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DOES ETHICS IN ADVERTISEMENT AFFECT CONSUMPTION AND BRAND LOYALTY IN THE PORTUGUESE BEER MARKET?

MILLENNIALS VS *GENERATION X* PERCEPTION

Miguel Ângelo Martins

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Supervisor:

Prof. Mónica Mendes Ferreira, Invited Assistant, ISCTE Business School, Department of Marketing, Operations and General Management

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DOES ETHICS IN ADVERTISEMENT AFFECT CONSUMPTION AND BRAND LOYALTY IN THE PORTUGUESE BEER MARKET? *MILLENNIALS VS GENERATION X PERCEPTION*

Miguel Ângelo Martins

-Spine-

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Abstract

Nowadays, the market where the main brands operate presents the highest levels of competitiveness ever experienced as well as new obstacles to reach the consumer. However, new forms of communication have emerged over the last few years and the effectiveness of integrated marketing communication systems is currently under discussion. Advertising has long been one of the tools most used by brands to be able to thrive out from other competitors, however in this desire for prosperity the limits of the reasonable are easily overcome and ethics arise. The Portuguese brewery market is undoubtedly one of those examples of high competitiveness and a desire to outdo the next.

In this sense, this dissertation studies the impact of unethical advertising practices and the effect in terms of purchase intentions and loyalty to the brands that these practices have with regarding the two generations that presents the higher consumption of beer in Portugal, *Millennials* and *Generation X*.

The study was applied to Portuguese beer consumers within these two generations and the instrument used was an online questionnaire. The main results drawn from this study suggests that both generations have a very similar behavior taking into account the product and that advertising is not decisive nor a factor primarily valued. More, unethical practices do not translate into a negative result in the intentions of purchase and brand loyalty spectrum. Other factors are more valued when compared to advertisement as: Price, quality, format or availability.

Keywords: Ethics, Purchase Intention, Brand Loyalty, *Millennials*, *Generation X*

JEL Classification System: **M31** Marketing, **M37** Advertising

Resumo

Atualmente, o mercado onde as grandes marcas operam, apresenta os maiores níveis de competitividade de sempre e novos obstáculos para chegar ao consumidor. Contudo, novas formas de comunicação emergiram ao longo dos últimos anos e atualmente debate-se a eficácia de sistemas de comunicação integrada de Marketing. A publicidade é desde há muito tempo umas das ferramentas mais utilizadas pelas marcas para se conseguirem destacar das restantes concorrentes, mas neste desejo de prosperidade os limites do razoável são facilmente ultrapassados e questões de ordem ética surgem. O mercado de cervejeiro em português é, sem dúvida, um desses exemplos de alta competitividade e vontade de ultrapassar o próximo.

Neste sentido, esta dissertação estuda o impacto de práticas não éticas de publicidade e o efeito em termos de intenções de compra e lealdade para com as marcas, que estas práticas têm junto das duas gerações mais consumidores de cerveja em Portugal, *Millennials* e *Geração X*.

O estudo foi aplicado aos consumidores de cerveja portugueses dentro destas duas gerações e o instrumento utilizado foi um questionário *online*. Os principais resultados retirados deste estudo são que ambas as gerações têm um comportamento muito semelhante tendo em conta o produto e que a publicidade não se revela decisiva, sendo que práticas não éticas não se traduzem num resultado negativo nas intenções de compra e lealdade com as marcas. Outros fatores são mais valorizados quando comparados com a publicidade como: preço, qualidade, formato ou disponibilidade.

Palavras-chave: Ética, Intenção de Compra, Lealdade da Marca, *Millennials*, Geração X

JEL Classification System: M31 Marketing, **M37** Advertising

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1. INTRODUCTION
1.1 Theme

Today's society is easily connected to mass production, where the identification of several types of products or industries in which there are several players to compete has become almost automatic. While products can hardly be distinguished from the competition by its features or intrinsic characteristics, people live in an increasingly globalized period, in which the boundaries are few, especially in business terms. Papadopoulos and Martín (2011:132) argue that "*international business is conducted in an increasingly globalized environment characterized by fewer barriers, growing competition and greater opportunities for expansion*". Thus, it has become harder for national players in a certain industry to thrive when powerful multinationals groups enter in the national market to start competing.

The Portuguese beer market, lived this example closely when international brands such as Heineken and Carlsberg settled to stay. Heineken acquired Sociedade Central Cerveja (SCC) in its entirety, while Carlsberg redeemed 44% of the Super Bock Group. However, and despite the fact of international brands starting to gain some prominence, the brewing market in Portugal continues to be dominated by the historic Super Bock and Sagres, from Super Bock Group and Sociedade Central de Cervejas, respectively. These two brands have been leading the market for more than 70 years, and even though both offer the same product in terms of intrinsic characteristics, the fight for the distancing from another and assume themselves as the market leader solely, is today stronger than ever.

Today, brands have to not only, learn how to communicate their message effectively in the midst of all the disturbance created by competitors and the arrival of international powerful players, but also ensure that the message stays in the consumer's mind and has a meaningful impact. Advertising is one of the most frequent options in order to achieve both of these goals

As Nooh (2009) suggests, advertising is one of the most integral parts of a business entity, in which organizations all around the world invest large amounts of money every year with the goal to promote their products. Global data suggests that 90.4 million spent in Advertising in 2010 (Datamonitor Plc, 2011). Portugal, is no exception. In fact, the

first beer advertisement in Portugal is recorded in debut year of Super Bock, in 1927 (SBG, 2017). In that sense, it is fair to conclude, that even in a small market such as Portugal, advertising is present everywhere and has the ability to reach almost everyone. However, when the theme is advertising and its excessive use, we often come across associations with ethics (or lack thereof). In this sense, advertising is perhaps the most criticized aspect of marketing, much due to its involvement in ethical issues (Smith and Quelch, 1933).

The tricky part of this question happens when, in the eagerness to take off the competition in order to win the market and reach the leadership companies are unable to draw limits on the way they use advertisement to reach consumer's attention.

It is clear that on this thematic there is no universal position considered as the right one, and although is easily assumed that a good ethical behavior leads to good business practices, there are situations where a possible trade-off between ethics and profit exist (Smith and Quelch, 1993). A realistic consideration for the importance of ethics in advertising can only be that is certainly challenging the balance between ethics and business given the pressures and opportunities within the global market. It is a dangerous line, when brand's action has undue consequences, namely when with the ambition to reach the top results in actions which consumers do not identify and have repercussions on their relationship and loyalty with the brand and, consequently, on the intentions of buying that same brand.

Business aside, the world has also rapidly changed socially in the time span of a generation. From technological developments, the emergence of the internet, social networks which embody new forms of communication exploited by the mass media, political and social events that have altered the way the world is organized and interrelated, have led to profound changes in whole world society. In this sense, the generational perception about the information that arrives to us, namely, advertising has also changed. In the domain of ethics, a group of words such as values, truth, honesty, morality, or conduct can be generally identified in the discussion. These words or characteristics of the theme refer to the individual and its interior, which means that the social change that exists from one generation to the following one causes a change of perception from individuals over time.

Having said so, the starting point of this dissertation is to understand the differences between *Generation X* and *Millennials* on the perception of ethics on advertising and its respective effects on brand loyalty and purchasing intentions, taking into consideration the specific case of the beer brands operating in Portugal.

1.2 Research questions and objectives.

Adapting the decision-making process to the reality of advertising is not an easy task, as it exists a large amount of noise as obstacles until the message reaches the consumer. This exercise becomes even more complex when we think of a process of ethical decision-making. Ford and Richardson (1994), generally group together factors that influence ethical decision-making process either as individual or situational. It means, that the influences can come from inside the person or from its exterior, typically, the organization in which he is inserted. In this sense, either advertising may have the manipulating characteristic that is pointed out as ethically wrong or can society with unethical values influencing the type of advertising made today. Either way, this study will focus on the differences in the perception of *Millennials* and *Generation X*, regarding the presence of unethical advertising practices in the Portuguese beer market and the respective effects on brand loyalty and purchasing intentions.

In that sense, this dissertation's main objectives are:

- Comprehend what is the perception of the two generations regarding ethical advertising and if it is different;

- Evaluate if there is a different impact on purchase intentions when in the presence of perceived unethical advertising;

- Identify the potential backlash on loyalty a brand can achieve when using unethical advertising practices.

Thus, the main purpose of the present study is to answer the following question:

Within the two generations that consume beer the most, what is the outcome for brands in terms of brand loyalty and purchase intentions considering unethical advertisement practices in the Portuguese beer market?

2. LITERATURE REVIEW
2.1 Ethics

It is safe to assume that ethics-related issues bring much discussion and diverse opinions. There is still no certainty about a definition which brings consensus among all authors in this area. However, Peter Singer (1985), attempted and defined ethics as: "*the field of study, or branch of inquiry that has morality as its subject matter.*" For Fraedrich (1993), ethics can be defined as "*the study and philosophy of human conduct with emphasis on determining what is right or wrong*". For Treviño and Neslson (2011:15), ''*the principles, norms, and standards of conduct governing an individual or group*''. Crane and Matten, (2010:22) went a little bit further and defined ethics as "*the study of morality and the application of reason to elucidate specific rules and principles that determine right and wrong for a given situation, this rules and principles are called ethical theories*". For its part, Ethical theories are" *the rules and principles that determine right and wrong for a given situation*".

There are two main branches that stand out within the concept of Ethics. In the Deontological side, individuals are guided by a rule or a code of conduct which already exists, or as Smith and Quelch (1993:28) says "*Deontologists employ rule-based analysis: actions are inherently right or wrong, independent of their consequences, because of the kind of actions they are or because they conform to a formal principle*". An interesting fact is that Deontologist comes from the Greek "*deontos*" which means obligatory. Treviño and Nelson (2011), added that in some deontological approaches, certain moral principles are binding, no matter whatever is the outcome. In that sense, actions might be considered wrong even if the consequences were good.

On the other side, consequentialists (often known as teleological) advocate that an action or decision is right because of the goodness of its consequences (Smith and Quelch, 1993). Here, within Consequentialist view, the Utilitarianism from John Stuart Mill (1863) is a strong influence. Under Utilitarianism "*an action is right if it produces, or tend to produce, the greatest amount of good for the greatest number of people affected by the action.*" Otherwise, the action is wrong as De George (1986) affirms. Other influence under the radar of consequentialists is the theory of egoism that states an action as morally right "*if a decision-maker freely decides to pursue either their desires or their interests*" (Crane and Matten, 2010:24). In this perspective gather all the information

required to evaluate all of the consequences for the parties who may be directly/indirectly affected by an action or decision is the greater challenge.

Outside the influence of the two main branches, emerge other perspectives that are gaining some relevance in the literature on this thematic. The first can be named as virtues ethics, and is an approach based on personal character, more specifically, with the sense of integrity (Harrison, Newholm and Shaw, 2005). Therefore, those who present in their frequent actions a virtuous character will conduct ethically correct actions. More than realizing the action itself, the focus is rather on understanding what motivates the action. Other ethical approach, known as Feminist ethics, has its principles based on relationships, responsibility and experience, also known as, Feminist ethics. This particular theory defends an "*approach that prioritizes empathy harmonious and healthy social relationships, care for one another and avoidance of harm abstract principles*" (Crane and Matten, 2010:24).

Whilst the approaches discussed so far are all base on humans or on their values and goals governing their behavior, the norm generation ethical approach distant from the previous approaches presented above by aiming to generate norms that are appropriate and acceptable to those who need to resolve a particular issue (Gichure, 2006). Discourse Ethics, "*aims to solve ethical conflicts by providing a process of norm generation through rational reflection on the real-life experience of all relevant participants*" (Crane and Matten, 2010:26). Additionally, it is a postmodern ethics approach that "*locates morality beyond the sphere of rationality in an emotional moral impulse towards others*". Lastly, "*it encourages individual actors to question everyday practices and rules, and listen to their emotion, inner convictions, and gut feeling about what they think is right and wrong in a particular situation*" (Crane and Matten, 2010:26).

Trying to find a definition or perspective of ethics that is of global acceptance, and that at the same time, can fit all perspectives is at least unorthodox. Therefore, it is imprudent to pursue a definition of ethics that is used unanimously in every book on the subject. There will always be the question of the perspective in which the individual or the organization stand, and in that sense, we must be able to accept more than one vision on the subject.

