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Examining the Effectiveness of Sex Appeal in Advertising Sports Apparel

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Abstract <p>Marketers use sex appeal regularly in advertising to attract attention to the advertisements and to stimulate the desire towards the product. It has been debated if sex appeal is beneficial to increase the purchase intention and attitude towards the advertisement. Therefore, the aim was to examine what kind of impact sex appeal have for sport advertisements.</p> <p>The study was conducted as an experimental research. The experiment was developed through an online survey which included two different experimental conditions: the first advertisement with a lower amount of sexuality and the second one with a higher amount. There was a total of 107 respondents from different age groups, gender, and backgrounds.</p> <p>Data analysis was run with the independent samples T-test for the whole sample size, and sample subdivisions for more detailed examination. Overall, perceived advertisement sexuality shows statistically significant across the two conditions. However, purchase intention does not show statistical significance. Attitudes towards the advertisement mostly does not show statistical significance, except for the two subdivisions: females, and the age group of 35 years and older.</p> <p>The results generally suggest that people perceive the sexuality of advertisements. The data from the entire sample analysis, and all the subdivisions based on age, gender and nationality demonstrates that there is less sexuality in the first condition and more sexuality in the second condition.</p> <p>There is no indication, in this study, that sex appeal in advertising would have any impact on purchase intention; however, it impacts the attitude towards the advertisement for two subdivisions: females and over 35-years-olds. Nevertheless, the impact is negative for both subdivisions.</p>		
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Tiivistelmä <p>Markkinoijat käyttävät seksuaalisuuden viehättävyyttä säännöllisesti mainoksissa vetääkseen huomiota puoleensa ja luodakseen halua tuotetta kohtaan. Ei ole varmaa, onko seksuaalisuuden näkymisellä mainoksissa yhteyttä ostohalukkuuteen tai positiiviseen suhtautumiseen mainosta kohtaan. Tämän vuoksi tavoitteena oli tutkia, minkälainen vaikutus seksuaalisuudella on urheilumainoksiin.</p> <p>Tutkielma suoritettiin kokeellisena tutkimuksena. Koe kehitettiin nettikyselyn avulla, jossa näytettiin kaksi erilaista mainosta kysymyksineen: ensimmäisessä mainoksessa oli vähemmän seksuaalisuutta ja toisessa enemmän. Vastaajissa oli sekä miehiä että naisia, heitä oli eri-ikäisiä. He myös tulivat eri taustoista.</p> <p>Data-analyysi suoritettiin riippumattomien otosten t-testillä koko otokselle sekä jaotelluille pienemmille otoksille yksityiskohtaisempaa tutkimusta varten. Kaiken kaikkiaan havaittu seksuaalisuus osoittautui tilastollisesti merkitseväksi molemmissa mainoksissa. Kuitenkaan ostoaikomus ei näyttänyt tilastollista merkitsevyyttä. Mainokseen suhtautumisella ei ole tilastollista merkittävyyttä, paitsi kahdella pienemmällä otoksella: naiset sekä ikäryhmä 35 vuotta ja vanhemmat.</p> <p>Tulokset viittasivat yleisesti siihen, että ihmiset havaitsevat seksuaalisuuden mainoksissa. Koko otoksen tulokset sekä tulokset kaikista iän, sukupuolen ja kansallisuuden mukaan jaetuista pienemmistä otoksista osoittivat, että ensimmäisessä mainoksessa koettiin olevan vähemmän seksuaalisuutta ja toisessa sitä oli enemmän.</p> <p>Tässä tutkimuksessa ei ollut viitteitä siitä, että seksuaalisuudella olisi minkäänlaista vaikutusta ostoaikomukseen. Seksuaalisuudella kuitenkin näyttäisi olevan jonkinlainen vaikutus naisten ja yli 35-vuotiaiden suhtautumiseen mainoksiin. Tämä ei kuitenkaan osoittautunut positiiviseksi vaikutukseksi tässä tutkimuksessa.</p>		
Avainsanat Markkinointi, mainonta, seksuaalisuus, seksuaalisuuden havainnointi, osto aikomus, suhtautuminen mainokseen, urheilumainonta		
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Contents

1	Introduction	4
1.1	Motivation for the research	4
1.2	Research questions and objective	4
1.3	Structure of thesis.....	5
2	Literature review	5
2.1	How advertising works?	5
2.2	Sport Advertising	8
2.3	Sex appeal in advertising.....	10
2.3.1	Sex Appeal and Sports	12
2.3.2	Cultural differences in advertising with sex appeal	13
2.3.3	Gender stereotypes.....	14
2.4	Sex role portrayal in advertising.....	15
2.5	Controversial advertising	16
3	Methodology	18
3.1	Research methods	18
3.2	Procedure	19
3.3	Sample.....	19
3.3.1	Self-reported measurements.....	22
4	Results	22
5	Discussion	31
5.1	Limitations and recommendations.....	32
5.2	Managerial Implications.....	33

References	34
Appendices	37
Appendix 1. Questionnaires in English page 1.....	37
Appendix 2. Questionnaires in English page 2.....	38
Appendix 3. Questionnaires in English page 3.....	39
Appendix 4. Questionnaires in Finnish page 1.....	40
Appendix 5. Questionnaires in Finnish page 2.....	41
Appendix 6. Questionnaires in Finnish page 3.....	42

Figures

Figure 1 - Macromodel of the communications process (ibid., 585).....	6
Figure 2 - Micromodel of consumer responses (ibid., 585).	Error! Bookmark not defined.
Figure 3 - Dolce & Gabbana's advertisement including violence representation, which was banned by Advertising Self-Discipline Institute (Duncan, 2015).	17
Figure 4 - Dolce & Gabbana advertisement including homoeroticism (Duncan 2015).	18
Figure 5 - The division of age groups of the respondents.....	20
Figure 6 - The division of completed education levels of respondents	21
Figure 7 - The division of occupations of the respondents.....	21

Tables

Table 1 - Descriptive statistics	23
Table 2 - Independent Samples T-Test between condition 1 and condition 2	23
Table 3 - Descriptive statistics based on age (18-24).....	24
Table 4 - Independent Samples T-Test based on age (18-24) between condition 1 and condition 2	24
Table 5 - Descriptive statistics based on age (25-34).....	25

Table 6 - Independent Samples T-Test based on age (25-34) between condition 1 and condition 2	25
Table 7 - Descriptive statistics based on age (35+).....	26
Table 8 - Independent Samples T-Test based on age (35+) between condition 1 and condition 2	26
Table 9 - Descriptive statistics based on gender (female)	27
Table 10 - Independent Samples T-Test based on gender (female) between condition 1 and condition 2	27
Table 11 - Descriptive statistics based on gender (male)	28
Table 12 - Independent Samples T-Test based on gender (male) between condition 1 and condition 2	28
Table 13 - Descriptive statistics based on nationality (Finns)	29
Table 14 - Independent Samples T-Test based on nationality (Finns) between condition 1 and condition 2.....	29
Table 15 - Descriptive statistics based on nationality (other than Finns).....	30
Table 16 - Independent Samples T-Test based on nationality (other than Finns) between condition 1 and condition 2	30

1 Introduction

1.1 Motivation for the research

Sex appeal can be seen everywhere in advertisements. It is often used when advertised different sport apparels, sporting events or even a sport club. It is a common way to catch audience's attention. But does it really work as effectively as thought and boost the audience's purchase intention? Another interesting question that this study tries to discover is: Do people perceive the sexuality of the advertisements?

It is important for the marketers to know the actual impact that sex appeal has in sport advertising. Assuming there will be differences among the sample, such as gender, age, and background, hopefully with this research it is possible to find some insight.

