



WHO IS GAZING AT ME, AND WHY? AN EMPIRICAL STUDY ON THE INFLUENCE OF SEXUAL APPEAL IN MARKETING



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Abstract

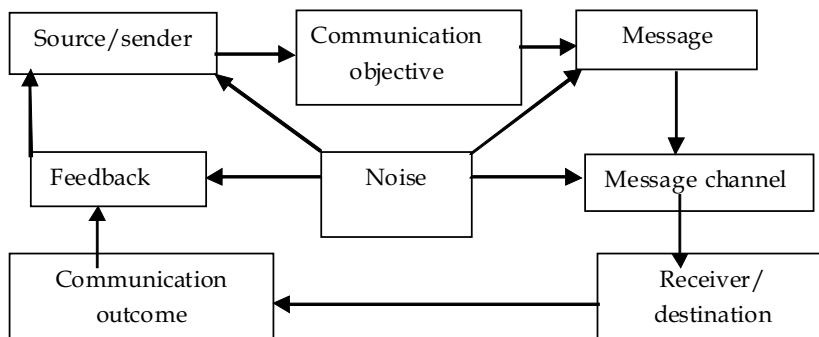
Sexual appeal in marketing is an old philosophy with undying relevance in the marketplace of yesterday, even of today. Sex sells. In advertising sex sells, is the use of sexual interest as a tool of persuasion to draw attention to a particular item for consumption and it is considered one of the most influential tools of marketers and especially advertisers. The purpose of this study is to ascertain how the sexual appeal in advertising influences the behavior of young men and women toward buying certain products or services. The objectives of this study are: to redirect viewers' notion after viewing sexual appeal advertisements. It is also to inform and educate customers relative to the feminine sexual appeals in the advertisement and how they should see them. The methodology is quantitative and cross-sectional descriptive design is adopted. The study universe is Imo State Polytechnic, Umuagwo and Federal Polytechnic, Nekede, in Imo State. The sample technique is convenience sampling method and a sample size of 500 respondents were chosen. Frequency table and simple percentages are used to present and analyze the data gotten from the questionnaires. Hypotheses are tested with the use of statistical tool of ANOVA. Relative to the findings and conclusions of this study, the researcher makes the following recommendations: Advertisement should contain subtle sexual appeal that is relative to the products or services being offered. Sometimes a product sells better with other appeals, such as humor, comedy, or anxiety. It is proper for government to set up an agency that will monitor, censor and regulate the level of feminine sexual appeal in an advertisement in order to instill appropriate use.

Keywords: *Sexual Appeal, Feminine Attraction, Models and Advertisement*

Background to the Study

“Opposite attracts”, is an old philosophy that refused to die. Sexual appeal in marketing is the art and act of drawing and attracting attention for the particular purpose of marketing products and services. People all over the world are bombarded daily with an ever- increasing number of advertising messages, whether on television, radio, print or posters. Advertising can be defined as any paid form of non-personal promotion transmitted through a mass medium. The key difference between advertising and other forms of promotion such as; personal selling, sales promotion and publicity is that advertising is impersonal and communicates to large number of people, (Belch & Seven, 1990; Aaker, et al, 1992).

Before we go into explaining sexual appeal in advertising, we should first understand that the most significant factor to be considered in planning advertising is an understanding of the communication process. No organization can afford either the financial or the reputational damage caused by inadequately designed or implemented communication campaigns. Therefore, it is of great importance that the communication process functions as an establishment of commonness or oneness of thought between a message sender (advertiser) and a receiver (consumer/customer) if communication is to occur. Below is the diagram of an effective communication process by Shimp, (2003).



Source: Shimp, (2003)

Figure: 1: Effective Communication Process

Shimp, (2003) opines that the source in the communication process is a communicator; it could be an advertiser, sales person or sales promoter who has thoughts to share with a single customer or an entire target audience. The sender must have a clear idea or view of what message he wants to present in order to create brand awareness and positive brand image towards the receiver. In order to bring message forward to the receiver a channel must be chosen by the sender. Depending on what message the sender wants to deliver, the choice of channel is important. It is

hoped that the outcome to the receiver matches the communicator's general objective and results in more positive attitudes towards the brand image, increased brand awareness or greater purchasing of the brand. Whatever the response, it is important that the sender is provided with feedback on whether the message has been received, understood and interpreted as desired. The feedback in a marketing context can be measured by the sales turn over or purchase of the product, which is advertised. A message moving through the process can always be distracted by noise.

