PERCEIVING THE ADVERTISING IN GENDER-GENERATIONAL CHARACTERISTICS

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Abstract: As a primary objective of this study, data were evaluated in the areas of advertising perception and the relationship between gender-generational characteristics was pointed out (generation Y and Z), moreover the selected types of advertising were mentioned. The types of advertising (advertising on TV, social networks, etc.) can acquire various forms (most annoying, most trusted, etc.) in gender-generational characteristics, which can affect the reputation of the organization. The data were obtained through a questionnaire research. The sample consisted of 296 responses. The data collection was implemented in early 2018. A significant difference was found in the perception of advertising in all dimensions among the categories of gender-generational characteristics except the 'most memorable'. Differential analysis was carried out, where significant differences occurred in a number of cases. Furthermore, a correspondent analysis was applied, in which the areas of perceptions of advertising had shown very close relations in several cases. The disadvantage of the research is that it is realized only in Slovakia.

Key words: advertising, perception, annoyance, truth, influence, frequency, memorise, gender, Generation Y, Generation Z, reputation management

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Introduction

Euroregions Reputation management is very closely linked to personalization, as it highlights the customer orientation in several areas (Sasko, 2010; Petrenko et al., 2017). It is possible to state that reputation and goodwill are extremely important for the organization's work (Yaman, 2018; Gotsi et al., 2001; Szwajca, 2018), for example, in the field of financial management (Michalak, 2016; Kliestik et al., 2018; Kunitsyna et al., 2018), higher education (Štefko et al., 2014), fashion (Štefko et al., 2018), internet advertising (Czuba, 2016; Bačík et al., 2017), or/and brand (Harumova, 2016). The current trends emphasize the importance of personalized marketing and personalized customer communication (Sahni et al., 2018, Štefko et al., 2017). In terms of personalization, it is advisable to pay more attention to the socio-demographic characteristics of the customer (Xu et al., 2006). In several aspects of marketing management, there are differences in both gender

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and generational characteristics (Bačík et al., 2017; Prideaux et al., 2016; Tangsupwattana et al., 2018; Haque et al., 2017; Vveinhardt and Sroka, 2017). While designing communication strategies, we should ignore adaptation (specific advertising for a particular segment for a specific purpose), and therefore minimize the negatives and maximize the positives for a specific customer segment (Ungerman et al., 2018).

Theoretical Background

Good understanding of gender differences in customer relationship management is convenient, at least in terms of effectiveness (Koval'ová et al., 2017). Different studies have been devoted to the problems of the differences in gender-generational characteristics in the perception of marketing management (Belas et al., 2017). It has been shown that there are significant differences in the perception of advertising visualizations between men and women, specifically, in the position and processing of advertising and products (Liaudanskaitė et al., 2019). As noted in traditional advertising, differences in gender-generational characteristics are indisputable, and these differences also exist in online advertising where, as proven, men perceive internet advertising as more positive and tend to buy more products than women (Lori, 2003; Ślusarczyk et al., 2018). Differences in the perception of the sexual content of advertisements are also obvious and it turns out that men have more negative attitudes towards these advertisements than women (Lanseng et al., 2016, Kot et al., 2016). The ad has a number of psychological and marketing components, the most important of which is the information the entertainment component. On these components, a laboratory experiment was conducted between men and women, where the authors have found differences, e.g. in the information component, which is perceived more positively by men than women (Sun et al., 2010). In addition to gender equality and differences in several aspects of advertising, as the study has pointed out in the previous paragraph, we should draw attention to the differences in age dimensions. The age, gender and generation of customers can be understood as a construct. Generation Y (1980 – 1995) has an increased interest in perspective and growth. They ask more questions and they are willing to work immediately. They work because of happiness, but the job does not mean everything to them. They do not have a lot of phone calls, but they use different applications for communication. Generation Z (1995 – later) - their interest goes beyond family and state boundaries. For them, the world is made up of technology, multitasking and especially without geographic limits. It is an online generation that does not experience the world without the Internet. Generation Z quickly and efficiently shifts between work and entertainment, with multiple dispersion in the background, working on multiple tasks at once (Čupka, 2017; Skalická, 2018). It is worth mentioning that not all authors agree on the timeframe of each generation. The significance of generational differences in marketing is also very important. Lipowski et al. (2018) speak about the considerable diversity of generations in the perception of advertising.