1.2 Research questions and objective

The aim is to examine the relationship between attitude towards the advertisement, perceived advertisement sexuality and purchase intention.

Research questions:

1. Do people perceive sex appeal in advertisements?
2. Does sex appeal have an impact on attitude towards the ad and purchase intention in sport industry?

Based on the literature available, it seems people perceive sex appeal in ads and that they usually have a positive influence towards the attitude of advertisements. Thus, purchase intention at least in some of the target groups. Therefore, it is expected to observe similar results among this research. However, according to Popoola (2014) sex appeal should have very little or no impact on actual purchase intention (50). Additionally, Motwani and Agarwal (2012, 2) affirms that sex appeal works on some ads but not on all of them, and not for everyone.

Moreover, another hypothesis is that there will be differences among the age and gender in groups. There is an assumption that younger participants are more likely to have a higher attitude towards the advertisement with a higher amount of sexual appeal and that they are more willing to purchase from the advertised brand.

1.3 Structure of thesis

The introduction part of the thesis tells you the motives for writing the thesis, what was the inspiration for it, research questions and the objective, and what will be the structure of the thesis. Before getting to the actual research of the chosen topic, it is important to go through lots of background information covering topics about how advertising works, what is sport advertising, what have been found in the previous researches on sex appeal in advertising, what are sex role portrayals, gender roles, and gender stereotypes in advertising, and what kind of controversial advertising are there nowadays. Thus, right after the introduction part, there will be a longer section which deals with the literature review part discussing all topics above.

Methodology will be reviewed right after the coverage of the literature, and it will cover the sample, what kind of approach has been used in the study, and what were the measurements. Right after this in section there will be presented the results and findings of the survey.

Successively, there will be the discussion part where all the crucial findings from the survey are linked to the literature review and presented if all the hypotheses were true. Moreover, limitations and recommendations, and the managerial implication are introduced in the end of the discussion part. Eventually, at the end of the paper, you may find the references and other attachments.

2 Literature review

2.1 How advertising works?

The definition of advertising is “to call the public’s attention to your business, usually for the purpose of selling products or services, through the use of various forms of

media, such as the print of broadcast notices” (Advertising, 2020). Advertising provides a way to communicate to the both existing and new customers about the product or service you are trying to sell. With advertising you can make customers aware of your product or service and therefore draw new customers to your business, create a desire for the product or service that you are trying to sell and enhance the image of your company, and reinforce the message to the customers. (ibid.)

When marketing to the selected target group, marketers should understand the fundamental elements of effective ways to communicate. There are two models that can be useful: a macromodel of the communications process (see Figure 1) and micromodel of consumer responses (see Figure 2). (Kotler 2016, 582.)

The macromodel of the communications process has nine key factors in order to find ways for effective communication to customers. As you can see in the figure below, sender and receiver represent the two major parties of the model, message and media represent the two major tools that are used, the four communication functions of the model are encoding, decoding, response, and feedback, and the last element left being noise in the system that could compete messages meddling with the planned communication. (ibid., 584-585.)

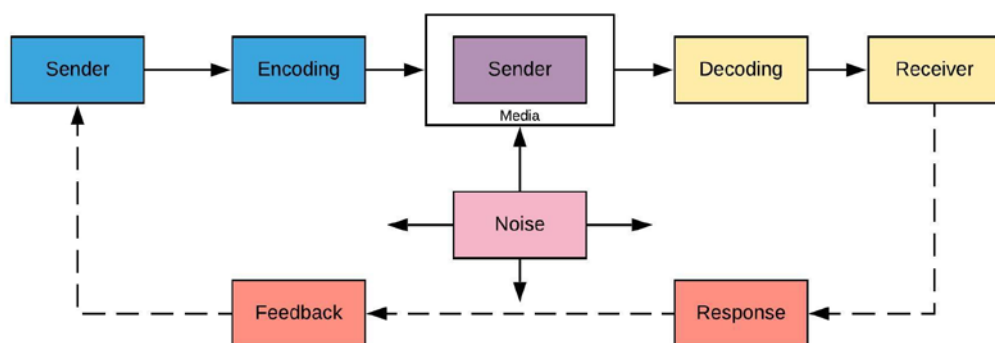


Figure 1 - Macromodel of the communications process (Kotler) picture created by author of the thesis.

Micromodel of consumer responses concentrate on consumers' responses to communications, instead of how to communicate effectively. In the figure 2 below, are represented the four classic response hierarchy models: AIDA Model, Hierarchy-of-Effects Model, Innovation-Adoption Model, and Communications Model. All these four models presume the consumer to pass through cognitive, affective, and behavioural stages in this order. This sequence, which is called learn-feel-do sequence, is appropriate only when the audience has a high involvement with the product category perceived in order to have high differentiation. There are also alternative sequences, such as do-feel-learn sequence which is appropriate when the target group has high involvement but perceived little or no differentiation within the product category, or learn-do-feel sequence which is appropriate when the audience has low involvement and perceived little or no differentiation. When the marketer is choosing the sequence to use, by choosing the correct one it is easier to do a better job of planning communications. (ibid., 585.)

Table 1 - Micromodel of consumer responses (Kotler) picture created by author of the thesis

Stages	AIDA model	Hierarchy-of-Effects Model	Innovation-Adaption Model	Communications Model
Cognitive stage	Attention ⋮	Awareness ⋮ Knowledge	Awareness ⋮	Exposure ⋮ Reception ⋮ Cognitive Rspnses
Affective stage	Interest ⋮ Desire ⋮	Liking ⋮ Preference ⋮ Conviction	Interest ⋮ Evaluation	Attitude ⋮ Intention
Behavior stage	▼ Action	▼ Purchase	Trial ⋮ ▼ Adoption	▼ Behavior

2.2 Sport Advertising

Sport teams, individual athletes as well as sport events receive attention from their fans, spectators and media, and therefore sell it to advertisers to finance themselves. In return, the advertisers can reach potential customers, express a positive image, and eventually sell their products. This kind of connection between advertisers and consumers is called two-sided markets, where athletes and events are used as platforms connecting these two different groups together. (Rösch 2014, 331.) Athletes are broadly used in product advertising in order to increase sales by positively influencing the consumers' brand choice behaviour. If the athlete is not only recognizable in the sports industry but also likeable and trustworthy, there is a high chance of the endorsement campaign being successful. (Ruihley, Runyan, & Lear 2010, 133.) Additionally, Jackson (2012, 101) affirms that sport is a valuable commodity to use globally because it

- attracts great and fervently devoted audiences;
- is related with positive images of healthy lifestyle; and
- translates soundly across different cultural contexts.

As Pegoraro, Ayer and O'Reilly (2010) states, many companies have understood to use sport as a resource in order to accomplish many of their marketing-related objectives. In return, the sport industry benefits considerably from these diverse media partners. When advertising through sports it gives broader reach, higher brand exposure, flexibility and therefore makes it an essential and highly important medium for businesses. In 2007 companies only in the United States spent 32,67 billion dollars on advertising through sport from which 6,4 billion dollars was spent only on sponsorships. (1454-1455.) Because of the growing interest in creating sponsorships and advertising through sports, nowadays these numbers are relatively higher. For instance, in 2016 in North America's total amount spent for sport sponsorships was 15,7 billion dollars (Guttman 2019). The global sponsorship market has grown from 4 billion in 1984 to 51 billion in 2012 (Jackson 2012, 101).

