



Cognitive and Emotional Responses of Women on Sexual Appeal Advertising

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Abstract

Sexual appeals remain an extremely famous advertising technique yet questions with respect to the utilization remain. Sex in advertising can be gathered into nudity or dress, sexual conduct, physical appeal, sexual embeds as well as sexual referents. Women tend to be valued by what they look like. To discover whether if sex appeal ads to be effective for a woman, it is essential to consider and value the subjective and passionate process which recognized in this paper in spite of the fact that they are in no means, shape or form comprehensive.

Keywords: cognitive; emotional; information processing; sexual appeal; advertising.

1. Introduction

Advertisement intends to create a need of the goods in the mind of the consumers to impact their psyche such that the feeling of thrust for that product if he truly needs that product [2]. Sex in advertisement can be gathered into nudity or dress, sexual behaviour, physical attractiveness, sexual embeds and sexual referents [34]. The effectiveness of sex appeal is gender related due to the contrast of biological and psychological needs between men and women [14]. For example, using partially or complete female nudity might be attractive for men but women may feel offended [22]. The use of sexuality in advertisements is widely used in many industries like apparels, cigarettes, automotive, perfumes and alcoholic drink. Studies suggested that sex in advertising of organizations as an endeavor by organizations to boost sales in the most simplistic way, likely in light of the fact that they are running out of promoting ideas [16].

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In Jovan advertisement, a partially nude couple calls a provocative question, "Just how much can we take off?" Numerous different ads with some characteristics for the genre are commonly positioning a nude couple in a suggestive way [23].

Sex appeal advertisements are being widely used in the marketing industry and also tend to raise several issues and criticism [39]. As men and women played their own specialized roles, each of them had to face different pressures. Sex appeal may be effective to one gender but may be offensive to the opposite gender [38]. Women on average will exhibit an increasingly negative unconstrained response gratuitous sex appeals compare to men [40]. This study is aimed to discover how cognitive and emotional responses of women process on sexual appeal advertising and the interplay of attention, emotion and memory will also be discussed.

2. Research Methodology

The paper is based on review of literature covering the period from 1972 to 2011. The data was sourced from secondary data by utilizing journals for the most part. A scope of online databases was used to get insight into various aspects of sex appeal advertising, especially towards women.

3. How Cognitive Thinking Influences Information Processing of Women

The term cognition has its foundations in Latin where it is recognized as *cognoscere*. Making an interpretation of that into English it signifies "to know", "to conceptualize" or "to recognize". It implies to the way of human process data [43]. This has indicated that sex appeal advertisement really allow an individual to think completely to examine the message inside the ad. Utilizing sex request in a commercial may likewise enable the audience to remember the ad better; as it were, sex appeal can improve the crowd's recall and recognition of an advertisement, the publicized brand and the primary message focuses [35]. Women are often been described as comprehensive processors. They tend to reason an acceptable judgment after endeavour to absorb all accessible data [32].

Message recipients are the one who process the data; this implies it is necessity for the recipient to think cognitively. The communication model is identified with the cognitive thinking of an individual by which cognitive thinking assumes the job of how the individual needs to consider the message that is given [21]. Messages in ads might influence the connection between Attitude toward Advertisement and Attitude toward Brand [51].

3.1. The prevalence of sexual appeal in advertising

Gender plays a vital job on the grounds that the attitude of the two sexes indicates contrast in the reaction towards 'sexy' ads [42]. Women had much preferable memory for subtleties over did men [16]. Women are likewise to take part in thorough elaboration of message content [30]. Due to the above gender contrasts, advertisements are often more progressively exhaustive for women. The utilization of sexy models in commercials can impact one's thinking towards the brand recall, brand name and their recognition, moreover. The utilization of sexy female models in advertisement may really influence negatively on the image of the

product or say in other words, will not bring benefits to the brand's recognition. Women will feel intimidated when looking at a sex appeal advertisement utilizing a female model and appear to have a negative attitude towards the advertisement [7].

3.2. How women cognitively think about sex appeal

Cognitive responses can be viewed as directly interceding the configuration of new beliefs or changes in prior beliefs. The belief structure so established would, thus, intervene attitude formation and change [25,37]. There are two fundamental factors in attitude with respect to sexual appeal advertisement, that is, 'attitude towards the advertisement' and another is 'attitude towards the brand' [50]. Individuals have positive attitude towards advertisements with existence of sexuality instead of the advertisement with item publicized as it were [9]. Several studies also found that women are significantly more negative attitude toward the expressly sexual advertisement contrasted with the nonsexual advertisement. Regarding gender, women react positively to sexual appeals when there is a solid fit between the advertisement and brand, while women tend to react negatively when the fit is weak [32]. Notwithstanding when the commercial was product-relevant, female attitudes were less favorable than males [11]. Apart from that, they likewise deciphered that reflecting a lower average sex drive among women compared to men. The effectiveness of sexual appeal is gender related since the biological and psychological needs of men and women vary [14,34]. Women are more mindful than men on stereotyped role depictions in publicizing.