The generational differences in customer preferences of generation X and Y by Bačík et al. (2017) is significant. The difference in a generation is also apparent in the context of different claims as well as the different behaviour of generations in the labour market (Zbrankova, 2012; Profiroiu et al., 2016). It is also appropriate to note the existence of differences in perceiving photographs (Prideaux et al., 2016), and brands as an emotional component (Tangsupwattana et al., 2018). We can, therefore, consider significant generational differences in several aspects. In the issue of gender-generational differences, the perception of individual (basic) types of advertising was examined. The perceptions of individual types of ads may vary, indicating their annoyance in the Internet environment (Jelodar et al., 2015), truthfulness (Prymon, 2017), or other aspects of ads determining the reputation (Fedorko et al., 2017) and the marketing management perspective. These aspects are associated with different types of ads (TV advertising, print advertising, social media advertising, etc.). Each type of ad is specific in its various ways. Print advertising is relatively cheap, TV advertising is a notice by a lot of people, radio advertising has a relatively large impact and it is cheaper than TV advertising; the advertising on social networks is highly personalized (Loydlová, 2013; Vysekalová, 2010). However, based on the above information, it is not possible that every ad is appropriate for all segments because they need to be personalized.

Methodology

The primary objective of this study is to evaluate the relationship between the gender-generational characteristics (Y and Z generation) and selected types of advertising. The variables were introduced into the analysis as gender-generational characteristics on the one hand, and on the other, variables evaluating the selected types of advertising (TV, radio, social networks, print, billboard) in the dimensions of most annoying, most trusted, most often, most interesting, most influenced, most memorable, most emotive. The data were collected at the beginning of 2018 through a questionnaire survey, where the selection of the population can be characterized as a selection based on availability and free will. The selection consists of 296 observations. The collection took place through social networks, e-mails and personal inquiries (30%). For the analysis, the authors used frequency charts in the first step to show the abilities and perceptions for the individual characteristics of the ad in the gender-generational dimensions. Later, the authors carried out an analysis of the association through the $\chi 2$ test characteristics and the Cramer's V coefficient. Moreover, we analysed the pair differences in gender-generational characteristics in the perception of advertising. A full assessment of the issue was carried out by a correspondence analysis that visualises individual associations of analysed variables, i.e. gender-generational characteristics on the one hand and the perception of advertising (annoying, true, interesting, etc.) in the representation of advertising, e.g. print advertising on the other hand. As a variable between which the aggregated relations was analysed, gender-generational characteristics were entered (M-Y = 54, M-Z = 68, W-Y = 88, W-Z = 86). This

variable was identified in the questionnaire by two query items, the gender (M - male, F - female) and the generation (respondents reported their year of birth). Each respondent was assigned to a certain generation (Y - born after 1995, Z - born before 1995). There were no respondents born before 1979 in the questionnaire. Ako premenná medzi ktorou budú zosumarizované relácie do analýzy vstupovala rodovo-generačná charakteristika (M-Y = 54; M-Z = 68; W-Y = 88; W-Z = 86). The questions in the questionnaire included the following: most trusted, most often, most interesting, most influenced, most memorable and most emotive, where the answers to these questions were in the nominal scale (TV advertising, radio advertising, etc.). The respondents could choose the option I do not know, which was rated as 'NA' missing. The respondents could find information about the advertising at the end of the questionnaire.

Table 1. Ad perception - ad Type - frequency

		TV	Radio	Soc. sites	Print	Billboard	NA	Total
1	N	76	32	56	64	8	**60**	**236**
	%	25.7	10.8	18.9	21.6	2.7	**20.3**	**79.7**
2	N	180	12	82	10	4	**8**	**288**
	%	60.8	4.1	27.7	3.4	1.4	**2.7**	**97.3**
3	N	114	10	150	2	10	**10**	**286**
	%	38.5	3.4	50.7	0.7	3.4	**3.4**	**96.6**
4	N	62	40	86	28	46	**34**	**262**
	%	20.9	13.5	29.1	9.5	15.5	**11.5**	**88.5**
5	N	48	8	92	58	6	**84**	**212**
	%	16.2	2.7	31.1	19.6	2	**28.4**	**71.6**
6	N	114	12	80	40	22	**28**	**268**
	%	38.5	4.1	27	13.5	7.4	**9.5**	**90.5**
7	N	134	14	50	18	16	**64**	**232**
	%	45.3	4.7	16.9	6.1	5.4	**21.6**	**78.4**
* 1 - Most annoying; 2 - Most trusted; 3 - Most often; 4 - Most interesting; 5 - Most influenced; 6 - Most memorable; 7 - Most emotive							

