

UNIVERSITY OF TARTU

Faculty of Social Sciences

School of Economics and Business Administration

Alina Nekrasova

HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE -  
COMPARISON OF RUSSIAN AND ESTONIAN CONSUMERS

Bachelor Thesis

Supervisor: Kerli Ploom, Junoir Research Fellow in Marketing

Tartu 2020

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

This paper confirms to the requirements for a Research paper/Bachelor thesis

.....  
(signature of the supervisor)

Admitted for defence “ “..... (date)

I have written this Thesis independently. Any ideas or data taken from other authors or other sources have been fully referenced.

.....  
(signature of the author and date)

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

## Table of contents

Introduction.....	4
1.The development of the perception and attitude of the sexualization in advertising.....	7
1.1. Concept of “sexualisation” and its usage and aim in advertising .....	7
1.2. Sexualization effects and relationships with emotions and social attitudes .....	21
2.Empirical part.....	26
2.1. Research sample and methodology .....	26
2.2. Results of empirical study and Discussion .....	31
Conclusion .....	41
References.....	44
Appendices.....	49

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

### Introduction

In the modern world, there are more and more advertisings that are provocative and questionable, including the trendiest problems of our time. A good example is one of the latest Calvin Klein campaign "I speak my truth in mycalvins" in which person with a common neurodevelopmental disorder, famous model, people of colour and body-positive activist were presented. In addition, a lot of focus is put on a certain amount of sexual elements, which are perceived by the viewer quite logically, as the market is used to the fact that advertising underwear brands like Calvin Klein should be accompanied by something sexual (Wan, Luk & Chow, 2014). Moreover, the use of sexualized advertising, in general, is already becoming a casual thing, especially for such industries as perfumery. Companies like Gucci, Marco Jacobs, Guerlain, YSL, Chanel, Tom Ford often use provocative frames for banners.

The next field that seems to be full of sexuality is fashion. Even worldwide famous magazine "VOGUE" which covers different topics and has a position of «fashion and lifestyle» has a kind of a tradition to put at least 1 semi-naked or even fully-naked picture of the models and women influencers as the visuals for their interviews. The fresh example to be considered is Claudia Schiffer`s interview about her upcoming 50th birthday, her career and family, the interview for Vogue Russia (Fedina, 2020). Despite the fact that there are such important aspects to be focused on as her children, style, husband, and desire to improve the environment, the opening visual of the article is where Schiffer is posing, wearing an only black leather jacket which is open. Previously, the model also took part in naked shooting for Vogue Italy cover, and the pictures were made by herself (Eckardt, 2019).

There are also areas from which a sexualized approach is not expected such as animals and environmental protection organizations. However, PETA (People for the Ethical Treatment of Animals) advertising company dating back to 2010 ceased to be shy and consider

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

sexualization to be something obscene, using naked actors to attract more attention.

(Bongiorno et al., 2013)

Also industries like alcohol in which, despite the fact of the illegality of the usage of «sexual attractiveness» in some countries like the UK (Advertising Standards Authority, 2015), in the others, it is still a commonly used technique. Such companies as Dooleys, Bacardi (shows three-breasted woman, which the firm declared would be “better than beer”, Budweiser, Evan Williams, Tiger Beer) have shown to the world posters and videos with sharply sexualized elements. This led to the idea that due to cultural differences, the marketing message communicated in different countries even by the same company may convey a different message (Nelson and Paek, 2005).

Footwear and apparel company Reebok proves it the last advertising about the strong woman. In Russia, the slogan was “Sit not on the needle of men’s approval - sit on men’s face“ which was marked by the audience as vulgar – the sexual context made in a bad and cheap way (“Reebok Russia stirs...“, 2019). While in the English-speaking countries the slogan 'never apologize for being strong' was used.

Thus, advertisements in Russia are absolutely diverse in terms of selling methods and concepts, there are both ultimately simplified posters with conservative ideas in style and maximally bold solutions that include “danger zones” as in the case of Reebok.

The Estonian advertising style makes a more restrained and standardized impression at first sight. The nation itself is generally more restrained in character. (Hofstede Insights, 2019). However, does the effect of sexualized material vary greatly from country to country? The author of this paper assumes that distinction exists. Nevertheless, it has to be checked.

Research and discussion on the use of sexual advertising have been going on for a long time, but, as a rule, the touch on a topic was general or within a specific geographic region. The

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

topic lacks the profound research of cross-cultural differences, which actually exist in degrees of sexuality allowed (Shoham, 1996). The analyzes were made in such countries as China (Wan, Luk & Chow, 2014), the United States (Zurbriggen et al., 2007), Australia (Wyllie, Carlson & Rosenberger, 2015). There also was cross-cultural research across countries mentioned plus France, India, South Korea, and Thailand- 7 countries in total (Nelson and Paek, 2005). Unfortunately, not many of the related researches consist of comparison. For Russia there were only a few papers about Soviet Union specifics, most probably, because of the challenging fact that “scientific authoritative history of Russian sexuality is still to be written” (Kon, 1995, p.12) and for Estonia the closest investigation field was sexual behavior in general because the sexuality development and the sexual revolution for the country happened quite lately, same as for Russia, in comparison to the Western countries (Haavio-Mannila, Rotkirch & Kontula, 2005).

Additionally, the author of this paper claims that the investigation of the topic of Russian and Estonian usage of sexualization and their reactions to it haven't been researched profoundly in the last 10 or even 15 years and one of the last papers, giving the holistic view was Kon (1995).

Thus, the aim of the research paper is to compare the effects of sexualized and non-sexualized ads on emotions and attitudes of Estonian and Russian consumers.

To achieve the aim of the research paper, the following tasks are set up:

- To define and make the overview of sexualization from different perspectives, and determine its aim and usage in advertising
- To bring out the sexualization effects and relationships with emotions and social attitudes, dedicating to cross-cultural and intercultural studies
- To conduct the multi-sectioned questionnaire within Russian and Estonian customers (with the usage of attitude scales and Self –Assessment Manikin method)

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

- To analyze the data and draw conclusions about sexual adverts effect on emotions and attitudes among Estonians and Russians

This research paper will consist of two parts – theoretical (Chapter 1), including work with basic definitions needed to follow the ideas reinforced with the literature overview and empirical (Chapter 2), including an overview of previous studies` and the study compiled by the author with the analysis of the results.

**Keywords:** Sexualization, adverts, modern marketing trends, attention, emotions.

### **1.The development of the perception and attitude of the sexualization in advertising**

#### **1.1.Concept of “sexualisation” and its usage and aim in advertising**

Sexualized portraits, especially of women in mass media production and advertising (may be referred as “adverts” or “ads” when talking not about the whole process, but the materials used for it), are used more and more frequently (Ward, 2020). The question arises- why? «Sex sells, or at least that is what advertisers hope» (Sorrow, 2012).

However, the understanding of “sexualization” itself and what is sexual differ from one individual to another due to the majority of social and biological factors. (Killermann, 2013). Therefore, the relativity appears and in order to avoid cognitive misunderstandings, it should be considered in detail, for this purpose Table 1 was constructed.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Table 1

*The definitions of “sexualization”*

Author(s)	Year	Definition
Impett, Schooler, and Tolman	2006	“body objectification“ (p.1)
Gill	2007	“the centrality of the body“(p.6) „an emphasis upon the body, a shift from objectification to sexual subjectification“ (p.6)
Zurbriggen, E. L., Collins, R. L., Lamb, S., Roberts, T. A., Tolman, D. L., & Ward, L. M.	2007	„Sexualization occurs when: <ul style="list-style-type: none"> <li>• 1) a person’s value comes only from his or her sexual appeal or behavior, to the exclusion of other characteristics;</li> <li>• 2) a person is held to a standard that equates physical attractiveness (narrowly defined) with being sexy;</li> <li>• 3) a person is sexually objectified—that is, made into a thing for others’ sexual use, rather than seen as a person with the capacity for independent action and decision making;</li> <li>• sexuality is inappropriately imposed upon a person.</li> </ul> All four conditions need not be present; any one is an indication of sexualization.“ (p. 1)
Nowatzki and Morry	2009	“Women’s acceptance of self-sexualizing behaviors, which includes the use of catwalks at dance clubs, taking pole dance classes, and wearing clothing with sexually suggestive statements.“ (p.95)
Rice & Watson	2016	“ sexual socialization“(p.144) “imposition of sexuality onto individuals”(p.144)

Source: composed by the author, based on references in the table

Impett, Schooler, and Tolman in 2006 gave the definition that still can be interpreted differently but provided the specific focus - a certain “object”. Gill a year later provided a more expanded definition, which reveals that the “object” is a human body, perceived subjectively - through the prism of opinions. Both definitions seem concrete, however, they do not give a single hint, what is behind the “object”. In parallel in 2006, Attwood also worked on the topic and indicated that the concept is not one-sided action/reaction from



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

somebody to the “object” but the presence of influence from both sides. The «object» resulted to be not just the body, but the living creature or, to be more precise, personality. Thus, the nature of sexualization is not only to the “object” but also from the “object” itself and there is an “interaction”, “representation” and “identity”.