An advertisement which containing an opposite-sex model is evaluated all the more positively, particularly on affective measures [3,18]. Females appear to have the slightest positive responses to ads that are showing female models in preferable roles over mens. Female physiological responses to suggestiveness, not nudity, are a lot more grounded than those of men [6]. Sexually appealing male model will offer ascent to enhanced audience attention of female. Studies concurred that the substance or sexuality and nudity in the commercial will just enhance the audience attention as opposed to the recall or positive influence toward a product [24]. Utilizing a partially nude female model may draw the attention of a male audience but may be offensive to a female audience [22].

Attitude toward advertising commonly imposes a critical impact, alongside several factors (i.e., ad credibility, ad perceptions, attitude toward advertiser, and mood) [29]. Attitudes toward advertisements are driven by unconstrained affective responses and females respond less favorably to sexual substance than men do [19]. Women tend to have a more positive thinking towards an advertisement containing a nude male compare to men [47]. This demonstrates that the application of sex appeal is more attractive or appealing if opposite sex matched. Study demonstrates that the measure of the sexuality or nudity in the commercial ought to be controlled as the attitude of an individual relies upon the level of sexuality or nudity [26]. The higher the substance, the more attractive and appeal it is to individuals. However, it may bring about a negative attitude towards the advertisement [50].

In addition, attitude toward brand partially intervenes between attitude toward advertisement and purchase intention [51]. In any case, sexual content in advertising has commonly affected attitudes toward the

advertisement than the brand [38]. Females' attitudes towards the ad, brand and advertiser, as well as purchase intention were progressively ideal with expanding levels of nudity, yet declined when full nudity was portrayed [45]. An author discovered that brand recall was best facilitated by non-sexual illustrations as opposed to s was best encouraged by non-sexual outlines rather than sexual ones [46]. This is counter-contended by other researchers that really the overt sexuality in the advertisement enables brand recall among males and not females, but rather both on product category recall [52]. Women express more resistance (contradiction) to the utilization of sex in advertisement than men, which is the reason women are probably going to express negative attitude rather than men [9].

4. How emotional thinking influences information processing of women

Emotional factor may likewise be in connection with sex appeal advertisement. Emotions are explicit instances of "feelings" that are affective in nature [8]. Sex appeal may serve in advertising is to inspire emotional reactions, such as arousal, excitement or even lust, which thus can frame stimulation and desire for the product [33]. It is an emotional reaction that happens before any cognitive process of the advertisement has happened. Emotions play an essential part in advertisement because of the way that they help stimulate and guide attention and further, emotions can strengthen the associations created by advertisement [10]. Women are progressively "emotional" and more emotionally expressive compare to men [20].

4.1. What is the role played by women emotional thinking in sex appeal ads?

Studies proposed that 'arousal' is one of the emotional factors in a sexual appeal advertisement. Messages with arousal content are much prone to be recalled as opposed to those with non-arousing ones [21]. This viability is believed to be driven by the capacity of sexual appeals to arouse, empower and command attention [45]. Arousal has been turned out to be a key arbiter of advertising reaction [50]. Energized arousal is the key driver of positive reaction towards a sexual appeal advertisement [24]. Be that as it may, while men are for the most part excited when viewing nudity and sexual content sources, women are influenced by romantic substance sources. The depiction of women as glamorous sex object may arouse the "anger" feeling in women, and evoke their perception that sex-role portrayals in advertising as insulting and hostile. In increments, when presented to female nudity in advertising, women were bound to be 'tension aroused', negatively assessed arousal, while men were likely to feel 'energy aroused', excitement identified with positive sentiments. Besides, they featured that for women and groups viewing overt sexual appeals, this arousal came as pressure and exhaustion, which negatively affected advertising effectiveness [24].

Socialization plays a noteworthy role in sexual development [12] and socialization impact biases toward encouraging male sexuality but impeding female sexuality [11]. Majority of women had a negative view on sexual appeals in advertisement due to the tensions from their parents and institutions [17]. Gender differences as far as sexuality and socialization affects female encountering progressively pressure in high-nudity condition and sustaining increasingly preservationist views towards the use of appeal in advertising. Women consider emotional intimacy and commitment as essential value that can surround the sexual relationship [11]. Even though both female and male have ethical concerns about the use of intense sexual appeal in advertising,

females tend to discover advertisements sexist compare to men [27]. Women are more likely than men to be more sensitive to the depiction of women and more likely to perceive women as portrayed reliant on men.