Many consumers can skip commercial breaks on TV with digital video recorders when watching a specific tv program afterwards from the recording. However, this behaviour is not that frequent during sport events because people are willing to watch them live. (Pyun, & James 2011, 33.) Therefore, sporting events and commercial breaks are an exceptional platform for advertising. According to Pyun, Kwon, Chon and Han (2012), Singaporean adolescents' attitudes towards advertising through sports were substantially more favourable than their attitudes towards advertising in general. Interestingly, consumers' overall attitude towards advertising through sports was not negatively contributed by the three following negative advertising functions: annoyance, materialism and falsity. (56-57.) Furthermore, Muratovic, Bjelica and Popovic (2014, 101) agree that advertising through sport is a much more attractive promotional tool to use globally, and that consumers' overall attitudes toward them are more positive. The strong connections that spectators create with sports and the teams are expected to influence positively or even bias their attitudes and beliefs toward advertising through sports (Puyn, & James 2011, 39). Additionally, Muratovic and colleagues (2014, 102) argues that the attitudes can vary between the countries, mostly because sport can appeal to its consumers based on the "specific motives associated with national sport achievements." On the other hand, O'Brien, Carr, Ferris, Room, Miller, Livingston, Kypri, and Lynott (2015) found that more than half of the advertisements in sport programs were for beer. They also suggest that when alcohol advertisement is presented in a live sport event, it is more attractive to younger audiences, and can be associated with stronger drinking intentions and higher alcohol use, as well as an association with more positive belief about alcohol. (7.)

Kahle and Riley (2004) argue that teenagers perceive social and interpersonal factors as more significant than the advertising itself or the price of the product. Teenagers perceive more expensive products with more quality; therefore, the pricing of the products can help drive the perceptions of quality among the teenagers, but only if the product accurately can deliver high performance levels. Anyway, when the teenagers were asked who must pay for the products, mostly the answer was their parents and usually the parents' comments were negative towards the high pricing. After this most of the teenagers commented that it is "better to have a worn-out pair

of Nikes than a brand-new pair of a cheaper brand.” All this can point to the significance of peer influence when it comes to the purchase decision for sporting products. Not only the close friends but also non-friends can have an influence on what teenagers purchase, especially when the purchase is made for the first time. The importance of what others are wearing seems to be big amongst the teens, especially with girls. (374-375.)

Even though the study of what factors are affecting teenagers’ purchase behaviour was published in 2004, still today teens are choosing Nike over the other brands when it comes to clothing. According to Matousek (2017) Nike is the top pick for teenagers as a fashion brand, and it has a noteworthy margin, with an over double of the market share when compared to the brand on a second place. And Nike has continued its shine in 2018 also as the top pick amongst the youth (Hanbury 2018), and once again in 2019 (Hanbury 2019.)

2.3 Sex appeal in advertising

De Pelsmacker, Geuens, and Van den Bergh (2010, 234) defines that an add includes sex appeal “if one or more of the following elements are present: partial or complete nudity, physical contact between two adults, sexy or provocatively dressed person(s), provocative or seductive facial expression, and suggestive words or sexually laden music.” Sex and nudity appeal are regularly used in advertising in order to attract attention to the ad. In today’s world, up to 38% of ads with men in them, are showing the model in a sexual context. However, women are even more likely to be portrayed in sexually appealing roles. (Ibid., 615.) When consumers from the U.S. were asked what makes an ad sexual, almost all of them agreed that a model's physique and the amount and style of clothing are the factors that makes an ad sexual. Correspondingly, when women and men were asked what makes an ad sexist, the answer often was the excessive use of nudity for unrelated products. (Nelson, & Paek 2005, 373.) Furthermore, De Pelsmacker and colleagues (2010) adds that the more related the product is to the sex appeal, the more accepted it seems to be. Practical products for example shower gels, aftershaves, perfumes, cosmetics and underwear are expected to benefit more from sex appeal in advertising than any other product categories including products as coffee or a lawn mower. (236.) On the

other hand, Popoola (2014) argues that the sex appeal shown in television advertising, has no impact or very little impact on actual consumption behaviour and therefore is not a sufficient factor that sells product. However, he agrees on that the relationship of the product and sex appeal is an important factor when using sexual appeal in advertising. (50.) A phrase "Sex sells" is commonly known, but is it true? Motwani and Agarwal (2012) state that it is a sexiness that sells instead of sex and using sex appeal in advertisements are a great way to advertise to a certain target market but not to everyone. Nevertheless, sex appeal works only in some ads, not on all of them. Additionally, even though using sex appeal when advertising brand has not confirmed to be effective, applying it in social marketing seems to be valuable. (2.)

The primary goal for sex appeal in marketing strategy is to stimulate desire towards the product. There are three principal components that the sex appeal comprises: sexual gender, sexual impulse, and sexual inhibition. When products are marketed with gender motives, the product is usually appealing to the consumers with a strong perception of masculinity or femininity. These kinds of products for men include e.g. pickup trucks and beer, or sports as football and ice hockey. In contrast, products that are pictured to be more feminine are for example cosmetics and jewellery, and sports such as ballet, cheerleading and figure skating. When advertising with sexual impulse, it is usually more effective for men. For example, many times when advertising cars, a seductive woman is posing beside of the car with a man. Even though these types of advertisements are usually targeted for male viewers, there have also been attempts to attract females with similar adverts. For example, Hyundai once used an alluring shirtless man leaning against the hood of a new Hyundai car, meanwhile four women were watching him from their office with lust. The third component of sex appeal, sexual inhibition, is claimed to be the most used when marketing for women with some sex appeal. The reason it works better for women is that it highlights control and practicality which motivates women more than sexual impulse. (Brooks 2001, 3.)

In accordance with De Pelsmacker and colleagues (2010, 236), more and more men have been used as sex objects in advertisements to please women, however women seem to respond positively to advertisements with sex appeal only when there is a

strong bond between the brand and its ad. Moreover, Brooks (2001) states that sometimes companies use sex appeal, such as a sensual shirtless man, when marketing to women. However, she suggests that women are more motivated when the product is marketed with sexual inhibition instead of sexual impulse. (1.) There seems to be also a possibility to appeal both to men and women simultaneously when using sex appeal in advertising. The way to communicate to a mixed gender audience seems to be working best with use of low levels of nudity with intimate appeal including both male and female models in the ads and to use these ads only to promote sexually relevant products. Even though usually men prefer ads with higher levels of sex appeal, in Black and Morton's study it was the opposite. It appeared that men's negative reaction to seeing more of the male model appears to dominate their preference for seeing more of the female which made them to react negatively towards the ad with more sexual appeal. (Black, & Morton 2017, 343-344.)

2.3.1 Sex Appeal and Sports

There has been a case of the International Beach Volleyball Federation (FIVB) when they applied a uniform rule that some people felt was designed to use female players as sex objects just to attract the audience, even though in terms of marketing, the FIVB implemented a sexual appeal to market their sport for a wider audience. However, not only women are exploiting their sex appeal in order to attract the audience, but also there are men doing the same in certain sports. For example, in Australian Football men are wearing very scanty shorts since many women in Australia find them seductive. (Brooks 2001, 2.) Furthermore, not only Springer (2012) but also Hughes (2011) affirm that sexier outfits usually are a factor that may increase a sport's popularity. On the other hand, according to Brooks (2001) the impact that sex appeal on sport sponsors' advertisements might have towards the spectators, is not necessarily so great even though the advertisements with controversial sex content are usually found as more interesting than the ones without. When sponsor's ads use sexual content, it can either bring positive or negative interpretations which is having a risk that the consumers focus too much on the sexual content than on information about the actual product that is sponsored in

the ad. If the ad is made with poor taste or it is being somehow offensive, it may have severe consequences in the market and some customers would avoid purchasing their products because of the sexual content they had used. (6.)