The American Psychological Association in 2007 develops this idea even more, giving readers 4 characteristics in which sexualization can be recognized, two of which are about the initiative in working with an object and two others about the initiative from the “object” from an identity perspective. Nowatzki and Morry in 2009 continued that research line, giving clear examples of the actions of women who intentionally sexualize their images or position in society.

Moreover, despite the fact that Gill (2009) in her article gave a very narrow term, she also noted the fact that the perception and positioning of models involved in overt advertising were changing. She looked at changes from the perspective of women, as did Nowatzki and Morry (2009) because “women are more often than men are portrayed in a sexual manner” (Zurbriggen et al., 2007, p.2). The idea of Gill (2009) is that if earlier girls were seen as an element located in the patriarchal system and designed to aesthetically delight men, or rather potential male buyers, then in the 21st-century models are aware of their sexuality, they are able to demonstrate and sell it. They are no longer tools for creating content, but rather co-authors.

This freedom to use one`s sexuality for personal purposes like improvement of self-esteem, defining the place in the different social groups, interact with each other and understand yourself better were embedded in one of the latest but capacious definitions by Rice and Watson (2016), who then studied sexuality and sexualization from the perspective of different sexual identities, whose voices increased in parallel with the degree of sexualization freedom.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

From the perspective of the person who is far from the complex literature explanations, which is applicable for the majority, sexualization can be simply considered as the use of sexual elements and subtones or subtexts, such as focus on certain parts of a naked or half-naked body or erotic message (Branski & Batt, 2003). Based on the previous definitions, the author definition that simplifies the essence of sexualization: “Sexualization” is the act by which something is shown from the prism of sexuality. Basically, something is taken and converted to something sexual.

However, unfortunately, sometimes it can be transformed to vulgar jokes and frankly close interaction of several heterosexual and same-sex people in the frame. And society gets used to it as reference to sexuality too, even since childhood (Ward, 2002) That's why Rice and Watson in 2016, working together on the definition of the sexualization didn't come up with anything universal but provided several explanations depending on for what purpose it's used and what needs does it satisfy. If sexualization used exclusively as a cheap trick to quickly attract attention, with a lot of unjustified erotic context perceived more like vulgarity and the absence of any meaning, we can talk about negative meaning of “imposition of sexuality onto individuals”(Rice & Watson, 2016, p.144).

The variety of provocative music clips that one can accidentally find switching TV during the music updates stream (Shows & Soley, 2007), comedies and movies with gender sexual harassment jokes, looks, touches et cetera (Lampman et al., 2002), liberal style in clothes (Ward, 2002) et cetera slowly expanding the boundaries of sexualization in different directions. It happens because sexual elements are currently used in lots of spheres definitely attract the audience and receive attention. Surprisingly, it actually might be negative one not only theoretically but practically as it was proved in marketing researches that will be presented with examples in the part 1.2. Killermann (2013) researched the topic from the various perspectives. He found that the nature of response may differ as sexuality works

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

because it is adaptive to environments and its complex structure exists in completely different life aspects. It is correlated with the point of view of Attwood (2006) who explained sexualization from the deeply philosophical meaning and stated that it can't be narrowed or simplified to just some mundane functions and unequivocal attitude. According to Killermann (2013), there are 3 levels of sexuality which are intimate, relational and cultural and they include 45 + elements such as psychology, anatomy, body image, laws and fashion, and many others from completely different life aspects, which confirms Killermann's statement that sexuality is something that affects us all.

That is why sexualization as a technique in advertising appeared long ago, only its form and level of freedom in presentation changed. For example, in the early 1900s, bare ankles and hands were already perceived by society as something very bold and even erotic. Despite it, quickly enough, people became more sophisticated in sexual advertising as the concept of sexuality began to expand and sexualization became more used in different media. It appeared in books, films, gradually moved into the world of fashion (Sorrow, 2012). Companies understood that slowly but surely sexualization became one of the marketing powers.

In 1885 tobacco company W. Duke & Sons, faced difficult times regarding sales and decided to take risky measures and try out a sexualized marketing strategy. Each pack of cigarettes included playing cards with the image of starlets presented fairly provocative for that time. Thanks to this innovation, the company's business went uphill and the brand became a sales leader by 1890. (Reichert, 2002)

By the second half of the 20th century, franker elements and more creativity were needed to attract attention effectively again. Therefore, in addition to exposing certain parts of the body, interactions between the sexes with ambiguous slogans with sexualized subtext began to be used. A good example of such pioneers in the sexualized advertising industry of

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

the time is another tobacco manufacturer and cigarette market player Tipalet (Can be seen in Appendix A). (Sivulka, 2011)

Following the success of Tipalet, a number of other companies, not only from the cigarette industry, became interested in sexualization and its use for advertising their products. The franker the advertising became, the more relaxed and open to it the society was, and the more re-liberalized the society's mood was more provocative advertising material appeared so that attention was not scattered. This vicious circle led American researchers on the issue of sexualization in US advertising to the conclusion that advertising not only reflects the culture and trends of society but also forms its values and reactions. (Sivulka, 2011)

The elements of sexualization in advertising, which will be discussed in detail in this thesis a bit later, were added to advertising gradually and differently in each country and even geographic region (Nelson & Paek, 2005). This happened due to the close connection of a common understanding of sexuality with a large number of political, cultural, and social factors that have been adequately studied relatively recently by Killermann. Since his research was conducted much later (2013) than the beginning of the use of sexuality in the media and in advertising, in particular, advertisers had to try new sexualized elements intuitively, getting an ambiguous reaction to one or another presented element. In this context, the focus is at people's perception of sexuality since sexualization in simplified meaning can be interpreted as the perception of something through the prism of sexuality and the transmission of information after such "processing", in other words, sexualization is "Developing awareness of one's sexuality" (Rice & Watson, 2016, p. 149).

People on a subconscious level draw a parallel between themselves and the model/s in advertising and this gives them confidence (Mastin, Coe, Hamilton, & Tarr, 2004), the only difference is that such a fitting bold image on themselves is absolutely safe since no one will

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

blame for using, for example, sports clothing sets. Let us recall the example of Reebok (“Reebok Russia stirs...“, 2019) - in addition to taut bodies and beautiful faces in advertisements, they also use daring slogans. Customers who purchase their products will also associate themselves with beauty, smartness, and some audacity, but there will be no obvious and direct reasons for society to blame a loyal buyer of Reebok clothing for something overly frank or obscene.

Thus, the idea that sexualized advertising has a special function that has arisen over time appeared. It is self-expression for the person through the construction of certain associations by being a customer of a brand or exact product bounded with sexuality and appeal. This hypothesis of the author is reflected in the already mentioned study of famous sexuality educator Sarah Attwood (2006). She described sexualization as «Act of presentation and a representation which is consumed as quickly as it is produced; a way of articulating or disarticulating identity; a type of interaction never before possible in human history» (Attwood, 2006, p. 79), indicating that sexualization is the tool that capable to meet several goals simultaneously. With the help of sexualized advertising, commercial success is possible (“quickly consumed” means that the purpose of advertising to increase sales should be achieved) and to meet certain social needs, providing a unique “way of interaction”.

A sexualized visual on an ad can convey a clearer message than just a “confident woman” / “confident man”, playing with the environment (with background, color correction, color scheme, details, if it comes to an advertising banner), a complete image can be conveyed to a potential consumer of the product/user of the service and a certain lifestyle can be promoted (Sivulka, 2011). A person becomes a potential customer at the moment when he wants to match the image shown in the picture - to be not just sexy but sexy urbane, sexy and glamorous, sharp-witted but sexy (Attwood, 2006). In principle, this is very similar to the emotion economy (Gupte, 2017) with the difference that it is not the specially trained

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

software but the marketing team that is responsible for predicting what emotions and then feelings (conscious emotions) to trigger.

