Where Are All the Black Women? a Look Inside the Misrepresentation and Underrepresentation of Black Women in Modern Marketing Campaigns

Alexandria Clark, clafin university
Na Xiao, Laurentian University

Black women have been misrepresented and underrepresented in marketing campaigns, advertisements, and agendas. The objective of this research is to analyze the roots and causes of this phenomenon and how can this lack of representation be corrected. A focus group study was conducted.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1019144/volumes/v43/NA-43

copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.