

Consumer Response to Global movement **Black Lives Matter**

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<p>During the summer of 2020 the Black Lives Matter (BLM) movement gained significant traction within the American corporate sphere with small and large companies rushing to put out statement in support of BLM. The aim of this research is to provide insight into Finnish consumer response, regarding CSR (Corporate Social Responsibility) communications by Finnish companies regarding BLM. More specifically, the sudden increase in the casting of black models in advertising by Finnish companies – and how this may be linked to the influence of the BLM movement. The focus group of the research was Finnish consumer over the age of 18 years.</p> <p>The theoretical framework was established around themes of brand activism, CSR and Finnish society’s relationship with race. Subtopics include brand activism and Diversity, Equity & Inclusion (DE&I). Desktop research was conducted using quality sources: books, journals, other written sources, and electronic publications.</p> <p>The research was conducted using quantitative methods in the form of an online questionnaire, which received 57 replies. Snowball sampling was used, and the online survey was distributed via social media. The small sample size as well as the lack of diversity in respondents hindered the research process. No observations from the results were possible to apply to the larger population.</p> <p>Results indicated that white respondents were highly skeptical of CSR messaging by Finnish companies regarding BLM. Furthermore, respondents agreed that companies had a part to play in supporting the BLM movement, however, CSR communications concerning this was thought to be ingenuine. Moreover, respondents reported favouring ads that feature ethnic diversity over ads that do not. However, no link was found between the use of black models and the companies supporting the BLM movement.</p>	
Keywords Black Lives Matter movement, Brand Activism, Consumer Behaviour, Finland	

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1 Introduction

The Black Lives Matter movement (BLM) which began in the United States (US), is a chaptered-based organisation that advocates against police brutality and systemic racism – especially how these two issues pertain to black people in the US. Following the death of George Floyd, the hashtag #blacklivesmatter gained traction on social media with many all over the world watching the death of Floyd at the hands of the police. This sparked worldwide protests that highlighted the different types of systemic racism that are ingrained in today's society, most notably the role that companies of all sizes have to play when it comes to creating workplaces that are diverse and inclusive. This sudden pressure from consumers for companies to be more diverse in the hiring practices led to companies creating campaigns to tell the public they were aware of the movement and intended to do their utmost to be an ally to the BLM pledging to create more diverse and inclusive workplaces. A large and perhaps unnoticed part of this was a sudden increase in the casting of black and other people of colour.

This phenomenon of companies rushing to support BLM has even reached Finland. In the summer of 2020 Helsinki saw a large turnout in support of the BLM protest. Finnish companies quickly followed suit, issuing statements pledging to creating more diverse and inclusive workplaces, with companies reacting to consumer pressure.

Support of the BLM is interesting in that Finland does not have rampant police brutality like in the US. There are very few people of colour compared to the overwhelmingly white majority and the public discourse of race in society is at an infant level due to the low levels of immigration. This is however juxtaposed with the fact that an EU survey found Finland to be the most racist in terms of discrimination perceived by black people in Finland.

This interesting and unique societal landscape has led consumers to be sceptical of corporate statements and Social Corporate Responsibility (CSR) communications regarding the BLM movement.

1.1 Background

Since the death of George Floyd, on May 25, 2020, the Black Lives Matter (BLM 2020) movement gained significant traction all over the world (BBC 2020). Public outcry against police brutality and systemic racism was followed by corporations, large and small putting out statements in support of the BLM movement, promising to create their workplaces more diverse and inclusive. These statements by companies such as Nike and Amazon were later under heavy scrutiny from the public, citing that the hiring practices and lack of diversity in these companies made liable of corporate hypocrisy. Adjacent to companies

putting out statements regarding BLM, we saw an increase in the casting of black and other peoples of colour. (Quart 2017.)

Finland is therefore an interesting area to study as immigration statistics are low and the black population is in the minority (Statistics Finland 2019).

Furthermore, Finland was found to be the most racist country, in a 2018 study carried out by the EU (FRA 2018). Ethnic minorities in Finland are at a statistically proven disadvantage to their white counterparts when it comes to getting a call back for an interview (Ahmad 2019, 15). Within this social climate it may seem ironic that companies are suddenly rushing to support black and other people of colour. Furthermore, the increase in the casting of black and other POC's in advertising by Finnish companies has seen an increase.

Any statement a brand makes in public is performative (Mbakwe 5 October 2021).

The question now is how genuine efforts by Finnish companies are to create more diverse workplaces and how are these claims received by Finnish consumers.

1.2 Research Question and research questions

The purpose of this research is to evaluate Finnish consumer response the Corporate Social Responsibility (CSR) communications of Finnish companies regarding the Black Lives Matter movement. Therefore, the research question was worded as follows:

How does Corporate Social Responsibility (CSR) by Finnish companies regarding the Black Lives Matter (BLM) movement affect consumer behaviour?

The following investigative questions were formulated to help answer the research question.

How do Finnish consumers react to CSR communications regarding BLM by Finnish companies?

How do Finnish consumers react to advertisements that show Black and POC's?

How does the emergence of Black Lives Matter affect how Finnish consumers react to ads with ethnic diversity?

1.3 Demarcation

This research focuses on consumer perceptions. Consumers studied were 18 years or older and living in Finland irrespective of nationality. Interviewing minors needs special permissions from legal guardians so it would create an issue of accessibility.

Marketing communications will include video and print. Other forms of communications that do not have visual element will be demarcated out as the focus is on inclusivity in marketing communications. For example, radio as a medium has a much more limited ability to show ethnic diversity.

1.4 International Aspect

The Black Lives Matter movement which was founded in the United States of America has impacted the rest of the world, with protests, and corporations in the western world rushing to put out statements. The fact that the influence of the BLM movement can be seen in Finland speaks worlds. The research is based on studying a phenomenon that at its centre are minorities and marginalised peoples, many of which, but not all, have a nationality that is not Finnish. Furthermore, a comparison between similar studies in the U.S have been made. Globalization can be recognised in the way that social movement in the U.S has had an effect on Finnish society and by extension business.

1.5 Anticipated Benefits

As Finland experiences more immigration, the diversity of the population will increase. Being able to market to an ever-growing ethnic population is becoming more valuable. The research will also offer topical insights into ethnic diversity in ads within the context of BLM and how this affects the effectiveness CSR communications. Furthermore, insights into the evaluations CSR communications will be invaluable when discussing a relatively new concept in Finland.

Lastly the research process offers a platform for black and POC's living in Finland to voice their opinions on companies supporting the BLM movement.

Many Finnish companies are multinational and need to cater for the needs of foreign workforce. Therefore creating an environment that is more welcoming and hospitable is paramount to attracting the best foreign workers.

1.6 Key Concepts

Diversity marketing - Diversity marketing is defined as, "deliberate effort by marketers to reach a group of consumers presumably due to their unique ethnic characteristics." (Ceng 2001, 23).

Corporate Social Responsibility - Is defined as, “the responsibility of enterprises for their impacts on society.” (The European Commission 2011).

CSR paradox – A term coined to describe the phenomena of companies communicating about their CSR endeavors, and having these claims scrutinized more by the public than companies that communicate relatively less about their CSR (Van Dyck 2014, 104).

Brand activism - Is a new phenomenon where companies and brand assume activist mode and openly communicate their stance on social issues via their communications. Brand activism takes place when company or brand support social, cultural, environmental issues and align it with their core values. (Kotler & Sarkar 2018, 10.)

Commodity Activism - Participating in social activism by buying a certain product or service. Commodity activism is when a company merges consumer behavior with political or social goals. (Mukherjee & Banat-Weiser 2012, 1.)

Woke washing - Has been coined to describe corporations making sudden and often ingenuine promises to combat systemic racism (Huet & Toulon 2021; Henderson & Harmeling 2021.)

1.7 Risk Analysis

As Finland has low statistics of immigration as well as no exact number of black or POC's living in Finland it makes estimating the exact number of ethnic minorities impossible to know. Furthermore, literature pertaining to race and ethnicity within Finland is sorely lacking. However, literature on race and ethnicity in advertising is a plenty.

As the phenomenon of the BLM movement is relatively new, literature discussing the movement and its application to business is lacking.

Due to the delicate nature of asking respondents about their position of privilege in society, it is a risk that they themselves have never realised their position. So when asking to evaluate cultural movements that deal with race, they may not answer from a position where they are being true to themselves. Furthermore, when asking questions that relate to race, some peoples own ethnicity will play a factor in their answer – meaning that they have an unconscious bias. For this reason, the question of one's ethnicity was left to the very end of the survey so that respondents did not feel that their own race somehow affected the types of questions they got in the survey. This question was also optional.

Furthermore, this research was completed during the COVID-19 outbreak, which offered numerous challenges.

2 Marketing the Black Lives Matter movement

This chapter includes the theoretical framework of the research that will be used as well as covering concepts, theories and ideas needed to understand the topic as well as to support the empirical study. The chapter comprehensive covers Black Lives Matter movements' impact on Finnish companies' CSR and marketing, as well as consumer response to these. Furthermore, the impact of the Black Lives Matter movement will be discussed in the context of Finland.

2.1 The Black Lives Matter movement

In July 2013, the hashtag #BlackLivesMatter (BLM) was created by Alicia Garza, Patrisse Cullors and Opal Tometi, in response to Trayvon Martin's death, who was placed on trial for his own murder, with his killer, policeman George Zimmerman, being acquitted of any wrongdoing. This incident has later been described as the catalyst for the BLM movement and other sub-movements proceeding the world wide traction the movement later garnered (Smith 2015, 96). The hashtag was a call to action for black people in the U.S to demand reform and justice for not only the killing of Trayvon Martin but for other killings of unarmed black people that all followed the same narrative. Disproportionate killing of black Americans compared to their white counterparts is nothing new. (Lieberson & Silverman 1965, 887-898.) The hashtag gained more traction as similar killings proceeded with the black community's outcry now having a platform to unite behind. (Freelon, D., McIlwain, C & Clark, M. 2016, 7; Garza, A. 2014, 23; Tillery, A. 2019. 297-298.)

Moreover, the #BlackLivesMatter hashtag was created as an online community to combat specifically anti-Black racism across the globe - not just the police brutality in the United States. Even from its inception, the founders realised the need for the movement to become an organisation that would support the black community and its allies in creating social change that would better the conditions and marginalisations that black people face. The movement was not only born out of an outcry to police killings but also other social injustices that black people face in these modern times. (BlackLivesMatter 2021.)

The widespread use of smartphones and social media has given traction to the BLM movement that it definitely would not have without these technologies. Issues that in the past would never have been scrutinized by the media are now front and centre for the public to weigh in on. With the help of social media, videos, images and stories of violent,

often fatal encounters between the police and unarmed black people were being circulated. This social media activism helped fuel the rise of the BLM movement. Social media as an outlet of frustrated voices is interesting in that it levels the playing field that is dominated by a pro-corporate, pro-government and (in the U.S) anti-black narratives. (Freelon, D., McIlwain, C & Clark, M. 2016, 7.)

For clarification, the **#Blacklivesmatter** and the **Black Lives Matter**, also known as *Black Lives Matter Global Network Foundation*, are not the same. The hashtag **#Blacklivesmatter** was created in response to the unjust killing of Trayvon Martin, while the Black Lives Matter organisation which was created by the same people is a chapter-based activist organisation and therefore is more similar to traditional advocacy institutions such as the NAACP (National Association for the Advancement of Colored People) than it is to digital-first activist networks such as Anonymous.

As a decentralised chapter-based organisation the Black Lives Matter organisation gives independence to leaders of local chapters to operate on their terms and to step up to create change in their own communities. If a leader of a local chapter has different ideals then they are allowed to do things their own way. "Blackness" is not a monolith and neither is activism. Just because a leader or chapter disagrees with a certain non-defining ideology that a found of the Black Lives Matter organisation holds it does not mean demean the message of saying, "Black lives matter.". (Evans 2020.)

Therefore, the Black Lives Matter organisation has local branches in many areas and shares a common goal - much like a franchise like McDonald's. Just as a for-profit business would, the parent organization will copyright its name and create a licensing agreement with the branch, which will then work to carry out its mission.

There is a clear overlap between **#blacklivesmatter** and the organisation Black Lives Matter. However, at the intersections of these two comes a third term **BLM** which refers to the overall sum of organisations, protest, individuals and digital spaces dedicated to raising awareness, educating people about and ending police brutality against black people in the U.S. (Freelon & al.) BLM is more an ideology than it is a hashtag or an organisation. The BLM movement, which is the focus of this research, is: in the words of activist DeRay Mckesson, "the movement is much bigger than any one organization: it encompasses all who publicly declare that Black lives matter and devote their time and energy accordingly." (McKesson 19 January 2016). Similarly, Garza (2014, 23) defines Black Lives Matter is an ideological and political intervention in a world where black lives are systematically and intentionally targeted for demise. Most interestingly perhaps were comments from Andrew Young, a former United States Ambassador to the United Nations, as well as an early leader in the civil rights movement, who was quoted in a 2020

BBC article saying, "Honestly, I don't know who Black Lives Matter is, I don't know who the leaders are. In fact, I don't know that they even have any leaders. I think perhaps it's a spiritual, emotional movement created by implicit evils in our society that we have not been willing to face." (BBC 2020).

The Black Lives Matter organisation is merely an amplifier of the matter larger and far-reaching BLM movement.

Most recently the death of George Floyd, on May 25 2020, once again sparked outrage not only within the Black community in the U.S but also globally. George Floyd's death follows the similar narrative of an unarmed Black man being killed by a white police officer. This after Floyd was accused of using a counterfeit bill. (Los Angeles Times 2020.)

