

THE EFFECT OF SEXUAL APPEAL ADVERTISING TO ADVERTISING EFFECTIVENESS IN MANADO

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ABSTRACT

Advertising is very crucial in marketing. They are literally everywhere in the newspapers, magazines, on TV, on billboards, in the cinema or while surfing the Internet. In marketing campaigns, many techniques and approaches to attract customers. One of those approaches is sexual appeal. Sexy advertising can attract attention, increase retention and improve advertising consumer attitudes toward advertising. Sexual appeals in the media as an advertising strategy to inform a product with the intention to take the attention of consumers. The main objective of this study is the effect of sexual appeal advertising to advertising effectiveness in Manado. Associative method is used by this study with technique analysis is multiple regression analysis. The populations of this study are all people in Manado who ever see sexual appeal advertising in media and as the sample are 100 people who live in Manado. The result of this study infer that sexual appeal advertising have impact to advertising effectiveness. This study suggests if want to use sexual appeal in advertising, must be in the right time and right place because Sexual Appeal in advertising is controversy issue.

Keywords: *sexual appeal, advertising effectiveness.*

INTRODUCTION

There is no doubt that advertising is a very “hot” topic in marketing. They are literally everywhere: in the newspapers and magazines, on TV, on billboards; it can be seen on the way to work in the bus or in the minibus, it seen in the cinema or while surfing the Internet. Unfortunately most of them are not noticed. They try to overcome this obstacle by being more creative in their marketing campaigns and use number of techniques and approaches to attract consumers’ attention, build brand equity and make their products more successful.

One of those approaches is sexual appeal however; this technique has gained much controversy as many perceive it as unethical and inappropriate and doubt its effectiveness. Shimp (2008), that the producer and the creative advertising have many strategies to attract the target audience, for example by humor or fear or other dimensions. However, sexual appeal is a very effective advertising strategy to attract consumers' attention. Advertising that contain sex appeal or symbolism will improve memory only if it fits into the category of the advertised product. Sex appeal resulted in better memory when the execution of advertising, there is a proper relationship with the product being advertised. Sexy advertising can attract attention, increase retention and improve advertising consumer attitudes toward advertising. Sexual appeals in the media as an advertising strategy in the delivery of messages using sex appeal, such as physical attractiveness, body language or style of language to inform a product with the intention to take the attention of consumers.

Therefore, developing a good understanding of advertising and the sexual appeal that is so often used nowadays is a crucial step in understanding how marketing works as a whole. Furthermore, comprehending the usage of sex in advertising is crucial for advertising and marketing research, and practice as this approach is not as universal as humor for example. It is rather a risky approach: it could be very successful when used in the right way taken all its properties into account, or it could mean failure for the marketing campaign and even

damage the brand name and lead to very negative consequences. The sexual appeal has limitations, which need to be fully understood before employing the approach and necessary for achieving success.

Research Objective

The objectives of this research are to know:

1. The effect of subliminal technique, nudity, eroticism to advertising effectiveness simultaneously.
2. The effect of subliminal technique to advertising effectiveness partially.
3. The effect of nudity to advertising effectiveness partially.
4. The effect of eroticism to advertising effectiveness partially.

THEORITICAL FRAMEWORK

Marketing

Kotler and Keller (2012:27) define Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging, offerings that have value for customers, clients, partners, and society at large. American Marketing Association (2013) explained Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Advertising

Kotler and Armstrong (2001:436) define Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

Advertising Effectiveness

Advertising effectiveness pertains to how well a company's advertising accomplishes the intended. Small companies use many different statistics or metrics to measure their advertising effectiveness. These measurements can be used for all types of advertising, including television, radio, direct mail, Internet and even billboard advertising. A company's advertising effectiveness usually increases over time with many messages or exposures. But certain advertising objectives can be realized almost immediately Suttle (2009). He Identify forms of Advertising effectiveness:

1. Reach
2. Sales and Profits
3. Brand awareness

Sexual Appeal

Reichert (2003) defines sexual appeal as persuasive messages integrated with sexual information into an overall message about a brand. He further defines sexual information as any representation that portrays or implies sexual interest, behavior, or motivation.

