



THE FACTOR INFLUENCING PURCHASE INTENTION OF AXE BODY
SPRAY AMONG MALE YOUTHS IN TAMBUNAN: A PERSPECTIVE
FROM SEXUAL ADVERTISEMENT

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ABSTRACT

The purpose of this particular research which is entitled “The Factor Influencing Purchase Intention of AXE Body Spray among Male Youths in Tambunan: A Perspective from Sexual Advertisement” is to investigate the relationship between purchase intention and the three main elements namely emotion, message and benefit. The research objectives of this research are to identify the factor as that influences purchase intention in AXE advertisements and to explain the relationship between message, emotion and benefit towards purchase intention of AXE advertisement. Method of collecting data was via questionnaire distribution to 200 respondents consist of male youths in Tambunan area. From the findings, it can be concluded that each element play a vital role towards purchase intention. For instance, in terms of emotion element the sexiness of AXE advertisement helps male customer to remember the product well. While for message element, sex appeal is the most effective way to draw male’s attention. Lastly, benefit element’s role is to assure customers that they too can get sexual experience as models in the advertisement. The second objective was met after applying the regression technique which suggests that among the three elements, benefit is the most significant towards the purchase decision of customers towards AXE body spray product. Future studies may be conducted on other type of product and may include female respondent as well.

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