That is why marketing teams have to take proven marketing methods and practices and transform them into a sexualized context, which is actually a multifaceted concept that includes several elements, each of which is actively used in modern advertising as well as in the examples already considered. For the matter of discussing their essence and implementation to ads more into details and to answer the question, which kind/s of adverts can be considered as „sexual“, Table 2 was constructed.

According to Sivulka (2011), advertising development in general is more complicated than people might think. As it was mentioned, creativity is crucial to keep consumers` attention in the long-run (Reichert, 2002). With the course of history, the interests and consumer needs of society changed so advertising was also transformed. Thus, the implementation of new elements was necessary. Sivulka (2011) gave an overview of the five most important elements, which aimed to trigger different emotions and active responses. In Table 2 the author of this paper brought the relevant examples of the advertising development usage but into the sexualization perspective.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Table 2

*The elements of advertising development throw the sexualization perspective*

Element	Relevant examples
Interesting profiles/personalities of advertizing	Claudia Schiffer for VOGUE Italy and VOGUE Russia (2020) Rihanna for VOGUE (February, 2020) Victoria Beckham for VOGUE Germany (2019) All of the mentioned women are well-known influencers
Fascinating stories behind the advertising	Sophie Monk for PETA vegetarianism campaign (2020) – the photo shooting for the ad was followed by the interview where model shared her vegetarian lifestyle story (PETA, 2020)
Controversial issues such as feminism or minorities	Tipalet 1960 banners ( can be seen at Appendix A) Banners were not only with sexual context but also with a message that women aren't as superior people as man. They weren't even demonstrated as a target audience (potential buyers), but more like adding to the cigarettes
Memorable slogans/ new brand name/ television commercials	As example of positive memorable slogan- Reebok 'never apologise for being strong' international campaign (2019) As negative- Reebok "Sit not on the needle of men's approval - sit on men's face» Russian market campaign (2019)
"Taste of times" ad selections on the context of the period	Calvin Klein campaign "I speak my truth in mycalvins" (2019) as it reflects many modern trends from body positive to modelling out of classic standards

Source: composed by the author, based on the list of bullet provided by Sivulka, 2011+ with examples from VOGUE (2020), PETA, Tipalet (1960), Reebok(2019), Calvin Klein (2019) – all the visuals were found in Internet (Google images and Pinterest)

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

As it was stated at the Teen Choice Awards by one beloved by millions of people celebrities, “The sexiest thing in the entire world is being really smart.” (Kutcher, 2013, as cited in Ng, 2016)

Indeed, with the release of various TV shows and other media projects with incredibly smart and gifted protagonists, the culture of sapiosexuality has gained momentum and became a new trend of sexualization. Therefore, just a beautiful picture with a sexual model is not enough and the model should be interesting as a person. VOGUE magazine understands this well and that is why their advertising companies respond to modern trends and develop through a demonstration of not only sexy but also incredibly interesting personalities.

PETA usually goes even further and select people with the wealthy related background to promote a particular topic. For instance, for the vegetarianism programme they usually attract models who may share their way of thinking and experiences of practicing lifestyle without the usage of products, production of which may include any harsh animal treatment. Such a kind of approach helps to build trust which can be lacking in the case of the sexualized ad.

Controversial issues are quite frequently used technique to attract customers` attention as well. However, in contrast to other advertising elements even the strongly negative response if it is active enough, counts as a good marketing result.(Sivulka, 2011) Sexualized advertising doesn`t need the addition of extra controversial context, as it is controversial itself, but the level of controversy may differ (Eckler & Bolls, 2011). For instance, in case of Reebok, which received both positive and negative responses posting 2 different slogans, slogan, used for Russian market advertising was „too much“ of controversy, based on the customers` opinions (“Reebok Russia stirs...“, 2019). In such cases, the term „black PR“ (which can be also referred as black promotion or negative PR) is used to describe the



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

extreme of controversial issues element. The main goal of black PR sexualized ads is the same as other adverts categories in black promotion, to receive a lot of attention and be memorable. Actually, glossy magazines and famous online publishing houses aren't afraid to use controversial extreme of sexualized ads – hypersexualized adverts for already 20 years, which means that black PR might be also successful (Hatton and Trautner, 2011).

In addition, it is crucial to make ads up-to-date and in the context of modern time, it means to conquer the Internet. Nowadays, sexualized advertising has become one of the types of advertising that are especially popular on the online space and refers to “viral advertising”, which is characterized by trend/s, a large number of reach out, which are more often natural, which implies not special additional investments on marketing for the distribution of it on the networks, but word of mouth. Users share content because it is attractive, interesting, or too provocative or questioning. In any case, users, who are actually potential consumers, want to spread it and discuss, which means it has a response. (Eckler & Bolls, 2011) What's more important from the marketing side, that word of mouth, especially being interactive and online won't stop on just several shares. It may continue an infinite amount of times which means that the main value if the viral ad is that it creates new leads and planned actions without involving investments.

Talking about investments, the truly valuable and important type of it in terms of modern marketing is the consumer's emotional investment in advertising (Gupte, 2017). It is crucial because one more reason from the physiological side that sexualized materials get attention is classical conditioning, which explains different stimulus coming from the environment with biological stimulus from the organism, in the case of customers' reaction to the advertised content it can be seen as a relationship between the content shown (pictures, images, sounds) and the persons' responses with positive/neutral/negative emotions (Carlson and Buskit, 2010).

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Sexual interest is one of the strongest incentives since it is not artificially bounded, but developed in the process of evolution, has a primary biological nature and, when using correct marketing techniques based on knowledge of basic psychology, is extremely effective (Wan, Luk & Chow, 2014). «Effective» is an important adjective and to be effective is the sufficient goal in the marketing world. Thus, it is logical that for quite a long time it has been tested as attention-trigger within different societies and potential buyers.

For instance, even back in 1999, in China which is one of the most conservative cultures in the world sexual appeal was evaluated as the most frequent one to use in Hong Kong print advertising and observed as the most attractive marketing instrument as a result of the Professor Tai experiments. A little more than a decade later when the volume of sexual elements in advertising raised, cross-cultural study within White Americans (the society that claims to be liberal), Asian temporary visitors in the USA (that can be slightly biased because of traveling and impact by other cultures, but in general have stable and complete preferences and opinions), Asian immigrants with the usage of Q methodology the aim of which is to determine viewpoint taking subjectivity into account, one more time revealing that sexuality in different spheres exists in all cultures. However, the acceptability of sexuality still differs as well as the tendency of marketers to use the method «sex sell» - Americans show a higher rate of acceptance such kind of trends. (Chang & Tseng ,2013) Moreover, America is one of the countries where «the business of selling sex» is common practice, local marketers try to sexualize everything, constantly embracing a new range of products on which to try sexualized ads (Reichert & Lambiase,2003).

Up to this point, the understanding of “sexualization” is more or less clear, but what can be considered as sexualized ad and what average person/customer perceives as an ad with sexual elements?

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Actually, as sexualization is a complex term, advertising with sexual elements or sexualized advertising is also a very diverse area of advertising, which includes various types of sexualization. As in literature sexualization elements and terms related to the concept can be used in the discussion separately as a reference to the whole topic, people can be misled and then mix the types of sexualization with sexualization itself and use them as synonyms, which is not correct. As a rule, such literary materials suggest that the reader is already familiar with the necessary basic information on the sexualization terminology and structure and is aware that, each term for the elements is unique and differs from others.

Each element can be used in advertising as an independent technique and bring different results. It is quite difficult to distinguish which one is more frequent to use, as usually several of them are balanced within one and seem to be logical and harmonized in an ad. For a better understanding of how the sexualization is used in ads it is important to know what each of the elements is and to observe the usage on specific relevant examples. Thus, the elements are needed to be discussed one by one.

**Physical Attractiveness** is the characteristic that can be applied not only in the context of the sexualization and is the most familiar as consciously or not fully consciously is a metric from daily life. It is no wonder that people have the tendency to evaluate thing by appearance (Mlodinow, 2012). Basically, to be considered as sexual the model in the any type of the advertizing, first of all, the model should be physically attractive and beautiful (Reichert & Lambiase, 2003). It can be proved by the example of international People magazine which has 2 different tops of the most attractive people which they update annually, for men it is named «sexiest man alive» and for women it is called «most beautiful people» as the idea, the structure and the choice system is the same for both tops, it seems that adjectives «sexiest» and «beautiful» are used as equal and perceived as synonyms.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

**Nudity** is one of the most aggressive techniques which is not compulsory implies being naked but also includes wearing less clothing than other people. “It is operationalized with models (usually female) wearing progressively less clothing, from demure to suggestive to partially revealing to nude” (Putrevu, 2008,p.57). The right context of dressing is also an element of sexuality. It can be tight fit or items revealing some body parts. The proper example of usage of nudity and physical attractiveness bundle is shown in any preview or the interview of VOGUE by Claudia Shiffer, which has been mentioned before.

