

COMPARISON OF GENDER IN THE PERCEPTION OF THE IMAGE AND ITS RELATIONSHIP WITH THE BRAND POSITIONING

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Abstract

The brand exposure in graphic communication, require seconds to transmit the message that persuade the consumer to make the purchase, hence finding appropriate images is an important aspect for marketing managers.

The images themselves convey emotion and the perception of them may be altered by the brand positioning.

The way images are perceived may differ by gender; and also, the perception that people have of a brand can impact differently on each of them. In this experimental study, the main objective is to examine the relationship between the effects of brand image exposure to affective visual stimuli, differentiated by gender. 274 students (19 years old) from the Management School of the National University of Mexico participated in this study. 60 photos from the IAPS (International Affective Picture System) representing different emotional loads were used, each of them was embedded with a well-recognized and positioned brand in the market taken from the list of BrandZ, and Millward Brown top 100 (2010). The images were evaluated by a Likert scale with nine intervals. The results obtained suggest that the effect of the picture is different in each gender and this effect is modified by the impact of brand positioning on men and women differently. The results will have specific knowledge about the differential impressions of an image and the perception of the brand, so that marketing managers may have a greater impact on attention and memory in the design of their graphic campaigns.

Keywords: Emotion, brand, image, perception, marketing

There are differences in the way men and women express positive and negative emotions. Therefore, authors like Hoch, S. (2002), Beans, R. and Martin, C. (1991), Grossman M, and Woods (1993), Brody, L. R. and Hall, J. A. (2000) have argued that men are more aggressive than women, although women express it verbally more often. More men seek danger and strong adventure emotions, thus men look for more competition, and they are more rational than women who are more cautious and express their feelings.

Young women have a past experience with more positive affect and cheerfulness than adult women, but presently, they are more negative affect, and suffer from fear and hostility. Men, however, don't show significant differences depending on their age groups during their past experience. This findings point out that women change their emotional lives more than men, not only when compared with them, but also when comparing young women with adult women (Alcalá V, Camacho M, Giner D, Giner J, Ibañez E, 2006). Thus, it was recognized by the Western culture that women are emotionally richer and more expressive than men (Simon and Nath, 2004). The data indicate that gender differences focus on emotional, expression with women more likely than men in expressing their emotions generally (Brody and Hall, 2000; Fabes and Martin, 1991).

While men express positive emotions such as calmness and enthusiasm more often – women express more negative emotions such as anxiety and sadness. Generally speaking, women express emotions such as happiness, sadness and fear, while men express more emotions of anger (Grossman and Wood, 1993; Kelly and Hustson - Comeaux, 1999). Hence, it can be said that men maintains a fairly stable emotional state throughout his life, which are characterized by feelings of loneliness, security and pride; but on the other hand, women as a result of their past experiences, changes presently from positive emotions to a more negative emotions (Alcalá V, *et al* 2006).

Thus, these differences may be reflected in the perception that gender have about brands that exist in the market, just as each image by itself produces a pleasant or unpleasant emotion which may be both different for men than for women. If emotion is gendered, also affective reactions to IAPS images will have differences, but these differences will be reflected to show a brand positioned in the market.

Objective

To identify the differences in the perception of IAPS (International Affective Picture System) in each gender, and to evaluate the relationship between perception of affective images and brand positioning

Hypothesis

There are no differences between affective image perceptions by gender (null hypothesis) and as such, the brand does not affect the evaluation of the image displayed (null hypothesis).

Methodology

This study is an experimental study and, it was first obtained from the CSEA (Center for the Study of Emotion and Attention NMIH, 2010) from the University of Florida, the 1200 ratio of affective pictures (IAPS International affective pictures systems), with the sample means obtained in the range of valence (pleasant / pleasant, unpleasant / nasty) of Lang study in college students (1994), a semantic differential scale of 9 points, with values from “totally unpleasant” up to nine “fully enjoyable”, which was evaluated statistically through the application of Z test. Therefore, in this present investigation, these images were named as Lang values.

