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**ANALYZING THE CONSUMER LEVEL OF ACCEPTANCE ON SEXUAL  
ADVERTISING AND THE EFFECT OF BUYING DECISION**

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**Report is submitted in fulfilment of the requirement for  
Bachelor Degree of Technology Management (High Technology Marketing) with  
Honours (BTMM)**

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**JUNE 2018**

## DECLARATION

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## **DEDICATION**

I dedicate this thesis to my beloved parents, Ahmad Ensar bin Ramli and Rosminah binti Subari for their endless love, support, encouragement, and prayers.

## ACKNOWLEDGEMENT

Alhamdulillah Praise is Upon Allah the Most Merciful for His blessing and willingness in giving me the opportunity to complete this Final Year Report. I would like to take this opportunity to thank and express my deepest appreciation to my supervisor Dr. Hazmilah binti Hasan for guiding and giving moral support throughout this semester (2017/2018) to complete this final year project. I am truly blessed to have such a dedicated supervisor. In addition, I would like to thank my panel, Assoc. Prof. Dr. Chew Boon Cheong for his comments that helps me a lot to improve my study research. Prof. had been given some valuable information, suggestions, and guidance in the compilation.

Besides, I sincerely appreciate the researchers that did their research paper and published it online which help me to refer to the topic. Although the topic of the research is almost the same, but the research design and framework is slightly different. Not to forget the respondents who's willing to spend their time to participate in this survey of study.

In addition, this appreciation goes to my team member under the same supervisor, course mates, housemates especially my roommate and last but not least to my beloved family for their cooperation, encouragement, suggestions and understanding from the beginning till the end of the full report either direct or indirectly towards this project.

## ABSTRACT

Advertisement is one of the attractive way that used by marketers to promote their products. To get attention from target customers, marketers of the brands usually imply sexual appeals practices in their advertisement which is currently used in global brand's strategy. The viewers are exposed with different sort of advertisements and continuously faced with mass media such as television, magazines and internet ads. It will give some impact upon thinking, values, actions and purchasing decision. Therefore, the aim of this thesis had been conducted to analyse the level of consumers' acceptance on sexual advertising and the effect of buying decision in Malaysia. The objectives of this study is to identify the consumers' level of acceptance when being expose to different level of nudity in advertisements, factors and the influential factors that can affect buying decision. The specific product is fragrance product. Based on the literature review, the influence factors in consumers' acceptance and their buying decision are level of nudity, personality, gender of the model, culture and product fit. The quantitative method was used in the form of questionnaire survey to achieve the objectives of the research. Questionnaire was distributed to the 140 respondents towards youngster which age range 18 to 24 years old. The data was analysed using descriptive analysis, inferential analysis, and multiple regression to define the result. The result demonstrated that level of nudity, gender of the model and product fit have influential factors on the consumers' buying decision while personality and culture have no influence on buying decision made by consumers. As a conclusion, the researcher found that gender of the model and product fit are the most influence in consumers buying decision with the usage of sexual advertising.

Keywords: Advertisement, sexual appeals, consumers' level of acceptance, consumer buying decision

## **ABSTRAK**

*Iklan adalah salah satu cara menarik yang digunakan oleh pemasar untuk mempromosikan produk mereka. Untuk mendapatkan perhatian daripada pelanggan, pemasar biasanya menggunakan amalan rayuan seksual dalam iklan mereka yang kini digunakan dalam strategi pasaran global. Penonton yang terdedah dengan iklan yang berbeza akan terus berhadapan dengan media massa seperti televisyen, majalah dan iklan internet. Ia akan memberi kesan kepada pemikiran, nilai, tindakan dan keputusan pembelian mereka. Oleh itu, matlamat tesis ini dijalankan untuk menganalisis tahap penerimaan pengguna terhadap pengiklanan seksual dan kesan kepada pembelian mereka di Malaysia. Objektif kajian ini adalah untuk mengenal pasti tahap penerimaan pengguna apabila didedahkan kepada tahap kebogelan yang berbeza dalam iklan, dan factor-faktor yang berpengaruh dan boleh menjejaskan keputusan pembelian pengguna. Produk khusus adalah produk wangian. Berdasarkan kajian literatur, faktor pengaruh penerimaan pengguna dan keputusan pembelian mereka adalah tahap kebogelan, personaliti, jantina model, budaya dan produk yang sesuai. Kaedah kuantitatif digunakan dalam bentuk soal selidik untuk mencapai matlamat penyelidikan. Soal selidik diedarkan kepada 140 orang responden terhadap anak umur yang berusia antara 18 hingga 24 tahun. Data dianalisis menggunakan analisis deskriptif, analisis inferensi, dan regresi berganda untuk menentukan hasilnya. Hasilnya menunjukkan bahawa tahap kebogelan, jantina model dan produk yang sesuai mempunyai faktor yang berpengaruh terhadap keputusan pembelian pengguna manakala keperibadian dan budaya tidak mempunyai pengaruh terhadap keputusan pembelian yang dibuat oleh pengguna. Sebagai kesimpulan, penyelidik mendapati bahawa jantina model dan produk sesuai adalah yang paling mempengaruhi pengguna membeli keputusan dengan penggunaan iklan seksual.*