Subliminal Technique

Subliminal is message / stimulus that is absorbed by the perception and the subconscious through images in rapid repeated before being processed thereby disrupting the existing processing any message and this message will slowly affect and change of one's conscious mind Liu&Shrum (2002).

Nudity

Nudity is the use of naked bodies in advertisements Ouwersloot& Duncan (2008:181). This type of sexual appeal is often used to sell products with strong sexual connection such as fragrances and lingerie Clow&Baack, (2007:182) but has also been used to sell products that are unrelated or irrelevant to sex such as cars Ouwersloot& Duncan (2008:181).

Eroticism

Ouwensloot and Duncan (2008:187) define eroticism as the sexual desire between partners (opposite or same sex). Reichert (2003). Clow and Baack (2007:186) suggest that sexual behavior, or overt sexuality, can be either 'individual or interpersonal.

Previous Research

Philippa klug and Debbie Vigar-Ellis (2012) Gender differences in student attitudes towards sexual appeal in print advertising. Alexander N. Ifezue (2010) what makes an effective advertising for a man and a women? Veloutsou, C. and Ahmed, S.R. (2005) Perception of sex appeal in print advertising by young female Anglo-Saxon and second generation Asian-Islamic British.

Conceptual Framework

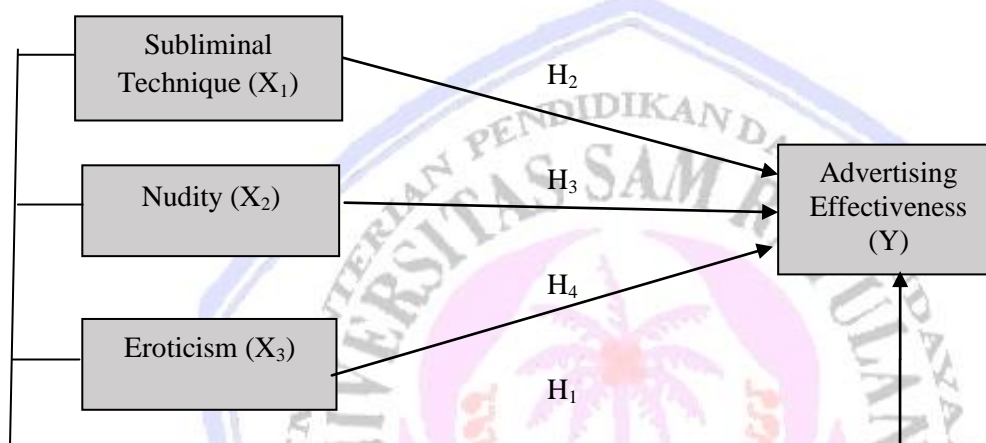


Figure 1. Conceptual Framework

Source: *Theoretical Review, 2014*

Hypothesis

The hypotheses of this research are:

H_1 : Subliminal Technique, Nudity, and Eroticism Influence Advertising Effectiveness simultaneously

H_2 : Subliminal Technique Influence Advertising Effectiveness Partially

H_3 : Nudity Influence Advertising Effectiveness partially

H_4 : Eroticism Influence Advertising Effectiveness partially

RESEARCH METHOD

Type of Research

This research used a type of causal research in which this research investigated the effect of sexual appeal advertising to advertising effectiveness.

Place and Time Research

This research located in Manado, North Sulawesi province. This research occurs about 2 month which is from September to October 2014.

Population and Sample

The populations in this research are people in Manado. The sample of this research is 100 people in Manado. The range of age is between 20 - > 40 years old. This research use simple random sampling as the sampling technique.

Data Collection Method

Data Collection Method is an integral part of research design, Sekaran and Bougie (2009). The data collection is gathered through interviewing, administered questionnaire and observational study.

