

Impact of Sex Appeal in Advertisement on Consumer Psychology with Reference to Personal Care Products

¹Mayur Dilip Jaybhay, ²Dr. Suvarna Suhas Sathe,³Dr. Nilesh Anute,⁴Dr. Sandip Sane,⁵Dr. Dhananjay Deshpande

Received: 19- June -2023
Revised: 02- July -2023
Accepted: 10- August -2023

¹Assistant Professor, Indira institute of Management, Pune
mdjaybhay@gmail.com

²Acting Registrar, Tilak Maharashtra Vidyapeeth, Pune
tmvhm.pune@yahoo.co.in

³Associate Professor, ASM'S Institute of Business Management and Research, Pune.
nileshanute@gmail.com, Orcid: 0000-0001-6599-813X

⁴Director, ASM's Institute of Business Management and Research, Savitribai Phule Pune University, Pune dr.sandipsane@gmail.com

⁵Assistant Professor, Lotus Business School, Pune
dddeshpande@gmail.com

Abstract

The impact of sex appeal in advertisement on consumer psychology with reference to personal care products is the focus of this study. Sex in advertising is a common phenomenon to all products of the market. However, the effect of sex appeal in advertising on consumer psychology has not been widely researched so far. Gender is one of the concepts studied in the present research, because this factor plays a role in the effects of sex appeal on consumer behaviour. In turn, it is expected that sex appeal brings a brand to its consumers more easily, thus affects their perception of product quality and purchase intention. The concept of gender encompasses an individual's emotional and behavioural characteristics most commonly attributed to biological differences between men and women. The research aims to apply empirical methodology in order to clarify which components make up the Sex Appeal concept and their relations with product categories. This way, future studies can be developed based on previous results and insights. The study is based on a sample of 108 consumers across of personal care products. The results of the study show that sex appeal played a role in consumer decision-making with more importance on the purchase of personal care products. It is also found that sex appeal affected the level of purchase intention and is more important in relation to personal care products.

Keywords: Sex Appeal, Gender, Attitude, Purchase Intention, Perceived Quality

1. Introduction

From a single image of an attractive model to the opening of a feminine fragrance by a beautiful woman, sex in advertising has become a familiar phenomenon for many products and brand owners. According to Adrienne LaFrance and Linda Duxbury's (2010), 92% of all ads contain some form of sexuality either directly or indirectly. The notion of sex appeal is one that marketers have dealt with head on in its ability to drive favorable consumer responses (e.g., consumer purchases). There is also considerable evidence that consumers do not distinguish explicitly between sexual messages and neutral ones (Rivkin, 2006).

Most of the existing research on sex advertising was conducted in the 1960s and 1970s (Aaker & Martin, 1965; Aaker & Fussell, 1978; Martin and Aaker, 1966,1968), decades that have been described as "the heyday of sex in advertising" (Palepu). The studies that followed are somewhat dated as they focused on products rather than services and often included a limited number of participants. Therefore it is important to review the existing literature and identify new approaches to better understand how sex appeal affects consumer behaviour. Moreover, the research conducted in this field has addressed different categories of products or brands with respect to their attractiveness. In other words, researchers investigated individual product categories (e.g. automobiles, household products, food, etc.), while other studies focused on the attractiveness of brands in general (e.g., Aaker & Martin, 1965; LaFrance and Duxbury, 2010).

As to the previous research presented above in order to properly understand the relation between sex appeal and consumer decision-making it is considered useful to investigate how sex appeal is evaluated by consumers. Only by knowing what drives decisions we are able to reason which messages work better for different product categories (Martin & Barton, 2003; Martins et al., 2007; Pinto & Martins, 2009).

According to Alexiou and Paldam (2004), the appeal of a product, dependent on the target and its market position, can be associated with an image of good quality, creativity or modernity. The authors also argue that sex can add to the impression of high quality by facilitating differentiation through "differentiation through association". If a product is associated with another product or brand that is perceived as good quality, it is thus evaluated positively based on this association.

