

International Journal of Communication and Public Relations (IJCPR)

**Ethnically Stereotyped Television Advertisements of Low-Involvement Products and
Consumer Attitudes towards the Brand in Nairobi County**

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and Consumer Attitudes towards the Brand in
Nairobi County**



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Article History

Received 9th May 2026

Received in Revised Form 11th June 2026

Accepted 8th July 2026



How to cite in APA format:

Mutua, M., & Mathooko, P. (2026). Ethnically Stereotyped Television Advertisements of Low-Involvement Products and Consumer Attitudes towards the Brand in Nairobi County. *International Journal of Communication and Public Relation*, 11(2), 1–24.
<https://doi.org/10.47604/ijcpr.3857>

Abstract

Purpose: This study examined the influence of ethnically stereotyped commercial television advertisements for low-involvement products on consumer attitudes towards the advertised brand in Kibra Sub-County, Nairobi.

Methodology: This study employed a descriptive survey research design and applied mixed methods to collect data. Quantitative data were collected from a sample of 368 Kibra residents selected through multistage cluster sampling. Qualitative data were collected using structured questionnaires from six focus group discussions (36 participants) selected through purposive sampling. Quantitative data were analysed using descriptive and inferential statistics (correlation, regression, and ANOVA), while qualitative data were analysed thematically. Parallel triangulation of the findings ensured comprehensive insights.

Findings: Results showed that ethnic stereotyping significantly influenced consumer attitudes across five dimensions: affect, relatability, preference, credibility, and purchase intention.

Unique Contribution to Theory, Practice and Policy: The study recommended that advertising practitioners, brand managers, and creative agencies should exercise greater cultural sensitivity when incorporating ethnic cues in their campaigns.

Keywords: *Consumer Attitudes, Consumer Behavior, Brand Perception, Television Advertising*

JEL Codes: *M31, D12, M37*

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INTRODUCTION

Advertising plays a central role in shaping consumer awareness, preferences, and purchase intentions in increasingly competitive markets. Beyond informing consumers about products and services, advertisements are designed to create positive brand perceptions that ultimately influence consumer attitudes and buying behaviour (Eisend, 2019). In multicultural societies, however, advertisers often incorporate ethnic cues and stereotypes to appeal to specific market segments, assuming that consumers identify more strongly with advertisements that reflect their ethnic identity (Khan & Saeed, 2025). Studies conducted in countries such as the United Kingdom and the United States indicate that culturally representative advertisements can enhance advertising effectiveness by increasing audience identification, brand favourability, and purchase intentions, although stereotypical portrayals may also generate adverse reactions when perceived as offensive or discriminatory (Terlutter et al., 2021).

Across Africa and other multi-ethnic societies, the use of ethnic stereotypes in advertising and media communication remains widespread because advertisers seek to resonate with culturally diverse audiences. Nevertheless, research suggests that stereotypical representations can reinforce prejudice, social exclusion, and intergroup bias, particularly where ethnic identities are politically and socially sensitive (Kuppens & Langer, 2017). Humour, language, accents, and other cultural symbols are frequently employed to make advertisements memorable, yet consumers from different ethnic backgrounds may interpret these portrayals differently depending on their cultural experiences and strength of ethnic identification (Cucinella, 2013). These considerations are particularly relevant for low-involvement products, such as everyday household and convenience goods, where consumers typically invest minimal time and cognitive effort in evaluating purchase alternatives. According to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), consumers processing low-involvement products are more likely to rely on peripheral cues; including communicator characteristics, emotional appeals, humour, accents, and other symbolic ethnic cues, rather than carefully evaluating detailed product information. Consequently, ethnically stereotyped advertising may exert a stronger influence on consumer attitudes for low-involvement products because consumers often form impressions based on easily recognisable cultural signals instead of extensive cognitive processing. Understanding how communicator characteristics, message appeals, and linguistic features influence consumer attitudes is therefore particularly important within the context of low-involvement advertising.

In Kenya, a country comprising more than 43 ethnic communities, ethnic stereotyping is a common feature in television advertising and entertainment media. Advertisements frequently rely on exaggerated accents, language, cultural practices, and perceived behavioural characteristics of major ethnic groups to attract audience attention and enhance message recall (King'ori & Mureithi, 2017). While such portrayals are intended to create humour and strengthen audience engagement, they may also perpetuate ethnic prejudice and negatively affect consumer perceptions of advertised brands, particularly given Kenya's history of ethnic tensions (Kasembeli, 2022). Despite the prevalence of ethnically stereotyped television advertisements, empirical evidence on how these stereotypes influence consumer attitudes towards low-involvement product brands remains limited. This study therefore examines the effects of stereotyped communicator characteristics, message appeals, and linguistic features, as well as the moderating role of consumer demographics, on consumer attitudes towards advertised brands in Nairobi County.

Problem Statement

Advertising is expected to employ persuasive communication that appeals to diverse consumer segments without generating negative perceptions of the advertised brand. In multi-ethnic markets, advertisers increasingly incorporate ethnic cues and stereotypes into television advertisements with the expectation that consumers will identify with the portrayed cultural characteristics, resulting in more favourable brand attitudes and increased purchase intentions (Khan & Saeed, 2025). In Kenya, where ethnicity remains a salient social and cultural factor, advertisers continue to use ethnic accents, language, humour, and cultural portrayals to differentiate brands and enhance message recall (Aaker et al., 2000). However, evidence suggests that consumers do not always respond positively to such portrayals, as ethnic stereotypes can reinforce prejudice, evoke negative emotions, and diminish the effectiveness of advertising messages. Consequently, advertisers, brand owners, and consumers may all be affected through weakened brand equity, ineffective advertising investments, and the perpetuation of ethnic biases.

Although previous studies have examined the influence of tribal identity on consumers' perceptions of advertising presenters (Otieno, 2023) and the role of socio-cultural factors such as language and culture in advertising effectiveness (Kiarie & Jones, 2023), existing research has largely focused on broad cultural influences rather than the specific effects of ethnically stereotyped television advertisements. Moreover, limited empirical evidence exists on how stereotyped communicator characteristics, message appeals, and linguistic features influence consumer attitudes towards low-involvement product brands within Kenya's multi-ethnic context. This study therefore seeks to address this gap by examining the effects of ethnically stereotyped television advertisements on consumer attitudes towards advertised brands in Nairobi County, while also assessing the moderating role of consumer demographics.