From this first analysis, 60 separate images were analyzed by gender, finding different valuations between men and women. To validate these images and verify their evaluation in our subjects, the same images were shown to 148 young people (84 women and 64 men) and similar results were obtained based on Lang’s evaluation. The collection of information was performed using an evaluation worksheet with the same semantic differential scale (1-9), Lang (1994).

This assessment was performed in classrooms that had suitable light conditions for the projection of images. In each classroom, a computer and a video projector were installed to display images in intervals of five seconds of exposure and five seconds to respond on the worksheet (Lang 1994).

Then, the same group but at a later date, evaluated the same 60 pictures, but each of them had brands taken from Millward Brown top 100 (2010), ensuring that both images which have the same visual value and brand perception was recognized easily. Examples of these images are shown in Appendix 1.

Findings

In order to identify the differences in the perception of affective pictures in every gender defined as the first objective, the first result was obtained when comparing the values of Lang of the 60 images separated by

gender with the research made in the United States; the results are shown in Fig. 1.

Based on the study of Lang with regards to the results obtained for men and women, women generally show more evident dispersion behavior (4.49583 mean, standard deviation 2.32482 and variance 5.40481) compared to its average than men (4.90233 standard deviation 1.98145 and 3.92614 variance). This means that there is a higher degree of variability in the responses of female and also explains that women shows greater visual sensitivity associated to the projected images.

Based on the American study carried out by Lang (1994), the violent images and the amputees' images had a higher evaluation by the male gender (images 3001, 3015, 3063, 3069, 3181, 3550.1, 6020, 6314, 9040, 9041, 9043, 9253, 9255, 9265, 9301, 9405, 9410, 9417 and 9430). In contrast, these images in women had the lowest ratings; thus the images disturbed the sensitivity negatively.

Another significant difference in the American study was the assessments made by women to images showing families, father, babies and children (2045, 2152, 2165, 2530, 2655, 2660). The assessments obtained by these images were beyond those granted by men to the same images.

Interestingly, both sexes rated negatively the naked body of the same sex and favorably naked body of the opposite sex. Therefore, it can be stated that perceptions are different and are determined by gender.



No.	Image	No.	Image	No.	Image
1202	Spider	4520	Male Nude	7034	Hammer
1301	Dog	4604	Couple Kissing	7061	Newspaper
2045	Baby	4653	Couple kissing	7092	Scale
2152	Mother and baby	4750	Lesbians	7211	Watch
2165	Man and baby	5250	Field	7235	Chair
2345.1	Black Eye Boy	5260	Waterfalls	7365	Meat
2530	Old couple	5593	Clouds	8158	Person and rocks
2655	Child and dog	5655	Castle	9040	Hungry
2660	Baby bath	5726	Wheat	9041	Scared Girl
2720	Pissing	5760	Garden	9043	Ugly Teeth
3001	Decapitated	5764	Horses	9253	Murdered Woman
3015	Run over	5814	Palms	9265	Hanged
3063	Cut	5825	Rock and sea	9301	Dirty toilet
3069	Ugly Face	5890	Land	9405	Mutilated Hand
3181	Beaten	6020	Electric chair	9410	Dead Boy
3550.1	Plane Crash	6314	Rebel Bat	9417	Infringement
4130	Bikinis	6315	Beater	9430	Burial
4180	Female Nude	7006	Dish	9433	Run over
4310	Naked Woman	7009	Cup	9582	Dentist
4470	Naked Man	7014	Scissors	9635.1	Burned

Fig. 1 Comparison by gender of the sample means obtained in the study carried out by Lang (1994).

To determine whether the results obtained in the study of Lang (1994) in North America would be similar in Mexico; the same images were projected to the university students in Mexico following the same methodology used by Lang in his research.