2.2 Aims of the Black Lives Matter movement

As stated on the Black Lives Matter website, they aim to "...eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes. By combating and countering acts of violence, creating space for Black imagination and innovation, and centring Black joy, we are winning immediate improvements in our lives.". The organisation also affirms the lives of groups of black people that have been marginalised by previous black liberation movements such as black queer people, trans people, people with criminal records, essentially being inclusive of every type of black person that may have been marginalised by previous movements. The Black Lives Matter organisation aims to work towards a world where black people are no longer systematically targeted for demise. (BlackLivesMatter 2021.)

In 2020 the Black Lives Matter organisation launched numerous campaigns and initiatives such as What Matters 2020 which was intended to educate and create awareness on contemporary issues affecting Black people. A large part of this campaign was a call to defund the police, which became its own hashtag with #defundthepolice gaining a lot of traction. In calling for the defunding of the police system the initiative wanted to reallocate the funds going to the police and reinvest into the community. An infographic was made to create debate and show a society with a defunded police system would ideally look like. The infographic had three demands, firstly, "...that lawmakers support reparations for all families of those killed and survivors of police violence.". Secondly, "...that every State, city and municipality spend less on law enforcement and incarceration. Period.". And Thirdly, "...investment into Black communities. It is not enough to defund the police, we need to put in systems to help uplift and protect Black communities.".

In line with these demands the Black Lives Matter organisation drafted the BREATH Act, a federal bill that calls for divestment of the policing system in order to invest into new forms of public safety. (Black Lives Matter 2020.)

The aims of the BLM movement go much further than just ending police violence, they also aim to achieve a more harmonic society, with Opal Tometi, a founder of the Black Lives Matter Organisation, quoting a Zulu phrase "Ubuntu" to illustrate the type of mindset they wish to impart on society. Ubuntu means "I am, because you are" - a person is a person through other people. (Tometi 20 December 2016.)

Tillery (Evans 2020) points out that the fact that movement has no real leader could in fact be its downfall however in other ways it is the movements greatest strength. Because of the decentralised structure of the organisation and lacking a leader, there is a place within the movement for anyone who believes there is problem with race and the police system, irrespective of race, age or political affiliation.

2.3 Critiques of the Black Lives Matter movement

With the rise of Black Live Matter gaining traction and sparking protests all over the U.S, it has simultaneously given rise to "All Lives Matter" as well as "Blue Lives Matter" two separate counter-movements. The rhetoric of "All Lives Matter" being that no one racial group should hold their lives greater than any other. Their message is that society needs to collectively demand racial equality. Saying "All Lives Matter" to counter or minimize the efforts of the BLM movement is to disregard the lives of specifically Black people whose lives have been affected by policing in the U.S., as well as systemic racism - something not all racial groups experience equally. (Logan 2015)

Saying "All Lives Matter" in response to "Black Lives Matter" is a common misconception of what "Black Lives Matter" means. Often the person on the receiving end interprets it as "Black lives matter more than any other lives.". The issue that "Black Lives Matter" is bringing to light is that Black lives in the U.S are undervalued when compared to other racial groups and more likely to be victims of discrimination by the police. (United States Department of Justice 2015; Lopez 2016.)

The "Blue Lives Matter" was started as a direct response to "Black Lives Matter". A general sentiment that there is a growing war on police in the U.S. as well declining favour in the media. 2014 saw an increase from the previous year in the amount of killing of police officers and this was taken as a sign that there is a greater danger for police in the field (FBI 2014). Yancey (Kaste 2015), who is a BLM activist and critic of the "Blue Lives Matter" counter-movement, says that the movement is just a narrative to protect police from accountability when it comes to police brutality.

Another criticism the BLM movement has endured is that shooting, rioting, vandalism of police property as well as looting occurred in many major cities across the U.S. following the death of George Floyd in Minnesota. Protests that began as peaceful and non-violent later escalated with the local police and National Guard having to be involved. As the riots continued Gov. Tim Walz of Minnesota was quoted saying, "The situation in Minneapolis, is no longer, in any way, about the murder of George Floyd. It is about attacking civil society, instilling fear and disrupting our great cities." (New York Times 2020). Even President Trump weighed in on the protests commenting, "When the looting starts, the shooting starts." (Taylor 2020.)

Another major critique is of the BLM movement can be found in the political sphere - or more specifically within identity politics. Identity politics (Combahee River Collective 1979, 1-5.) was first coined by a Black feminist socialist group in 1974 and was used to describe an approach to politics wherein people organise politically based on identifying factors such as race, religion, gender or other such factors to combat systems of oppression that they believe apply to them because of these identities. The BLM movement can therefore be put in the category of identity politics.

Identity politics arose from the need to restructure movements that had come before that preached sameness and rather now emphasise and cherish difference. For example, women who identified as feminist were encouraged to join together for the liberation of all women. However, this overlooks and negates the experience of non-white women, whose experience and oppression is so much more than just being a woman with multiple systems of oppression clearly overlapping so that the aims of a feminist movement would predominantly only help white-women. Similarly, when discussing the wage gap, women earned only 85% of what men earned in 2018 (Graf, Brown & Patten 2019), however, this is only true for white females and males - identity politics helps to illustrate for who is progress being made.

The Combahee River Collective detailed how their experiences differed from white women and this is important because acknowledging different forms of oppression help better understand how to create policies and agendas that leave no one behind. In her paper, Garza argues that identity politics is largely misunderstood and is being weaponised to create monoliths by disregarding identity and differences. (Garza 2019.)

In a 2020 debate on identity politics Lionel Shriver (Shriver 17 February 2020) posits that one's identity which is a predetermined factor within the scope of identity politics (race, gender, class, etc.) should not define them. Identity politics confine people into groups that are organised based on victimhood not allowing people to liberate

themselves from the "boxes" of these identifying factors. Furthermore, Shriver says that people who support or identify with identity politics are using weakness as a weapon while at the same time disregarding power dynamics between groups based on race, gender, class, etc. and blaming more privileged groups for the misfortune of less privileged groups. Finally, Shriver concludes that victimhood is the greatest attribute of identity politics.

Identity politics centres around the lived experiences of people that experience many different forms of oppression, be it social, economic, gender-based and to better understand how these systems of oppression are linked. Thus, ensuring that policies arising out of identity politics address the lived experience of the group. "We believe that the most profound and potentially most radical politics come directly out of our own identity, as opposed to working to end somebody else's oppression.". (Combahee River Collective 1979, 1-5.)

2.4 Impact of the Black Lives Matter movement

Global impact following the death of George Floyd, peaceful protests took place across the globe to stand in solidarity with the Black Lives Matter movement as well as addressing police brutality and combatting racism within their respective countries (BBC 2020; Israel News 2020; RNZ 2020). Even during the COVID-19 pandemic the global outcry towards the injustice of police killings largely outweighed peoples need to stay safe (Zoumpourlis, V. Goulielmaki, M. Rizos, E. Baliou, S. & Spandidos, D. A. 2020, 3036).

Corporate response took shape in the form of the hashtag #blackdownedbusiness was created by Jayson Watkins to help black owned businesses that were affected not only by the COVID-19 (Zoumpourlis & al.) pandemic but also the looting and rioting that followed the death of George Floyd. Watkins initially had drafted a Google doc (Watkins 2020) detailing how protesters and supporters could support the BLM movement. The document has petitions, officials to contact, bail funds, as well as a section labelled "Black Voices, Businesses, and Restaurants to Support. Currently, the hashtag #blackdownedbusiness has over 13 000 posts on Instagram. Watkins offers a way for non-Black people to support the movement further than just saying, "Black Lives Matter.". (CNBC 2020.)

Nike also supported the BLM movement in a powerful advertisement that flipped their famous "Just Do It" to "For once, Don't Do it".

In 2018 Nike supported Colin Kaepernick, an American football player in the National Football League (NFL 2016) who in 2016, protested police brutality by kneeling during the

national anthem. Nike released an advert which featured and was voiced over by Kaepernick, the slogan being: "Believe in something, even if it means sacrificing everything.". The slogan was a nod to the controversial reaction to his protest which subsequently saw him released by his team and at the time ended his career in the NFL. (NFL 2016.)

Nike, setting a precedent for their May 2020 ad which featured no models or sports people, but just a black background with the words, "For once, Don't Do it", the effectiveness of this ad is the changing of their world-renown slogan, "Just do it". The ad had the hashtag #BlackLivesMatter caption so that Nike support of the BLM movement was clear. (Nike 2020.)

Brands aligning themselves with controversial societal issues is not new and the term and has given rise to the term "brand activism" (Sarkar & Kotler, 2018).

In the September 2020 issue of Vogue UK Marcus Rashford and Adwoa Aboah, a footballer player and a model respectively, both black, were featured on the cover. A black and white photo with the pair both donning black outfits. Aboah, donning a black beret, a clear nod to the Black Panthers Party who played a large role in the civil rights movement in the 1960s. The article details Aboah's experience of the Black Lives Matter protests in London. All international Vogues, of which there are 26 would dedicate their September issues to one main theme - hope. Celebrating individuals who have helped bring the issues that BLM fights against to light. Significant names featured in the issue were Patrisse Cullors, a founder of Black Lives Matter, Prof Angela Davis, and other influential black people who have used their platform to try and affect change. (Vogue 2020.)

In the months following the death of George Floyd, several initiatives were formed to combat systemic racism in fashion, a trend that is not new.

Black in Fashion Council which was launched in July 2020 acknowledges that there needs to be a "systemic change" within the fashion industry. The council is made up of People of Colour (POC) industry professionals whose aims is to see more inclusivity within the industry. The Black in Fashion Council say that for change to occur non-Black brands, publications, and people of influence need to examine the roles they have played in either helping or hurting Black people who work in fashion. "As an industry, we cannot continue to claim that we are progressive if we are not working to force diversity and inclusion in corporate structures while rectifying systemically racist policies that have permeated our industry for hundreds of years.". (Black in Fashion Council 2021.)

Brands aligning themselves with controversial societal issues

2.5 Advertising

Advertising is defined as "...a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience), provide information about products (goods, services, and ideas), and interpret the product features in terms of the customer's needs and wants." (Moriarty, Mitchell, & Wells, 2009, 7). Similarly, Lane, Whitehill-King & Reichert (2011, 41) define advertising as, "a message paid for by an identified sponsor and usually delivered through some medium of mass communication. The fundamental principle of good advertising is that it must be built around the overall marketing plan and execute the communication elements of a more far-reaching marketing program.". The type of advertising this research will investigate is **brand advertising**, which is the most common advertising seen today, it is also known as consumer advertising and focuses on the building long term image and brand identity.

Key Components of Advertising

- **Strategy:** The logic behind advertisements needs to be expressed in the form of objectives that focus on certain areas such as, sales, psychological appeals, brand reputation, etc.
- **Message:** The concept behind the message and how that message is expressed is based research and consumer insight.
- **Media:** Different types of media are used to communicate advertisements, such as print, broadcast and now digital media. Targeting ads to prospective customers is done by matching customer profiles to media audience.
- **Evaluation:** In order to know if advertising is successful it needs to be tested against certain criteria. (Moriarty & al, 18).

The purpose of advertising has always been to sell a product or service. identification, information, and persuasion have been the basic elements of marketing communication and the focus of advertising. Advertising is usually paid for by the advertiser, who has a product to sell. In advertising the message is paid for and the sponsor of the message is identified. Advertising began as one-way communication but has evolved with the help of digital marketing and the internet to become *two-way* and *multi-way* brand-related communication such as word-of-mouth and consumer generated messages sent to a company via social media. An example of consumers taking control of marketing can be seen social media platforms such as Twitter, where anyone has the power to advocate, or damage a brand. The internet has changed the way companies interact with consumers and has created new ways to communicate to potential customers.

Advertising is increasing being used to for the more meaningful purpose of attaching meaning to a brand intangible or tangible, all to drive consumer loyalty and inspiring

feelings of resonance with a brand. Advertising has changed from “selling something” to creating “meaning towards something”, advertising can now be described as communication that creates perception. (Moriarty & al, 9; Wijaya 2012, 74; The Guardian 2017.)

Table 1. Development of the advertising function (adapted from Wijaya 2012)

FUNCTION	Information	Persuasion	Entertainment	Education	Social Inspiration
Consumer Insights	“What’s new?”	“Which one is the best for me?” “Any product that understands me?”	“Ads are so boring”	“I hate ads! Just cheating, selling, no caring”	“Ads only hypnotize me to waste my money!”
Focus on	Functional Benefits	Functional, Emotional & Symbolic Benefits	Emotional & Symbolic Benefits	Functional & Social Benefit	Symbolic, Emotional & Social Benefit
Creative Strategy	Informational, Announcement	Head on, lifestyle, comparative ads	Humor, dramatic, musicals	‘How-to’ ads, advertorials	Brand Social Responsibility

An important debate about whether advertising is a benevolent presence in today’s society or if it is doing more harm than good: is the debate whether advertising is shaping our society or merely mirroring it. Critics of advertising argue that advertising can create social trends and has the power to dictate how people think and act. Others contend that effective brand communication spots trends and then develops messages that connect target audiences with the trends. One example of using advertising to try to change society and improve the world while still selling products is the RED campaign, instigated by U2 singer Bono in conjunction with major companies like Apple, Gap, and Hallmark.

AIDA model

The AIDA model is a theory that posits that consumers move through stages when making a purchase decision. The model is linear and sequential and has the consumer move through a series of cognitive (thinking), affective (feeling) and lead to a behavioural (doing) stage. (Vakratsas & Ambler 1999, 26-43.)

The steps that the AIDA model follows are (Priyanka 2013, 40):

Attention: The consumer becomes aware of a category, product or brand (through advertising)

Interest: The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle

Desire: The consumer develops a favorable disposition towards the brand

Action: The consumer forms a purchase intention

A critique of the AIDA model and other hierarchical models that there is no post-purchase effects such as satisfaction, repeat patronage behaviour and other post-purchase behavioural intentions such as referrals (Egan 2015, 42-43).

