of the presence of sexism in the Czech ads, changing the negative trend of objectification of women and the perception of such ads.

How advertisements are perceived by the customer is utterly essential, considering that without customers, there is no business. As previously mentioned, marketing strategies and ethics are changing over time and what was once acceptable, is not anymore. Moreover, the values of the new generations are changing as well as their expectations of the brands. In today’s dynamic world it is simply not enough just to keep up with the competition anymore, to remain competitive and successful, one must attempt to predict customers' future preferences and inclinations.

That is why the practical part of this thesis focuses on how the perception of unethical marketing is changing with each generation and subsequently trying to predict the trends of the future’s effective way of advertising.

Objectives and Methodology

1.1 Objectives

Since the Czech Republic is ranked as one of the countries with the highest gender inequality in the EU (Europa.eu, 2017), it is compelling to analyze how the issue manifests itself in the sphere of marketing and how can a positive change of the current situation be encouraged.

The thesis will analyse concepts of marketing ethics in the Czech Republic with a focus on sexism in the advertising. Simultaneously, it will examine how individual marketing strategies are perceived by different generations of consumers and what they consider to be sexist. One of the main goals is to understand the past and current situation of the market and answer whether, and how specifically, the preferences of the future target groups are changing.

The emphasis will be put on identifying ethical issues in marketing, predominantly the exploitation of sexism in advertising and effectiveness of such advertising, using the materials from an anti-award the Sexist Piggy (Sexistické prasátečko¹). Instead of the controversial concept that “sex sells”, different, ethical ways on how to draw attention of the target audience are going to be presented.

The final goal will be attempting to predict which marketing techniques will be the most effective while targeting the upcoming generations and which strategies should be avoided. The thesis is expected to serve as a guide for companies to adjust their future marketing policies to remain ethical, yet ultimately effective.

To summarize, following questions will be answered:

- **Research questions:**

1. What do respondents consider to be sexist?
2. Do attitudes towards sexist advertising differ based on generations?
3. Are sexist advertisements currently effective?

- **Future predictions/recommendations:**

1. Will sexist advertising be effective in the future with the younger generations (Generation Y, Z, Alpha)?
2. Which alternative marketing techniques can be used instead of sexist advertising?

¹ Official name of the anti-award in the Czech language

1.2 Methodology

The theoretical part of the research will define the basic terminology correlating with the main topic of the study, retrieved from different academic sources. Furthermore, ethical issues and advertising regulations in the Czech Republic are going to be introduced. Additionally, literature review is going to outline the contrasting marketing approaches based on the age of the target group.

The practical part will outline the history of sexism in advertising in the Czech Republic with the introduction of the anti-award the Sexist Piggy. The research will be a combination of quantitative and qualitative research methods. For the qualitative research method data will be collected through an interview with one of the founders of the anti-award the Sexist Piggy, to introduce the problematics and to understand the motivation and the necessity of such research in the Czech Republic. The quantitative method chosen for data retrieval will be a survey distributed to a research sample alongside content analysis. The results of the survey will be analysed and will serve as a basis for the subsequent future recommendations.

See methodology chapter for further methodological details.

2 Literature Review

2.1 Fundamental Terminology

To be able to fully comprehend the problematics related to the topic, basic terms such as ethics, CSR, image, gender, and its stereotypes as well as sexism need to be explained.

2.1.1 Ethics

To understand the ethical rules in marketing, it is important to explain the meaning of the term ethics first.

“Ethics, also called moral philosophy, the discipline concerned with what is morally good and bad and morally right and wrong. The term is also applied to any system or theory of moral values or principles.” (Singer, 2020)

Ethics proposes a set of values, which should point out which decision is considered right or wrong, which places it in the philosophy discipline. Instead of relying on factual knowledge such as the other disciplines, it is rather concerned with the application of

normative theories to practical moral problems. The ultimate basis for ethics states that human behavior has consequences for the welfare of others.

The term ethics is sometimes used interchangeably to describe a behavior fulfilling specific social conventions or law, but it is ultimately a stand-alone concept. (Singer, 2020; Paul and Elder, 2009)

To elaborate further on the previous point, it is important to understand the difference between something that is ethical and something that is illegal. Frequently we can come across a situation where something is legal yet unethical, or illegal yet ethical. To give an example of such a situation, in 2015 the former CEO of a biopharmaceutical company, raised the price of a drug that treats a life-threatening parasitic infection from \$13.50 per pill to \$750 per pill literally overnight.

Even though it was perfectly legal, it was considered unethical. By raising the price of a life-saving drug by 5000% overnight, the use of the drug was restricted only to some people who could afford it. (Baldelomar, 2016)

In other words, even if the actions of the company are perfectly legal, it still does not make the company ethical, nor socially responsible.

2.1.2 **Corporate social responsibility**

According to McWilliams and Siegel (2001, p. 117), corporate social responsibility is defined as “*actions that appear to further some social good, beyond the interests of the firm and that which is required by law*”. To examine the definition a bit further, to act socially responsibly means to go beyond obeying the law. To give an example of such motion, companies might try to reduce their carbon footprint beyond the mandatory quota, to use biodegradable materials, or adopt progressive HR management programs. (McWilliams and Siegel, 2001)

To further develop the term, social responsibilities consist of economic, legal, and philanthropic responsibilities. Economically, to sell the products and services at prices that are reasonable, while sustaining businesses and satisfying customers. Legally, to follow the laws of the area, but to be ethically responsible as well, following the expectations of society that are not encoded in law. Philanthropically, representing the desires of society through different behaviors and activities. (Carroll, 1989; Saucier 2008)

Whether a company is or is not socially responsible can in the long term potentially affect the company’s brand image, stakeholder-company relationships, or attitudes toward the investments in the company. (Du, Bhattacharya and Sen, 2010)

2.1.3 **Image vs reputation**

As Gotsi and Wilson (2001) suggested, there are two dominant schools of thought, the first viewing image and reputation as synonymous, the second suggesting a dynamic relationship between these two terms.

The majority of more recent research including Richard and Zhang (2012) has been inclined to the opinion that image and reputation are actively interrelated. Corporate image is dependent upon a person's beliefs, feelings, impressions, and ideas, while aided by managerial attitudes, behaviour, and philosophy. The image is as well built up over time and translated from the company's identity while strongly leveraged off the firm's reputation.

According to Zecevic (2018), the corporate image is what comes to the public's mind when they come across the company's presence (company's name, logo, etc.). Since the company's image is built by communication campaigns, the positive or the negative image depends on what the company communicates to the public, as well as how effectively it is communicated.

On the other hand, the corporate reputation represents the public's overall assessment of company performance and attributes over time, therefore this long-term attribute gives the corporate reputation a relatively more stable and lasting nature than corporate image. (Zecevic, 2018)

2.1.4 **Marketing Ethics**

Marketing ethics has been described as "*the systematic study of how moral standards are applied to marketing decisions, behaviors, and institutions*". (Murphy et al. 2005, p. 17) Marketing ethics is certainly not a new topic. The second half of the last century, more specifically the 1960s, observed an increasing amount of marketing ethics themed research, at the time focusing mainly on ethical issues, ethical decision making, and norms and codes. In the 1970s, interest in marketing ethics was rising, with research temporarily focusing on marketing education, product management, and advertising.

The 1980s brought to attention the ethics of personal selling and ethical conflicts of salespeople. Subsequently, articles in the 1990s investigated more specific research questions, still focusing on marketing education, promotion, and international context but primarily on corporate ethical decision making. Furthermore, new research areas were emerging, mainly focused on the ethical issues relating to price, religion, vulnerable consumers, and green marketing.

Since the new millennium, there have not been any major changes in marketing ethics research, even though all areas are continuing to be advanced. (Schlegelmilch and Öberseder, 2010)

To be able to market ethically, it is crucial for a company to be firstly aware of the ethical marketing norms, and secondly, to follow them. Vittel, Rallapalli, and Singhapakdi (1993), based on the American Marketing Associations code of ethics, developed a scale with 5 different norms – four marketing-related norms (price and distribution, information and contracts, product and promotion and obligation and disclosure) and one general honesty and integrity norm. Each of these norms was positively associated with “one’s acceptance of moral absolutes,” and negatively associated with “one’s rejection of universal moral principles”. (Vitell et al., 1993).

The underlying problem of why all companies are not exclusively ethical is the inconsistency of three main interests – ethics, the law, and the self-interest of the companies. Smith (2001) researched the problematics while going a bit further on Gaski’s (1999) critique of ethical guidelines, where he claimed that ethical guidelines should consist of more than simply “obey the law” and “act in your self-interest” as a company.

Smith suggests that there is a need for ethical marketing prescriptions going beyond the law and self-interest. To illustrate the inconsistency of the three inconsistent interests, he presented the 2 x 2 matrix, illustrating the different kinds of decisions (see Figure 1).

Decision Consistent with the Law and/or Self-interest

		No	Yes
Decision Consistent With Ethics	No	A Unlikely	B E.g., marketing of tobacco and firearms, advertising to children
	Yes	C E.g., River blindness drug, Tylenol recall	D Unproblematic

Figure 1 Ethics, the law, and self-interest matrix based on Smith (2001)

To explain the figure cell by cell, in cell A we can see decisions that are both unethical and illegal considered “unlikely”. Even though there is a certain chance of

decisions like these happening, they are mainly by mistake, for example because of the marketers' lack of knowledge of the law, or specific self-interest. The unlikeliness of such decision stems from its illegality and no additional personal benefit. In cell B we can see decisions legal or serving self-interest, yet considered unethical, such as marketing to children or animal testing. These decisions, even though they are not considered illegal, can cause a public outcry, and damage the image of the company. In cell D we can see decisions both ethical and legal or in the self-interest of the company, which are of course unproblematic.

The cell C presents a real conundrum. These decisions even though ethical, do not often align with the self-interest of the company (rarely illegal). Smith used as an example the Tylenol painkiller crisis of Johnson and Johnson, where all 31 million bottles of capsules had to be recalled from stores after the death of 7 people. After the capsules were taken off the market, Johnson and Johnson offered replacement product free of charge, even though it was a costly and risky decision. This outstanding move along with extensive media campaigns helped Johnson and Johnson recover and confirmed that good ethics is good business. (Rehak, 2002; Smith, 2001)

Another example was river blindness drug by Merck, also known as the „orphan drug“. The development of the drug for some of the world's poorest populations posed a dilemma. Even with the successful development of the drug, it would generate little if any revenues, yet impact the lives of many people. Merck ended up successfully developing a drug called Mectizan, as well as finding the investors, and between the years 1987 to 2008, shipped over 1.5 billion Mectizan tablets. This is a great example of ethical action that went beyond the law or self-interest of the company. (Smith, 2001; Ogoussan and Hopkins, 2011)

2.1.5 Gender Stereotypes in marketing

Gender stereotypes penetrate every aspect of business. From advertising to the designing of products, to the services offered, companies tend to follow certain consumption patterns. Consumers are repeatedly reduced into dual basic categories – masculine/feminine or male/female. (Arsel et al., 2015)

This dichotomous thinking unavoidably maintains inequalities of power. (Squires, 1999) Research has suggested that women are disadvantaged by the status belief that they are less competent than men, which presents itself in the sphere of marketing as well. (Tak, Correll

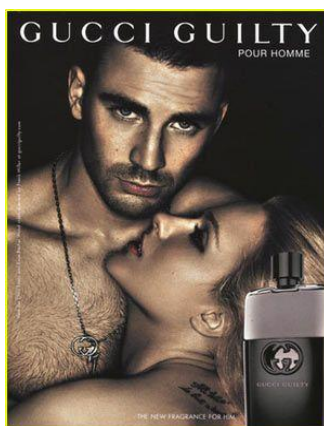
and Soule, 2019) For example, power tools marketed as female-friendly are lighter, pink-coloured, with additional tools to make their DIY projects easier.

Different movements are lately addressing this issue, e.g. the Argentine Advertising Council (CPA) launched a campaign “Things Like These” (Cosas como estas) in 2019 which attempted to eradicate gender stereotypes in communications, based on a self-regulation principle – the voluntary participation usually generates greater acceptance than prohibitions or sanctions. The idea behind the movement was that “in the absence of state action (on the issue of gender stereotypes), it is desirable that there should be at least self-regulation.” (CE Noticias Financieras, 2019)

2.1.5.1 Male

Objectively speaking, most research has focused on female roles and not nearly as much on male gender stereotypes. (Zawisza and Cinnirella, 2010) For a very long time, both sexes were portrayed traditionally - women presented in an inferior position compared to men. Lately, there has been a positive development in terms of role portrayals. In modern advertisements, men have recently been portrayed in “softer” roles while interacting with children and in general, presented more equal. (Grau and Zotos, 2016)

As Goffman (1979) researched, although men are generally taller and bigger than women, in advertisements we can see this difference exaggerated to display the men’s power and control over women. In Picture 1, the dominance of the male is clearly visible at the first sight, by the body language, and by the body proportions compared to the female. You can also see the female in the front gazing up to the superior male.



Picture 1 Gucci perfume advertisement (Media Discourse and Analysis, 2016)

Male family roles include father portrayed as a protector and sons’ availability to assume the role when necessary. The portrayal of ritualization of subordination is visible

only when focused on, e.g. holding the body erect and head high is stereotypically a mark of superiority, on the other hand, physical lowering indicates admitting inferiority. (Goffman, 1979) Goffman's framework has the advantage over other research focusing on gender stereotypes for its exceptional ability to identify even very subtle portrayals of gender stereotypes. (Nam et al., 2011)

2.1.5.2 Female

From the feminist point of view, advertisements that capitalize on social expectations and stereotypical sex roles of the dual distinction between males and females may be exploitative, therefore unethical. Reinforcing the oppressive practices and discussions leads to supporting social and gender inequality. (Arsel et al., 2015)

The female stereotypes can be very obvious, or very subtle, there are different stereotypical portrayals of women in the advertisement. Among the more subtle ones, we can observe the "feminine touch" where women touch their faces with fingers or hands, getting across the message of being precious and delicate. See Picture 2 as an example. Women portrayed at the advertisement for makeup is gently touching her face, with her fingertips open, which gives her the impression of being delicate.



Picture 2 Lancôme make-up advertisement (Isenberg Marketing, 2014)

Mothers and daughters in the advertisements are inclined to show closer relationships than men in the family. Women are more likely to be removed or withdrawn from certain situations, either physically or psychologically, which is a portrayal of helplessness and dependence. (Goffman, 1979)

Even though nowadays marketing campaigns would not necessarily portray women in the kitchen as they used to in the past century, these subtle gender stereotypes portrayals should be something the marketers should be aware of.

2.1.5.2.1 Femvertising

Femvertising can be used as a description of modern marketing campaigns challenging traditional female gender stereotypes. The term gained acceptance in 2014 and even though female liberation advertising has been around since approximately the 1960s, femvertising can be considered innovative since it acknowledges (at least to a certain degree), the female stereotypes created by advertising.

To give an example of such campaigns, we can use the Dove Real Beauty campaign, focusing on stereotypical physical characteristics of women in advertising, such as their body shape or body size (see Picture 3). In the picture we can see a comparison with a less successful Victoria Secret campaign Love My Body, which is also supposed to be celebrating women's bodies yet presents only the ideal of beauty that many women find unachievable. With the campaign that is supposed to promote body-positivity it can be perceived as ironic since most of the models of Victoria Secret are size zero. Dove on the other hand encourages women to love themselves just the way they are.



Picture 3 Victoria Secret campaign vs Dove campaign (Society and the Effect on Women, 2012)

Another good example of femvertising can be from Always, questioning the phrase “Like a girl”, which was often used as an insult. When a little girl is asked what it means to run “like a girl”, her response is “it means to run as fast as you can”. Always ended up being celebrated for empowering women and breaking stereotypes, while becoming one of the most talked-about commercials of the year, with the “LikeAGirl” hashtag skyrocketing (see Picture 4). (Åkestam, Rosengren and Dahlen, 2017; CampaignUK, 2015)



Picture 4 Always #LikeAGirl advertisement (Product Brand Development Campaign of the Year, 2015)

2.1.6 Sexism

Over the years, many commercial advertisements portrayed women in unflattering, demeaning, or offensive ways. The narratives of advertising regularly promoted gender stereotypes, objectifying, and hypersexualizing the female body or accentuate the body-image anxiety.

The beauty or fashion industries constantly promote products that could bring women closer to the cultural standard of perfection. This leads to women comparing themselves to the thin, flawless models from advertising, which inevitably leads to high levels of body image anxiety among mainly, but not exclusively, vulnerable teenagers. Under the patriarchy system, a woman’s social values lie in her ability to present herself as a “pleasing sight”. Feminists disagree with prioritizing appearance over other values in women and insist that without realizing that, we cannot achieve gender equality in our society.

The term sex-sells is a wide known concept, and even today many companies still sell sex along with their product. Both men and women are targeted with different messages. Advertisements targeting men often present women as sexually available and vulnerable, advertisements targeting women present them as able to attract the opposite

sex, therefore fulfilling the cultural ideas of feminine sexuality. The sex sells concept, by stimulating men's desire and objectifying women while portraying them as vulnerable, reinforces attitudes that condone force and even violence against women.

Violence against women in advertising is particularly dangerous since it can excuse and condone what type of violent behavior towards women is acceptable in our society. From women placed into submissive poses, constrained and helpless, often portrayed to some extent nude, to being simply sexualized objects that are bound and vulnerable.

With women fighting against inequalities, many campaigns have decided to acknowledge the new liberation and independence of women, by including it into their marketing campaigns. As an example, a cigarette campaign used the slogan "You've come a long way Baby", which was ultimately criticized even though they acknowledged women's accomplished independence, because they did so by promoting a product that ironically leads to dependence – on nicotine. (Andersen, 2008)

To remain impartial, it is important to acknowledge that women are not the only victims of sexism in the advertisements. Some advertisement objectifies men as well, even though it is not as common as with women. But it may seem that our society has a double standard towards sexism against men and women, to give an example, in 2018 a commercial for Paco Rabanne portrayed a young Adonis stripping down to take a bath, while a group of "lustful" women were watching behind the glass (see Picture 5).



Picture 5 Screenshot from the Paco Rabanne perfume advertisement (Pure XS – Paco Rabanne, 2017)

Even though the advertisement received 120 complaints, the UK's regulator of advertising – the Advertising Standards Authority (ASA), ruled that the ad was displaying men's attractiveness in a "light-hearted, humorous way, rather than in a degrading or humiliating manner". The ASA ruled against banning the ad while adding: "The ad did not

objectify the male character and we concluded it was unlikely to cause serious or widespread offense.”

However, an advertisement of Tunnock’s teacakes (see Picture 6), that was presented next to a tennis arena at the same time as the Paco Rabanne ad was aired, having a woman placing a teacake by her bare thigh in place of the tennis ball, was considered “socially irresponsible”. After only one complaint, the ASA ruled to ban the advertisement, deciding that it objectifies women. (Poulter, 2018)



Picture 6 Tunnock's Teacakes banned advertisement (Poulter, 2018)

We should be aware that objectifying both male and female bodies in marketing campaigns is unacceptable. There are different ways to attract the attention of your target group than portraying both males and females as sex objects, all it takes is a little more creativity from the marketers and a sincere motivation to make a difference in the society through the marketing campaigns.

2.2 Basic Marketing Terminology

Following the explanation of the main terms concerning ethics in marketing that contributed to the initial insight into the problematics, terms relating to the field of marketing must be interpreted.

2.2.1 Marketing

“An organizational function and set of processes for creating, communication, and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders.” (Boone and Kurtz, 2014)

Marketing has always revolved around an exchange process, often two parties exchanging something of value to satisfy their needs, such as food, clothes, cars, college education, or haircut, for money. To paraphrase Boone and Kurtz’s definition, one of

marketing's primary function is to promote and facilitate exchange, with both of the parties having the right to accept or reject whatever is the second party offering. We can find marketing activities in all kinds of economies, even in the non-profit ones, in establishments such as universities, hospitals, or museums.

Marketing should be distinguished from merchandising, which is a more specific subgroup of marketing, mainly concerned with the promotion of the sale of goods and services to consumers, so-called retailing. A common incorrect view of marketing is that it only involves selling and advertising, but it includes many more functions. In addition to promotion - packaging, pricing, product development, distribution, and customer service are all part of marketing functions. (Grayson et al., 2015)

2.2.2 Advertisement

Even though both of the terms (marketing and advertisement) are often used interchangeably, there is undeniably a difference between them.

“Advertising involves a company paying to get its message in front of a target audience. Marketing is much broader: It includes all aspects of advertising, but also the research needed to serve those ads properly, to price those goods and services competitively, and to monitor the efficacy of all related efforts.” (Becker, 2020)

Advertisements can exist in different forms such as print, audio, or video, and promote different ideas, commodities, or services. Different media can be used to advertise, such as e-mail, magazines, newspapers, billboards, television, radio, or the Internet. Advertisements are used often by agencies or government service, but they are the most prevalent in competition-based economies. (Britannica Academic, 2020)

A broadcast advertisement in audio or video format can last from 15-seconds spots to 30-60 minutes segments. These long segments are called infomercials. Website advertising consists of static or moving pictures with words, sometimes appearing in so-called pop-up windows. An area of advertising with a very bad reputation is spam advertising, which is distributed involuntarily through e-mails, social networks, etc. (Grayson et al., 2015)

The three objectives of advertising depend on its desired outcome: either to inform, to persuade, or to remind. Informative advertising develops the initial demand for the product, service, or idea, persuasive advertising follows up with the goal of increasing the current demand, and reminder advertising aims to reinforce the previous attempts to keep

the name of the product, service, or idea in front of the public (see the graphical illustration of the three stages on Figure 2).

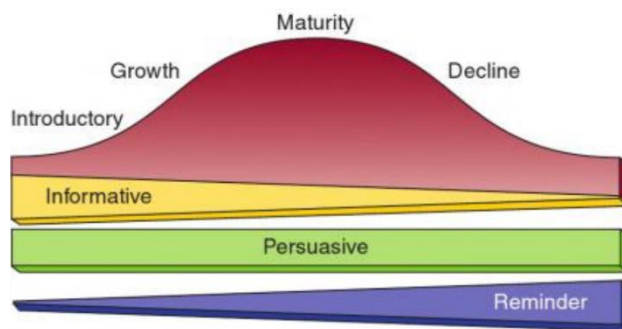


Figure 2 Advertising Objectives in Relation to Stage in the Product Lifecycle (Boone and Kurtz, 2014)

2.2.3 Modern Marketing Communication Environment

There are many different options to choose from when deciding the marketing communication strategy. A necessity of the 21st century is to handle interactive marketing communication. Interactive online advertisements offer much greater interaction and individualization than classical ad forms such as billboards. The main advantage lies in their ability to send tailored messages, that (with the use of cookies etc.) can reflect specific interests and behaviour of the customer. (Keller, 2009)

One of the most common online marketing communication tools is a company's website. Websites need to be attractive and interesting on the first viewing and must encourage the customers to visit them repeatedly. The history of the company, its purpose, products, and vision, need to be clearly and logically expressed on the website as well, because all of those attributes are key dimensions of brand imagery. A subgroup of websites is called microsites, that have a supplementary function to the main site and are paid for by an external advertiser. Another way to effectively gain customers is search advertisement, such as pay-per-click or paid search, that trigger relevant ads based on the search results from Google, Yahoo! or other search engines, along with banner ads. An especially interesting type of targeted advertisement is called interstitials – an advertisement that pops up in between the changes in the current website. For example, the advertisement for the Tylenol headache drug from Johnson and Johnson would appear on the brokers' website whenever the stock market took a hit of 100 points or more. There are many other interactive marketing communication options, such as alliances, sponsorships, on-line communities, mobile marketing, or email. (Keller, 2009)

Even though online marketing seems like a much better option for communicating with the customers, it has its challenges. With the use of the internet, it is easier for the customers to compare prices and different offerings, which is not always desirable for the businesses. Customers also have more power over defining what they will do with their online messages and activity, the advertisement may as well appear in an undesirable or inappropriate place. From this point of view, traditional media can offer greater control and it is easier to ensure that the desired message is formulated and expressed clearly. (Keller, 2009)

2.3 Ethical Issues in Advertising

Even nowadays, there are many ethical issues we can come across in the marketing environment. This chapter is concerned with a description of the most common ethically questionable advertisement such as unverified or misleading claims, the constant exposure to sexuality and stereotyping, marketing to vulnerable groups such as children or elderly, or using an advertisement that is deceptive or unfair for various reasons.