Springer (2012) states that the Olympics should be held with higher standards, including that the uniforms are about practicality and performance, not to attract an audience. Furthermore, Fink (2012, 57) adds that over-sexualization of the female athletes decreases the audience's respect for their athletic capabilities and instead younger consumers care more about the skills of the athlete, not the sport she plays, her sexual orientation or femininity.

Bjelica, Gardasevic, Vasiljevic and Popovic (2016) argue that it is not morally correct to highlight female sexuality when advertising sport products. However, they agree that messages which are having sex appeal to attract more attention than just a neutral product. (42.)

2.3.2 Cultural differences in advertising with sex appeal

Sawang (2010) argues that advertisers should take under consideration the cultural aspect when using sexual appeal in their advertising campaigns. When advertising across cultural borders this is anyway a challenging task for companies. (181.) On the other hand, Liu, Cheng and Li (2009) emphasizes that Chinese consumers reacts towards the ads including sex appeal as favourably as US' and Australians'. Their finding challenges some other studies made in the same field implying that consumers in eastern and western cultures would respond differently towards sex appeal in advertising. Furthermore, the similarity in the US and Chinese samples may result in Chinese youth becoming culturally more "pro-Western", or precisely "pro-US". (513.) However, Sawang argues that people in Asia are concerned about the westernization, or precisely Americanization of their cultures which has led to attempts to ban for example some of American's advertising. According to her, in Asian countries, especially those that are predominantly Buddhist or Muslim, the penchant is that women are not posing sexually in ads. (181-182.) On the other hand, in Nelson and Paek's (2005) study, Thai advertisements showed the highest levels of sexuality with the French ones. It is surprising because Thailand is known as "an

Asian country with high authoritarian political system where people are highly religious.” Even though Thailand represented a country with a high level of sexual appeal in advertising, they did not offer many ads with high levels of nudity. Additionally, another Asian country with relatively high sexuality in ads, especially among foreign models, was India. (ibid., 380.) In there, sex appeal used in advertisements motivates the adolescents to buy the product, if also the quality of the product is good (Motwani, & Agarwal 2012, 4). In conclusion, Liu and colleagues (2009, 513) state that the country has a substantial effect on buyers’ attitudes towards the advertisement and brand, and therefore when advertising internationally, the ads should be carefully deliberated before publishing.

2.3.3 Gender stereotypes

According to De Pelsmacker, Geuens, and Van den Bergh (2017, 564), “gender refers to the personal appearance, personality attributes and socio-sexual roles that society understands masculine or feminine.” Men and women are often portrayed in a stereotypical way in the media. As De Pelsmacker and colleagues (2017) states, women are often represented in a decorative and somewhat stereotypical way in advertisements, and that sexism is still existing in online ads across the globe. On the web pages that mostly women were using, females were normally portrayed in a hasty manner. Instead, on the websites that were directed at men, the women were portrayed as dependent or a traditional role. Women are often drawn as younger, having a leaner look than men, and are often characterized as housewives or mothers that are rather product users than experts. They are also used in sexually appealing pictures more often than male models. (564.) Additionally, Fink (2012) asserts that the stereotype of women is that they are not ought to be as powerful, athletically gifted and strong as men, but instead they should be naturally weaker, more feminine and less athletic. And often those who do not match this stereotype are labelled as abnormal or even more stereotypically lesbian. (53.)

On the other hand, men are often represented as older, less likely to be married and usually more experienced. Also, men are typically portrayed as experts, or spokesman, and therefore they are put as an independent, authoritarian role. (ibid., 564.) The relationship between masculinity, sport and beer has debatably

accomplished “the trinity status”. In sporting events male are drinking beer and sharing together the experience of watching male athletes perform hyper-masculine sports to assert and express their own maleness and masculinity. (Jackson 2014, 902.)

2.4 Sex role portrayal in advertising

Sex role portrayals in advertising can be influential because they help to create stereotypes and behavioural norms for both females and males. Men are still featured predominantly in the advertising. (Paek, Nelson, & Vilela 2011, 193.) Orth, and Holancova (2004) states that when targeting a female audience, more progressive portrayals of women or men seem to be more effective. However, it may be ineffective or be taken as offensive with the non-targeted audience. This results in negative attitudes not only towards the ad itself, but also toward the product and the purchase behaviour. (79.) Therefore, the sex role portrayal that the women seem to react more favourably towards, men react the least auspiciously towards and vice versa (ibid. 86). However, advertisers around the world seems to prefer sex role portrayals that match the advertised products. (Paek and colleagues 2011, 203.)

There has been a positive change in the portrayals of female athletes modelling in the sport industry. The body standard and beauty for the models have changed in a way that the women athletes do not have to have the lean perfect look, but instead the companies are looking for women who can pose and look more like an average consumer of the company. Whereas, the perfect view of a male model has not really changed. Additionally, the women athletes nowadays want more to be portrayed in the photos in action instead of just posing because it provides genuineness. (Brooke 2017, 47-48.)

According to Paek and colleagues (2011), Chinese women do not appear in the traditional role of a homemaker nearly as often as women do in other Asian countries such as Thailand and South Korea. Instead, women are portrayed more often as workers rather than as homemakers. In Germany male models were portrayed more often in occupation settings, whereas women were featured in decorative roles. Additionally, in Brazil generally the women are portrayed

stereotypically as dependent on men and are physically beautiful, and even unintelligent and irrational. (203-204.)

2.5 Controversial advertising

When a company releases a provocative advertisement, the public often outcry and start a controversy. At the point when complaints are made about the advertisement, it might bring about the advertisement being pulled. (Gurrieri, Brace-Govan, & Cherrier 2016, 1458.)

Some companies, especially many fashion brands, use sometimes violent representations when advertising their products (see Figure 3). These kinds of advertisements include an illustration of a woman either in a weak position, not in the control, or instead she can be dominative, aggressive looking, and therefore either dominates other people in the ad and the viewer of the ad. (Reichert, & Lambiase 2016, 210.) It is a little concerning how normal the advertisements with mild or high levels of violence are perceived. These kinds of advertisements create an image where “women are valuable only as objects of men’s desires, that real men are always sexually aggressive, that violence is erotic, and that women who are the victims of sexual assault “asked for it” (ibid. 213).



Figure 2 - Dolce & Gabbana's advertisement including violence representation, which was banned by Advertising Self-Discipline Institute (Duncan, 2015).

Homoerotic advertising (for example Figure 4) is nowadays more accepted worldwide, however in some places and among certain cultures that is not the case. Reichert, & Lambiase (2006) state that homoeroticism is part of advertising in mainstream media. They state that sex is used in a way that is attractive to both gays but also heterosexuals, without offending either of the groups. This is achieved with “a deliberate use of attractive and androgynous male models who are erotic because of their youthfulness, physical beauty, and scantily clad bodies.” (320.). An example of androgynous marketing, the Abercrombie & Fitch catalogue includes images of beautiful male models with blond hair and northern European look, usually not displaying any feminine characteristics, despite of the lack of body hair, are mostly androgynous (ibid., 330).



Figure 3 - Dolce & Gabbana advertisement including homoeroticism (Duncan 2015).

3 Methodology

This chapter will cover the methodology and methods and go more in detail about: the research methods, what was the procedure like, and sample description which includes the demographic information and three questionnaires. The questionnaires measure respondents' attitude towards two different advertisements, their perceived sexuality about the advertisements, and purchase intention towards the advertised brand.

3.1 Research methods

In the thesis writing process is important to start with deciding which research approach to take. There are two different research approaches available: inductive and deductive approaches. Inductive approach is used commonly when proofing new theories and to generate untested conclusions. Whereas, deductive approach tests already existing theories based on a literature available, and therefore, it either

verifies or falsifies them. In this study, based on the literature available, it is natural to use deductive approach and consequently find if the hypotheses are true.