Operational Definitions and Measurement of Research Variables

Operational definitions of research variables are:

1. Advertising Effectiveness (Y) can be effective, if the purpose of advertising can be achieved or accomplished.
2. Subliminal technique (X_1) contrary to supraliminal stimuli or "above threshold", are any sensory stimuli below an individual's threshold for conscious perception with indicators are Visual, Audio, and Audio-Visual.
3. Nudity(X_2): Nudity is the uses of naked bodies in advertisements with indicators are Partial Nudity, Body display, and Pose.
4. Eroticism (X_3) defines eroticism as the sexual desire between partners opposite or same sexes with indicators are Desire, Fantasy, and Arousal.

Data Analysis Method

Validity and Reliability

Validity is the ability of a measure to measure what it is supposed to measure. If it does not measure what it is designated to measure the will be problem Zikmund (2003:202). The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another Sekaran and Bougie (2009:324).

Multiple Regressions Analysis Method

Multiple regressions is the appropriate method of analysis when the research problem involves a single metric dependent variable presumed to be related to two or more metric independent variables. Additional, Sekaran and Bougie (2009:441) said that multiple regression analysis is a statistical technique to predict the variance in the dependent variable by regressing the independent variables against it.

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

Description:

Y = Advertising Effectiveness

X_1 = Subliminal Technique

X_2 = Nudity

X_3 = Eroticism

b_0 = Intercept

b_1, b_2, b_3 = the regression coefficient of each variable

RESULT AND DISCUSSION

Result

Validity and Reliability Test

By comparing the data on corrected item-total correlation column with r-table the result infer that all the data on corrected item-total correlation column are valid because the result of all the data are above 0.1966. Which the result of X_1 is 0.510, X_2 is 0.595, X_3 is 0.620 and Y is 0.512. While for reliability the result is all the data are reliable because the cronbach's alpha is more than 0.6.

Table 1. Validity Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X ₁	34.1000	25.364	.510	.730
X ₂	33.6000	27.030	.595	.682
X ₃	33.3400	23.722	.620	.663
Y	32.6700	28.991	.512	.724

Source: Data Processed, 2014

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.757	4

Source: Data Processed, 2014

Classical Assumption Test

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
X ₁	.788	1.269
X ₂	.576	1.735
X ₃	.611	1.638

a Dependent Variable: Advertising Effectiveness

Source: Data Processed, 2014

The Multicollinearity can be seen at the Collinearity statistics, in the tolerance and variance inflated factors (VIF) table. The tolerance value more than 0.10 and the VIF less than 10, it indicates that is no multicollinearity. The tolerance of subliminal technique (X₁) is 0.788, Nudity (X₂) is 0.576, and Eroticism (X₃) is 0.611. And the VIP of Subliminal technique is 1.269, Nudity is 1.735 and eroticism is 1.638 which means the value of tolerance for this research is more than 0.10 and the VIF is less than 10. The result shows that there is no multicollinearity.

Heteroscedasticity

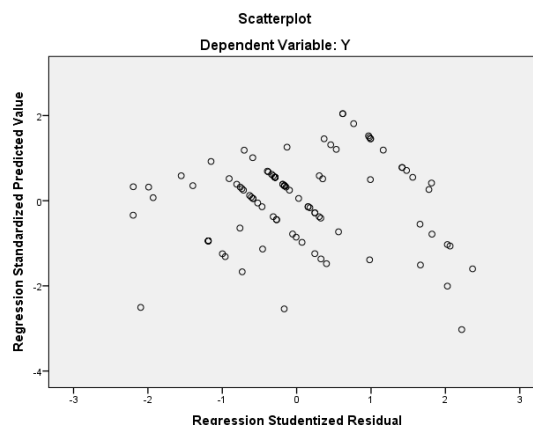


Figure 2. Heteroscedasticity Test Output

Source: Data Processed, 2014

Figure 2 shows that all the dots are spread randomly above and below 0 on Y axis. Hence, it can be concluded that there is no heterodescedascity.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.