We have already seen, more than once, that when the subject is about ethical decisions, there is a tendency to associate it with the judgment between right and wrong.

Treviño and Nelson (2011) defined Ethical judgment as "*a decision about what is the right thing to do*". On the matter, Morris (2004) added that in using the language of right and wrong, it turns out that the situation has already been identified as moral in nature. More, to decide whether moral status should be given to a certain situation or not, there is an important process of identification before. Crane and Matten (2010), identified three mains factors to understand the moral status of a situation: 1) the decision is likely to have significant effects on others; 2) the decision is likely to be characterizes be choice, in that alternative course of action are open and 3) the decision is perceived ethically relevant by one or more parties.

After an overview on the topic of ethics, it is important to narrow the perspective, and, in this sense, it is important to understand how ethics apply to the world of business and the companies operating on it.

Collins (1994), claimed that **Business Ethics** is an "*Oxymoron*" (the conjugation of two apparently terms). The author tack that cannot exist ethics in business: business some way is unethical. Some other authors defend that economic interests should not be the only purpose of the business. For instance, Levitt (1986:18) claims "*if no longer purpose can be discerned or justified, a business cannot morally justify its existence*". The business must have a social purpose once, as part of the society, business must embody responsibilities and obligations, therefore requiring an ethical conduct (Donaldson 1982; Levitt 1986). Crane and Matten (2010:4), defined business ethics as "*the study of business situations, activities and decisions where issues of right or wrong are addressed*".

When diving into the thematic research of business ethics, it seems clear the almost constant awareness of two basic concepts in this particular matter that must be separated from the ethics or business ethics concept itself. Hodges and Sulmasy (2013), introduced the concept of Morality as "*a foundation for the principles of autonomy, beneficence, nonmaleficence, and justice*", while Crane and Matten (2010), added to the debate the boundaries of right and wrong and related morality with norms, values and beliefs embedded in social around. Law, on the other hand, stands for the minimum acceptable social standards of behavior according to Crane & Matten (2010) or can be seen as a code of penalties in case of disobedience to the legal rules (Shavell, 2013:9). "*A*

set of rules or codes that a group or society abides by" are often used to create laws (Hazels, 2015).

Some business people try to set apart business from ethics, arguing that "*business has a different function, which would be undermined by attention to ethical issues*" as mentioned by Smith and Quelch (1993). However, De George (1986) observes that business is a part of society, as well as its activities and values. Therefore, trust, honesty, and fairness must be key values either in business and society.

As anticipated in the introduction, there are no transversal position regarding the right action in an ethical-business conflict. On some occasions, it is easy to point the right way, in others, business people really have to make complex decisions.

ETHICS	LOW	Tough Choice?	*Risky and Wrong*
	HIGH	Foolish	*To have a cake and eat it*
		LOW	HIGH
		Profits	

Table1- Ethics-Profits Trade-off matrix. Source: Smith and Quelch, 1993

In table 1, it is possible to see zones in which the answer is not straightforward, leading managers to sometimes entering into a "*grey zone*" where it is easy to perform unethical without meaning it. Obviously, in the extreme points where we find the *foolish* and *to have a cake and eat it* situations, it is intuitive that in the case of the first hypothesis is a situation to avoid at all costs, while the second hypothesis is the ideal situation that should always be sought.

A realistic consideration for the importance of ethics in Business world can only be that is certainly challenging the balance between ethics and business given the pressures and opportunities within the global market.

With this in mind, it is the ideal time to take a step back and realize beyond what is or not an ethical decision in the business world, the whole process by which individuals go through until they have to confront the ethical conflict in their decision and what influences these phases.

When facing an **ethical dilemma**, people are often able to easily recognize it. Usually, an individual in this situation tends to think about the possible consequences or what is right or wrong or even in the relationships. What is, in fact, harder for the human being is to know the reason of why having such thoughts or why it rises an ethical issue in that particular situation (Crane and Matten, 2010; Treviño and Nelson, 2011).

For this same purpose, several authors as Ferrel, Gresham and Fraedrich (1986), Hunt and Vitel (1986); Trevinõ (1986) and Jones (1991), presented models of Ethical Decision-Making, which in the first instance sought to illustrate two essential points: 1) distinct stages in decision-making people go through in responding to an ethics problem in a business context; 2) different influences on that process.

Jones (1991), introduced his model based on a four-stage model process of decision-making introduced firstly by Rest (1986). According to him, an individual goes through a process whereby: 1) Recognize a moral issue; 2) Make some kind of moral judgment about that issue; 3) establish an intention to act upon that judgement and 4) Act according to their intention.

On the other hand, Treviño and Nelson (2011), have proposed a model to appear ethical in business decision-making. It consists on the following stages: 1) Gather facts; 2) Define the Ethical issues; 3) Identify the Affected Parts; 4) Identify consequences; 5) Identify Obligations; 6) Consider individual's personal character and Integrity; 7) Think creatively about possible actions and 8) look into individual's inner intuition.

2.2 Ethics and the Market

As previously said, the market where the companies operate is competitive and fierce. Companies that thrive and stand out from the others, in the highly competitive marketplace nowadays, have at least one point in common, they are heavily committed to marketing and the way that this activity transcends them to another level (Kotler and

Armstrong, 1999). However, consumers, brands and even the media are changing profoundly (Batra and Keller, 2016). And with these changes it is possible to visualize a paradigm shift of the companies' own posture, from being oriented to the market and becoming consumer-oriented.

The market-oriented perspective was first described by McCarthy (1960), when the author firstly designed a marketing mix model based on the 4P's (Product, Place, Price and Promotion). Kotler (1999), added value suggesting that the theory of the 4P's is oriented to the sales as well as that the marketing mix selected by a certain company should adapt to the market that the same company is operating.

Nevertheless, the change started a couple years early, when Lauterborn (1990) proposed to classify the concept of marketing mix through 4Cs - Consumer wants and needs; Cost; Convenience and Communication- matching each C to one of McCarthy's Ps, being a more consumer-oriented approach than the 4Ps.

The consumer is no longer a passive player in the scene. Actually, their search to a brand-new product can be found, now, shorter in length, less hierarchical, and followed with higher levels of complexity (Court *et al*. 2009). Nowadays, there is an actively search when needed, and the pool of tools at disposition is vast. According to Batra and Keller (2016:122) "*much more consumer-to-firm, consumer-to-consumer, and consumer-about-firm communication exist*".

2.3 Communication and the Consumer

With all the news ways of communication and easy access to information, today the message brands desire to give is not totally under their control and radar. But on the other side of the spectrum, richer is the set of communications possibilities marketeers possess today. Perhaps using isolated conventional types of communication is no longer an effective approach since is "*likely to accomplish the complete sale or loyalty job by itself*" but sequence all the new arrived set of tools in powerful way allow to "*move consumers more quickly along their decision journey or funnel than was ever possible before*" according to Batra and Keller (2016:122). The idea here, is that one message should open the door to the next one, regardless the type.

Research by Shin and Mayzlin (2011) and Joo *et al.* (2013) proved the existence of interactions and effects when crossing new and old media options, in other others:

integrated marketing communication. More, successful integration of different marketing communications is the major key nowadays to guarantee short-term sales and long-term brand loyalty (Reid, Luxton, and Mavondo 2005; Luo and Donthu 2006; Osinga *et al.* 2011).

To Batra and Keller (2016:137), integrated marketing communications are:" *the coordinated, consistent means by which firms attempt to inform, incent, persuade, and remind consumers—directly or indirectly— about the products and brands they sell".*

The authors propose a model where they combine 1) **Major Communication Platforms** (Advertising; Sales Promotion; Events; PR; Social Media; Mobile; Direct and Personal Selling); 2) **Stages of Consumer Decision Journey** (Needs/Wants; Knows; Considers; Searches; Trusts; WTP; Commits; Consumes; Satisfied; Loyal; Engages and Advocates) and 3) **Communication Outcomes and Objectives** (create awareness; provide detailed information; Create brand personality; Build Trust; Pull emotions; Inspire Actions; Suggest loyalty and connect people) in order to empower all new integrated forms of communication and be closer to the consumer.

2.4 Advertisement

In the previous point was noticeable that the word that standing between brands and consumer is communication. Within communication we have Advertisement as one of the dominating branches, currently. And advertisement is the communication platform analyzed deeper in this work, therefore a more exclusive view on the topic prevails in this research.

Advertising is a non-personal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by sponsors (Bovee, 1992). According to Wells, Moriarty and Burnett (2006) there are five main components: 1) is paid; 2) sponsor is identified; 3) it is a strategic type of communication driven by measurable objectives; 4) reaches a large pool of potential consumers and 5) uses different kind of mass media channels.

For Cannon (1973) and Kotler *et al* (1999) and Wells *et al* (2006), modern advertising is "*a paid persuasive communication that uses non-personal mass media-as well as other forms of interactive communication-to reach broad*

audiences to connect an identified sponsor with a target audience". According to Sandage (1989), advertising is divided into eight main categories: 1) Target Market Segmentation; 2) Target Impact; 3) Distribution area; 4) Way of transmission; 5) Method of implementation; 6) Method of Impact; 7) Method of Addressing and 8) Method of Payment.

From the point of view from the advertisers, is has seven basic function: build awareness; creates brand image; provides information; persuades; incentive; remind and reinforce past experiences (Wells, Moriarty and Burnett, 2006).

According with the same authors the type of Advertisement is divided in seven broad categories:

Brand: the most common type of advertising, that of focused on developing a long-term relationship and brand identity with the consumers (e.g. Super Bock and the call-to-friendship communication);

Retail: Focus on stimulating store traffic by creating a distinctive image for the retailer. Messages on the products/services available nearby. (Physical brand communication in a Pingo-Doce store);

Direct-response: focus on getting a direct stimulus form the consumers and interaction with the products as well as purchasing (e.g. YouTube sneakers ads);

Business-to-Business: Advertisement form one business to another (e.g. bank loans to Small and medium enterprises.);

Institutional: focus on establishing a corporate identity or public view over the organization's point of view. (e.g. Coca-Cola on sugar free drinks and health);

Nonprofit: focus on getting donations or other forms of participation on not-for-profit organization (e.g. (red) organization);

Public Service: communication a message on a behalf of a good cause (e.g. stop drunk driving).

Advertising can make people stop and pay attention, can even make people think about it. It can even inspire.

The advertising message might be transmitted by various means (Jefkins, 2000):

Print Advertising: Newspapers, magazines, fliers, brochures;

Outdoor Advertising: Billboard, Posters and events;

Broadcast Advertising: Television, Radio or Internet;

Product Placement: Movies, series, Events;

Indirect Advertising: A product resembles a brand with restrictions on advertising;

Public- Service Advertising: Social Causes;

Endorsement Advertising: Celebrities, Specialists.

It should be noted that sometimes we can have more than one type of channel to match. For example, outdoor advertising with a celebrity.

Kotler (2002) defends that advertising by nature has four main roles: Economical, Social, Marketing and Communication.

2.5 Ethical Advertisement

Ethical Advertising is intended as "*what is right or good in the conduct of the advertising function. It is concerned with questions of what ought to be done, not just with what legally must be done*" (Cunningham 1999: 500).

While Philosopher went deeper on this question, from the beginning was clear that one distinction had to be done. The difference between the legal and ethical propriety, legal and moral, similar as business in general, like we saw on Ethics on business level. The idea is that even the professionals of advertising have the right to actually advertising as long as non-deceptive advertising, some ethicists, however, defend that might not be the right move and so two different perspectives can be easily identified: the legal discourse and the moral one (Smith and Quelch, 1993).

In the legal discourse, the ethical issues encompass manifestations of truthfulness (free of fraud or deception) and normally become expressed into laws (Smith and Quelch, 1993). This perspective is based on two important assumptions: 1) the economic and

social point of view, advertising is valuable for society and 2) the advertising agents have actually the right to persuade.

Contrasting the previous perspective, the moral discourse is concerned with ethical issues involving social and economic appropriateness and potential harm for individuals and society (Smith and Quelch, 1993). For Crane and Matten (2010:27), this perception is concerned "*with norms, values, and beliefs embedded in social processes which define right and wrong for an individual or a community*".

Unethical advertising breaks with the idea behind defend. Unethical marketing involves the use of unethical practices to pursue the corporation or manager's agenda (Smith and Quelch, 1993).