Ethnic identity can have an indirect influence on attitude toward the actor or model (A_M) or direct influence on attitude toward the ad (A_{AD}) and/or attitude toward the brand (A_B). (Sierra, Hyman & Heiser 2012, 496.)

Hence, advertising scholars often examine attitude toward the ad (A_{AD}), attitude toward the actor or model (A_M), attitude toward the brand (A_B), and intentions to purchase the advertised brand (PI_B) (Petty, Cacioppo & Schumann 1983, 140).

Table 1 summarizes eight psychological theories that address ethnicity in advertising: Cultural Script, Distinctiveness, Accommodation, In-Group Bias, Identification, Polarized Appraisal, Heuristic-Systematic Persuasion Model, and Elaboration Likelihood Model. These theories explain how viewers process ad messages, identify with ethnic cues in ads, and respond to ads (Sierra & al).

2.6 Brand Activism

Brand activism is a new phenomenon where companies and brand assume activist mode and openly communicate their stance on social issues via their communications. Brand activism takes place when company or brand support social, cultural, environmental issues and align it with their core values. (Kotler & Sarkar 2018, 10; Shetty, Venkataramaiah & Anand 2019.) Brand activism is a form of Corporate Social Responsibility (CSR) which is defined as, "the responsibility of enterprises for their impacts on society.". (The European Commission 2011.) Nowadays, marketers perceive CSR and brand activism by default to be a means of securing a competitive advantage. When brands support causes it offers benefits to both the brand as well as the cause such as, finances for the cause and customer loyalty for the brand. Consumers view a sponsoring brand more favorably than a non-sponsoring brand even though they might be

skeptical of the sincerity of the brands motives. (Chéron, Kohlbacher & Kusuma 2012, 357-368).

As western society becomes more diverse, so do the images seen in advertising.

Advertising reflects the times we live in, for example, Blackface in segregated United States. “The aggregate marketing system is shaped by society even as the marketing system also has an impact on society itself” (Laczniak & Murphy 2006, 154).

In earlier years, advertisers were hesitant to show different ethnicities or non-traditional gender roles on screen, in fear of alienating loyal customer segments. However, as society has progressed, social norms and values have changed along with it. This has enabled advertisers to show more diverse peoples in their ads and has enabled advertisers to also reach and cater to more diverse customers. Furthermore, advertising has developed to be more representative of the populations we see today in western countries. (McDonald, Laverie & Manis 2020, 2)

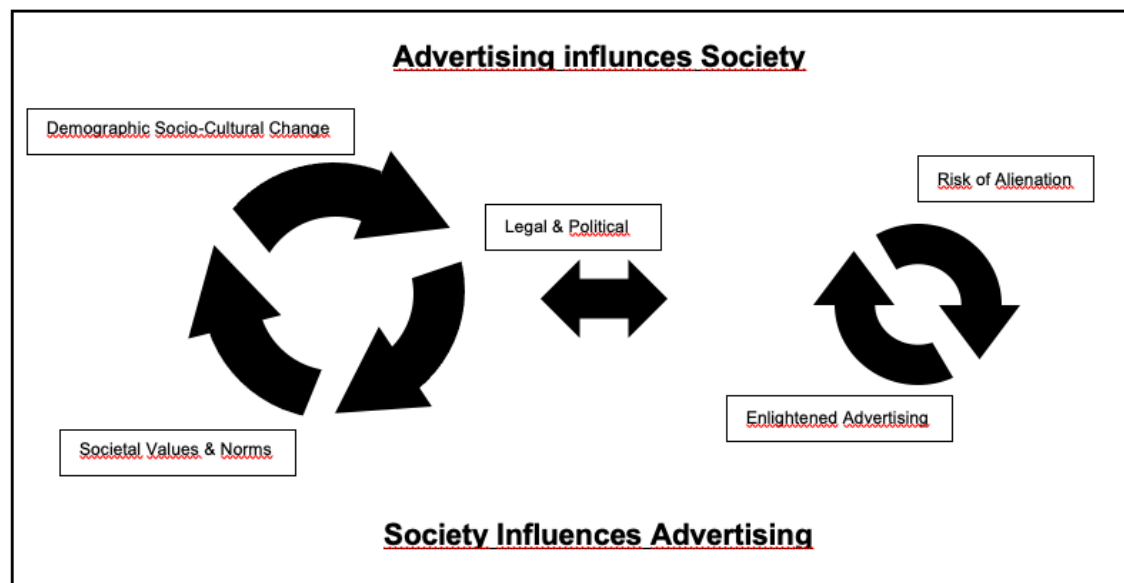


Figure 1. Interplay of Advertising and Society (adapted from McDonald & al)

As recently as 2020, Uncle Ben’s (brand of rice) changed their name to “Ben’s Original: Rice”, following the death of George Floyd. Uncle Ben’s imagery and name which had been steeped in racial stereotypes was forced to change following increased public pressure to combat systemic racism. (Tyko 2020.)

When brands take a stand, and engage in brand activism, by producing so-called CSR ads, that can be construed as politically charged social issues, they stand the risk of alienating a portion of their target audience. When aimed at an already loyal customer base, these ads can be ethically problematic, as they alienate a customer segment. (Taylor 2019, 1). Taylor (2019, 2) points out that these specific types of CSR ads, are an

effort to attract younger buyers, namely millennials and Gen Z, who are more receptive (than previous generations) to CSR communication from companies.

Brand activism is not just being done by big companies but also small ones and can take the form of statements in a public forum, donating to a cause or a cause related content via their marketing and advertising. By making an emotional appeal to customer, companies that engage in brand activism can improve customer loyalty and show their customers their corporate values. Good brand activism can make customers overlook aspects such as product police and price, wanting to support a company that shares their own values. If companies fail at brand activism and is perceived by customers as ingenuine it can lead to alienation of core customer base, it may even lead to backlash and boycotting.

For example, Pepsi found themselves in hot water after airing an ad featuring the model and social media influencer Kendall Jenner. The ad which showed Jenner giving a police officer a can of Pepsi at protest, that was clearly alluding to the Black Lives Matter protests which had been going on at the time. The ad was ridiculed online, where people posted pictures of their own experiences at the protests, which were a far cry from the jovial atmosphere the ad depicted. The ad was later removed, with Pepsi issuing an apology to the general public, as well as Jenner.

Moreover, brand activism may completely alienate customers that completely disagree with the stance the company is taking. (Shetty & al.; Taylor, 2019, 2; New York Times 2017)

For example, the technology industry was scrutinized for their lack of diversity in their employee ranks, after having made pledges against systemic racism, following the death of George Floyd. This criticism is however, rather downplayed by the fact that the technology industry as a whole donated \$4,6 billion. However, the larger the pledges, the more liable a company is to have their Diversity, Equity & Inclusion Policies (DE&I) scrutinized. This paradox has been observed previously with respect to “greenwashing” and research shows that companies that advertise the most about their Corporate Social Responsibility (CSR) are in turn the most scrutinized (Van Dyck, 2014, 104). Moreover, corporate America is seeing a trend of large and small companies all rushing to support the BLM movement, pledging to be more inclusive in their hiring practices and striving to create more diverse work environments. The term “diversity washing” or “woke washing” has been coined to describe corporations making sudden and often ingenuine promises to combat systemic racism – entering a discussion that many believe they have no place in. (Quart 2017; Huet & Toulon 2021; Henderson & Harmeling 2021.)

When it comes to the issue of corporations rushing to support the BLM movement Christiana Mbakwe points out that this CSR strategy is pure capitalism. A cynical decision

that saying something would be better than to not. Furthermore, Mbakwe who is an Emmy nominated writer on The Daily Show, posits that, seeing as the footage of George Floyd's murder was so violent and clearly unjust that few would be able to justify it, therefore making it a relatively easy for brands to support. Moreover, saying "Black lives matter." is setting the bar low – how ever political the statement later became. Lastly, Mbakwe contends that any statement a brand makes in public is performance. (The Daily Show 5 October 2021.)

Companies looking to engage in brand activism need to do their due diligence in understanding the social/political issue as well as the ethics driven customers they are trying to reach (Solomon, Bamossy, Askegaard, & Hogg, 2010, 320). A previous study (Chéron & al.) found that the degree of fit between a brand and a social campaign, as well as previous involvement in brand activism is regarded as being extremely significant to the success of the brand activism. Furthermore, if a consumer believes that the brand and the cause it supports are compatible then purchase intention is positively affected. Alternately if the brand and the cause are not compatible and the campaign is short lived, then skepticism arises, and the brand will be perceived less favorably – this combination may even lead to backlash for the brand. It is therefore becoming increasingly difficult for companies and brands to sit on the fence on major societal issues with a study (Edelman 2018, 4) finding that 1 in 2 new age middle class consumers are belief-driven buyers meaning they would choose, switch, avoid or boycott a brand based on its stand on societal issues. Furthermore, the millennial generation is much more informed on contemporary issues and are more influenced by them because of the internet. Moreover, millennials are straying away from societal norms and has accepted diversity much more than previous generations. The millennial generation is perhaps more well known for its removal of social stigmas relating to race, gender, religion and sexual identity. (Twenge 2006, 190).

The term "CSR paradox" was coined to describe the phenomena of companies communicating about their CSR endeavors, and having these claims scrutinized more by the public than companies that communicate relatively less about their CSR (Van Dyck 2014, 104). Van Dyck (2014) therefore, suggest an *inside-out* strategy, which involves making the staff the focus of the CSR and that the policies impact the staff first and foremost. Only once the staff are "happy" then the CSR can move beyond the company itself to larger issues affecting the society in which the company operates. Securing the staffs commitment to the CSR is the first step to creating credible CSR communication. CSR communication can be either proactive or reactive. A proactive communication strategy entails that a company creates an image that they are a socially responsible before any reports stating the contrary surface. A reactive communication strategy means

only communicating once an incident has already occurred. Companies can therefore minimize the potential corporate hypocrisy by communicating either abstractly or concretely (explicitly), depending on the circumstances. For example, an abstract message would be that the company stands in solidarity with the BLM movement and is fighting the struggle against systemic racism whereas a concrete message would detail exactly what kinds of policies they have implemented to combat systemic racism. (Van Dyck 2014, 106.).

A 2009 study concluded that the use of concrete messages in a proactive communication strategy strengthens public scrutiny of CSR claims, whereas abstract messages in a reactive communication strategy helps reduce scrutiny. (Wagner, Lutz & Weitz 2009, 80.) Moreover, a 2012 study (Gatti, Caruana & Snehota, 2012,70) found that the perception of a company as being socially responsible, has a direct influence on its reputation, which also positively affects the purchase intentions of consumers towards that brand.

2.7 Blackness and Advertising

Crockett (2008, 245-46) defines marketing blackness as, "...advertising and other promotional strategies that incorporate blackness representations in the form of signs, which may include black people or other symbolic and material artifacts of black cultural life.". Crocket (2008, 246) posits that there are underlying implicit meanings in the marketing strategies that use blackness. Using blackness was previously only used to target black consumers, however, today it is used to reach the mass market.

Today markets have been flooded with an abundance of different products and brands. Brands have become cultural resources, meaning that they assist the consumer in producing culture. Therefore, advertisers use blackness, as well as other cultural representations to make claims about a products viability to be a cultural resource. Sometimes, these claims may heavily be reliant on black cultural identity, other times, the use of blackness in advertisements may seem incidental. (Crockett 2008, 245-46; Moisio & al.)

In a 2018 study (Crockett 2008), which analyzed 208 advertisements which featured blackness, found that blackness played a small role in the overall message of the advertisements and that blackness seemed almost incidental to the product or brand claims, with very few advertisements meant to appeal directly to or only for black consumers. The data analysis from this study (Crockett 2008), analyzed the primary and secondary discourse of the advertisements. Primary discourse in ads refers to the ideas that are explicitly communicated in the ad, whereas secondary discourse refers to the implicit ideas about society and culture – the deeper message of the advertisement. It is

only once investigating the secondary discourse that it becomes apparent that using blackness is indeed a clear strategy to reach the mass-market (appeal to white consumers). To fully understand an advertisement, the viewer must interpret both primary and secondary discourse claims made in the advertisement.

O’Barr (1994, in Crockett 2008, 249) put it rather elegantly, “showing the viewer how to use laundry detergent or motor oil reveals something about who does laundry and who changes motor oil.”.

Advertisements typically make two types of claims with regard to race shown in advertisements (advertisements shown to a presumably majority white audience). Firstly, claims about the viewer, either they are similar or different to blackness representations shown in the ad. And secondly, claims about the product as a cultural resource: where blackness representations are either incidental or heavily reliant on authenticating the claims.