Results

The following parts of the study point out the outputs of the analyses carried out to achieve the main objective. As described above, the authors used descriptive, relational and correspondence analysis. The authors divide this section based on the following three methods: the perception of advertising in the distribution of the gender-generational characteristics, the perception of advertising in the distribution of the gender-generational characteristics and the visualization of relations.

The Perception of Advertising in the Distribution of the Gender-generational Characteristics

The following table 2 refers to the frequencies in individual aspects of perception in the second-degree division of the gender-generational characteristic. Table 2

shows absolute values in%, which might be read as a comparison between the categories of gender-generational characteristics. The higher the number of individual columns (type of ad), and the greater the importance of the given ad are given in the perceptual characteristics (e.g. most annoying, etc.).

Table 2. Types of advertising by gender-generational characteristics

	W-Z					W-Y				
	1	**2**	**3**	**4**	**5**	**1**	**2**	**3**	**4**	**5**
Most annoying	30.6	13.9	19.4	33.3	2.8	35.9	12.8	28.2	20.5	2.6
Most trusted	62.8	9.3	25.6	2.3	x	64.3	x	31.0	2.4	2.4
Most often	45.2	2.4	52.4	x	x	37.2	2.3	58.1	2.3	x
Most interesting	25.6	15.4	30.8	10.3	17.9	24.4	9.8	43.9	7.3	14.6
Most influenced	17.6	x	41.2	38.2	2.9	37.5	6.3	40.6	15.6	x
Most memorable	40.5	2.4	28.6	19.0	9.5	50.0	7.1	23.8	14.3	4.8
Most emotive	48.6	8.6	20.0	14.3	8.6	66.7	2.8	19.4	8.3	2.8
	M-Z					M-Y				
Most annoying	24.0	24.0	28.0	16.0	8.0	38.9	x	16.7	44.4	x
Most trusted	66.7	x	27.3	6.1	x	53.8	7.7	30.8	3.8	3.8
Most often	40.6	3.1	43.8	x	12.5	34.6	7.7	53.8	x	3.8
Most interesting	16.7	26.7	30.0	3.3	23.3	28.6	9.5	19.0	28.6	14.3
Most influenced	20.0	5.0	55.0	20.0	x	10.0	5.0	40.0	35.0	10.0
Most memorable	36.7	3.3	43.3	6.7	10.0	40.0	5.0	25.0	20.0	10.0
Most emotive	69.2	3.8	19.2	3.8	3.8	42.1	10.5	31.6	x	15.8
*1 – TV, 2 – Radio, 3 – Social sites, 4 – Print, 5 – Billboard										

The Perception of Advertising in the Gender-generational Characteristics

The following part focuses on assessing the context and the pair gap between gender-generational characteristics and types of advertising. Firstly, the authors have determined the relationships separately in gender and generation. In the vast majority of cases, however, the authors cannot confirm significant relationships.

Table 3. Association Analysis of the type of advertising and gender-generational characteristics

Dependent Variable	χ^2	CV	Interpretation
Most annoying	**0.010**	0.193	Weak
Most trusted	**0.043**	0.158	Weak
Most often	**0.002**	0.191	Weak
Most interesting	**0.001**	0.206	Intermediate
Most influenced	**0.001**	0.229	Intermediate
Most memorable	0.224	x	NOT
Most emotive	**0.012**	0.192	Weak

A significant correlation between the perceptions of advertising and gender is not confirmed only in one case (most often - $\chi2 = 0.001$, CV = 0.256) and the perception of advertising and generation in two cases (most often - $\chi2 = 0.034$, CV

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= 0.191, most influenced - $\chi2 = 0.001$, CV = 0.290). Table 3 shows the outputs and significance of the associations.