For an ad to be considered ethical, it should neither lie, nor make false claims, nor cheat the customer. Ethics in ads has a direct relation to the purpose of the ad, many times marketers exaggerate the ad to prove the benefits of the product. Ethics is as well dependent on what we believe, if advertisers think that they can trick the customers by making false claims or showing impractical things, that strategy is not going to work and they will be perceived as unethical. (Munjaj, 2016)

In the Czech Republic, advertising is regulated by The Act on Advertising Regulation (Act No.40/1995 Coll.)² which is going to be described in detail in the next chapter.

2.3.1 False advertising

Some companies intentionally engage in “false advertising” – utilizing exaggerated or even incorrect claims about the product or service. Even though the marketers are aware of the potential repercussions of their illegal claims, they do it in a range of different contexts and across different industries, such as car manufacturers, or food producers.

Nowadays, consumers are exposed to an immense amount of advertising, and due to the different degrees of the credibility of the ads, the decision of whether the information

² In Czech officially called „Zákon č. 40/1995 Sb. o regulaci reklamy a o změně a doplnění zákona č. 468/1991 Sb., o provozování rozhlasového a televizního vysílání.“

is true or false becomes one of the most important for the consumer. The “Spinozan processing theory” states that only false information receives a “false” tag and untagged information is automatically accepted as true, which means, that the person will only “unbelieve” the false information if he or she performs subsequent cognitive efforts. But with the vast amount of advertisement that surrounds modern consumers, the cognitive capacities are overburdened and might have difficulties rejecting the false claims. (LaTour K. and LaTour M, 2009; Nadarevic and Erdfelder, 2012)

According to Rhodes and Wilson (2018), “tougher legal penalties reduce the frequency of false adverts but also increase their credibility.” They suggest that false advertising can be eliminated by high penalties because when the penalty is large, there is no false advertising and quality claims of the product are verifiable. Nevertheless, when the penalty is small, the advertising talk is “cheap”, and products can be falsely advertised. Subsequently, when the penalty is moderate, the products are promoted through only partially verifiable advertising. This type of market is a mix between products that are advertised truthfully with a relatively low price and the low and high type of products that are promoted through false advertising with a relatively high price. Therefore, if consumers come across an expensive product, they positively connect it with high quality, as a result inflating the buyers’ beliefs about the product, even if false. (Rhodes and Wilson, 2018)

2.3.2 Gender Marketing

The gender stereotypes that occur in the marketing have been already introduced in chapter 2.1.5, yet gender marketing has a slightly different meaning.

Even though there is very little evidence for any physiological differences between the male and female brain and their decision-making processes, that does not mean that they do not exist, only that they are not proven yet. Nevertheless, women are often excluded from male-only focused campaigns, even though it does not make sense to not openly target women as well, since the campaigns are effectively reducing their potential audience by half.

Men tend not to buy products targeted along with women simply because of their influence of a long history of female discrimination and the effect of gender stereotypes. For women it seems to be less relevant to the decision-making process whether a man or a woman is selling the product than for men. (Johnson, 2018)

The result of the gender marketing can be a man feeling pressured into buying a beer, even though he would rather purchase a bottle of wine, or women spending more money on products that are almost identical to men, a phenomenon nicknamed “the pink tax”.

The most visible division in gender marketing can be seen in the kids’ toy sections. A pink stroller or a doll would be in girls’ section, baseball bat, or a blue car in the boys’ section. The disadvantages of such marketing for a society lie in alienating other potential customers of such products, the ones that do not fit the traditional gender roles or interests. (Powers, 2019) But according to Blakemore and Centers (2005) “Children of both genders would benefit from playing with toys that develop educational, scientific, physical, artistic, and musical skills”, and suggest, that if children would play with a wider range of toys, they could develop a wider range of physical, social and cognitive skills as well. (Blakemore and Centers, 2005)

2.3.3 Targeting a vulnerable audience

One questionable practice by marketers is focusing an advertisement on vulnerable groups, such as the poor, elderly, or children. Most agree that targeting vulnerable groups with campaigns that are taking advantage of them is unjust. (Palmer and Hedberg, 2012)

Children are one of the main targets since they lack the cognitive skills to understand the persuasive powers of media and advertisement. Nowadays, children are entering advertising as a way for marketers to increase sales. Children are constantly exposed to advertisements on TV, online, on gaming platforms, iPods, etc. without any restrictions, and marketers are taking advantage of it. Focusing on children as the target group leads children to push their parents to buy a certain product, which is the goal of such advertisement since kids are nowadays more involved in the family purchasing decisions while shaping their buying patterns. (Calvert, 2008)

One study has shown that marketers find it “appropriate to begin marketing to children” at age 7, yet when asked whether they are able to “view the advertisement critically”, the average age answered was 9.1. In response to the question of when kids could start distinguishing between “fantasy and reality in media and advertising”, the average age given was 9.3, yet when “most young people can make intelligent choices as consumers” again increased to 11.7 years old. These discrepancies make it difficult to answer the questions of what is still ethical and what is not in terms of marketing to

children. It also brings up the shocking fact that many marketers are consciously marketing to children, even though they do not believe in their critical decision making. One of the respondents put it quite accurately: “...too often we put our own business needs ahead of the needs of children and the two don’t need to be exclusive.” (Grimm, 2004)

Another questionable practice is the use of children in advertising, even when the product has nothing to do with children, which aims to win the adult customers with emotion. (Munjal, 2016)

2.3.4 Exclusion of certain audience

Businesses are ultimately unable to serve everybody and must target, segment, and position themselves. Despite the fact that targeting a specific audience can be beneficial for the company and lead to increased revenue, excluding certain groups can be perceived as discrimination and lead to negative consumer sentiments. Examples of unethical exclusion can be past attitudes towards LGBT³ consumers, ethnic minority consumers such as African-Americans, Latinos, and Asians, or the “plus-size” market. (Appau and Churchill, 2018)

To give an example of a “plus-size” consumer market backlash, the CEO of the clothing company Abercrombie & Fitch gave an interview in 2006 that caused a widespread boycott of the company 7 years later in 2013 when the interview resurfaced. The CEO stated in the interview that he only wants the “young, beautiful and thin” to wear A&F clothes, that is why he refused to sell female XXL sizes. This example clearly indicates how badly can the exclusion of certain groups harm the image of the company. (Temin, 2013)

2.3.5 Deceptive/Unfair/Inappropriate advertising

Deceptive or unfair advertising can include many forms of unethical advertising. Among the most common belong comparative advertising, exaggeration, surrogate advertising, or poorly done guerilla marketing. This type of advertising is trying to convince the consumer to buy the product by using different deceptive methods, and is therefore considered unethical, or at best, questionable.

³ Acronym standing for lesbian, gay, bisexual, and transgender.

2.3.5.1 Comparative advertising

According to Wilson (1978), comparative advertising “explicitly names or identifies or implicitly identifies one or more brands of the same generic product/service class, and makes a comparison between the sponsoring brand and other identified brands in terms of specific attributes, vague attributes, or overall attributes.”

Even though in the United States comparative advertising has a long history and is widely used even today, in the European Union it was banned for a long time and allowed just recently. This issue is covered in the “Directive 97/55/EC of European Parliament and of the Council of 6 October 1997 amending Directive 84/450/EEC concerning misleading advertising so as to include comparative advertising” (1997) and allowed by the member states.

However, the Directive sets a strict requirement for the comparative advertising to be considered legitimate, it cannot be misleading, it has to compare products and services of the same purpose, objectively compare one or more material and relevant features of those goods and services. Last but not least, it cannot discredit or denigrate the trade names, trademarks, etc. of the competitors. (Král et al., 2016)

2.3.5.1.1 Puffery

Puffery is most often used as exaggeration reasonably expected from a seller concerning the product’s quality or anything that cannot be easily determined or measured. It is mainly used to subtly and harmlessly encourage consumers to buy the advertised product. (Levine, 2014)

Puffery varies from the term false advertising because puffery is a legal form of promotion and does not intend to deceive, unlike false advertisement which is considered illegal if proven. The biggest difference is between the objectivity or subjectivity of the statement. If the statement can be verified and turns out to be false, it is considered false advertising – for example stating that 9 out of 10 dentists prefer certain toothpaste. On the other hand, stating that the same toothpaste is the best in the world is so beyond belief that a reasonable person would not take it seriously, and therefore it is considered mere puffery. (Myers, 2011; Waters, 2013)

2.3.5.2 Surrogate advertising

Surrogate advertising is a type of advertising that promotes products that are forbidden to be advertised in some countries because of their harmfulness - products such

as tobacco, alcohol, or cigarettes. Surrogate advertising successfully evades the rules of such bans and the government fails to control such advertisements. The trick that these companies use is that they promote their products in the names of Mineral Water, Soda, CD & Cassette, Golf Accessories, etc. which is why you can see an advertisement for a Bacardi CD, or Carlsberg glasses. Those companies do not expect any profit from selling such products, it is just a smart tactic to legally promote their brand, without promoting their main, and harmful product, which would be illegal.

The companies selling the harmful products also use promotion through celebrities, by making them wear or use their products in public appearances, for example in the media interviews, while the audience is unaware that these are paid endorsements. (Dutta and Gangopadhyay, 2015; Manjunath and Sreekanth, 2015)

2.3.5.3 Guerrilla marketing

Although guerrilla marketing can be a very captivating and unconventional way to advertise products, it is important not to cross the very thin line of ethicality – in this case, not to exploit customers emotions. If negative emotions (sadness, fear, anger) are evoked in a tasteless way, it can be seen as exploitative and manipulative. (Woolfe, 2019)

The ultimate goal of guerrilla marketing is an unconventional, thought-provoking and unique concept with the aim to subsequently become viral. Only minimal resources are needed for different PR stunts, street giveaways or encounters in public places. Guerrilla marketing has many advantages, it is simple, targeted, low-cost, flexible and impactful, but there are certain ethical issues that the marketers have to be aware of. (Nathwani and Bhayani, 2011)

It is relatively common for guerrilla marketing to use concepts such as bloodshed or wartime along with brutal or deadly images, unreliable sources of information, as well as negative emotions such as fear or anger. According to Sinan et al. (2010), it is crucial to determine the right amount of fear-appeal, because too much of it can lead to anxiety disorders, unwanted reactions of individual consumers, possibly resulting in their negative attitudes towards the brand.

Different issues of guerrilla marketing include trespassing on private property, or defacing private or public property, which may be considered vandalism. (Sinan et al., 2010)

2.3.5.3.1 Ambush marketing

“Ambush marketing is a form of associative marketing which is designed by an organization to capitalize on the awareness, attention, goodwill, and other benefits, generated by having an association with an event or property, without the organization having an official or direct connection to that event or property.” (Chadwick and Burton, 2011)

Ambush marketing is used by a variety of companies across different industries, often featured at major sport events such as the Olympic games, Hockey World Championships, etc. Sports events of this dimension need considerable financial support from sponsors, and it is understandable that they expect exclusivity – not wanting to share this spotlight with non-contributors, let alone their direct competitors.

In Picture 7 you can see an example of ambush marketing campaign. In 2010, the Canadian company Rona took advantage of Apple’s iPod Nano advertisement. Rona, as a retailer of building materials and renovation products had an ongoing paint recycling program that they decided to integrate into the iPod’s billboard. The advertisement gives the illusion that the colors are dripping from the Apple billboard to the buckets in the Rona billboard, with the slogan underneath: “Nous récupérons les restes de peinture.” meaning: “We recycle leftover paint.” Even though the campaign was very successful for the Rona company, some would describe such advertisement as “leeching” on the Apple campaign. Nevertheless, researchers hold different opinions on the ethicality of ambush marketing, some argue that ambush marketing is not ethical, others claim that it may be a valid marketing technique. (Dickson et al., 2015)



Picture 7 Ambush marketing Apple vs Rona (Ambush Marketing, 2014)

2.4 Advertising Regulations in the Czech Republic

From a legal point of view, the main law regulating all advertising in the Czech Republic is the Act No. 40/1995 Coll.⁴, amended in the Advertising Act, as already mentioned in the previous chapter and Act No. 89/2012 Coll.⁵, as amended in the Civil Code.

In 1994 a civic association called “Rada pro reklamu” (The Advertising Council) was established, as an initiative of advertising agencies, media, and advertisers. The primary goal of the association is to promote and ensure legal, honest, truthful, and decent advertising in the Czech Republic. The Advertising Council is as well a member of EASA – The European Association Standards Alliance - the single authoritative voice on advertising self-regulation issues in Europe. (EASA, 2020)

Advertising in the Czech Republic is self-regulated, meaning that the rules are adopted by the advertising industry itself. This self-regulation complements legislation with ethical rules that are not covered by the legal regulations.

One of the main advantages of self-regulation is that it is flexible and adaptive to all changes in the advertising sphere. The Advertising Council assesses complaints that are introduced about billboards, in the press, on radio and tv, on-line, in cinemas, etc. but does not cover electoral advertising or advertising of political parties in any form. The Advertising Council intervenes on their own initiative, or if they receive a complaint about a specific advertisement, but since it is a non-governmental and non-profit organization, it cannot impose any financial sanctions, only issue recommendations. However, in the case of non-compliance with their recommendation, the Advertising Council may submit a complaint to the suitable “Krajský živnostenský úřad” (Regional Trade Licensing Office), that already has the statutory power to impose sanctions. (RPR, 2020)

Members of The Advertising Council consist of companies from different industries, such as Nestlé, Raiffeisenbank, Pilsner Urquell, ČEZ, McDonald’s, and many others. Companies are governed by a certain Code of Ethics that they voluntarily accepted. To give an example from the Code of Ethics, companies agree to be socially responsible – they must not use the motive of fear (without legitimate reason), must not misuse the prejudices and superstitions as well as anything that could lead to violent acts or support

⁴ In Czech „Předpis 40/1995 Sb.- Zákon o regulaci reklamy a o změně a doplnění zákona č. 468/1991 Sb., o provozování rozhlasového a televizního vysílání, ve znění pozdějších předpisů.“

⁵ In Czech „Předpis 89/2012 Sb. - Zákon občanský zákoník.“

such acts. Their advertisement must not portray anything that would insult the national, racial, or religious feelings of consumers. Subsequently, they can use traditions, customs, and symbols unusual for the Czech Republic (such as Santa Claus) but must not deny and denigrate Czech traditions, customs, and symbols (Ježíšek, Mikuláš, Easter traditions, etc.). (RPR, 2020)

To analyze some of the cases that The Advertising Council had to solve in 2019, we can look at two examples – one considered problematic, the second considered unproblematic. The advertisement that was considered problematic was presented on social media by the company “Aqualand Moravia” and portrayed underaged child driving a car. The Advertising Council after a close examination found the advertisement problematic since the advertisement must not prompt violation of the law.

The second advertisement that was ruled unproblematic was presented on social media, TV, and online by the company “Moneta Money Bank”. The complainant found the advertisement sexist and promoting gender stereotypes – in this case male agreeing on the wedding to send his paycheck to his wife and pay for her shoes and purses, no matter the situation.

The complaint was in this case denied by The Advertising Council, since from their point of view the advertisement clearly exaggerates, portraying the unlikely content of the marriage officiant’s speech, or the presence of a talking cat. The Council stated that for this reason, it must be clear to the average recipient of the advertisement, that not all of the content of the advertisement can be considered a reproduction of reality. (RPR, 2020)

2.5 Marketing to different generations

In terms of marketing research, age is the most important demographic characteristic – it has an indispensable role in the determination of consumer behavior. (Mitchell, 1995) Marketing and advertising tailored to specific generations of consumers (teenagers, older people, Baby-boomers, Generation X..) is called generational marketing. (Danesi, 2008) To be able to successfully market to different generations, detailed knowledge of each generation and the choice of the correct generational marketing strategy is crucial. According to the Strauss-Howe generational theory, each generation has their own unique behaviors, perceptions, outlooks, and worldviews. The theory introduces roughly 20-year period generation cycles, that follow a cycle of rebirth and destruction approximately every 80 years, with generation consisting of four archetypes – Prophets, Nomads, Heroes and Artists, each shaped by a particular span of time and events. (Howe and Strauss, 1991)

Most of the names proposed by Howe and Strauss remained, some were replaced, but the timelines remained flexible since generational cutoff points are not an exact science. For the purpose of this research the generational definitions published by the Pew Research Center in 2019 will be used.

The Pew Research Center defines generations by years as follows:

- The Baby Boomer Generation (born 1946-1964)
- Generation X (born 1965-1980)
- The Millennial Generation (born 1981-1996)
- Generation Z (born 1997-2012) (Dimock, 2019)

Researchers dispute the existence of Alpha Generation, according to Nagy and Kölcsey (2017), Generation Alpha is just „Z 2.0“, not very different from its predecessor, yet naming the generation is important mostly for marketing purposes. However, since this paper is concerned mainly with marketing, the classification of McCrindle (2014) will be used, the Generation Alpha consisting of people born after 2010:

- Generation Alpha (born 2010 – 2024)

2.5.1 Generation W - Baby-boomers

General definition of Baby Boomers

The Baby Boomers (also known as Me Generation, Baboo, Love Generation, Boomers, Woodstock Generation) refer to individuals born between 1946-1964. The name was received because of a high rise in birth rates after World War II. Boomers are defined as workaholics because they define themselves by their careers and value individualization, optimism, and self-expression. (Williams and Page, 2011)

General definition of Baby Boomers in Czechoslovakia

Their lives were affected by many factors, in the former Czechoslovakia mainly by the economic and political situation – communism and belonging to the Eastern, Socialist Bloc. Unfortunately, nobody has studied the Czech generation’s sociology at these times compared to the United States.

Marketing to Baby Boomers

The issue with contemporary marketing is that the majority of businesses stick to a vicious cycle and focus on young consumer groups while disregarding the older ones. Even though the younger generations are the future, it may be a poor choice in terms of commercial success, since this generation still has their own desires to fulfill and finances to dispose of. However, with the new millennium, boomers are struggling to find a happy

medium between their happiness and financial security. (Coleman et al., 2006; Roberts and Manolis, 2000)

Since the generation currently ranges from active individuals at the peak of their careers, to elderly, dependent individuals in need of care, it is important to accordingly adjust communication when selling to this age group. In the marketing sphere, it is recommended to generally avoid ageism, it is preferred to use terms such as “consumer” and “customer” instead of “senior” since most of them do not consider themselves “old”. It is favored for them to be portrayed as smart, wise, and active individuals. The baby-boomer generation does not appreciate being pressured into a purchase, being rushed, or buying products that are over-estimated since they will automatically be perceived as misleading advertising. Instead, marketers should use the concept “fun sells”, understand their buying habits, and treat them like individuals instead of assuming the stereotypical roles. (Elder Law Report, 2016)

One of the reasons behind targeting the younger generation compared to baby boomers is the fact that they do not have a short attention span. They will do research into the product before buying it and a 30-second “salvo” will not persuade them to buy the product. Telling the story of the product may be more effective if targeting this age group. (Coleman et al., 2006)

2.5.2 Generation X - Husák’s Children

General definition of Generation X

Generation X, also known as Why Me Generation, Latchkey Generation, Slackers, or Baby Bust, refers to individuals born between 1965-1980. They have experienced the increasing impact of personal computers and are considered pessimistic, disillusioned, and skeptical. Compared to Baby Boomers they do not believe in sacrificing relationships, energy, and time for advancements, being free agents rather than team players. (Williams and Page, 2011) They are also referred to as “digital immigrants”. (Nagy and Kölcsey, 2017)

General definition of Generation X in Czechoslovakia

In Czechoslovakia this generation was called “Husák’s children”⁶ because of (at the time) president Gustav Husák. It was the generation of the baby boom in the country since the government policies provided long maternity leaves, subsidized housing, and loans for

⁶ In Czech „Husákovy děti“.

newly married, a boom that reached its peak in 1974. After the Velvet Revolution in 1989, the economy transformed and people could become entrepreneurs, the generation had many opportunities for self-realization. Due to the high number of people, this generation was also used to strong competition at school and consequently at work. (Suchá, 2007; Czech Statistical Office, 2012)

Marketing to Generation X

Marketing to Generation X can be found quite difficult since they are more price-sensitive and often shop at value-oriented retailers. They want to know the detailed characteristics of the products and their practical use. One recommended marketing strategy is to treat them like a family, be straight forward with the advertisement and honest – not using overly slick marketing techniques because they are skeptical of them. Even though Generation X requires a family-like approach, they have the reputation of being incredibly disloyal to companies and their brands. (Williams and Page, 2011)

2.5.3 Generation Y – Millennials

General description of Generation Y

Generation Y, also known as Millennials, Why Generation, Gen Y, Echo Boomers, Net Generation, We Generation, Gen Wired, First Globals, etc. refers to individuals born between 1981-1996. They are the children of the Baby Boomers (that is why they are sometimes referred to as “Echo Boomers”) and often their rivals. They grew up with computers already in schools and at home, with dual-income households as a standard, a wide array of family types considered normal and significant respect for ethnic and cultural diversity. They are considered to be optimistic, open-minded, goal-oriented, and highly motivated toward their own perception of success. (Williams and Page, 2011) They are also referred to as “digital natives”. (Nagy and Kölcsey, 2017)

Description of Generation Y in the Czech Republic

Generation Y in the Czech Republic is sometimes referred to as “Havel’s children”⁷ because of president Václav Havel. The generation that was being born in the collapsing communism and grew up in the free, democratic state of the Czech Republic. There are a few differences that distinguish Czech Millennials from the previous generations: firstly, they trust politicians and institutions much less, but they have the will and energy to change it, secondly, they genuinely care about the quality of the environment. Thirdly, they

⁷ In Czech „Havlovy děti“.

see the inability to find housing a much bigger problem, but at the same time, they are not at all afraid to lose their jobs. Lastly, they value open Europe much higher than the previous generations and are much more immigrant-friendly.