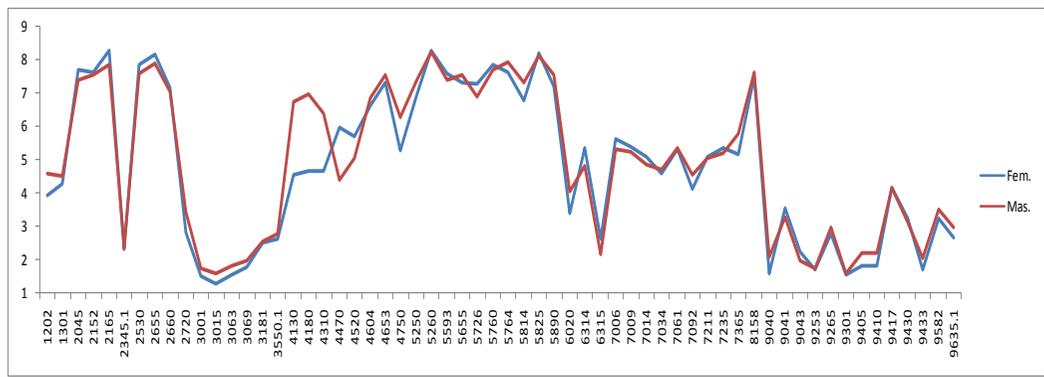
From the results of perception of the affective *IAPS* images, it was found that there are no marked differences in the perception of affective pictures in Fig. 2; women showed very slight signs of dispersion (mean 4.8055, standard deviation of 2.26379 and variance of 5.12476) compared to its average than men (mean of 4.94966, standard deviation and variance 2.2201 4.9288). This means that the variability in the responses of both genders is not significant. Both genders showed similar levels of sensitivity to the projected images.

Based on the study applied to young Mexicans, the images that had different ratings are presented below. Male sex was determined with a higher rating (more than women) images: 5764, 5814, 7092, 7365, 9301, 9582, 4130, and 9635.1. In contrast, the previous images in Mexican women had the lowest scores.

Only the subjects coincided with his American counterpart, in the perception and evaluation of the naked body which evaluates equal negative images of that same sex and positive for the opposite sex. Therefore, images

4180, 4310, and 4750 are positive for men and negative for women, while images 4470, 6314, and 4520 are positive for women and negative for men.

In conclusion to this first objective, the null hypothesis is accepted as there are no statistically significant differences in the perception of affective IAPS images by gender in Mexican participants.



No.	Image	No.	Image	No.	Image
1202	Spider	4520	Male Nude	7034	Hammer
1301	Dog	4604	Couple Kissing	7061	Newspaper
2045	Baby	4653	Couple kissing	7092	Scale
2152	Mother and baby	4750	Lesbians	7211	Watch
2165	Man and baby	5250	Field	7235	Chair
2345.1	Black Eye Boy	5260	Waterfalls	7365	Meat
2530	Old couple	5593	Clouds	8158	Person and rocks
2655	Child and dog	5655	Castle	9040	Hungry
2660	Baby bath	5726	Wheat	9041	Scared Girl
2720	Pissing	5760	Garden	9043	Ugly Teeth
3001	Decapitated	5764	Horses	9253	Murdered Woman
3015	Run over	5814	Palms	9265	Hanged
3063	Cut	5825	Rock and sea	9301	Dirty toilet
3069	Ugly Face	5890	Land	9405	Mutilated Hand
3181	Beaten	6020	Electric chair	9410	Dead Boy
3550.1	Plane Crash	6314	Rebel Bat	9417	Infringement
4130	Bikinis	6315	Beater	9430	Burial
4180	Female Nude	7006	Dish	9433	Run over
4310	Naked Woman	7009	Cup	9582	Dentist
4470	Naked Man	7014	Scissors	9635.1	Burned

Fig. 2. Comparative gender of the sample means obtained in the study conducted in Mexico

To meet the second objective: To evaluate the relationship between the image and the trademark in emotional perception, the same 60 images were embedded with a recognized brand taken from Millward Brown top 100 (2010).

Using the same method of assessment, 126 subjects from the previous study of images without brand (76 women and 50 men) repeated the study at a later date, but at this time was with a brand added to each image.