Theoretical Framework

The study is anchored on two complementary theories: the Intercultural Accommodation Theory (IAT) proposed by Holland and Gentry (1997), and the Social Identity Theory (SIT) developed by Tajfel and Turner (1979). The Intercultural Accommodation Theory explains how advertisers use culturally relevant elements such as language, ethnic symbols, accents, and models to create a sense of similarity with target audiences, thereby improving message comprehension, recall, and favourable evaluations of the advertisement. The theory further argues that consumers' responses to these accommodation efforts depend on the strength of their ethnic identification; while culturally tailored messages can enhance trust and brand attitudes, they may also produce negative reactions if they are perceived as inauthentic or stereotypical. The Social Identity Theory complements this perspective by explaining the psychological mechanisms through which consumers interpret ethnic cues in advertising. It posits that individuals derive part of their self-concept from membership in social groups and are therefore more likely to respond positively to advertisements that affirm their in-group identity while reacting less favourably to portrayals associated with out-groups or negative stereotypes.

The two theories are complementary because they explain different but interconnected stages of the advertising communication process. While the Intercultural Accommodation Theory explains the advertiser's communicative strategy through the use of culturally and linguistically familiar cues such as communicator characteristics, message appeals, dialects, and accents, the

Social Identity Theory explains the psychological filtering process through which consumers interpret and evaluate these cues based on perceptions of in-group and out-group membership. In other words, IAT explains how advertisers attempt to establish cultural closeness, whereas SIT explains why these accommodation efforts may result in either favourable or unfavourable consumer attitudes depending on whether the stereotypical cues reinforce or threaten consumers' social identity. Together, the two theories provide a comprehensive explanation of both the communication process and the psychological mechanisms underlying consumer responses to ethnically stereotyped advertising. Consequently, the integrated theoretical framework informs the examination of how communicator stereotypical characteristics, message appeals, and linguistic features influence consumer attitudes towards low-involvement brands in Nairobi County, and how consumer demographics moderate these relationships.

Conceptual Framework

A conceptual framework is a graphical representation that shows how the variables are related in the study, usually illustrating a cause and effect relationship (Swaen & George, 2024). The figure below depicts the conceptual framework of the study and how the variables relate to one another.

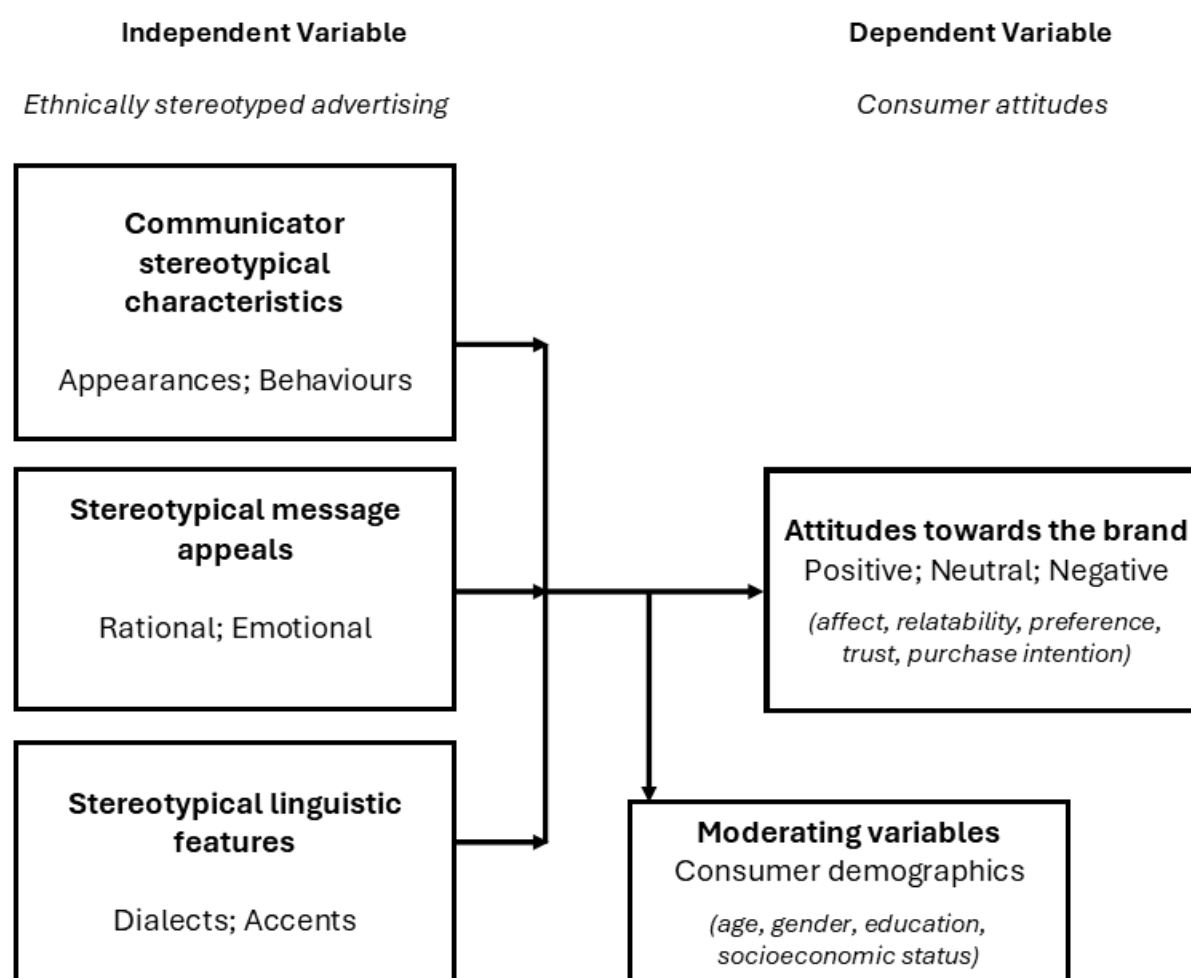


Figure 1: Conceptual Framework

Empirical Review

Empirical evidence demonstrates that communicator stereotypical characteristics significantly influence consumer attitudes towards advertised brands, particularly when advertising models share cultural or ethnic similarities with the target audience. Guided by Social Identity Theory, previous studies report that ethnically similar communicators enhance consumer attention, trust, brand evaluations, and purchase intentions, especially for low-involvement products where symbolic cues strongly influence attitude formation (Campbell et al., 2023; Shao et al., 2023; Madadi et al., 2021). Similarly, authoritative roles portrayed by ethnically similar communicators have been associated with greater advertisement credibility and more favourable brand perceptions (Jesús & Esther, 2013). However, most of these studies were conducted in Western contexts where ethnicity is primarily defined by racial differences. Consequently, their findings cannot be readily generalised to Kenya, where ethnic identity is communicated more through language, accents, cultural practices, and behavioural traits than physical appearance.