All these characteristics were formed in the last decade since the economic crisis in 2008 and even more in the last five years, when the Czech Republic went through a phase of record-breaking prosperity, yet at the same time the rise of the price of properties reached a level that is unreachable for the young generation. (Koblenová, 2011; Zlámalová 2019)

Another aspect that is characteristic for the Czech Millennials is prolonging the time of studying, with a Bachelor's degree often being a necessary extension of high school. A tendency that distinguishes Czech Millennials from the rest of the world is that a majority (80% in 2011/2012) of Bachelor's students continue to pursue their Master's degrees. The outcome of that is that many university graduates end up working outside of their study field and are over-qualified for their positions. (Czech Statistical Office, 2012)

Marketing to Generation Y

Gen Y consumers “want it all” and “want it now”. They are likely to spend their cash as quickly as they acquire it, mostly on personal services or consumer goods. They choose products that help them define who they are, what they value, and to express some of their image and personality. (Ordun, 2015)

Marketing to Generation Y should appeal to their belief that they can improve the future, therefore marketers should speak to a “greater purpose”, such as global warming, or globalization, recycling, or biodegradability, along with dismissing unethical practices such as the use of child labor and sweatshops - the company should portray themselves as an instrument of change. They do respond well to traditional marketing approaches - as a marketer it is important to embrace diversity as well as humor, honesty, uniqueness, and information appear to be important. Millennials are image-driven, crave challenges, and take full advantage of technology. They expect competitive pricing since they can easily compare the competitors' prices on the Internet, on the other hand, they are most likely to purchase prestige products.

In terms of marketing communication, Gen Y responds to creative and interactive advertisement, on appropriate internet sites, TV, digital radio programs, and video games (“advergaming”). Word-of-mouth is very important; peer influence can be highly

persuasive. Another forming aspect of the Millennials is that they use the TV on their own schedule and are generally much less interested in it than any previous generations.

(Williams and Page, 2011; Rolling and Sadachar, 2017)

2.5.4 Generation Z – Post-Millennials

General description of Generation Z

Generation Z, also known as Baby Boomers, Post-Millennials, Tweens, Generation 9/11, Generation M, refers to individuals born between 1997-2012. They are predominantly children of Generation X, and while growing up, they faced global terrorism, economic uncertainty, mortgage crisis, and recession. The teens are exposed to commercial exploitation (predominantly young girls), which is causing the loss of their childhood. Generation Z has never lived without the internet; therefore, they are used to being constantly bombarded with marketing messages, but it only makes them value “realness” and authenticity. Peer acceptance is important for this generation and they value security as well, they are ready to be on a mission, optimistic, and confident. Research also showed that the majority of Gen Z does not care about other people’s sexual orientation, explore their sexuality more than in the past, and do not think gender defines a person as much as it used to. (Laughlin, 2015; Williams and Page, 2011) They are also referred to as “content creators”. (Nagy and Kölcsey, 2017)

Description of Generation Z in the Czech Republic

The latest research of the Czech Generation Z (with data collected by the research agency Behavio), portrays them as a generation that prioritizes friends and family, recycles routinely, and wants to fully enjoy their retirement. Because of the abundance of possibilities, they might struggle to find stability and often attempt many different things. They use social media mainly to stay in touch with their peers, but some of them consider it a waste of time, most of them spending time browsing from 2 to 3 hours/day.

When looking for a job, they divide into two groups, one of them wants to spend as little time as possible at work and make as much money possible, whether the job is meaningful comes second. The second group is looking for a meaningful job, that is also creative, has a positive influence on society, and has great colleagues. They care about ecology and show interest in politics yet cannot imagine entering politics themselves. (Marek Pros et al., 2019)

Marketing to Generation Z

When marketing to Gen Z, realness is the core value, they are considered marketing savvy and “street smart”. Cosmetics, fashion, video games, wardrobe, and haircuts are all important in terms of fitting in. Especially high-end skincare and cosmetics labels embracing their heritage are winning in social media marketing, with the help of influencers and the use of diffusion lines to expose the generation to prestige brands. Since some of the predictions show that Gen Z will be one of the unhealthiest, and overweight generation yet, health insurance and gym memberships will be important products and services for this target group. (Wischhover, 2019; Williams and Page, 2011)

Their attention span is 8 seconds; therefore, it is easy for them to tune advertisements out. If marketers want to focus on Gen Z, the first 8 seconds are crucial. They rely on user reviews as well, reviews such as video testimonials or user-generated content through Amazon, ergo they do not respond well to selling terms such as “Buy Now” or “Try Today” – even though they need immediate satisfaction, they do not like to be sold to directly. They are socially conscious and committed to sustainability, therefore for the brands to get Gen Z’s lifetime loyalty, they should not only commit to the causes they value, but they need to be vocal about these causes as well. To summarize, marketers should put the most important message first, share their values, include user-generated content, use the impact of influencers, use video content, and social media to promote your products. (Anderson, 2020)

2.5.5 Generation Alpha

General definition of Generation Alpha

Even though the mere existence of generation Alpha is being questioned by scientists (Nagy and Kölcsey, 2017), according to the generational researcher McCrindle (2014), the existence of generation Alpha is a prognosis, a forecast. He assumes the year 2010 as the year of a generation change, a year that was defined by the launch of the iPad and Instagram and “App” being the word of the year. He also assumes the length of a generation to span over 15 years instead of 20 – the Alpha Gen being born from 2010-2024 and the following Beta Gen being born 2025-2039.

With Generation Y as their parents and new technology shaping them such as 3D printers, Smart speakers, Google glasses, the prediction is that Gen Alpha will be the most materially endowed generation ever. Generation Alpha is exposed to touch screens from the earliest age, for the purpose of entertainment, or education, which is why they are also

called the Generation Glass. With even shorter attention span than previous generations, education is gamified, and the increased digital literacy comes hand in hand with impaired social intelligence. The potential of Generation Alpha is enormous, by the year 2025 it is predicted that almost two billion of Gen Alphas will be born, with them being the most formally educated, most technology supplied and globally the wealthiest generation ever. (McCrinkle, 2019; Williams, 2015)

Marketing to Generation Alpha

Regarding the marketing to the Alpha generation, they are not old enough yet to have any spending power, but over 80% of Millennials stated, that the habits of their Alpha children influenced their purchases – so-called “pester power”. So even though this generation does not have their own finances, they do affect purchases indirectly, by “nagging” their parents into purchases. Many of two-year-old’s today already know how to use a smartphone, therefore, it is important for the marketers to make advertising as entertaining and responsive as possible since children are more susceptible to advertising compared to adults. However, there is still the debate of the ethicality of advertising to children.

It is now the time to research the Alpha generation before they grow into the target audience. They are expected to have the same pull toward multiculturalism as the Gen Z before them, and even further disintegration of gender norms is being anticipated. The two early predictions of the relationship that the Generation Alpha will have towards advertisement is either a shared distrust of online advertising in general or an ingrained, unexamined need to consume. (Liffreing, 2018; Ellis, 2019)

3 Methodology

3.1 The aim of the research

The main aims of the thesis were to find out the attitudes of different generations towards sexism in Czech advertising and what they consider as being sexist in the first place. Subsequently, based on the research, the thesis aimed to assess whether sexist advertisements are currently effective and whether they will be effective in the future, with the younger generations (Generation Y, Z, Alpha). Alternative techniques for advertising were suggested.

3.2 Research Questions

a) Questions for the research:

1. What do respondents consider to be sexist?
2. Do attitudes towards sexist advertising differ based on generations?
3. Are sexist advertisements currently effective?

b) Questions for future predictions/recommendations:

1. Will sexist advertising be effective in the future with the younger generations (Generation Y, Z, Alpha)?
2. Which alternative marketing techniques can be used instead of sexist advertising?

3.3 Research method

Data were collected by a mix of both qualitative and quantitative methods, from both primary and secondary sources. The primary data were collected by performing a survey and an interview and secondary data were provided from the research performed by the non-profit NESEHNUTÍ and by content analysis of the existing literature review.

3.3.1 Quantitative research method

To be able to answer the research questions and to understand the general opinions and attitudes of the population, an online survey was used as a quantitative research method. Since the topic can be sensitive to many respondents, to be able to reflect the true opinions of the sample, an anonymous form of an online survey was chosen.

The survey was structured, with close-ended as well as open-ended questions, distributed to a research sample divided to the different age subgroups. The results of the survey were analysed and served as a basis for the subsequent future recommendations.

3.3.2 Qualitative research method

To gain a more in-depth understanding of the topic, the qualitative method used was a semi-structured interview with a member of a non-profit NESEHNUTÍ, that was responsible for organizing the anti-award project “The Sexist Piggy” that took place in years 2009-2018. The interview was used as an introduction to the problematics by an expert in the field, to get a deeper understanding of the motivation behind organizing the anti-award as well as why there was a necessity of such a project/study in the first place. The interview was also used for understanding the current situation of sexism in Czech advertising and its evolution two years after the end of the project. The data were collected by open-ended questions in a one-to-one interview. Content analysis of previous research was used while researching the historical and current situation of sexist advertising.

4 Practical Part

4.1 Gender (In)Equality in the Czech Republic

The Czech Republic is a perfect candidate for gender studies, due to one unfortunate fact – it constantly ranks among the worst in terms of gender equality in the European Union. The European Union itself is working towards gender equality since it is one of its core values. Part of its “Strategic engagement for gender equality 2016-2019” was to increase female labor market participation, reduce the gender pay, earnings and pension gaps, combat gender-based violence, promote equality between women and men in decision-making and promote gender equality in general across the world.

4.1.1 Current perceptions of Czechs about gender equality - Eurobarometer

The Gender Equality Eurobarometer (Europe.eu, 2017) quite accurately sums up the current regrettable situation that the Czech Republic finds itself in and points out the biggest shortcomings of the country in terms of gender inequality. The survey had the aim of exploring citizens’ opinions and perceptions about gender equality in their country and was carried out in 2017 in 28 Member States of the EU. Regrettably, Czech Republic consistently ranked among the worst countries in the EU. To be more specific, on the question of whether the gender equality has been achieved in the Czech Republic – in politics, 57% of respondents answered “No”, at work 50% of respondents answered “No” and in leadership positions in companies and other organizations, a total of 54% answered that they do not think the gender equality has been achieved. In all of those categories, the Czech Republic ranked among the worst 8 countries from the EU (from 28 countries in total).

Another alarming finding of the research was the acceptance of gender stereotypes. 17% of respondents in the Czech Republic found men crying unacceptable (almost double the EU average), 83% of respondents found women more likely than men to make decisions based on their emotions (compared to EU’s average 69% - the Czech Republic ranked second-worst after Hungary). Subsequently, 77% of respondents in the Czech Republic agreed that the most important role of women is to take care of her home and family (compared to 44% EU average) and 72% of respondents agreed that the most important role of a man is to earn money (compared to 43% EU average). Overall, the Czech Republic ranked 6th country with the highest gender stereotype index, from a total of 28 countries.

In terms of the perception of the share of housework and caring activities, 82% of respondents stated that women spend more time than men on housework and caring activities in households, placing Czech Republic as the 5th worst country in the EU.

The section of the survey that is particularly interesting for this research was the perception of representation of women in media and advertising. Only 15% of respondents in the Czech Republic thought that there is a problem with the way women are presented in media and advertising and it needs to be addressed. 17% of respondents thought that there is a problem, but that it does not need to be addressed and a total of 61% of respondents did not think that there is a problem with the way women are presented in the media and advertising whatsoever. The Czech Republic ranked as the 2nd country after Latvia, to say that there is no problem with the way women and presented in media and advertising, which would suggest that Czech advertising and media do not portray women in a problematic way. However, if we make a connection with the Czech Republic having one of the highest “Gender stereotype indexes”, we can clearly see that it is not the case.

Socio-demographic analysis of this part of the survey served as an inspiration for writing this research since age differences among the responses were detected. Young women (15-24) were the most likely to say there is a problem with the way women are presented in media and advertising and that it needs to be addressed as well, a pattern that is much less evident for males. Another trend detected was that the longer the respondent remained in education, the more likely they were to say that there is a problem – in total 61% of those, who completed their education 20+ years old, compared to 48% those completing their education being 15 years old or younger. The trend was repeated on whether the problem needs to be addressed – more educated people were more likely to admit that the problem needs to be addressed.

The part of the survey that assessed the perceptions of the respondents to the importance of promoting gender equality brought another disappointment for the Czech feminists. The Czech Republic ranked 4th worst in terms of whether promoting gender equality is important to ensure a fair and democratic society (12% of respondents disagreed), again 4th worst in terms of whether promoting gender equality is important for companies and for the economy (19% of respondents disagreed), and 8th worst in terms whether promoting gender equality is important for them personally (19% of respondents disagreed).

Unfortunately, the Czech Republic ranked the absolute worst in terms of whether men should contribute to gender equality. They ranked 2nd worst in the EU in the perception of whether they approve of men doing an equal share of household activities, with 15% disapproving and another 18% neither approving nor disapproving. Another 2nd worst position was given for the perception of whether they approve a man taking parental leave to take care of his children with 25% of respondents disapproving (the highest number of disapprovals in the EU). One more 2nd place was given for only 13% of men identifying themselves as feminists, with 45% disapproving of being identified as feminists. The shameful 1st place the Czech Republic “won” was on the approval of a man reproaching his friends for making a sexist joke. Czech Republic placed first by far, with 46% disapproving of reproaching their friends for making a sexist joke, and only 14% approving of the approach (compared to the EU average 50% approval and 17% disapproval). In the end, the Czech Republic earned the lowest “Men should contribute to gender equality” Index out of the entire European Union. (Europa.eu, 2017)

The data collected by the Eurobarometer do not portray the Czech Republic in a very flattering way, nevertheless, according to my opinion, the results reflect reality quite accurately. The survey sheds light on issues that are talked about in the Czech Republic, but not nearly as much as they should be talked about. Data collected from this survey inspired this paper since the socio-demographic analysis of each section showed differences among the answers based on the education, and age of the respondents, and it is an interesting area to explore. The hypothesis based on this survey were that respondents with higher education will be more likely to find sexist advertisements unethical compared to less educated people, and younger people will be more likely to be offended by the sexist advertisements compared to older people.

4.1.2 Statistics of gender inequality

By now, it is established that the genders are far from equal in the Czech Republic. Besides the overall perceptions of Czech people towards gender equality, it is important to mention some factual data as well. In 2018, the Czech Republic had the third biggest pay gap in the entire EU, with women on average earning 20.1% less compared to men. (Europa.eu, 2018) The positive news was that the gender pay gap was much lower for younger employees – for employees 25 – 34 years it was only 13.6% and for employees < 25 years only 10.4%. The main issue with these statistics is that in the Czech Republic, women tend to take their maternity leave around 30 years of age, and therefore there we

can see in the statistics a steep increase of gender pay gap to 25% in the group of 35 – 44 years old. (Europa.eu, 2020)

Women are also more likely to care for somebody else – they account for 71% of people who are economically inactive, simply because they care for children or other family members, compared to a very few numbers of men doing the same. They also have smaller pensions compared to men, and they are outnumbered on boards of publicly owned companies 5 to 1. Similar to other statistics, the income poverty and material deprivation situation is generally worse for women than for men. (Lánský and Tomková, 2018)

Single mothers account for 87% of single parents in the Czech Republic, therefore the poverty issues of one-parent families are often linked with women. Another pressing issue is violence against women in the Czech Republic. 27.7% of women questioned (older than 18 years old) have experienced domestic violence. In more than 90% of cases of domestic abuse, the victims are women, and the perpetrators are men. A report by Amnesty International has estimated that as of the year 2015, there have been approximately 7500 – 20 000 cases of rape, with only 3-8% reported. The education of violence against women is highly unsatisfactory in the Czech Republic, which only adds to the overall issue. There are not enough reception centers that would help women that are victims of abuse and the social workers working in the Public Prosecutor's office often lack the qualification to handle such cases. (Kodyšová et al., 2017)

The Czech Republic has never had a female prime minister or president and most of the politicians are also men. Those women that are present in politics at the moment are being constantly discouraged and it is very likely that any mistake or any wrongdoing will be generalized to women in politics as such. Even though women constitute half of the society, in Czech politics, they are represented by only one fifth. (Speak, 2017)

4.1.3 COVID-19 and its impact on gender inequality in the Czech Republic

The recent pandemic of COVID-19 demonstrated the gender inequality of the Czech Republic in its true, and regrettable state. The mandatory quarantine increased violence against women and children, who had to be locked up at home and had no chance to escape. Another clear demonstration was the extreme overburdening of health, social, or sales services that are not only underpaid but also have most positions occupied by women. One of the most observed forms of discrimination against women at the time of the pandemic was by the Czech government, who, despite the recommendations of the World Health Organization, prevented women from being accompanied by a chosen person

during birth, including the father of the child. Even though the ban was lifted, mainly due to the backlash of the public and the pressure of Czech Women's Lobby, more than 10 000 women gave birth without the possibility of being supported by a loved one. Another issue that fully manifested itself at the time of the pandemic was the underrepresentation of women in the decision-making processes of the government. The unequal representation of women in the government only leads to the specific problems that women must deal with on a regular basis, being unrecognized and overlooked. (Antalová, 2020)

4.2 Sexism in Advertisement

4.2.1 History of sexist advertisement

Because of the communist regime in Czechoslovakia, advertising was for a long period completely blocked. In America however, all these years of stagnation in Czechoslovakia were used for the marketing sector to develop, along with sexist advertising. Sexist advertising starts as early as in 1912, where a woman is being offered a cigarette "Nebo", that advertises that they "can feel like a man". Eleven years later, a woman is portrayed in an advertisement for Listerine mouthwash which advertises, that "without a fresh breath they will end up single". In 1936 we can witness the first naked women in an American advertisement for a bar of soap. In the 1960s, a study pointed out that women are stylized to the role of a housekeeper very often and in the role of authority, women were only portrayed in connection with cleaning supplies.

However, in the 1970s, the era of "superwomen" came - women were portrayed as working, while at the same time cooking at home – that is why "they need deodorant Enjoli". The slogan was that she will make money to buy the bacon and she will fry it at home as well. The first feminist criticism of advertising is dated to the 1980s, where women were highly unsatisfied with their portrayal in ads – mainly with those that showed women as inferior and jealous of beautiful models, with the only chance to reach the beauty standard and be happy to buy the advertised product. Another interesting study in the 1990s showed that stereotypes of women in advertising differed based on the time of the day a well. In the morning and the afternoon, women were portrayed at home much more often than men – mainly in the kitchen and bathroom. In the evening advertisements, women's positioning was in the same ratio – both at home and outside.

In 2012, the hair products company Axe for men, aired an ad portraying a headless pair of breasts on legs. The advertisement stated that men notice breasts first, while women notice a man's hair before anything else. (Novotná, 2019)

With the establishment of the first Czechoslovakian Republic, from 1918, advertisements were slowly reaching the level of more developed Western countries. In the 1920s Czech advertisements were influenced by Austrian ones, but later began to be influenced by American advertisements. In the 1930s, the owner of the Czech Baťa company was already aware of the fact that a beautiful and revealing poster of a woman will attract attention. The second World War put a stop to any kind of advertisement and, as mentioned earlier, after the war the advertising was highly affected by communism, since the purpose of printed media was then only to “help the struggle of Czechoslovakian people to build peace and cooperate on its socialism education”. At the beginning of the 1970s, some advertising companies started operating again and their position improved. A huge change came for advertising in Czechoslovakia after the Velvet revolution of 1989. From 1993 the Czech Republic witnessed a steep increase in advertising on billboards, in public transport and in the direct mail, and from 1998 the internet advertising joined as well. Besides regular advertising, ads with erotic or sexual contexts were rising in numbers too. (Janoušková, 2019)

4.2.2 Current situation in the Czech Republic

The Advertising Council⁸ dealt in 2010-2018 with 38 complaints falling into the category of women in advertising and/or sexism. Out of the total 38 complaints, 14 were found by the Committee justified, the remaining complaints found unjustified. Two of those cases the committee found the advertising in accordance with the Code but recommended to the advertisers the use of more sensitive elements and to take into account the type of media and its impact on the target groups. (Novotná, 2019)

According to Kubálková and Wennerholm Čáslavská (2009), “if the motive of sexism, exaggeration and humor is combined in Czech advertising, it is always found to be ethical and therefore harmless.” A specific example of such questionable decision was the advertisement for the Moneta Money Bank (as already described in section 2.4), that won third place in the annual anti-award “The Sexist Piggy” (Bartáková et al., 2019), yet when it was brought up to the committee, they found it ethical and harmless, because it is clearly exaggerating and the advertisement is still being aired in 2020. That raises a question, whether The Advertising Council is being strict enough with the evaluation of “problematic” advertisement.

⁸ “Rada pro Reklamu“ in Czech.

4.2.3 The anti-award “The Sexist Piggy

4.2.3.1 Description of the anti – award

The idea of organizing the anti-award began in 2009 when members of the non-profit organization NESEHNUTÍ (abbreviation stands for “Independent Socially-Ecological Movement⁹) decided to lead a campaign against sexism in the advertisement. At the time, there was no data about how many advertisements as such currently exist, how people perceive them, and what the young generation thought about it. The anti-award took place from 2009 – 2018, it collected over 700 sexist advertisements and the founders have throughout the years organized different meetings with the public, as well as publishing various scientific publications to raise awareness of the issue.

The organizers of the anti-award tried to include the public to call attention to the sexist advertisements. The main purpose of the anti-award was not to publicly condemn the contractors of such advertisements but to achieve the goal of having tasteful advertising without strengthening gender stereotypes. In 2018, according to the organizers, the anti-award fulfilled its main purpose – to stir up a debate on sexism in the Czech Republic and therefore raise awareness. However, they have not abandoned the issue entirely, the non-profit NESEHNUTÍ continues to address gender issues, mainly as a part of their educational programs for youth through lectures, exhibitions, and publications. (Anticena Sexistické prasátečko, 2018a)

4.2.3.2 Results of their research

To conclude the 10 years of organizing the anti-award, the non-profit NESEHNUTÍ decided to commission the Public Opinion Research Centre (CVVM¹⁰) to carry out representative research with 1037 respondents to find out the Czech public’s perception on sexist advertising. The main findings included:

- More than three fifths (61%) of respondents from the Czech Republic have a negative view of advertising (they find it annoying). One quarter (25%) of respondents are generally not bothered by advertising (they have a positive attitude towards it).
- Negative attitudes towards advertising increase with age and decrease from left to right on the political orientation scale. Non-users of the internet and Facebook are more bothered by advertising than users.

⁹ In Czech NEzávislé Sociálně Ekologické HNUTÍ.

¹⁰ In Czech Centrum pro výzkum veřejného mínění.