**Sexual Behavior** is any actions, verbal and non-verbal communication with sexual context. It can include body language, flirt, eye contact, and some special movements (Reichert & Lambiase, 2003). Actually, it is more frequent than other types of sexual context used beyond traditional advertising by making it as a hallmark of some characters in films. Then, it can be continued in different promotional materials like banners, trailers, and then fan works (fanfiction et cetera).

Famous fashion stylist Brad Goreski, who also takes part in the design and creation of a lot of online ad campaigns bounded with fashion, likes to tell during the TV shows: “Everyone wants to be sexy” (Smith, 2014). Being sexy might give privileges as sexuality influences different aspects of our daily life (Killermann, 2013). From customer perspective lux and brand products associate with privileges. Thus, sexualized content might tell the marketers to build an association that will trigger to do the right action (buying, et cetera) if it used correctly.

**Sexual Embeds** for simplicity can be considered as the more complex form of **sexual referents** (basically the whole range of sexual references from music and setting to the jokes with double-meaning, which not always vulgar like it was mentioned by Ward, 2002) and trigger subconsciousness level. In academic researches, it mainly referenced as **sexual appeal**.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Clearly, these different types aimed to influence a person from various sides, because in the first place he/she is the potential consumer from the perspective of the advertiser.

Hereby, sexualization is the act by which something is shown from the prism of sexuality, and this trend is becoming only more popular in advertising over time (Ward, 2020). Market players and advertisers believe that «Sex sells» (Sorrow, 2012). Nevertheless, sexualization no longer comes down solely to money or profit, it meets many other functions like socialization and self-expression (Rice and Watson, 2016).

Moreover, sexuality is a comprehensive concept that exists in completely different life aspects and has a significant impact on all people (Killermann, 2013). As well as sexualization that can be explained from the deeply philosophical meaning (Attwood, 2006).

Ads referred as sexualized are not as simple as they might sound, they may include different all-sufficient and riveting elements: Physical Attractiveness, Nudity, Sexual Behavior, Sexual Embeds/referents/appeal or a mix of them (Reichert & Lambiase, 2003). In addition, they also reflect all the general advertising development trends like interesting profiles/personalities of advertizing, fascinating stories behind the advertising, controversial issues, memorable slogans, and relevance (Sivulka, 2011).

In evaluating advertisements, emotions and attitudes are crucial, as in terms of marketing, the mix of two – emotions and attitude can be name as general perception of the product offered.

### **1.1. Sexualization effects and relationships with emotions and social attitudes**

Since this study will examine the relationship of the component of which is “emotions” and the term is usually “taken for granted”, the reader/s should bear in mind the definition of Michel Cabanac (2002,p.69) as the basis: “emotion is any mental experience with high intensity and high hedonic content (pleasure / displeasure)”.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

“Attitude”, based on the paper of Harris Chaiklin in 2002 will be seen not as behavior, but the mix between the psychology of making decisions, motives and final actions.

It is different from the emotions because it reflects the „overall person`s evaluation of objects and issues“, not the quite short experience bounded with the situation at a point of time (Petty & Brinol, 2010, p.217).

For the construction of continuously successful advertising campaigns (all: sexualized and non-sexualized), marketing specialists should put a lot of focus on both general perception components to be able to suppose the intensity and nature (negative/ positive) of customers` response. The companies have always been widely seeking for the customers` attention expressed as the positive response – to build an exceptional image and differ from the competitors (Bloch, 1995). As time passes, market competition and offers increase, thus, increases the desire to be special and one of the most effective tools for it is advertising (Bass, Krishnamoorthy, Prasad & Sethi, 2014).

Especially effective are already explained viral adverts, based on strong appeals and highly emotional content like sexuality and nudity. The majority of sexualized elements might be usually mentioned as highly emotional content as to this category falls any content that may trigger quite intense feelings (the difference from emotions will be explained further). To which inspiration, happiness and other positive feelings are included as well as frustration, anger, and other negative ones. ( Eckler & Bolls,2011)

However, which kind of highly emotional content is sexualized advertising – positive or negative? As the examples discussed before showed controversial results. Having studied previous research papers on this topic, the author again found that everything is arguable and sexualized content may significantly interfere with the creation of a positive image of the company, despite the fact that marketers who used to make sexualized ads still believe that the force of the sexuality will overcome any cultural barriers one day(Nelson & Paek, 2005).

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

For instance, already mentioned PETA is considered by people as a dubious source of investments for helping animals (Bongiorno et al, 2013). Bongiorno and her colleagues conducted several surveys and found out that people regardless their age and sex showed less interest in helping PETA when it uses ads of sexual content since the models on it look less trustworthy and less reliable and the message can't be clearly interpreted. However, 6 years have passed since the study of Bongiorno, which is a significant time change from the point of trends and market flexibility and means that nowadays the perception of sexual content differs (Sivulka, 2011).

To check it, the fresh case related to "The Guardian", the British newspaper and international online news and famous media content platform, which is also used actively in Estonia, was taken. In March 2019 they published the article about scandalous advertising which has been approved by the German Ministry of Transport, showed a naked girl in a helmet and supposed to convey to cyclists the importance of wearing protective helmets.(German ministry under fire, n.d.)

In fact, the same technique as was used for PETA - the publication of sexualized content, which according to some sources, such as the Hatton and Trautner analysis (2011), attracts public attention, which is crucial to highlight a socially significant problem. The interesting thing that appears after analysis of these examples, that despite the attraction of public attention the sexualized ad may not have the planned results and in a way unpredictable for marketing specialists. The Guardian reporters team stated (German ministry under fire, n.d.), that the helmets ad received a bunch of negative comments from the public (including Estonian audience) and harsh criticism from the German family minister, Franziska Giffey.

In contrast, Hatton and Trautner in 2011 during the analysis aimed at identifying the relationship between the use of sexualized elements in advertising and the response from the

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

audience got the opposite result. They looked at more than 1000 covers of the famous “Rolling Stones” magazine and their 43 years changes from 1967 to 2009 inclusive and revealed that over time the media can and should really become more courageous and sexualized, as it is positively accepted by customers.

The author of this work checked whether this technique of usage sexual content to attract more customers has survived to this day and found out that most of the covers of 2019 (Magazine-agent.com/Rolling Stones) also include sexual elements, expressed in certain poses, focuses on bare parts of the body, and revealing clothes, which allows making a suggestion that this method continues to have positive marketing results. Does this mean that over time due to increase in the number of sexualized elements in various spheres of life, the client reaction has changed or everything continues to remain ambiguously?

Based on the examples above, the suggestion that the effectiveness and acceptability of sexualized content may vary depending on the area of use appears.

Business News Daily Editor expert (2020) stated that the area in which sexualized ads are used actually matters and consumers find the connection between food industries and sex arguable, while the connection with alcohol, tobacco, or perfume industries as quite an appropriate match. Based on the variety of sexualized ads campaigns by PETA (Bongiorno et al., 2013), it is obvious that people reject the match between environment protection/animal adoption and sexualized elements.

The investigation of the elements of comprehensive sexuality through 3 levels by Killermann (2013) revealed that the presence of significant differences in the positive/negative perception of ads with sexualized elements may also be affected by cultural differences.

The study by Wan, Luk & Chow (2014) proves this point. It shows very clearly the difference in the perception of sexuality as a tool of media marketing even within the same



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

country, but in different parts of it, where the cultural and historical backgrounds are vary. As a result of the experiment, aiming to construct an average opinion of Chinese customers, several opinions were obtained. Moreover, the researchers stated that responses may differ also in terms of the gender of the model used or the person reviewing the model. Hatton and Trautner (2011) also came up with the idea that advertisements involving a sexualized woman are more easily accepted by both sexes but still can differ in acceptance because of culture.

Unfortunately, no such in-depth studies have been found in relation to Russian and Estonian customers, which proves the existence of research gaps in the topic of the perception (in the context of this study it consists of 2 separate parts– emotions and attitudes) of sexualized advertising. Furthermore, the majority of crosscultural research papers present the general perception of the product offered, mixing 2 mentioned components – emotions and attitudes, which actually can show different results after the experience of sexualized advertising (Liu, Cheng & Li, 2009). For example, a person might have a neutral or even rather a positive attitude to the sexualized ads, which as it was already explained in the previous subchapter, means that this person has a positive overall evaluation of the sexualization in advertising. However, at the same time, some particular examples of such kinds of ads may cause rather negative emotions in the same person.