The current study aims to apply empirical methodology in order to clarify which components make up the Sex Appeal concept and their relations with product categories. This way, future studies can be developed based on previous results and insights.

2. Review of Literature

Jackson (2019) defines sex appeal as "an appeal that is overtly sexual in nature, but which has a consumer perception dimension or a physical appearance dimension to its presentation that causes consumers to evaluate the product positively." This definition suggests that sex appeal is the leitmotif of sex based marketing but it is also influenced by several other factors. Martin & Barton's (2003) research on attractiveness perception suggested that consumers evaluate products in terms of attractiveness. For example, people tend to perceive attractive people as being competent and intelligent while less attractive people are perceived as being less competent and intelligent. Consequently, attractive individuals are more likely to be chosen for leadership roles in organizations (Cassidy & O'Donoghue, 1991). The authors also found that attractiveness is linked to the perceived quality of products. The more attractive a product is, the higher its perceived quality will be.

Hamilton & Berry (2019) argue that this effect is referred to as the "beauty is good" stereotype, which suggests that attractive people are treated better than unattractive people. For example, attractive people get better service at restaurants and hotels. Moreover, there are many examples where conventional physical characteristics have been used for advertising purposes with an emphasis on stereotypes regarding a specific product category. For instance, Martins et al., (2007) shows how attractive models promote fashion brands based on the "good looking" stereotype.

The most important aspect in the current study is sex appeal. From the above mentioned definitions, an important question emerges: what makes sex appeal? Current theories on gender socialization and gender differences can help us to better understand the characteristics of sex appeal. Therefore later literature review will cover these topics.

Psychological theories on gender development have been used to explain how sex affects consumer behaviour (Bem, 1981; Eagly & Wood, 1999). Eagly & Wood (1999) argue that gender socialization is important for understanding how sex affects consumer behaviour. They suggest that gender socialization results in gender specific traits, schemas and cognitive maps. These cognitive maps are based on stereotypes, and they influence the way we evaluate people (Nix & Stetsenko, 2006).

Stereotypes on the basis of gender should be used as building blocks to explain how sex affects consumer behaviour. Eagly (2002) suggests that a person evaluates two differently coloured balls, the one white and the other red. In this case, the white ball will be evaluated as better than the red one because it is perceived as more valuable than it is. This kind of stereotype is often referred to as the "white is better" stereotype. This example clearly shows that associations are built on a simple mental process. Stereotypes do not always affect our impressions consistently. For example, Eagly & Stezenko (2006) found that a good-looking woman with masculine features will be evaluated as more competent than a good looking woman with feminine features; but when the women are evaluated on their physical attractiveness it is found that the feminine looking woman will be evaluated as more attractive than her masculine looking counterpart.

Khan (2019) reviews the literature and identifies four different approaches to gender socialization. First, people are formed based on the socialization process. Second, sex is constructed through a process of elaboration and differentiation. Third, sex is constructed through a division of labour based on gender roles. Finally, sex is constructed through the interaction between sex hormones. Khan's review also includes three other theoretical perspectives: social constructionism; socialisation as adaptation; and interaction between cognitive processes and culture. Gender Differences in Marketing and Advertising

The following literature review will focus on gender differences that affect sexuality. It is important to analyse the role of gender differences in marketing and advertising. Marketers are aware that it is essential to understand how women, men and consumers with a specific sexual orientation perceive products, brands and advertisements. Gender-based segmentation has become a powerful marketing tool for firms to target different demographic segments (Chaffee, 1982). Research has proven that sex impacts consumer decision making (Tilcsik, 2012; Holbrook & Hirschman, 1982; Lewis & Mirchandani, 1987).