- In terms of sexist content, the respondents were the angriest about the representation of violence against women (91%) and subsequently, ridiculing people based on their looks (75%) as well as displaying stereotypes about women and men (also 54%). Interesting is that respondents aged 15-19 were not as bothered by the ridicule of people not fulfilling the beauty ideal.
- One of the most common reasons why people were bothered by some form of sexist content in advertising is that they simply did not like it and they found it unpleasant. Another reason was the fact that it contributes to inequalities between men and women in society.
- Sexist content in advertising bothered respondents in general. Therefore, who the actual contractor was, did not play a very significant role unless the contracting authority was a private company.
- All forms of sexist content in advertisements annoyed predominantly women, and the level of education and age impacted the answers as well. For example, people with only a basic education were less bothered by the portrayals of violence against women in advertisements.
- With increasing age, respondents were more sensitive towards exposed men and women's bodies in advertising, if it was not related to the offered product. (Bartáková et al., 2019)

The main findings of this research will be compared with the data collected in the survey of this thesis.

4.2.3.3 Interview with the member of the NESEHNUTÍ

A semi-structured interview was used as a part of the data collection. The interview was recorded and then transcribed into text. The literal transcription of the interview was shortened without distorting any important details and can be found in Chapter 7 – Appendix. The interview took place on 28.08.20 with a total length of 25 minutes. The interview is summarized as follows.

The person interviewed was Petra Havlíková, who has been a part of the non-profit organization NESEHNUTÍ since 2008. She started as a volunteer and gradually became an employee. The main reason why she was interviewed was that as the coordinator of the project the Sexist Piggy she had deep knowledge of the problematics. Her professional insight and opinions will be compared with the results of the survey and opinions collected by the respondents, as well as used as one of the sources for future recommendations.

During the interview, several topics were discussed – the definition of a sexist advertisement, the main motivations behind the Sexist Piggy project, how it affected and changed the situation and views of Czechs towards sexism in advertising, the current situation in the Czech Republic and whether its approach to sexism is in some way specific, and her opinion on whether younger generations are more sensitive towards unethical advertising, or whether sex still sells. The interview also touched on the activities organized by NESEHNUTÍ and their educational events for youth, as well as her feedback from such events. The topic of future trends of advertising was opened together with Mrs. Havlíková's opinion on the effectiveness and sufficiency of the Advertising Council.

Mrs. Havlíková described sexist advertising as “any advertising that in any way violates equality between women and men”. As the main motivation behind the project the Sexist Piggy was discussed, in the very beginning in 2008, there were a lot of sexist advertisements in public that people seemed not to care about, but people from the NESEHNUTÍ did not think that population is that indifferent towards them. Even though in the beginning they had no ambitions at all, the project ended up being very successful and lasted 10 years in total. Mrs. Havlíková believed that the anti-award contributed to the change of the situation in those 10 years, but she also thinks that the society was evolving on its own and is currently already very sensitive to the manifestation of sexism in public spaces and the situation is better overall. She also anticipates that people will get even more sensitive towards future advertisements. According to her, there is a steady decreasing trend in the number of sexist ads, but the termination of the project the Sexist Piggy did not contribute to this trend.

She also believes that younger generations are more sensitive towards unethical advertising (which aligns with the main hypotheses of the thesis), mainly because they encounter this topic more, and have more stimuli from abroad, wherein media, TV series, and in their culture having unethical advertisement is no longer so common.

In the opinion of Mrs. Havlíková, Czech Republic belongs with its approach to sexism to the “eastern” part of Europe. She gives an example of their previous cooperation with a self-regulatory organization in Austria, where they only used to draw their know-how, but today the situation is better, and the Czech Republic can be their equal partner. In terms of whether sex still sells, she says that according to the foreign research sex does not sell and the “vampire effect” (“*sucking*” attention away from content) may appear, but

there may be specific cases on the Czech market that may work, such as the Pasák sawmill (a company that based its marketing strategy on sexism and presents it proudly A/N).

Regarding the feedback on the events organized by the NESEHNUTÍ for young people, Mrs. Havlíková says that Czech youth are open-minded, they want to talk about these topics, but it is usually something new for them, something they have never really thought about before. According to her, the self-regulation of the advertisement does not work perfectly, the Advertising Council does not sufficiently justify their decisions, does not have sufficient mechanism for the removal of the advertisements, and is not respected enough by the advertisers so that they would take down the problematic advertisements. As the specific example was discussed, namely the advertisement of Moneta Money Bank, Mrs. Havlíková mentioned that the exaggeration is always being used as a reason to consider advertisement ethical. In this specific case, she and her organization filed a complaint to the regional trade licensing authorities as well as to the Council for Radio and Television Broadcasting, but the same story repeated – everybody concluded that the advertisement was harmless. She suggests that the environment has shifted in the Czech Republic, but not yet to the extent that the stereotypes would be evaluated as problematic. She states that there is room for improvement in this direction, and the authorities could be more educated so that they could handle not only advertisement that are “way over the line”, but also advertisement based on stereotypes.

4.3 Own research

Quantitative research in the form of a survey was created in the Czech language on the platform www.surveymonkey.com and forwarded in an electronic form, through social media, e-mail, and shared on various discussion forums.

The main aims of the research were to find out what respondents consider ethical, their attitudes towards sexist advertisements, and whether such advertisements are effective – if the respondents would purchase the advertised product/service.

The data were collected in 5 days from 22.08.2020 to 26.08.2020, where a total of 182 respondents answered all of the questions with a response rate of 72%. The respondents needed on average between 5-10 minutes to fill out the survey. The survey was aimed at Czech speakers, living in the Czech Republic and since some of the pictures presented were sexually explicit, it was not recommended to be filled out by underage respondents. The survey consisted of 26 questions – a combination of open-ended, close-

ended, nominal, Likert-scale, and yes or no questions. The survey is available in chapter 7 - Appendix, in its original form in Czech and the translated form in English.

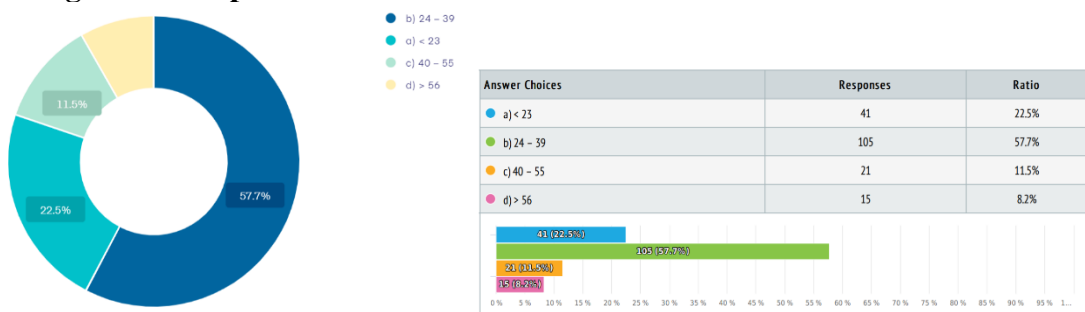
4.3.1 Data sample

The non-probability data sampling method was chosen, specifically convenience sampling – data were collected through the distributed link, that was shared through social media, email, and discussion forums. The reason behind choosing convenience sampling was that the sample group is easily accessible and available. The sample was divided into subgroups according to their age, and each subgroup had a minimum quota of having at least 15 respondents to be able to effectively compare the results. The possibility of a sampling error and whether the sample accurately represents the larger population is discussed in the research limitations.

4.3.2 Demographics

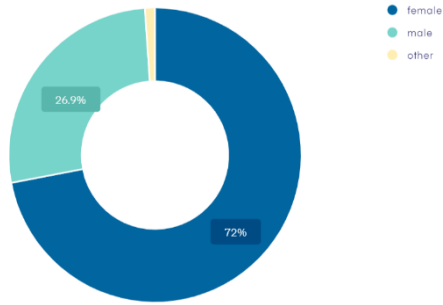
From the total of 182 respondents, the survey was completed mainly (57.7%) by millennials (age group 24-39 years old), followed by the Gen Z (age group <23 with 22.7%). The majority of the respondents were female (72%), which is suggesting that women were more interested in the topic – men were reached in approximately the same quantity, yet the response rate was not as high. Respondents were rather educated, the most frequently they had high school diplomas concluded with the state exam – “Maturita” (35.2%), closely followed by the ones with Bachelor’s degree (26.9%) and Master’s or Ph.D. (28%) – in total, over half of the respondents had higher education. Most of the respondents were employed (47.8%), followed by students (30.8%), most likely to earn 21 000 - 30 000 Czk/month (22.5%) or 8 000 – 15 000 Czk/month (18.1%).

Chart 1 Age of the respondents



Source: Created automatically by the webpage survio.com, based on the own findings

Chart 2 Gender of the respondents

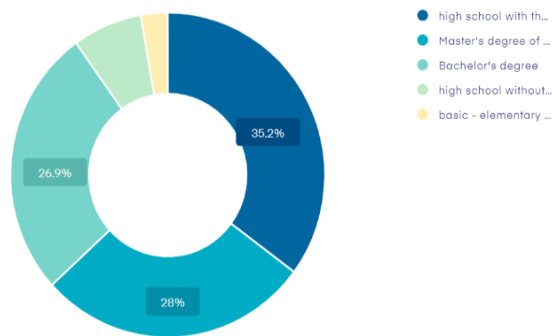


Answer Choices	Responses	Ratio
male	49	26.9%
female	131	72.0%
other	2	1.1%

A horizontal bar chart showing the same data as the table. The x-axis represents the percentage from 0% to 100%. The bars are colored: teal for male (49, 26.9%), green for female (131, 72.0%), and orange for other (2, 1.1%).

Source: Created automatically by the webpage survio.com, based on the own findings

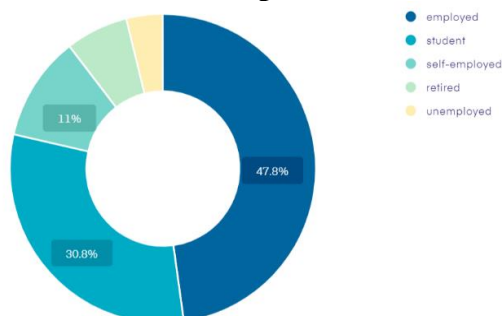
Chart 3 Reached education of the respondents

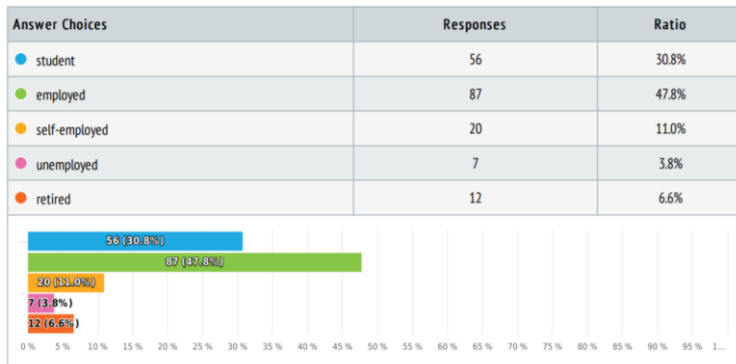


Answer Choices	Responses	Ratio
basic - elementary school	5	2.7%
high school without the state exam	13	7.1%
high school with the state exam	64	35.2%
Bachelor's degree	49	26.9%
Master's degree of Ph.D.	51	28.0%

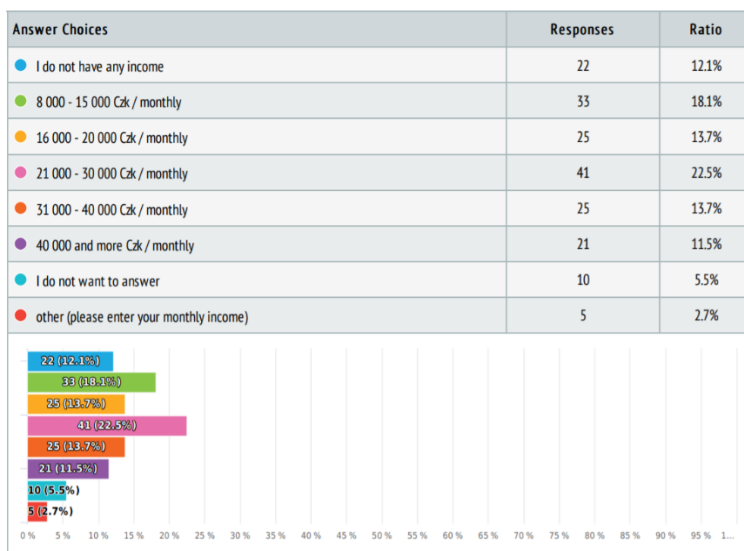
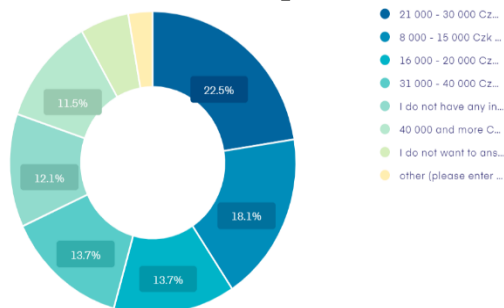
Source: Created automatically by the webpage survio.com, based on the own findings

Chart 4 Status of the respondents





Source: Created automatically by the webpage survio.com, based on the own findings
Chart 5 Income of the respondents



Source: Created automatically by the webpage survio.com, based on the own findings

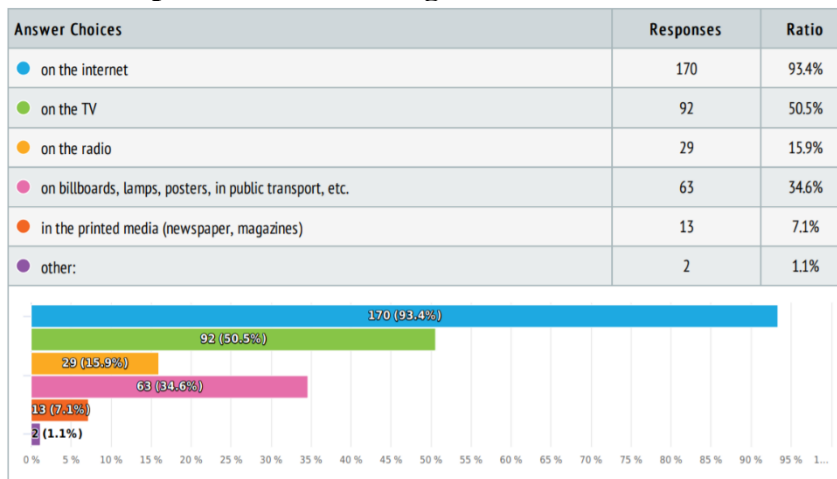
4.3.3 Research Questions

The most frequent opinions were analyzed, followed by identifying correlations with the different demographic characterization of the respondents. The questions were constructed to give answers to the research questions and serve as a base for future predictions and recommendations.

4.3.3.1 Where do you most often come across the advertising?

The aim of the first question was to find out where respondents encounter advertising the most often. The respondents had the chance to choose multiple answers.

Chart 6 Exposure to advertising



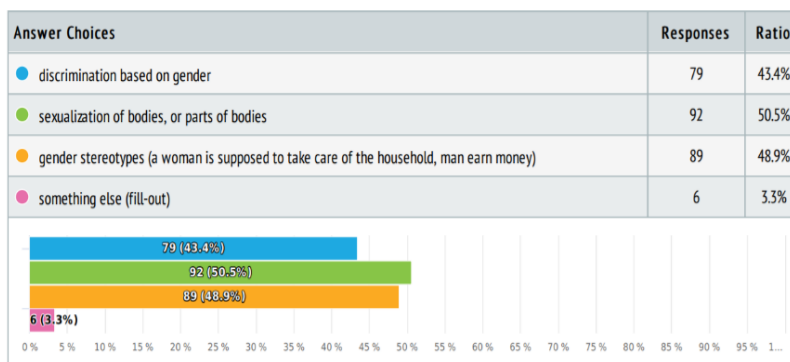
Source: Created automatically by the webpage survio.com, based on the own findings

The most common answer was on the internet (93.4%), then on the TV (50.5%) and then on billboards, lamps, posters, in public transport, etc. (34.6%). The results suggest that it is important to focus the attention to online marketing since it reaches almost anybody. However, we have to take into account that the sample of the study is consisting mainly of younger people. Online advertising should be regulated, because of its outreach as well as its personification – by collecting cookies on the users, they can support negative patterns such as the beauty ideal for both men and women. Since advertisement on the TV and billboards, posters, and such cannot be personified, they pose a lesser threat, yet should not be overlooked.

4.3.3.2 The term sexism means to me...

The question was aimed to find out what respondents imagine under the term sexism since the definitions even in the academic literature often vary. The respondents had the chance to choose multiple answers.

Chart 7 Definition of sexism



Source: Created automatically by the webpage survio.com, based on the own findings

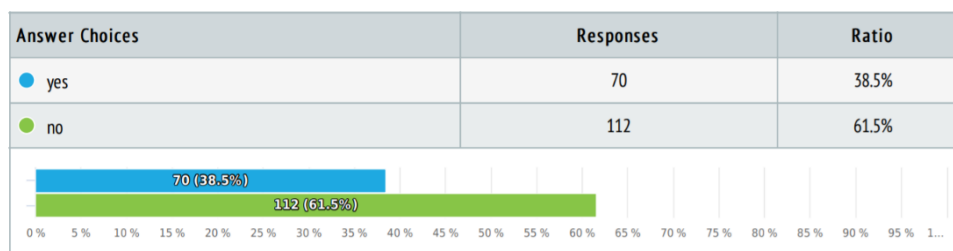
The answers were surprising equally distributed to the three options – the most frequent answer was the sexualization of bodies, or its parts (50.5%), closely followed by the gender stereotypes (48.9%) and discrimination based on gender (43.4%). Among other opinions about what the term sexism means was physical confrontation and harassment and the use of sexual language. Another respondent stated that the main issue of contemporary sexism in his opinion is to find the “line” between what is sexism and what is just plain interest among genders.

The issue that arises from this finding is that sexism means something different for each of us, some can find gender stereotypes sexist, but at the same time not be bothered by the sexualization of bodies. That is why educating the population about the problematics is so crucial, in an ideal future, there should be no type of sexism existing.

4.3.3.3 If you come across the term “sexist advertisement”, does a specific advertisement come to your mind?

This question was supposed to analyse, whether respondents ever connect the term “sexism” to the advertisement they are being exposed to.

Chart 8 Sexist advertisement



Source: Created automatically by the webpage survio.com, based on the own findings

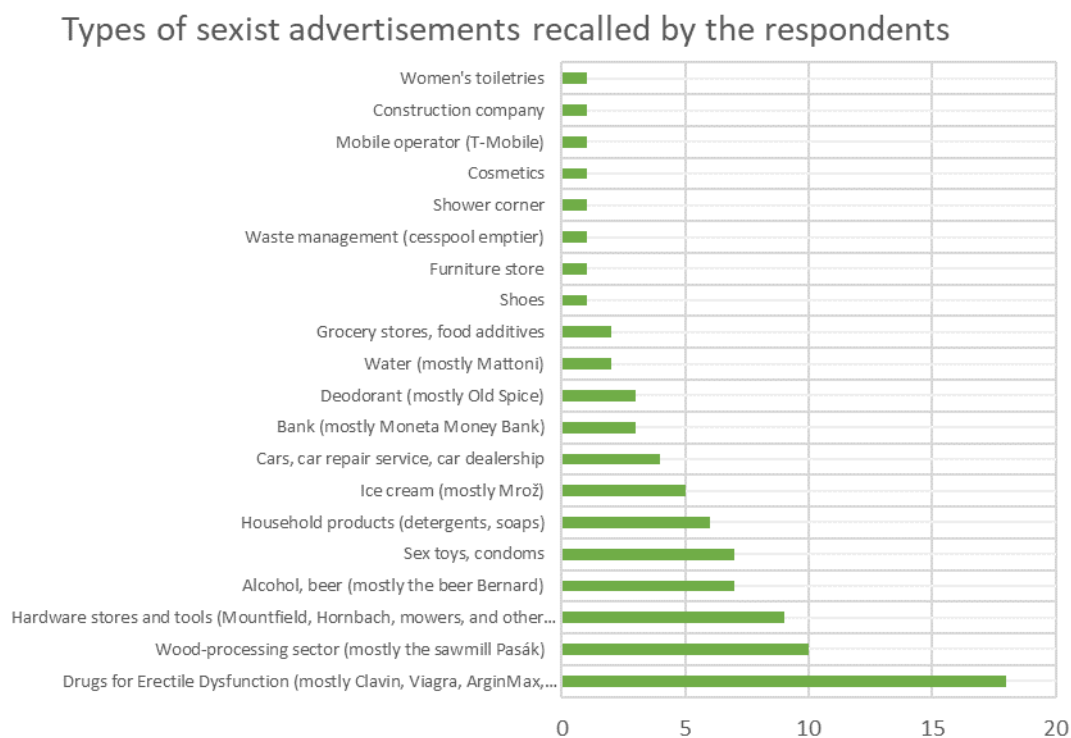
The answer was predominantly “no” (61.5%), which implies that respondents are not dissecting the advertisements enough to mark them as “sexist” and remember them. Interestingly, the respondents who were the most receptive towards sexism in advertisement were the age groups of Millennials and Baby Boomers. Generation Z, where was assumed the highest response rate (because of the general interest of the generation in gender equality and human rights), only 40% of respondents recollected a memory of a sexist advertisement.

4.3.3.4 If yes – do you remember the name of the product?

This question was supposed to further challenge the memory of the respondents, as well as find out, what type of sexist advertisement (and from which industry) do they come

across in their daily life and whether the “vampire effect” mentioned by Mrs. Havlíková in the interview, exists.

Chart 9 Products with sexist advertisement recalled by the respondents



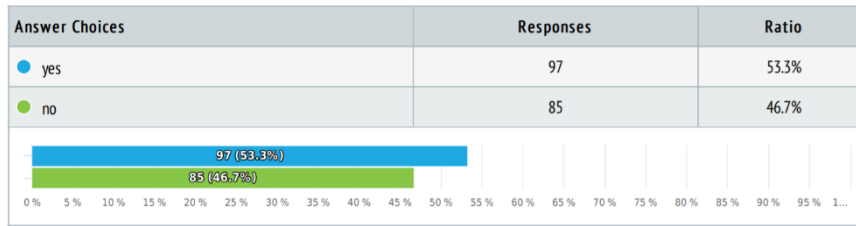
Source: Based on data collected through the webpage survio.com, author’s own work

The answers of the respondents varied across the fields and industries. The answers were pooled into similar topics for easier identification and readability. The most common was the sexist advertisement for Erectile Dysfunction Drugs (18x), some of the respondents remembered the name of the drug, such as Clavin, Viagra, or ArginMax, some of them mentioned the advertisement with Mr Uzel (a Czech sexologist). The second most common answer was the wood-processing sector, mostly the sawmill Pasák. The sawmill uses sexist language as well as the sex-sells principles. Hardware store chains such as Hornbach and Mountfield ranked third, followed by alcohol and beer advertisements, namely the brewery Bernard. 8 respondents could not recall the type of sexist advertisement they encountered. One of the potential explanations could be the “vampire effect”, but a further study would have to be conducted to confirm or disprove this hypothesis.

4.3.3.5 According to you, are advertisements based on the principle sex-sells effective?

The following question was supposed to collect the opinion of respondents whether they consider the sex-sells principle effective.