In general, women are much more likely to feel offended on the portrayal of women in sex appeal advertising than men [48]. Furthermore, sexual appeals can result in negative inclination, for example, humiliation, abomination, or uneasiness [44]. Young adult females compare their level of attractiveness with the models in advertisements, and they probably feel jealous of the beauty of models. Women have greater positive feelings than men have towards an advertisement containing male nudity [47]. Consequently, this demonstrates the key towards arousal is driven by nudity and it is a determinant in subjects' reactions to the advertisement and the product advertised. Therefore, the emotional response from oneself is controlled by the accessibility of arousal in the advertisement message and that additionally implies the presence of nudity in the advertisement models [31]. Emotional response also shows the positive and negative views towards the brand or product that is being advertised. Tension had been found the greatest when female is exposed to an advertisement with nude model [24]. Nudity and erotic content generally increase attention rather than recall or positive affect towards a product [1] but however will create negative feelings among female audiences. Females are more sensitive to the women portrayal in advertising than they used to be, and they found the portrayal to be offensive. Furthermore, advertisements with a mild sexual content will lead to higher purchase intention rather than those with overt (too much) sexual contents [23]. If a consumer has a negative feeling towards an advert this negative feeling could be directly transferred to the brand itself and thereafter influence purchase intentions [4]. Studies argued that decreased in likelihood of purchase intention with women if the imagery in the advertisement became too explicit [38,39].

Thus, the emotional effect or reaction of an individual gives off an impression of being increasingly influential when reacting to a sex appeal advertisement since audience first 'feel' what that consider the advertisement. This feeling might be positive and negative, and this relies upon the person viewing the advertisement. Women are more wary of such appeals since they are frequently introduced by an attractiveness stereotype that demotes women and having them to feel inadequate. They will feel negative towards it on the off chance that they are not presented to such advertisement before otherwise, in the event that they have been seeing a considerable lot of those types of advertisements with sexuality in it, they will further think (cognitive) regardless of whether it is appropriate [28]. Advertisements that were not judge by the women as clichéd were even more averse to be viewed as clichéd by men, who are believed to be less sensitive to female stereotypes [15].

5. Findings

- Perceptual contrasts were noticed on how women process messages and information. Women are more likely to process different pieces of information in a comprehensive way before rendering judgment.
- Female audiences tend to have detailed consideration and elaboration of the message contents, therefore much more concern on stereotyped role portrayals. Females are more likely to be offended by the advertisements featuring sexy female models; while sexually appealing male models are more likely to enhance the attention of females towards the ads.
- Women are believed to be more emotional expressive and romance is known as an influential factor for

women.

- Generally, women are negatively aroused by when notice that there are alluring females as sexual object of the ad. It may provoke the women and create a feeling of insulted. The negative feeling toward female nudity is commonly originated from the pressures of parents or institutions.
- Lastly, the disposition to the use of sex appeal strategies in advertising differs if opposite sex matched.

6. Conclusion

People encountered many advertisements daily, the average male to be exposed to 117 to 285 ads a day, and 161 to 484 for average female [5]. However, most of them tend to ignore or did not notice the ads because it is not eyes-ball attractive. Thereby, sexuality is nowadays used. Every media consumer is alert to sex in advertising [34].

Advertisers seem to rely on the adage "Sex Sells." Too much reliance on sex for advertising, especially if it is not relevant, can be a failure or counterproductive. As a result of the gender differences on how men and women process information and feelings, marketers should customize the advertisements carefully to avoid unfavorable feelings and negative attitudes from the audiences. Due to gender differences in response to sex appeal strategies, international advertisers must not only take into account of whether their ads are intended to attract male or female targets, they should also be concerned with the target country's disposition to the use of sex appeal strategies. In order for an advertise to be successful there needs to be a correspondence between sexual stimuli and the advertised brand [49].

Although there are many aspects of sex in advertising that could be of interest, the effectiveness of it is still unknown since sex appeal advertisements are perceived differently by different individuals. The cognitive and emotional responses of women towards sex appeal advertising might change as the time passes. For example, American women are less offended by advertisements with sexual connotations than were those questioned a few years previously [13,54]. Therefore, studies on sex appeals advertisements such as cognitive thinking and emotional response are essential to ensure sex appeal is effective on avoiding overt or explicit sex appeals which can lead to negative effects of the advertisement.

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