



A STUDY ON YOUNG CONSUMERS' BUYING ATTENTION TOWARDS SEX
APPEAL ADVERTISING

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ORIGINAL LITERATURE WORK DECLARATION

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Title of research project : A Study on Young Consumers' Buying Intention towards Sex
Appeal Advertising

Field of study : Marketing

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ABSTRACT

In this particular study, the research is purposely narrowing down to a narrow sample group of young consumers' and it is specifically focus on age between 18 years old until 26 years old. The main study of this research is to identify the dimension that influences the young consumers' buying intention and to determine the relationship between the dimensions among young consumers' buying intention. There are five independent variables to be analyzed. The variables are known as **(1) Nudity, (2) Sexual behaviours, (3) Physical attractiveness, (4) Sexual referents and (5) Sexual embeds** (Lambiase and Reichert, 2003). This research also wanted to study the impact of the sex appeal advertising on young consumer buying intention.

CHAPTER 1

INTRODUCTION

1.0 Introduction

In today's globalization world, advertising is the most efficacious implement to spread the message and reach the target consumer. Advertisement one of a form promotional mix that used to promote the product and services in order to influence the consumer behavior and additionally their buying intentions. Advertising is referring to a major and consequential element to the economic growth of the marketers and different companies in competition (Ryans, 1996). The advertisers have endeavoured a different of advertising approach in order to ascertain their targeted audiences receive their messages and reassuring them to buy the product.

Sex appeal advertising nowadays poses potent technique than before which it pervasive and vigorous enough to be used solely. Looking beyond achieving competitiveness and productivity, the advertisers became realize that utilizing sexual content in advertisement can increment the advertising efficacy for example consumers' attention and sells products (Aaker and Stayman, 1990; Brown and Stayman, 1992). It is an efficacious advertisement that engendered predicated sexual suggestive imagery which it would be irresistible attraction.

According to Reichert, Heckler and Jackson (2001), claim that when sexual stimulus is utilized in advertising, viewer's perceptual and processing resources are directed approaching the sexual messages in the advertising rather than towards the brand. Advertisement play a consequential role in business which distributes the message and it is component of promotional mix to create awareness among target population that it has become a subsidiary strategy for business to influence consumer's mind and their buying intention.