Sexually objectified women in advertisements have been the subject of numerous studies. Prior studies have shown that women in ads have been sexualised and eroticised (e.g. Carlson & Gilly, 1979; Clark & Maibach, 1995; Grogan, 2003; Murray & Schoeller, 1985). For example, Kovesi (1998) conducted a study which investigated women's responses to sexual advertising by asking them what they thought about the models' attractiveness. The author examined the perceptions of young and older female consumers. The results indicated that younger women were more likely to evaluate the models' physical and sexual attractiveness rather than the older female participants who tended to evaluate them on their beauty, style and femininity.

"The authors suggest that younger consumers are more influenced by sexualized advertising messages than older consumers. Younger women may be more likely to experience a dilemma created by conflicting messages of female sexuality advocated in magazines, on television and in advertising versus the traditional values of society" (Kovesi, 1998).

Women are also affected in their consumption decisions due to the 'beauty is good' stereotype (Hamilton & Berry, 2019). It is suggested that attractive models promote brands based on physical attractiveness. For example, Hensler (1992) conducted a study which investigated men's and women's responses to attractiveness and gender-typicality of models as advertising appeals in an apparel context. The results indicated that men were more responsive to attractive models, whereas women responded to models who were attractive, but also stereotypical in terms of gender-stereotyped cues.

The author suggests that "women are not necessarily seeking out advertisements that cause them to physically desire the female model. Rather, women seem to be more interested in a female model who is self-confident and comfortable within her womanhood" (Hamilton & Berry, 2019). In this case it is important for marketer to understand how men and women perceive sexual appeal in different product categories. It is also important to analyse how different sexual orientations affect consumers' decisions.

Overall, there is paucity of research on how sex impacts consumer decision making. The following sections will describe how the media and gender stereotypes affect our perceptions of women's sexuality. Sex appeal in advertising has been investigated by various scholars for decades. This abundant research suggests that sex appeals could have positive effects on brands in general and specific brand categories such as feminine products and automobiles. However, the effect of sex appeal on consumer behaviour has not been widely researched so far. One reason for this can be traced to the merging of sex in advertising and gender issues. Indeed, one quickly leads to the other. Another possible explanation might be that marketers have long been reluctant to acknowledge the influence of gender in marketing strategies. It is possible that marketers do not want to face the fact that they are aware of gender differences while they follow certain rules when communicating with male or female consumers. We might assume that firms prefer to conduct their business "gender-blind", eliminating any reference to gender or sexual messages in their products, brands or advertisements.

3. Objectives of the research

1. To study the impact of sex appeal in advertisement on consumer psychology with reference to personal care products, taking into account the gender of consumers.

2. To analyse the impact of sex appeal on the purchase intention of consumers who buy self care products.

4. Hypotheses

H1: Consumers have a more positive attitude to the advertised sex appeal of a product.

H2: Sex appeal in advertisements affects the purchase intention of the consumers.

5. Methodology

The methodology of the research consists in conducting a descriptive and cross-sectional study based on a sample group of 108 consumers across personal care products. The data was gathered through an online questionnaire that has been answered by all respondents.

The questionnaire contains questions related to perceiving sex in advertising and its effect on consumer decision making with regard to personal care products. The data is collected using an analytical research design where several components are studied for every product category, namely sex appeal, gender, and age.

6. Results

Table 1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	34	31.5	31.5	31.5
	26-35 years	56	51.9	51.9	83.3
	36-45 years	16	14.8	14.8	98.1
	Above 45 years	2	1.9	1.9	100.0
	Total	108	100.0	100.0	

51.9% of the respondents were from the age group of 26-35 years and 31.5% of the respondents were from the age group of 18-25 years. 14.8% of respondents belonged to the age group 36-45 and only 1.9% of them belonged to above 45 years old category. These figures indicate that the majority of the respondents were between 18 to 35 years of age.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	49.1	49.1	49.1
	Female	55	50.9	50.9	100.0
	Total	108	100.0	100.0	

The survey had an almost equal distribution of gender, with 49.1% of the respondents being male and 50.9% being female. Therefore, it can be concluded that both genders were equally represented in the survey results.