Research on message appeals and linguistic features similarly indicates that culturally embedded advertising cues shape consumer attitudes towards brands. Studies show that humour and culturally relevant message appeals enhance emotional engagement, advertisement recall, and brand likability when consumers perceive them as authentic (Madadi et al., 2021; Martínez, 2023). Likewise, linguistic features such as dialects, accents, and culturally familiar expressions strengthen perceptions of cultural sensitivity, improve advertisement evaluations, and enhance consumer-brand identification (Fazli-Salehi et al., 2022; Eisend et al., 2022). Conversely, exaggerated or offensive stereotypes may generate negative emotional responses and damage brand perceptions (Rona, 2023). Despite these findings, previous research has largely examined communicator characteristics, message appeals, and linguistic features independently rather than investigating their combined influence as complementary dimensions of ethnically stereotyped advertising.

The moderating role of consumer demographics has also received considerable attention in advertising research. Existing studies suggest that consumer responses to ethnically stereotyped advertising differ according to demographic and identity-related characteristics. Individuals with stronger ethnic identification and first-generation consumers generally respond more positively to culturally congruent advertisements than second-generation or bicultural consumers (Anne-Sophie et al., 2013; Terlutter et al., 2021). However, most previous studies have focused primarily on ethnic identity or generational status while giving limited attention to broader demographic characteristics such as age, gender, education, and socioeconomic status, which may also shape consumer responses to advertising. Moreover, existing Kenyan studies have concentrated mainly on media representation, appearance bias, and political or cultural communication rather than examining how ethnically stereotyped commercial advertising influences consumer attitudes towards brands (Otieno, 2023; Kim, 2021).

Overall, the empirical literature demonstrates that ethnically stereotyped advertising can influence consumer attitudes through communicator characteristics, message appeals, and linguistic features, but important gaps remain. Existing studies are dominated by Western contexts, limiting their applicability to Kenya's multicultural environment. Methodologically, most studies have relied predominantly on quantitative survey or experimental designs, providing limited insight into the reasons underlying consumers' responses to ethnically

stereotyped advertising. Few studies have integrated quantitative measures with qualitative evidence to explain how consumers interpret and evaluate stereotypical advertising cues. Furthermore, limited research has examined the combined effects of communicator characteristics, message appeals, and linguistic features while simultaneously assessing the moderating influence of consumer demographics. This study addresses these conceptual, contextual, and methodological gaps by adopting a mixed-methods approach to investigate how ethnically stereotyped television advertisements for low-involvement products influence consumer attitudes towards advertised brands in Nairobi County, thereby providing context-specific evidence for both advertising theory and practice.

METHODOLOGY

This study adopted a descriptive survey design using a mixed-methods approach to examine consumer attitudes towards ethnically stereotyped television advertisements of low-involvement products. The study focused on five television advertisements developed by Fatboy Company that featured ethnically stereotyped content, identified through the use of ethnic language, names, cultural practices, accents, and stereotypes associated with the five largest ethnic communities in Kenya (Kikuyu, Luo, Luhya, Kamba, and Kalenjin). Only advertisements for low-involvement products aired on Kenya's major free-to-air television stations (Citizen TV, KTN, NTV, K24, and KBC) were included. The study was conducted among residents of Kibra Sub-county, Nairobi County, selected for its ethnically diverse population and socioeconomic heterogeneity. A multistage sampling technique involving stratification, cluster sampling, simple random sampling, and household sampling was used to select 380 respondents for the quantitative survey. In addition, 36 participants were purposively selected to participate in six focus group discussions comprising six participants each to provide qualitative insights. Data were collected using a structured questionnaire and a focus group discussion guide after respondents viewed the selected advertisements. Quantitative data were analysed using descriptive statistics, regression analysis, and Analysis of Variance (ANOVA), while qualitative data were analysed thematically to complement the survey findings. Prior to hypothesis testing, relevant diagnostic tests were conducted to confirm that the data met the assumptions for regression analysis. The findings are presented using tables and narrative summaries.

RESULTS

Response Rate

A total of 380 questionnaires were sent with 190 being sent to each sublocation; 117 of them were filled and returned and an overall response rate of 87.3% was achieved. This type of response is deemed as satisfying to survey-based research as 70 % is commonly deemed as sufficient.

Demographic Description

Age

The study captured responses from different age groups to assess variations in their attitudes toward stereotypical advertising. Table 1 presents the age distribution of respondents. As shown in Table 1, the majority of respondents (41.6%) were aged 18–25 years. The 26–35 age group accounted for 35.6%, while 22.8% were aged 36 years and above.

Table 1: Age of Respondents

Age Group	Frequency (n)	Percentage (%)
18–25 years	153	41.6
26–35 years	131	35.6
36 years +	84	22.8
Total	368	100.0

Gender

Both male and female respondents were approached for the study. The gender distribution is presented in Table 2. The results show a slightly higher representation of male respondents (53.8%) compared to females (46.2%). Nonetheless, the gender spread was sufficiently balanced to provide meaningful comparative analysis.

Table 2: Gender of Respondents

Gender	Frequency (n)	Percentage (%)
Male	198	53.8
Female	170	46.2
Total	368	100.0

Education Level

Respondents were also categorised according to their level of education attained. For purposes of this study, education was grouped into three categories: primary, secondary, and tertiary. The distribution is presented in Table 3.

Table 3: Education Level of Respondents

Education Level	Frequency (n)	Percentage (%)
Primary	42	11.4
Secondary	208	56.5
Tertiary	118	32.1
Total	368	100.0

As illustrated in Table 3, the majority of respondents (56.5%) had attained secondary education. Those with tertiary education accounted for 32.1%, while 11.4% reported primary education.

Influence of Communicator Stereotypical Characteristics on Consumer Attitudes**Communicator Appearance Effects on Consumer Attitudes**

To assess the influence of communicator appearance on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. The results are presented in Table 4.