The test characteristics determining the significance of the association are decided among the statistical hypotheses: H0: $\phi c = 0$; H1: $\phi c \neq 0$. As it can be seen, the value of p, in addition to perceiving the most memorable ad, is less than 0.05 in all other cases wherein these cases the statistical hypothesis H1 is accepted and an opinion on a significant association can be adopted. Table 2 also shows the degree of association (Cramer's V) and its interpretation. The next Table 4 points out the pair differences shown by the p value between the gender-generational characteristics. In the case of the variables in the fields marked with the cross, the $\chi2$ test is not possible, the absolute number in the given category is in these cases less than or equal to 5. The test characteristics decisive for the significance of the association decides between the statistical hypotheses: H0: $\chi2\ 1 = \chi2\ 2$; H1: $\chi2\ 1 \neq \chi2\ 2$. The highlighted values are less than 0.05, so in these cases, the statistical hypothesis H1 is not rejected. By analogy, the study accepts the view of the significant difference between these pairs of gender-generational characteristics. This difference is seen in twelve cases.

Table 2. Pair Relational Analysis ($\chi2$) of the type of advertising and gender-generational characteristics

Gender-Generation	1	2	3	4	5	6	7
M-Y : M-Z	**0.00044**	0.0662	x	**0.00079**	0.09470	0.1970	**0.03120**
M-Y : W-Y	**0.01770**	0.1110	0.14500	**0.00842**	**0.00162**	0.6470	**0.00327**
M-Y : W-Z	0.11600	0.3530	x	0.09490	0.15100	0.9480	0.08190
M-Z : W-Y	0.21100	x	**0.00763**	**0.02650**	x	**0.0458**	0.88000
M-Z : W-Z	0.08850	x	x	0.19000	0.07950	0.1770	0.10900
W-Y : W-Z	0.42500	**0.0355**	x	0.47200	**0.00187**	0.2760	0.11800
* 1 - Most annoying; 2 - Most trusted; 3 - Most often; 4 - Most interesting; 5 - Most influenced; 6 - Most memorable; 7 - Most emotive							

Visualization of Relations

The following section is dedicated to a correspondence application that visualizes links between the examined variables. The condition of applying the correspondence analysis is the significant association rate that has been made in the previous section. All perceptual variables, apart from the most memorable, are considered to be significant and the authors suggest further analyses. The following table 4 points to the basic characteristics of the correspondence analysis. There are two mass outputs, which define the individual line loadings of specific types of ads and the column profile. This characteristic speaks of the relative share of a given category in the sample. The second characteristic (I.T.) contribution of dimension to inertia of point TOTAL, offers information on the quality of display of specific categories represented by both axes.

As can be seen from the previous Table 4, most variables in the contribution of dimension to inertia of point TOTAL (I.T.) offer relatively high values fluctuating in the most cases to 0.9.

Table 3. Mass and contribution of dimension to Inertia of Point TOTAL (I.T.)

		1		2		3		4		5		6	
		Mass	I. T.	Mass	I. T.	Mass	I. T.	Mass	I. T.	Mass	I. T.	Mass	I. T.
Row	W-Z	0.31	0.92	0.30	0.98	0.29	0.62	0.30	0.11	0.32	0.97	0.30	1.00
	W-Y	0.33	1.00	0.29	0.89	0.30	0.95	0.31	0.99	0.30	0.96	0.31	0.98
	M-Z	0.21	0.99	0.23	0.91	0.22	1.00	0.23	1.00	0.19	0.31	0.22	0.97
	M-Y	0.15	0.99	0.18	0.91	0.18	0.57	0.16	1.00	0.19	1.00	0.16	1.00
Column	TV	0.32	1.00	0.63	0.89	0.40	0.01	0.24	0.89	0.23	0.88	0.58	1.00
	Radio	0.14	0.99	0.04	1.00	0.04	0.52	0.15	1.00	0.04	0.97	0.06	0.98
	Soc sites	0.24	1.00	0.29	1.00	0.52	0.86	0.33	0.99	0.43	0.08	0.22	0.96
	Print	0.27	1.00	0.04	0.28	0.01	0.87	0.11	1.00	0.27	0.97	0.08	1.00
	Billboard	0.03	0.96	0.01	1.00	0.04	1.00	0.18	1.00	0.03	0.98	0.07	1.00
* 1 - Most annoying; 2 - Most trusted; 3 - Most often; 4 - Most interesting; 5 - Most influenced; 6 - Most emotive													

The following Figures show the relationships between the categories of the analysed variables. The whole analysis as regards the nominal variable is carried out on the characteristics $\chi 2$ in symmetrical normalization of two dimensions.