Even though there is legal space to advertisers do their job, ethics defenders argue that sometimes is not necessarily the right thing to do. Santilli (1983:32), in turn, ethically should be asserted by truthfulness of the message and not for worthiness of the product or correctness and conduct of the advertiser. He added "*all forms of persuasive advertisements are unethical; all forms of informative advertising are moral*". However even a true advertisement can be harmful if is perceived in the wrong context or the receiver have no capabilities to answer in a rational way.

Leiser (1979) assets that moral advertisement is about products services that are essential and useful for the individuals while on the other side immoral ads are about unneeded and/or harmful to individuals.

Smith and Quelch (1993) explain that those unethical practices will benefit the individual or organization if not detected ad fought. Furthermore, this argument might be made for those individuals that are not troubled by conscience or trade-off conscience for profit.

2.5.1 The shape vs mirror debate.

When it comes to ethics, and when is applied to advertising, the debate about who influences who, occurs very often. If it is the society that is influenced by all the external noise, or if the advertisement that occurs is a reflection of the society's values and norms (Crane and Matten, 2010).

Why women buy cosmetics? Are they satisfying a deep cultural need for beauty or were just manipulated by advertising to believe in the miracles that cosmetics offer?

In general, advertising critics tend to believe that advertising has the power to shape social trends and the way people actually thinks and act. They argue that even if an individual ad might not influence our behavior, the cumulative effects if nonstop television, radio, print, internet and outdoor ads can be overwhelming. Also, it crates the Demand Creation phenomenon, which is explained as "*use of an external message to drive people to feel a need or want*". Lately, besides the misleading and falsity of the claims often argued, advertising might result in an increase of costs for the customers ultimately (Crane and Matten, 2010).

Professionals argue that the best they can do is spot trends and the develop ad messages and connected with them. If people interested in saving a couple bucks, then will see ads that use frugality as a strategy. Professionals believe that advertising mirrors values rather than sets them. Whether society that influences advertising or vice-versa, the answer is hard to find. Advertising and society's value are probably interactive, so the answer might simple be that both mirrors and shape each other values (Crane and Matten, 2010).

Nevertheless, advertising teach people how to use new products, make their life easier. It is even used sometimes to support noble causes. In the end, advertising is no evil.

2.5.2 Key dimension in Ethical advertising

It has already been said that there is a set of issues criticized consistently, which can be identified through the research of several authors. For instance, to Nooh (2009) it is evident that the current issues focused on advertising ethics are such as puffery/deceptive advertising, celebrity endorsement, misleading advertising and advertising to children. In this part, the analysis is focused on the relevant dimensions regarding ethics in advertising, that author have been highlighted in research across time.

2.5.2.1 Poor taste and Offensive Advertising

It is undeniable that some ads are bad in any circumstance. Others are affected by several factors like: sensitivity of product; the time the message is received; individuals

being alone or with others when seeing the message. Sometime context changes everything. What is good taste for one individual is not equal for everyone else, in that sense is not possible to create general guidelines to achieve good taste in advertising. However, there are, indeed, examples of advertising try to get attention through offensive content or a topic that is still difficult for people to digest (Crane and Matten, 2010).

2.5.2.2 Manipulative or Sublime advertising

Advertising is designed to create demand and touch people. Manipulative message is natural outcome of persuasion (Crane and Matten, 2010). The point is when this question goes too further, for instance, using last days of a child and his parents before they died in a car accident might be too manipulative even though the intention or using people in excellent physical shape to advertise product/services for those who are overweight, when people who are used as an example are likely to have a totally different health or genetic condition from those who seek help.

Normally advertising messages are seen or heard clear. However, it is possible to communicate symbols that covey meaning but are below the threshold of normal perception (Crane and Matten, 2010). Sublime advertising arises here. And so, a subliminal message is transmitted when the receiver is not consciously aware of receiving it, symbols are too brief or faint. And the receiver is somehow misled, which in most cases can be considered unethical.

2.5.2.3 Puffery

Critics discuss that puffery does not add relevant information and actually leads potential customers in error. Preston (1975:232) argue that puffery is "*soft-core deception*" and "*its continued existence in the mass media shows that advertisers think it effective with substantial portion of the public obtaining reliance and altering purchase decision*".

According to Rotfeld and Rotzoll (1980:39) Puffery is "*advertising or other sales representations, which praise the item to be sold with subjective opinions, superlatives or exaggerations, vaguely and generally, stating no specific facts.* "

Not all exaggerated claims are misleading, and because exaggerated puffing claims are not illegal, this is mainly an ethical one. The key question here, is the difference

between "false" and "deception" (Smith and Quelch, 1993). While advertising something false, it is simple to realize that it cannot be allowed therefor is illegal. Deception, is largely interpreted as "injurious" for consumers, then ethical questions arise. Professionals argue that consumers should expect exaggerations and inflated claims there for reasonable people should not believe that shoes claims are indisputable facts.

Research Evidences in this subject are divided. Some research shows that people expect advertisement to actually be able to prove the truth of what they claim. Others affirm that reasonable people don't believe in such affirmation. (Newman, 2003; Preston, 2003).

2.5.2.4 Children or young adult Advertising

It is necessary to test advertisement to achieve the right balanced between a group of individuals who think the ad is offensive and the target who thinks appropriate, because mass media is seen by a broad range of audience. And the problem sometimes is in the search to please everybody, the connection with the target audience is lost. This creates a dilemma in the creative process, especially when the target is constituted by vulnerable group such as children/young advertisement (Crane and Matten, 2010).

This point continues to be one of the hottest themes in ethical advertisement. The ethical questions arrive when one side says that children have no capability to evaluate advertisement messages and then make purchase decisions. And as such, it becomes easier to influence those who have fewer defenses against external influences.

According to Adler, Friedlander, Lesser, Meringoff, Robertson, Rossiter and Ward (1997) there are four main concerns regarding young people advertisement:

1) Exposition to advertising for products that could be harmful to them is misused;

2) Techniques uses are deceptive for the lack of skills to evaluate them properly that children possess;

3) Advertisement that explores vulnerabilities (naive conceptions of money or time);

4) Long-time exposure to advertisements may shape or affect values and attitudes.

2.5.2.5 Endorsements

It is very popular for brands to use a famous/specialist spokesman who endorses the brand to communicate with the world outside. And there is nothing to negative mention about it. Unless the endorsement does not use or like the product that represent. That might be consider unethical. The point here is that consumers believe a sharing of opinion, beliefs or experiences with the endorsement. Logically if the endorsement himself don't believe in the product or use it, is misleading a lot of consumers. (Crane and Matten, 2010).

2.5.2.6 Demonstrations

This issue is specially related with advertising in TV's. Product demonstrations must not mislead consumers. The question is whether the demonstration falsely upgrades the consumers' perception of the brand. Because in case as filming food product under the conditions of studios might be hard. For example, milk looks gray on Television, the advertiser often replaces it for a mixture of glue and water. One technique used by companies to overcome these situations is the use of simple claims like "*demonstration*" or "*illustration*" only. Other example is Ice Cream and its replacement for mashed potatoes when filming it. The point is if an advertisement focusses on the enjoyment of the Ice-cream there will no deception probably rather then is the highlight is the texture or aspect *versus* the competition for instance, here deception would probably appear (Crane and Matten, 2010).

2.5.2.7 Advertisement based on Price

When pricing claims are made by advertisers, consumers emphasis their mind to price so it should be done with a certain amount of accuracy. Is normally considered legit comparing the price of an item and saying that actually lower than the competition, but only when the items are actually comparable in the same category. The unethical issue in these situations arises when an advertiser takes this normal statement and generalizes for the entire range of product when it may not be the more accurate, in other words, not be truth and therefore leads the consumers in error.

Other aspect that bring ethical considerations to the matter, is the "*bait-and switch advertising*" strategy that basically communicates a low-price item and when consumers get to the store the same product will not be available on purpose and a higher priced one is encourage (Smith and Quelch, 1993).

The following table summarizes the Key dimension in Ethical advertising:

Key Dimension	Explanation
Poor taste and Offensive Advertising	Trying to get attention through offensive/ polemic content.
Manipulative or Sublime advertising	Transmitted a message/ idea when the receiver is not consciously aware of receiving it, manipulating with emotions.
Puffery	Give adjectives based on subjective opinions, superlatives, exaggerations and vaguely facts.
Children or young adult Advertising	Messages targeting Children, who have no capability to evaluate the meaning behind it.
Endorsements	Celebrity endorsement not using the product and misleading the consumer.
Demonstrations	Not using the real product when demonstrating it in the advertisement
Advertisement based on Price	The claimed lower price not accurately generalized to the entire portfolio of a brand.

Table 2- Key dimension in ethical Advertisement, Own elaboration.

2.6 Purchase Intention

Moving forward in this literary review, is necessary to perceive in what translates the communication through ethically (or not) advertising made to the consumer. For that matter, Dehghani *et al.* (2016) in his research, claimed that purchasing intention as one of the most reliable measures of success from an advertisement.

According to Belch (2015), purchased intention can be perceived as a susceptibility, predisposition or proneness to acquire a certain product or brand.

A study conducted by Goodrich (2011) reveled a high correlation between brand attitude, advertising and a positive purchase intention. Other studies concluded that creativity in advertising has a positive influence in purchase intention (Kover *et al*., 1995; Smith *et al*., 2006). However, to create positive influence purchasing intentions is very a complex concept that has several external aspects influencing it in a less positive way, such as price or quality, and therefore, not an easy task to achieve.

To Kotler (2006), the purchasing decision processes can be pictured in five sequently different phases: identification of a need; search for information; evaluation of alternatives; buying decision; post-purchase behavior. These buying behaviors include cognitive, emotional, and physical activities that people use during the selection, actual purchase, use and disposal of products to meet their needs (Kotler, 1999). Is important to notice that although these stages are widely present in consumers' choices, it doesn't mean it applies to all purchasing decisions (Engel, Blackwell and Miniard, 1995).

To a Brand, the best possible direct interaction with the customer is when customers actually engage themselves in a purchase, rather than influencing purchasing intention through advertising.

2.7 Brand Loyalty

For Chaudhuri *et al*. (2001), a consumer that presents as a pattern an affiance with a particular brand representing several and repeating purchases across time can be understood as Brand Loyalty.

Ryan (1999:20), affirmed that "*only loyal customers will repurchase the same brand over time even when presented with alternative brands from the same market segment.*"

One highly important aspect was highlighted by Dick *et al*. (1994), by identifying two distinct dimensions within brand loyalty: behavioral vs attitudinal loyalty. On the behavioral side, loyalty is seen as a result of an action of repeated purchase of a specific brand (Cunningham, 1956; Day, 1969). Contrarily, attitudinal loyalty reflects a psychological involvement with the brand, without existing necessarily a repeated purchasing. (Aaker, 1996). Commonly accepted is the fact that in order to a certain brand achieve long-term loyalty regarding his customers both aspects - behavioral vs attitudinal - must be present rather than having short term success by focusing in only one of the aspects (Aaker, 1996).

Dick and Basu (1994), highlighted a few benefits of having loyal customers:

- Reduced motivation for searching competitors;

- Increase resistance to counter persuasion;

- Word-of-Mouth (WOM) information.

2.8 Generations

Generational diversity can be defined as a concept that identifies people who were born within a period of approximately 20 years, sharing a set of common characteristics ranging from the level of historical experiences, economic and social conditions, technological advances, as well as other social changes that they have in common (Oh and Reeves, 2008).

Radford and Shacklock (2009), propose that the concept of generational differences be considered as the result of the meaning of life experiences that each generation shares, albeit in a different way, the references, values, attitudes and traits. Thus, people belonging to a generation tend to develop similar personal and professional values that shape their attitudes, behaviors, and beliefs (Chen and Choi, 2008). For Howe and Strauss (2000), there are three attributes that most clearly identify the nature of a generation : 1) **Feeling of belonging** - The self-perception of belonging to a generation

that begins during adolescence and forms as a young adult; 2) **Common beliefs and behaviors** - Attitudes (relative to family, career, personal life, etc.) and behaviors (choices made regarding jobs, marriage, children, health. etc.) that characterize a generation and 3) **Common points of reference in history** - Turning points in historical trends (e.g. from liberal policies to conservative policies) and significant events (e.g. war) that take place during the formative years of a generation (adolescence and youth adulthood).