Table 4: Responses on Consumer Attitudes towards Communicator Stereotypical Characteristics

Questionnaire Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. This ad made me feel positive about the brand because of the communicator's appearance	5.8	10.6	15.2	36.8	31.6
2. I could relate to the brand because of how the communicator looked (dress/style)	4.7	9.7	21.1	36.4	28.1
3. I liked this brand more because of the communicator's appearance	3.4	9.2	17.3	36.5	33.6
4. The communicator's appearance made the brand seem trustworthy	4.2	10.5	23.5	37.9	23.9
5. Because of the communicator's appearance, I would consider purchasing this brand	9.5	23.1	26.1	27.8	13.5
6. This ad made me feel positive about the brand because of the communicator's behaviour	4.2	7.9	15.0	38.4	34.5
7. I could relate to the brand because of how the communicator behaved	5.0	9.2	16.6	37.9	31.3
8. I liked this brand more because of the communicator's behaviour	3.4	7.1	15.0	40.2	34.3
9. The communicator's behaviour made the brand seem trustworthy	4.5	8.7	20.0	37.1	29.7
10. Because of the communicator's behaviour, I would consider purchasing this brand	6.8	20.2	27.4	28.4	17.2

Communicator appearance generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (68.4%), connectedness (64.5%), brand preference (70.1%), and trustworthiness (61.8%) because of the communicator's appearance, while purchase intention was comparatively lower at 41.3%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 16.4%, 14.4%, 12.6%, 14.7%, and 32.6% for affect, connectedness, brand preference,

trustworthiness, and purchase intention, respectively, whereas 15.2%, 21.1%, 17.3%, 23.5%, and 26.1% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that *“the communicator seemed like people I interact with in real life... so I could see myself using that brand”* (FG1-R3), suggesting that culturally familiar appearance enhanced consumer identification with the brand. These findings are consistent with those of Khan and Saeed (2025), who found that culturally congruent appearance cues strengthen positive brand evaluations, and Rogers (2016), who reported that ethnic appearance cues enhance audience identification and perceptions of brand credibility. However, the relatively lower purchase intention suggests that although communicator appearance positively influences consumers' affective and cognitive evaluations, it is less effective in translating favourable attitudes into actual purchase intentions.

Communicator Behaviour Effects on Consumer Attitudes

To assess the influence of communicator behaviour on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. Communicator behaviour generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (72.9%), connectedness (69.2%), brand preference (74.5%), and trustworthiness (66.8%) because of the communicator's behaviour, while purchase intention was comparatively lower at 45.6%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 12.1%, 14.2%, 10.5%, 13.2%, and 27.0% for affect, connectedness, brand preference, trustworthiness, and purchase intention, respectively, whereas 15.0%, 16.6%, 15.0%, 20.0%, and 27.4% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that *“they used gestures and body language that felt familiar. It made the product feel like it was made for people like me”* (FG3-R2), indicating that culturally familiar behavioural cues enhanced consumer identification with the brand. These findings are consistent with Kawahara and Shinohara (2016), who found that communicator behaviour significantly influences favourable consumer responses towards brands, and Karande (2018), who reported that culturally familiar behavioural patterns enhance consumer acceptance and brand connectedness. However, the comparatively lower purchase intention suggests that although communicator behaviour strengthens consumers' emotional and cognitive evaluations of the brand, it is less influential in motivating actual purchase decisions for low-involvement products.

Communicator Characteristics Effects on Consumer Attitudes

To determine the overall influence of communicator stereotypical characteristics on consumer attitudes towards the advertised brand, the findings for communicator appearance and behaviour were analysed collectively. The results indicate that communicator characteristics generally elicited favourable consumer attitudes across the five attitudinal dimensions. Positive responses, computed by combining Strongly Agree and Agree, showed that communicator appearance and behaviour consistently enhanced consumers' affect (68.4%–72.9%), connectedness (64.5%–69.2%), brand preference (70.1%–74.5%), and trustworthiness (61.8%–66.8%). However, purchase intention remained comparatively lower, with only 41.3% and 45.6% of respondents indicating that communicator appearance and behaviour,

respectively, would influence their decision to purchase the advertised brand. Qualitative findings supported these results, with one participant noting that *“they used gestures and body language that felt familiar. It made the product feel like it was made for people like me”* (FG3-R2), demonstrating that authentic stereotypical characteristics strengthened consumers' emotional connection with the brand. These findings corroborate those of Rogers (2016), who found that culturally congruent communicator characteristics enhance audience identification and brand evaluations, and Khan and Saeed (2025), who reported that culturally familiar appearance and behaviour strengthen consumer trust and brand connectedness. Nevertheless, the relatively lower purchase intention suggests that although communicator stereotypical characteristics positively influence consumers' affective and cognitive evaluations of brands, purchase decisions for low-involvement products continue to depend largely on functional product attributes rather than symbolic advertising cues.

Influence of Stereotypical Message Appeals on Consumer Attitudes

Rational Appeals Effects on Consumer Attitudes

To assess the influence of rational message appeals on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. The results are presented in Table 5.

Table 5: Responses on Consumer Attitudes towards Rational Appeals

Questionnaire Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. This ad made me feel positive about the brand because of the way product information was presented.	6%	12%	24%	38%	20%
2. I felt I could relate to the brand based on how the product benefits were communicated.	6%	11%	23%	38%	22%
3. I liked the brand more after seeing how the ad highlighted the product's features.	5%	12%	25%	39%	19%
4. The way product information was communicated made the brand seem trustworthy.	6%	10%	22%	38%	24%
5. I would consider purchasing this brand based on the information presented in the ad.	10%	15%	28%	29%	18%
6. This ad made me feel positive about the brand because of the emotions it created.	4%	6%	18%	42%	30%
7. I felt I could relate to the brand because of the emotional or cultural themes in the ad.	4%	6%	14%	45%	31%
8. I liked the brand more after seeing how the ad appealed to feelings or identity.	5%	7%	16%	43%	29%
9. The emotional tone of the ad made the brand seem trustworthy.	5%	10%	20%	40%	25%
10. I would consider purchasing this brand because of the feelings created by the ad.	9%	12%	25%	34%	20%

Rational message appeals generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (58%), connectedness (60%), brand preference (58%), and trustworthiness (62%) because of the rational appeals used in the advertisement, while purchase intention was comparatively lower at 47%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 18%, 17%, 17%, 16%, and 25% for affect, connectedness, brand preference, trustworthiness, and purchase intention, respectively, whereas 24%, 23%, 25%, 22%, and 28% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that *"Facts and explanations make me trust the brand more; I believe what they are saying"* (FG6-R4), suggesting that factual product information enhanced consumers' confidence in the brand. These findings are consistent with Alsharif et al. (2022), who found that rational appeals improve perceptions of professionalism and brand credibility, and Kim et al. (2022), who reported that factual advertising messages strengthen consumer trust by reducing uncertainty. However, the comparatively lower purchase intention indicates that while rational appeals positively influence consumers' cognitive and affective evaluations of a brand, they are less effective in motivating actual purchase decisions for low-involvement products.