No.	Image	Brand	No.	Image	Brand	No.	Image	Brand
1202	Spider	Gamesa Cookie	4520	Male nude	Liverpool	7034	Hammer	Home Mart
1301	Dog	Pedigree	4604	Couple Kissing	Hugo Boss	7061	Newspaper	Nescafe
2045	Baby	Camel cigarettes	4653	Couple kissing	Televisa	7092	Scale	Cross
2152	Mother and baby	Martel	4750	Lesbians	Levis	7211	Watch	Banamex
2165	Man and baby	Activia	5250	Field	Mexicana	7235	Chair	Bacardi
2345.1	Black Eye Boy	Nido	5260	Waterfalls	Coca Cola	7365	Meat	Kinder Chocolate
2530	Old couple	iPod	5593	Clouds	Head & Shoulders	8158	Person and rocks	Jumex
2655	Child and dog	Kellogg's Cereal	5655	Castle	Tajin	9040	Hungry	Mc Donald
2660	Baby bath	Gap	5726	Wheat	Bimbo	9041	Scared Girl	Pepsi
2720	Pissing	Pacifico Beer	5760	Garden	Yoplait	9043	Ugly Teeth	Tutsi Pop
3001	Decapitated	TV Azteca	5764	Horses	Ado	9253	Murdered Woman	Block Buster
3015	Run over	Toyota	5814	Palms	Burger King	9265	Hanged	Coca Light
3063	But	Gillette	5825	Rock and sea	Apple	9301	Dirty toilet	Sabritas
3069	Ugly Face	L'Oreal	5890	Land	Nokia	9405	Mutilated Hand	Starbucks
3181	Beaten	Marlboro	6020	Electric chair	Converse	9410	Dead Boy	Telmex
3550.1	Plane Crash	Telcel	6314	Rebel Bat	Choco M&M	9417	Infringement	Jetta
4130	Bikinis	Suburbia	6315	Beater	Corona	9430	Burial	Cablevisión
4180	Female Nude	Zara	7006	Dish	Sanborns	9433	Run over	Benotto
4310	Naked Woman	Marti	7009	Cup	Vips	9582	Dentist	Colgate
4470	Naked Man	Swatch	7014	Scissors	Office Depot	9635.1	Burned	Bonafont

Fig 3. - Comparison of sample means obtained from the exposure of the images branded and unbranded to female gender.

Figure 3 shows a comparative study in Mexican women. The first one showed images without adding any mark. In the next one, the images were projected with added brands. This is to study whether there is any relationship, direct or inverse between variables (projected images with and without a brand). It tries to explain to what extent, one variable explains the other and if its strength of association is stronger or not, and also if the involvement or absence of a mark in the images affects the degree of evaluation, either positively or negatively.

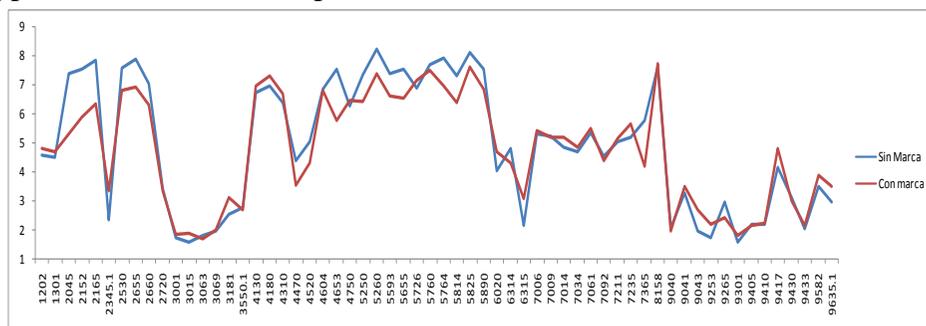
The table in the "no brand" column exposes an arithmetic mean of 4.8, with a standard deviation of 2.2637. In contrast to the column "branded" values, it shows a slight decrease, in the average (with a difference of 0.1283), standard deviation (with a difference of 0.04314) and variance (with a difference of 0.1934). It can be concluded that in the study applied to Mexican young women, there is no big difference in the results when

showing the images with a brand or not. In other words, brand positioning doesn't affect the pleasant or unpleasant perception, and as such the null hypothesis is accepted.

The images that women gave a higher rating due to the brand that they showed were: 4520 (Liverpool), 6020 (Converse), 7014 (Scissors), 7034 (Home Mart), 7061 (Nescafe), 7235 (Bacardi) and 9265 (Diet Coke), please note that these images in the first evaluation were those who were in the interim between 4 and 5 points, thus it signifies that they did not provoke any emotion (see Appendix 2).