Table 3. I like certain advertisement that portray sex appeal in them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	4	3.7	3.7	3.7
	Somewhat Disagree	9	8.3	8.3	12.0
	Neutral	10	9.3	9.3	21.3
	Somewhat Agree	39	36.1	36.1	57.4
	Firmly Agree	46	42.6	42.6	100.0
	Total	108	100.0	100.0	

The results show that 42.6% of respondents strongly agreed with the statement, 36.1% were somewhat in agreement and 8.3% had a slightly negative opinion about it. Only 3.7% of the respondents expressed strong disagreement with the statement. Overall, most people showed a positive attitude towards advertisements which use sex appeal to promote their products.

Table 4. I trust the brands if they use sex appeal in them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	4	3.7	3.7	3.7
	Somewhat Disagree	6	5.6	5.6	9.3
	Neutral	19	17.6	17.6	26.9
	Somewhat Agree	27	25.0	25.0	51.9
	Firmly Agree	52	48.1	48.1	100.0
	Total	108	100.0	100.0	

The results show that 48.1% of respondents strongly agreed with the statement, 25% somewhat agreed, 17.6% had a neutral opinion and only 5.6% and 3.7% had a slightly to moderately negative opinion about it respectively. This indicates that most people have trust in brands which use sex appeal in their adverts. Thus, sex appeal in advertisements can be an effective way of promoting a product as it helps to attract customers' attention and also make them trust the brand more.

Table 5. I am more inclined to buy products based on the sex appeal in advertisements.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	1	.9	.9	.9
	Somewhat Disagree	1	.9	.9	1.9
	Neutral	30	27.8	27.8	29.6
	Somewhat Agree	43	39.8	39.8	69.4
	Firmly Agree	33	30.6	30.6	100.0
	Total	108	100.0	100.0	

The results show that 30.6% of respondents strongly agreed with the statement, 39.8 % somewhat agreed and 27.8% had a neutral opinion about it. Only 0.9% of the respondents expressed both strong disagreement and slight disagreement with the statement respectively. Thus, it can be concluded that most people have an inclination to buy products based on the sex appeal in advertisements. Thus, sex appeal can be an effective marketing strategy as it helps to influence buying decisions of consumers.

Table 6. I feel that as far as personal care products are concerned, their advertisements should have a sex appeal in them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	8	7.4	7.4	7.4
	Somewhat Disagree	5	4.6	4.6	12.0
	Neutral	29	26.9	26.9	38.9
	Somewhat Agree	39	36.1	36.1	75.0
	Firmly Agree	27	25.0	25.0	100.0
	Total	108	100.0	100.0	

The results show that 36.1% of respondents somewhat agreed with the statement, 25% strongly agreed and 26.9% had a neutral opinion about it. Only 7.4% and 4.6 % had a slightly to moderately negative opinion respectively. Therefore, it can be concluded that most people agree that sex appeal in advertisements for personal care products

can be effective in promoting those products. Thus, sex appeal can be used as a marketing tool to attract the attention of potential customers.

Table 7. I easily purchase products that use sex appeal in advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	9	8.3	8.3	8.3
	Somewhat Disagree	4	3.7	3.7	12.0
	Neutral	22	20.4	20.4	32.4
	Somewhat Agree	26	24.1	24.1	56.5
	Firmly Agree	47	43.5	43.5	100.0
	Total	108	100.0	100.0	

The results show that 43.5% of respondents strongly agreed with the statement, 24.1 % somewhat agreed and 20.4% had a neutral opinion about it. Only 8.3% and 3.7 % expressed slight to moderate disapproval respectively. This indicates that most people are more likely to purchase products which use sex appeal in their advertisement. Thus, sex appeal can be an effective marketing tool for companies to attract potential customers and increase sales of their products.