Chart 10 Effectiveness of sex-sells principle



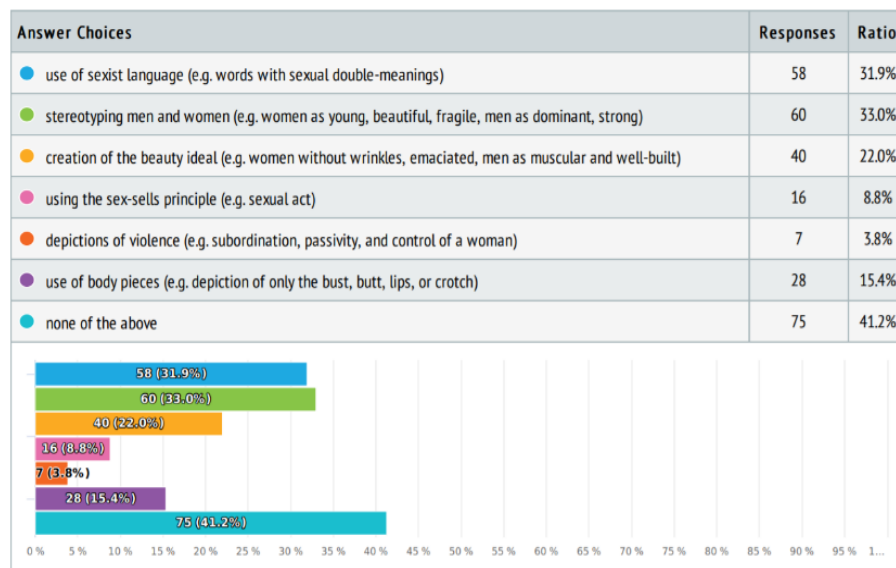
Source: Created automatically by the webpage survio.com, based on the own findings

Interestingly, each age category was divided approximately in half – half of the respondents believed that the sex-sells, half disagreed. Overall, slightly more respondents (53.3%) considered the sex-sells principle effective - in the second part of the survey, they will be asked whether they personally find the specific advertisements effective, which might be interesting to be compared to this result - whether the answers of the respondents were realistic in this case, or optimistic/pessimistic. Compared to Mrs. Havlíková’s opinion, the results do not match. However, she mentioned that there could be cases in the Czech Republic where it may work (such as sawmill Pasák).

4.3.3.6 What do you consider ethical in an advertisement?

This question is closely connected to the question regarding the definition of the term sexism. In the literature review, it was clarified that ethics is a set of values, which should point out which decision is considered right or wrong. Since values differ from person to person, it is important to determine, what respondents consider ethical in an advertisement. The respondents had the chance to choose multiple answers.

Chart 11 Ethics in an advertisement



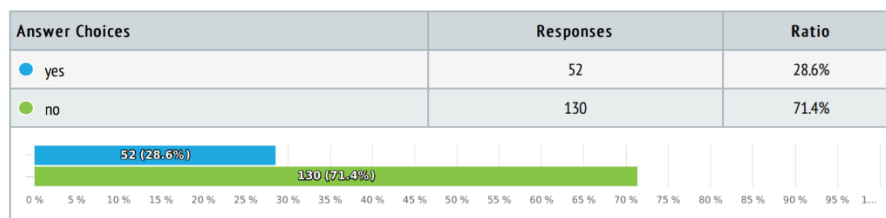
Source: Created automatically by the webpage survio.com, based on the own findings

The most frequent answer of the respondents was none of the examples presented (41.2%), which showed their accurate knowledge about the topic, corresponding with the literature point of view. An almost identical amount of answers had the stereotyping of men and women and the use of sexist language (33.0% and 31.9%), followed by a creation of the beauty ideal (22%). These results do not correspond with the findings of the research by the NESEHNUTÍ, where 54% of respondents were the angriest about displaying stereotypes about women and men. (Bartáková et al., 2019)

4.3.3.7 Have you ever heard about the anti-award “The Sexist Piggy”?

The question was supposed to discover how familiar is the public with the anti-award “The Sexist Piggy”.

Chart 12 The knowledge of the anti-award



Source: Created automatically by the webpage survio.com, based on the own findings

The majority of the respondents (71.4%) were not familiar with the anti-award. Interestingly, people with higher education were much more likely to hear about the anti-award than people with basic or high school education. The highest awareness was among the age group of Millennials and Gen Z (34.3% and 29.3%) which would suggest success in attempts by the non-profit NESEHNUTÍ to target the young population.

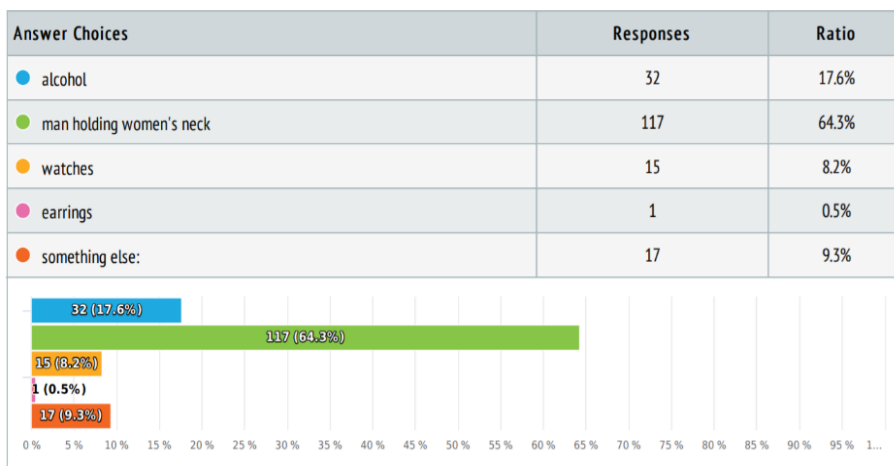
4.3.3.8 What captures your attention in this ad at first sight?

The main aim of this question was to prove, that some advertising attempts to use sexism to sell (in this case depictions of violence and use of body pieces) are highly ineffective and the “vampire effect” may appear. The picture is depicting a man, holding a women’s head that is bent backwards, while pouring alcohol to her throat. The woman is sitting by his feet (probably on the ground), which is depicting her subordination with a man having control over her. The marketers based their assumption similarly as the respondents of this study - believing that sex-sells, but in the end, the main message of the advertisement was overshadowed – in this case, the watch promotion.



Picture 8 Mariner Watches advertisement (Stevenson, 2019)

Chart 13 Capturing of the attention



Source: Created automatically by the webpage survio.com, based on the own findings

The respondents were asked what captures their attention on first sight. Since the attention span of the younger generations is getting significantly shorter as the literature review revealed, one sight is often all the advertisements get from their audience. This advertisement was for a men’s watch, however, the majority of the respondents (64.3%) firstly noticed a man holding a women’s neck, alcohol was firstly noticed by 17.6% of respondents and the advertised watch was firstly noticed by only 8.2% of respondents (less than every tenth respondent). Respondents also frequently named violence and lips of the women as a response to what captured their attention at the first sight. The results show how easily the main purpose of the advertisement (to promote a product or service), can be overshadowed by a wrongly chosen marketing strategy. Over 90% of respondents were not aware what the advertisement is promoting in the first place, therefore the “vampire effect” was confirmed in this case.

4.3.3.9 Do you find the advertisement ethical?

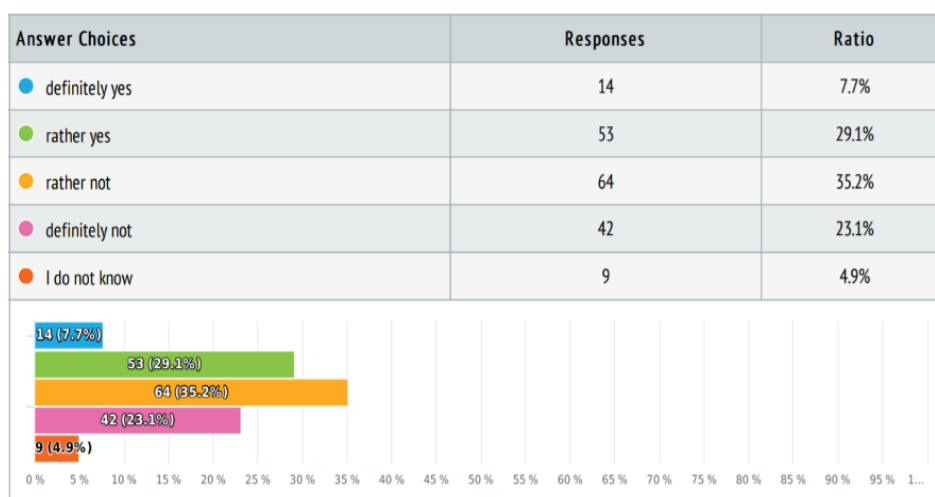
The question is connected to a picture of a bank advertisement. The picture portrays a young man, with his eyes closed and his mouth slightly open, with a caption “enjoy your first banking intercourse”. The caption further says, “Get a student account with benefits, that will make you *done for* (to have an orgasm in this context)”.

Firstly, the audience is being asked whether they would find such advertisement ethical, secondly, whether the audience would consider purchasing such a product after seeing this advertisement.



Picture 9 Komerční banka advertisement (Médiář, 2011)

Chart 14 Ethics perception - Komerční banka



Source: Created automatically by the webpage [survio.com](http://www.surveymonkey.com), based on the own findings

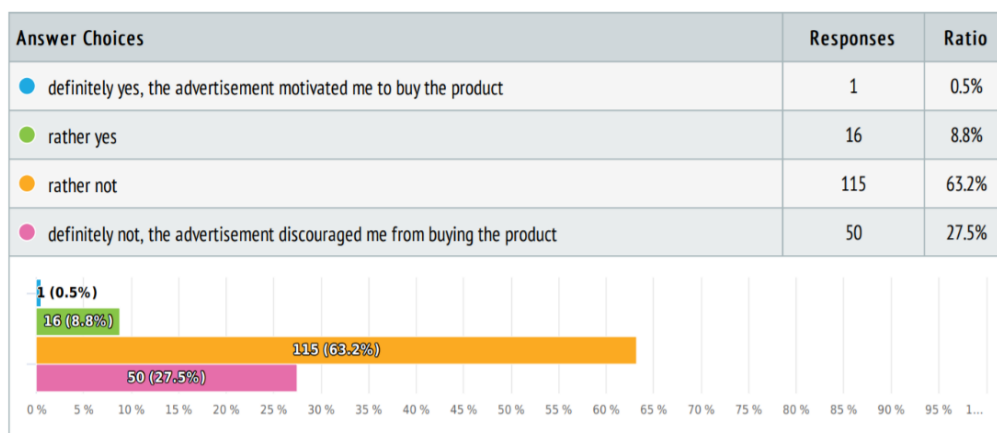
Regarding the perception of ethicality, respondents mostly consider the ad rather unethical (35.2%), followed by rather ethical (29.1%). The generation of Baby Boomers

found the advertisement the most ethical, compared to all the different age groups. Students, the target group of this advertisement, found it ethical or rather ethical 32.1% of the time, and 62.5% found it rather unethical or definitely unethical, which is suggesting a rather poorly estimated reaction of the target audience from the marketers.

4.3.3.10 Would you consider buying the product after seeing this advertisement?

The main aim of this follow-up question was to assess, whether the advertisement would be ultimately effective, whether respondents would buy such a product after seeing the advertisement.

Chart 15 Perceived effectiveness of the Komerční banka advertisement



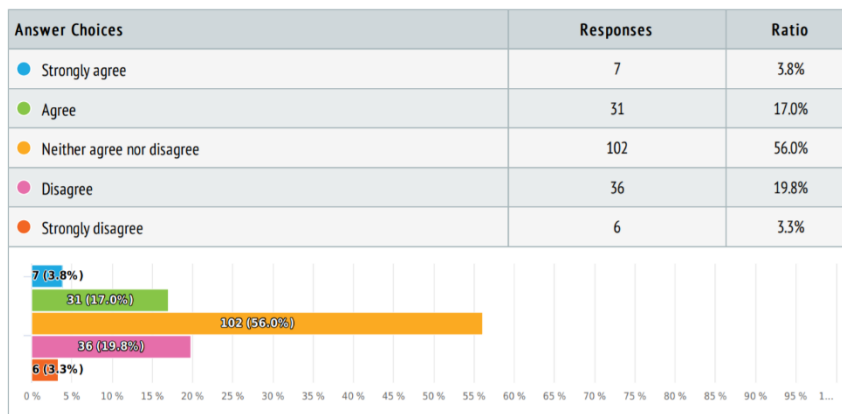
Source: Created automatically by the webpage survio.com, based on the own findings

The majority of respondents (63.2%) would rather not buy the product, some respondents were even discouraged by the advertisement (27.5%). To examine the target group of such advertisement, the students, only a very few (5.36%) would rather consider buying the product, but only one of the respondents was specifically motivated by the advertisement to buy the product. Therefore, it is possible to conclude, that the advertisement was rather ineffective.

4.3.3.11 To what extent do you agree with the following statement: “Czech advertisements are much more sexist compared to foreign ones.”

This question was supposed to collect the opinions of respondents on whether they consider Czech advertisement more sexist compared to foreign ones. It was not specified from which country; it was meant just to gather a general experience of the respondents and their familiarity with foreign advertising.

Chart 16 Perception of Czech advertisements compared to foreign advertisements



Source: Created automatically by the webpage survio.com, based on the own findings

Respondents most commonly answered neither agree nor disagree (56%), the assumption is that these respondents do not have knowledge of foreign advertisement. Generation Z was the most likely to strongly agree or agree (31.7%), that Czech advertisement is more sexist than a foreign one, which aligns with the assumption that younger generations are more likely to question such problematics, Millennials were the ones most likely (27.62%) to disagree or strongly disagree that Czech advertisements are more sexist than the foreign ones. Nevertheless, the strong opinions of both of the young generations (Gen Z and Millennials), confirms their active interest in knowledge of foreign advertisement. 6 out of 7 respondents who strongly agreed that Czech advertisements are more sexist than the foreign ones have heard about the Sexist Piggy anti-award before. That would suggest that these respondents who came across the anti-award, informed themselves about the problematics way further. The data, however, confirms the claim of Mrs. Havlíková, that the young generations have more stimuli from abroad in terms of media, TV series, and foreign culture, therefore they are as well more aware of the foreign advertisement style.

4.3.3.12 After seeing this advertisement I feel... (choose at least one option)

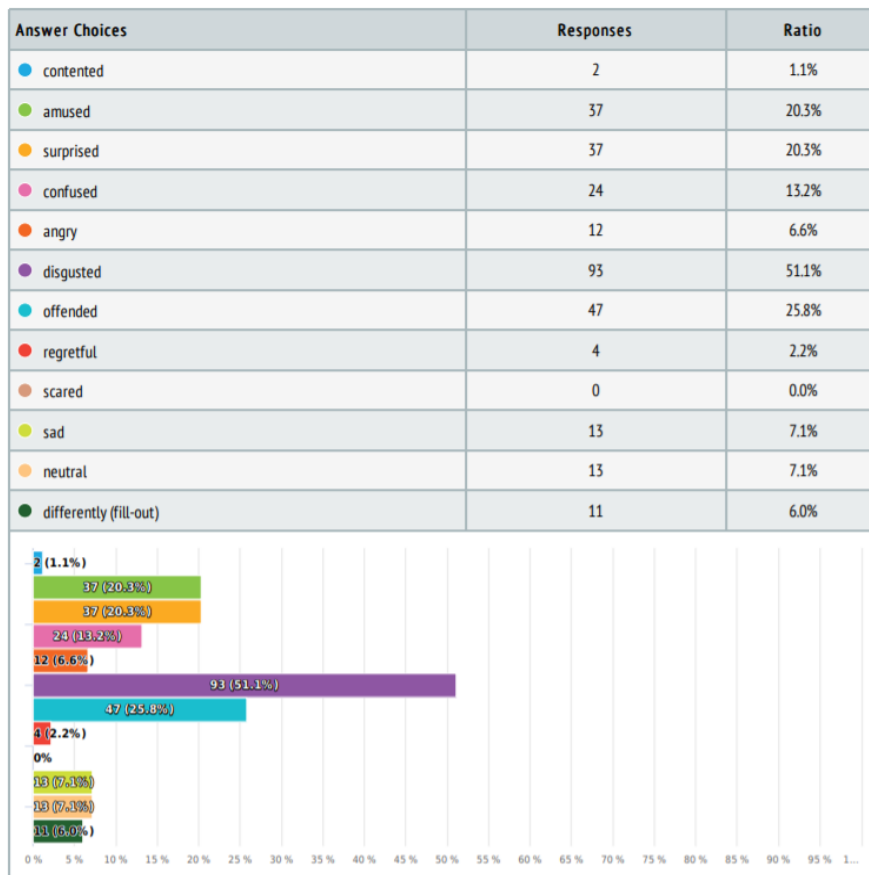
The question is connected to a picture of an advertisement for a frozen pizza seller. The picture portrays just a body part of a young woman, clearly showing her revealed stomach, thighs and her private area is covered with a slice of pizza, that the woman is holding in front of her. The caption is using sexist language, more specifically double meaning, and says “Get yourself some pussy pizza”. The vulgar slang word for vagina was used as a double meaning, some sort of “typing error” because these two words are written similarly in the Czech language.

Firstly, the respondents were asked what kind of emotions were triggered by this advertisement, secondly, whether the audience would consider purchasing such a product after seeing this advertisement. The respondents had the chance to choose multiple answers.



Picture 10 Pizza Gladiator advertisement (Turek, 2019)

Chart 17 Emotion assessment of the Gladiator advertisement



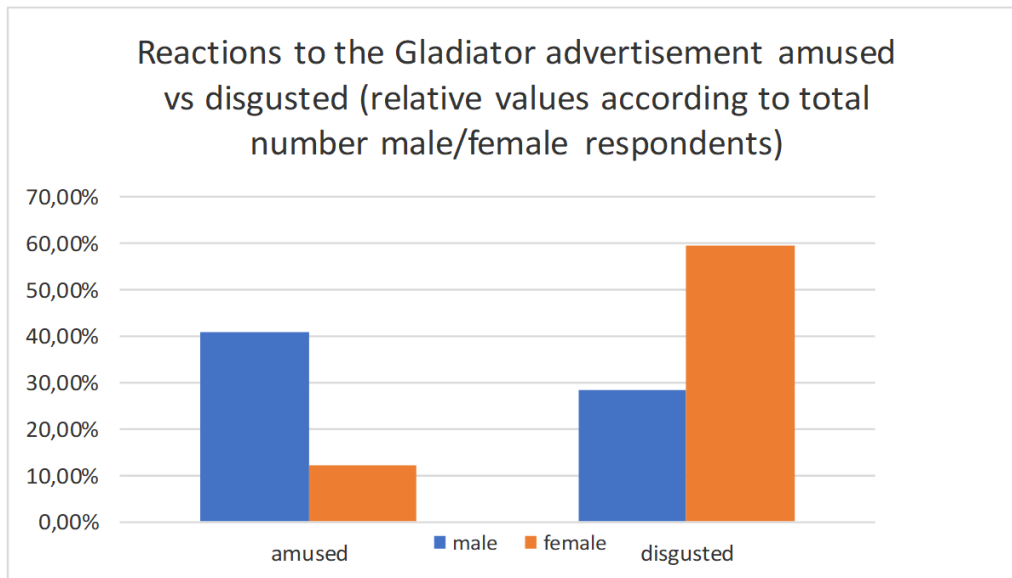
Source: Created automatically by the webpage survio.com, based on the own findings

The respondents were most commonly disgusted (51.1%) or offended (25.8%). Some respondents were amused (20.3%), or surprised (20.3%). Into the “differently” option respondents most commonly wrote that they feel embarrassed, but for the marketers who came up with the advertisement.

The assumed aim of the marketers of this ad was to catch the attention and subsequently amuse them with the double-meaning caption. To further analyze the subgroup of respondents that were amused by this advertisement – almost half of the male respondents found the advertisement amusing (40.8% out of the total amount of male respondents), compared to only approximately every 10th women finding it amusing (12.21% out of the total amount of female respondents). Interestingly a high amount of Baby Boomers (40% out of the total amount of Baby Boomer respondents) found the advertising amusing as well.

Over half of the women respondents found the advertisement disgusting (59.54% out of the total amount of female respondents) compared to only approximately every third male finding it disgusting (28.57%). The visual representation of the data can be found in the Chart 18.

Chart 18 Amused vs disgusted responses



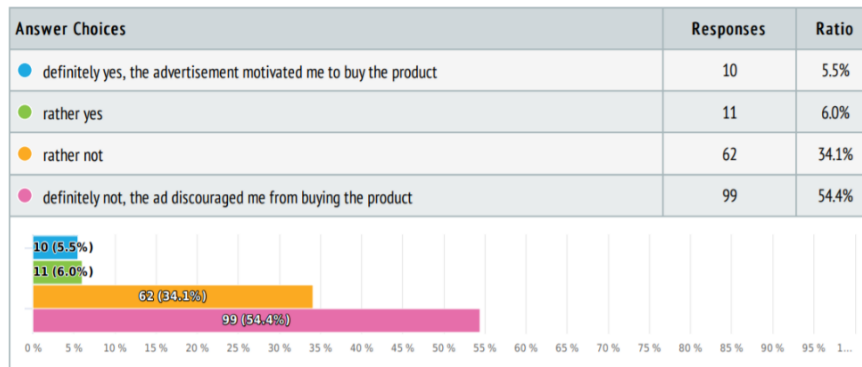
Source: Based on data collected through the webpage survio.com, author’s own work

This result corresponds with the findings of the research performed by NESEHNUTÍ that concluded that all forms of sexist content in advertisements annoyed predominantly women. Therefore, the assumption would be, that the advertisement could only be effective if older males are the target group.

4.3.3.13 Would you consider buying the product after seeing this advertisement?

The main aim of this follow-up question was to assess, whether the advertisement would be ultimately effective, whether respondents would buy such product after seeing the advertisement.

Chart 19 Perceived effectiveness of the Gladiator advertisement



Source: Created automatically by the webpage survio.com, based on the own findings

Over half of the respondents (54.4%) were discouraged from buying the product, another third (34.1%) would rather not buy the product. Every 20th respondent would be motivated to buy the product (5.5%), which suggests that the advertisement is not effective. 8 out of 10 people who were motivated to buy the product found the advertisement amusing in the previous question, 9 out of 10 were males and 8 out of 10 did not have a university degree, only 2 out of 10 have heard about the anti-award the Sexist Piggy.

The assumptions based on the results are that similar advertisements could be effective while targeting the male population with a lower level of achieved education.