The Figures 1, 2 and 3 show the degree of mutual relations expressed by the distance between the categories of the individual variables. Most annoying has the smallest distance between men of generation Z and radio advertising, thus it is possible to identify the most significant link in the perception of advertising annoyance. While perceiving the truth, the closest relationship can be identified between men of generation Z and print advertising. The most common occurrence of advertising is the closest relationship between women of generation Z and social networks.
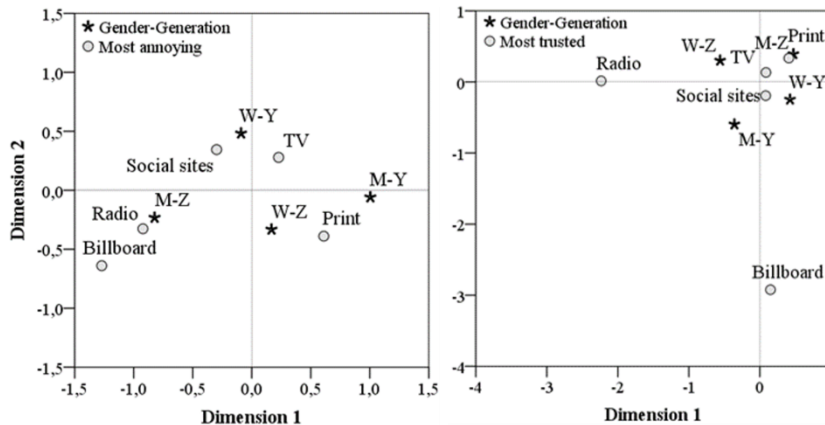

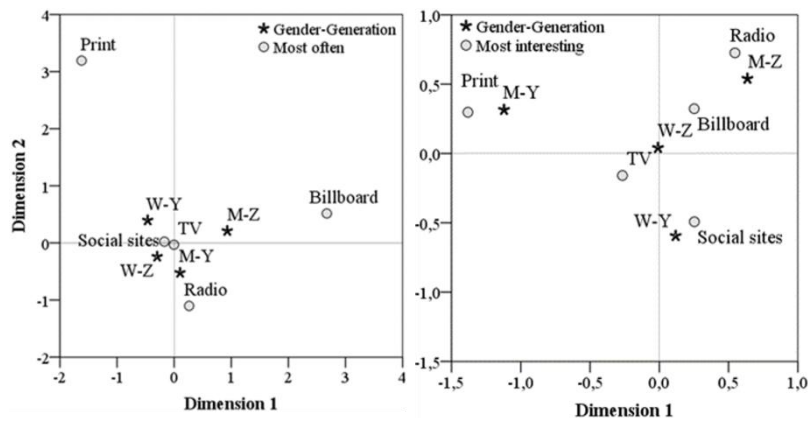**Figure 1. Relationship - most annoying + most trusted categories**

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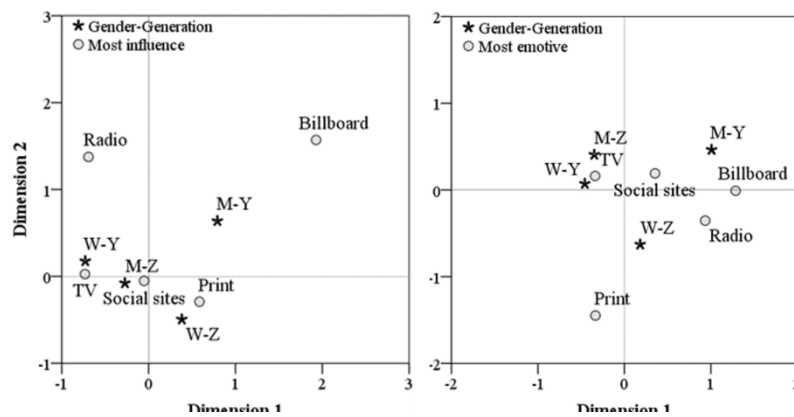**Figure 2. Relationship - most often + most interested categories**