2.8.1 *Millennials*

The *Millennials*, are the generation between 1980 and 2000 (Howe and Strauss, 2000; DeVaney, 2015). Also known as generation Y, they follow *Generation X*, or the boomers (1960-1980). *Millennials* are currently, the youngest force in the workplace and already represent about forty percent of the global workforce (Silva and Oliveira, 2013). These individuals are characterized as optimistic, civilized, responsible and with a great sense of cooperation (Strauss and Howe, 2000). *Millennials* grew up in economic expansion and they are socially conscious, with deep moral values. They take on completely different characteristics from previous generations since they have grown up within digital age (DMW Direct Reports, 2010). For Prensky (2001), *Millennials* can be named as digital natives, as their time is marked by the creation and boom of companies such as Google or Facebook, which have conquered an omnipresence capacity in their society (Burnstein, 2013).

For Tapscott (2009), the *Millennial* generation can be seen as revolutionary since its characteristics are changing institutions around the world, from family structures to politics or labor market, eventually creating socially changes.

2.8.2 *Generation X*

The individuals from *Generation X*, a generation that belongs to the period between 1960 and 1980, are in their 35's up to 50's (Cogin, 2012). As main circumstances that have marked this generation so far, it can be highlighted the times of uncertainty, fast-changing values and traditions, with for instance, the increasing divorce rates and

mono parental families, or the first internet connected computer arrived in the private houses (Cogin, 2012).

The vision of *Generation X* towards companies is skeptical, but the first and main drive, while accepting a particular job is the project to build a career (Lancaster and Stillman, 2002).

As negative stereotypes, given their attitude towards other generations, sometimes authors point out that *Generation X* usually correspond to individuals that have not yet fulfilled their obligations to the community and are still very new to management aspects. With a negative attitude of saying everything that crosses their minds, they are also often perceived as aggressive, monotonous and with the desire to be seen (Lancaster and Stillman, 2002).

However, *Generation X*, they are also solution oriented, pragmatic and risk adverse, in opposition to *Millennials*, who are idealistic. (Mhatre and Conger, 2011). A work-life balance is much sought by this generation (Cogin, 2012).

In the following table, a short summary regarding the main characteristics of both generations:

	Millennials	*Generation X*
Characteristics	- Achievers; - High moral values and tolerance; - Technology-savvy; - Self-confident; - Most educated generation; - Avid consumers; - Global citizens.	- Individualistic and independent; - Pragmatism; - High job expectations; - Seeking balance in Life; - Skepticism; - Self-reliance.

Table 3 – Resume of Generations Characteristics, Own Elaboration

3. PORTUGUESE BEER INDUSTRY

With the purpose of defining the beer market, the following categories are assumed: regular beers (e.g. Super Bock or Sagres); Premium beers (e.g. Carlsberg or Heineken) or Craft Beer (e.g. Super Bock Seleção 1927) as well as ales, stouts & bitters, and low alcohol beers. Accordingly, it is excluded from the beer market cider or shandy products (beer and soda mix) (Datamonitor, 2006).

The brewing industry in Portugal is currently showing signs of maturation. The Beer consumption in Portugal has dropped 25% in the last ten years. On average, a Portuguese drink less 15 liters of beer annually than a decade ago (APCV, 2015). In fact, between 2011 to 2014, the beer market showed a decrease of 76.7 million liters sold, which represents a decline of 13% in total value. However, the trend from now on seems to change, and slight growth is expected (until 2021 the market is expected to present a growth around 8%) (Euromonitor, 2017).

Despite so, in 2016, the total beer volume presented a growth of 1% to 468 million liters, with its main driver consisting of the *premiumization* and craft and craft-inspired beers. In the current market situation, the main industry's players see that the opportunity goes through technological innovation resulting on the investment in new premium mechanisms to exploit the craft beer trend (Euromonitor, 2017).

Moreover, Domestic premium lager was the category with the best performance in 2016, making a total volume growth of 11%, by exceeding sales of nine million liters. Such growth was largely supported by the demand for craft and craft-inspired beers. Although premium lager outperformed other categories in 2016, mid-priced lager remained by far the biggest category, recording again a slight rise after declining the previous period.

Regarding value, 2016 is the second year in a row accounting growth. Also, looking at the bigger picture, from 2011 to 2016 the decrease is not as negative as that recorded in the liter volume, settling at 10% range.

Is also important to highlight the fact that Portugal is a net exporter of beer. The country exported 30% of its beer production in 2015, less 8% comparing than in 2014, whereas imported beer only accounted for around 9% of domestic consumption (Euromonitor, 2017). However, one of the major exporter destination, Angola, has

significantly dropped on its consumption of Portuguese beer due to the social and economic instability of the country in the last 2 years, changing the exporters' destination landscape. As so, as of today main markets are now Luxembourg, Switzerland, Germany, Poland and surprisingly China, a country that one of the big players in the market realizes as a huge opportunity for the upcoming years (Unicer, 2016).

3.1 Competitive landscape

In this industry is clearly identified the presence of two major forces: Super Bock Group (SBG) and SCC – Sociedade Central de Cervejas e Bebidas, which together continued to dominate the beer category in 2017 with a combined total volume share of 93,3%, forming practically an oligopoly in the Portuguese brewery market (Nielsen, 2017). In terms of volume, as of June 2017 SBG is the number one player in the market with a total combined share of 47,4% while the SCC, registered 45,9% (Nielsen, 2017). It represents a variation Year-to-Date of +0,42% and -0,31% respectively. For this result, contributed SBG's leader brand, Super Bock brand with 42,5% of the total market in volume, followed by SCC's Sagres with 42% (Nielsen, 2017). Regarding the beer market in value, the overall picture show that market leadership remains on the same side, with SBG registering 49,9% against 46,2% of SCC and Super Bock Brand having 45,9% suppressing 43% of Sagres (Nielsen, 2017).

An interesting analysis that can be done is to look at market shares geographically. By making this analysis, it is easily identified a regional separation between north and south. In greater Lisbon, SCC and Sagres lead the market with 56,9% and 53,9% against 41,2% and 40,6% of SBG and their Super Bock (Nielsen, 2017). Contrarily, in Porto, North's biggest city, SBG presents an impressive number of 84,7% and Super Bock 82,8% overtaking SCC and Sagres that have 15,1% and 8,6% respectively (Nielsen, 2017). Additionally, Leiria and regions such as Alentejo and Algarve choose Sagres slightly over Super Bock while Aveiro, Braga e Coimbra largely put Super Bock above Sagres.

These two well-established brands continued to benefit from unmatched and highly innovative marketing activities as well as the strong negotiating power of their owners, which can ensure extremely strong visibility for these brands in both the on-trade

and off-trade (Euromonitor, 2017). History is also a factor that contributes for the result presented by these two players over the years. In the case of the Portuguese brewer market, Super Bock or Sagres are the quality bench market of each other, helping to understand the huge power of these two brands.

It is obvious to state that the dominant brands in Portuguese beer industry are Super Bock and Sagres. Both are present across both premium (Craft) and mid-priced domestic lager. These two companies, which have a long history of market leadership dispute, have preferred to keep their leading brands away from economy lager, in order to avoid a natural weakening of their respective franchise brands. For the economy lager segment, both companies prefer to offer a different brand, namely Cristal (SBG) and Imperial (SCC). The economy lager segment has a greater impact in the Off-trade where economy brands are mostly available rather than in the On-trade, representing about 6% in Off-trade and only 2% in the On-trade part (Nielsen, 2017). With the Off-trade segment showing signs of collapse due to cannibalization from mid-priced brands and price promotions, the economy lager category continued to decline in 2017. Retail giants such as Sonae Distribuição (Continente) and Jerónimo Martins (Pingo-doce), suffered a difficult 2016 with their private label offers, respectively Marina (produced by SBG) and Cergal (produced by SCC) (Euromonitor, 2017).

Portugal is witnessing an improvement in consumers' perception of beer. In other words, price might no longer be the only factor to take into account when purchasing beer. In this sense, Craft beer leads this tendency, with this trend enabling manufacturers to add value to the category through product differentiation. The Major contribution was SBG's Selecção 1927 premium beer launched 2013, that has created a significant impact among consumers, and the re-launched of Sagres' Bohemia that resulted in the domestic premium lager being the best performing category with total volume growth of 11%, in 2016 (Euromonitor, 2017). This line was marketed as a "craft-inspired beer". The boom of craft beer trend is bringing new consumers to the category, rising sales value in the industry. Company's marketing vision for the line is based on activities focused on pairing the products with different dishes. These activities include press releases and website information, beer talks, sponsored content in media and videos linking the products with renowned chefs and cookery programs. This trend has been particularly visible in urban areas where is possible to find more sophisticated and educated consumers. (SBG, 2017; Euromonintor, 2017). Although mid-range domestic lager will

remain the dominant category due to its well and widespread presence and the historical leadership of Super Bock and Sagres, premium brands have been gaining important market share (Euromonitor, 2017).

Lastly, the number of breweries in Portugal has showed an astronomical growth. Between 2011 and 2015 the country went from the existence of 12 breweries to the impressive number of 64 (Euromonitor, 2017). Such growth is even more surprising considering the size of the country, the historical domination of the two major brands and the decline the beer industry has suffered in recent years.

3.2 Consumer Profile

On the vast majority of the occasions, when an individual in Portugal is going to drink a beer, his brand options are instinctively between Super Bock and Sagres. Either for historical reasons or the constant communication of both brands, the Portuguese beer consumers are very sensitive to product change, which leaves no room for the entry of players other than Super Bock or Sagres. Portuguese consumers fancy glass bottle rather than regular cans or draught, and Regarding packaging format in beer, 94 % of sales account for glasses bottles and only 6% for cans, 2014 (Beverage Can Makers Europe). In terms of size, in either bottle or draught, the most common measure for the consumer is 0.20L. (SBG, 2017)

In the last two years the number of beer consumers has been increasing, and currently 38% of the Portuguese consume beer on a regular basis. Within these, the largest presence of consumers is in the age ranges of 26-35 and 18 to 25. In Portugal, the demographic range with less beer consumption is between 56 and 60 years. Male is the most present gender among beer consumers with around 72% and beer consumption is higher in the lower and middle-lower class.

The trend these days, shows a decrease in "*Established in Life*" consumers and a rise of the "*Active & Fun Seekers*" However, the largest consumer type of beer is still "medium drinkers" accounting about 37% of all types of consumers. "*Light Drinkers*" and "*Beer beginners*" have shown constant weights over the years. *Light Drinkers* and *Beer Beginners* are the segments with more representation of women. The average

consumption in Portugal is 6 beers per week, higher in males and in the population between 18 and 25 years.

Thus, it is possible to observe a target of beer consumers constituted by the young part of the population and male adults, since these are the traditional purchasers of beer in Portugal. To targeting these demographics, brands tend to invest in events out of doors and that are able to group the consumers of beer. Among cultural, social or urban arts events, the greatest focus on brands lies in the sports or musical events. (Euromonitor, 2017; SBG, 2017).

Consumers in Portugal tend to incorporate the values transmitted by brands such as friendship, unity, authenticity, Portuguese culture and responsibility. In this sense, beer is consumed more in moments of socialization and relaxation between friends/ family rather than in an alone initiative.

Despite being consumed the entire year, the peak consumption happens in the summer months with the arrival of the heat, festivals/events and more availability (holidays, more pleasant nights among others). Annual holiday events such as the end of the year usually also represent high beer consumption times.

New products and innovations in the beer sector are beginning to gain interest, and the price is less of a decisive fact, but the focus is rather on the experience around the moment of consumption. Sophistication and communication, for example associating specific beers with certain dishes or experiences, have also contributed to improving consumer perception of a product which used to be rudimentary, unsophisticated and homogenous, and thereby broaden the category's consumer base and drive value growth.

In relation to the Top of mind (TOM) awareness on the part of the consumers of beer, Super Bock and Sagres present a tie between them, accounting together with 94%. In the total of the Portuguese population, Super Bock has a slight lead in the TOM awareness, with also a bigger TOM awareness in Men. After, logically it appears Sagres, followed by Carlsberg, Cristal and Heineken that altogether account with less than 2% TOM awareness.