Brassington and Pettitt, (2000), state that advertising media are called on to execute the task of delivering the message to the customers or consumers and so the advertiser needs to choose a medium or media, the channel must be suitable to the task at hand. Examples of medium/ media to deliver the message are:

1. **Television:** It enables a seller to communicate to a broad range of potentially large audiences.
2. **Radio:** It is an important means of broadcast communication for smaller companies operating within a restricted geographical area.
3. **Magazines:** it can be presented and then examined selectively at the reader's leisure and narrowly targeted to a niche audience.
4. **Newspapers:** It is preferably used for communicating swiftly and flexibly to a large audience.
5. **Outdoor advertising:** It is used to provide rapidly digestible messages to passers-by or to offer something for a person to look at.
6. **The Internet:** It is a tool for accessing information and to widen the distribution of a company's image, (Eastman, et al, 1999; Aaker, et al, 1990; Bassington & Pettitt, 2000).

Having explained the communication process, we will now go into explaining sex in advertising. Sexuality has for a long time, at least since the arrival of the Lutheran Faith in the 17th Century been associated with disgrace and guilt. However, during the last century the view towards sexuality has altered due to information and politics. According to Heller (2000), sex was not as common in mass media during the early twentieth century as it is today. But over the past one hundred years the human body has been exploited in advertising and it has been provocatively used to sell products. Advertising research reveals that sexual appeals are often attention getting, arousing, inducing and memorable. The use of nudity and partially nude models has increased during the recent years and this sort of advertising is more common now than ever.

Sex in advertising is the use of sexual interest as a tool of persuasion to draw attention to a particular item for consumption and it is considered one of the most influential tools of marketers and especially advertisers. In the beginning of the 20th century, it could be enough to focus on a woman's calf under her skirt to pass the limit for what was tolerated and at that time, the advertising of today would surely have been considered pornography, (Heller, 2000, Erikson & Weidershen, 2000). Sexual information, whether in the form of pictures, sounds or stories, has been shown to stir up predictable range of emotional responses within viewers. The problem of this research can be predicated on how the sexual appeal in advertisement influences the behavior of young men and women. For example, how the sexual content in advertising evokes emotional responses; these reactions can boost an advertisement's persuasive impact negatively by eliciting negative feelings such as embarrassment, disgust, or uneasiness, (Henthorne & Latour, 1994; Reichert, 2003). Another influence which the sexual appeal in advertising can cause is when consumers see clothing and or cosmetics advertisements; they compare themselves with these models in the advertisements. After viewing beautiful models or highly attractive individuals for example; television advertisements, viewers rate the attractiveness of more ordinary looking people lower than they would otherwise, (Heller, 2000, Erikson & Weidershen, 2000).

This study on sex in advertising is has practical significance to our young men and women and the society at large that the essence of these advert or gimmicks is not to corrupt their minds but to attract attention. This study will educate our youths on how to follow those nude advertisements displayed either on the television, magazine or newspaper among others. It will bring out the cultural negativities of the advert, social and moral aspects to which the youths have to be alert so as not to be victimized by those adverts. This study aims at contributing to change the bad influence, which the sexual appeals in advertising have caused in the life of our society. This study will also serve as a reference guide for further research on this topic or related one and to the government agencies who make the policies guiding the consumers (Consumer Protection Council-CPC) and advertisers (APCON-Advertising Practitioners Council of Nigeria) so as to make good policies that will sexual appeal advertising. Its theoretical significance is that an empirical study from a different geographical area Imo State, Nigeria is confirming the findings of previous studies in other areas of the globe, (New Jersey, New York, Ohio), thereby adding to the body of knowledge. It is also important to note that the dynamics of time did not influence the results of the study

Statement of the Problem

Sex sells, the use of sexual interest as a tool of persuasion to draw the attention of consumers to a particular item of consumption by marketers and advertiser.

Objectives of the Study

.the objective of this study is to ascertain how the sexual appeal in advertising and marketing influences the behavior of young men and women towards buying certain product and services.