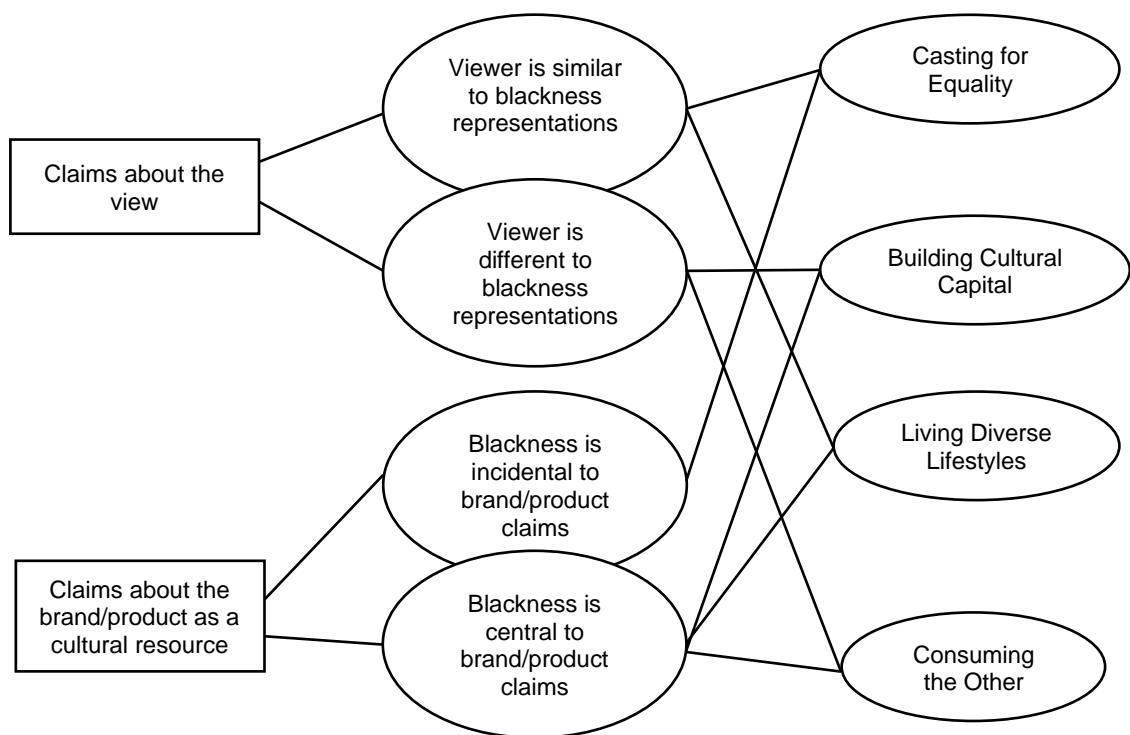


Figure 2. Advertising strategies reliant on blackness (adapted from Crockett 2008, 252)

Casting for Equality

This strategy emphasizes the viewers similarity to blackness representations, without making any claims about either the product or the viewers, that would be reliant on blackness (black cultural identity). Black actors rarely are featured alone, but alongside a multiracial cast. If this ad secondary discourse were to be analyzed, it would speak to the

very general adherence to racial/social equality. An example of this ad would be a multiracial cast wherein the black actor/model is the one in a high-status position. The actor's cultural identity in this instance is in no way relevant to substantiate the claims about the brand or product – more that the marketplace is one of racial equality, shown by the black actor being in a high-status role. Advertisers typically depict blacks, the same as whites but what they don't depict is racial inequality which is presumed by the viewer. Viewers are often aware that black people have been historically marginalized and casting them in these high-status roles is symbolic of progress on behalf of society and by extension the brand or product. (Crockett 2008, 253.)

Building Cultural Capital

This strategy is highly reliant on blackness representation, while a simultaneously marking the viewer as different from the blackness representation and making claims about the product or brand that is reliant on blackness. In this strategy, blackness is not aspirational, rather dissociative. The ad implicitly but clearly critiques blackness and showing blackness as a deviant from whiteness, or the mainstream and therefore low cultural capital. (Crockett 2008, 253.) An example, that illustrates this strategy well is a McDonald's ad, wherein a black middle-class mother is in McDonald's with her son, whilst her son orders their first Happy Meal. The mother tells her son to be polite and to say, "Please' and 'Thank you!'"'. He successfully completes his order as Ronald McDonald looks on approvingly, which prompts his mother to say, "Ronald thinks you did good!". To which her son replies, "I think I did *well* ". The son's critique of his mother's grammar, and by extension, black culture's rejections of white societal norms. This strategy is often used to illustrate the ever changing and complex relationship between western cultures relationship to the "other" – people of color. The advertisement uses African American slang to show low cultural capital. These types of ads show blackness as a social setback that can be remedied by building status through consumption of a product. However, the commonness of the *good/well* grammatical error in other vernacular English is so common that the advertisement is relatable to most all English speakers. (Crockett 2008, 254.)

Living Diverse Lifestyles

In contrast to *Building Cultural Capital*, Living Diverse Lifestyles entails a strategy that emphasizes the viewers similarity to blackness representations, while making product/brand claims that rely heavily on blackness. Value is placed on cross-cultural encounters that are popular in contemporary consumer culture. An iTunes commercial (iTunes 2003) makes use of this strategy, wherein a male teen enters a concert hall via the rustic back entrance. On the stage is a host of his favorite artists (artists who are

acting as themselves in the commercial). The premise of the commercial is that the teen is making a mixtape, compiling a host of different songs “directly” from his favorite artists. In a scene he goes back and forth with Ziggy Marley who is a reggae artist.

Teen: Hey Ziggy, how about “We Are One”? (No accent)

Ziggy: Evrah-ting cool!

Teen: Ay! Oui! (Mimicking Ziggy’s accent)

Ziggy: Yeah mon. (Everyone laughs)

Later in the commercial he converses with Smashmouth a white artist with no accent. Consumption is embedded into culture, which is symbolized by the multiracial cast. Perhaps, what is most crucial in this commercial is that the teens embodied cultural capital (he’s ability to code switch between different cultures and his wide range in music taste) creates the cultural encounter, not the product itself. As was mentioned in the beginning of the sections: brands assist consumers in producing culture. (Crockett 2008, 255; iTunes 2003.)

Consuming the Other

This strategy involves emphasis on the viewers difference from blackness representations, while heavily relying on blackness to make claims about the product/brand. Differences is marked by positioning blackness as exotic and something to aspire to. These types of advertisements are most likely to receive critiques of fetishizing or appropriating black cultural identity. The implicit message or promise is that by consuming the product/brand, the consumer may embody the most desirable aspects of being black. Typically, these types of advertisements objectify the black male body for its physique and athleticism and connect those qualities directly to the brand/ product. In both *Building Cultural Capital* and *Consuming the Other* blackness representations are depicted are stereotypically “special” with an unwillingness to conform to western culture’s behavioural norms and therefore have low cultural capital. Alternately, advertisers use these same stereotypes of blackness that deviate from western cultural norms as a way to liberate themselves from the status-quo.

2.8 The Othering (racializing) of Non-white Finns

Finland’s representations of racial and ethnic minorities are lacking in both the news and entertainment sphere – as well as literature on ethnic consumers. One reason that the topic of race has been tabooed in Finland is that there is no precise data on ethnic minorities, but rather immigrants. This makes tracking the ethnic composition and racial diversity impossible to track. This has subsequently led to literature on ethnic minority consumers in Finland largely lacking. On a global scale Finland’s immigration statistics

are nowhere near to a country like France, which has led to Finland having a very small, yet ever growing ethnic minority population. (Amzil 2020, 17-18; Statistics Finland 2019.) Ethnic data currently available in Finland is based on language and immigration. According to Statistics Finland (2019) the percentage of people living in Finland who had a foreign background was 7,3% of the population. This includes people whose foreign background is European i.e., white. Among people living in Finland who have a foreign background 11% of them have an African background. It is important to note that in this context having a foreign background means that both or, only known parent is born in a foreign country – so people with only one foreign parent are not included. Furthermore, these stats do not cover non-white people who live in Finland, that are not immigrants.

A study (FRA 2018) of 12 European Union member states, found Finland to be the most racist, in terms of racism perceived by black people.

Ethnic minorities in Finland have been “othered” in a predominantly white country, with actors in films or television being portrayed as a victim of racism, a thief, or a junkie if they have an immigrant background. This, according to Amzil (2020, 2-3.) has led to the rise of ethnic minorities seeking and creating alternative news outlets, ones that put minorities on an equal footing to the majority.

Showing diversity in an authentic way has mostly been seen as a social issue. However, more recently the notion that it could be seen as more of business issue, with American audiences reporting they enjoy more diverse films and television shows (BBC 2020). However, the opinion of non-white Finns regarding diversity in the media is strongly that it is lacking and that there is little hope for non-white character roles that are more than one-dimensional supporting roles. Moreover, in Finnish film and TV, immigrants hailing from Africa are primarily represented as being exotic or having special abilities, with their race being put front and centre. (Amzil 2020, 17-21.)

Devroe (2004, 12-13) suggests that ethnic minorities in Europe are generally disappointed by the representations of themselves in media and that representations are mostly negative. Coverage of ethnic minorities mainly surface only once a negative incident occurs. Respondents also reported a notion that the media they see, is not representative of the world they live in and nor that there is being an effort made to show more diversity. A particular annoyance that ethnic minorities in Europe face is that if an athlete, be it whatever sport should succeed, then they are covered in the media as being a national of that particular country, however if they should later in their life do something bad or shameful – then they are referred to as immigrants.

2.9 Diversity and Inclusion within Finnish Companies

As companies rushed to put out messages condemning systematic racism, creating more diverse workplaces, and striving for more equity in hiring, in the aftermath of George Floyd's death (Supercell 2 June 2020; Nokia 2020).

Many activists critiqued these companies that they have the ability to be a proper ally to the BLM movement that goes beyond kind words. The Diversity & Inclusion (D&I), also referred to as Diversity, Equity & Inclusion (DE&I) policies and statistics of major corporations condemning systemic racism were found to be lacking – which has led to the term diversity washing. Diversity washing in this context mean companies rushing to appoint black DE&I officers or relying on current black employees to address the companies DE&I issues in the company in addition to doing their jobs. Affecting real change takes time and many with many companies simply being content in putting out shallow Instagram posts. (The Daily Show 5 October 2021; New York Times 2017; Insider 2021.)

A study (Inkuusiv 2020) of 60 Finnish companies D&I policies found that Finnish companies favour more traditional D&I practices, with employee engagement surveys, code of conduct and measuring diversity demographics being used employed by most. Less than half of the companies had employee training on D&I (45%) and only 14% had appointed a head of D&I. One third of the companies had tried hiring initiatives (anonymous recruiting/ hiring) concerning D&I.

In terms of hiring practices Finland has a long way to go. In a comprehensive study of the Finnish job market, Ahmad (2019, 15) found that a clear ethnic hierarchy exists in the difficulties that foreigners in Finland experience when applying for jobs. Ahmad found that men with a Somali background found it almost five times harder to get a call-back, compared to their Finnish counterparts with the exact same credentials. Even when with an additional 2 years' experience in the given field, the statistic did not change.

When looking at Ahmad's findings backdropped against Inklusiv's there is a clear issue of prejudice in hiring practices that very few Finnish companies are willing to address. However, there is clear demand for Finnish companies wanting to do more when it comes to DE&I. Recently Inklusiv, which is an organization that works to advance DE&I policies of Finnish companies, launched a new community, wherein members commit to advancing DE&I in their own organisations in cooperation with Inklusiv. (Inklusiv 2021.)

3 Research Methodology

This chapter cover the theory behind the research methods used in the research as well as different methods of analysis used, as well as justifications. Sampling methods as well as reliability and validity are discussed.

3.1 Research Design

Burns, Bush & Sinha (2014, 98) define research design as, "...a set of advance decisions that makes up the master plan specifying the methods and procedures for collecting and analyzing the information needed.". There are three traditional types of research design: **exploratory** (to gain background and to develop hypotheses), **descriptive** (answers who, what, where when and how) and **causal** (to test hypotheses about the relation of two or more variables). The objective of the research will largely dictate which of the type of research design will be most appropriate. If little is known about a topic, then exploratory research may be appropriate, whereas if a lot is known about a topic, then causal research may be appropriate. (Burns & al. 2013, 98–103.)

Descriptive research answers: who, what, where when and how. It is also an appropriate research method if one would like to project findings of a study onto a whole population. There two types of descriptive research: cross sectional and longitudinal. Cross sectional studies, which are also referred to as "snapshots", measure units from a sample of the population a one point in time. Cross-sectional studies usually need a large sample so they may be applied to the larger population. Whereas longitudinal studies study the same group of the population repeatedly over a period of time. This gives insight into changing consumer behaviour. (Burns & al. 2013, 103-107)

Causal research can be described as, "If x, then y.". For example, if more is spent on advertising, then sales will rise.

Exploratory research is unstructured, informal research that is done get background information on an issue and gather general information about it. Unstructured means that the research does not follow a predetermined set of procedures, but rather evolves and changes as the researcher gather more information. It is largely up to the researcher to decide what particular issues they deem worth are further investigating. Uses of this type of research include gaining background information; defining terms; and clarifying issues. (Burns & al. 2013, 101-102.)

There are two types of data collection categories, quantitative and qualitative. Only quantitative research will be used in this research and is defined as, “research involving the administration of a set of structured questions with predetermined response questions to a large number of respondents” (Burns & al. 2014, 146).

Quantitative data can be categorized in one of two ways: categorical or numerical. Saunders, Lewis & Thornhill (2016, 499-500) define categorical data, as, “data whose value cannot be measured numerically...”. Categorical data can then be further subdivided into descriptive data or nominal data. This type of data counts the occurrence that in each category for a variable. Furthermore, descriptive data can be divided into **dichotomous data** (variable can only be one of two options such as gender being divided into male or female) or **ordinal data** where a respondent is asked to record their agreement or disagreement to a given statement. (Saunders & al. 2016, 500.)

The marketing process is a series of 11 steps, these are visualised in **figure X**, visualisation of these steps helps both the researcher and reader to follow. The steps are not necessarily completed in order, as many of the steps are interrelated.