The statistics showed data with minimal variability of the imaging, branded and not branded imaging study, the presence or absence of a trademark in the projected images does not have a statistically significant change in their perception.

With the above, it can be concluded that the study is applied to young Mexican women with no big difference in the results, in terms of image projection unbranded and branded. The brand positioning has no effect in pleasant or unpleasant perception of affective image such that the null hypothesis would be accepted.



No.	Image	Brand	No.	Image	Brand	No.	Image	Brand
1202	Spider	Garnesha Cookie	4520	Male nude	Liverpool	7034	Hammer	Home Mart
1301	Dog	Pedigree	4604	Couple Kissing	Hugo Boss	7061	Newspaper	Nescafe
2045	Baby	Camel cigarettes	4653	Couple kissing	Televisa	7092	Scale	Crocs
2152	Mother and baby	Martel	4750	Lesbians	Levis	7211	Watch	Banamex
2165	Man and baby	Activia	5250	Field	Mexicana	7235	Chair	Bacardi
2345.1	Black Eye Boy	Nido	5260	Waterfalls	Coca Cola	7365	Meat	Kinder Chocolate
2530	Old couple	iPod	5593	Clouds	Head & Shoulders	8158	Person and rocks	Jumex
2655	Child and dog	Kellogg's Cereal	5655	Castle	Tajin	9040	Hungry	Mc Donald
2660	Baby bath	Gap	5726	Wheat	Bimbo	9041	Scared Girl	Pepsi
2720	Fissing	Pacifico Beer	5760	Garden	Yoplait	9043	Ugly Teeth	Tutsi Pop
3001	Decapitated	TV Azteca	5764	Horses	Ado	9253	Murdered Woman	Block Buster
3015	Run over	Toyota	5814	Palms	Burger King	9265	Hanged	Coca Light
3063	But	Gillette	5825	Rock and sea	Apple	9301	Dirty toilet	Sabritas
3069	Ugly Face	L'Oreal	5890	Land	Nokia	9405	Mutilated Hand	Starbucks
3181	Beaten	Marlboro	6020	Electric chair	Converse	9410	Dead Boy	Telmex
3550.1	Plane Crash	Telcel	6314	Rebel Bat	Choco M&M	9417	Infringement	Jetta
4130	Bikinis	Suburbia	6315	Beater	Corona	9430	Burial	Cablevisión
4180	Female Nude	Zara	7006	Dish	Sanborns	9433	Run over	Benotto
4310	Naked Woman	Marti	7009	Cup	Vips	9582	Dentist	Colgate
4470	Naked Man	Swatch	7014	Scissors	Office Depot	9635.1	Burned	Bonafont

Figure 4. - Comparison of sample means obtained from the exposure of images unbranded and branded to male gender.

Similarly, Figure 4 shows a comparative study of Mexican men observing to find whether there is any relationship, direct or inverse between variables (projected images with brand and projected images unbranded). This analysis tries to explain to what extent one variable explains the other and if this strength of association is strong or not, and also if the involvement or absence of a mark in the images affects the degree of evaluation, either positively or negatively.

The statistical results for the study "no brand" gives an arithmetic mean of 4.94, with a standard deviation of 2.22 and a variance of 4.92. In contrast to the statistics of the study, "branded" values show a more remarkable degree of variability than the study applied to women. The arithmetic mean was 4.77, 1.87 standard deviation and with a variance of 3.51. Thus, the differences in the study of "no brand" and "brand" are higher, with a difference of 0.17 in the mean, the standard deviation 0.34 and 1.41 in the variance.