Figure 3. Relationship - most influenced + most emotive categories

The most significant relationship of the category most interesting ads is between women of generation Y and social networks. Another closest link is in the category most influential and women of generation Y. In the latter case, the closest relationship of the category most emotive is between TV advertising and women of generation Y.

Discussion of the Results

The study set itself the primary objective in the areas of advertising perceptions to assess and point out the relationships between gender-generational characteristics and selected types of advertising. The sessions have been demonstrated through visualizations depicting the number of individual ads between the gender-generational characteristics in the individual areas of perceiving the ad types.
The evaluation was followed by the inference statistics of the associations and with the specific differences where the Cramer's V and χ2 method was used. Finally, the visualization and evaluation were offered through correspondence analysis. Based

on the above-mentioned analyses, it can be argued that there is a significant degree of association between the gender-generational characteristics. This rate occurred in seven out of eight cases of perceptions of different ad types. The highest, moderate, rate occurred with the interest and impact of each ad type. A weakness has occurred in the annoyance, truthfulness, frequency, and emotionality of individual ad types. Significant associations do not show up for the memorable ads. In a paired comparison of the perceptions of individual ad types, significant differences have occurred in twelve cases. In the most annoying category when compared to men of generation Y and Z, the biggest deviations have appeared in print and radio advertising. Deviations have also occurred in the case of men and women of generation Y in multiple types of advertising. While marking the most trusted ad, the differences have been manifested among generations of women, especially in radio advertising. In the category most often and counter ads, differences are seen between men of generation Z and women of generation Y, which is a change in the prevailing social networking rate for women.

While selecting the most interesting advertising, there are significant differences between (1) men of generation Y and Z and between (2) men and women of generation Y and between men (3) of generation Z and women of generation Y, where there have been changes in the perception of multiple ads. While marking ads as most influential, significant differences have occurred in two cases, between (1) men and women of generation Y and between (2) women of generation Y and Z. The most memorable category is on the acceptability limit and there are differences in one case for men of generation Z and women of generation Y. While selecting ads for the category most emotive, the difference is manifested in two cases, between men (1) of generation Y and Z, primarily in TV advertising and between men (2) of generation Y and women of generation Y also in TV advertising. Most of the differences are measured among (1) men and women of generation Y, among (2) men of generation Y and Z, and among (3) men of generation Z and women of generation Y.

Several studies have aimed at determining the difference of individual segmental characteristics in the perception of certain ads, and also that the difference in gender-generational characteristics is not significant but can be considered as an interesting information. Differences in perception of individual ads do not occur between (1) men of generation Y and women of generation Z and between (2) men and women of generation Z.

In the conclusion of the study, a correspondence analysis was used to demonstrate the exact relationships in the perception of individual advertisements. In a number of cases, close links between gender-generational characteristics and specific types of advertising have been demonstrated. As mentioned among the closest relationships in individual areas of perception, it is possible to rank in the category most annoying the relationship between men of generation Z and radio advertising. While perceiving the truthfulness, the closest relationship can be identified between men of generation Z and print advertising.

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The most common occurrence of advertisements is the closest relationship between women from generation Z and social networks. The most significant relationship in the category most interesting ads is between women of generation Y and social networks. Another closest link is for the most influential ad in case of women of generation Y. In the latter case, the closest relationship can be identified in the category of most emotive between TV advertising and women of generation Y.

As noted earlier, Lori (2003) reports men to view internet advertising more positively than women. This argument can be extended based on the outputs of the study; the difference is manifested in gender characteristics only in the generation Y, in the attribution of most interesting, most influenced and most emotive. In generation Z, there is no significant difference between men and women in the perception of different types of ads. Bačík (2017) draws attention to the significant difference between generations X and Y, and from the results, it can be concluded that the difference in perception of advertising (which is not negligible) exists in generations Y and Z.