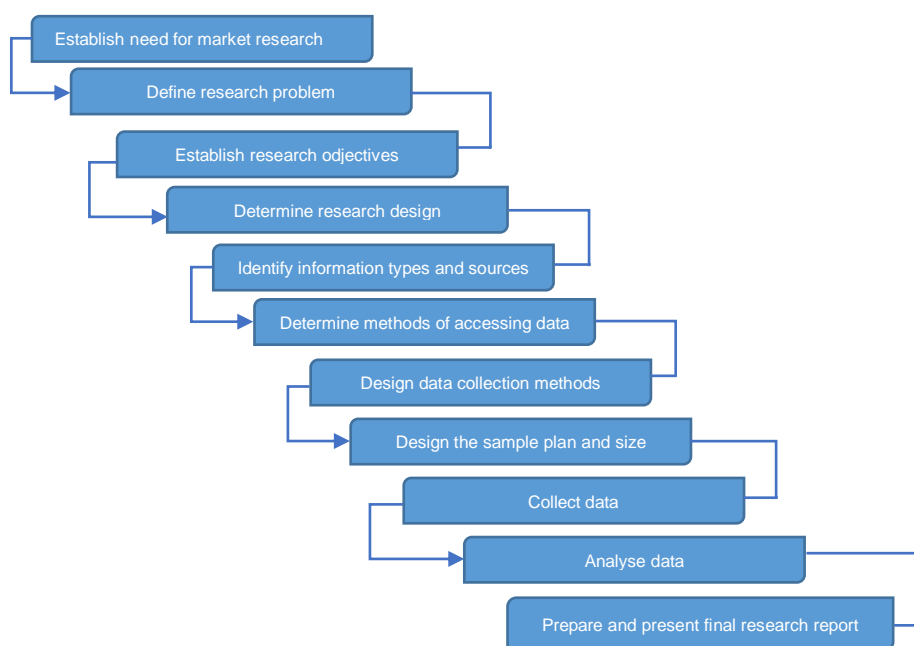


Figure 3. adapted from (Burns & al. 2013, 72-77)

3.2 Population and sampling

Population is defined, as the entire group under study as specified by the objectives of the research. Managers and research have a slightly different definition of the term population. Managers use it in a relatively general way, for example: everyone that uses their product. Whereas research would define it more specifically with limitations such as:

females that work white collar jobs and live in a certain area. An issue arises if one considers that the definition of “everyone” would include business-to-business as well as consumers. (Burns & al. 2013, 238-239.)

In studying a population, samples are used in lieu of censuses, as it would be impractical to survey everyone in the population. Samples are therefore used to represent a larger population. Furthermore, the sample size determines the accuracy, not the representativeness – the sampling method determines the representativeness. A sample unit is the basic level of investigation. In consumer research, the sample unit would be one person. A sample frame is a master source of sample units in the population, for example: current students in the Helsinki region. Sample frame error is the degree to which a sample frame fails to represent the population. For example, if the list of current students in the Helsinki region fails to account for recent dropouts or student that have recently graduated and are therefore no longer students. (Burns & al. 2013, 238.)

This research used a non-probability sampling method known as **referral sampling**, which is a biased selection process. With non-probability sampling, the sample will not accurately represent of the population and has the element of human error and bias. Referral sampling means that the sample will include those whom the author knows and who might be interested in the study as well as others like them. (Burns & al. 2013, 245-456.)

Statisticians have shown that a sample size of 30 or more will usually result in a sample distribution that is close to the normal distribution. Therefore, it is recommended that 30 per subcategory is needed to have some certainty of accuracy when attempting to apply results to the general population. Attempting to make conclusions about a population based on sample data is known as **statistical inference**, which allows you to calculate the possibility that one may apply conclusions about a sample to a population. (Saunders 2015, 280.)

3.3 Data collection

Data was collected via an online survey which was shared on the authors social media and the survey was later forwarded by friends and acquaintances. A survey involves interviewing a large group of people via a predesigned questionnaire. Furthermore, surveys offer the researcher an efficient and cost-effective method of interviewing large amounts of people. Large amounts of respondents can then be grouped into subgroups that can be analysed and applied to the larger population. (Burns & al. 2013, 172.)

Saunders, Lewis & Thornhill (2016, 439) contend that creating a survey is much harder than one would think, especially when considering the researcher often get only one

opportunity to research the same sample. Surveys are not a suitable method for exploratory research or research that requires open-ended questions. Surveys are most appropriate when asking standardized and the questions can be easily understood the same by each respondent. Surveys are therefore used for descriptive and explanatory research. Examples of descriptive research include attitude and opinion questions which help to describe the differences in a phenomena.

Contamination of the answers will hinder the reliability of the data. If a respondent knows little about the research topic or they become bored with answering the survey they might guess instead of answering truthfully – this is called uninformed response. Moreover, with online surveys, it is unlikely that a respondent will answer to please the researcher, as there is no personal contact like there is with an interview. (Saunders & al. 2016, 442)

Unlike with interviews surveys questions need to be thoroughly checked so that they cover all investigative questions because there is no luxury of going back and asking the question in a different way if the result does not wholly encapsulate what was being asked. The purpose of questions in the survey is to gauge a population's characteristics at a certain point in time. Furthermore, the sample investigated needs to be representative and accurate so that generalisations may be made to the larger population. Findings may also need to be correlated to previous studies on the topic, therefore, it is important that the questions are formulated so that they may be comparable. (Saunders & al. 2016, 444)

Advantages of surveys include:

1. Standardization: all the questions are the same and presented in the same order for each respondent.
2. Get beneath the surface: able to make deeper observations by asking questions pertaining to motives, circumstances, or perceptions.
3. Easy to analyse: Analyse of large samples are made easy by software such as SPSS by IBM.
4. Reveals subgroups differences.

The survey was conducted using Webropol and analyzed using SPSS and Excel. The questions were primarily to assess agreement to a given statement as well as nominal questions about demographics. The questions were designed to get insight into the CSR communications regarding BLM as well as how Finnish consumers generally perceived as well as consumer behaviour when reacting to ads that feature black or POC's. Questions were worded so to omit difficult to understand jargon and were

generally worded so as to make it as simple and easy to understand irrespective of one's English proficiency.

3.4 Reliability and validity

When discussing reliability and validity Saunders (2015, 449) posits that questions in surveys must be formulated so that all the respondents understand the question in the way the researcher intended and that the answer is also understood by the researcher in the way the respondent intended it. For a question to be reliable and valid there are at least four stages.

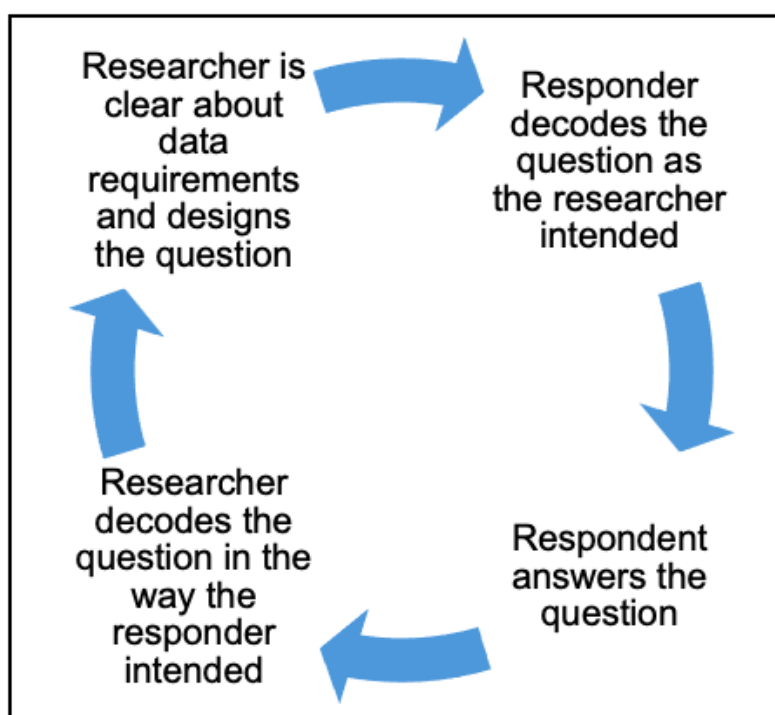


Figure 4. adapted from (Saunders 2015, 449)

Assessing validity

To ensure internal validity of surveys, one needs to make sure that the questions in the survey are in fact measuring what you intend measure. This is difficult to assess because if the reality of what was being measure was known then it would defeat the point of measuring it. To combat this, researches need to find other supporting evidence that supports the answers in the questionnaire. Furthermore, the extent to which the questions in the survey cover or correlate to the investigative questions of the research will give an indication of the validity. This coupled with the corresponding theory that relates to the investigative questions of the research will ensure content validity – covering all the topics in the research. Moreover, assessing if the answers that the survey produces can be used to make conclusions about the investigative questions. Statistical analysis such as **correlation** can be used to determine this. (Saunders 2015, 450)

Testing for reliability

Reliability of a survey means how robust it is, and whether it will produce consistent findings at different period of time or different samples. Saunders (Saunders 2015, 451) outlines three separate options for assessing reliability. Firstly, **test re-test**: comparing the answers of the same questionnaire undertaken under similar conditions. Secondly, **internal consistency**: again, comparing answers within the survey, often within a subgroup such as gender to see if perhaps the different genders understood the question differently enough that they answered the same question consistently differently. Thirdly, **alternative form**: when testing the survey, similar questions that are worded differently are included and compared to see if they are consistent. These are also known as “check questions”, however, if a survey is long, a respondent might suffer from fatigue or get bored. (Saunders 2015, 451-452.)

3.4 Data analysis methods

Burns & al. (2013, 317) define data analysis as the process of describing a dataset by computing a small number of statistics that characterise various aspects of data. The five types of analysis used: descriptive analysis, inferential analysis, difference analysis, associative analysis and predictive analysis. **Descriptive analysis** summarizes basic findings such as gender and is the foundation of analysis. When conclusions about the sample analysis are used to apply to the larger population this is known as **inferential analysis**, this method allows researchers to make claims about the population that are based on the data sample. When investigating if a statistical difference can be observed between two groups in the data sample, this is called **difference analysis** and can be used to make claims about different customer segments. Difference analysis therefore, compares means of different groups. **Association analysis** is used to investigate the relationship of different variables. For example, does an increase on advertising expenditure lead to more sales – it describes the strength and direction of the relationship of the variables. (Burns & al. 2013, 317-318.)

SPSS, Excel and Webropol were used to conduct statistical analysis. When investigating correlation of nominal variables, non-parametric tests were conducted. The Mann-Whitney U test was used to determine if two independent variables showed correlation. To be able to claim that two independent variables are correlated, a significance value (sig.) of less than 0,005 would be needed. Other statistical analysis rules and standards will be reported along with the results, this will ensure readability.

4 Data and results

This chapter will present and analyse the data from the survey. As the survey featured too few persons of any ethnicity other than white, white people will be used as a unit of analysis for this section. The layout will be so the results will be reported as per investigative question.

4.1 Respondent background

The online survey received a total of 57 responses. Out of the 57 respondents, 50,9% were in the age category 18-24 years with 38,2% in the category 25-34.

A large majority (89,1%) of all respondents were under the age of 35. This is displayed in Figure 5 below.

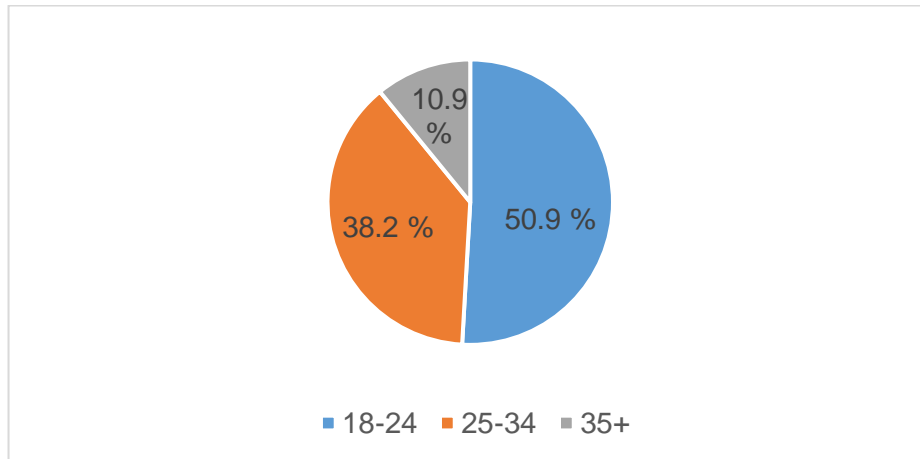


Figure 5. Distribution of age (n=57)

Next, gender was asked, Table 4 shows that more than half of the respondents were female and 40,4% were male.

Table 2. Frequency distribution of gender (n=57)

	Frequency	Percent
Male	23	40,4
Female	31	54,4
Prefer not to say	3	5,3
Total	57	100,0

Due to the nature of the research ethnicity was asked. This is not to be confused with one's nationality. Unfortunately, there was not a lot of ethnic diversity in the sample with

an overwhelming majority of respondents being white. This can be seen in Table 5 beneath.

Table 3. Frequency distribution of ethnicity

	Frequency	Percent	Cumulative Percent
White or Caucasian	52	91,2	91,2
Black	1	1,8	93,0
Asian or Pacific Islander	2	3,5	96,5
Multiracial or Biracial	2	3,5	100,0
Total	57	100,0	

Respondents were then asked to evaluate their knowledge of the BLM movement. This offered insight into how familiar respondents were with the main topic. All respondents had at least heard of the BLM movement with 94,7% knowing something about it or having a good understanding of it. Furthermore, half of the respondents reported understanding their goals fairly well and 19,3% reported having a very clear understanding of the goals.

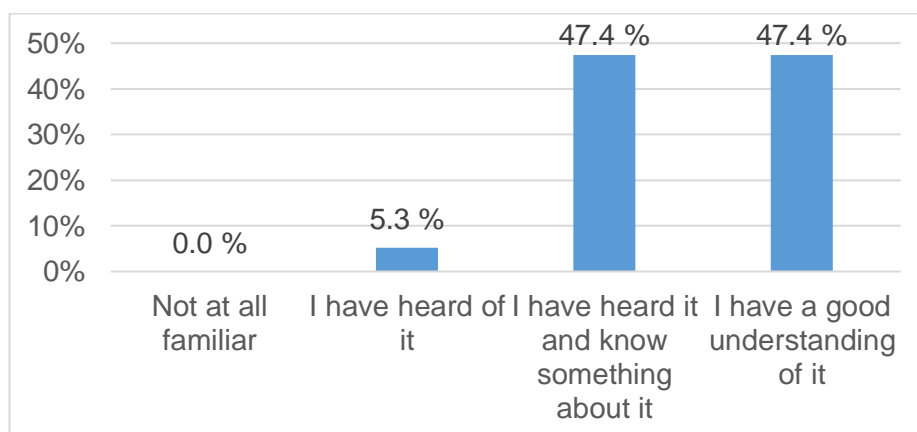


Figure 6. Respondent knowledge of the BLM movement (n=57)

Lastly, respondents were asked whether they felt that the BLM movement is effective in bringing about societal change. 89,5% of Respondents agreed that the movement is effective in bringing about change.