4.3.3.14 Would you consider buying the product after seeing this advertisement?

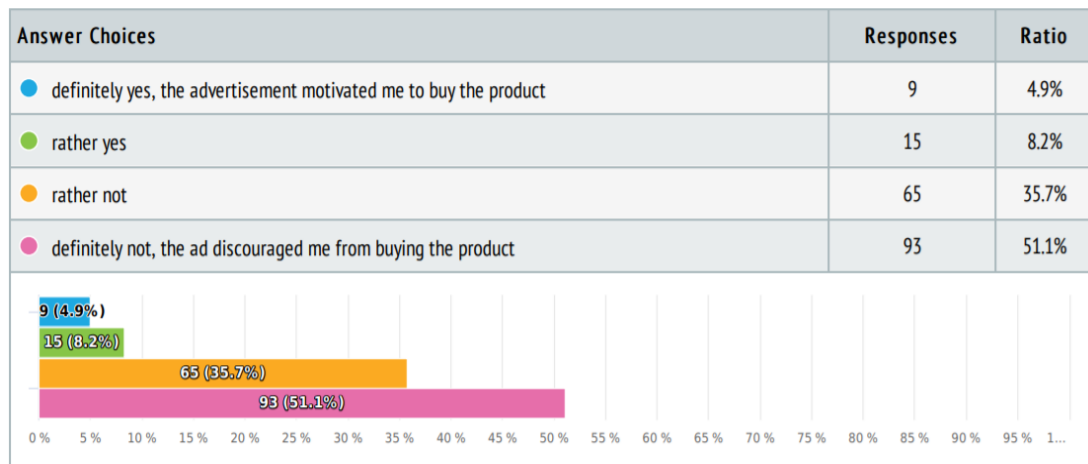
The question is connected to a picture of a brewery advertisement. The text in the top part of the picture on the pink background states “fourteen” 2-5 years “without probation”. The white caption below states “fifteen” implying that having sex with a fifteen-year-old is already legally acceptable while portraying a young-looking girl in the background (arguably 15-year-old), seductively licking her finger. In the foreground of the advertisement, we can see a glass of beer from the Vilém brewery, advertising their 15° beer.

Firstly, the respondents are being asked whether they would consider purchasing such a product after seeing the advertisement, secondly, whether the audience finds it ethical.



Picture 11 Vilém brewery advertisement (Sexistické prasátečko, 2015)

Chart 20 Perceived effectiveness of the Vilém brewery advertisement



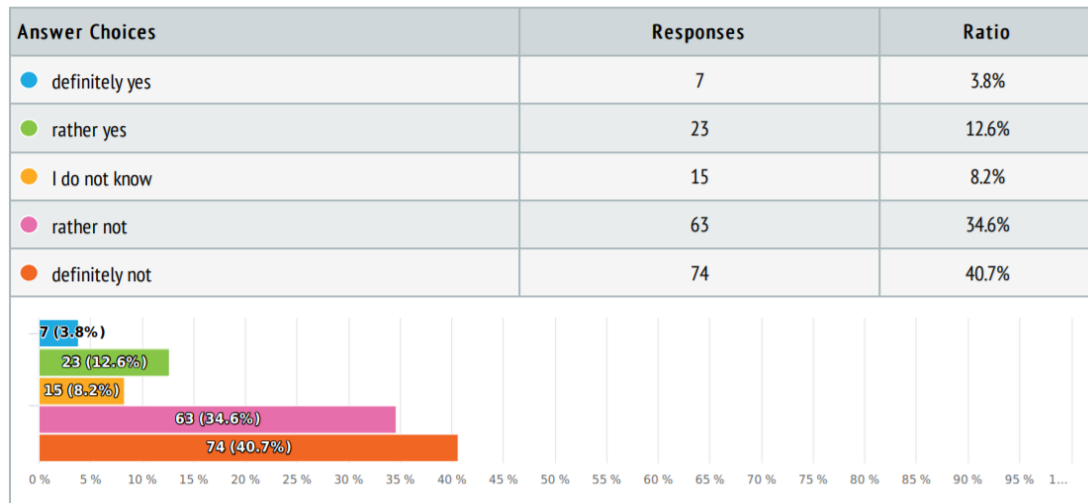
Source: Created automatically by the webpage survio.com, based on the own findings

Similarly, as with the frozen pizza ad, more than half of the respondents (51.1%) were discouraged from buying the product based on the advertisement, more than another third (35.7%) of respondents would rather not buy it. Again, approximately every 20th person would be motivated to buy the product after seeing the advertisement (4.9%). To further examine the group that was motivated to buy the product – all 9 of the respondents were male, 6 out of 9 were Baby Boomers, and 6 out of 9 did not have a university education, and only 1 out of 9 has heard about the anti-award the Sexist Piggy. Based on these findings, the ad is overall ineffective. Similarly, as with the Gladiator pizza

advertisement, the ad might be successful, if the target group of the Vilém brewery is solely males, older than 56 years, with a lower level of achieved education.

4.3.3.15 Do you consider this advertisement ethical?

Chart 21 Ethics perception - Vilém brewery



Source: Created automatically by the webpage survio.com, based on the own findings

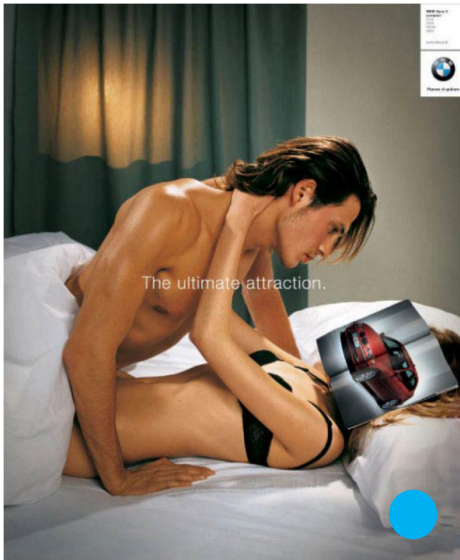
Regarding the perception of ethicality, respondents considered the advertisement mostly unethical – definitely unethical (40.7%), or rather unethical (34.6%). Only some respondents (3.8%) considered the advertisement definitely ethical and out of these 7 respondents, none of them heard about the anti-award the Sexist Piggy before. Interestingly, out of the 9 respondents who were motivated to buy the product in the previous question, only 4 found the ad definitely ethical, 3 found it rather ethical, 1 did not know and 1 found it rather unethical. The conclusion based on these data is that the consumers do not have to be convinced that the advertisement to be ethical in order to still be persuaded to buy the product. However, there are some possible bias of these results, especially since the brewery Vilém and their beer is quite liked, therefore some of the respondents might buy the beer despite their opinions on their advertising ethics.

4.3.3.16 Which out of these two advertisements would rather convince you to buy the offered product?

The following question presents the respondent with a choice of two different advertising strategies. The first sample is using the sex-sells principle to attract the attention, portraying a man and women in the bed, possibly having intercourse, with a magazine that is placed on a woman’s face and opened on an advertisement of a BMW car. The caption states, “The ultimate attraction”, insinuating that the man is more attracted to

the car than he would be attracted to the women lying below him. The second sample is an advertisement for a Mercedes car, that is using guerrilla marketing. The advertised car is “parked” on the vertical wall, high above the ground, and is drawing the attention to its extraordinariness.

Respondents had the chance to choose either one of the advertisements that would rather convince them to buy the car, or they had the chance to choose both of them.

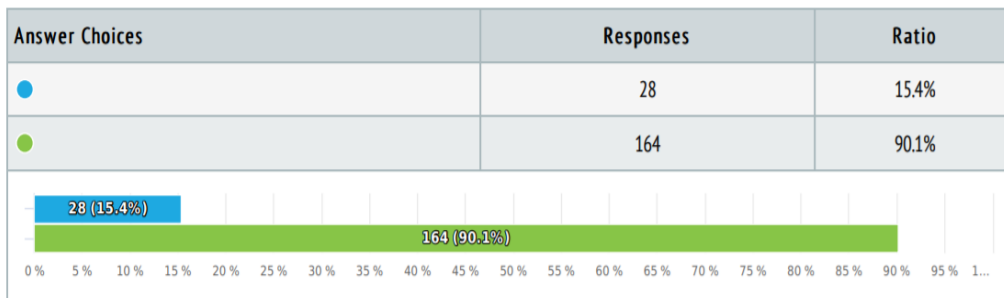


Picture 12 BMW advertisement (News activist, 2016)



Picture 13 Mercedes-Benz advertisement (Stemkr, 2018)

Chart 22 Sexist advertisement vs guerrilla marketing effectiveness



Source: Created automatically by the webpage survio.com, based on the own findings

In this case, the opinions of the respondents were very one-sided, almost all of them (90.1%) were rather, or as well convinced to buy the product by the guerilla marketing advertisement for Mercedes-Benz. Only some of the respondents (15.4%) were as well convinced by the BMW advertisement, which uses the sex-sells principle. This result is correlating with the findings of the research performed by the NESEHNUTÍ, as well as with the opinion of Mrs. Havlíková, that sex does not sell. Out of the 28 respondents choosing the sexist advertisement, only 17 would specifically prefer it over the other. Out

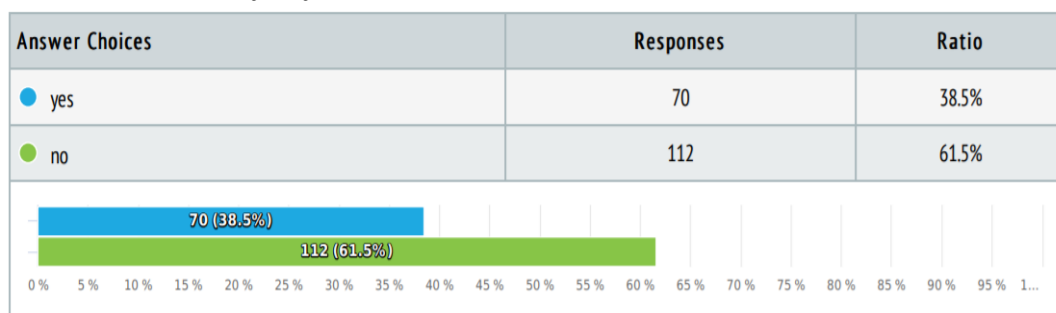
of the 17 respondents that were rather convinced by the first ad, only one had the income of more than 40 000 Czk / month, therefore probably the only one out of the target group of a luxurious car segment. With these results, the BMW advertisement can be considered ineffective.

Further research on alternative advertising methods is recommended.

4.3.3.17 As a loyal customer of a certain brand, would the presence of sexism in their advertising affect your next purchase of the product?

This question is crucial in determining how the consumers brand loyalty affects their decisions. It is closely connected to the question regarding the Vilém brewery, where the well-liked and quality product means more to the consumer than the ethics of their advertising.

Chart 23 Brand loyalty vs Ethics



Source: Created automatically by the webpage survio.com, based on the own findings

The results are unfortunately not in favour of a fully ethical future of advertisement in the future of the Czech Republic. More than half of the respondents (61,5%) stated, that the presence of sexism in advertising would not affect their next purchase if they are a loyal consumer. However, what is bad news for the future of ethical advertising, can be good news for companies, that do not have to be worried about losing their loyal customers if they issue an unethical advertisement. This is one of the reasons, why the self-regulatory bodies should be rigorous in detecting and subsequent fining of unethical advertisements so that the marketers are aware of such techniques. Nevertheless, further research with specific advertisements and different levels of shock value should be performed to be able to collect representative data.

4.3.3.18 Would you consider buying the product after seeing this advertisement?

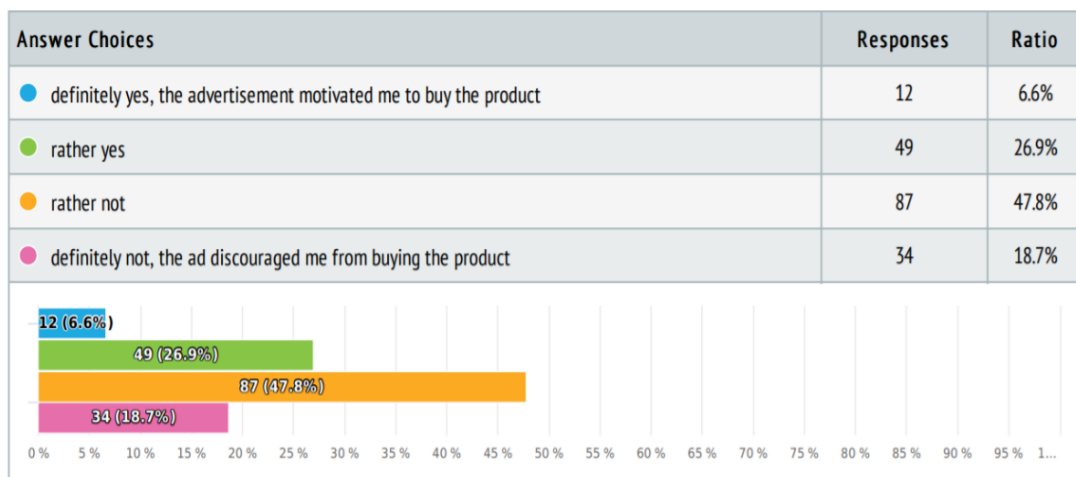
The main aim of this question is to assess, whether the advertisement is ultimately effective, whether respondents would buy such a product after seeing the advertisement.

The advertisement portrays a woman in a party dress, with a bucket over her head and cleaning supplies in her hands. The advertisement supports stereotypes that women's place is to take care of the household, the bucket over her head suggests that her personality is not important if she knows how to clean and the party dress is implying that women should look attractive even when they are cleaning, or attending to the household.



Picture 14 iRobot advertisement (Sexistické prasátečko, 2018b)

Chart 24 Perceived effectiveness of the iRobot advertisement



Source: Created automatically by the webpage survio.com, based on the own findings

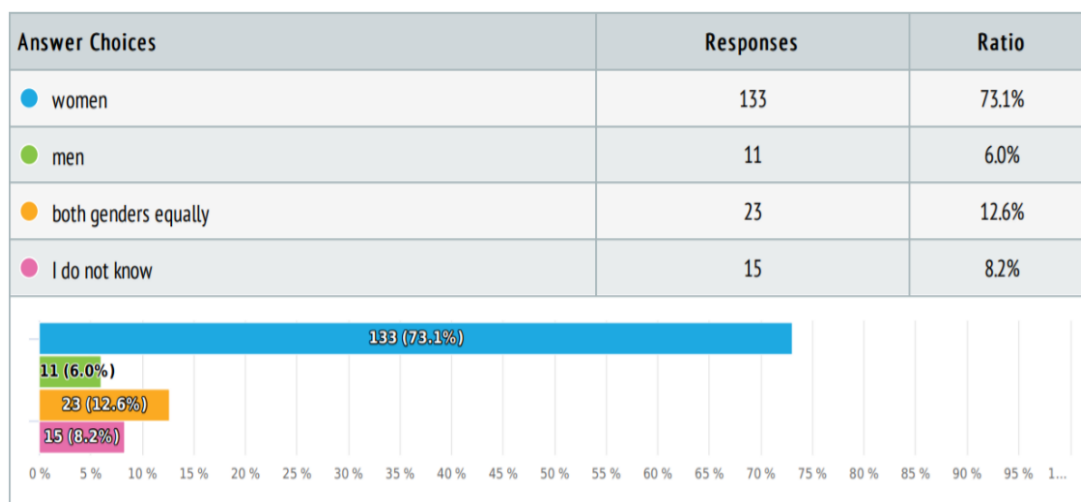
Notably, this advertisement was not considered as problematic by the respondents in comparison with the previous ones. Most of them would still rather not buy the product (47.8%), however, only every 5th respondent was truly discouraged from buying the product (18.7%). On the other hand, a number of respondents would rather buy the product

(26.9%) and every 10th respondent was motivated to buy the product based on the advertisement (6.6%). Yet again, from the 12 respondents stating that the advertisement motivated them to buy the product, 11 out of 12 were male, and 8 out of 12 did not have a university degree. 9 out of 12 have not heard about the anti-award the Sexist Piggy. The group of respondents that systematically favours the unethical examples of advertisement has similar demographics through the entire research. The respondents are likely to be male, with lower education, and most probably never hearing about the anti-award the Sexist Piggy, therefore never consciously educating themselves about the problematics.

4.3.3.19 According to you, which gender is more frequently objectified in advertising?

The question was supposed to reveal the perceptions of respondents towards objectification in the advertisement. Whether they are aware of the objectification and which gender is in their opinion more objectified or whether they have never thought about the topic before.

Chart 25 Perception of gender objectification



Source: Created automatically by the webpage survio.com, based on the own findings

The majority of respondents answered that women are more objectified (73.1%), some answered both genders equally (12.6%), some even answered men (6%). Approximately every 10th respondent did not know (8.2%), which implies they have not researched the topic ever before, or that they are simply unsure. Interestingly, respondents who answered that men are more objectified in the advertisement were equally male and female (5 and 6).

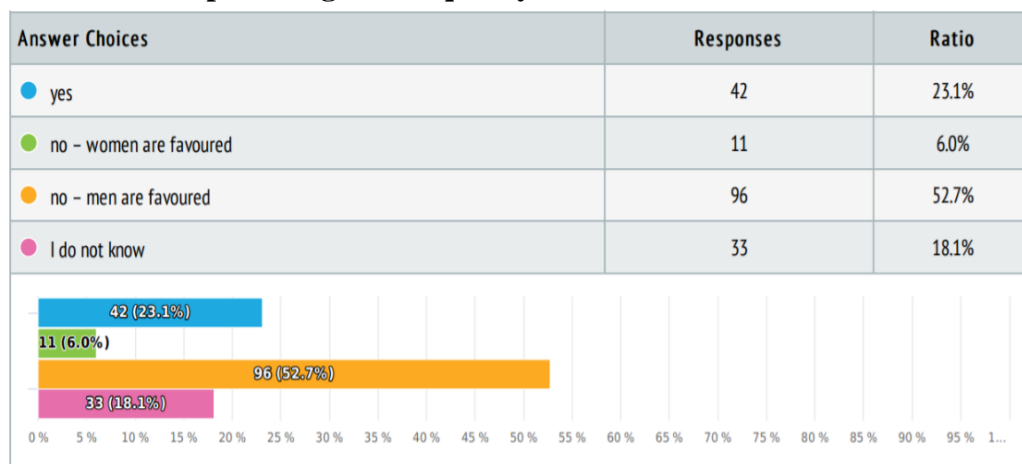
The results of this answer indicate that women are truly more objectified in Czech advertisements compared to men, with 3 out of 4 respondents agreeing.

Similar results as well confirm that anti-awards such as the Sexist Piggy make sense since the rise of awareness of such an issue will make people notice sexist and unethical advertisements more.

4.3.3.20 According to you, is gender equality achieved in the Czech Republic?

The question is closely connected to the previous one since gender objectification and gender equality are two interconnected topics.

Chart 26 Perception of gender equality



Source: Created automatically by the webpage survio.com, based on the own findings

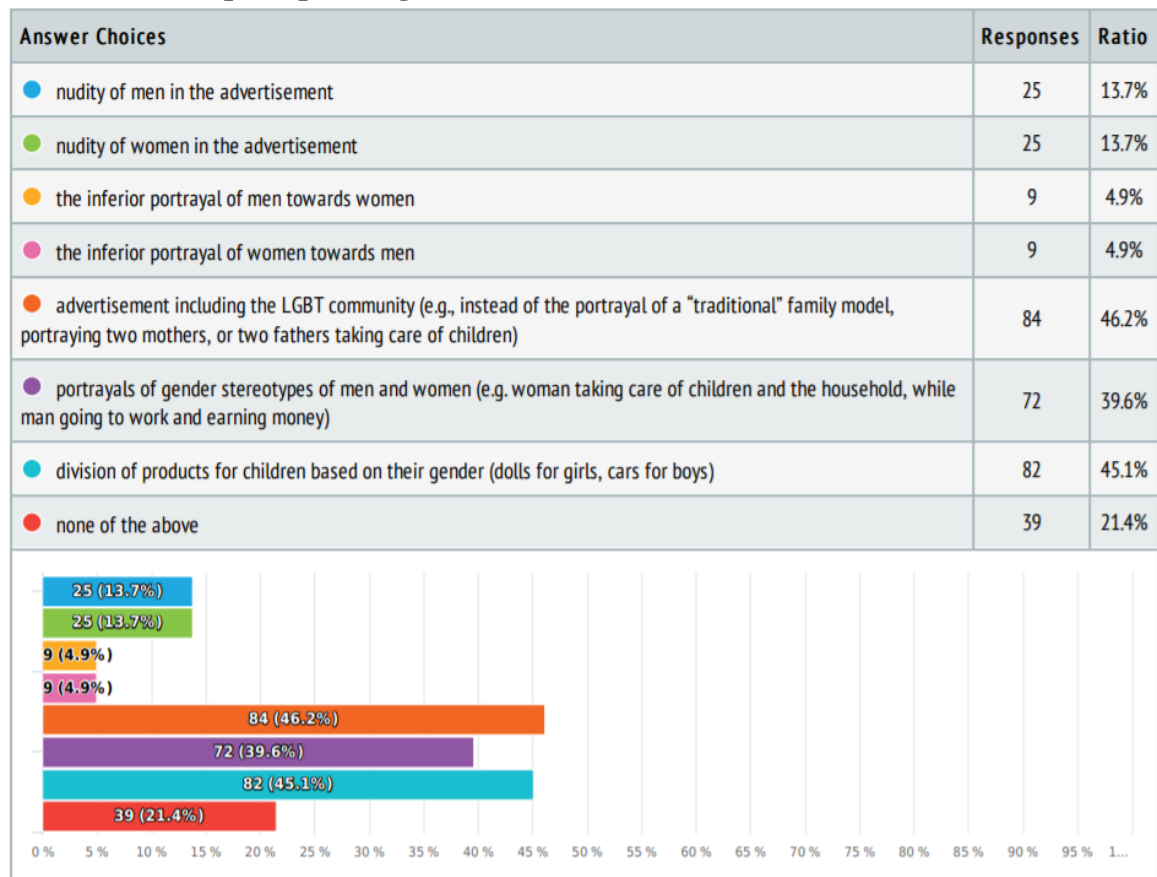
Most of the respondents (52.7%) do not think that gender equality has been achieved in the Czech Republic and think that men are being favoured. Every 5th person thinks that gender equality has been achieved (23.1%), and every 20th believe that women are being favoured in the Czech Republic (6.0%). Approximately every 5th respondent (18.1%) does not know, which either indicates that they have never thought about the problematics before, or that he or she is simply unsure. Only 2 out of the 11 respondents that stated that women are favoured, have heard about the anti-award the Sexist Piggy. Interestingly, 8 out of the 11 respondents that answered that women are favoured in the Czech Republic, in the previous question answered that women are more objectified in advertising. Therefore, these respondents do not consider the objectification of female bodies in an advertisement as a sign of gender inequality.

4.3.3.21 Last question, which out of the following criteria do you consider ethical/moral?

Because of the complexity of this question, it was placed to the end of the survey, so that respondents would take their time to answer it. The “last question” was written on purpose, so that respondents would acknowledge all of the options, and did not skim

through the text. The aim of the question was to determine what respondents consider ethical from a wide range of general issues. The respondents had the chance to choose multiple answers.