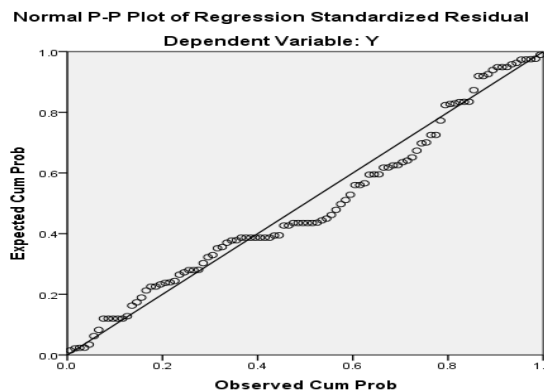


Figure 3. Normality Result
 Source: Data Processed, 2014

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Multiple Regression Analysis

Table 4. Multiple Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.267	1.021		6.137	.000
1 X ₁	.239	.078	.297	3.074	.003
X ₂	-.036	.109	-.037	-.326	.745
X ₃	.313	.090	.381	3.473	.001

Dependent Variable: Y

Source: Data Processed, 2014

The equation on table 4 can be written as in regression equation

$$Y = 6.276 + 0.239 X_1 - 0.36 X_2 + 0.313 X_3$$

The interpretation of multiple regression equation as follows:

- Constant value of 6.276 means when the independent variable which are subliminal technique (X₁), nudity (X₂), eroticism (X₃) are constant or equal to zero, then the advertising effectiveness (Y) is 6.276
- Variable X₁ (Subliminal Technique) has an impact on Y (Advertising Effectiveness) as much as 0.239. In condition where other variables are constant, if there is one unit increases in X₁, Y is predicted to increase 0.239.
- Variable X₂ (Nudity) has an impact on Y (Advertising Effectiveness) as much as -0.36. In condition where other variables are constant, if there is one unit increase in X₂, then Y is predicted to decrease -0.36.
- Variable X₃ (Eroticism) has an impact on Y (Advertising Effectiveness) as much as 0.313. In condition where other variables are constant, if there is one unit increase in X₃, then Y is predicted to increase 0.313.

Coefficient of Multiple Regression (R) Coefficient Determinations (R^2)**Table 5. Table R and R^2**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.542 ^a	.294	.272	1.63376	.294

a. Predictors: (Constant), X_3, X_2, X_1

b. Dependent Variable: Y

Source: Data Process 2014

The result on R column is 0.542 means that there is a relationship between all of the variables with Customer Purchasing Decision where influence of independent variables on the dependent variable is the change in 54, 2%, while the remaining 45, 8% is influenced by other factors are not included into this research.

Hypothesis Testing**Table 6. F-test Result**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	106.758	3	35.586	13.332	.000 ^b
	Residual	256.242	96	2.669		
	Total	363.000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X_3, X_1, X_2

Source: Data Process 2014

Table 6 shows the Value of F-count = 13,332. The F-count needs to be compare with the F-table (0.05) = 3.09. Since F-count > F-table, then H_0 is rejected and H_a is accepted. This means that all independent variable simultaneously significant impact on Y.

Table 7. t-test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.267	1.021		6.137	.000
	X_1	.239	.078	.297	3.074	.003
	X_2	-.036	.109	-.037	-.326	.745
	X_3	.313	.090	.381	3.473	.001

a. Dependent Variable: Y

Source: Data Process 2014

The value of t-table is obtained by seeing the value of t-table (0,05; 96) is 1985.