*Kata kunci: Iklan, rayuan seksual, tahap penerimaan pengguna, keputusan pembelian pengguna*

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**LIST OF ABBREVIATIONS/SYMBOL**

TPB	=	Theory of Planned Behaviour
FYP	=	Final Year Project
IV	=	Independent Variable
DV	=	Dependent Variable
SPSS	=	Statistical Package for the Social Sciences
MRA	=	Multiple Regression Analysis
H <sub>1</sub>	=	Hypothesis Alternative
H <sub>0</sub>	=	Hypothesis Null

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## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

Advertisement is one of the effective tools that used by the marketers to communicate with the potential customers. It being used to attract the viewers with some of the interesting advertising about the product that the marketers want to sell. There are a lots of world's leading brands that enter the Asian markets, generally Malaysian market. To attract the target customers, marketers of the brands usually imply sex appeals practices in their advertisement which they currently used in global brand's strategy. The viewers are exposed with different sort of advertisements and continuously faced with mass media such as television, radio, internet that shows the content and messages about the product and brand. The exposure of customers and viewers to that kind of mass media will give some impact upon thinking, values, purchasing decision and actions.

## 1.1 Background of Study

Marketing in businesses will give contribution to improve the firm's performance said by Wirtz and Tuzovic in 2014. The most important tool is marketing mix as it is highly relevant in businesses (Constantinides, 2006). Consumers' purchasing decisions can be influenced by 4P's which stand for Place, Product, Price and Promotion. Promotion is a way that being used to generate a business from its competitors and make people aware about the present of the product. Advertising is into promotion as it will be give the message to promote the products or services by the businesses.

Advertisements not really necessarily need the attention from individuals to make a purchase (Shapiro, Macinnis & Heckler, 1997). Previous study shows that decision made by consumer is not as rational as previously. It being assumed by others but emotions can be the most influential in the process (Peatfield, Parkinson & Intriligator, 2012). The explicit and implicit preferences can affect the consumer's behavior (Friese, Wänke & Plessner, 2006). According to Bargh (2002) there are two ways to reach people's implicit memory. First, it can occur when the individual is not aware of the message and second supraliminal that happens when the individual is accessible to the message but have no effects for them.

Most countries have been widely using the sex appeal in mainstream consumer advertising as it is a major technique of advertising. Regarding to Malaysia local culture, it is important to the company of brand to standardize or localize their advertising. By modify the way of advertisement being advertise, it would be more culturally. This is because according to Belch and Belch in 2011; the messages in advertisements may be interpreted differently by people. It is depends on their values and beliefs with different cultural backgrounds. F. B. Ford, LaTour, and Clarke (2004) have thought that the perceptions on nudity in advertising are vary to the significant degree of the country like Singapore, China, India, and USA. However, knowing about consumers' perceptions on sexual appeal that used in advertising in small country and subcultures like Malaysia is

very few. The subcultures can be categorizing on age, gender, geographic, religions, and ethics differences” (Belch & Belch, 2011).

There are subcultures exist in Malaysia such as Malay, Chinese, Indians and others. These subcultures are important for marketers to tackle but they found that it is difficult for them when they want to introduce a global brand into Malaysia itself. It is between to adopt a standardized or localize strategy in the advertisements. This research is aim to study and analyze on consumer acceptance with the advertising that being advertise using sexual appeal and the buying decision after being expose with the advertisement itself.