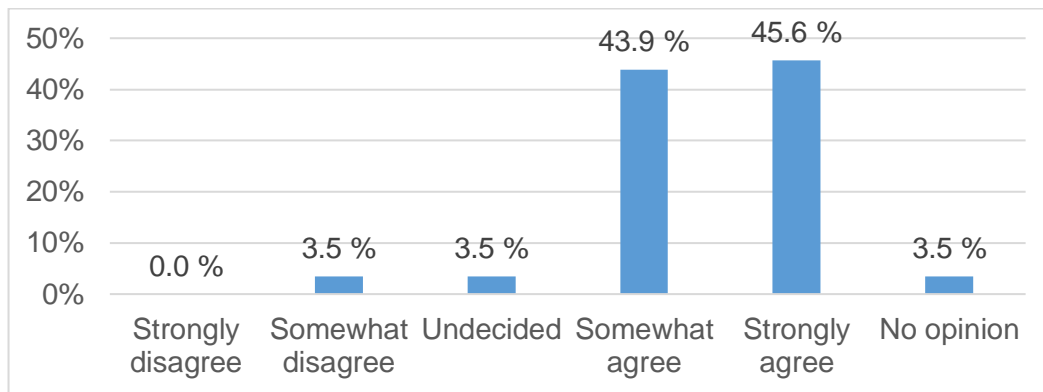


Figure. 7 Respondent agreement to the statement, “The BLM movement is effective in bringing about societal change.”

4.2 Consumer reactions to CSR communications regarding BLM

From small to large companies all putting out statements in solidarity with the BLM movement and promising to create more diverse and inclusive workplaces. CSR communications have always been taken skeptically, however with companies support of BLM this skepticism was even higher. (Shetty & al.; Taylor, 2019, 2; New York Times 2017.)

A 5-point Likert scale was used to assess the degree of disagreement – or agreement to statements about Finnish companies putting out statements regarding BLM (1=Strongly disagree and 5=Strongly agree). The statement, “*Supporting the BLM movement is an “easy” way for companies to say they care about systemic racism.*” Had the highest mean of 4,2 – meaning respondents agreed with this statement the most. High levels of scrutiny of CSR is common and the result supports the CSR paradox that posits that the more a company communicates their CSR endeavours the more likely they are to open themselves up for scrutiny. (Van Dyck 2014, 104; Figure 8.)

Questions about corporate hypocrisy, genuine allyship and whether Finnish companies saying “Black Lives Matter” is controversial received means around the center of the scale – meaning undecided. These types of questions are difficult because it is difficult to know the true of companies’ motives, which is then reflected in the uncertainty of the answers. (Figure 8.)

However, questions about whether companies supporting BLM was a trend that would fadeaway and if Finnish companies have any moral right to be involved in such an issue as BLM: the results indicated that companies do indeed have right to involves themselves in the issue and that BLM would continue to be supported.

While there is scrutiny, of CSR communications and claims to create more diverse and inclusive workplaces the results show that there is a step in a better direction. (Figure 8.)

The least agreed with statement was, “*Finnish companies are involving themselves in a societal issue that does not involve them.*” – meaning that on average, respondents disagreed with the statement. (Figure 8.)

Comparing the most agreed question with least agreed question it is clear that even though BLM is easy to support, it is necessary. (Figure 8.)

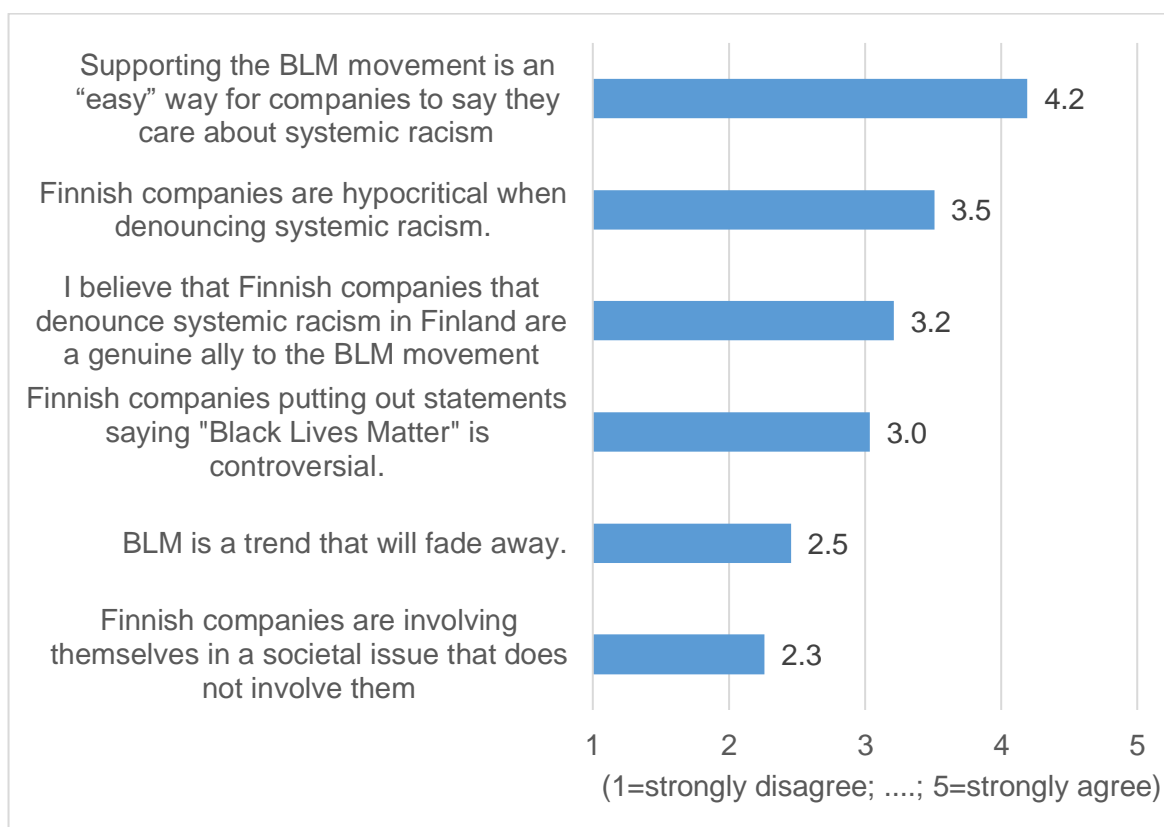


Figure 8. Respondent evaluation of CSR communications regarding BLM (n=57)

Respondents were asked to answer multiple choice question, in which one could choose as many as they want. This question was phrased, “*CSR communications by Finnish companies regarding BLM are...*” – fill in the gap. On average each respondent chose 3,5 options. The two most chosen options were “*Putting out statements because not saying anything would seem worse.*” and “*Reacting to the public.*”. Moreover, “*Genuine*” was the least picked option, this is in supports Van Dycks (2014, 104) theory on corporate hypocrisy. (Figure 9)

This question had the option to write an open-ended answer. Responses included: that CSR communications regarding BLM are ingenuine, however, it is a positive change, and that social media has pressured companies to post something to uphold a good image.

A respondent answered that basically all answers in the multiple choice question were applicable and that is a controversial topic because one can never truly know.

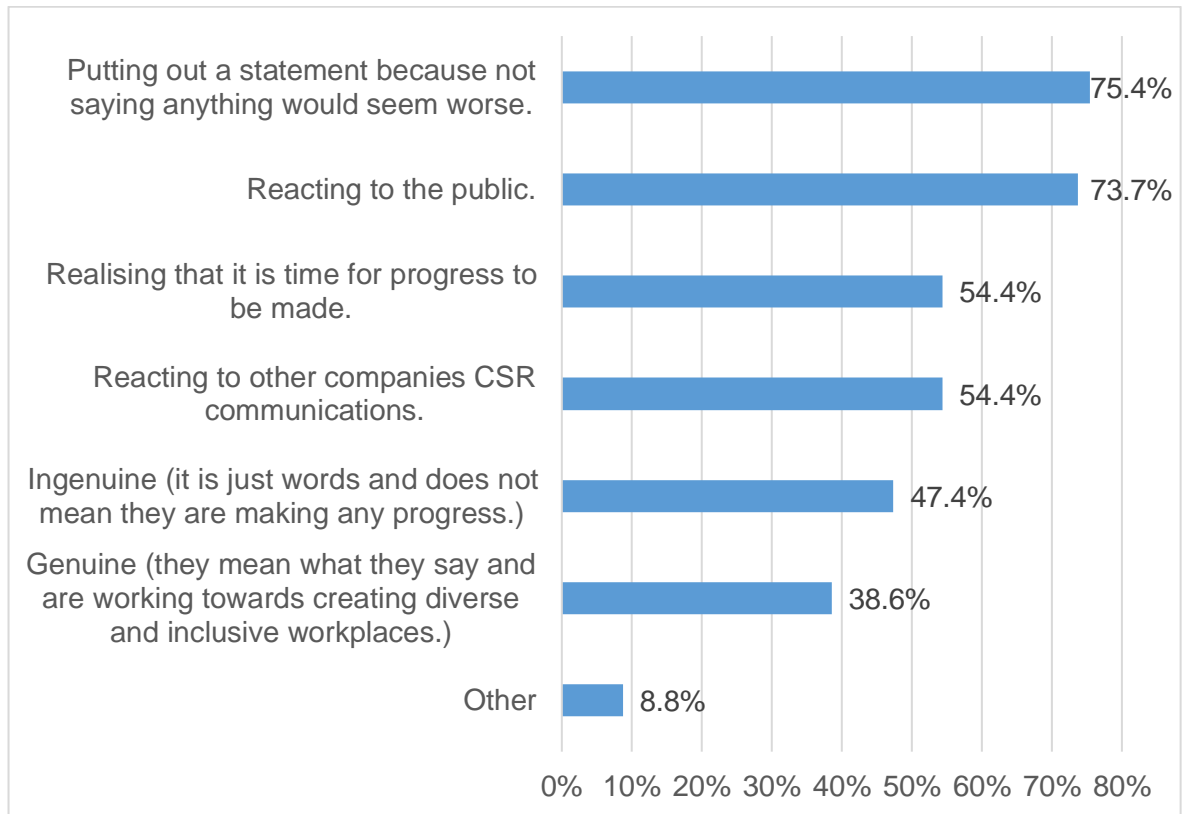


Figure 9. How CSR communications regarding BLM are perceived

The term “CSR paradox” was coined to describe the phenomena of companies communicating about their CSR endeavors and these claims being scrutinized more by the public than companies that communicate relatively less about their CSR (Van Dyck 2014, 104).

Companies can therefore minimize the potential corporate hypocrisy by communicating either abstractly or concretely (explicitly), depending on the circumstances. For example, an abstract message would be that the company stands in solidarity with the BLM movement and is fighting the struggle against systemic racism whereas a concrete message would detail exactly what kinds of policies they have implemented to combat systemic racism. (Van Dyck 2014, 106.)

Respondents were found to favour abstract communication regarding BLM CSR communication. Van Dyck (2014, 106) posits that use of concrete (explicit) messages in a proactive communication strategy strengthens public scrutiny of CSR claims, whereas abstract messages in a reactive communication strategy helps reduce scrutiny. CSR communications regarding BLM are considered reactive in this case, which supports Van Dyck’s theory. (Figure 10.)

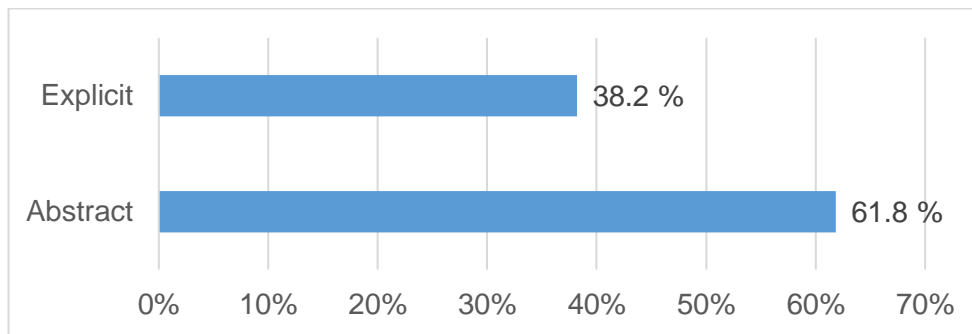


Figure 10. Preference of type of CSR communications regarding BLM (n=57)

Lastly, respondents were asked to assess the overall trustworthiness of CSR communications and how likely companies were to stand by their claims to create diverse and inclusive workplaces.

The most common answer was “No opinion” with 38,6%, with no respondent finding the claims “Very trustworthy”. This question is hard to gauge, however, 40,4% of respondents found these claims to be “not at all trustworthy” or “somewhat untruthful”.