Based on the greater standard deviation value in men (0.34) compared to women (0.043) in the study of images with and without brand, men show a greater degree of variability in their responses when images are accompanied with positioned brands, i.e. the sensitivity of males is more acute when presented with trademark images, both in a negative and positive manner. The images that men gave lower assessment when presenting a brand positioned were: 2045 (Camel cigarettes), 2152 (Martel), 2156 (Activia), 2530 (iPod), 2655 (Kellogg's Cereal), 4470 (Swatch), 4520 (Liverpool), 4653 (Televisa), 5250 (Mexico) 5260 (Coca Cola), 5593 (Head & Shoulder), 5655 (Tajin), 5760 (Yoplait), 5764 (ADO), 5814 (Burger King), 5825 (Apple), 9253 (Block Buster), and 9265 (Coca Light). Images evaluated by men that improved their assessment when shown with a positioned brand were: 3015 (Toyota), 3063 (Gillette), 3069 (L'oreal), 3181 (Marlboro), 3550.1 (Telcel), 4130 (Suburbia), 4180 (Zara), 4310 (Marti), 6315 (Corona), 7014 (Office Depot), 7235 (Bacardi), 9041 (Pepsi), 9043 (Tutsi Pop), 9417 (Jetta), 9582 (Colgate), and 9635.1 (Bonafont). (Appendix 3)

With regards to the results obtained in young Mexican men, it is concluded that there is a statistically significant difference in the evaluation of the unbranded and branded IAPs images. Thus, positioning brand modifies the result in the perception of the images, so that the null hypothesis is rejected.

Discussion

From the findings in this research, we can assume that there are differences in image perception between young Mexican and North American, comparing with the research performed by Lang (1994). Lang

study fits with the reviewed literature about emotional differences by gender, like: (1) men have a more positive perception of violent and/or aggressive images than women and (2) women evaluate more positive family images than men. However, this different perception was not found in young Mexican where men and women provided the same grades for almost all the images without any difference by gender in the evaluation of the affective images. This finding can generate a new study, whose hypothesis could be applied in the sense that gender currently behave similarly and have the same emotional reactions.

With regards to the image perception and brand positioning, we found a clear difference between men and women. Thus, men are more under the influence of the brands than women, modifying their evaluation either positively or negatively when a positioned brand was added to the image. However, for women, the result throws little or no variability in the evaluation of with or without a positioned brand. From these results, it can be said that feminine gender is not influenced by a positioned brand.

Also, the search for factors that impact and enable the purchase of the product has to be the right combination of a brand positioned and a highly emotional image, thus making the image seen only to instantly captivate the consumer public which is a great challenge for marketing managers. Therefore, the primary challenge for advertisers is to find images suitable and effective enough to produce an emotion in the potential consumer.

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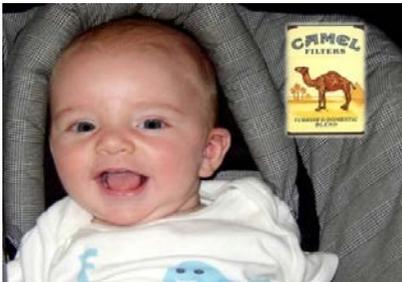
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Appendix 1

Example branded Affective Picture



Lang, (IAPS) No. 2045 image, brand inserting self-realization.



Lang, (IAPS) No. 7061 image, inserting self-realization brand



Lang, (IAPS) No. 7009 image, inserting self-realization brand



Lang, (IAPS) picture No. 9301, carrying brand insertion own.



Lang, (IAPS) picture No. 9040, carrying brand insertion own.



Lang, (IAPS) No. 9405 image, brand inserting self-realization.