The exclusive consumers of Super Bock are 36-40 years old and are more from the North of the country. However, this number has fallen slightly in recent years. Regarding Sagres, the exclusive ones are 26-30 years old and are more of the South. Super

Bock and Sagres have a similar weight as a brand to choose for outside or inside home consumption.

Super Bock is a brand more recommended than Sagres but both brands maintain constant numbers of loyal consumers. Super Bock has a higher consumption in young people. Comparing regular consumers, Sagres has a greater advantage, yet Super Bock wins in occasional consumers. The social classes AB and D have greater predominance for Super Bock while C1 for Sagres. C2 shows similar levels for the two brands.

In Portugal, the brand Super Bock is the brand most associated with music and music festivals. With the Portuguese popular festivals there is a similar association between Sagres and Super Bock, and they are both at the top of the table, being ahead of the municipal chambers association.

Super Bock is seen as the brand with more tradition and innovation / dynamism, in relation to quality of the product itself the result is similar for Sagres and Super Bock.

Despite the strong presence of both brands in Portuguese culture, much of the population is still not regular consumers of beer. The main barriers to beer consumption are, of course, the non-consumption of alcoholic beverages or the taste of beer. Older men cite health as an important reason for not drinking beer. Sporadic consumers only consume beers in summer.

Regardless of the lack of expression in Portugal, reasons such as religion do not allow, the fact that the beer contributes to gain weight or leave a sense of swelling are also mentioned as barriers to non-consumption.

4. RESEARCH FRAMEWORK

The decision-making process adapted to the reality of advertising is not easy, since it exists a huge amount of noise as obstacles until it reaches the consumer. Even more complex is when we think of a process of ethical decision-makings and how consumers reacts and absolve the information regarding the advertising practices.

Puffery, manipulative advertisement, children target advertising, demonstrations or endorsements among a few others are considered the key ethical dimensions or issues regarding unethical advertising practices.

However, there seems to be no specified studies regarding the direct effects in consumer behavior and his preferences when the consumer is faced with unethical advertising practices. Moreover, there appears to be no scientific comparison between the effects comparing two different generations that both present different traits, preferences and perceptions.

Having all this in mind, the framework that will be created aims to study the perception of 2 generation - X and Y - of unethical advertising practices being practice in the domestic market as well as their direct influence in their loyalty and purchasing intentions with those respective brands. The main goal is to understand whether or not two different generation perceive advertising as unethical and the different effects the same unethical practices have in each generation. Taking this into account, it is equally relevant to comprehend if there is a generation that present higher ethical patterns and if so that resulting in backlash for the brands or not.

In order to reach final conclusions, several hypotheses will be developed as guidelines for the analysis.

Figure 1 – Research Framework, Own Elaboration
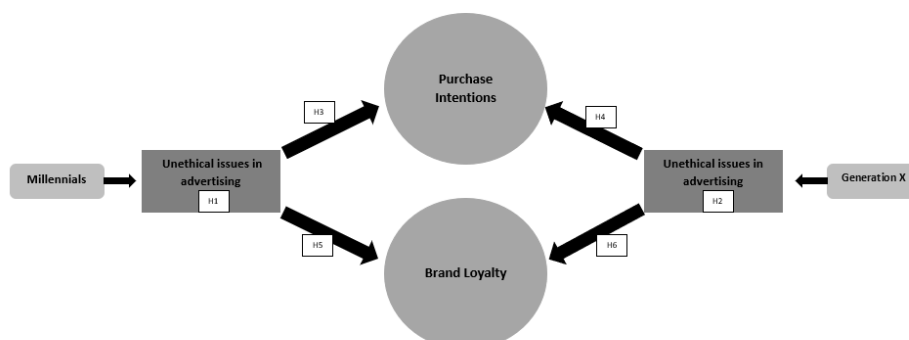
In the first place, it is mandatory to assess whether both of the generations studied find unethical advertising practices regarding the brands advertising in the national market. Research by Rotfeld and Rotzoll, (1980); Smith and Quelch, (1993); Adler, Friedlander, Lesser, Meringoff, Robertson, Rossiter and Ward (1997); Wells, Moriarty and Burnett (2006) have given a set of criticized situations when the theme is ethical advertisement. Therefore, H1 and H2 will allow to understand if the respective Generation is able to detect according to their values, unethical advertising practices

H1: *Millennials* find unethical advertising practices in the industry.

H2: *Generation X* find unethical advertising practices in the industry.

Since this study is deeply looking into advertising - whether is ethical or not-, it is highly enriching studying the behavior of the present generations when facing those advertisements. One interesting dimension is the purchasing intentions of consumers, as Goodrich (2011) studies reveled positive influence of advertising in purchase intentions and Dehghani *et al.* (2016) pictured purchasing intention as measure of a success from advertising. Therefore, evaluate the impact of unethical practices on both generations' purchasing process is important. Thus, hypothesis 3 (H3) and hypothesis 4 (H4) were defined to understand how does perceived unethical advertising practices will influence the consumers' purchase decision.

H3: Unethical advertising practice does not have a negative effect in *Millennials'* purchasing intentions.

H4: Unethical advertising practice does not have a negative effect in *Generation X's* purchasing intentions.

Having in mind a logic rationale, after analyzing effects on purchasing intentions the next step is looking to the effects on loyalty in brands since, as Chaudhuri *et al.* (2001) decoded, Brand Loyalty is translated as an affiance with a particular brand representing repeating purchases and avoiding alternative brands from the same market segment

(Ryan, 1999). Thus, H5 and H6, emerged to understand if unethical advertising practices have impact in creating brand loyalty with the respective brands advertising in the beer segment in Portugal to both generations, *Millennials* and *Generation X*.

H5: Unethical advertising practice does not have a negative effect in brand loyalty within *Millennial* generation consumers.

H6: Unethical advertising practice does not have a negative effect in brand loyalty within *X Generation* consumers.

Summing up, the table below summarizes all of the research hypothesis that were defined:

Research Hypothesis
H1: *Millennials* find unethical advertising practices in the industry.
H2: *Generation X* find unethical advertising practices in the industry.
H3: Unethical advertising practice does not have a negative effect in *Millennials*' purchasing intentions.
H4: Unethical advertising practice does not have a negative effect in *Generation X*'s purchasing intentions.
H5: Unethical advertising practice does not have a negative effect in brand loyalty within *Millennial* generation consumers.
H6: Unethical advertising practice does not have a negative effect in brand loyalty within *X Generation* consumers.

Table 3 – Research Hypothesis summary, own elaboration.

5. METHODOLOGY

5.1 Investigation method

This dissertation uses a Hypothetical-deductive scientific method, describing and explaining the impact of unethical advertising practices in purchasing intentions and brand loyalty from the scope of two different generations. In order to investigate and test the hypothesis presented above, there were used quantitative methods, an empirical approach and also a descriptive research design, drawn upon a convenience sample using a nonprobability sampling method. Convenience sample allows fast results since it is the least time consuming of all sampling techniques. Normally, this type of sample is mostly used to generate ideas and insights about a specific topic however as limitation, since this method is that the resulting sample is non-representative, the results or findings of the study cannot be extrapolated to the universe (Malhotra, 2006).

Descriptive research fits well in the present study since it is the most appropriated to describe behavior or characteristics of consumers. Moreover, as according to Malhotra (2006), descriptive research can be seen through two axes, cross-sectional and longitudinal research. And since, in this study, the research information was assembled form only one sample, this work presents a cross-sectional research.

5.2 Instrument contraction

In order to collect data, an online questionnaire was performed. Qualtrics, a web-based platform, was the vehicle selected to conduct the online questionnaire. Since the target of this study are the consumers of the Portuguese beer market, the questionnaire was made in Portuguese in order to best suit the universe.

In the survey, Likert type scales were predominantly used, with the following scale: 1= Strongly disagree and 5= Strongly agree. The average point of the scale, meant that the respondent neither agreed or disagreed with what was read. Nevertheless, another type of question was also asked, related with moments and patterns of consumption.

A pre-test was applied to ten people, one of the main objectives was to identify whether people that were asked understood or not what was asked. Also, coherence was

tested, according Reis and Moreira (1993) the pre-test tests the coherence of a questionnaire in terms of several different aspects. The answers resulting from the pre-test were not considered.

The variables used in this study were considered based on previous researches. The data used to build the quantitative research, specifically to choose the variables, resulted from the literature review. The data source , included specialized books, scientific journals or articles and other thesis.

Important to add that, the questionnaire began with the question of which generation belongs the person who was going to respond to it. By do so, it was able to make an initial filter on the population interview, which consists of the generation of which each individual belonged, and with such information understanding how the opinion on ethical advertising influences brand loyal differs between the two generations.

The questionnaire has then three parts.

- The first one begins with a brief description of the habit of consumption and consumer's perception in relation to the brands of beer that operate in this market.

- In the second part, it is explored the part of ethical advertising and authors as Rotfeld and Rotzoll (1980); Smith and Quelch, (1993); Adler, Friedlander, Lesser, Meringoff, Robertson, Rossiter and Ward (1997); Wells, Moriarty and Burnett (2006) were considered to select the variables. Also in this second part, the effects on purchase intentions and brand loyalty are addressed and for that matter authors as Taylor and Baker (1994); Karrh's (1998); Kapferer and Laurent (1983); Yoo and Donthu (2001) were considered to select the variables. The master thesis entitled "*Contrast between YouTubers and traditional celebrities: impact in Brand Awareness, Purchase Intentions and Brand Loyalty*" (Menezes, 2017), was also extremely helpful in the process of choosing the variables regarding purchase intentions and brad loyalty.

- Finally, in the last part of the questionnaire, a brief comparison between industries and their sensibility concerning advertisement is asked to the sample.

5.3 Data collection and Data analysis procedures.

In order to collect the data, the survey was shared and sent within different online platforms.

For data analysis, version 25 of the SPSS was selected. Data analysis contemplates a sample characterization of the determinant consumptions behaviors for the study purpose as well as their perception regarding brands themselves operating in this and in order to examine the respondents' answers to specific items

Lastly, the final analysis carried out was the hypothesis testing, aiming to understand the validation of the 6 hypotheses presented above. Due to their similitude regarding the formulation, a Student's T-test was conducted for all 6-hypothesis covering the two generations in analysis. The main objective of the test was to measure if the mean of a variable is higher than the test value that was defined (Malhotra and Birks, 2006; Marôco, 2018).

6. DATA ANALYSES AND RESULTS
6.1 Sample Characterization

Gathered the possible responses, analyzed and selected in order to obtain the final data base, the result were 325 valid responses, with a screening of 163 *Millennials* and 162 answers form *Generation X*. Followed by this initial sample analysis, seems appropriate to analyze the results of both generations in terms of consumption habits and the general state of advertising of this sector for consumers. Therefore, the following section will be a brief description on the matter on the *Millennials* and *Generation X* population who take part in this study.

6.1.1 *Millennials*

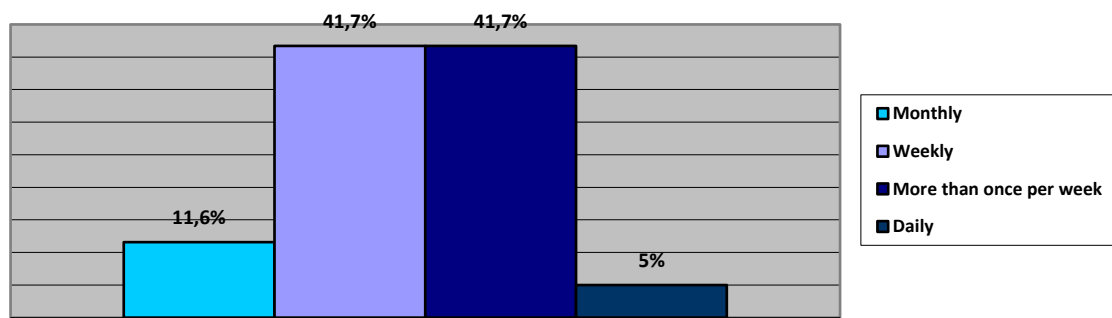From the *Millennial* side, 57% were males and the remaining 43% were females.

Figure 2- *Millennials* Consumption Frequency, own elaboration

Focusing first on the consumption frequency of the last 12 months, *Millennials* divide between "Weekly" and "More than once per Week" as main answer, registering each 41,7%. "Monthly" appears in third with a huge gap and only 11,6%. Lastly, "Daily". Additionally, *Millennials* beer consumers do not consume beer with a frequency lower than "Monthly" indicating that they are, somehow, regular consumers.