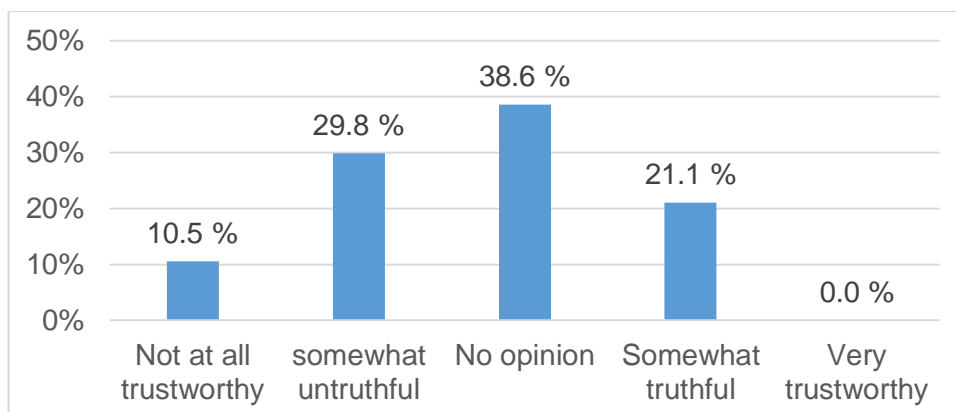


Figure 11. Trustworthiness of companies' claims to create diverse and inclusive workplaces

4.3 Consumers response to advertisements that show Black and POC's models

With Finnish companies all rushing to support the BLM movement, Finland saw an increase in the number of black models being cast in ads by Finnish companies. The investigative question “How do Finnish consumers react to advertisements that show Black and POC's?” was used to gain insight the effect of more ethnic diverse advertising.

Once again, a 5-point Likert scale was used in asking the question. The question with the highest mean was, “I prefer advertising that features ethnic diversity more than advertising that does not.”. This result is in line with a Polarized Appraisal (Linville and Jones 1980), which posits that, whites will exaggerate the positive characteristics of a positive Black r model in an ad: thus, whites will evaluate a black model more favorably than a white models of similar character. (Figure 12.)

Respondent response to whether they felt that there had been an increase in the amount of black models received a mean of 3,7 – this translates to undecided and somewhat agree. (Figure 12.)

Respondent A (who is white), who works in advertising production commented that as an “industry insider” they have noticed an increase for the demand of ethnic diversity in the ads. Furthermore, the respondent noted the importance of representation and that having some ethnic representation in ads is better than none.

“Usually they want diversity but are concerned about adding “too much” diversity. I think the reason for that is that they are concerned about looking like they are ingenuine, but by doing that kind of controlling(ly), I feel that they are actually revealing that they are ingenuine. In 99% of the cases where the client wants ethnic diversity in their advertisement, the client's people in charge of their company's advertisement stuff are all white. So it does feel like the companies are more concerned of how their products or services look to the outside, than actually also looking inside their own company.” –Respondent A

And the question, “The use of black models by Finnish companies in their advertising alienates me as a viewer.” Had the lowest mean of 1,6 indicating that respondents favour the use of black models. (Figure 12.)

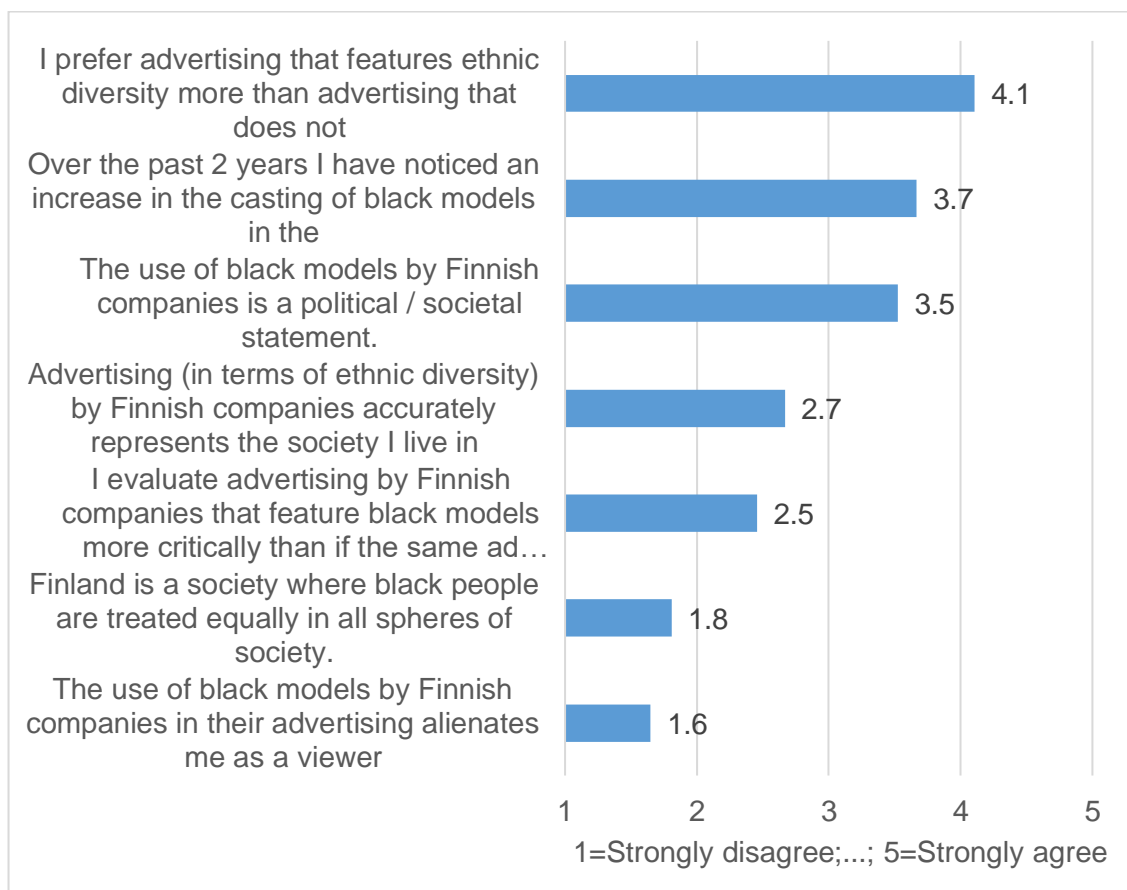


Figure 12. Consumer response to ads that show black and POC models (n=57)

Next the Consumer response to ads that show black and POC models was compared by age group to determine whether different age groups view certain issues differently. Nonparametric tests (Spearman’s Correlation Coefficient) were run to determine whether there was correlation between the answers and the age group. None of the variables showed significant correlation to age of respondent. This is likely due to the small sample size.

The area in which the different age categories differed the most was, “*The use of black models alienates me as a viewer.*”. The question in which the categories answered most similarly was the question regarding whether the use of black models is perceived as direct influence of the BLM movement. (Figure 13.)

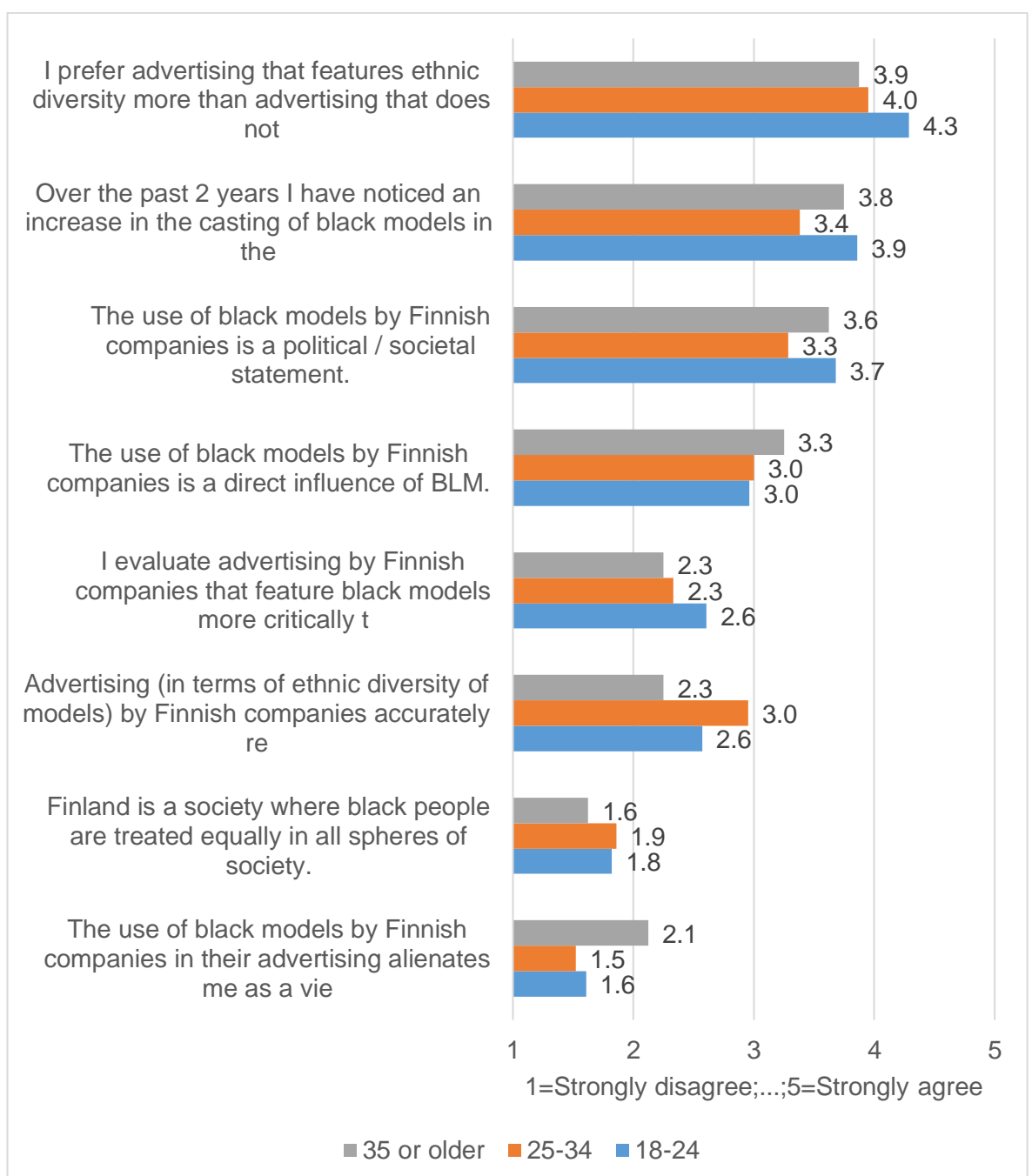


Figure 13. Consumer response to ads that show black and POC models by age category (n=57)

The term “woke washing” has been coined to describe corporations making sudden and often ingenuine promises to combat systemic racism – entering a discussion that many believe they have no place in. (Quart 2017.)

In this question more than half the respondents somewhat agree (57,9%) and 77,2% agree that with the statement “*The use of black models by Finnish companies can be described as woke washing.*” (Figure14). This result is contradictory when looking at the result of whether “*Finnish companies are involving themselves in an issue that doesn’t involve them.*” Which respondent on average disagreed with (mean=2,3) refer to Figure 8. Essentially according to the data, Finnish companies are involved in the fight against systemic racism, however when they use black models it is perceived as woke washing.

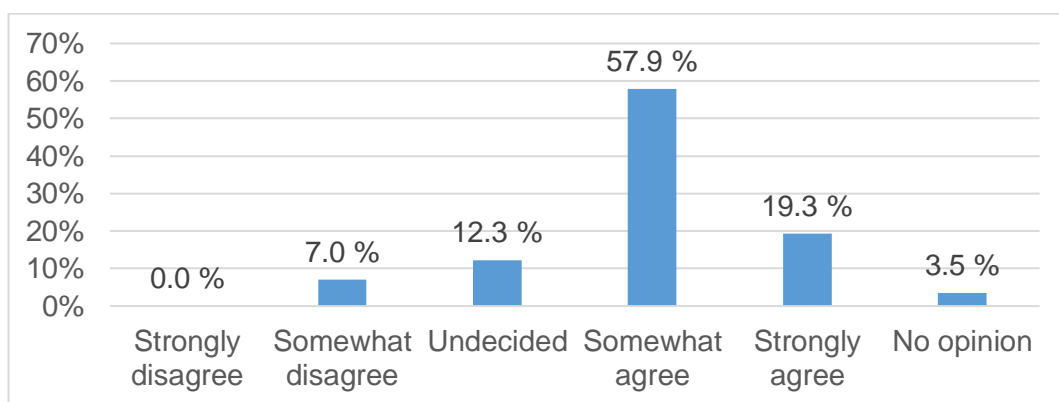


Figure 14. Using black models is “woke washing” (n=57)

4.4 How the emergence of Black Lives Matter affects how Finnish consumers react to ads with ethnic diversity?

For this section the only ethnicity that will be discussed is white(s), as the other racial groups had too few people in to make any conclusions about. The highest mean value was “*I prefer ads that feature ethnic diversity over ads that do not*” with a mean value of 4,1 which translates to “somewhat agree”. The lowest value was “*I evaluate ads by Finnish companies that feature black models more critically than if the same ad featured white models*”. This question was perhaps badly phrased, looking at the results the question was understood by the majority to mean that they would evaluate an ad more critically because it featured a black model. However, the question was meant to ascertain whether they perceived the overall message behind the ad more critically because it showed ethnic diversity in leu of a white model(s). The word “critically” has been understood with all its negative connotations, when in fact it was meant to infer that one would evaluate the “deeper” meaning of the ad. Overall looking at the means of the white ethnic group, the means hover predominantly over the centre of 3, which translates to

undecided. Overall, when looking at only whites, they are on average relatively indifferent to whether Finnish companies are showing more diversity. (Figure 15.)