Research Questions

The following research questions were developed from the study:

1. Does sexual appeal in advertising have any influence on young men and women on product and services patronage?
2. Should sexual appeal be applied in advertising with limit?

Test of Hypothesis

Hypothesis 1:

Ho₁: Sexual appeal in advertising does not have any influence on young men and women on product and services patronage.

Ho₂: Sexual appeal should not be applied in advertising with limit

Literature Review

Theoretical Framework

Definitions of Sexual Appeal in Advertising

Lambaise and Reichert, (2003) state that there are five different types of sexual information in advertising:

Nudity

Displays of bodies constitute a crucial source of sexual information. When people were asked to identify the characteristics in advertising that contained nudity, they referred to short skirts, tight tops, muscular arms, bikinis and lingerie's. The term nudity does not imply that models are completely unclothed; a suggestive dress is often represented by open blouses with partially exposed cleavage, tight fitting that highlight the body. Nudity is extremely rare in mainstream advertising and therefore it is often represented by side and back shots of the model, tub and shower series and in some cases frontal nudity from the waist up.

Sexual Behavior

Although sexual content in mainstream advertising leaves out the sex act, it does include sexually provocative behavioral displays. Sexual behavior can be diversified into advertisement in two ways, as individual behavior or interpersonal interaction. In the first form models can behave sexually in advertisements by making eye contact using different facial expression and moving provocatively. In these ways, the author further claims that models can communicate sexual interest with the viewer or simply try to bring out sexual arousal. Audio-visual

characteristics of television commercials can emphasize sexual behavior by showing models moving and talking seductively to the viewers. The second form of sexual behavior involves two models or more engaging each other in sexual contact. The degree of explicitness of the encounter can vary from simple displays of affection to inferred intercourse.

Physical Attractiveness

Physical attractiveness among humans is a trait that is central for foreseeing interpersonal attraction and mate selection. Features of physical appearance, including facial beauty and complexion, play a great role in sexual interest and desire. For this reason, physically attractive models in advertising can be and most often are considered examples of sex in advertising. Determination of attractiveness levels is made by a comparison by mean ratings and this rating is considered from the models hair, face, complexion, eye contact, physique and behavior.

Sexual Referents

Images and words that refer to sex or activate sexual thoughts can be considered examples of sex in advertising. According to the authors sexual referent in advertising can be defined as message elements, visual or verbal that serves to bring forth or develop sexual thoughts. Sexual content takes form in the viewers mind not in the advertisement.

Sexual Embeds

Sexual embeds are defined as referents or forms of sexual representation designed to be perceived subconsciously. Common types of embeds include objects that are shaped or positioned like genitalia and small hidden messages of naked people and body parts. Sexual embeds are integrated into images by advertisement creators and are planned to go undetected by those people who are viewing the advertisement.

In one of their studies, Ramirez and Reichert (2000), state that the most important definition of what was perceived as sexuality in advertisement is physical characteristics. Physical characteristics can be divided into three subcategories; clothing such as half-naked and tight dresses, attractiveness and body such as cleavage and chest. There were no differences between what men and women perceived as sexual concerning clothing but men mentioned physical attractiveness as an important factor twice as often as women did. Overall men were a little bit more likely to define sexiness in this way.

Second most frequent definition that was considered as sexual, involves movement. According to Ramirez and Reichert (2000), this category included behavior such as flirting, dancing and shaving, demeanor such as provocative, sassiness and fun loving and voices such as singing, moans and groans. In this category there were no significant differences between the genders opinions both concerning the definition and the subcategories.

The third most frequent definition that characterizes sexiness was contextual features. This category included photographic such as its fast-paced, camera roams over model, setting, music, lighting such as hazy and shadows and shots in black and white. The authors state that there were no difference concerning the first four subcategories between the genders, but women were more likely to make reference to black and white as a contributing factor to sexual appeal. When a couple is in deep embrace, which is the fourth most frequent definition of sexual appeal, a gender difference emerged. Women are four times more likely to define sexiness in this way, (Heller, 2000; Erikson & Weidershem, 2001).