In terms of their moment of consumption, the vast majority described "Socially (Friends/ Events)" with 65% of the total responses. 25,8% chose "After work" right after. Notice that no *Millennials* gave other description rather than the ones defined for their moment of Consumption. "Meals" had 8,6% and "Alone" 0,6%. By the first two affirmations made through this brief data analysis, we can assume that *Millennials* are often regular beer consumers, and which consume it in a social environment.
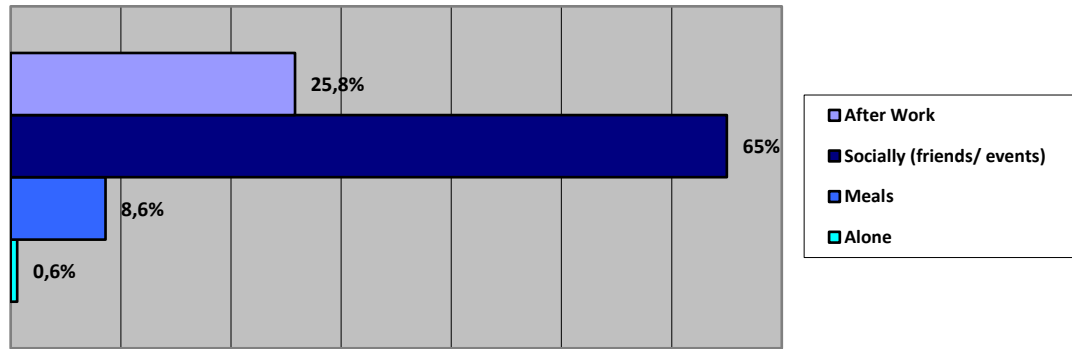
Figure 3 – *Millennials* Moment of Consumption, own elaboration.

Regarding the brand presence which this study aimed to analyze, all *Millennials* were able to identify Advertises practices and brands regarding the Portuguese beer industry. More, 77,3% of them considered themselves able to identify 3 to 5 beer brands, and 14,7% between 5 and 10. The remaining answers could only identify 1 to 2 brands.

Figure 4 – Types of advertisement recognized by *Millennials*, own elaboration.
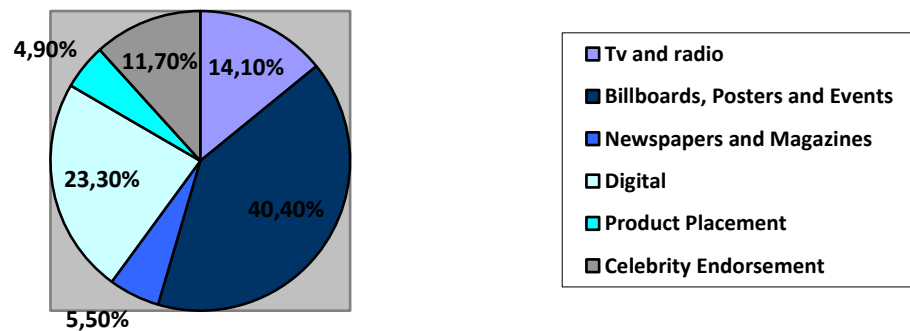
Outside advertisement, namely, through "Billboards, Posters and Events" is the best way to get *Millennials* attention since it registered the highest percentage of answers with 40,4%. "Digital" ranks second and "Tv and Radio" third with 23,3% and 14,1%, respectively. The lowest percentage of the sample was "Product Placement" with 4,9% and "Newspaper and Magazines" with 5,5%. 11,7% of the *Millennials* selected "Celebrity Endorsements".

Also, *Millennials* did not identify any type inopportune advertising and 52,8% of them considered themselves not a loyal consumer of a certain brand, while 41,1% answered they did not know.

When asked what was for them the major fact when selecting a particular brand, they valued factors such as "Price", "Quality/ Flavor", "Availability" or "Format" with 49,1%, 22,1%, 10,4% and 9,2%, respectively. Less important factors for *Millennials* appears to be "Brand" (7,4%) and Last Advertisement Campaign" (1,8%).
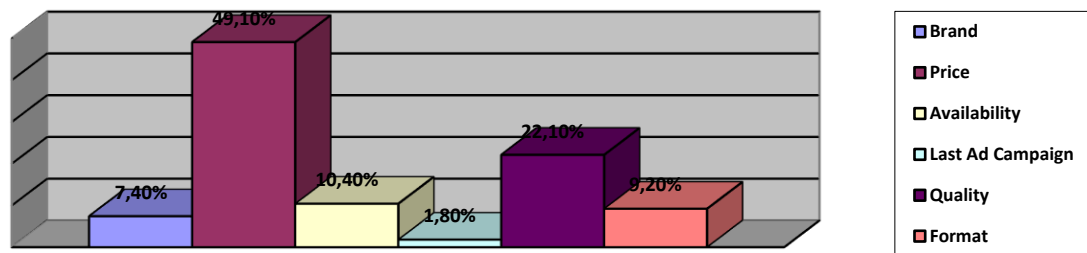
Figure 5 – *Millennials* valued factors when selecting a beer brand, own elaboration.

In the last part of the questionnaire both *Millennials* and *X Generation* were asked to compare several industries taking into account how carefully those should be worked in terms of advertisement. As it can be seen in the table below, for *Millennials* industries such as" Food Retail and Fast food" "Cosmetics" or "Financial Products" should be carefully handled, while industries such as "Luxury", "technology" or even "Alcoholic Beverages" were not identified by *Millennials* as such sensitive.

Industries	Mean	Mode
Cosmetics	5,65	6
Clothing and Footwear	3,72	4
Financial Products	5,58	6
Food Retail and Fast Food	6,12	6
Technology	3,12	3
Beer and Alcoholic Beverages	4,93	5
Luxury Products	2,98	3
Real State and Housing	5,09	5
Travel and Experiences	3,10	3

Table 4 – How carefully should these industries be worked on the advertising level? - *Millennials*, own elaboration

6.1.2 *Generation X*

From *Generation X*, generally speaking, the trends are quite similar to the ones identified in the *Millennials* population. Out of 162 valid answers, 83 responses came from males and 79 from females.

When looking at the frequency of consumption of the *Generation X*, "Weekly" is the most common answer to describe it with 39,1% of the total population, followed by "More than once per week" with 36,4% and "Monthly" registering 16,8%. In the opposite side of the sphere "Less than once per month" gathering 1,9% and "Daily" 5,7%. Apparently, there is less heavier consumers in this generation event though the number of "Daily" drinkers are slightly higher in this generation.
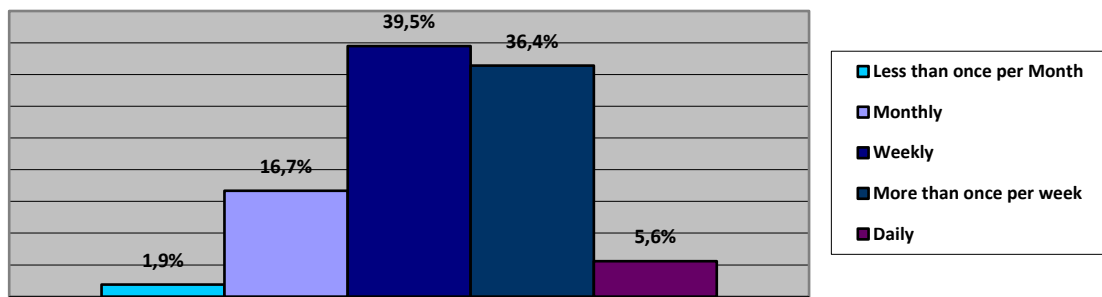
Figure 6- *Generation X* Consumption Frequency, own elaboration

Despite the small significance, another different aspect of this generation is that 1,85% (which represents exactly two people) selected "Other" as their best way to describe the moment of consumption and both justified with "cooking". And there was no answer selected "Alone". With that said, the trend remains and "Socially" and "After work" were the most selected and collected 66,7% and 22,6%.

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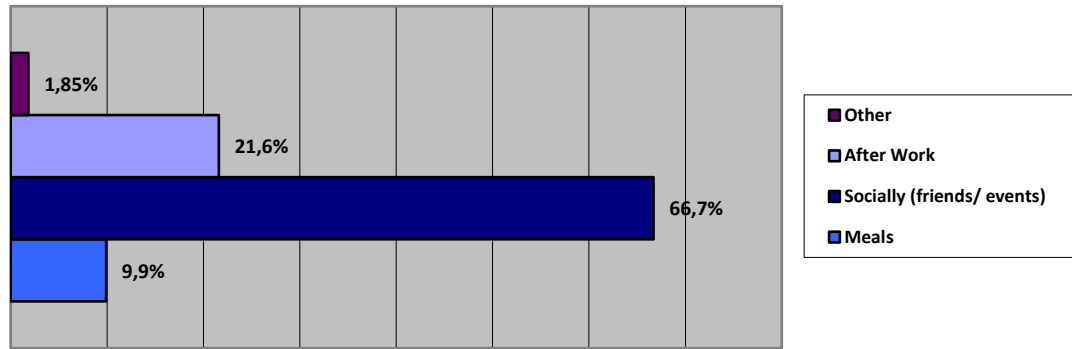
Figure 7 – *Generation X* Moment of Consumption, own elaboration.

59,3% of the *Generations X* does not consider themselves loyal to a brand. On the opposite of the *Millennial Generation*, 2 individuals of *X Generation* affirmed that they found inopportune advertisement, mentioning the extreme use of the women in past commercials or mocking with a football player. The entire *Generation X* was also able to identify advertisement practices in this particular industry. And 72,2% identify 3 to 5 brands, 12,3% 1 to 2 and 10,5% ranks themselves between 6 or 10.

When asked about the types of advertisement which they could identify, similarly to *Millennials*, for *Generation X* "Billboards, Posters and Events" is featured the most with a large margin to "Digital" and even a larger one to "Celebrity Endorsements" that appears in the third place with 14,8% of the total responses.
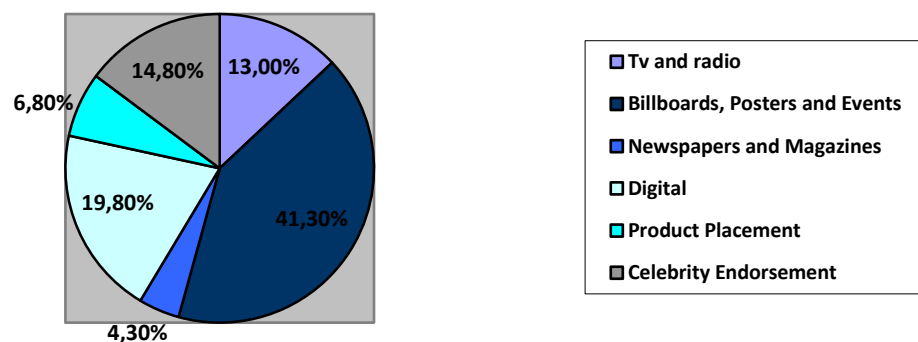
Figure 8 – Types of advertisement recognized by *Generation X*, own elaboration.

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Also following a similar propensity, for *Generation X*, "Price" with 43,2%, "Quality" with 21% and "Format" with 12,4% are most valued aspects to select a certain beer brand.
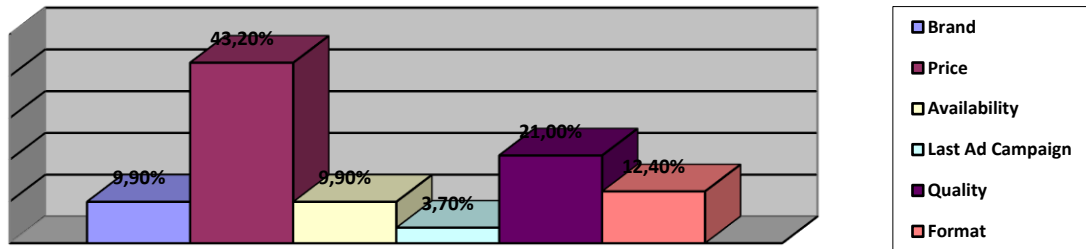
Figure 7 – *Generation X* valued factors when selecting a beer brand, own elaboration.