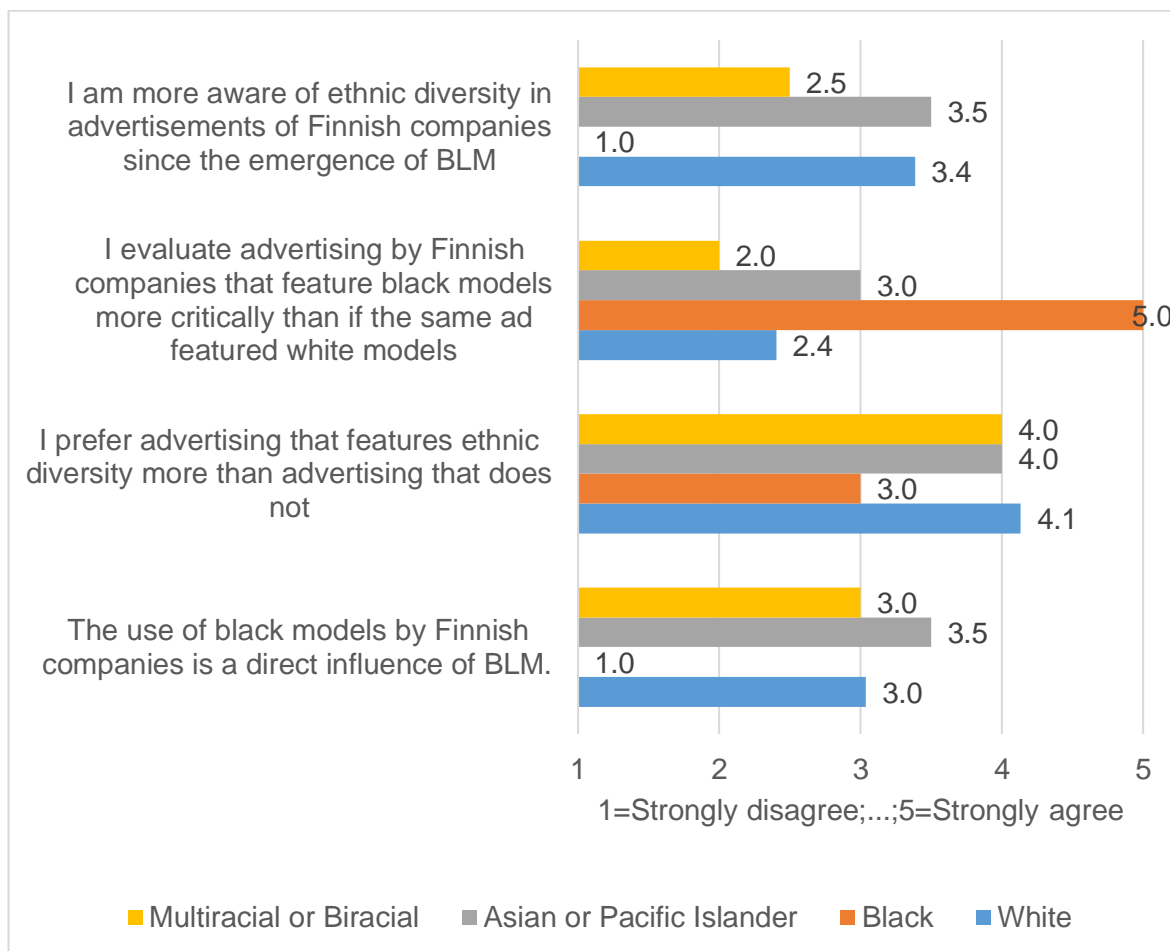


Figure 15. Is ethnic diversity perceived to be linked to the BLM movement (n=57)

5 Conclusions

This chapter concludes the findings of the empirical research in conjunction with the accompanying investigative questions as well as the overall research question. Validity and reliability will be further touched on followed by recommendations to business and suggestions for further research. Finally, reflection of learning of the author.

5.1 Key findings

The first investigative question (IQ) was, **How do Finnish consumers react to CSR communications regarding BLM by Finnish companies?** The findings concluded that CSR regarding BLM by Finnish companies is indeed under heavy scrutiny but that support of the BLM movement is a step in the right direction. The issue of course is that a single consumer can rarely know the extent to which a CSR campaign is genuine. While the data finds that supporting the BLM movement is an “easy” way to fight social justice, it is juxtaposed by respondents saying that companies have a large part to play in supporting a movement such as BLM.

Furthermore, CSR communication by Finnish companies were seen as putting out a statement because silence would be worse, as well as these same statements being viewed as ingenuine by nearly half the respondents. 40,4% of respondents found CSR by Finnish companies to be “*not at all trustworthy*” or “*somewhat untruthful*”.

The second IQ was, **How do Finnish consumers react to advertisements that show Black and POC’s?** The data indicated that respondents preferred seeing ads with more ethnic diversity compared to ads that don’t show diversity. Furthermore, respondents answered that they had noticed a slight increase in the use of black models in ads by Finnish companies. Moreover, respondents reported that Finland as a society is one where black people are at a disadvantage. An industry insider reported that they had noticed an increase in companies wanting to show more diversity but in a very calculated fashion – wanting to seem like they offer/cater to diverse audiences when they actually don’t. And that “In 99% of the cases where the client wants ethnic diversity in their advertisement, the client's people in charge of their company's advertisement stuff are all white.”. Another respondent reported that as an ethnic minority, they strongly feel that Finnish companies are trying to create an image of themselves that is just not true when looking at the ethnic diversity, or lack thereof, within their own company. Efforts by Finnish companies to show diversity was found by more than half of the respondents to fit the description of “woke washing”, which is the sudden and often ingenuine act to support a social cause.

The third IQ was, **How does the emergence of Black Lives Matter affect how Finnish consumers react to ads with ethnic diversity?** Overall questions regarding this IQ received means of around 3, which relates to undecided. It is important to note that as the sample had so little ethnic diversity that this clearly influenced the outcome. White consumers seemed relatively indifferent to whether the use of black models could be in any way linked to the BLM movement.

5.2 Assessment of reliability and validity

Chapter 3.4 discusses the research methodology as well as reliability and validity. Validity of books and online sources were assessed at the time of being chosen. Some parts of the theory were perhaps covered in too much detail and other areas lacking. This may have made readability and credibility of the arguments more watered down.

The survey was well designed and objective. However due to the small sample size, cross ethnic data analysis was not possible in any meaning way. Furthermore, any no correlations were found when conducting nonparametric tests. This made it impossible to apply the findings of the research to the larger population.

The sample consisted or almost exclusively white consumers as well as people under the age of 25. This skewed the data. As answers were obtained only from people living in Finland the data still has some validity.

5.3 Recommendations for business

CSR communication regarding BLM is heavily scrutinized, with consumers believing there is much lacking in the hiring practices and diversity statistics of Finnish companies. However, white respondents support corporate involvement in the fight against systemic racism, the consensus being that while the support may be at times ingenuine, at least something is being done. As systemic racism is a complex topic and one which the majority of the respondents have no personal experience of, it is hard for an individual consumer to have a strong opinion on how CSR regarding BLM should be handled in a way which genuine supports minorities and is not insensitive or ingenuine. Furthermore, white respondents agree that Finland is not an equal society for black people. An inside method is recommended, wherein companies' priorities the needs of their employees before announcing publicly that they are joining the struggle to end systemic racism. Consumers indicated that there were not too aware of an increase in the casting of more ethnically diverse models in adverts by Finnish companies. However, there is an indication that there is a growing interest to see more ethnically diverse ads. Moreover,

consumers were indifferent to the ethnicity of models when analysing the meaning behind an advert that featured an ethnically diverse cast. Due to the small sample size as well as lack of ethnic diversity in the sample, no link could be made that showed a correlation between the use of black models and support of the BLM movement. The research did have one black respondent whose answers drastically differed from the majority of white respondent, which shows that if a larger sample size was used then the results could offer real insight into the difference between ethnicities.

5.4 Recommendations for further research

Research looking into ethnic diversity and CSR regarding BLM should be investigated as two separate issues. The two issues are closely related but focusing on the two issues in the same research would be a mistake. Furthermore, research that investigates the company point-of-view would be interesting as they are the decision makers who decide how much ethnic diversity they want to show.

In terms of CSR research that touches on the motives and decisions of companies to decide to attach themselves to a movement that could potentially alienate certain customer segments.

Moreover, the same research but with a larger and more ethnically diverse sample would be advisable. Different ethnicities experience the BLM movement vastly differently, for example, black people are affected by systemic racism, whereas white people only know racism as a theoretical societal issue that they find hard to fully emphasize with however well-intentioned they might be.

5.5 Reflection on learning

The writing process was one of considerable difficulty, with the planning stage taking considerably longer than the writing stage. However, once the topic was chosen and the plan written, the writing was undertaken with great motivation as the topic was one of great importance to the author, as well as being highly topical. Finding research that related to race and ethnicity within Finland was tough, as literature on this topic is severely lacking. As the process moved along, the author learn more and more and was motivated by the ongoing learning and re-evaluating one's own position in society.

The outbreak of COVID-19 was especially hard as gaining access to public areas to write was limited.

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Appendices

Appendix. 1 Survey

The Impact of Black Lives Matter (BLM) movement in Finnish advertising on Finnish Consumer Behaviour

This survey provides data for a research project on the impact of the BLM movement in Finnish advertising on Finnish consumer behaviour. The data is being collected for a thesis at Haaga-Helia University of Applied Sciences.

The survey will take approximately 5 min to complete and is completely anonymous.

Due to the nature of the study, ethnicity will be asked. This question is not mandatory to answer but will be invaluable to the study.

All other questions are mandatory.

All questions are in context of the advertisements seen in Finland

Information collected will only be used for the purposes of study.

Contact information: (Edu Lehtinen) +358 44 238 5532, edulehtinen44@gmail.com.

1. By your own assessment, how familiar are you with the Black Lives Matter (BLM) movement?

- Not at all familiar
- I have heard of it
- I have heard of it and know something about it
- I have a good understanding of it

2. By your own assessment, how familiar are you with the goals of the Black Lives Matter (BLM) movement?

- I have no idea at all
- I have some idea
- I understand their goals fairly well
- I have a very clear understanding of their goals

3. The Black Lives Matter movement is affective in bringing about change.

- Strongly disagree
- Somewhat disagree
- Undecided
- Somewhat agree
- Strongly agree
- No opinion

*Following the death of George Floyd in May 2020, the BLM movement gained a lot of traction with companies of all sizes **denouncing police violence and systemic racism**. The aims of the BLM movement are to bring **awareness to systemic racism and police brutality**, particularly how it pertains to **Black people**.

4. Please rate the following statements from 1 to 5 (1= Strongly disagree; 5= Strongly agree)

***all questions pertain to advertisements seen in Finland by Finnish companies**

	1	2	3	4	5
Over the past 2 years I have noticed an increase in the casting of black models in the advertisements of Finnish companies – in Finland?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BLM movement has brought to light issues of racism that I had not been aware of before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finnish companies putting out statements saying "Black Lives Matter" is controversial.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of black models by Finnish companies is a political / societal statement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of black models by Finnish companies is a direct influence of BLM.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finnish companies are hypocritical when denouncing systemic racism.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finland is a society where black people are treated equally in all spheres of society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BLM is a trend that will fade away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I strive to support black owned businesses in my neighbourhood/city.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finnish companies are involving themselves in a societal issue that does not involve them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer advertising that features ethnic diversity more than advertising that does not.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I evaluate advertising by Finnish companies that feature black models more critically than if the same advertisement featured White models.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of black models by Finnish companies in their advertising alienates me as a viewer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising (in terms of ethnic diversity of models) by Finnish companies accurately reflects the society I live in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Supporting the BLM movement is an "easy" way for companies to say they care about systemic racism.
- I am more aware of ethnic diversity in advertisements of Finnish companies since the emergence of BLM.
- BLM is a movement that is only for black people and minorities.

5. How trustworthy do you find Finnish Companies claims that they are creating diverse and inclusive workplaces?

	1	2	3	4	5	
Not at all trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very trustworthy

6. I believe that Finnish companies that denounce systemic racism in Finland are a genuine ally to the BLM movement.

***ally= is an active, consistent, and arduous practice of unlearning and re-evaluating, in which a person in a position of privilege and power seeks to operate in solidarity with a marginalized group.**

***denounce= publicly declare to be wrong or evil.**

- Strongly disagree
- Somewhat disagree
- Undecided
- Somewhat agree
- Strongly agree
- No opinion

7. The use of black models in advertisements by Finnish companies is primarily used to reach black people and other People of Colour

- Strongly disagree
- Somewhat disagree
- Undecided
- Somewhat agree
- Strongly agree
- No opinion

8. The use of black models in advertisements by Finnish companies could be described as "woke-washing".

***Woke-washing= the term "woke washing" has been coined to describe corporations making sudden and often ingenuine promise to combat systemic racism.**

- Strongly disagree
- Somewhat disagree
- Undecided
- Somewhat agree
- Strongly agree
- No opinion

9. Finnish companies using black models post BLM is virtue signaling considering the demographics of Finnish society

*** Virtue signalling is the popular modern habit of indicating that one has virtue merely by expressing disgust or favour for certain political ideas or cultural happenings.**

- Strongly disagree
- Somewhat disagree
- Undecided
- Somewhat agree
- Strongly agree
- No opinion

10. Finnish companies putting out statements regarding BLM are...

Multiple choice question: choose as many as you want.

- Ingenuine (it is just words and does not mean they are making any progress.)
- Genuine (they mean what they say and are working towards creating diverse and inclusive workplaces.)
- Putting out a statement because not saying anything would seem worse.
- Reacting to other companies CSR communications.
- Reacting to the public.
- Realising that it is time for progress to be made.
- Other, please specify

11. I prefer companies that...

- Create an image that they are socially responsible before any societal incident occurs.
- Communicate only once a societal incident has already occurred.

12. I am more skeptical of CSR communications if...

- They are abstract (e.g. the company stands in solidarity with the BLM movement and is fighting the struggle against systemic racism)
- They are explicit (e.g. detail exactly what kinds of policies they have implemented to combat systemic racism in their company)

13. How old are you?

- 17 or under
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

14. What is your gender

- Male
- Female
- Other
- Prefer not to say

15. What is your ethnicity

***This question is not mandatory, however it will be invaluable to the research**

16. Where do you live?

17. Is there anything else you would like to add?