



YOUNG WOMEN REACTION TOWARDS SEXUAL APPEAL
PRINT MEDIA ADVERTISING (MAGAZINES):
UITM FEMALE STUDENTS CASE STUDY

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ABSTRACT

Companies make use of sexual appeal in advertising more now than ever. Very little research has been conducted of how the youth react to this and therefore, the purpose of this study is to gain better understanding of how young women react to sexual appeal advertising in magazines. More specifically, it deals with how the young women define and perceive sexual appeal in advertising. The study has a qualitative approach and the empirical data was gathered through two focus group interviews with students from Universiti Teknologi MARA (Sabah).

The findings and conclusions of this study indicated that young women tend to be more focused on movement of models as well as level of nudity. Furthermore, the author conclusions suggest that there are differences of how young women perceive sex in advertisement compare to previous research. The findings suggest that young women are more in favour on female appearance in sexual appeal advertisement rather than male appearance.