What`s even more exciting about this topic research gap is the difference in the sexual development history of 2 Post-Soviet Union countries. On the one hand is Estonia that has the Soviet Union and Post-Soviet experiences but is closer to the European countries in terms of cultural values and principles, where the general tolerance and acceptance level is higher and things like freedom of the sexual orientation are already a norm and don`t trigger discussions with a big amount of negativity. On the other hand is Russia which tries to be closer to European Union but can`t fully accept their life outlook as Russian traditions and cultural

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

values are still more conservative and nation according to Hofstede Insides (2020) scores very high in uncertainty avoidance and all the new liberal trends seem to be something uncertain (Baer, 2002). The fact that Russia still has a long way to study, understand and accept sexuality has been repeatedly noted by a well-known Russian philosopher, psychologist, and sexologist Igor Kon (1995) , one of the few who was not afraid to openly state the problem of perception of sexuality and sexualization in Russian society.

Taking into account the results obtained in the previous studies mentioned above, when conducting any experiments and further investigations in order to obtain sufficient results, it is necessary to take into account a whole range of factors: country (culture), age, and gender during the data collection. Secondly, it`s important to proceed with interpretation carefully, avoiding the mix of perception components.

### **2. Empirical part**

#### **2.1. Research sample and methodology**

For the empirical study, it was decided to use an online questionnaire with different sections and types of questions. It was created on the Google Forms platform as it`s one of the most convenient and effective free internet tools to collect data (Gehring & Cross, 2010).

This **data gathering method** was chosen because of several obvious advantages. First of all, the questionnaire is available 24 hours a day on any device, which allows the respondent to choose the most convenient time and place to fill it out. This is a very important point also in the context of cross-cultural studies since the researcher has the opportunity to collect data from completely different demographic groups without any costs (time, mental and physical forces, money) for traveling.

Also, as a person who cares about the state of the environment, the author cannot help but note the environmental friendliness of this method in comparison with the offline option

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

which requires a certain amount of paper material, which, moreover, is quite fragile - the answer sheet may accidentally get dirty, torn, lost, in while in the case of Google form, the author has constant access to all the data in a well-structured configuration. Not forgetting the extra costs on the mentioned materials (paper, pens) that are easily avoided in the case of online surveys (Wright,2005).

The second very important advantage in the framework of this study is complete anonymity, since when filling out the survey among other people, the respondent may feel some discomfort and give not entirely honest answers.

However, it still has some cons. The first limitation connected to the study is that – old population might be partially ignored, as they might not use internet. Nevertheless, in the framework of this study, the main focus and the aim is to identify existing differences according to national and cultural characteristics, therefore age dispersion is not so important.

There are also certain disadvantages since Google Forms is free service and does not have a number of functions necessary for statistical data analysis that provide paid platforms for creating online surveys (Wright, 2005). However, for data analysis, the author decided to use Microsoft Excel and SPSS as the software which are reliable and easy-to-use tools, making it possible to analyze data in the simple and presentful way.

For **ad pre-test and selection** of ad pairs to be used in the questionnaire a large sample of sexualized ads were reviewed. During the search, the amount of the ones with the woman-model was much bigger than the ones with men. Actually, it reflects the general situation. Average customer faces the sexualized ad, portraying a woman in sexual content or as a sexual object more often than the one with the heterogeneous pair or man-model (Nelson and Paek, 2005). It was also taken into account as well as the presence of all the most diverse elements of sexuality mentioned by Sivulka, (2011).

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

12 ad pairs were selected from the Internet (google images, Pinterest) to touch completely different industries as currently, advertisers try to sell sex in almost every category of product or service and only some spheres like banking or IT stay away (Business News Daily Editor, 2020). The pairs were matched in a way to make each pair of the visuals from the one brand to eliminate the subjectivity in opinion that might appear because of some brand preferences (some people can be loyal customers of Dior, some might think that to be socially-accepted as stylish they have to prefer Balenciaga or any other popular company). Some of the pairs were tricky because the level of content difference actually was not as obvious as it might seem at first glance. This was done to test the respondents' attentiveness when viewing advertisements and to reveal the difference in the perception of sexualized content demonstrated forehead and veiled. For instance, one pair included sexualized option without a sexualized person but sexualized hamburger steam to test Sexual Embeds element. ( The example with Fast Food as well as all the other ad pairs that can be seen in Appendix B).

Also, there was a pair in which both visuals have the sympathetic model, but in one ad she attracted people with just pretty face, while in the second, in addition to the face, the model also used bare body parts and a sexy outfit (Physical Attractiveness and Nudity elements mix is used).

It might seem to respondents that both advertisements were sexualized just to a different degree, however, the first one was not sexualized because it included only 1 single element of sexualized content - physical attractiveness. Only this element is not enough to consider that advertisement is sexualized (Reichert & Lambiase, 2003). Altogether they were quite balanced in terms of all the sexual elements presence, even hypersexualized ad was included. To escape the creation of accidental choice pattern the sexualized and non-sexualized ads were constantly swapping from pair to pair. As was already mentioned, the

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

small pretest helped to insert necessary changes like font and background color to make the questionnaire easy to complete and then more attractive to a larger number of respondents.

The first research section consists of a small introduction including a brief description of the purpose of conducting the research, collection of personal details including questions to collect demographic data: gender and nationality, age, and set of ads visuals. Visuals are organized in pairs where 1 advertisement is sexualized and 1 is not. The respondent is asked to tick the box near the ad that he/she as a customer finds more attractive. After each pair, the respondent is required to give the short reasoning, why he/she preferred one ad to another.

This mass of qualitative data will be coded after the collection of results to answer why people may choose or ignore sexualized ads and the most important – is there any difference in the reasoning of Estonian and Russian customers. In addition, it will possibly distinguish some cognitive biases which might appear in such kind of surveys (Rupp, 2007).

The model – questions, based on visual materials with the following open answer questions - was made, based on the model used in the already mentioned study by Bongiorno and his colleagues (2013).

The second section of the questionnaire is aimed to determine the emotion after viewing some sexualized advertising samples. Several ads rejected at the stage of selection in pairs were arranged together in a collage and presented as a reference to the following questions, based on Self –Assessment Manikin (SAM) which is a non-verbal pictorial assessment technique that directly measures different emotional responses effectively. It is frequently used for tracking and measurement of emotional responses to different types of advertisements (Bynion & Feldner, 2017). In the framework of this study 2 feelings that measure rather positive responses (Happiness and Curiosity) and 2 feelings that measure rather negative responses (Embarrassment and Disgust) were used. Each of them was measured by 7-scale from «Feel it not at all» to «feel it very strongly». In addition, the

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

classical SAM feeling of control was used with the explanation to the respondent that "Controlled" (absolute self-control was „1“) means that emotions are so strong that in a way control person`s mind while "In control" means that person does not have to let emotions control his or her perception (fully in control of emotions was“ 7“).

The method should work as respondents know that the questionnaire is anonymous and they can be honest and even the background design was made with the idea to make the process of filling the questionnaire simple and comfortable for the respondents. During the pre-test, the author asked a small group of people with different social characteristics to comment on the length of the questionnaire and the design. The version with warm background color, which from the opinion of the pretest group helps to create trust and coziness and tasty refreshing cover picture was approved. In the questions, the main focus is on the verb «feel» as the main purpose is to measure feelings which are conscious awareness of the emotions (Cabanac, 2002).

The rest of the questions (section 3) are also made based on the Likert Scale and consist of statements about sexualization and its usage in advertizing with scale lines from 1 up to 5 presenting the range of acceptance from “strongly disagree” to “strongly agree”. This section is aimed to define attitude. «Attitude Toward the Ad» with semantic differential scale is a quite common measurement for the marketing researches as it is simple both for the respondent and for the researcher and effective in terms of the results` analysis (Eckler & Bolls, 2011). There were also some final questions, that were intended to find out the level of education of respondents in the topic of sexualization, including the question of which elements are its constituents. ( The list of the questions is presented in Appendix C)

All the **respondents** were informed that all the data was anonymous and collected with the only purpose to complete the scientific research by the business student at the University of Tartu. Taking into account the specific of cross-cultural studies, to manage

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

obtaining sufficient sample in terms of size, the balance of gender and cultural background, several social media channels were used and some organizations were approached.