The partial impacts of each independent variable are explained as follows:

- For Independent variable X_1 , table 4.7 shows the value of t-count = 3,074 which is larger than the value of t-table (0,05;96). Since t-count > t-table then H_0 is rejected and H_a is accepted. It means X_1 (subliminal technique) Partially influence Y (advertising effectiveness).
- For Independent variable X_2 , table 4.7 shows the value of t-count = 0,326 which is smaller than the value of t-table (0,05;96). Since t-count < t-table then H_0 is accepted and H_a is rejected. It means X_2 (nudity) Partially does not influence Y (advertising effectiveness).

c. For Independent variable X_3 , table 4.7 shows the value of t-count = 3,473 which is larger than the value of t-table (0,05;96). Since t-count > t-table then H_0 is rejected and H_a is accepted. It means X_3 (eroticism) Partially influence Y (advertising effectiveness).

Discussion

The result shows that Subliminal Technique (X_1), Nudity (X_2), and Eroticism (X_3) has effect on Advertising Effectiveness. The correlation between subliminal technique, nudity and eroticism is significant as shown in the correlation value. This result is supported by other research conducted by Veloutsou and Ahmed (2005): The aim of this research is to provide empirical data to either support or challenge the view that subculture has an impact on how sex appeal in advertising is perceived.

The attractiveness of the ad is very important because it will increase the success of communication with the audience. One attraction that is used in advertising is sex appeal. The use of sexual innuendo or sexual theme in the display advertising is very unusual and also controversial. Many ads helpless sexual attraction to protests from the public. But it needs to be recognized here that the use of sex appeal is very powerful to attract audiences. So that marketers often use sexual elements in advertising their products.

Sexual appeal has several potential roles. First, sexual content in advertising acts as an enticement to take care that also maintains the attention for longer periods of time, often by showing attractive models in poses that stimulate. Second, it is to "improve memory" of the message. Research shows that ads that contain sexual attraction or symbolism would increase the memory only when it fits into the category of products in accordance with the implementation of the ad creative. Sexual attraction produces better memory when the execution of advertising has a proper relationship with the product being advertised. Third, which is run by the sexual content in advertising is to evoke an emotional response such as feelings of arousal (stimulating) or even lust. These reactions may increase the effect of persuasive advertising, by contrast, can lead to negative feelings such as disgust, shame, or displeasure.

As a target group, adult male age range 25 years and over must be properly addressed. The marketers must be good to find a gap to solve the problems that occur in adult men and show how the products they offer to deliver benefits to them. In buying a product, a grown man would have to consider the quality of the product. If the products are offered to meet the expectations it creates satisfaction and consequently there will be repeat purchases. Factors packaging and contents contained in the product can also influence consumers to make repeat purchases. But there is another equally important that could affect the consumer advertising of such products.

Sensual advertisement potential in attracting attention and the target market is not in doubt. By using sensual ads, the message is likely to be much more memorable consumer. But, the publication is not without problems, because often gets rejection of the social, cultural, norms, or religion. So, regardless of the pros and cons, sensual advertising is a marketing communication strategy to be reckoned with. Some research shows, ads containing sexual attraction will increase the awareness of a brand long as it fits the category of the advertised product.

CONCLUSION AND RECOMMENDATION

Conclusion

There are four constructive findings that can be concluded from the overall result in this research, which are listed as follows:

1. Subliminal Technique, Nudity and Eroticism are impact advertising Effectiveness simultaneously.
2. Subliminal Technique has an impact on Advertising Effectiveness significantly.
3. Nudity has an impact on Advertising Effectiveness but not significant.
4. Eroticism is the most dominant variables, which impacts on Advertising Effectiveness.

Recommendation

There are three practical recommendations that can be concluded from the overall result in this research, which are listed as follows:

1. Sexual Appeal advertising is controversy issue, if want to use, must be in the right time and right place.
2. The result of this research could be used as a reference for those who want to conduct research on advertising effectiveness especially related to the Subliminal Technique, Nudity and Eroticism as independent variables.

3. Sexual appeals in advertisement are a topic that for ages ahead probably will cause a lot of discussion. To get more varied and deep, using different theories and concepts should do further research.

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