Sexual Appeals and Decency in Advertising

Gould, (1994), opines that an important distinction among sexual appeals is obscenity versus indecency. Obscene material is illegal and involves three conditions; it appeals to the prurient interest, it is patently offensive and it lacks redeeming value. In general most advertisements with sexual appeals are not obscene because they fail these tests; however some advertisements may fit the category of indecency, which unlike obscenity is not illegal. The ultimate test of indecency for sexual appeal in advertising as for sexually oriented materials of all sorts is in the eye of the beholder.

Boddewyn, (1991) states that among the main constants and variables bearing on the issue, religion and other value systems are crucial in defining and sanctioning sex and decency in advertising. Standards and definitions vary among countries, but the standards may also be different within the same country. Governmental intervention is advocated by those who mistrust other forms of social control and or want to translate social causes into laws. Regulation from governmental authorities is also important when self-regulation is absent and when the local culture feels threatened by foreign messages, for example in Malaysia an advertising code states that: *“woman should not be made the principal object of an advertisement, and they should not be used to attract sales of a product unless it has relevance to women”* Three criteria can be used to evaluate if advertising is considered to be sexually discriminated: advertising that describes men as pure sex objects; advertising that describes women as pure sex objects; and advertising that in some matter is derogatory and obvious is sexually discriminatory for men or women.

Heckler, et al. (2000), Belch and Seven, (1990) state that sex and decency in advertising offers a difficult challenge to advertising practitioners and to those who control advertising. On one hand, the author states that sexual advertisements help sell some products and do not necessarily offend target audiences. Conversely, sexual advertisements can turn people against particular products and against advertising in general; thereby threaten the intended impact or message the advertisement intentionally had. Problems and solutions related to sex and decency in advertising vary considerably around the world. Boddweyn, (1991) further claims that there are five different practices that should be taken into consideration before launching an advertisements campaign both domestic and internationally, to make sure it is decent and not too sexual.

1. Identify target audiences and appropriate media more carefully in order to minimize non-users of the products.
2. Educate employees about the relevant rules and observe that agencies and media know and apply them.
3. Test the advertising in terms of sex and decency reactions, and check them in advance with the media, self-regulatory bodies and other relevant advisors.
4. Defend the freedom to advertise legal products, lobby against legal restrictions and participate in self-regulation in order to reduce the dangers associated with mandatory controls.
5. Consider marketing particular products and services as well as abandoning advertising approaches based on sex and other objectionable appeals. This course of action, however, should be a matter of choice rather than an obligation.

Arousal and Response in the Context of Sexual Advertisement Stimuli

Lambaise and Reichert, (2003) claim that men and women perceive sexual appeals in advertisement differently. Women reacted tenser than men do when being showed a print advertisement showing explicit female nudity. When men viewed the print advertisement, they reacted with energetic arousal instead of tension arousal. In one of their studies that were conducted, one group of participants was exposed to an advertisement with nude erotic appeal while a second group was shown an advertisement with semi-erotic appeal. In the advertisement what the participants in the two groups were shown was basically the same, showing a female model sitting on the beach, but in the semi-nude advertisements the woman was partially obscured by a perfume bottle. The attitudes of the two groups towards the brand were then evaluated. The outcome of the experiment was that the influences of the advertisements with nude erotic appeal were negatively influencing the attitude towards the brand. In contrast, the group that was showed the semi-nude advertisement displayed a positive association toward the brand.

Another conclusion made by the authors is that these results clearly undermine the notion that sex sells and this is especially true when it comes to female respondents.

Comparison and the Idealized Images of Advertising

Richins, (1991) postulates four hypotheses to answer the question of comparison with advertisement and the idealized images of advertising:

1. Young adult females compare their level of attractiveness with that of models in advertisements targeted towards them.
2. Exposure to advertising containing idealized images of physical attractiveness will at least temporarily lower female viewers' satisfaction with their own physical attractiveness.

1. Exposure to advertising with idealized images of physical attractiveness will at least temporarily raise female viewers' comparison standard for physical attractiveness.
2. Exposure to advertising with idealized images of physical attractiveness will at least temporarily lower female viewers' self perceptions of physical attractiveness.