For Russian audience collection, the author rewrote the questionnaire introduction in Russian and posted it in the most popular online social network in Russia –vk.com. Tartu University educational partners in Russia – Saint Petersburg State University, Voronezh State University, and Higher School of Economics were contacted with the request to share the link to the questionnaire among their students in weekly newsletters. The author of this thesis doesn't want to keep the sample quite young and wants to make it quite vary in terms of age and therefore in terms of beliefs and perception to some things like sexualization (Reichert, et al., 2007), so the snowball sampling also was applied among elder Russians to share the research link with their colleagues, et cetera. For Estonian audience collection the post was shared on Facebook and with the usage of snowball sampling was shared in Estonian groups and in chats of Estonian groups of the faculty of social sciences. Tallinn University of Technology and Dean's Office of Tartu University were contacted with the request to spread the information among Estonian students.

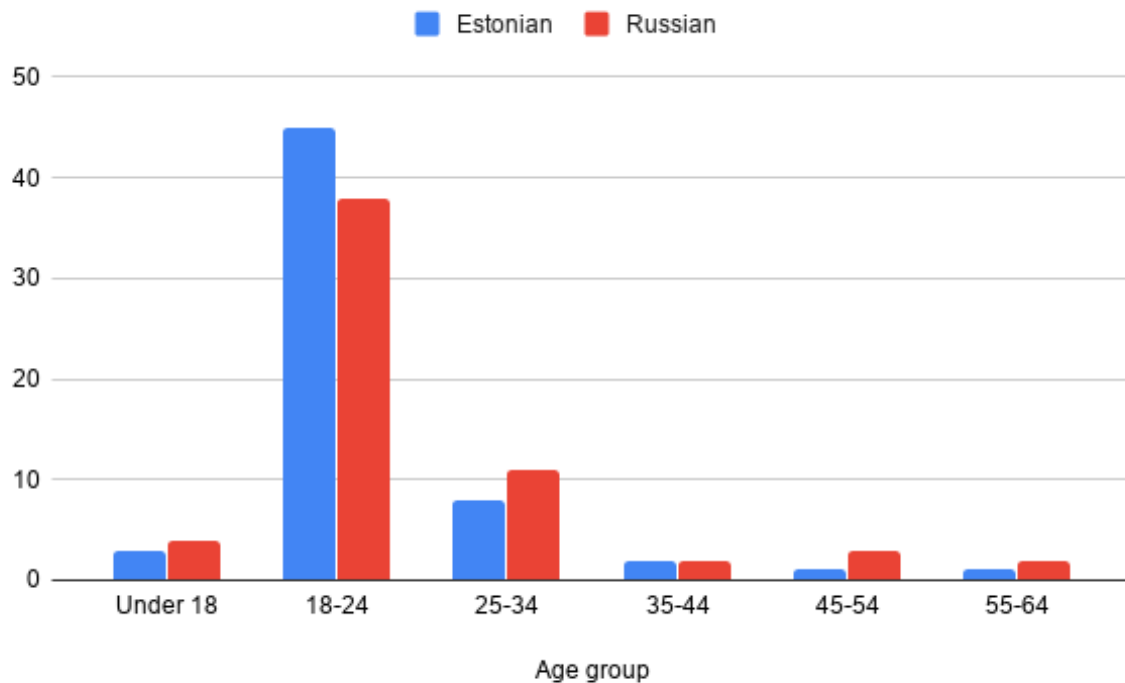
The initial goal for the analysis was equal amount of Russians and Estonians and the perfect sample would be approximately 200 participants (at least 100 Russians and at least 100 Estonians with equal gender and age proportion for each national group). As the questionnaire also was available for people of different nationalities (not Estonians or Russians) the third group appears which can be used not for the support of the main aim and comparison but for the generalization of emotions and attitudes towards sexualization in advertising nowadays.

### **2.2. Results of empirical study and Discussion**

The real sample size happened to be less than expected but age and gender proportions in both groups were equal (60 – “Estonians”, 60- “Russians”, 30 –“Others”; the

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

proportion of men/women is equal to 35 % and 65% for each of the 2 main groups) but the age distribution differed slenderly.



*Figure 1.* The numerical and age distribution of the sample

Source: Author`s calculations

To analyze the data received from the **section 1** with visuals all the answers were exported from Google form as Excel spreadsheet coded by number, where the sexualized options were replaced/renamed as «0» and non-sexualized or options with hiding sexualized content were coded as «1». It was made to identify the tendency of choosing sexualized or non-sexualized advertisement by each of the focus groups and to make the comparison more presentful Table 3 was created.

Before all the necessary calculations, the lines reflecting industries were marked red (based on previous studies people find the connection of this industry with sexual elements inappropriate/unethical), yellow (based on previous studies people showed neutral reaction to



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

usage of sexualized ads in this industry) and green (based on previous studies people showed quite positive response or they reflected that the usage of sexualized ads in this industry is something they got used to). The marking can be seen at the Table 3.

Table 3

*The comparison of choices between ad visuals within 2 focus groups*

Product/ Industry	Proportion of Estonians preferred sexualized ads	Proportion of Russians preferred sexualized ads
Fast Food ( Burger ad )	10%	9%
Animal protection (go vegan)	37%	20%
Perfume	21%	17%
Cars	25%	10%
Animal Adoption	35%	22%
Chocolate	23%	42%
Social ad (be vegetarian)	46 %	48 %
Alcohol	46 %	38 %
Energy drinks	60 %	43%
Fashion	19%	18 %
Sweet Food (Nutella)	27%	13%
Food sauce (Ketchup)	23%	12 %
<b>Total average percentage</b>	<b>31%</b>	<b>24%</b>

Source: composed by the author; colors are based on Sorrow, 2012 and Bongiorno et al., 2013

However, the actual results obtained from the questionnaire are different from the estimated level of acceptance by people based on theory. Less industries got into the „safe zone“ receiving positive response. It can be seen by the comparison of the color proportion in Table 3 and Table 4.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Table 4

*The actual tolerance of the sexualized ads usage in different industries*

Acceptance/ Tolerance level of sexualized ads in industry	Choices of Estonians	Choices of Russians
Low (connection with industry seems to be inappropriate)	Fast food Perfume Cars <b>Chocolate</b> Fashion Sweet Food Food sauce	Fast Food Perfume Cars <b>Animal protection</b> Fashion Sweet Food Food sauce <b>Animal adoption</b> <b>Social ad- Vegetar</b>
Median (neutral)	<b>Animal protection</b> <b>Animal adoption</b> <b>Social ad - Vegetarian</b> Alcohol	<b>Chocolate</b> Alcohol <b>Energy drinks</b>
High ( response rather positive)	<b>Energy drinks</b>	-

Source: composed by the author; colors are based on the data received from the section 1 of the survey

The industries in which the opinions of the two focus groups were divided are **bold**.

Overall, Estonians tend to be more open to the sexualized content in Social ads (all the types happened to be in neutral zone, while for Russians it was match with the theory and negative responses were triggered. It is also proved by the difference in the total average percentage of all the ad visuals choices made between 2 focus groups. Estonians preferred sexualized ad for 7 percent more overall (can be seen in Table 3).

The main reason for that, based on the open answer questions, that Russians believe that advertising of this kind should be associated exclusively with the kindness and sincere love for the little brothers, the emphasis should be on the close interaction of man and his animal friend while quite many Estonians stated that the provocative message catch the eye better.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Radical methods, such as drawing a naked actress in parts - “hams” in their opinion evoke more complex and interesting thoughts about current environmental problems and attitudes towards animals.

The main reasons for not tolerating sexualized ads bounded with Food (fast food, sweet products, ketchup) by both groups were people’s desire at the sight of advertizing to enjoy the anticipation of a hearty meal, namely to watch something tasty on the posters, yummy, “mouth-watering” in terms of the juiciness of the products presented. The main argument for neglecting the sexualized ads with the model was that if a person is not going to eat a woman, why is she present at a food advertisement. Nevertheless, Estonians turned out to be quite open to having a pretty model on a chocolate advertisement because they couldn’t find it deliberately or too sexually inscribing. It seems workoing in a case when the model is „on the right place“ like a person portraying pleasure with its clearly defined chocolate source, suggesting a gastronomic pleasure of the product, not construction indirect unpleasant eating associations.

In the case of other sweets, people mostly associate similar products with childhood and believe that the main consumers for, for example, Nutella are their younger sisters and brothers, nephews, including potential children (as the sample turned out to be young enough) and they don’t want such products are associatively connected with something “too adult content”. According to both focus groups, sweet products should be comprehensively safe – not only in terms of the quality of ingredients but in terms of the composition and the methods used in advertising as well. Thus, it is unlikely that people who find advertising used by the brand unsafe or inappropriate will want to become customers of this brand.