Experimental research, the strategy used among this study, is adopted for testing the theories found in the literature. The experimental research has been developed through an online survey which includes two different experimental conditions (Condition 1 = lower amount of sex appeal; Condition 2 = higher amount of sex appeal). In this way, the experiment implemented the theory above described. Since no interviews or other strategies were used that are common in qualitative research, this research is entirely quantitative and uses only one method, the experiment.

3.2 Procedure

The participants were asked to enter the survey via links shared in different social media. When entering the survey, the respondents had to first reply to demographic information including the gender, age, highest level of education completed, nationality, and their current occupation. After this, on the second page, the participants saw the first picture with a lower amount of sex appeal in it and were requested to reply to three self-reported measurement. These measurements contained the attitude towards the advertisement including six items, perceived advertisement sexuality including two items, and purchase intention including two items. After replying to these questions, on the third page the respondents saw the second picture including higher amount of sex appeal and replied again the same three self-reported measurements based on the picture they saw just as they did with the first picture.

3.3 Sample

Participants (n=107) were recruited via online survey through the “Webropol” website given in different social media (e.g. Facebook, WhatsApp). The survey was divided into two separate links, so it would be more convenient to access with the preferred language, in English or in Finnish. No one was excluded from the overall data analysis and all the replies have been taken into count. This contains a final sample of 107 participants (79 females, 28 males) with an age range (see Figure 5) of

18-65 or older, divided into 7 subdivisions being: 1 = under 18, 2 = 18~24, 3 = 25~34, 4 = 35~44, 5 = 45~54, 6 = 55~64 and 7 = 65 or older (M = 3.29, SD = 1.24, Confidence Interval 95% = [3.05; 3.53]).

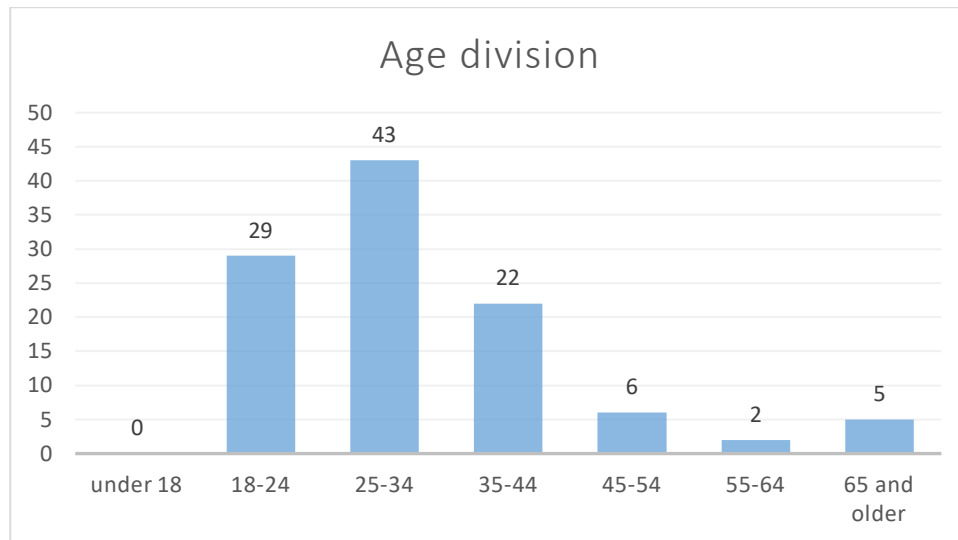


Figure 4 - The division of age groups of the respondents

The participants came with a different background education (see Figure 6) measured in the following way: 1 = basic education, 2 = high school/vocational school, 3 = Bachelor's degree, 4 = Master's degree, 5 = Doctorate (M = 3.06, SD = 0.89, Confidence Interval 95% = [2.89; 3.06]). One item (6 = Other, what?) has been used to measure education levels different from the ones mentioned above but has been excluded (n=2) from the demographic analysis.

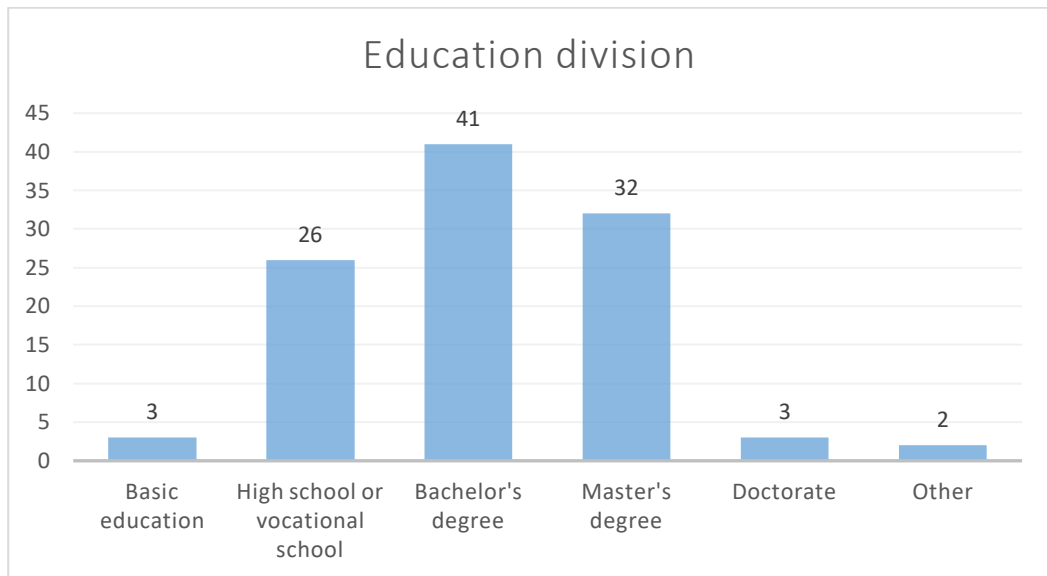


Figure 5 - The division of completed education levels of respondents

The respondents also gave information about their current occupation (see Figure 7). It has been measured with an open question and therefore evaluated for the data analysis purposes in the following way: 1 = employee (n = 53), 2 = student (n = 38), 3 = entrepreneur (n = 8), 4 = pensioner (n = 5), 5 = unemployed (n = 3).

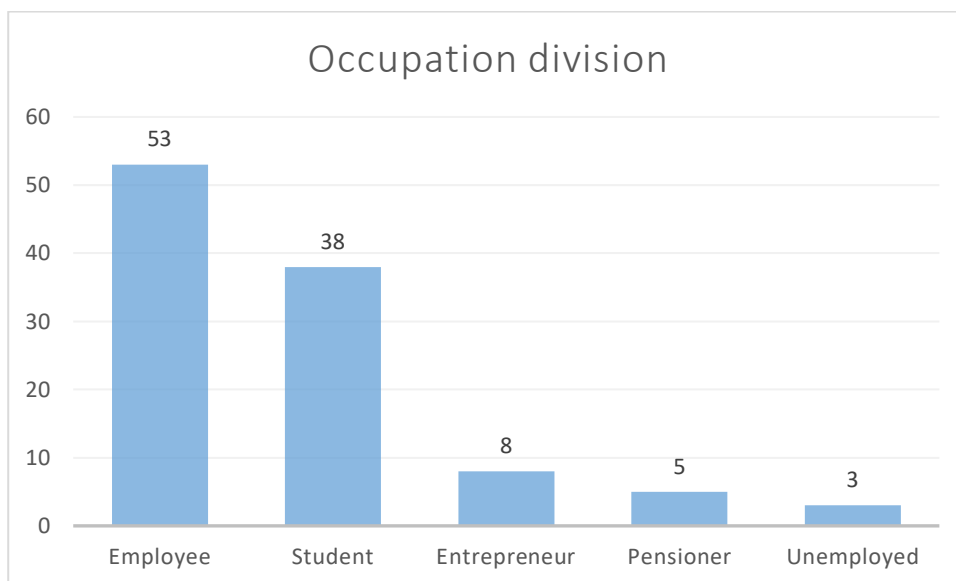


Figure 6 - The division of occupations of the respondents

Eventually, the participants' nationality background has been evaluated also with an open question. For research purposes it has been regrouped into two categories: Finnish (n = 65) and Foreign (n = 42).

