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ABSTRACT

This sex appeal advertising can be categories as one of the most effective way to attract customer and penetrate the marketplace through selling practices. There are 3 research objectives in this research which is:-

- a) To determine the customer attitude toward sex appeal advertising in Sabah and
- b) To determine the preference customer attitude toward sex appeal advertising in the area of Sabah.
- c) To identify the reflect customer attitude toward sex appeal advertising.

Furthermore, if the sex appeal advertising is succeeding delivering the message to the customer with the full of a sense of sexuality, then the advertising will effective to gain the customer attention, attraction and to retain the customer to the product specified. The problem is whether the customer can receive, accept and thinking in the same way of the sex appeal advertising. Therefore the main problem of this research is to know the attitude of Sabah Customer toward the sex appeal advertising.