Chart 27 Ethics perception - general issues



Source: Created automatically by the webpage survio.com, based on the own findings

Most commonly respondents considered advertisements including the LGBT community (46.2%) to be ethical, however, it is worth mentioning that it was still the minority of respondents. Furthermore, they considered ethical the division of products for children based on their gender (45.1%) and subsequently portrayals of gender stereotypes of men and women (39.6%). The fact that respondents find portrayals of gender stereotypes ethical directly contradicts the results of the representative research of the non-profit NESEHNUTÍ. One of the main findings of the research was that over half of the respondents (54%) were angry because of the displays of stereotypes about women and men. Unfortunately for the sake of this research, the total amount of male and female respondents is quite contrasting. However, if the data of the respondents are extracted and recounted to their relative amounts, in the next chart (Chart 28) we can see that men are much more likely to consider gender inequality ethical. Women do not like to see the

portrayal of any gender as superior or inferior, on the other hand, men are much more likely to not be bothered by either. The same stands with the portrayals of nudity, men are much more comfortable seeing both men and women naked in the advertisement, compared to women.

Chart 28 Ethical issues and gender inequality perceived by different genders



Source: Based on data collected through the webpage survio.com, author's own work

Interestingly, only 1 Baby Boomer found advertising including the LGBT community ethical. The 39.6% of respondents that considered portrayals of gender stereotypes ethical, considered both men and women equally, also included respondents of all ages, occupations, and income groups. Only 21 out of a total of 72 have heard about the Sexist Piggy. The group of respondents that found the division of products for children based on their gender ethical, similarly to the group that considered portrayals of gender stereotypes ethical, had no clear pattern of respondent demographics. The data suggest that Czech people do not consider portrayals of stereotypes and division of products according to gender in advertisement problematic in general - no matter their age, occupation, education, nor income.

Results and Discussion

4.4 Evaluation of the results and discussion

The main purpose of this research was to find out what the public considers to be sexist, how attitudes towards sexist advertisements differ based on generations and whether sexist advertisements are currently effective. Based on the results of the research, recommendations for the future of advertisement were to be proposed, specifically, whether a sexist advertisement will be effective in the future with younger generations (generation Y, Z, Alpha) and which marketing techniques can be used instead of a sexist advertisement.

The initial interview with Mrs. Havlíková offered a valuable insight into the problematics of the sexist advertisement, as she was as an organizer of the anti-award the Sexist Piggy and in the front line of the fight against the sexist advertisement of the past decade. According to her, sexist advertisement is “any advertising that in any way violates equality between women and men”. When respondents of the survey were asked what sexism means to them, the answers were very equally distributed - the most frequent answer was that it is sexualization of bodies, or their parts (50.5%), or gender stereotypes (48.9%) or discrimination based on gender (43.4%). However, since sexism means something slightly different to each respondent, it could be problematic to apply the data gained from the research to the wider population, as well as state what exactly Czech population consider sexist.

According to Mrs. Havlíková, people are nowadays more sensitive towards sexist advertisement in the public space, and the amount of sexist ads is decreasing as well. She suggested that the younger generations are more sensitive towards unethical advertisement thanks to stimuli from abroad, since in foreign advertising portrayals of sexism or racism are not as common, which was confirmed in the research. When respondents were asked if they think Czech advertisements are more sexist than the foreign ones, more than one-third of generation Z agreed or strongly agreed. On the other hand, Millennials were the ones most likely to disagree or strongly disagree with the claim. Nevertheless, this finding ultimately confirms what Mrs. Havlíková said earlier (that younger generations are more sensitive towards unethical advertisement in the public space) since the strong opinions of both of the young generations (even though opposing) confirmed their active interest in advertising issues, compared to the older generations, that were most often unsure.

Regarding the current situation of the perception of sexism, Mrs. Havlíková implied, that the Czech Republic still belongs to the “eastern” part of Europe in this direction, however, the situation is improving. She also thinks that sex does not sell, although, there could be cases where it could work in the specific Czech environment, such as the Pasák sawmill, which was eventually confirmed by the respondents. They were asked to recall a sexist advertisement that they came across, and most of the respondents mentioned specifically the sawmill Pasák, right after the advertisement for pills for Erectile Dysfunction.

More than half of the respondents agreed to the question of whether they think that the sex-sells principle is effective. However, when they were consequently presented with four different specific examples of advertisement based on the sex-sells principle, the highest “success rate”¹¹ out of those four was 5.5% of respondents. The demographics of the group that was motivated to buy the product based on the sexist advertisement were very similar throughout the entire research. The advertisements had a chance to be successful predominantly with the male audience, the older audience (Baby Boomers) and with a lower achieved education (mostly without university diploma). One interesting fact that connected all of these groups was that either none of them or a very few of them have heard about the anti-award the Sexist Piggy. That would imply a correlation between the knowledge of the anti-award and the following shifting of opinion regarding sexism in advertising. Based on these results it can be concluded that the initial response on respondents to whether sex-sells was rather pessimistic since the individual examples of advertisements further in the research clearly proved that it is not effective.

When respondents were presented with two different marketing strategies for a similar product (in this case a luxurious car, BMW and Mercedes) the results showed that sex does not sell. The advertisement for BMW used portrayal of nudity to attract the attention of the public, Mercedes used guerrilla marketing technique, where a real-life-sized car was “parked” horizontally on the wall of the building with the same aim – to attract attention. Almost all of the respondents would be motivated to buy the product based on the guerrilla marketing advertisement. From the group that would be rather motivated by the sexist advertisement, only one respondent was in the possible target group of the luxurious cars buyers (income 40 000 or more Czk / monthly). These results

¹¹ Success rate = the advertisement was considered successful if it motivated the respondents to buy the product.

imply that guerrilla marketing can serve as an alternative way of marketing instead of the sex-sells principle.

Unfortunately, the research showed that the majority of the respondents who were loyal customers of a certain brand would not be affected by sexism in their advertisement and they would still stay loyal to the product. That is why the Advertising Council should be rigorous in detecting and subsequent fining of unethical advertisements so that the marketers are aware of such mistakes. Regrettably, based on the evidence from the Moneta Money bank advertisement analysis as well as according to Mrs. Havlíková, the self-regulatory bodies in the Czech Republic are currently ineffective - the extreme portrayals of sexism in advertisements are dealt with, but unfortunately not yet the more subtle ones.

Surprisingly, regarding the perceptions of ethicality of more general issues in advertising, portrayals of gender stereotypes of men and women, along with the division of products for children based on their gender was considered ethical by respondents with no clear demographics description. That would suggest that the Czech population consider those two portrayals of sexism as ethical.

Based on the answers of respondents regarding the current situation in the Czech Republic, the majority is convinced that women are more objectified in Czech advertisements. The majority also believe that gender equality has not been achieved in the Czech Republic yet and men are favoured. That would confirm the claim of Mrs. Havlíková where she implied that the Czech Republic still belongs to less evolved part of Europe in terms of its perception of sexism, hence even the perception of gender equality.

4.5 Research limitations

The main limitation of this research stems from the sample of the research. Since the non-probability sampling method was chosen, it is impossible to know, how well the results represent the entire population. The unrepresentative sample might cause selection bias.

The characteristics of the sample do not match the characteristics of the population – the percentage of female respondents was 72% compared to only 26.9% of male respondents.

Since the data might not be representative, the survey was chosen as the mean of data collection only to enter the problematics and to recommend possible areas to conduct a future research.

4.6 Recommendations for future research

Based on the results of the research, several possibilities for future research were identified. One example could be research in alternative marketing techniques that can serve as a substitute option for companies that are not inclined towards using sexism in their marketing strategy, yet still want their advertisement to be successful. In the current research, guerrilla marketing was used as a possible viable option to sexist advertising. Femvertising would be an interesting substitute marketing strategy to compare with – instead of objectifying women, empowering them. Example of Always #LikeAGirl campaign shows, how successful Femvertising campaigns can be. (Åkestam, Rosengren and Dahlen, 2017; CampaignUK, 2015)

Another proposal for future research would be to measure what level of sexism is still accepted by society. As Mrs. Havlíková mentioned, the Advertising Council has only dealt with extreme portrayals of sexism in the advertisement, the more subtle ones (such as the portrayal of gender inequality) remain allowed. It would be interesting to find out what the public still “endures” in advertising, to find the exact line, possibly based on shock value. It would be as well interesting to test the loyalty of respondents to a certain brand, more specifically “how bad” would their marketing campaign have to be, for a loyal customer to switch to a different product, or whether there is no limit whatsoever.

The anti-award the Sexist Piggy ended in 2018, but the data suggest that respondents that have come across the anti-award, positioned themselves rather against sexist advertising, in comparison to those who have not. Even though the team behind the project concluded that the anti-award has reached its goal, a similar project could be introduced, this time focusing on more subtle portrayals of sexism in the advertisement.

5 Conclusion

Even though the situation regarding the ethicality of advertisement in the Czech Republic is not ideal, it is constantly improving. Both the expert in the field Mrs. Havlíková and the results of the research confirmed that the population, and especially younger generations, are becoming more and more sensitive towards portrayals of sexism in the public space. When respondents were initially asked whether they think the sex-sells principle is an effective marketing strategy, the majority agreed. However, further research uncovered that this was a rather pessimistic opinion. None of the sexist advertisements proved to be effective in the end, only a low percentage of respondents were motivated to buy the product based on the unethical advertisements. The respondents most likely to be positively affected by the sexist advertisements were predominantly males, Baby Boomers, with a lower achieved education (mostly without a university diploma). Another unifying aspect of this group was that none or a just a very few of them have come across the anti-award the Sexist Piggy before, which implies that the educational activities of the non-profit organization NESEHNUTÍ are paying off.

When the respondents were presented with a substitute marketing strategy, specifically guerrilla marketing, they preferred the alternative compared to the sexist advertisement almost unanimously. Different marketing strategies that can be used instead of sexist advertising could be an interesting subject for future research, for example, a strategy such as Femvertising. The empowerment of women in the advertisement, instead of their objectification, could lead to a positive change in Czech society considering the fact that the majority of respondents are of the opinion that women are still objectified in advertisements much more than men and that gender equality has not been achieved in the Czech Republic yet – at the moment, men are favoured.

The results on brand loyalty revealed, that the presence of sexism in advertising would not affect the respondents if they were a loyal customer of the brand. What is bad news for the future of ethical advertising in the Czech Republic could be good news for companies operating in the country, since a poor choice of advertisement strategy would most probably not cause them to lose too many of their loyal customers. Therefore, to acknowledge this reality, self-regulatory bodies should be more rigorous in detecting and subsequent fining of unethical advertisement, in order to discourage marketers from using it.

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6 Appendix

6.1 Appendix 1: Transcription of an interview with the member of non-profit organization NESEHNUTÍ – original, Czech version

Dobrý den, jmenuji se Mateková. Paní Havlíková, kontaktuji Vás ohledně rozhovoru k mé diplomové práci. Posílala jsem Vaším kolegyním předběžný seznam otázek, dostaly se k vám?

Dobrý den, ano, zběžně jsem se dívala.

Dobře, zároveň se chci zeptat, zda souhlasíte s nahráváním našeho hovoru?

Ano, počítala jsem s tím.

Perfektní, díky moc, že jste si udělala čas, já rovnou přejdu k otázkám. První, jaká je konkrétně Vaše pozice a jak dlouho jste součástí NESEHNUTÍ?

Já v NESEHNUTÍ pracuji od roku 2012, v současnosti jsem na rodičovské dovolené, ale pracuji stále, jen úvazek je menší, dělám jeden svůj projekt. Nejsme hierarchická organizace, nemáme rozdělené role a všichni se bereme, že jsme součástí programu S:féra, což je nový název našeho programu, aby rovnost byla fér (starý název Ženská práva jsou lidská práva pozn. aut.). Dříve jsem byla vedená jako koordinátor Sexistického prasátečka.

To znamená, že jste byla součástí projektu Sexistické prasátečko skoro od jeho začátku, je to pravda?

Vlastně úplně od začátku, byla jsem od roku 2008 dobrovolnice, byla jsem i na úvodních schůzkách, kde se celý ten koncept vymyslel, ale nebyla jsem ještě zaměstnankyní.

Děkuji, to mi k představení Vaší pozice stačí, teď mohu již rovnou přejít k hlavním otázkám. Co je podle Vás sexistická reklama?

My ji pro veřejnost nejčastěji definujeme jako reklamu diskriminační a interně ji definujeme jako každou reklamu, která nějakým způsobem narušuje rovnost žen a mužů. Tedy takovou, která obsahuje jak objektivizaci (spojení nahého ženského těla s produktem), tak i stereotypy, genderově podmíněné násilí... Vlastně vše vycházející z našich 8 kritérií. Tato široká definice se mi zdá nejlepší, protože zahrnuje vše, proti čemu vystupujeme.

Když jste byla u projektu Sexistické prasátečko úplně od začátku, od roku 2008 jako dobrovolník, jaká byla motivace - jak to probíhalo v rámci NESEHNUTÍ, bylo to opravdu znechucení sexistickou reklamou, nebo jaké byly hlavní motivace za tímto projektem?

My jsme se předtím hodně věnovali tématu násilí na ženách a domácímu násilí a to byla zrovna doba, kdy se to hodně pohnulo jak ve společnosti, tak i legislativně. Byl přijatý zákon

o vykázání, o stalkingu a stala se velká změna a my si řekli, že je potřeba informovat. Z toho našeho přemýšlení, jaké téma zvolit, vyšlo toto. Protože jsme viděli hodně reklam ve veřejném prostoru a zároveň to vypadalo, že to nikomu nevadí, mysleli jsme si, že tomu tak není. To, že to nikomu nevadí, bylo jen zdání. Lidi jsou někdy už otupělí vizuálním smogem ve veřejném prostoru a my jsme toto téma chtěli otevřít.

A počítali jste s tím, že tento projekt bude trvat 10 let a nebo jste neměli žádnou představu?

Myslím, že jsme neměli vůbec žádné ambice (směje se).

Jak si myslíte že Sexistické prasátečko za těch 10 let změnilo situaci v České republice a jak změnilo náhled Čechů na sexismus v reklamě, jestli vůbec?

Já doufám, že k tomu nějakým způsobem přispělo, ale samozřejmě společnost se vyvíjí sama o sobě, takže těch vlivů tam bude více. Myslím si, že v současnosti je společnost už opravdu velmi citlivá k projevu sexismu ve veřejném prostoru a vystupuje proti tomu, což mi přijde skvělé. Zároveň se zvedly i protitlaky a to souvisí s tím, že si toho opravdu začal někdo všimnout, takže to už není nepojmenované téma. Co se týká konkrétně reklamy, já jsem zastánkyně toho, že se to prostředí opravdu nějak změnilo a kultivovalo a myslím si, že je ta situace v současnosti lepší.

Další otázka s tou předcházející souvisí. Dva roky po ukončení této soutěže, pokud to ještě sledujete, nebo se tím částečně stále zabýváte, máte pocit, že po jejím ukončení přibýlo sexistických reklam nebo je jich naopak méně?

Samozřejmě už nemáme takový monitoring, jako když nám chodily tipy od veřejnosti, ale myslím si, že je zde trvalý trend ubývání sexistických reklam. Jestli Sexistické prasátečko bylo nebo nebylo ukončeno, na to nemělo vliv. My se tématem nadále zabýváme v odborné rovině a to regulací reklamy, bude nám vycházet naše závěrečná publikace, která bude zahrnovat celých 10 let naší práce k tomuto tématu.

Myslíte si, což je vlastně součástí i mé práce a mé hypotézy, že mladší generace jsou více citlivé k otázkám etičnosti reklamy? Že se staví více kriticky k sexistickým, rasistickým reklamám v porovnání se starší generací, které vyrůstala a žila v socialismu? A jestli ano, proč si myslíte, že tomu tak je?

Samozřejmě se s tím tématem více setkávají (mladší generace pozn.aut.) a mají více podnětů ze zahraničí. Sledují zahraniční média, seriály a obecně i zahraniční kulturu, kde už to není zdaleka tak běžné (sexistická, rasistická reklama, pozn. aut.). Určitě si myslím, že jsou citlivější a máme to podpořené daty z výzkumu, který jsme zadávaly Centru pro výzkum veřejného mínění.

Máte pocit, že Česko je svým přístupem k sexismu specifické? Když porovnáme například se západními zeměmi, jestli je více benevolentní a jestli zde „projde“ reklamám více než v jiných zemích?

Myslím si, že jsme v tomto směru ve „východní“ části Evropy, takže vnímání je tímto způsobem posunuté. Například v Rakousku to bylo vždy větší téma. Dříve jsme s nimi a jejich samoregulačním orgánem hodně spolupracovali, ale myslím si, že jsme se už posunuli. Tenkrát jsme jen mohli čerpat jejich know-how, ale teď už jsme rovnocennými partnery, situace je lepší.

Myslíte si, že je v současné době sexistická reklama efektivní? Pořád platí, že sex prodává?

Zahraniční výzkumy dokazují, že neprodává. Nejsem marketingová odbornice, mám jen informace vyčtené, ale objevuje se „upíří efekt“, kdy reklama na sebe strhne pozornost odhaleným tělem, ale lidi si už nevybaví samotný produkt, nebo značku, na kterou reklama upoutává. Například metastudie zabývající se reklamou na Superbowl (kde obnažená těla jsou častým prvkem) zjistila, že tyto reklamy jsou asi o 9% méně účinné než ty, kde nebyla (obnažené těla, pozn. aut.). Těchto důkazů je poměrně více, pak ale můžou existovat specifické případy na českém trhu, které můžou zafungovat, jako pila Pasák.

Koukala jsem se, že se jako organizace NESEHNUTÍ podílíte na projektu Ženská práva jsou lidská práva...

Tak se dříve jmenoval celý program, který se zabýval rovností žen a mužů. Teď je přejmenovaný na F:ÉRA, aby to zahrnovalo všechny identity, aby to nebylo omezené jen na ženy.

Rozumím, tedy v současnosti v rámci F:ÉRY stále organizujete přednášky, besedy a workshopy pro školy i veřejnost, pokud jsem to správně četla na stránkách.

Ano.

V současné době je to asi trochu pozastavené z důvodu koronaviru, nebo stále pořádáte? Zároveň jsem se chtěla zeptat, kde je nejčastěji pořádáte a jaký je zájem o takové akce – zda je větší než dřív nebo naopak slábne?

My se věnujeme tomuto tématu dlouho, ale kapacity jsou omezené. Lektorujeme v desítkách workshopů za rok, spíše nízkých desítkách a ne třeba ve stovkách, aby z toho byla nějaká porovnatelná data. Zájem o toto téma je určitě, naše kapacita je však menší než jaký je reálný zájem. Na těchto workshopech se věnujeme i sexismu v reklamě, ale primárně například partnerství bez násilí nebo sexuální výchově. Tyto akce pořádáme nejčastěji ve školách, v rámci formálního vzdělávání.

Máte nějakou zpětnou vazbu k takovým akcím – jaká je informovanost mladých Čechů co se týká sexismu v reklamě, násilí v partnerství atd?

K tomuto nemáme přesná data, máme maximálně kvalitativní data...

Myslela jsem spíše, co se týká vaší interakce se studenty na školách, jestli je pro žáky sexismus v reklamě novinkou, jestli je to něco, nad čím se oni například už v minulosti zamysleli...

Většinou je to spíš novinka, oni to úplně neřeší. Ale naše zkušenost je celkově dobrá, mladí lidé jsou určitě otevření, chtějí se o těchto tématech bavit.

Jezdíte spíše po základních, středních nebo vysokých školách?

Většinou to máme (workshopy, pozn. aut.) na konec základní školy - 8., 9. třída, někdy i střední i vysoké školy, ale samozřejmě musíme programy uzpůsobit.

Rozumím. Jaké si myslíte že budou budoucí trendy reklamy v České republice? Součástí mé práce je poskytnutí doporučení do budoucna, proto by mě zajímal názor odborníka co se týká sexismu. Zda budoucí generace, což jsou v současnosti mileniálové, či generace Z, budou k sexismu v reklamě více citliví?

Sama o sobě si myslím, že lidé citlivější budou. Jaké budou trendy reklamy v budoucnosti nevím, já se můžu maximálně vyjádřit k tomu, jakým způsobem by se měla ubírat regulace reklamy. Což si myslím, že se odchyluje od tématu vaší práce, protože to je jen odborná a právní část.

To částečně souvisí s mou poslední otázkou, jestli je dle vašeho názoru konkrétně Rada pro reklamu v tuto chvíli dostatečnou ochranou proti neetické reklamě?

Nevím, jak jste obeznámena s konceptem regulace a samoregulace reklamy.

Je to součástí mé teoretické části, zabývám se tím však jen velice okrajově. Na jedné straně jsou regulace stanovené vládou, Rada pro reklamu je vlastně jakási samoregulace a funguje na bázi doporučení. Firmy podepíší její etický kodex, ke kterému se zavazují.

Ano. Myslím si, že samoregulační část by měla být velmi důležitá v rámci komplexu, jakým způsobem regulovat neetickou reklamu, ale není. Dle mého v současnosti nefunguje vůbec ideálně, nejen v oblasti sexismu, ale i jiných oblastech, kde je samozřejmě mé povědomí jen velmi okrajové. V oblasti sexistické reklamy neodůvodňují dostatečně svá rozhodnutí, nemají dostatečné mechanismy na odstraňování reklam, nejsou respektováni natolik, aby zadavatelé problematické reklamy opravdu stahovali..

V této návaznosti jsem se chtěla zeptat na konkrétní příklad a to příklad reklamy Monety Money Bank, se kterou se Rada potýkala v roce 2019. Stížnost byla Radou pro

reklamu zamítnuta, přestože stěžovatelka označila reklamu za pohoršující a sexistickou a v rámci vaší anti-ceny sev roce 2018 umístila na 3. místě. Proto mě zajímal Váš názor na to, jak přísná je podle vás Rada pro reklamu co se týče stahování reklam, zda jsou více benevolentní. V jiných zemích, dávám jako příklad Velkou Británií, stačí opravdu málo, aby reklama byla stažena.

Jak to v tomto případě ohodnotila Rada pro reklamu (reklamu Monety, pozn. aut.)?

Že reklama není závadná, protože využívá nadsázky - mluvící kocour, atd...

Nadsázka, nadsázka se řekne vždycky. My jsme dávno vzdali podávání podnětů na Radu pro reklamu, ale podávali jsme shodou okolností podnět na Monetu krajským živnostenským úřadům, které to regulují. Protože tato reklama je umístěná i na internetu, takže i na youtube, podávali jsme podnět i Radě pro rozhlasové a televizní vysílání, která je orgánem pro televizní a rozhlasovou reklamu. Všichni to vyhodnotili tak, že reklama je v pořádku. Takže tak moc se prostředí zase neposunulo, aby vyhodnotili stereotypy jako problematické.

...takže je tam rozhodně ještě prostor pro zlepšení.

Ano. My, když jsme podávali podněty, tak jsme se nejdříve snažili podávat podněty na reklamy, které byly „hodně přes čáru“ a bylo to na nich hodně vidět (byly problematické, sexistické, pozn.aut.). Ale teď jsme si už říkaly, že i samotné úřady jsou „vzdělanější“ a mají více podkladů i od svého mezilidského orgánu, tedy od Ministerstva průmyslu a obchodu. Že by mohli zvládnout i reklamu, která je založena na stereotypch, ale zatím ne.