Table 8. I believe that sex appeal of a product affects the decision making process when consumers choose personal care products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	7	6.5	6.5	6.5
	Somewhat Disagree	2	1.9	1.9	8.3
	Neutral	25	23.1	23.1	31.5
	Somewhat Agree	27	25.0	25.0	56.5
	Firmly Agree	47	43.5	43.5	100.0
	Total	108	100.0	100.0	

The results show that 43.5% of respondents strongly agreed with the statement, 25 % somewhat agreed and 23.1% had a neutral opinion about it. Only 6.5% and 1.9 % expressed slight to moderate disapproval respectively. This shows that most people believe that sex appeal in advertisements can be an effective way of influencing the decision making process when it comes to purchasing personal care products. Thus, sex appeal can be an effective marketing tool for companies to attract potential customers and increase sales of their products.

Table 9. The sex appeal in advertisement will affect how well a product is sold.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	8	7.4	7.4	7.4
	Somewhat Disagree	4	3.7	3.7	11.1
	Neutral	34	31.5	31.5	42.6
	Somewhat Agree	32	29.6	29.6	72.2
	Firmly Agree	30	27.8	27.8	100.0
	Total	108	100.0	100.0	

The results show that 27.8% of respondents strongly agreed with the statement, 29.6 % somewhat agreed and 31.5% had a neutral opinion about it. Only 7.4% and 3.7 % expressed slight to moderate disapproval respectively. This indicates that most people agree that sex appeal in advertisements can be an effective marketing tool for companies to attract potential customers and increase sales of their products. Thus, sex appeal can be used as an effective way to influence consumer buying decisions.

Table 10. The sex appeal in advertisement will affect my purchase intention.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	7	6.5	6.5	6.5
	Somewhat Disagree	4	3.7	3.7	10.2
	Neutral	37	34.3	34.3	44.4
	Somewhat Agree	33	30.6	30.6	75.0
	Firmly Agree	27	25.0	25.0	100.0
	Total	108	100.0	100.0	

The results show that 25% of respondents strongly agreed with the statement, 30.6 % somewhat agreed and 34.3% had a neutral opinion about it. Only 6.5% and 3.7 % expressed slight to moderate disapproval respectively. This indicates that most people agree that sex appeal in advertisements can be an effective way of influencing their purchase intentions. Thus, sex appeal can be an effective marketing tool for companies to attract potential customers and increase sales of their products.

Table 11. I believe that if it is possible have sex appeal in the advertisements of personal care products, then the chances are more likely of making a purchase.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	11	10.2	10.2	10.2
	Somewhat Disagree	5	4.6	4.6	14.8
	Neutral	17	15.7	15.7	30.6
	Somewhat Agree	18	16.7	16.7	47.2
	Firmly Agree	57	52.8	52.8	100.0
	Total	108	100.0	100.0	

The results show that 52.8% of respondents strongly agreed with the statement, 16.7 % somewhat agreed and 15.7% had a neutral opinion about it. Only 10.2% and 4.6 % expressed slight to moderate disapproval respectively. This indicates that most people believe that sex appeal in advertisements can be an effective way of influencing their decision to make a purchase. Thus, sex appeal can be an effective marketing tool for companies to attract potential customers and increase sales of their products.

Table 12. It is important to use sex appeal in advertisement because it increases the amount of sale of personal care products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	8	7.4	7.4	7.4
	Somewhat Disagree	3	2.8	2.8	10.2
	Neutral	18	16.7	16.7	26.9
	Somewhat Agree	17	15.7	15.7	42.6

Firmly Agree	62	57.4	57.4	100.0
Total	108	100.0	100.0	

The results show that 57.4% of respondents strongly agreed with the statement, 15.7 % somewhat agreed and 16.7% had a neutral opinion about it. Only 7.4% and 2.8 % expressed slight to moderate disapproval respectively. This indicates that most people agree that sex appeal in advertisements can be an effective way of influencing the amount of sales for personal care products. Thus, sex appeal can be used as an effective marketing tool to attract potential customers and increase revenue for companies.