To answer hypothesis one: Richins (1991), conducted two focus group interviews (FGI). In the study the respondents were shown some advertisements, half the advertisements involved facial close-ups of attractive models and the other half included full-body images of models in revealing sportswear. The respondents looked at one advertisement at a time and after each advertisement they wrote down their thoughts about the advertisement. The results of the study were that young female adult does compare themselves with models in advertising. The author states that the comparisons described by the participants were both general and specific. The initial reaction among all participants was that they envied the models because of their beauty. Concerning the specific comparison, it involved females who were particularly dissatisfied with one of their body parts.

Empirical Framework

Sexual Appeals Perceived by Men and Women in Advertising

Treise and Weigold (1994), argue that although it is often believed that sex sells, it sells at the consequence of controversy. That statement was supported by the study conducted by the authors. The sample responses showed that a large number of consumers are troubled by the use of sexual appeals in advertising. Around half of the respondents in the study felt that tastefully done there is nothing wrong with using sexual advertisement to sell some kinds of products. A clear majority of the respondents in Treise and Weigold (1994), study felt that nudity in advertising is not

appropriate for general interest in magazines, as almost a high figure of the respondents thought that sexual advertisements play a role in a teenagers' decision to become sexually active. This last finding is interesting, given the importance of current problems; teenage sexuality, pregnancy and sexually transmitted diseases including AIDS.

The Response to Nudity in Advertising by Men and Women

Smith, et al. (1995), studied how partially nude models in advertising influence consumers. There were common findings that sexual stimuli in advertising draw attention away from brand information and people that viewed the advertisement will have it more difficult to remember the brand due to sexual content in the advertisement. However, he concluded to state that nudity or sexual content in an advertisement increases consumers' arousal. Increased arousal may be partially responsible for consumers increased recognition of advertisement containing sexual contents. In other words, Smith, et al. (1995), state that sexual content or nudity in advertising increases recognition of the specific advertisement, but at the same time it decreases the memory of the brand. He further states that men were more receptive than women to advertisements containing female nudity, but women were more favorable than men were towards an advertisement containing a nude male.

Smith, et al. (1995), has identified important variables that support when nudity will be effective and when it will be ineffective in advertising. In particular, it shows that nudity should be avoided in situation where it is likely to elicit negative arousal, such as when it is used for an unconnected product. However, he claims that nudity works better for products like alcoholic beverages, and fragrances, the main reason for this is that sexual appeal affect some products sale better than others. Although all consumers will be aroused by advertisements containing sexual stimuli, it is important to remember that not all arousal is beneficial to the advertiser. He concluded that there were no direct link between arousal and actual consumer behavior in his study, and it is conceivable that the negative reactions some consumers have towards nudity in advertisements will not translate into changes in their consumption patterns, (Boddewyn, 1991; Heller, 2000; Lambaise & Reichert, 2003).

The Use of Sex Appeal in Advertising

This is the gratuitous use of sexual images in advertising which is defined as the use of sexual images that is unnecessarily explicit to promote a product or service. Research in this area suggests that consumers respond negatively to this type of advertising because the gratuitous use of sex is viewed as unethical. For instance, one study examined reactions to a perfume advert that featured overt and explicit sexual content. In comparison with a control perfume as with milder content, both men and women found the explicitly sexual advert to be unethical and manipulative and reported equivalently negative attitudes towards the adverts, (Boddewyn, 1991; Heller, 2000; Lambaise & Reichert, 2003).

Effects of Sexual Content in Advertising

Researchers (Hair, et al, 2000; Gould, 1994; Treise & Weigold, 1994; Heller, 2000) generally agree that sexual information in advertisement is noticed and thus remembered. Still the attention directed towards sexual content may produce a counterproductive distraction (dissociation). Sexual images attract the viewers' attention, leaving little free capacity for processing the remaining information contained in the advertisement. As a consequence, brand information (reasons for purchasing the brand, the brand name itself, sponsorship) is not processed to the same degree. Thus the understandable conclusion of numerous surveys is that when sexual information is integrated into the message, the message is more likely to be processed. On the other hand, if sex is used superficially and without a clear connection to the message, the distraction effect will be pronounced as will the negative financial effects, (Treise & Weigold, 1994, Heller, 2000).