Zatím ne, tak snad v budoucnu. Máte ještě nějaký postřeh, který byste chtěla zmínit?

V tuto chvíli mne nic nenapadá.

Budu celý rozhovor překládat do angličtiny, protože má práce je v anglickém jazyce a můžu vám poslat svůj finální překlad, zda s ním takto souhlasíte - nebudu měnit význam textu. Mnohokrát děkuji za váš čas, paní Havlíková a zašlu vám tedy ještě přeložený výsledek. Nashledanou.

Děkuji a nashledanou.

6.2 Appendix 2: Transcription of an interview with the member of non-profit organization NESEHNUTÍ – translated, English version

Good afternoon, my name is Mateková. Mrs.. Havlíková, I am contacting you regarding the interview for my diploma thesis. I have sent a list of preliminary questions to your colleagues, have you had a chance to go over them?

Good afternoon, yes, I went over them briefly.

Okay, at the same time I want to ask if you agree with me recording our call?

Yes, I was counting on it.

Perfect, thank you so much for taking the time, I'll go straight to the questions. Firstly, what exactly is your position and how long have you been part of the non-profit NESEHNUTÍ?

I have been working at NESEHNUTÍ since 2012, I am currently on maternity leave, but I am still working, only the workload is smaller, I have working on one project. We are not a hierarchical organization, we do not have our roles divided, and we all assume that we are part of the S:FÉRA program, which is the new name of our program - so that equality is fair (the old name was Women's Rights are Human Rights A/N). My position used to be the coordinator of the Sexist Piggy.

That means you've been a part of the Sexist Piggy project almost since its beginning, is that correct?

In fact, from the very beginning, I was a volunteer since 2008, I was also at the introductory meetings, where the whole concept came together, but I was not yet an employee.

Thank you, that is enough for me to present your position, now I can go straight to the main questions. According to you, what is sexist advertising?

For the public, we define it the most often as discriminatory advertising, and internally, we define it as any advertising that in any way violates equality between women and men. Advertising, that includes both objectification (connection of a naked female body with a product) as well as stereotypes, gender-based violence ... In fact, everything is included in our 8 criteria. This broad definition seems to me to be the best because it includes everything we go against.

Since you were with the Sexist Piggy project from the very beginning, as a volunteer since 2008, what was the motivation within NESEHNUTÍ, was it really the disgust towards sexist advertising, or what were the main motivations behind this project?

We used to pay a lot of attention to the topic of violence against women and domestic violence, and that was exactly the time when both society and legislation progressed a lot. The law on expulsion and stalking has been passed, and since such a big change has happened, we thought it was necessary to inform the public. The Sexist Piggy idea came from our brainstorming about which topic to choose. Because we saw a lot of ads in public and at the same time it seemed that nobody mind, we thought that this is not the case. It was not true that people did not mind, but sometimes they can be already numb to the visual smog in public space, and we wanted to start a discussion on this topic.

And did you expect this project to last 10 years, or did you have no clear concept?

I don't think we had any ambitions at all (laughs).

How do you think the Sexist Piggy changed the situation in the Czech Republic in those 10 years, and how did it change the Czechs' view of sexism in advertising, if it changed it at all?

I hope it contributed to the change in some way, but of course, society is evolving on its own, so there will be more influences. I think that at present society is very sensitive to the manifestation of sexism in public space and opposes to it, which I find great. At the same time, counter-pressures have arisen, and this is due to the fact that someone started noticing the issue so that it is no longer an unnamed topic. To focus specifically on advertising, I am in favor of the environment really changing and cultivating in some way, and I think that the situation is currently better.

The next question is related to the previous one. Two years after the end of this competition, if you are still monitoring the situation, or if you are still partially involved in it, do you feel that after the end of the anti-award, do we have nowadays more, or on the contrary less of the sexist advertisements?

Of course that we no longer have such monitoring as when we received regular tips from the public, but I think there is a steady decreasing trend of the number of sexist ads. Whether or not the Sexist Piggy was terminated did not affect it. We continue to deal with the topic on a professional level, specifically the regulation of advertising and we will publish our final publication, which will include the entire 10 years of our work on this topic.

Do you think, which is actually part of my work, and my hypothesis that the younger generations are more sensitive to questions of ethical advertising? That they are more critical towards sexist, racist advertisements in comparison with the older

generation that grew up and lived in socialism? And if so, why do you think it is how it is?

Of course, they encounter this topic more (younger generation A/N) and have more stimuli from abroad. They follow foreign media, series, and, in general, foreign culture, where it is no longer so common (sexist, racist advertising A/N). I certainly think that they are more sensitive and we have this claim supported by data from the research we commissioned to the Public Opinion Research Centre.

Do you feel that Czechia is specific in its approach to sexism? If we compare it, for example, with Western countries, is it more benevolent and do advertisements "get away" with more than in other countries?

I think we are in the 'eastern' part of Europe in this direction, therefore the perception is shifted in this way. In Austria, for example, it has always been a bigger topic. We used to cooperate with them and their self-regulatory organization a lot, but I think we have moved on. Back then, we could only draw on their know-how, but now we are equal partners, the situation is better.

Do you think that sexist advertising is effective at the moment? Does sex still sell?

Foreign research shows that it does not sell. I'm not a marketing expert, I only have the information from literature, but the "vampire effect" appears when the advertisement attracts attention to the exposed body, but people no longer remember the product itself or the brand which the advertisement promoted. For example, a metastudy dealing with advertising for Superbowl (where exposed bodies are a common element) found that these advertisements are about 9% less effective than those where they were not (exposed bodies A/N). There is relatively more of this evidence, but then there may be specific cases on the Czech market that may work, such as the Pasák sawmill.

I have noticed that the organization NESEHNUTÍ is participating in the Women's Rights are Human Rights project ...

This was the name of the whole program, which dealt with equality between women and men. It is now renamed to F:ÉRA to include all identities, so it is not limited only to women.

I understand, so currently you are still organizing lectures, discussions, and workshops for schools and the public within the framework of F:ÉRA, if I have read it correctly on the website.

Yes.

Is it presently a bit suspended due to the coronavirus, or are you still organizing them? At the same time, I wanted to ask where do you most often organize them and

how big is the interest in such events - is it bigger than before or is it on the contrary weakening?

We have been working on this topic for a long time, but our capacities are limited. We lecture in dozens of workshops a year, rather low dozens and not maybe in hundreds so that we could have some comparable data. There is certainly interest in this topic, but our capacity is smaller than the real interest. In these workshops, we also focus on sexism in advertising, but primarily we focus on partnerships without violence, or sex education, for example. We organize these events most often in schools, as part of formal education.

Do you have any feedback from such events - what is the awareness of young Czechs regarding sexism in advertising, violence in partnership, etc.?

We do not have exact data for this, we have qualitative data at most...

What I meant was more of feedback based on your interaction with students in schools, whether the topic of sexism in advertising is something new for the students, whether it's something they've already thought about in the past, for example...

It is something new for them mostly, they are not really preoccupied with it. But our experience is generally good, young people are definitely open-minded, they want to talk about these topics.

Do you normally visit elementary schools, high schools, or universities?

Usually, we have it (workshops A/N) at the end of primary school - 8th, 9th grade, sometimes at high schools as well as universities, but of course the program has to be adapted.

I understand. What do you think will be the future trends in advertising in the Czech Republic? Part of my job is to provide recommendations for the future, so I would be interested in the opinion of an expert regarding the sexism. Will future generations, therefore current currently Millennials, or Generation Z, be more sensitive to sexism in advertising?

According to me, I think people will be more sensitive. I do not know what the trends of advertising will be in the future, I can only comment on how the regulation of advertising should evolve. Which I think deviates from the topic of your work, because it's just a technical and legal part.

This is partly related to my last question, do you think that the Advertising Council, in particular, is currently sufficient protection against unethical advertising?

I do not know how familiar you are with the concept of regulation and self-regulation of advertising.

It is part of my theoretical part, but I deal with it only very marginally. On the one hand, there are regulations set by the government, the Advertising Council is established on self-regulation and works based on recommendations. Companies will sign their Code of Ethics, that they commit to follow.

Yes. I think that the self-regulatory part should be very important within the complex of how to regulate unethical advertising, but it is not. In my opinion, it does not work perfectly at all at the moment, not only in the field of sexism but also in other areas, where, of course, my awareness is only very marginal. In the field of sexist advertising, they do not sufficiently justify their decisions, they do not have sufficient mechanisms for the removal of the advertisements, they are not respected enough by the advertisers so that they would take down the problematic advertisements.

In this connection, I wanted to ask on a specific example, namely the example of the advertisement of Moneta Money Bank, that the Advertising Council dealt within 2019. The complaint was rejected by the Advertising Council, even though the complainant described the advertisement as offensive and sexist and even placed on 3rd place in the 2018 Sexist Piggy anti-award. That's why I was interested in your opinion on how strict do you think the Advertising Council is when it comes to banning the ads, whether they are too mild. In other countries, for example in the United Kingdom, it takes a little to ban an advertisement.

How did the Advertising Council evaluate this case (Moneta's advertisement A/N)?

That the advertisement is not problematic, because it uses exaggeration - the talking cat, etc...

Exaggeration, exaggeration is being always said. We have given up on complaining to the Advertising Council a long time ago, but coincidentally we have filed a complaint against Moneta to the regional trade licensing authorities that regulate it. Because this advertisement is placed on the Internet, therefore on youtube as well, we have also submitted a complaint to the Council for Radio and Television Broadcasting, which is the organization overarching television and radio advertising. Everybody concluded that the advertisement was harmless. So the environment has not shifted to the extent that the stereotypes would be evaluated as problematic.

... so there's definitely room for improvement.

Yes. When we submitted our suggestions, we first tried to submit suggestions for advertisements that were "way over the line" and it was clearly visible (they were problematic, sexist A/N). But we have already said to ourselves that the authorities

themselves are more "educated" and have more information from their interpersonal body, the Ministry of Industry and Trade. We thought that they could handle advertising that is based on stereotypes as well, but not yet.

Not yet, so maybe in the future. Do you still have any observations you would like to mention?

I can't think of any at the moment.

I will translate the whole interview into English because my work is in English, and I can send you my final translation if you agree with it - I will not change the meaning of the text. Thank you very much for your time, Mrs.. Havlíková, and I will send you the translated result. Goodbye.

Thank you and goodbye.

6.3 Appendix 3: Survey – original, Czech version

1. Do jaké věkové kategorie patříte?

- a) < 23
- b) 24 – 39
- c) 40 – 55
- d) > 56

2. Jaké je Vaše pohlaví?

- a) muž
- b) žena
- c) jiné

3. Jaké je Vaše nejvyšší dosažené vzdělání?

- a) základní
- b) středoškolské bez maturity
- c) středoškolské s maturitou
- d) bakalářský titul
- e) magisterský titul nebo doktorát

4. Váš status je:

- a) student/ka
- b) zaměstnaný/á
- c) OSVČ
- d) nezaměstnaný/á
- e) důchodce/kyně

5. Do které příjmové skupiny patříte?

- a) nemám žádný příjem
- b) 8 000 – 15 000 Kč / měsíčně
- c) 16 000 – 20 000 Kč / měsíčně
- d) 21 000 – 30 000 Kč / měsíčně
- e) 31 000 – 40 000 Kč / měsíčně
- f) 40 000 a více Kč / měsíčně

- g) nechci odpovědět
- h) jiná (prosím napište výši Vašeho příjmu) _____

6. Kde se nejčastěji setkáváte s reklamou? (vyberte alespoň jednu možnost)

- a) na internetu (sociální sítě, web)
- b) v televizi
- c) v rádiu
- d) na billboardech, lampách, plakátech, v MHD, apod.
- e) v tištěných médiích (noviny, časopisy)
- f) jinde (doplňte) _____

7. Pod pojmem sexismus si představím: (vyberte alespoň jednu možnost)

- a) diskriminace na základě pohlaví
- b) sexualizace těl, či jejích částí
- c) genderové stereotypy (žena se má starat o domácnost, muž vydělávat peníze)
- d) něco jiného (doplňte) _____

8. Pokud se řekne “sexistická reklama”, vybaví se Vám konkrétní reklama?

- a) ano
- b) ne

9. Pokud ano – pamatujete si na jaký produkt?

10. Jsou dle Vašeho názoru reklamy založené na principu sex prodává (sex sells) efektivní?

- a) ano
- b) ne

11. Co považujete v reklamách za etické? (vyberte alespoň jednu možnost)

- a) využití jazykového sexismu (např. sexuální dvojmysly)
- b) stereotypizace mužů a žen (např. ženy jako mladé, krásné, křehké, muži jako dominantní, silní)
- c) tvorba mýtu krásy (např. ženy bez vrásek, vyhublé, muži svalnatí a urostlí)

- d) využití principu sex-sells (např. sexuální akty)
- e) zobrazení násilí (např. podřízení, pasivita a ovládnutí ženy)
- f) využití kusů těl (např. vyobrazení jen poprsí, pozadí, rtů, či rozkroku)
- g) nic z výše uvedeného

12. Slyšeli jste o anti-ceně “Sexistické prasátečko”?

- a) ano
- b) ne

13. Co Vás na této reklamě zaujme jako první?



- a) alkohol
- b) muž držící ženin krk
- c) hodinky
- d) náušnice
- e) něco jiného (doplnit)

14. Shledáváte tuto reklamu etickou?



- a) Rozhodně ano
- b) Spíše ano
- c) Spíše ne
- d) Rozhodně ne
- e) Nevím

15. Zvažovali byste koupi tohoto produktu po zhlédnutí této reklamy?

- a) Rozhodně ano, reklama mne motivovala k nákupu produktu
- b) Spíše ano
- c) Spíše ne
- d) Rozhodně ne, reklama mne odradila od nákupu produktu

16. Do jaké míry souhlasíte s následujícím tvrzením: “České reklamy jsou mnohem více sexistické než ty zahraniční.”

- a) Rozhodně souhlasím
- b) Souhlasím
- c) Ani souhlasím ani nesouhlasím
- d) Nesouhlasím
- e) Rozhodně nesouhlasím

17. Po zhlédnutí této reklamy se cítím... (vyberte alespoň jednu možnost)



- a. spokojený/á
- b. pobavený/á
- c. překvapený/á
- d. zmatený/á
- e. rozčilený/á
- f. znechucený/á
- g. pohoršený/á
- h. lítostivý/á
- i. vystrašený/á
- j. smutný/á
- k. neutrálně
- l. jinak (doplň)

18. Zvažovali byste koupi tohoto produktu po zhlédnutí této reklamy?

- a) Rozhodně ano, reklama mne motivovala k nákupu produktu
- b) Spíše ano
- c) Spíše ne
- d) Rozhodně ne, reklama mne odradila od nákupu produktu

19. Zvažovali byste koupi tohoto produktu po zhlédnutí této reklamy?

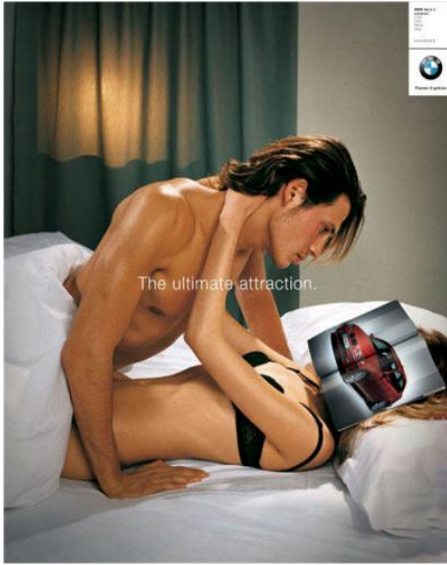


- a) Rozhodně ano, reklama mne motivovala k nákupu produktu
- b) Spíše ano
- c) Spíše ne
- d) Rozhodně ne, reklama mne odradila od nákupu produktu

20. Považujete tuto reklamu za etickou?

- a) Rozhodně ano
- b) Spíše ano
- c) Nevím
- d) Spíše ne
- e) Rozhodně ne

21. Která z těchto dvou reklam by vás spíše přesvědčila k nákupu nabízeného zboží?



- a. reklama na BMW
- b. reklama na Mercedes
- c. obě dvě

22. Jakožto stálého zákazníka konkrétní značky – ovlivnila by Vás přítomnost sexismu v reklamě při další koupi stejného produktu?

- a) ano
- b) ne

23. Zvažovali byste koupi tohoto produktu po zhlédnutí této reklamy?



- a) Rozhodně ano, reklama mne motivovala k nákupu produktu
- b) Spíše ano
- c) Spíše ne
- d) Rozhodně ne, reklama mne odradila od nákupu produktu

24. Kdo je podle vás v reklamách častěji objektivizován:

- a) ženy / women
- b) muži / men
- c) obě pohlaví stejně
- d) nevím

25. Je podle vás v současnosti postavení mužů a žen v České republice rovnoprávné? /

- a) ano
- b) ne – ženy jsou zvýhodňováni
- c) ne – muži jsou zvýhodňováni
- d) nevím

26. Poslední otázka, které z následujících kritérií považujete za etické/korektní/morální?
(vyberte alespoň jednu možnost)

- a) nahota mužů v reklamě
- b) nahota žen v reklamě
- c) vyobrazení podřazenosti mužů vůči ženám
- d) vyobrazení podřazenosti žen vůči mužům
- e) reklamy zahrnující LGBT komunitu (např. místo vyobrazení “tradičního” modelu rodiny naopak vyobrazení dvou matek, nebo dvou otců starajících se o dítě)
- f) genderově stereotypní vyobrazení žen a mužů v reklamě (např. žena starající se o děti a domácnost, muž chodící do práce a vydávající peníze)
- g) genderově rozdělená nabídka dětských produktů v reklamě (panenky pro holčičky, autíčka pro chlapce)
- h) žádné z výše uvedených

6.4 Appendix 3: Survey – translated, English version

1. What age category do you belong to?
 - a) < 23
 - b) 24 – 39
 - c) 40 – 55
 - d) > 56

2. What is your gender?
 - a) male
 - b) female
 - c) other

3. What is the highest degree or level of education you have completed?
 - a) basic – elementary school
 - b) high school without the state exam
 - c) high school with the state exam
 - d) Bachelor's degree
 - e) Master's degree or Ph.D.

4. Your status is:
 - a) student
 - b) employed
 - c) self-employed
 - d) unemployed
 - e) retired

5. Which income category do you belong to?
 - a) I do not have any income
 - b) 8 000 – 15 000 Czk / monthly
 - c) 16 000 – 20 000 Czk / monthly
 - d) 21 000 – 30 000 Czk / monthly
 - e) 31 000 – 40 000 Czk / monthly
 - f) 40 000 and more Czk / monthly

- g) I do not want to answer
 - h) other (please enter your monthly income)
6. Where do you come most often across the advertising? (choose at least one option)
- a) on the internet
 - b) on the TV
 - c) on the radio
 - d) on billboards, lamps, posters, in public transport, etc.
 - e) in the printed media (newspaper, magazines)
 - f) other: _____
7. The term sexism means to me... (choose at least one option)
- a) discrimination based on gender
 - b) sexualization of bodies, or parts of bodies
 - c) gender stereotypes (a woman is supposed to take care of the household, man earn money)
 - d) something else (fill-out): _____
8. If you come across the term “sexist advertisement”, does a specific advertisement come to your mind?
- a) yes
 - b) no
9. If yes – do you remember the name of the product?
- _____
10. According to you, are advertisements based on the principle sex-sells effective?
- a) yes
 - b) no
11. What do you consider ethical in an advertisement? (choose at least one option)
- a) use of sexist language (e.g. words with sexual double-meanings)
 - b) stereotyping men and women (e.g. women as young, beautiful, fragile, men as dominant, strong)

- c) creation of the beauty ideal (e.g. women without wrinkles, emaciated, men as muscular and well-built)
- d) using the sex-sells principle (e.g. sexual act)
- e) depictions of violence (e.g. subordination, passivity, and control of a woman)
- f) use of body pieces (e.g. depiction of only the bust, butt, lips, or crotch)
- g) none of the above

12. Have you ever heard about the anti-award “The Sexist Piggy”?

- a) yes
- b) no

13. What captures your attention in this ad at first sight?



- a) alcohol
- b) man holding women's neck
- c) watches
- d) earrings
- e) something else: _____

14. Do you find the advertisement ethical?



***enjoy your first “banking” intercourse**

- a) definitely yes
- b) rather yes
- c) rather not
- d) definitely not
- e) I do not know

15. Would you consider buying the product after seeing this advertisement?

- a) definitely yes, the advertisement motivated me to buy the product
- b) rather yes
- c) rather not
- d) definitely not, the ad discouraged me from buying the product

16. To what extent do you agree with the following statement: “Czech advertisements are much more sexist compared to foreign ones.”

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

17. After seeing this advertisement, I feel... (choose at least one option)



- a. contented
- b. amused
- c. surprised
- d. confused
- e. angry
- f. disgusted
- g. offended
- h. regretful
- i. scared
- j. sad
- k. neutral
- l. differently (fill-out): _____

18. Would you consider buying the product after seeing this advertisement?

- a) definitely yes, the advertisement motivated me to buy the product
- b) rather yes
- c) rather not
- d) definitely not, the ad discouraged me from buying the product

19. Would you consider buying the product after seeing this advertisement?



*in the top part on the pink background – “fourteen” 2-5 years “without probation” the white text – “fifteen” – implying that having sex with a fifteen year old is okay.

- a) definitely yes, the advertisement motivated me to buy the product
- b) rather yes
- c) rather not
- d) definitely not, the ad discouraged me from buying the product

20. Do you consider this advertisement ethical?

- a) definitely yes
- b) rather yes
- c) I do not know
- d) rather not
- e) definitely not

21. Which out of these two advertisements would rather convince you to buy the offered product?



- a. the BMW ad
- b. the Mercedes ad
- c. both of them

22. As a loyal customer of a certain brand, would the presence of sexism in their advertising affect your next purchase of the product?

- a) yes
- b) no

23. Would you consider buying the product after seeing this advertisement?



- a) definitely yes, the advertisement motivated me to buy the product
- b) rather yes
- c) rather not
- d) definitely not, the ad discouraged me from buying the product

24. According to you, which gender is more frequently objectified in advertising?

- a) women
- b) men
- c) both genders equally
- d) I do not know

25. According to you, is gender equality currently achieved in the Czech Republic?

- a) yes
- b) no – women are favoured
- c) no – men are favoured
- d) I do not know

26. Last question, which out of the following criteria do you consider ethical/moral?
(choose at least one option)

- a) nudity of men in the advertisement
- b) nudity of women in the advertisement
- c) the inferior portrayal of men towards women
- d) the inferior portrayal of women towards men
- e) advertisement including the LGBT community (e.g., instead of the portrayal of a “traditional” family model, portraying two mothers, or two fathers taking care of children)
- f) portrayals of gender stereotypes of men and women (e.g. woman taking care of children and the household, while man going to work and earning money)
- g) division of products for children based on their gender (dolls for girls, cars for boys)
- h) none of the above