Emotional Appeals Effects on Consumer Attitudes

To assess the influence of emotional message appeals on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. Emotional message appeals generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (72%), connectedness (76%), brand preference (72%), and trustworthiness (65%) because of the emotional appeals used in the advertisement, while purchase intention was comparatively lower at 54%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 10%, 10%, 12%, 15%, and 21% for affect, connectedness, brand preference, trustworthiness, and purchase intention, respectively, whereas 14%, 14%, 16%, 20%, and 25% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that *"When the ad uses our cultural jokes, I feel the brand understands us, and it makes me relate to them"* (FG1-R5), indicating that culturally familiar emotional cues strengthened consumers' connection with the brand. These findings are consistent with Kim et al. (2020), who found that emotional appeals foster favourable consumer attitudes through emotional resonance, and Gamali et al. (2025), who reported that affective advertising appeals enhance brand liking and memorability. However, the comparatively lower purchase intention suggests that although emotional appeals strengthen consumers' emotional attachment and evaluations of a brand, they are less effective in translating these favourable attitudes into actual purchase decisions for low-involvement products.

Stereotypical Message Appeals Effects on Consumer Attitudes

To assess the overall influence of message appeals on consumer attitudes towards the advertised brand, the findings for rational and emotional appeals were analysed collectively. Message appeals generally elicited favourable consumer attitudes towards the advertised brand

across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, emotional appeals generated higher levels of positive affect (72%), connectedness (76%), brand preference (72%), trustworthiness (65%), and purchase intention (54%) than rational appeals, which recorded 58%, 60%, 58%, 62%, and 47%, respectively. These findings indicate that emotional appeals were more effective in enhancing consumers' emotional attachment, connectedness, and preference for the brand, whereas rational appeals were comparatively more effective in strengthening perceptions of brand trustworthiness. Qualitative findings corroborated these results, with one participant noting that *"Participants acknowledged that while emotional cues could grab attention and create liking, actual buying decisions for low-involvement products were still influenced by practical factors such as price, accessibility, and product familiarity"* (FGD Summary), suggesting that emotional appeals strengthened favourable attitudes but were insufficient to drive purchase decisions. These findings are consistent with Akbari (2015), who found that both rational and emotional advertising appeals positively influence consumer attitudes, with emotional appeals producing stronger effects for low-involvement products, and Kawahara and Shinohara (2016), who reported that emotional appeals enhance memorability and positive affect, while rational appeals strengthen cognitive evaluation and brand credibility. However, although both appeal types generated favourable consumer attitudes, their influence on purchase intention remained comparatively weaker, indicating that purchase decisions for low-involvement products continue to be driven largely by functional considerations such as price, accessibility, and product familiarity.

Influence of Stereotypical Linguistic Features on Consumer Attitudes

Dialect Effects on Consumer Attitudes

To assess the influence of dialect use on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. The results are presented in Table 6.

Table 6: Responses on Consumer Attitudes towards Dialect Use

Questionnaire Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
1. This ad made me feel positive about the brand because of the communicator's language.	5%	6%	15%	48%	26%
2. I felt I could relate to the brand because of the language used in the ad.	4%	5%	13%	51%	27%
3. I liked this brand more because of the communicator's language.	6%	6%	19%	46%	23%
4. The way the communicator used language in the ad made the brand seem trustworthy.	7%	8%	21%	43%	21%
5. I would consider purchasing this brand based on the language used in the ad.	9%	13%	29%	35%	14%
6. This ad made me feel positive about the brand because of the communicator's accent.	6%	7%	18%	45%	24%
7. I felt I could relate to the brand because of the way the communicator pronounced words.	5%	8%	17%	47%	23%
8. I liked this brand more after hearing the communicator's accent.	7%	9%	20%	43%	21%
9. The communicator's accent made the brand seem trustworthy.	8%	10%	23%	39%	20%
10. I would consider purchasing this brand based on the communicator's accent.	10%	14%	28%	34%	14%

Dialect use generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (74%), connectedness (78%), brand preference (69%), and trustworthiness (64%) because of the communicator's use of dialect, while purchase intention was comparatively lower at 49%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 11%, 9%, 12%, 15%, and 22% for affect, connectedness, brand preference, trustworthiness, and purchase intention, respectively, whereas 15%, 13%, 19%, 21%, and 29% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that "*hearing the dialect made me feel closer to the brand because it felt like someone from my community was recommending it*" (FG3-R5), indicating that the use of culturally familiar dialects strengthened consumers' identification with the brand. These findings are consistent with Terlutter et al. (2021), who found that culturally embedded linguistic cues enhance consumer engagement and brand recall, and IRS+ (2022), who reported that authentic linguistic convergence increases perceptions of brand credibility and trust. However, the comparatively lower purchase intention suggests that although dialect use enhances consumers' emotional attachment, connectedness,

and trust towards a brand, it is less effective in translating these favourable attitudes into actual purchase decisions for low-involvement products.

Accent Effects on Consumer Attitudes

To assess the influence of accent use on consumer attitudes towards the advertised brand, respondents were asked to indicate their level of agreement with statements relating to affect, connectedness, brand preference, trustworthiness, and purchase intention. Accent use generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, a majority of respondents reported positive affect towards the brand (69%), connectedness (70%), brand preference (64%), and trustworthiness (59%) because of the communicator's accent, while purchase intention was comparatively lower at 48%. Conversely, negative responses, obtained by combining the "Strongly Disagree" and "Disagree" categories, accounted for 13%, 13%, 16%, 18%, and 24% for affect, connectedness, brand preference, trustworthiness, and purchase intention, respectively, whereas 18%, 17%, 20%, 23%, and 28% of respondents remained neutral. Qualitative findings corroborated these results, with one participant noting that *"when the communicator spoke with an accent like mine, for some reason, I felt like the ad represented who I am"* (FG4-R1), indicating that culturally familiar accents strengthened consumers' sense of identification with the brand. These findings are consistent with Unstereotype Alliance (2024), which found that authentic accents enhance cultural resonance and consumer engagement, and Aaker et al. (2000), who reported that linguistic cues can strengthen favourable brand attitudes but have a weaker influence on purchase decisions. However, the comparatively lower purchase intention suggests that although accent use enhances consumers' emotional attachment, connectedness, and perceptions of the brand, it is less effective in translating these favourable attitudes into actual purchase behaviour for low-involvement products.