Lang, (IAPS) image No, 4604, inserting self-realization brand



Lang, (IAPS) No. 5260 image, inserting self-realization brand



Lang, (IAPS) No. 5814 image, inserting self-realization brand



Lang, (IAPS) No. 9405 image, inserting self-realization brand

Appendix 2

Table 2. Results of the sample means of the groups: Lang, No Brand and Branded

WOMEN						
Number	Description	Code	Brand	LANG	Without brand	With Brand
1	Spider	1202	Gamesa Cookie	2.98	3.93	4.05
2	Dog	1301	Pedigree	3.32	4.29	4.57
3	Baby	2045	Camel Cigarettes	8.17	7.72	6.7
4	Mother and baby	2152	Martel	6.97	7.63	6.7
5	Man and baby	2165	Activia	8.29	8.27	8.32
6	Black Eye Boy	2345.1	Nido	2.08	2.32	2.07
7	Old couple	2530	iPod	8.25	7.84	7.78
8	Child and dog	2655	Kellogg's cereal	7.06	8.16	7.82
9	Baby bath	2660	Gap	8.18	7.18	7.65
10	Pissing	2720	Pacifico beer	5.24	2.83	2.54
11	Decapitated	3001	Tv Azteca	1.33	1.51	1.57
12	Run over	3015	Toyota	1.34	1.29	1.43
13	But	3063	Gillete	1.18	1.57	1.31
14	Ugly Face	3069	L'Oreal	1.32	1.78	1.45
15	Beaten	3181	Marlboro	2.01	2.52	1.84
16	Plane Crash	3550.1	Telcel	1.92	2.63	2.15
17	Bikinis	4130	Suburbia	4.16	4.57	4.77
18	Female Nude	4180	Zara	4.21	4.67	4.73
19	Naked Woman	4310	Martí	4.81	4.68	4.5
20	Naked Man	4470	Swatch	6.75	5.98	5.61
21	Male nude	4520	Liverpool	7.04	5.71	6.43
22	Couple Kissing	4604	Hugo Boss	5.71	6.63	6.89
23	Couple kissing	4653	Televisa	6.04	7.32	6.49
24	Lesbians	4750	Levis	4.56	5.3	5.03
25	Field	5250	Mexicana	6.11	6.91	5.97
26	Waterfalls	5260	Coca Cola	7.2	8.28	7.61
27	Clouds	5593	Head & Shoulder	6.69	7.6	6.36
28	Castle	5655	Tajin	7.1	7.32	6.76
29	Wheat	5726	Bimbo	6.28	7.27	7.27
30	Garden	5760	Yoplait	8.41	7.87	7.85
31	Horses	5764	Ado	6.81	7.63	6.93
32	Palms	5814	Burger King	7.03	6.8	6.07
33	Rock and sea	5825	Apple	8.02	8.22	8.07
34	Land	5890	Nokia	6.73	7.2	6.8
35	Electric chair	6020	Converse	2.93	3.41	4.32
36	Rebel Bat	6314	Choco M&M	4.25	5.37	5.97
37	Beater	6315	Corona	1.72	2.65	2.18
38	Dish	7006	Sanborns	5.09	5.63	5.73
39	Cup	7009	Vips	4.89	5.41	5.31
40	Scissors	7014	Office Depot	5.16	5.1	5.57
41	Hammer	7034	Home Mart	4.91	4.59	4.92
42	Newspaper	7061	Nescafe	5.42	5.32	6.07
43	Scale	7092	Crocs	3.55	4.12	4.19

44	Watch	7211	Banamex	4.69	5.09	5.24
45	Chair	7235	Bacardi	5.06	5.37	5.8
46	Meat	7365	Kinder Chocolate	4.96	5.15	4.65
47	Person and rocks	8158	Jumex	6.62	7.51	7.64
48	Hungry	9040	Mc Donald	1.5	1.59	1.65
49	Scared Girl	9041	Pepsi	2.65	3.57	3.69
50	Ugly Teeth	9043	Tutsi Pop	2.1	2.26	2.53
51	Murdered Woman	9253	Block Buster	1.6	1.71	1.57
52	Hanged	9265	Coca Light	2.42	2.78	1.72
53	Dirty toilet	9301	Sabritas	1.87	1.57	1.38
54	Mutilated Hand	9405	Starbucks	1.59	1.82	1.73
55	Dead Boy	9410	Telmex	1.2	1.83	1.39
56	Infringement	9417	Jetta	2.95	4.17	4.43
57	Burial	9430	Cablevisión	2.3	3.24	2.61
58	Run over	9433	Benotto	1.35	1.73	2.07
59	Dentist	9582	Colgate	4.24	3.24	3.73
60	Burned	9635.1	Bonafont	1.43	2.67	2.45

