THE LEVEL OF TOLERANCE FROM WOMEN TOWARD NUDITY ADVERTISEMENTS

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JANUARY, 2013

ACKNOWLEDGEMENT

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ABSTRACT

The purpose of this study is to know the level of tolerance of women toward nudity advertisement. The subject consists of 250 respondents. Linear regression is used to analyze the data. The hypothesis result revealed that there is significant relationship between culture and content relatedness with I can tolerate with nudity that display in media. While for knowledge show a negative relationship with I can accept nudity in advertisement. The result signpost that content relatedness found to be most influential variable that make a women tolerate toward nudity advertisements ($R^2 = 0.499$). Based on the finding that obtained from the research, marketers should consider and related the use of sexy model in the advertisements with the content and propose of the advertisements being display. By doing so, not only the marketers can generate profit but at the same time and women respondents can enjoy the advertisements that displayed.