Lastly, when comparing different industries, "Financial Products" seems to be the most delicate one for *Generation X*. However, "Cosmetics"; "Food Retail and Fast Food" like *Millennials* are still on the top of concerning in this particular matter. For *X Generation*, Beer and Alcoholic beverages should present a greater exercise when it comes to advertising rather than "Real State and housing" being that an opposite posture to *Millennial*.

Industries	Mean	Mode
Cosmetics	5,54	6
Clothing and Footwear	3,75	4
Financial Products	5,74	6
Food Retail and Fast Food	5,62	6
Technology	3,04	3
Beer and Alcoholic Beverages	4,79	5
Luxury Products	2,91	3
Real State and Housing	4,48	5
Travel and Experiences	3,14	3

Table 5 – How carefully should these industries be worked on the advertising level? – *Generation X*, own elaboration.

6.2 Descriptive Statistics.

In this section, a deep analysis will be observed in respect to the way the respondents of both generations replied to each item. The analysis of several values will enable to understand in depth the comparison of the two generation regarding their perception. The main measurements that are going to be analyzed to describe each item are the mean, mode as well as standard deviation.

Construct	Items	Generation	Mean	Mode	Std. Deviation
Key Ethical Dimensions	Poor Taste Advertisement	*Millennials*	2,13	2	0,724
		Generation X	2,12	2	0,676
	Manipulative Advertisement	*Millennials*	2,69	3	0,714
		Generation X	3,67	4	0,904
	Puffery	*Millennials*	3,82	4	0,925
		Generation X	3,19	3	0,874
	Children or Young Adult Advertisement	*Millennials*	1,87	2	0,634
		Generation X	1,85	2	0,652
	Endorsements	*Millennials*	2,21	2	0,715
		Generation X	2,31	2	0,774
	Demonstrations	*Millennials*	2,36	2	0,751
		Generation X	2,36	2	0,774
	Advertisement on Price	*Millennials*	2,43	2	0,909
		Generation X	3,85	4	0,941

Table 6- Descriptive Statistics: Key Ethical Dimensions

Key ethical dimensions are the first construct on analysis. As table 6 present, the items "*Children or Young Adult Advertisement*", "*Poor Taste Advertisement*", "*Endorsements*" and "*Demonstrations*" have similar values between the generations, presenting the lowest scores, all below the neutral point (3). For *Millennials "Puffery"* is the item with the highest score (3.87), above the neutral score, which may suggest that the respondents identify the presence of the specific practice in the industry. For *Generation X,* the same phenomenon happens with items "*Manipulative Advertisement*" and "*Advertisement on Price*" with 3,67 and 3,85, respectively. Also, for *X Generation, "Puffery"* presents a value slightly higher than the neutral value (3,19). *Generation X* generated an overall higher disparity compared with *Millennials*, as it can be observed in the majority higher standard deviation values. When looking at the mode, most respondents answered negatively or neutrally for both generations, having as the most frequent values, 2.

Regarding the construct of Purchase Intention (Table 7), it can be observed that the overall context presents similar scores for both generations, with all items having a value higher than the neutral, suggesting for both a strong agreement with the item.

Construct	Items	Generation	Mean	Mode	Std. Deviation
Purchase Intentions	I will consider give this brand a try.	Millennials	3,34	4	0,892
		Generation X	3,71	4	0,861
	I will search for this brand.	Millennials	3,60	4	0,644
		Generation X	3,61	4	0,682
	I will purchase the brand next time.	Millennials	3,64	4	0,717
		Generation X	3,72	4	0,741
	I will keep purchase this Brand.	Millennials	3,36	4	0,837
		Generation X	3,41	4	0,988

Table 7 - Descriptive Statistics: Purchase intention

The item that generated the highest mean dispersion, when comparing both generations was "*I will consider give this brand a try*". This might indicate that this item explains better the purchase items context for *Generation X* rather than *Millennials*. As for mode, the value was the same for all items and generations (4). The highest standard deviation dispersion occurred in the "*I will Keep purchase this Brand*".

Lastly, concerning Brand Loyalty construct (table 8), *Generation X* presented higher mean values in the four items of the construct compared with *Millennials*. The high dispersion is observed in the item *"I will recommend this brand"*. In this particular item, *Millennials* even presented a value lower than the neutral, giving the idea that Millennial generation does not exactly agree with the sentence and will have higher positive explanation impact for the *Generation X* context. Higher standard deviation values for *X's* except for the *"I do not feel the need of competitors"*.

Table 8 - Descriptive Statistics: Brand Loyalty

Construct	Items	Generation	Mean	Mode	Std. Deviation
Brand Loyalty	I do not feel the need of competitors	Millennials	3,37	4	0,875
		Generation X	3,69	4	0,823
	This brand is my first choice.	Millennials	3,34	3	0,897
		Generation X	3,63	4	0,918
	I will recommend this brand.	Millennials	2,71	3	0,693
		Generation X	3,49	2	0,851
	I am loyal to this brand.	Millennials	3,30	3	0,795
		Generation X	3,42	2	0,937

6.3 Hypothesis Tests

The main objective of a hypotheses test is to measure if a consideration towards a specific expected outcome can be made based on a random sample (Malhotra and Birks, 2006; Marôco, 2018). Logically, the main point here is to try to reach a confirmation of the presented hypothesis.

Furthermore, the chosen hypothesis test was the Student's T-test, for one sample, for each generation, as it aims to know if the mean of a universe is equal to a determined value, in other words, the null hypothesis affirms that the variable mean is equal to the determined test value (Malhotra and Birks, 2006; Marôco, 2018). So, in this research it was used a one-tailed Student's t-test to investigate the all 6 hypotheses.

Using the Student's T-test, in this particular work, the goal is to reject the null hypothesis to and therefore prove that the analyzed variables have a higher mean than the test.

According to Malhotra and Birks (2006) and Marôco (2018) in order to reject the null Hypothesis, two criteria must be met: the t value of the test must be positive and reference value of the sig, (1-tailed) must be below 0.05 with a 95% confidence level.

As in all the analyzes presented below, a n> 30 is assured and therefore, according to the central limit theorem, can be conclude that the conditions for the respective analysis are assured (Marôco, 2018).

The measurement of each dimension and their elements was made through a five-point Likert scale (1= Strongly disagree; 3=Not agree or disagree; 5= Strongly agree). Thus, the select test value was 3.1, since is a value above the neutral scale point, representing a positive value which is what we are addressing to test the present of a certain unethical practice.

Millennials/ Ethical Advertising Dimensions	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
Poor taste Advertisement	-17,006	162	0,000	-0,965	-1,08	-0,85
Manipulative Advertisement	-7,270	162	0,000	-0,407	-0,52	-0,30
Puffery	9,887	162	0,000	0,716	0,57	0,86
(targeting) Children or young Adult Advertisement	-24,886	162	0,000	-1,235	-1,33	-1,14
Endorsements (dishonest)	-15,909	162	0,000	-0,891	-1,00	-0,78
Demonstrations (illusory)	-12,651	162	0,000	-0,744	-0,86	-0,63
Advertisement on price	-9,415	162	0,000	-0,671	-0,81	-0,53

Table 9 - Student's T-test: *Millennials*' Ethical Advertising Dimensions

H1: *Millennials* find unethical advertising practices in the industry (Partially Validated).

The first research hypothesis has the goal to verify if *Millennials* identify unethical practices in advertisement, taking into account the seven different dimensions. By analyzing significance level in all seven dimensions (0.000) is below 0,005 however taking a look at the t test values, only the variable "Puffery" presents a positive (Table 6), following that rationale it can be concluded that the null hypothesis is only rejected for the variable "Puffery" since the t value is positive (9,887). Similarly, the values of the lower and upper limit are positive 0,57 and 0,86 respectively, which give evidence that the variable mean is above the test value. Consequently, even though only dimension is rejected, H1 is partially validated since there indeed statically evidence that blatant advertising practices are identified by this generation.

Generation X/ Ethical Advertising Dimensions	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
Poor taste Advertisement	-18,392	161	0,000	-0,977	-1,08	-0,87
Manipulative Advertisement	8,063	161	0,000	0,573	0,43	0,71
Puffery	1,330	161	0,185	0,091	-0,04	0,23
(targeting) Children or young Adult Advertisement	-24,365	161	0,000	-1,248	-1,35	-1,15
Endorsements (dishonest)	-13,006	161	0,000	-0,791	-0,91	0,67
Demonstrations (illusory)	-11,067	161	0,000	-0,742	-0,87	-0,61
Advertisement on price	10,174	161	0,000	0,752	0,61	0,90

Table 10 - Student's T-test: *Generation X*'s Ethical Advertising Dimensions

H2: *Generation X* find unethical advertising practices in the industry (Partially verified)

Presenting a similar dynamic to the previous hypothesis, H2 intends to test the presence of unethical practices but for *Generation X* this time. Looking at the t test values (Table 7), there is three dimensions with a positive test value, namely, "Puffery" (1,330), "manipulative Advertisement" (8,063) and "Advertisement on Price" (10,174), however "puffery" presents a significance level higher than 0,005 and therefore cannot be rejected. Thus, only in two dimensions are rejected the null hypothesis: "manipulative Advertisement" and "Advertisement on Price". The Confidence interval confirm, for both, that there is a suggestion that mean is higher than the test value. All the other dimensions despite presenting significance level lower than 0,05, the test values are highly negative and so they are not considered.

Similarly, even though only two dimensions are rejected, H2 is partially validated since there indeed statistical evidence that advertising practices presenting manipulation and price are identified by this generation.

Millennials/ Purchase Intentions	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
I will consider give this brand a try	3.488	162	0,001	0,244	0,11	0,38
I will search for this brand	9,809	162	0,000	0,495	0,4	0,59
I will Purchase the brand next time	9,685	162	0,000	0,544	0,43	0,66
I will keep purchase this Brand	3,905	162	0,000	0,256	0,13	0,39

Table 11 - Student's T-test: *Millennials*' Purchase Intentions.

H3: Unethical advertising practice does not have a negative effect in *Millennials***' purchasing intentions (Verified).**

The third hypothesis proposes that unethical advertising practices does not impact negatively purchase intention levels. It can be observed that the t test value that was obtained for all four dimensions is positive and the significance value is 0.000. Thus, this means the null hypothesis is rejected and therefore the mean of the four dimensions is different from the defined test value (3.1). Also, as the lower and upper limit of the confidence interval are positive, it can be assumed that the mean value of the variables within "Purchase Intention" is superior to the test value. With that said, H3 is validated, and there is statistical support that unethical advertising does not influences negatively purchase Intention of the *Millennials*.

Generation X/ Purchase Intentions	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
I will consider give this brand a try	9,015	161	0,000	0,610	0,48	0,74
I will search for this brand	9,306	161	0,000	0,499	0,39	0,60
I will Purchase the brand next time	10,682	161	0,000	0,622	0,51	0,74
I will keep purchase this Brand	3,691	161	0,000	0,307	0,15	0,46

Table 12 - Student's T-test: *Generation X*'s Purchase Intentions.

H4: Unethical advertising practice does not have a negative effect in *Generation X's* purchasing intentions (verified).

The fourth hypotheses states, similarly to the previous one, that unethical advertising practices do not negatively affect the purchase intentions of *Generation X*. In a very similar way, the t test value that was obtained for all four dimensions is also positive and the significance value is 0.000. There for, H4 is validated, and there is statistical support that unethical advertising does not influences negatively purchase Intention of the *Generation X*.

Millennials/ Brand Loyalty	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
I do not feel the need of competitors.	3.999	162	0,000	0,274	0,14	0,41
This brand is my first choice	3, 378	162	0,001	0,237	0,10	0,38
I will recommend this brand	-7, 264	162	0,000	-3,94	-0,50	-0,29
I am loyal to this brand	3,224	162	0,002	0,201	0,08	0,32

Table 13 - Student's T-test: *Millennials*' Brand Loyalty

H5: Unethical advertising practice does not have a negative effect in brand loyalty within *Millennial* generation consumers (partially verified).

The hypothesis number 5, which in turn, test if there are negative effects in terms of brand loyalty taking into account unethical practices. Looking at the test is possible to see "I will Recommend this Brand" with a negative t value and a Lower and Upper interval of confidence suggesting that the is lower than the test value, even though the significance value is lower than 0,05. Thus, the dimension is not considered. However, all the other three dimensions have a positive t value and a significance level lower than 0,05. The Interval of confidence suggest that for these three dimensions mean is higher than the defined test value. H5 is Partially Validated.