3.3.1 Self-reported measurements

The self-reported measurements were measured with three separate questionnaires. They are used twice in the survey, first with the advertisement containing lower amount of sex appeal and successively with the advertisement containing a higher amount of it.

Attitude towards the advertisement was measured with a 5-point Likert scale (1 being strongly disagree, and 5 being strongly agree) that includes six items. With this questionnaire the intention is to see if the advertisement is interesting, appealing, high in quality, does it grab attention, is the respondent's attitude positive towards the advertisement, and if the ad is inappropriate. One of the items "The advertisement is inappropriate" is reversed during data analysis in order to assess if the participants paid attention to the questions and to avoid the possible acquiescence bias.

Perceived sex appeal was measured with the same scale as attitude towards the ad, 5-point Likert scale, but with two different items. These items measure if the respondent perceives the level of sexuality in the advertisement and if it affects the attractiveness of the advertisement.

Also purchase intention was measured with the 5-point Likert scale, but including two different items. This questionnaire measures if the participants would like to try the brand they observe in the advertisement, or if they would consider purchasing one sporting good from that brand.

4 Results

Independent samples T-test has been used to examine differences among the two experimental conditions (Condition 1 = Group 1, Condition 2 = Group 2). For the attitude towards the advertisement (ATA), the score range is between a minimum of

6 and maximum of 30. However, for perceived advertisement sexuality (PAS) and purchase intention (PI) these score ranges are between a minimum of 2 and a maximum of 10.

The independent sample t test (Table 2, 3), examines the whole sample (n = 107) across both conditions measured by ATA, PAS and PI. Only PAS results statistically significance ($p < .001$) between the two conditions.

Table 2 - Descriptive statistics

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	107	20.4860	4.25677	.41152
	2.00	107	19.7103	4.67432	.45188
PAS	1.00	107	4.8505	2.14478	.20734
	2.00	107	7.5234	1.99691	.19305
PI	1.00	107	5.3925	1.98464	.19186
	2.00	107	5.3271	2.00836	.19416

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 3 - Independent Samples T-Test between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	.385	.536	1.269	212	.206	.77570	.61118	-42907	1.98048
	Equal variances not assumed			1.269	210.170	.206	.77570	.61118	-42913	1.98054
PAS	Equal variances assumed	.991	.321	-9.435	212	.000	-2.67290	.28330	-3.23134	-2.11445
	Equal variances not assumed			-9.435	210.927	.000	-2.67290	.28330	-3.23136	-2.11443
PI	Equal variances assumed	.047	.829	.240	212	.811	.06542	.27296	-.47264	.60349
	Equal variances not assumed			.240	211.970	.811	.06542	.27296	-.47264	.60349

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

In order to investigate the topic deeply, the independent sample T-test was also run for different age groups. Firstly, the analysis (Table 4, 5) has been made based on age group between 18 and 24 years (n = 29). Only PAS results statistically significance ($p < .001$) between the two conditions for this age group.

Table 4 - Descriptive statistics based on age (18-24)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	29	21.9655	4.28855	.79636
	2.00	29	21.3103	3.26347	.60601
PAS	1.00	29	4.2414	1.84498	.34260
	2.00	29	7.3103	2.17294	.40351
PIT	1.00	29	5.8621	1.95894	.36377
	2.00	29	6.3448	1.77836	.33023

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 5 - Independent Samples T-Test based on age (18-24) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	1.606	.210	.655	56	.515	.65517	1.00072	-1.34951	2.65986
	Equal variances not assumed			.655	52.285	.516	.65517	1.00072	-1.35266	2.66301
PAS	Equal variances assumed	.330	.568	-5.798	56	.000	-3.06897	.52933	-4.12935	-2.00858
	Equal variances not assumed			-5.798	54.565	.000	-3.06897	.52933	-4.12996	-2.00797
PI	Equal variances assumed	.081	.777	-.983	56	.330	-.48276	.49130	-1.46696	.50144
	Equal variances not assumed			-.983	55.484	.330	-.48276	.49130	-1.46716	.50164

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Secondly, the analysis (Table 6, 7) has been made based on age group between 25 and 34 years (n = 43). Only PAS results statistically significance ($p < .001$) between the two conditions for this age group.

Table 6 - Descriptive statistics based on age (25-34)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	43	19.6744	4.22983	.64504
	2.00	43	20.0000	4.90869	.74857
PAS	1.00	43	5.3256	2.14610	.32728
	2.00	43	7.8605	1.97100	.30057
PI	1.00	43	4.9535	1.85104	.28228
	2.00	43	5.2326	1.87512	.28595

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 7 - Independent Samples T-Test based on age (25-34) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	.635	.428	-.329	84	.743	-.32558	.98815	-2.29062	1.63946
	Equal variances not assumed			-.329	82.205	.743	-.32558	.98815	-2.29125	1.64008
PAS	Equal variances assumed	.267	.607	-5.705	84	.000	-2.53488	.44436	-3.41854	-1.65123
	Equal variances not assumed			-5.705	83.399	.000	-2.53488	.44436	-3.41863	-1.65113
PI	Equal variances assumed	.103	.749	-.695	84	.489	-.27907	.40181	-1.07811	.51997
	Equal variances not assumed			-.695	83.986	.489	-.27907	.40181	-1.07812	.51998

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Thirdly, the analysis (Table 8, 9) has been made based on the age group of 35 years and older (n = 35). Not only PAS results statistically significance (p < .001), but also ATA shows significance (p < .05) between the two conditions for this age group.

Table 8 - Descriptive statistics based on age (35+)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	35	20.2571	4.06088	.68641
	2.00	35	18.0286	4.93776	.83463
PAS	1.00	35	4.7714	2.28918	.38694
	2.00	35	7.2857	1.87195	.31642
PI	1.00	35	5.5429	2.10522	.35585
	2.00	35	4.6000	2.04652	.34592

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 9 - Independent Samples T-Test based on age (35+) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	1.042	.311	2.062	68	.043	2.22857	1.08064	.07219	4.38495
	Equal variances not assumed			2.062	65.557	.043	2.22857	1.08064	.07074	4.38641
PAS	Equal variances assumed	1.635	.205	-5.030	68	.000	-2.51429	.49984	-3.51171	-1.51686
	Equal variances not assumed			-5.030	65.421	.000	-2.51429	.49984	-3.51242	-1.51615
PIT	Equal variances assumed	.226	.636	1.900	68	.062	.94286	.49628	-.04745	1.93316
	Equal variances not assumed			1.900	67.946	.062	.94286	.49628	-.04746	1.93318

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Additionally, the independent sample T-test was also run for different gender groups. Firstly, the analysis (Table 10, 11) has been made based on females (n = 79). Not only PAS results statistically significance ($p < .001$), but also ATA shows significance ($p < .05$) between the two conditions for this gender group.