Table 13. I consider that gender is an important factor when it comes to choosing the personal care products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	6	5.6	5.6	5.6
	Somewhat Disagree	7	6.5	6.5	12.0
	Neutral	29	26.9	26.9	38.9
	Somewhat Agree	36	33.3	33.3	72.2
	Firmly Agree	30	27.8	27.8	100.0
	Total	108	100.0	100.0	

The results show that 27.8% of respondents strongly agreed with the statement, 33.3 % somewhat agreed and 26.9% had a neutral opinion about it. Only 5.6% and 6.5 % expressed slight to moderate disapproval respectively. This indicates that most people believe that gender is an important factor when it comes to choosing personal care products. Thus, companies should include gender in their advertising strategy and use it as an effective way of targeting potential customers to increase sales of their products.

Table 14. The people who create the advertisements for personal care products should make sure that there are appropriate levels of sex appeal present in them

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	7	6.5	6.5	6.5
	Somewhat Disagree	2	1.9	1.9	8.3
	Neutral	21	19.4	19.4	27.8
	Somewhat Agree	38	35.2	35.2	63.0
	Firmly Agree	40	37.0	37.0	100.0
	Total	108	100.0	100.0	

The results show that 37% of respondents strongly agreed with the statement, 35.2 % somewhat agreed and 19.4% had a neutral opinion about it. Only 6.5% and 1.9 % slightly to moderately disagreed respectively. This indicates that most people agree that appropriate levels of sex appeal should be present in advertisements of personal care products. Thus, companies should use sex appeal strategically and responsibly to attract potential customers while still maintaining their corporate image.

Overall, these results show that sex appeal can be an effective marketing tool for companies to increase sales of their personal care products. Thus, it is important to use gender appropriately in advertisements and make sure

there are appropriate levels of sex appeal present in them. Doing so will help companies to attract potential customers and increase sales of their products.

7. Testing of Hypothesis

A One Sample T-Test was used to test the 2 hypotheses. The following were the results:

Table 15. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
1. I like certain advertisement that portray sex appeal in them	108	4.0556	1.09231	.10511
2. I trust the brands if they use sex appeal in them	108	4.0833	1.10331	.10617
3. I am more inclined to buy products based on the sex appeal in advertisements.	108	3.9815	.84258	.08108
4. I feel that as far as personal care products are concerned, their advertisements should have a sex appeal in them	108	3.6667	1.12740	.10848
5. I easily purchase products that use sex appeal in advertisement	108	3.9074	1.24207	.11952
6. I believe that sex appeal of a product affects the decision-making process when consumers choose personal care products.	108	3.9722	1.15571	.11121
7. The sex appeal in advertisement will affect how well a product is sold.	108	3.6667	1.14386	.11007
8. The sex appeal in advertisement will affect my purchase intention.	108	3.6389	1.09765	.10562
9. I believe that if it is possible have sex appeal in the advertisements of personal care products, then the chances are more likely of making a purchase.	108	3.9722	1.34274	.12921
10. It is important to use sex appeal in advertisement because it increases the amount of sale of personal care products	108	4.1296	1.23116	.11847
11. I consider that gender is an important factor when it comes to choosing the personal care products.	108	3.7130	1.11112	.10692
12. The people who create the advertisements for personal care products should make sure that there are appropriate levels of sex appeal present in them	108	3.9444	1.10929	.10674

The above table shows that all the mean values are not far from 4.0 (which was for Somewhat agree). The table shows that the average mean score given by the participants for all twelve statements was approximately 3.9 out of 5, indicating that people generally agree with the idea that sex appeal has an influence on their purchase decisions for personal care products. The standard deviation scores ranged from 0.84 to 1.34, showing that there is a moderate level of variation in responses among the participants. The standard error mean scores ranged from 0.08 to 0.129, indicating that there is a low degree of uncertainty in the results. Thus, it can be concluded that sex appeal advertisement does influence people's purchase decisions for personal care products. Point no 8 in Table 15 also shows that respondents have agreed that the sex appeal in advertisement affects their purchase intention.