Researchers, (Hair, et al, 2000; Gould, 1994; Treise & Weigold, 1994; Heller, 2000) use theoretical approaches to explain the effects of sexual content in advertising. Among these approaches, which originate from the 1960s, the most frequently used is the information processing model. This approach assumes that the recipients of persuasive communications pass linearly through a series of stages with persuasion being the ultimate outcome. The stages in the process are: awareness (observation), attention, affinity, understanding, acceptance and persuasion. The general assumption is that the obstacles that prevent consumers from accessing, interpreting and saving information in their memory will prematurely interrupt the process of persuasion. If for example, sexual content diverts the viewer from processing a message, then the use of sex is counter-productive and should be avoided. The information processing approach assumes a rational model of advertisement processing and consumer behavior, (Boddewyn, 1991; Heller, 2000; Lambaise & Reichert, 2003).

Methodology

When once the ontological and epistemological characteristics of a study are well defined, the research position and methodology flow from this clarity. Thus this research philosophy is positivist. Research methodology is the process of gathering and analyzing data for informative purpose. The methodology of any research is the core of the research work. This is based on the fact that it addresses issues relating to the type and sources of data collection. It is a common view in Philosophy of marketing science that the ontological and epistemological characteristics of a particular study should lead the researcher to choose a particular method or a combination of methods to be followed. Thus having resolved these philosophical perspectives, this study adopts a quantitative paradigm as questionnaire, and hypotheses are stated and tested with the statistical tool of ANOVA. Its philosophical premise is positivist. The design is cross-sectional descriptive and data analysis tool is descriptive statistics and analysis of variance-ANOVA. Data analysis is a set of statistical procedures used to extract meaning from research data and answer the research questions. In analyzing the data of this research work, the researcher made use of tables, frequency distribution and simple percentages to present the score of opinions in the questionnaire. The tables were used to compute the standard deviation of the distribution. The final year students from the author's institution, 'eager to acquire practical research experience assisted the researcher in questionnaire administration and retrievals.

Data Presentation, Analysis and Interpretations

This section presents the contingency tables (4.1-4.12) containing the simple percentages frequencies, and ANOVA output of the respondents in the study, upon which premises the statistical tests were conducted.

Table 4.1: Respondents Characteristics (Fed Poly Nekede & Imo Poly)

Factors	Description	Frequencies	Percentage
Gender	Male	160	40%
	Female	240	60%
Age	16-25	155	38.75%
	26-30	145	36.25%
	31-35	100	25%
Faculties/School	School of Business	240	60
	School of Science	50	12.50
	School of Engineering	45	11.25
	School of Agric	65	16.25
Academic Level	ND 1	90	22.5
	ND 2	150	37.5
	HND 1	80	20
	HND 2	80	20

The above table shows the gender, age, school/faculties, and academic levels of the respondents. The respondents were made up of male and female students and workers from Fed Poly, Nekede and Imo Poly, Umuagwo.

Table 4.2: Question 1: How do young men and women see sexual appeal in advertising?

Responses	Frequencies	Percentage (%)
Influential	320	80
Not influential	50	12.5
Indifference	30	7.5
Total	400	100

The respondents response show that majority (80%) of the young men and women questioned answered that sexual advertising have influence on their purchases of certain related products and services; 12.5% says no influence; 7.5% are indifferent.

Table 4.3: Question 2: Is sexual Appeal in Advertising Appropriate?

Responses	Frequencies	Percentage (%)
Yes	340	85
No	60	15
Total	400	100

Sexual appeal in advertising is appropriate according to the response on the above table: 85% said “yes”, while 15% said “no”. Their argument were based on religion, societal moral values and ethics

Table 4.4: Question 3: What are the most Suitable Mediums for Sexual Appeal in Advertising?

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Radio	5	1.25
Poster	100	25
Billboard	45	11.25
Internet	80	20
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From the responses above, 42.5% of the respondents opined that the most suitable medium for sexual advertising is the television; 25% opted for posters; 20% for internet; 11.25% for billboards; and 1.25% for radio. These findings are very instructive for marketers in the choice of the most effective media to reach their target market.

Table 4.7: Question 6: Do you agree that Exposure to Sexual Advertising will lower viewers' Satisfaction with their own physical Attractiveness

Responses	Frequencies	Percentage (%)
Strongly agree	5	1.25
Agree	20	5
Fairly agree	25	6.25
Disagree	350	87.5
Total	400	100

Sexual appeal adverts can act as a mirror for customers relative to the products/ services attraction not for self evaluation, in fact there is no bases for sexual adverts to be a yardstick for measuring customers' physical attractiveness. Hence 87.5% of the respondents disagree with that statement.