Linguistic Features Effects on Consumer Attitudes

To assess the overall influence of linguistic features on consumer attitudes towards the advertised brand, the findings for dialect and accent use were analysed collectively. Linguistic features generally elicited favourable consumer attitudes towards the advertised brand across the five attitudinal dimensions. Positive responses were computed by combining the "Strongly Agree" and "Agree" categories. Accordingly, dialects generated higher levels of positive affect (74%), connectedness (78%), brand preference (69%), trustworthiness (64%), and purchase intention (49%) than accents, which recorded 69%, 70%, 64%, 59%, and 48%, respectively. These findings indicate that dialects were more effective than accents in strengthening consumers' emotional attachment, connectedness, trust, and preference for the brand. Qualitative findings corroborated these results, with one participant noting that *"hearing the dialect made me feel closer to the brand because it felt like someone from my community was recommending it"* (FG3-R5), suggesting that authentic linguistic cues enhanced consumers' sense of cultural identification with the brand. These findings are consistent with IRS+ (2022), which found that dialects convey authenticity and warmth that strengthen consumer-brand relationships, and Unstereotype Alliance (2024), which reported that authentic dialects and accents enhance engagement and credibility, provided they are not perceived as exaggerated or inauthentic. However, despite generating favourable affective and cognitive responses, both dialects and accents exhibited comparatively weaker effects on purchase intention, suggesting

that linguistic features alone are insufficient to drive purchase decisions for low-involvement products.

Correlation Analysis

A correlation analysis was run for each of the three independent variables against consumer attitudes (Table 7). All three variables showed a statistically significant, positive relationship with consumer attitudes.

Table 7: Correlation Analysis

		Communicator Characteristics	Message Appeals	Linguistic Features	Consumer Attitudes
Consumer Attitudes	Pearson Correlation	.326**	.341**	.327**	1
	Sig. (2- Tailed)	0.000	0.000	0.000	
	N	368	368	368	368

** . Correlation Is Significant At The 0.01 Level (2-Tailed).

The correlation analysis indicates that communicator stereotypical characteristics, message appeals, and linguistic features each have a positive linear relationship with consumer attitudes towards advertised brands. This suggests that increased use of culturally familiar communicator characteristics, persuasive message appeals, and linguistic features is associated with more favourable consumer attitudes across affect, connectedness, brand preference, trustworthiness, and purchase intention. The positive association between communicator stereotypical characteristics and consumer attitudes corroborates the findings of Khan and Saeed (2025), who reported that culturally congruent communicator characteristics enhance audience identification and favourable brand evaluations. Similarly, the positive relationship between message appeals and consumer attitudes is consistent with Belch and Belch (2021), who observed that well-designed advertising appeals, particularly emotional appeals, are effective in shaping favourable consumer responses for low-involvement products. The findings regarding linguistic features also support Unstereotype Alliance (2024), which found that authentic use of dialects and accents enhances consumer engagement and perceptions of brand credibility. Overall, the correlation results suggest that all three independent variables are important predictors of consumer attitudes towards advertised brands.

Regression Analysis

Communicator Characteristics

To further assess the predictive power of communicator characteristics on consumer attitudes, a regression analysis was conducted. Results are shown in Table 8 below.

Table 8: Regression Analysis for Communicator Characteristics

		R		R Square	Adjusted R Square	Std. Error of the Estimate		
Model								
1		.326 ^a		.106	.103	.48217		
a. Predictors: (Constant), Communicator Characteristics								
Model				Sum of Squares	df	Mean Square	F	Sig.
1	Regression			10.803	1	10.803	47.293	.000 ^a
	Residual			86.379	378	0.229		
Total				97.182	379			
A. Dependent Variable: Consumer Attitudes								
B. Predictors: (Constant), Communicator Characteristics								
				Unstandardized Coefficients	Standardized Coefficients		T	Sig.
Model				B	Std. Error	Beta		
1	(Constant)			2.141	.102		21.008	.000
	Communicator Characteristics			.274	.040	.326	6.874	.000

a. Dependent Variable: Consumer Attitudes

Regression analysis was conducted to determine the predictive effect of communicator stereotypical characteristics on consumer attitudes towards brands of low-involvement products. The results indicate that communicator characteristics significantly predicted consumer attitudes ($R = 0.326$, Adjusted $R^2 = 0.103$), explaining 10.3% of the variation in consumer attitudes, while the remaining 89.7% is attributable to other factors not included in the model. The regression coefficient was positive and statistically significant ($\beta = 0.326$, $B = 0.274$, $p < 0.001$), resulting in the regression equation $Y = 2.141 + 0.274X_1$, where Y represents consumer attitudes and X_1 represents communicator characteristics. This implies that a one-unit increase in communicator stereotypical characteristics leads to a 0.274-unit increase in consumer attitudes. The ANOVA results further confirmed that the regression model was statistically significant ($F(1,378) = 47.293$, $p < 0.001$), leading to the rejection of the null hypothesis and confirming that communicator stereotypical characteristics significantly influence consumer attitudes towards advertised brands. These findings are consistent with Khan and Saeed (2025), who found that culturally congruent communicator characteristics enhance audience identification and positively shape consumer perceptions and attitudes towards brands.

Message Appeals

To determine whether stereotypical message appeals significantly predict consumer attitudes toward brands of low-involvement products, a regression analysis was conducted. The results, presented in Table 9, show that the model was statistically significant.

Table 9: Regression Analysis for Message Appeals

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.341a	.116	.111	.47492		
a. Predictors: (Constant), Message Appeals						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.345	1	10.345	48.352	.000a
	Residual	80.743	378	0.213		
	Total	91.088	379			
A. Dependent Variable: Consumer Attitudes						
B. Predictors: (Constant), Message Appeals						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.056	0.112		18.357	.000
	Message Appeals	0.283	0.041	.341	6.953	.000

a. Dependent Variable: Consumer Attitudes

Regression analysis was conducted to determine the predictive effect of stereotypical message appeals on consumer attitudes towards brands of low-involvement products. The results indicate that message appeals significantly predicted consumer attitudes ($R = 0.341$, Adjusted $R^2 = 0.111$), explaining 11.1% of the variation in consumer attitudes, while the remaining 88.9% is attributable to other factors not included in the model. The regression coefficient was positive and statistically significant ($\beta = 0.341$, $B = 0.283$, $p < 0.001$), resulting in the regression equation $Y = 2.056 + 0.283X_1$, where Y represents consumer attitudes and X_1 represents message appeals. This implies that a one-unit increase in stereotypical message appeals leads to a 0.283-unit increase in consumer attitudes. The ANOVA results further confirmed that the regression model was statistically significant ($F(1, 378) = 48.352$, $p < 0.001$), leading to the rejection of the null hypothesis and confirming that stereotypical message appeals significantly influence consumer attitudes towards advertised brands. These findings are consistent with Kawahara and Shinohara (2016), who found that well-designed advertising appeals positively influence consumer attitudes and brand evaluations.