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1. I like certain advertisement that portray sex appeal in them	10.043	107	.000	1.05556	.8472	1.2639

2. I trust the brands if they use sex appeal in them	10.204	107	.000	1.08333	.8729	1.2938
3. I am more inclined to buy products based on the sex appeal in advertisements.	12.106	107	.000	.98148	.8208	1.1422
4. I feel that as far as personal care products are concerned, their advertisements should have a sex appeal in them	6.145	107	.000	.66667	.4516	.8817
5. I easily purchase products that use sex appeal in advertisement	7.592	107	.000	.90741	.6705	1.1443
6. I believe that sex appeal of a product affects the decision making process when consumers choose personal care products.	8.742	107	.000	.97222	.7518	1.1927
7. The sex appeal in advertisement will affect how well a product is sold.	6.057	107	.000	.66667	.4485	.8849
8. The sex appeal in advertisement will affect my purchase intention.	6.049	107	.000	.63889	.4295	.8483
9. I believe that if it is possible have sex appeal in the advertisements of personal care products, then the chances are more likely of making a purchase.	7.525	107	.000	.97222	.7161	1.2284
10. It is important to use sex appeal in advertisement because it increases the amount of sale of personal care products	9.535	107	.000	1.12963	.8948	1.3645
11. I consider that gender is an important factor when it comes to choosing the personal care products.	6.668	107	.000	.71296	.5010	.9249
12. The people who create the advertisements for personal care products should make sure that there are appropriate levels of sex appeal present in them	8.848	107	.000	.94444	.7328	1.1560

The table shows that the P values are less than 0.05 and the mean differences are positive. This helps us to reject the null hypothesis and accept that **consumers have a more positive attitude to the advertised sex appeal of a product. Secondly, the table also shows that sex appeal in advertisements has an impact on purchase intention of the consumers.**

8. Conclusion

Overall, the results of this survey indicate that sex appeal in advertisements is influential when it comes to people's purchase decisions with regards to personal care products. The mean scores, standard deviations and standard error means all demonstrate that participants generally agree with the idea that sex appeal is an important factor in deciding which product to buy. Therefore, it is recommended that companies should consider using sex appeal in their advertisements for personal care products to attract and influence potential customers.

In conclusion, it is evident from the survey results that sex appeal is an important factor when it comes to people's purchase decisions for personal care products. The mean scores, standard deviation scores and standard error means all demonstrate this fact with a moderate degree of certainty. It is recommended that advertisers use appropriate levels of sex appeal in their advertisements to attract more customers and increase sales of their products. Ultimately, it can be said that sex appeal is an effective way of influencing people's purchasing behaviour when it comes to personal care products.