Table 10 - Descriptive statistics based on gender (female)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	79	20.8987	4.01151	.45133
	2.00	79	19.2911	4.28818	.48246
PAS	1.00	79	4.7848	2.08579	.23467
	2.00	79	7.5570	1.77408	.19960
PI	1.00	79	5.4937	1.98632	.22348
	2.00	79	5.4430	1.98550	.22339

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 11 - Independent Samples T-Test based on gender (female) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	.200	.656	2.433	156	.016	1.60759	.66065	.30261	2.91258
	Equal variances not assumed			2.433	155.311	.016	1.60759	.66065	.30257	2.91262
PAS	Equal variances assumed	2.680	.104	-8.998	156	.000	-2.77215	.30807	-3.38069	-2.16362
	Equal variances not assumed			-8.998	152.084	.000	-2.77215	.30807	-3.38081	-2.16349
PI	Equal variances assumed	.011	.916	.160	156	.873	.05063	.31598	-.57352	.67479
	Equal variances not assumed			.160	156.000	.873	.05063	.31598	-.57352	.67479

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Secondly, the analysis (Table 12, 13) has been made based on males (n = 28). Only PAS results statistically significance (p < .05) between the two conditions for this gender group.

Table 12 - Descriptive statistics based on gender (male)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	28	19.3214	4.76914	.90128
	2.00	28	20.8929	5.54002	1.04696
PAS	1.00	28	5.0357	2.33305	.44090
	2.00	28	7.4286	2.55935	.48367
PI	1.00	28	5.1071	1.98773	.37565
	2.00	28	5.0000	2.07275	.39171

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 13 - Independent Samples T-Test based on gender (male) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	.304	.584	-1.138	54	.260	-1.57143	1.38147	-4.34110	1.19824
	Equal variances not assumed			-1.138	52.831	.260	-1.57143	1.38147	-4.34250	1.19965
PAS	Equal variances assumed	.401	.529	-3.656	54	.001	-2.39286	.65447	-3.70500	-1.08072
	Equal variances not assumed			-3.656	53.544	.001	-2.39286	.65447	-3.70525	-1.08046
PI	Equal variances assumed	.012	.914	.197	54	.844	.10714	.54272	-.98095	1.19524
	Equal variances not assumed			.197	53.906	.844	.10714	.54272	-.98100	1.19528

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

The independent sample T-test was similarly run for two different nationality groups: Finns and foreigners. Firstly, the analysis (Table 14, 15) has been performed based on Finns (n = 65). Only PAS results statistically significance ($p < .001$) between the two conditions for this nationality group.

Table 14 - Descriptive statistics based on nationality (Finns)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	65	20.7385	4.30217	.53362
	2.00	65	19.4462	5.01881	.62251
PAS	1.00	65	4.5538	2.29150	.28423
	2.00	65	7.2923	2.05185	.25450
PI	1.00	65	5.2154	2.14689	.26629
	2.00	65	5.0462	2.07989	.25798

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 15 - Independent Samples T-Test based on nationality (Finns) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	1.692	.196	1.576	128	.117	1.29231	.81992	-3.3004	2.91465
	Equal variances not assumed			1.576	125.077	.118	1.29231	.81992	-3.3040	2.91501
PAS	Equal variances assumed	1.545	.216	-7.178	128	.000	-2.73846	.38152	-3.49336	-1.98357
	Equal variances not assumed			-7.178	126.469	.000	-2.73846	.38152	-3.49344	-1.98348
PI	Equal variances assumed	.004	.948	.456	128	.649	.16923	.37076	-.56438	.90284
	Equal variances not assumed			.456	127.872	.649	.16923	.37076	-.56439	.90285

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Secondly, the analysis (Table 16, 17) was run based on other nationalities than Finns (n = 42). Only PAS results statistically significance ($p < .001$) between the two conditions for this nationality group.

Table 16 - Descriptive statistics based on nationality (other than Finns)

Group Statistics					
	group	N	Mean	Std. Deviation	Std. Error Mean
ATA	1.00	42	20.0952	4.20690	.64914
	2.00	42	20.1190	4.10949	.63411
PAS	1.00	42	5.3095	1.82781	.28204
	2.00	42	7.8810	1.87672	.28958
PI	1.00	42	5.6667	1.69168	.26103
	2.00	42	5.7619	1.83209	.28270

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

Table 17 - Independent Samples T-Test based on nationality (other than Finns) between condition 1 and condition 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Degree of freedom	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
ATA	Equal variances assumed	.398	.530	-.026	82	.979	-.02381	.90746	-1.82903	1.78141
	Equal variances not assumed			-.026	81.955	.979	-.02381	.90746	-1.82904	1.78142
PAS	Equal variances assumed	.034	.855	-6.361	82	.000	-2.57143	.40423	-3.37557	-1.76728
	Equal variances not assumed			-6.361	81.943	.000	-2.57143	.40423	-3.37558	-1.76727
PI	Equal variances assumed	.000	.985	-.248	82	.805	-.09524	.38478	-.86069	.67021
	Equal variances not assumed			-.248	81.484	.805	-.09524	.38478	-.86076	.67029

Attitude towards the advertisement (ATA), Perceived advertisement sexuality (PAS), Purchase intention (PI)

5 Discussion

The results generally suggest that people perceive advertisement sexuality. The data from the entire sample analysis (n = 107), and all the subdivisions based on age, gender and nationality agrees that there is less sexuality in the condition 1 and more sexuality in the condition 2. This result is in line with the initial research design, where condition 1 represents an advertisement with less sexuality value compared to the other condition.

There is no indication, in this study, that sex appeal in advertising would have any impact on purchase intention; however, it has a reasonable significant impact on the attitude towards the advertisement for two subdivisions: females, and over 35-years-olds. For neither of these groups this meant a positive change when sexuality was higher. Conversely, these groups showed better attitudes towards the advertisement that had less sexuality in it. The main reason behind why over 35-years-olds react less positively towards the advertisement with more sexuality could be that, commonly for younger people it is more usual to do sports wearing fewer pieces of clothing. For instance, younger people can be seen doing sports with only tight shorts or leggings and only a sports bra. This is not that common for older people. Therefore, when the participant sees in the second advertisement a model posing with tight leggings and only a sport bra on, it could be more acceptable and appealing for a younger audience than for the older one. Furthermore, the reason why female participants in general were not finding the advertisement with more sexuality appealing, could be as De Pelsmacker and colleagues (2010, 236) states, male models are often used in the advertisements to please more women. Consequently, we can assume that if there was a male model in the advertisements, the results could have been different.

Even though there is no statistical significance and samples vary in size,

- foreigners perceive the sexuality more than Finns, and yet still Finns' attitude towards the advertisement is better;
- foreigners perceive the most sexuality from all the groups;

- males' attitude towards the advertisement is higher for the one with more sexuality, for females this was the opposite;
- 18-24-year-olds' purchase intention for the advertisement with more sexuality is a little higher, whereas for 35-year-olds and older the purchase intention decreases when sexuality increases; and
- 18-24-year-olds also showed the most attitude towards both advertisements from all the subdivisions.

Differences among Finns and foreigners might be connected to possible cultural differences, while difference among gender could be influenced by the specific model advertisement used in the experimental condition.

5.1 Limitations and recommendations

There were some limitations in this research. Firstly, the sample could have been balanced better between both genders. In this study only 28 males responded to the survey, whereas 79 of the respondents were female. Furthermore, more than half of the respondents were Finns, and the other half mainly from North America and Europe. It would have been preferred if the sample had been balanced better with different countries and included also other than westerns. Therefore, the sample was not entirely ideal.

Secondly, the advertisements that were used in the survey, had both the same female model in them. Perhaps for some of the respondents, another female model or a male model instead, would have created a better attitude towards the advertisement, or even increased their purchase intention in general. Additionally, if the pictures had even greater difference between the sexuality levels, the results could have shown more significance. At the same time, using different models and changing gender among the survey could have impact the observation between the variables as well.