Table 4.8: Question 7: Advertisement that contains Strong Sexual Appeal will elicit Unfavorable Response on moral and ethical issues, than Advertisement that contain mild/subtle Sexual Appeal?

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No	70	17.5
Indifferent	30	7.5
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From the above table, 75% of the respondents said “yes” that explicit sexual appeal in adverts will elicit contention on moral and ethical issues, rather subtle/mild approaches are better. But 25% did not see anything wrong with explicit sexual adverts.

Table 4.9: Question 8: Can you say that Advertisements with Sexual Content are visited more on the Internet and Television viewing, than others with Sexual Connotations?

Responses	Frequencies	Percentage (%)
Yes	280	70
No	100	25
Indifferent	20	5
Total	400	100

These responses in table 4.9: opined that sexual appeal adverts are visited more than others as 70% said “yes”, while 30% said “no” and indifference. Sexual appeal adverts have influence in marketing as they attracts.

Hypotheses 1

Ho: Sexual Appeal in Advertising does not have any Influence on Young Men and Women on products and Services Patronage.

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Decision rule:

Based on the stated hypotheses, if the P-value is less than the usual significant values (0.01, 0.05, 0.10) the null hypothesis is rejected if otherwise accept the null hypothesis. In this research work, the researcher used 0.05 significant values.

Decision

From the above ANOVA table it is indicative that the P-value (0.000) is less than 0.05 which shows that the stated null hypothesis is rejected. *This implies that sexual appeals in advertising have a statistical significance influence on young men and women in their purchase of products and services, (Tables 4.2; 4.5; 4.8; 4.9).*

Test of Hypotheses 2

H_0 : Sexual appeal should not be applied in Advertising with Limit.

Anova

Table 4.12: Responses from the Respondents

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.170	1	1.170	10.751	.001
Within Groups	43.327	398	.109		
Total	44.498	399			

Decision rule:

Based on the stated hypotheses, if the P-value is less than the usual significant values (0.01, 0.05, 0.10) the null hypothesis is rejected if otherwise accept the null hypothesis. In this research work, the researcher used 0.05 significant values.

Decision

From the above ANOVA table it is indicative that the p-value (0.001) is less than 0.05 which shows that the stated null hypothesis is rejected. *It can now be concluded that there is a statistical significant in the survey carried out that sexual appeal should be applied in advertising with limits to bodily exposure, (Table 4.7; 4.8).*

Conclusion

On the premises of the findings of this study, sexual appeal in advertisement attracts and confirms previous studies that "sex sells". Sexual appeal adverts should feature models/women that are highly attractive, way above the average looking women in order to attract and keep attention to the point of making sales. However, relative to the young men and women who responded to the questionnaire, it was discovered that they also believe that the movement and the appearance of the models in the advertisements are of great importance if it is to be deemed sexual appeal. From the findings of this research, consumers need

something that can motivate them emotionally to develop an interest for a product, hence application of subtle sexual content in advertisements. Sexual appeal in advertisement is focused on changing the minds of young men and women to start thinking of the product in the advert which will convert their thoughts into interest in the product and finally lead to purchase of the product. This is the whole essence of this technique in marketing.

Recommendations

Relative to the findings of this research, the following recommendations are made for better marketplace application:

1. Advertisement should contain subtle sexual appeal that is relative to the product and/or services.
2. Firms should consider using other tools rather than sex appeal in advertising, in an area that is critical of this technique. In some places advertising techniques such as humor, fear, guilt and/or surprises sales more.
3. Firms should rethink before choosing sexual appeals as a topic in their campaigns. Since sexual appeals are so common today that people do not react to it anymore.
4. Young men and women (consumers) should focus on the products and services in the advertisement rather than on the sexual appeal gimmicks.

Firms should apply sexual appeal advertisement to a limit and with great measure of subtlety. Explicit nudity will have a negative impression about the firm and its products and services. Sexual appeal advertisement should not be-cloud the products and services they are meant to sell. Thus firms should construct their presentation in a way that the target audiences are not offended at the content.

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