Appendix 3

Table 3. Results of the sample means of the groups: Lang, No Brand and Branded

MEN						
Number	Description	Code	Brand	LANG	Without brand	With Brand
1	Spider	1202	Gamesa cookie	4.03	4.58	4.82
2	Dog	1301	Pedigree	4.1	4.5	4.69
3	Baby	2045	Camel Cigarettes	7.43	7.39	5.31
4	Mother and baby	2152	Martel	6.86	7.52	5.88
5	Man and baby	2165	Activia	6.74	7.86	6.35
6	Black Eye Boy	2345.1	Nido	2.52	2.35	3.35
7	Old couple	2530	iPod	7.23	7.59	6.8
8	Child and dog	2655	Kellogg's Cereal	6.62	7.88	6.92
9	Baby bath	2660	Gap	7.28	7.05	6.31
10	Pissing	2720	Pacifico beer	5.71	3.44	3.37
11	Decapitated	3001	Tv Azteca	2.1	1.73	1.88
12	Run over	3015	Toyota	1.83	1.58	1.92
13	But	3063	Gillete	1.84	1.8	1.71
14	Ugly Face	3069	L'Oreal	2.1	1.95	2.02
15	Beaten	3181	Marlboro	2.79	2.53	3.12
16	Plane Crash	3550.1	Telcel	2.98	2.76	2.69
17	Bikinis	4130	Suburbia	7.39	6.74	6.98
18	Female Nude	4180	Zara	8.21	6.98	7.31
19	Naked Woman	4310	Martí	7.56	6.39	6.71
20	Naked Man	4470	Swatch	4.79	4.39	3.55
21	Male nude	4520	Liverpool	5.21	5.03	4.31
22	Couple Kissing	4604	Hugo Boss	6.44	6.85	6.8
23	Couple kissing	4653	Televisa	7.1	7.52	5.78
24	Lesbians	4750	Levis	6.81	6.26	6.45

25	Field	5250	Mexicana	6.04	7.33	6.43
26	Waterfalls	5260	Coca Cola	7.47	8.23	7.39
27	Clouds	5593	Head & Shoulder	6.22	7.38	6.63
28	Castle	5655	Tajin	7.2	7.53	6.53
29	Wheats	5726	Bimbo	6.15	6.89	7.16
30	Garden	5760	Yoplait	7.69	7.68	7.49
31	Horses	5764	Ado	6.69	7.94	6.96
32	Palms	5814	Burger King	7.36	7.3	6.39
33	Rock and sea	5825	Apple	8.05	8.12	7.61
34	Land	5890	Nokia	6.6	7.55	6.84
35	Electric chair	6020	Converse	4.1	4.05	4.71
36	Rebel Bat	6314	Choco M&M	3.93	4.82	4.31
37	Beater	6315	Corona	2.94	2.17	3.1
38	Dish	7006	Sanborns	4.65	5.3	5.43
39	Cup	7009	Vips	4.96	5.23	5.2
40	Scissors	7014	Office Depot	5.12	4.85	5.2
41	Hammer	7034	Home Mart	5	4.7	4.84
42	Newspaper	7061	Nescafe	5.39	5.33	5.49
43	Scale	7092	Crocs	5	4.53	4.41
44	Watch	7211	Banamex	4.98	5.03	5.18
45	Chair	7235	Bacardi	4.85	5.18	5.67
46	Meat	7365	Kinder Chocolate	5.6	5.76	4.2
47	Person and rocks	8158	Jumex	6.36	7.61	7.73
48	Hungry	9040	Mc Donald	1.88	2.09	1.98
49	Scared Girl	9041	Pepsi	3.43	3.26	3.53
50	Ugly Teeth	9043	Tutsi Pop	3.25	1.98	2.71
51	Murdered Woman	9253	Block Buster	2.51	1.73	2.22
52	Hanged	9265	Coca Light	2.85	2.97	2.45
53	Dirty toilet	9301	Sabritas	2.72	1.59	1.84
54	Mutilated Hand	9405	Starbucks	2.09	2.2	2.16
55	Dead Boy	9410	Telmex	1.96	2.18	2.24
56	Infringement	9417	Jetta	3.4	4.15	4.82
57	Burial	9430	Cablevisión	3.1	3.11	3
58	Run over	9433	Benotto	2.39	2.05	2.16
59	Dentist	9582	Colgate	4.09	3.52	3.88
60	Burned	9635.1	Bonafont	2.45	2.97	3.53