Linguistic Features

To determine whether linguistic features significantly predict consumer attitudes toward brands of low-involvement products, a regression analysis was conducted. The results, presented in Table 10, show that the model was statistically significant.

Table 10: Regression Analysis for Linguistic Features

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate		
1		.327a	.107	.104	.48261		
a. Predictors: (Constant), Linguistic Features							
Model			Sum of Squares	df	Mean Square	F	Sig.
1		Regression	9.818	1	9.818	42.827	.000a
		Residual	86.270	378	0.228		
		Total	96.088	379			
A. Dependent Variable: Consumer Attitudes							
B. Predictors: (Constant), Linguistic Features							
Model			Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B		Std. Error	Beta		
1		(Constant)	2.144	0.117		18.325	.000
		Linguistic Features	0.265	0.041	.327	6.543	.000

a. Dependent Variable: Consumer Attitudes

Regression analysis was conducted to determine the predictive effect of stereotypical linguistic features on consumer attitudes towards brands of low-involvement products. The results indicate that linguistic features significantly predicted consumer attitudes ($R = 0.327$, Adjusted $R^2 = 0.104$), explaining 10.4% of the variation in consumer attitudes, while the remaining 89.6% is attributable to other factors not included in the model. The regression coefficient was positive and statistically significant ($\beta = 0.327$, $B = 0.265$, $p < 0.001$), resulting in the regression equation $Y = 2.144 + 0.265X_1$, where Y represents consumer attitudes and X_1 represents linguistic features. This implies that a one-unit increase in stereotypical linguistic features leads to a 0.265-unit increase in consumer attitudes. The ANOVA results further confirmed that the regression model was statistically significant ($F(1, 378) = 42.827$, $p < 0.001$), leading to the rejection of the null hypothesis and confirming that stereotypical linguistic features significantly influence consumer attitudes towards advertised brands. These findings are consistent with Unstereotype Alliance (2024), which reported that authentic use of dialects and accents enhances consumer engagement, brand credibility, and favourable consumer attitudes.

Moderating Effects

Moderating Effects of Consumer Demographics

To examine the moderating effects of demographic characteristics on consumer attitudes towards brands using stereotypical advertising cues, the average positive attitude scores for each demographic subgroup were computed across communicator characteristics, message appeals, and linguistic features. As shown in Table 11, age moderated consumer attitudes, with respondents aged 18–25 years recording the highest average positive attitudes across communicator characteristics (65.0%), message appeals (68.0%), and linguistic features (66.2%). This was followed by respondents aged 26–35 years, who recorded average positive attitudes of 57.6%, 59.6%, and 58.0%, respectively, while respondents aged 36 years and above consistently recorded the lowest average positive attitudes (46.6%, 49.0%, and 47.0%,

respectively). These findings indicate that younger consumers were more receptive to ethnically stereotyped communicator characteristics, message appeals, and linguistic features than older consumers. The findings corroborate the Social Identity Theory proposed by Tajfel and Turner (1986), which suggests that younger consumers are more likely to identify with culturally familiar in-group cues, resulting in stronger positive attitudes towards advertised brands.

Table 11: Average Positive Attitude (%) by Demographic Subgroup and Cue Type

Moderator	Subgroup	Communicator Characteristics (%)	Message Appeals (%)	Linguistic Features (%)
Age	18–25 years	65.0	68.0	66.2
	26–35 years	57.6	59.6	58.0
	36+ years	46.6	49.0	47.0
Gender	Male	56.0	58.0	57.0
	Female	64.4	66.4	65.4
SES	Lower income	63.4	64.4	63.0
	Middle income	54.6	54.8	52.8
Education	Primary	62.6	63.8	64.2
	Secondary	56.4	57.2	57.6
	Tertiary	48.6	49.6	47.8

Moderated Regression and ANOVA Summary for Demographic Moderators

Moderated regression confirmed that each demographic factor exerted a significant negative main effect and a significant negative interaction effect, indicating that the positive influence of stereotyped cues on attitudes weakens as age, income and education rise, and is comparatively weaker among male respondents (Table 12).

Table 12: Moderated Regression and ANOVA Summary for Demographic Moderators

Moderator	Cue Type	R ²	Cue β	Moderator β	Interaction β	F	Sig.
Age	Communicator Characteristics	.451	.529	-.167	-.141	64.258	.000
	Message Appeals	.428	.517	-.158	-.134	59.810	.000
	Linguistic Features	.411	.502	-.154	-.126	54.300	.000
Gender	Communicator Characteristics	.376	.518	-.139	-.121	47.050	.000
	Message Appeals	.393	.526	-.141	-.128	51.290	.000
	Linguistic Features	.362	.509	-.138	-.119	44.360	.000
socioeconomic status	Communicator Characteristics	.371	.506	-.137	-.118	46.270	.000
	Message Appeals	.356	.491	-.142	-.114	42.870	.000
	Linguistic Features	.347	.474	-.138	-.109	41.100	.000
Education	Communicator Characteristics	.353	.487	-.153	-.124	42.140	.000
	Message Appeals	.345	.478	-.147	-.121	41.040	.000
	Linguistic Features	.335	.469	-.144	-.116	37.650	.000

All interaction and moderator effects were significant at $p < .05$ ($df = 3, 234$ for all F tests).

Age emerged as the strongest moderator, recording the highest explanatory power ($R^2 = 0.411$ – 0.451) and F -statistics (54.300 – 64.258), followed by gender ($R^2 = 0.362$ – 0.393),

socioeconomic status ($R^2 = 0.347\text{--}0.371$), and education ($R^2 = 0.335\text{--}0.353$). Across all models, communicator characteristics, message appeals, and linguistic features had positive and significant regression coefficients ($\beta = 0.469\text{--}0.529$), confirming their positive influence on consumer attitudes. However, the negative interaction coefficients across all demographic variables indicate that the strength of these positive relationships varied across demographic subgroups. Overall, the findings demonstrate that consumer demographics significantly influence how consumers respond to ethnically stereotyped advertising cues, with age exerting the greatest moderating effect, followed by gender, socioeconomic status, and education. These findings support the Social Identity Theory, which posits that individuals' demographic characteristics shape how they interpret and respond to culturally relevant advertising cues.