Accordingly, the use of sexualized advertising to promote certain products (for example, sweets) even before the purchase creates a foretaste of the unpleasant consumer experience.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

As regards the choice, depending on the respondent's gender (can be checked in Table 5), there is an insignificant difference between representatives of different nationalities; again, Estonians have a stronger tendency to choose sexualized advertising, which may indicate that their attitude is closer to neutral than to negative. The general pattern shows that, in general, women are more severe in sexualized advertising and accept it less willingly than men. In addition, the choice of Estonian and Russian women generally doesn't differ much (the difference is just 2%). The same trend of women rather prefer non-sexualized ad was observed in the third group (which included Armenians, Belarusians, Ukrainians, French, Italian and Romanian people) of the respondents.

Table 5

*The comparison of proportions of sexualized ad choices between ad visuals by gender within 2 focus groups* ( $\frac{\text{N of males or females chosen sexualized ad}}{\text{Total number of males or females}}$ )

Product/ Industry	Average choice of Estonians		Average choice of Russians	
	Male	Female	Male	Female
Fast Food	13%	8%	13%	6%
Animal protection	17%	19%	10%	10%
Perfume	47%	11%	31%	11%
Cars	25%	8%	67%	5%
Animal Adoption	47%	30%	31%	18%
Chocolate	20%	24%	19%	50%
Social ad	73%	35%	81%	36%
Alcohol	47%	46%	50%	34%
Energy drinks	73%	54%	44%	43%
Fashion	47%	8%	25%	16%
Sweet Food	47%	19%	25%	9%
Food sauce	40%	16%	13%	11%
<b>Total average</b>	<b>41%</b>	<b>23%</b>	<b>34%</b>	<b>21%</b>

Source: compiled by the author

The difference in tendency to choose sexualized ads between the two focus groups can be explained by the fact that Estonia in terms of culture is closer to Western countries which have an earlier sexual revolution and more socially transparent sexuality development than Russia that was the part of USSR where any kind of sexual elements were strictly banned. (Haavio-Mannila, Rotkirch & Kontula, 2005)

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

To analyze the data received from the **section 2** with the collage of visuals as the reference point of sexualized ads all the answers were exported from Google form to SPSS to investigate if there was any significant difference in each one of the 5 chosen emotional dimensions from Estonians and Russians if the generalization from sample to the population will be applied. To determine this, as the research has to be about the differences between 2 independent groups with the use of nominal and ordinal data, the Mann-Whitney test was used.

Before the running of the test nominal data (nationality) were transformed in numeric, where Estonians were coded as “1” while Russians as “0”.

Starting with Happiness and till Control, 2 hypotheses for each feeling were built.

H0:  $m_1 = m_2$  which means that there is no statistically significant differences at the reactions of Estonians and Russian to sexualized ad (to be more precise, they are not equally happy/not happy/ neutral about it , but at least the distribution of opinions in 2 groups are identical).

H1:  $m_1 \neq m_2$  which means that there is statistically significant differences at the reactions of Estonians and Russian to sexualized ad (they are different in terms of responses and feelings)

The results are presented in Table 6.

Table 6

*The comparison of feelings shown by 2 different focus nationalities*

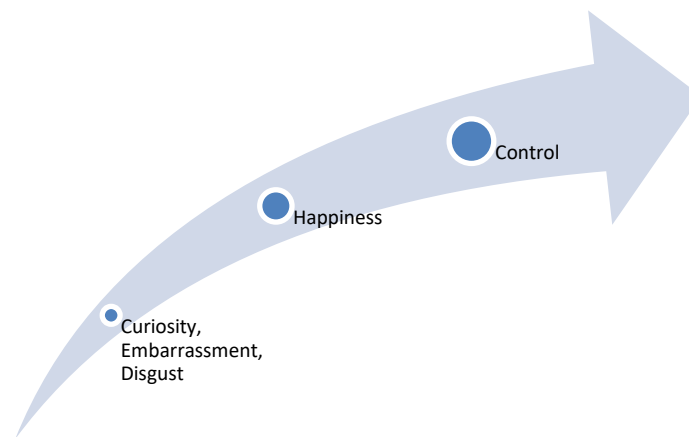
Metrics used	Happiness	Curiosity	Embarrassment	Disgust	Control
Sig (2-tailed)	0,323	0,883	0,264	0,123	0,329
Mean	RUS 3,35 EST 3,82	RUS 2,83 EST 2,67	RUS 2,87 EST 2,65	RUS 2,31 EST 3,06	RUS 4,87 EST 4,35

Source: Author`s calculations in SPSS

In all the cases the received sig value was higher than 0, 05 which states that H0 should be accepted and there are no statistically significant differences in the emotional responses of Estonians and Russians.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

However, Mean results provide the chance to define the strength of feelings caused by sexualized adverts.



*Figure 2. A sequence of emotions by knowing their strength*

Source: compiled by author, based on data from the questionnaire analyzed in SPSS

It can be conducted, that both – Estonians and Russians feel rather not curious/embarrassed or disgusted about the sexualized content in adverts however they still can't fully decline these emotions (as the medians weren't 1). Knowing that scale was 7-points both groups showed rounded result 3 for Happiness, which can be interpreted as Estonians and Russians are moderately happy about sexualized adverts. The strongest emotion shown was Control, which means that to refer to emotions as feelings in the interpretation of results were correct as the respondents realize their emotions and give conscious responses (the difference was explained on page 30).

To proceed with the data from **section 3** with the questions to define general attitude toward the sexualized adverts the same procedure with the descriptive statistics and Mann-Whitney test was used.

For analysis, each question was transformed into the factor by which the general attitude can be measured, thus, there were 10 factors: Good fit of sexualized ads for promotion (brings proper promotion results and practice of sexualized ads usage should be continued), Universalism (can be used for advertising of any product/service), Memorability

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

(the higher the chosen rank – more sure the respondent that sexualized content in ads is more memorable than non-sexualized), Aesthetics, Vulgarly, Attention( the higher the chosen rank – more sure the respondent that sexualized ads grab attention effectively), Ethics, Positive attitude and Usage in country (how frequently the respondent experience sexualized ads in his/her country) and the most important in this study context – Desire to buy. The results are presented in Table 7. Factors showed statistically significant differences within Estonian and Russian samples are **bold**.

Table 7

*The comparison of attitude toward the sexualized ads shown by 2 different focus nationalities*

Metrics used	Min	Max	Mean	Sig (2-tailed)
<b>Good fit for promotion</b>	RUS 1 EST 1	RUS 4 EST 5	<b>RUS 2,48</b> <b>EST 3,02</b>	<b>0,023</b>
Universalism	RUS 1 EST 1	RUS 5 EST 5	RUS 1,95 EST 2,13	0,184
Memorability	RUS 1 EST 1	RUS 5 EST 5	RUS 2,72 EST 3,10	0,098
Aesthetics	RUS 1 EST 1	RUS 5 EST 5	RUS 2,58 EST 2,47	0,451
<b>Vulgarity</b>	RUS 1 EST 1	RUS 5 EST 5	<b>RUS 3,67</b> <b>EST 3,23</b>	<b>0,044</b>
Attention	RUS 1 EST 1	RUS 5 EST 5	RUS 2,57 EST 2,87	0,113
Ethics	RUS 1 EST 1	RUS 5 EST 5	RUS 2,62 EST 2,8	0,323
Positive attitude	RUS 1 EST 1	RUS 5 EST 5	RUS 2,57 EST 2,87	0,107
<b>Usage in country</b>	RUS 1 EST 1	RUS 5 EST 5	<b>RUS 3,08</b> <b>EST 2,7</b>	<b>0,047</b>
Desire to buy	RUS 1 EST 1	RUS 5 EST 5	RUS 2,72 EST 2,6	0,527

Source: Author`s calculations in SPSS

According to the results obtained, the two focus groups are most similar in terms of aesthetics and desire to buy- the most frequent opinion among both groups was closer to 3, which on a scale of 5 points suggests that sexualized ads are perceived as neutral in terms of

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

aesthetics and don't affect the desire to buy the product. Sexually advertised products are bought or not bought by Estonian and Russian consumers with the same probability that products using any other type of advertising.

There is also quite uniform the opinion of Estonians and Russians regarding the universal use of sexualized content in advertising - representatives of both nationalities do not agree with the idea that any product needs to be sexualized, which can also be confirmed by answers to open questions in Section 1, where the reasons for such an opinion are also indicated (p.35). The same for Ethics. The opinions are quite similar and close to 3, which indicates that Estonians and Russians are neutral again and rather tend not to think in general about sexualized adverts from the context of ethical principles violation.