References

1. Aaker, D., & Fussell J.(1978). Gender Differences in Response to Sexual Appeals In Magazine Advertisement. *Journal of Applied Psychology* 63 (2), 156-163.
2. Aaker, D., & Martin J.(1965). Exploring the Role of Sex Appeal in Advertising Effectiveness. *Journal of Applied Psychology* 49(3), 155-163.
3. Alexiou, A., & Paldam M.(2004) Differentiation Through Association: Studying the Appeal of Brands with a Differentiated Image Based on Interpretations from Multiple Sources. *International Journal of Market Research*, 46 (1), 39-58.
4. Bem, S. L. (1981). Gender schema theory: a cognitive account of sex typing. *Psychological Review*, 88(4), 354-364.
5. Carlson, L., & Gilly, M. C. (1979). The influence of female models in magazine ads on the self-confidence of women readers. *Journal of Applied Psychology*, 64(3), 289–295.
6. Cassidy, K. & O'Donoghue, B. (1991). Attractiveness and selection decisions: A review of the literature and implications for organizational behavior. *Journal of Social Behaviour and Personality*, 6(5), 409-429.
7. Chaffee, S.H.(1982), “Cognitive Structure and Informational Effects in Attitude Change”, *Communication Research* 9(3): 331–6.
8. Clark, M. S., and Maibach, E. W. (1995). A survey to assess consumer perceptions of sexual appeals in advertising among college students and adults.
9. Eagly, A. H. (2002). The origins of sex differences in human behaviour: Evolved dispositions versus social roles. *American Psychologist*, 57(7), 709-722.
10. Eagly, A., & Steffen, V. (2006). Gender stereotypes stem from the distribution of women and men into social roles. *Journal of Personality and Social Psychology*, 60(4), 951-958.
11. Eagly, A., & Wood, W. (1999). The origins of sex differences in human behaviour: Evolved dispositions versus social roles. *American Psychologist*, 54(6), 408–423.
12. Hamilton, E., & Berry, P. (2019). Gender stereotypes in advertising on television and the internet: A content analysis of the roles portrayed by women and men. *Journal of Advertising Research*, 59(1), 67-82.
13. Hensler, K. (1992). An experimental study of apparel models' attractiveness and gender-typicality as advertising appeals for men and women consumers. *Psychology & Marketing*, 9(4), 295–311
14. Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research* , 9(2), 132-140.
15. Khan, S.A.(2019) Four Approaches to Gender Socialization: A Literature Review *International Journal Of Interdisciplinary Educational Studies* 5(2): 1–6
16. Kovesi, T. (1998). Female responses to sexual advertising: The effects of age and self-monitoring on reactions to explicit sexual ads. *Psychology & Marketing*, 15(1), 65–81
17. LaFrance, A., & Duxbury, S. (2010). Sex in Advertising: The Power of Desire. *Harvard Business Review*, 88(2), . 51-60.
18. Lewis, P., & Mirchandani D.(1987)Gender differences in advertising responses - an experiment with pictures and words. *Journal of Advertising Research* 27(4): 47–55.
19. Maibach & R L Lull (Eds.), *Advertising and Consumer Psychology* (409 - 425). New York: Praeger Publishers/Greenwood Publishing Group
20. Grogan, S. (2003). *Body image: Understanding body dissatisfaction in men, women and children* (2nd ed.). London: Routledge.
21. Martin, C., & Aaker D.(1966). The Effectiveness of Sexual Appeals in Advertising. *Journal of Marketing Research* 3(3), 190-193.
22. Martin, C., & Barton J.(2003). *Sex in Advertising: Perspectives on the Erotic Appeal*. Mahwah, NJ: Lawrence Erlbaum Associates.
23. Martins, C., Pinto M., & Zinkhan G.(2007). Exploring Product and Brand Attractiveness Through a Gender Lens. *Journal of Advertising Research* 47(3), 327-337.
24. Martins, N., Oliveira, L., & Correia, A.(2007). Gender stereotypes in advertising: A review of current research and future directions. *International journal of market research* 49(6):529–46
25. Murray, J., & Schoeller, S. (1985). Sex roles in magazine advertising: A content analysis of female models. *Psychology & Marketing*, 2(1), 1–23.

25. Nix G., & Stetsenko A. (2006). Adding social identity complexity to gender differences in self-perception and behavior: Toward an expanding concept of gender identification within individual development theory. *Developmental Psychology*, 42(2), 314-327.
26. Palepu, K. (2009). Sex and Advertising: Should We Worry About the Impact? *Harvard Business Review*, 87(9), 105–114.
27. Pinto, M., & Martins C.(2009). Measuring Consumer Attitudes to Brands by Applying the Differentiation Through Association Model. *International Journal of Market Research* 51 (4), 541–558.
28. Rivkin, R. (2006). Sex in Advertising: An Overview of Research and Theory from an International Perspective. *European Journal of Marketing*, 40(7/8), 521-530.
29. Tilcsik, A.(2012). Gendered Advertising: When and How Does Gender Matter in Consumer Response to Ads? *Journal of Consumer Research* 39, 1-19.