Thirdly, the survey included self-reported questionnaires which the respondents fill in by their own. Self-reported questionnaires might be subject to biases. Therefore,

the answers could have been influenced by many things. Furthermore, the questionnaires were not validated beforehand.

Future research could focus on finding a sample that has not only equal numbers of respondents from both genders, but also from different countries. It would be likewise interesting to see if the results differ when only a male model was used, or if the advertisements would have two models, one female and another one that is male. Even though with this sample, advertisements, and questionnaires there was no significant findings if sex appeal has any effect on purchase intention, there could still be a possible relationship when measured with different sample, and advertisements.

5.2 Managerial Implication

It is important for marketers to understand if sex appeal has any impact on target market's attitude towards the advertisement or their purchase intention. As discovered in this study, people do perceive the levels of sexuality in the advertisements. This does not automatically mean it has a positive impact on their purchase intention or attitude towards the advertisement.

When targeted for an older audience, it is not advised to use sex appeal in the sport advertisements. As a matter of fact, it seems that for this target group the more sex appeal is used in the advertisement, the less appealing it is. Instead, for the younger audience, sex appeal can be used but in moderate levels. This indicates that, the audience needs to be specifically targeted when using sex appeal in advertisements.

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Appendices

Appendix 1.

Questionnaires in English page 1

Dear respondent!

I am a bachelor's student studying International Business at the JAMK University of Applied Sciences. I am conducting research that examines people's perceptions of diverse advertisements. Filling in this survey will take approximately 5 minutes of your time. All the responses will be completely anonymous and only used for academic research.

Your answers are greatly important to execute my research.
Thank you for your time and help in advance!

~ Nelli Översti

1. Gender *

- Female
- Male
- Other

2. Age *

- under 18 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years or older

3. Highest level of education completed *

- Basic education
- High school or vocational school
- Bachelor's degree
- Master's degree
- Doctorate
- Other, what?

4. Nationality *

5. Current Occupation *



9. On a scale of 1-5, with 5 being the highest, rate the following: *

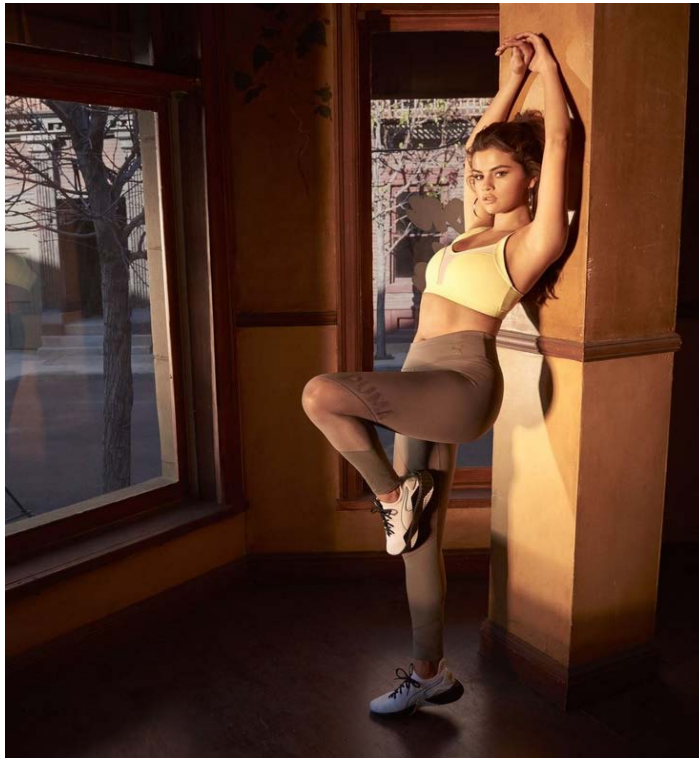
	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. The advertisement is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The advertisement grabs my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The advertisement is inappropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The advertisement is appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The advertisement is high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. My attitude towards the advertisement is positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. On a scale of 1-5, with 5 being the highest, rate the following: *

	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. Advertisement is sexual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The sexuality affects this ad's attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. On a scale of 1-5, with 5 being the highest, rate the following: *

	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. I would want to try the advertised brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If I was to purchase a sporting good, I would consider purchasing it from the advertised brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



9. On a scale of 1-5, with 5 being the highest, rate the following: *

	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. The advertisement is interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The advertisement grabs my attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The advertisement is inappropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The advertisement is appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The advertisement is high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. My attitude towards the advertisement is positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. On a scale of 1-5, with 5 being the highest, rate the following: *

	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. Advertisement is sexual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The sexuality affects this ad's attractiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. On a scale of 1-5, with 5 being the highest, rate the following: *

	1 Strongy disagree	2 Disagree	3 Neither disagree nor agree	4 Agree	5 Strongly Agree
1. I would want to try the advertised brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If I was to purchase a sporting good, I would consider purchasing it from the advertised brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hyvä kyselyn vastaanottaja!

Opiskelen Jyväskylän Ammattikorkeakoulussa kansainvälistä liiketaloutta, ja suoritan opinnäytetyötäni varten tutkimusta joka tutkii ihmisten suhtautumista erilaisiin mainoksiin. Tämän kyselyn täyttäminen vie noin viisi minuuttia ajastasi. Kaikki vastaukset ovat täysin anonyymeja ja niitä käytetään vain akateemiseen tutkimukseen.

Vastauksesi ovat erittäin tärkeitä tutkimukseni suorittamiseksi. Pyytäisinkin sinut vastaamaan kyselyyni.

Kiitos ajastasi ja avusta jo näin etukäteen!

~ Nelli Översti

1. Sukupuoli *

- Mies
 Nainen
 Joku muu

2. Ikä *

- Alle 18 vuotta
 18-24 vuotta
 25-34 vuotta
 35-44 vuotta
 45-54 vuotta
 55-64 vuotta
 Yli 64 vuotta

3. Korkein suoritettu koulutus *

- Peruskoulu
 Lukio tai ammattikoulu
 Kandidaatin tutkinto
 Maisterin tutkinto
 Tohtorin tutkinto
 Jokin muu, mikä

4. Kansalaisuus *

5. Tämän hetkinen ammatti *



6. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1	2	3	4	5
	Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
Mainos on mielenkiintoinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos kiinnitti huomioni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on epäasiallinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on miellyttävä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on laadukas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suhtautumiseni mainokseen on positiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1	2	3	4	5
	Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
Mainos on seksuaalinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seksuaalisuus vaikuttaa tämän mainoksen kiinnostavuuteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1	2	3	4	5
	Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
Haluaisin kokeilla mainostettua brändiä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jos olisin ostamassa urheilutuotteen, harkitsisin todennäköisesti sen ostamista mainoksessa näkyvältä brändiltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



6. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
Mainos on mielenkiintoinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos kiinnitti huomioni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on epäasiallinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on miellyttävä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainos on laadukas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suhtautumiseni mainokseen on positiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
Mainos on seksuaalinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seksuaalisuus vaikuttaa tämän mainoksen kiinnostavuuteen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Asteikolla 1-5, jossa 5 on suurin, arvioi seuraavat: *

	1 Täysin eri mieltä	2 Jokseenkin eri mieltä	3 En samaa enkä eri mieltä	4 Jokseenkin samaa mieltä	5 Täysin samaa mieltä
Haluaisin kokeilla mainostettua brändiä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jos olisin ostamassa urheilutuotteen, harkitsisin todennäköisesti sen ostamista mainoksessa näkyvältä brändiltä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>