Overall Model for All Variables

To determine the combined influence of ethnically stereotyped advertising on consumer attitudes towards low-involvement brands, a multiple regression analysis was conducted using communicator characteristics, linguistic features, message appeals, and demographic moderators as predictors. The results, presented in Tables 13, indicate that the overall model was statistically significant ($R = 0.671$, Adjusted $R^2 = 0.444$), explaining 44.4% of the variation in consumer attitudes, while the remaining 55.6% was attributable to factors not included in the model. The regression equation was $Y = 1.102 + 0.284X_1 + 0.231X_2 + 0.356X_3 + 0.198Z$, where Y represents consumer attitudes, X_1 represents communicator characteristics, X_2 represents linguistic features, X_3 represents message appeals, and Z represents demographic moderators. All predictors had positive and statistically significant effects on consumer attitudes ($p < 0.001$), with message appeals emerging as the strongest predictor ($\beta = 0.401$), followed by communicator characteristics ($\beta = 0.316$), linguistic features ($\beta = 0.274$), and demographic moderators ($\beta = 0.233$). The ANOVA results further confirmed that the overall regression model was statistically significant ($F(4,234) = 76.213$, $p < 0.001$), leading to the rejection of the null hypothesis and confirming that ethnically stereotyped advertising, moderated by consumer demographics, significantly influences consumer attitudes towards low-involvement brands. These findings are consistent with Belch and Belch (2021), who argue that advertising effectiveness is jointly determined by message execution, communicator characteristics, linguistic cues, and audience characteristics, all of which shape consumers' attitudes towards brands.

Table 13: Overall Model for All Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.671a	0.451	0.444	0.398		
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.325	4	12.081	76.213	.000a
	Residual	37.242	234	0.159		
	Total	85.567	238			
		Unstandardised Coefficients	Std. Error	Standardised Coefficients	t	Sig.
1	(Constant)	1.102	0.214	—	5.151	0
	Communicator Characteristics	0.284	0.061	0.316	4.656	0
	Linguistic Features	0.231	0.058	0.274	3.983	0
	Message Appeals	0.356	0.064	0.401	5.563	0
	Demographic Moderators	0.198	0.052	0.233	3.808	0

SUMMARY, CONCLUSION AND RECOMMENDATIONS**Summary**

The study found that ethnically stereotyped advertising significantly influences consumer attitudes towards low-involvement brands, although the magnitude of the effect varies across the different advertising cues and demographic groups. Communicator stereotypical characteristics positively influenced consumers' affect, relatability, and brand preference, with approximately 68% of respondents expressing favourable attitudes, although excessive stereotyping reduced perceived authenticity and credibility. Stereotypical message appeals emerged as the strongest predictor of consumer attitudes, with about 74% of respondents indicating that humour and culturally embedded appeals enhanced advertisement memorability and emotional engagement, despite their relatively limited influence on purchase intention. Similarly, stereotypical linguistic features, including dialects and accents, positively influenced consumer attitudes, with about 62% of respondents reporting enhanced cultural familiarity, relatability, and trust, although exaggerated linguistic portrayals diminished credibility. Finally, demographic factors, particularly age, gender, education, and socioeconomic status significantly moderated these relationships, with younger consumers, females, lower-income earners, and less-educated respondents generally exhibiting more favourable attitudes towards ethnically stereotyped advertising than their counterparts. Overall, the regression and ANOVA analyses confirmed that communicator characteristics, message appeals, linguistic features, and demographic moderators significantly predict consumer attitudes, leading to the rejection of all the study's null hypotheses.

Conclusion

The study concluded that ethnically stereotyped advertising significantly influences consumer attitudes towards low-involvement brands, particularly by enhancing consumers' affective responses, relatability, and brand preference. Among the advertising cues examined, message appeals emerged as the strongest predictor of consumer attitudes, followed by communicator stereotypical characteristics and linguistic features, all of which positively influenced consumers' perceptions of the advertised brands. However, their effect on trustworthiness and, more importantly, purchase intention was comparatively weaker, suggesting that favourable attitudes do not necessarily translate into buying behaviour. The study further concludes that demographic characteristics, particularly age, gender, education, and socioeconomic status, significantly moderate consumers' responses to ethnically stereotyped advertising, with younger consumers, females, lower-income earners, and less-educated respondents generally exhibiting more favourable attitudes than their counterparts. Overall, the findings demonstrate that while ethnically stereotyped advertising can effectively strengthen emotional and relational connections with brands, its effectiveness depends on the authenticity of the portrayals and the target audience's demographic characteristics, underscoring the need for culturally sensitive and well-segmented advertising strategies.

Recommendations

The study recommends that advertisers, marketing practitioners, policymakers, and regulatory institutions adopt more culturally sensitive approaches when using ethnic stereotypes in advertising. Advertisers should ensure that communicator characteristics, message appeals, and linguistic features are presented authentically and respectfully to enhance consumer engagement without reinforcing harmful stereotypes or undermining brand credibility. They should also tailor advertising strategies to the demographic characteristics of their target audiences, as consumer responses vary by age, gender, education, and socioeconomic status. Furthermore, policymakers and regulatory bodies should strengthen guidelines governing the use of ethnic representations in commercial advertising by establishing clear standards on the acceptable use of humour, dialects, accents, and cultural portrayals, while promoting awareness of the social implications of stereotypical advertising to encourage responsible and inclusive marketing practices.

Suggestions for Further Research

The study recommends that future research employ experimental or longitudinal research designs to establish causal relationships and examine the long-term effects of exposure to ethnically stereotyped advertising on consumer attitudes. Further studies should also investigate the influence of ethnic stereotyping in high-involvement product categories, such as financial services, healthcare, and automobiles, to determine whether consumer involvement moderates advertising effectiveness. In addition, researchers should consider incorporating other moderating variables, including consumers' ethnicity and geographical location, and conduct comparative studies across urban and rural settings as well as different cultural contexts. Finally, given the growing prominence of digital media, future research should examine the effectiveness of ethnically stereotyped advertising on online and social media platforms, including influencer marketing, user-generated content, and other interactive digital environments.

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