The generational difference in advertising (online, offline, phone) was also addressed by Lipowski et al. (2018), who confirmed the diversity in conditions of Poland. In relation to the reported study, the outcomes of the study state that there are differences in generational characteristics in Slovakia and they are not negligible. The outputs state that in generational characteristics in Slovakia are differences and they are not negligible. Most of the research presented in the theory or at this point of the gender-generational characteristics are different but, as proved, it is of great importance to consider the complex gender-generational characteristics.

The greatest limitations of the research can be identified in the sample itself because it is valid only for Slovakia. Further research is planned to divide issues in gender-generational characteristics more generously and in deeper intentions and to create optimization functions or other scientific research activities linked to the given issue of a reputational management.

Conclusion

Based on the outcomes, the authors recommend marketing managers in personalization to take into account the gender-generational characteristics; dealing only with gender or only with generation is inadequate. From the point of view of the reputation itself, advertising applied to an inappropriate dimension of gender-generational characteristics may have a weak effect, in extreme cases, a negative impact. For example, if the goal was to attract women from the Z generation, social advertising and billboards would be the most appropriate. Radio advertising would have a very little effect.

We should also note the fact of the relationship between the different types of advertising perceptions. For example, men of generation Z have a very close connection in the perception of radio advertising as the most annoying and at the same time as the most interesting. Maximizing the required ad effect and

minimizing negative impacts on individual customer types are the outputs of personalization campaigns. The importance of personalization has increased in recent years, at the time of the Internet, when it is possible to orientate advertising to individuals. Although personalized communication is more expensive, its effectiveness is shown to be much higher than for non-personalized marketing campaigns, thus personalization is 'worthwhile'. Advertising to a certain extent also affects the reputation of the organization. Besides personalization, it would be appropriate to count on the negative effects of advertising, such as annoyance.

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PRZEDSTAWIANIE REKLAMY W CHARAKTERYSTYKACH GENDER-GENERACYJNYCH

Streszczenie: Jako główny cel tego badania oceniono dane w zakresie postrzegania reklamy oraz wskazano związek między cechami pokoleniowo-płciowymi (pokolenie Y i Z), ponadto wymieniono wybrane rodzaje reklamy. Rodzaje reklam (reklama w telewizji, portale społecznościowe itp.) mogą przybierać różne formy (najbardziej irytujące, najbardziej godne zaufania, itp.) w cechach płciowych, które mogą wpływać na reputację organizacji. Dane uzyskano za pomocą badań ankietowych. Próbka składała się z 296 odpowiedzi. Gromadzenie danych zostało wdrożone na początku 2018 r. Znaczącą różnicę stwierdzono w postrzeganiu reklamy we wszystkich wymiarach wśród kategorii cech pokoleniowych, z wyjątkiem "najbardziej zapadających w pamięć". Przeprowadzono analizę różnicową, w której znaczące różnice wystąpiły w wielu przypadkach. Ponadto zastosowano analizę korespondencyjną, w której obszary percepcji reklamy w kilku przypadkach wykazywały bardzo bliskie relacje. Wada badań polega na tym, że jest ona realizowana tylko na Słowacji.

Słowa kluczowe: reklama, percepcja, rozdrażnienie, prawda, wpływ, częstotliwość, zapamiętywanie, płeć, pokolenie Y, pokolenie Z, zarządzanie reputacją

在感知生成特征中体现广告

摘要:作为本研究的主要目标,在广告感知领域对数据进行了评估,并指出了性别代际特征之间的关系(Y代和Z代),并提到了所选择的广告类型。广告的类型(电视广告,社交网络等)可以获得性别代表特征的各种形式(最烦人,最信任等),这可能影响组织的声誉。数据是通过问卷调查获得的。样本由296个答复组成。数据收集工作于2018年初实施。除了"最令人难忘的"之外,性别代际特征类别中所有方面的广告感觉都存在显着差异。进行差异分析,其中在许多情况下发生显着差异。此外,还进行了相应的分析,其中广告感知领域在几个案例中表现出非常密切的关系。该研究的缺点是它只在斯洛伐克实现。

关键词:广告,感知,烦恼,真相,影响,频率,记忆,性别,Y一代,Z世代,声誉管理。