Generation X/ Purchase Intentions	Test Value =3,1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the difference	
					Lower	Upper
I will consider give this brand a try	9,015	161	0,000	0,610	0,48	0,74
I will search for this brand	9,306	161	0,000	0,499	0,39	0,60
I will Purchase the brand next time	10,682	161	0,000	0,622	0,51	0,74
I will keep purchase this Brand	3,691	161	0,000	0,307	0,15	0,46

Table 14 - Student's T-test: Generations X's Brand Loyalty

H6: Unethical advertising practice does not have a negative effect in brand loyalty within *X Generation* consumers (verified).

In the last hypothesis, it is clear that all dimension of "Brand Loyalty" present a positive t value and a significance level lower than 0,005. The confidence interval also supports that idea. As conclusion, H6 is validated and there is statistical evidence that indeed unethical advertising practices does not negatively affect the brand loyalty towards beer brands of *Generation X*.

The Table 15 summarize the results of the tested hypothesis:

Research Hypothesis	Results
H1: Millennials find unethical advertising practices in the industry.	**Partially Validated**
H2: *Generation X* find unethical advertising practices in the industry.	**Partially Validated**
H3: Unethical advertising practice does not have a negative effect in *Millennials'* purchasing intentions.	**Validated**
H4: Unethical advertising practice does not have a negative effect in *Generation X's* purchasing intentions.	**Validated**
H5: Unethical advertising practice does not have a negative effect in brand loyalty within *Millennial* generation consumers.	**Partially Validated**
H6: Unethical advertising practice does not have a negative effect in brand loyalty within *X* generation consumers.	**Validated**

Table 15- Hypothesis Validation Summary.

7. CONCLUSION
7.1 Main Conclusions

The main objective of the present study was to analyze the two generations with the highest levels of beer consumption in Portugal and to measure what effects, unethical practices of advertising would have in the intention to buy and loyalty with brands (of Beer) in both generations. In this last part, the conclusions that can be found throughout the work are summarized.

Firstly, it is important to look at the evidence that can be drawn from the characterization of the population taking into account consumption habits and the assimilation of advertising in this sector for the same population. Portugal presents a curious sector, since two brands have led the market for more than 70 years and somehow, these brands have become rooted in consumers for generations.

Both generations, although presenting different values and characteristics as previously seen, have very similar behavior taking into account the consumption of beer and their relationship with brands. It should be noted, both present as social – regardless that this factor might conjugate other consumption moments as meals - as the main description of their moment of consumption while alone or other reasons, e.g., cooking are for the two rarely present. Equally for both, price, availability and taste are the main unflickers when choosing a beer. A small percentage in both generations is considered a loyal consumer of a beer brand, which gives strength to the information that the available brand (and the format) along with the price are much more valued factors.

A curious fact is that the part of the population that consumes beer, does it more than once a week but only buys beer on a weekly basis. There are considerably more people to consuming more than once a week and weekly than daily and monthly, both in *Millennials* and in *Generation X*.

Given their perception and the way these two generations assimilate advertising in the market, most are reminded of advertising activities by brewers and the average population is between 3 and 5 brands of spontaneous beer brand recall. For both generations it is on the street that most remember advertising whether it is in billboards, posters or events, followed by digital. Lastly, for the *Millennials* is television and radio in third place while the *Generation X* choose celebrity Endorsements.

When compared to other industries - cosmetics, financial products or food retail - are industries which have to submit to a higher level of scrutiny than alcoholic beverages, for both generations, unlike travel or technology that are behind the brewing industry.

Regarding the research hypothesis analyzed, the first conclusions that can be drawn is that both generations identify certain dimensions of unethical practices present in the portfolio of activities of the brands advertising in the Portuguese industry. As seen earlier, if *Generation X* identifies *Manipulation Advertisement* and *Advertisement based on Price* as present in a recurring tool and the *Millennials* find *Puffery*. Despite this, most of the dimensions are not identified by both generations, which can mean a positive attitude on the part of the brands that work in this sector, having well defined the limits for themselves. Interestingly, *Millennials* when asked directly for inopportune advertising practices were not able to identify a single one.

Finally, analyzing the hypotheses that reflect the attitude towards purchase intentions and brand loyalty, when the same practices from above are present, it seems to have no negative impact. Generally speaking for *Generation X* and *Millennials*, the intent to purchase the brand and its loyalty to it is not affected by ethics or lack thereof.

Here the conclusions from the Hypothesis tests must be approached with caution. It is undeniable the positive role of advertising in the various areas in which it operates, therefore to say peremptorily that advertising is not taken into account or have no effect is at least reckless and naïve. Shortly, for both generations, beer is a product that has always been present in the life and consumption, which does not seem to take account of the ethical or unethical dimension of advertising of the brands at the time of decision. So, the main conclusion cautiously seems to be that unethical advertising in this market has a lower effect on consumers when compared to price or availability or even when compared with an ethical-called practice .

7.2 Limitations and future research

Naturally, all academic research and investigations have limitation. The present study also presents its owns limitations.

In the first place, the sample with 163 responses to the *Millennials* and 162 to the *Generation X*, a total of 325 responses it might be short to represent accurately one population and to generalize. The questionnaire was distributed to over than 5000 people.

The original scales were created in English and then translated to Portuguese where the respondents used the Portuguese language to answer the questionnaire. Despite the effort to reduce any misunderstood, the interpretation could not be the same, and therefore some final results could be influenced; Moreover, some participants could have understood or interpreted in a wrong way some of the questions even with the pre-test applied since they were just reading the questions out of a questionnaire. Also, the research design used perhaps was not the best fit to the goals. Focus groups or personal interviews, would have added other inputs regarding the comprehension and consumers' attitudes.

Also, was used information from a sample obtained with non-casual sampling method, drawn by convenience. The major limitation of this method is that the resulting sample is non-representative and, therefore, the results and findings of this study cannot be extrapolated to the Universe, being only considered for the studied sample.

Nevertheless, this research can also be the trigger to future and deeper investigation on the matter. Thus, recommendations for future researches are:

- Extend the study to other generations to access if the results remain similar;

- Perform Focus groups or interviews where the unethical practices are exemplified in real life to better guarantee the full comprehension and testify the reaction of the respondents;

- Analyze the historic relation of the product with previous generation and understand if that has an impact in nowadays generations' point-of-view.

- Establish a partnership with a Beer Brand and simulate the dimensions in real life and register the real time consequences.

- Evaluate which of the generations has greater sensitivity to the ethical subject and to what extent certain ethical or unethical practices, have effect with a greater or less magnitude in the studied dimensions and applied contexts.

7.3 Academic and Management Implications

One of main goals concerning this present dissertation is to contribute to the reduction of the existing gap within researchers involving the application of ethics and advertisement and also looking at the behavior of the brewing market in Portugal in response to these influences. However, this theme still needs further studies and investigations.

Nevertheless, a few interesting findings were achieved. Focusing on the Portuguese market, results suggest that not only, is beer a product considered almost as a commodity but also consumers do not seem to take advertising into account in this sector.

Findings suggest that, as soon as consumers are bounded to a certain brand, for whatever reason, they most likely will remain with that brand as long as they respect the factors they valued, and advertisement do not belong to them.

It was also possible to observe that even identifying certain non-ethical practices of advertising that the literature criticizes the result in consumer actions was practically nil. However, this is not a validation for the brands going forward to keep pushing the boundaries of the (non)acceptable in terms of communication to reach their audience. Instead, the approach, following the suggestion of the results, should transform the traditional communication into actions that lead the consumer to a directly contact (consume) with the product, so aspects as quality, format and availability aspect that they appreciate, are present.

It was clear that the factor price plays a huge role in the consumer decision and cannot be eliminated from the equation. Thus, from the management point-of-view is important to realize that the objective should be to retain and loyal consumers when equal circumstances between the leading brands are verified and not by reducing margins, ensuring long-term sustainability.

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9. APPENDIX

Appendix 1 - research questionnaire

Hello

I am a finalist student of the Masters in Management at ISCTE-IUL and on the context of the final thesis I kindly ask you to collaborate in filling out this questionnaire. The objective of this study is to analyze the perceptions of beer consumers in the Portuguese market about non-ethical practices in advertising. The questionnaire is anonymous and there is no wrong answers. All statistical data is for academic purpose only.

Thank you. Miguel Martins

In order to better pursuit the objective of the present study, please start to respond to the following question:

In which of the following generation are you?

Millennials (18- 32)   Generation X (33 – 55)   Other

1. Gender
   · Male
   · Female

2. What is your country of residence?
   · Portugal
   · Other

3. Do you consume Beer?
   · Yes
   · No

4. How often have you consumed beer in the last 12 months?
   · Less than 1 time per month
   · Monthly
   · Weekly

- More than 1 time per week
- Daily
- Do not consume

5. Which of the following best describes your consumption moment?
- Alone
- Meals
- Socially (Friends/ Parties)
- After work
- Não Consumo
- Other. _____

6. Which option best describes your beer purchase frequency in the last 12 months?
- Less than 1 time per month
- Monthly
- Weekly
- More than 1 time per week
- Daily
- Do not Purchase

7. Please indicate what are the main reasons for choosing a beer brand?
- Brand
- Price
- Availability
- Last Advertisement campaign
- Quality/ Flavor
- Format (Draft or Bottle)
- Other. _____

The next section of the questionnaire is designed to understand the perception of consumers towards advertising practiced by beer brands in Portugal.

8. Can you identify advertising practices by beer brands?
- Yes
- No

9. Approximately how many brands of beer can you recognize through advertising in Portugal?
- None
- 1 or 2
- Between 3 to 5
- Between 6 to 10
- More than 10

10. Please indicate what types of advertising you can identify by beer brands in Portugal? (You can select more than 1)
- Tv and radio
- Billboards, Posters and Events.
- Newspapers and Magazines

· Digital
· Product Placement
· Celebrity Endorsement
· Indirect Advertisement
· Social Causes
· Do not identify

11. Can you briefly describe the latest advertising (regardless of brand) of a beer brand you remember?
    · Yes. _____
    · No

12. Have you ever faced any advertising practice from a beer brand that you found to be inappropriate? (As inappropriate, please understood that in your opinion should not be allowed for some reason)
    · Yes
    · No

13. Do you consider yourself a loyal consumer of any brand of beer?
    · Yes
    · No
    · Do not know

In the next section, please consider the following scale: 1- Strongly disagree; 2- Disagree; 3- Indifferent; 4- Agree; 5- Strongly Agree.

14. Indicate below your level of agreement with the usual presence of the following advertising practices by beer brands.

	1	2	3	4	5
Poor taste and Offensive Advertising					
Manipulative advertising					
Puffery					
(targeting) Children or young Adult Advertising					
Endorsements (dishonest)					
Demonstrations (illusory)					

Advertisment on price					

15.   Please indicate below your level of agreement with the following phrases when one or more practices previously referenced are present in the advertising of a beer brand. For this question, please consider one brand you have purchased/consumed and that you have affinity with that brand.

	1	2	3	4	5
Would consider give this brand a try					
Will search for this brand					
Will Purchase the brand next Time					
My will is to keep purchasing this brand					
I don't feel the need of competitors brands					
This brand is my first choice					
I will recommend this brand					
I am Loyal to this brand					

16.   Please indicate below your level of agreement with the following phrases.

	1	2	3	4	5
Advertising is influential in my consumption preferences					
Advertising is influential in brand change					

17. In a word / phrase what does the term "ethical advertising" mean to you?

_____

The next section of the questionnaire is intended to compare the importance of advertising for several product categories

18. Please indicate which of the following categories is most responsive to advertising?
- Cosmetics
- Clothing and Footwear
- Financial products
- Food retail and Fast food
- Consoles, electronic games and technology
- Alcoholic beverages
- Luxury
- Real Estate
- Travel and experiences

19. Order the following product categories according to how carefully they should be worked on the advertising level (1- minimum care; 5- maximum care).

	1	2	3	4	5
Cosmetics					
Clothing and footwear					
Financial products					
Food retail and Fast food					

Consoles, electronic games and technology					66
Alcoholic Beverages					
Luxury					
Real State					
Travel and experiences					