## 1.2 Problem Statement

Sexual advertising has frequently used as a method from year to year (Hyllegard, Yan, Ogle & Attmann, 2010), which makes it an easier topic for analyze. It is commonly used to target youngster and companies frequently use in international advertising to deliver these messages (Liu et al., 2009). Even though marketers understand on how sexual appeal works (Dianoux & Linhart, 2010) there is a limited amount of studies that analyzes on the acceptance of the consumer towards this kind of advertising and the effect of their buying decision in Malaysia itself. There are several influential factors that influence people to react toward advertisements that have sexual content, some might respond to it favorably while others will find it as provocative (Boddewyn & Kunz, 1991).

Based on the situation, sexual messages can be seen as ethical and unethical depending on level of sexual content (Maciejewski, 2005). In Malaysia, it is bound with ethical issues so marketers need to know about the perception of consumers towards the advertisement that contain the sexual appeals on it. It is stated from previous research which advertisements that exposed a very high level of sexual appeal tend to make consumers less favorable toward the brand compared to when a lower level of sexual appeal is used (LaTour & Henthorne, 1994). However, it also can give positive effect in return as it gain higher attention from the customers (Dudley, 1999). This shows the acceptance and understanding that gain by consumers“ regarding sexual content will lead to their respond whether to purchase or not.

### **1.3 Research Questions**

The objective of this study is to analyze the level of consumers' acceptance on sexual advertising and the effect of buying decision in Malaysia. The questions that need to be answered in this study are based on the research objectives:

1. What are the consumer's levels of acceptance when being exposed to sexual advertisements?
2. What are the factors that can affect the buying decision made by consumer when using sexual advertising to advertise the product?
3. What is/are the influential factor on consumer's buying decision?

### **1.4 Research Objective**

1. To measure the consumer's level of acceptance when being exposed to different level of nudity in advertisements.
2. To investigate what factors that can affect the buying decision that will made by consumer when using sexual advertising to advertise.
3. To identify which factors that have influential on consumer's buying decision.

## 1.5 Research Scope

This research will cover the important and significant factors that might be affected by the consumer buying decision with the usage of sexuality in advertisements. There are significant relationship between few factors and sexual advertising that will influence the consumers' perception towards it and the effect on their buying decision. The location of the research study is in Malaysia.

## 1.6 Research Limitation

Even though the research can be reached at its aim, there were some limitations that cannot be avoided by the researcher:

1. The results obtained influenced by the respondent's honesty when answering the questionnaire. Therefore, the information that gathered cannot be ascertained as it is depending on the integrity of the respondents.
2. Respondents were viewing at these topics of sexual ads as outside of natural viewing environment and unethical.
3. Time constraint caused the researcher unable to gain more respondent as a sample.
4. Not all people want to contribute in this research to answer the questionnaire because of time.
5. The researcher needs to explain first to make a better clear about the topic before getting any judgment.

## 1.7 Significant of the Study

The significant of this study research is when the researcher wants to find out about how the consumers think about the sexual appeal in advertising in Malaysia country. This is because most of the previous research that done by the researchers are focusing on other countries and not in Malaysia. But, there is one or two research done by the researcher in Malaysia as a subcultural country. It that study, the researcher had gave his opinion to further research by adopting more representative sample and test different product categories. So, as in this study, the researcher will further this research with additional factors that influence the consumers' acceptance and the effect of buying decision with product fit which is fragrance product.

Malaysian citizens are categorized into different ethics group and this differences have their different believes and ethical issues. So, it is important to know whether they can accept the concept of sexual that implies in advertising regarding their ethics. Most of the people might feel distracted by that kind of advertising and some might do not feel it as distracted. So, the researcher want to get the information on the percentage of the Malaysian's consumer that feel the sexual advertising is not a suitable technique to attract people to buy the product.

In addition, the researcher also want to know whether sexual advertising can really make greater interest in consumer mind by making purchase of the product when get attract with the ads. This is because sexual advertising is known as sex via sell.

## 1.8 Summary

This chapter has explained overall about this study starting from the research background, problem statement, research questions, research objectives, scope of the study, research limitation and significant of the study. The next chapter will explain more about the previous study about the previous research that can help to support this research.