The biggest difference in respondents' answers (0.54 in the case of fit for promotion and 0.44 in the case of vulgarity) demonstrated that Estonians are more optimistic about the fit between sexualized content and advertising, while Russians are more pessimistic and find sexualized advertising more vulgar. Moreover, it is worth mention that despite the fact that in all questions the opinion scale ranged from 1 to 5 and there was at least 1 respondent who chose the maximum and minimum of the proposed values, in the case of the "good fit for promotion" criterion, the maximum answer among the Russian respondents was 4, which indicates that there was not a single person who considered that sexualization is a good technique for promotion for 100 percent. Nevertheless, the "biggest difference" was indicated within the framework of the selected factors, but the difference in the general attitude formed through all the researched factors cannot be considered significant since it did not reach at least 1 in any of the factors.

To sum up, there is no evidence to support the difference in feelings (Happiness, Curiosity, Embarrassment, Disgust, and Control) within 2 focus groups. However, the feelings triggered by sexualized ads and researched in this paper can be put into a sequence



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

by the strength where control happens to be the strongest. In the case of attitudes, there are differences between Estonians and Russians - Estonians are more optimistic about the use of sexualized advertising and believe that it is quite good for promotion, consider sexualized advertising less vulgar than Russians, but nonetheless, based on respondents' answers, there is less sexualized advertisements Estonia or Estonians are less attentive to it.

Regarding the last question related to the understanding that there is sexualization, there were no significant differences in the responses of respondents from Estonia and Russia. About 30 percent of the total number of respondents chose that all the proposed answer options are correct and preferred the “all mentioned above” option, despite the fact that kissing and flirting as well as the “hot” closing style are not independent elements of sexualization. However, more than 65 percent generally chose the right mix of elements (Reichert & Lambiase, 2003), which suggests that overall respondents are knowledgeable or intuitively aware that there is the sexualization.

### **Conclusion**

Sexualization is one of the most effective advertising techniques as it is strong biological and social stimulant, thus, it's widely used in the marketing of different industries. It has a decent effect on the inner human nature of his/her emotions and attitude. Still, the nature of this effect is controversial and can be changed significantly due to such factors as gender, age, cultural background, and country of origin.

Despite the fact, that this topic has been studied by various experts around the world for a long time, it doesn't lose relevance but rather arouses greater interest taking into account changes in the market, namely the growth of quality and quantity of offer. The sharp increase in the competition occurs respectively, which forces advertisers to use and create bolder or sometimes more aggressive and strict ways of influencing consumer emotions. Nevertheless,

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

in most cases marketing is successful when the advertisement made with the right message not only in terms of emotion causing efficiency but also from the target audience perspective. In this direction, it's crucial to consider all the factors mentioned above with the main focus on the culture.

Quite many studies of the customers' responses to the sexual media content were conducted in Western and Asian countries, but unfortunately, there was no one for such countries as Russia and Estonia, which definitely has creative and very diverse visual advertising content, including sexualized one.

As a result of this paper empirical part, the author concluded that there are no significant differences in general product perception because of the sexualized ad usage in the promotion between Russians and Estonians. However, to be more precise, in order to get a larger number of positive feedback from potential consumers from these countries, marketers need to be more careful in creating sexually explicit ads, and in particular, more cautious in coming up with ambiguous slogans that can be described as vulgar, avoiding the use of sexualization in food and social responsibility industries, for example, it is not recommended to draw attention to environmental issues through sexualization.

It is also worth noting that, in general, Estonians are slightly more open to bolder advertising decisions in terms of sexualization but also less likely to encounter or notice it, which also suggests the possibility of correlation between a more positive perception and a balanced amount of this kind of content. This assumption testing may become a continuation of this work.

The author truly believes that her study which started as Research paper and was continued as Bachelor's thesis can be helpful to make an overview of the current situation with Russian and Estonian people emotions and attitude towards the sexual ads, to define the average opinions for both countries, compare them and discuss the rules which can be a

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

profound base for the potential changes and improvements in the usage of sexualized visuals in advertising on the territory of 2 mentioned countries to improve customer experiences. In parallel with this, the results obtained after conducting new own empirical studies will be the start of filling the knowledge hole in the topic of sexuality, which takes place in the historical development of Russia and Estonia.

Future researchers might investigate more into the details of the general perception of mentioned nationalities in terms of exact sexualization elements or in terms of content with special sexualization strength (for example, moderately sexualized content or hypersexualized).

As not many of the sexualized advertising related researches consist of comparison, future researches might also examine differences in emotions and attitudes within more nationalities, especially the ones with a mutual or similar background in some of the historical intervals.

Beyond looking at differences in emotions and attitudes toward sexualized ads, it might be worth-exploring the relation between the latter and morality and ethics in more depth.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

## References

1. Attwood, F. (2006). Sexed up: Theorizing the sexualization of culture. *Sexualities*, 9(1), 77-94.
2. Advertising Standards Authority, 2015. Retrieved from <https://www.asa.org.uk/advice-and-resources/cap-elearning/cap-elearning-responsible-ads-alcohol-advertising.html>
3. Russian gays/Western gaze: Mapping (homo) sexual desire in post-Soviet Russia. *GLQ: A Journal of Lesbian and Gay Studies*, 8(4), 499-521.
4. Bass, F. M., Krishnamoorthy, A., Prasad, A., & Sethi, S. P. (2014). Advertising competition with market expansion for finite horizon firms.
5. Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *Journal of marketing*, 59(3), 16-29.
6. Bongiorno, R., Bain, P. G., & Haslam, N. (2013). When sex doesn't sell: Using sexualized images of women reduces support for ethical campaigns. *PLoS One*, 8(12), e 83311.
7. Business News Daily Editor, Expert. (2020). *Why sex sells...more than ever*. Retrieved from <https://www.businessnewsdaily.com/2649-sex-sells-more.html>
8. Bynion, T. & Feldner, M. (2017). *Encyclopedia of Personality and Individual Differences*. Springer International Publishing, 1-3.
9. Cabanac, M. (2002). What is emotion?. *Behavioural processes*, 60(2), 69-83.
10. Carlson, N. R., Miller, H., Heth, C. D., Donahoe, J. W., & Martin, G. N. (2010). *Psychology: the science of behavior* (7th (International) ed.).
11. Cummins, R. G. (2007). Selling music with sex: The content and effects of sex in music videos on viewer enjoyment. *Journal of Promotion Management*, 13(1-2), 95-109.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

12. Eckardt, S. (2019). *Claudia Schiffer Photographed Herself Nude for Vogue Italia Cover*. Vogue Italy. Retrieved from <https://www.wmagazine.com/story/claudia-schiffer-nude-vogue-italia-cover>
13. Eckler, P., & Bolls, P. (2011). Spreading the virus: Emotional tone of viral advertising and its effect on forwarding intentions and attitudes. *Journal of Interactive Advertising*, 11(2), 1-11.
14. Fedina, A. (2020). *Клаудия Шиффер о модельной карьере, моде и семье.* [Claudia Schiffer about modelling. Fashion and family.] Vogue Russia. Retrieved from [shorturl.at/dhCFR](http://shorturl.at/dhCFR)
15. Gehringer, E. F., & Cross, W. T. (2010, October). A suite of Google services for daily course evaluation. In 2010 IEEE Frontiers in Education Conference (FIE) (pp. F4C-1). IEEE.
16. *German ministry under fire over "sexist" bike safety ad*. The Guardian. (n.d.). Retrieved from <https://www.theguardian.com/media/2019/mar/24/german-bike-safety-ad-featuring-model-in-bra-and-helmet-sexist>
17. Gill, R. (2009). Supersexualize me!: Advertising and the "midriffs" (pp. 93-109). na.
18. Gupte, S., (2017). *A new kind of currency: the emotion economy*. Retrieved from <https://www.raconteur.net/technology/a-new-kind-of-currency-the-emotion-economy>
19. Hatton, E., & Trautner, M. N. (2011). Equal opportunity objectification? The sexualization of men and women on the cover of Rolling Stone. *Sexuality & culture*, 15(3), 256-278.
20. Haavio-Mannila, E., Rotkirch, A., & Kontula, O. (2005). Contradictory trends in sexual life in St. Petersburg, Estonia, and Finland. *Sexuality and gender in postcommunist Eastern Europe and Russia*, 317-364.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

21. Impett, E. A., Schooler, D., & Tolman, D. L. (2006). To be seen and not heard: Femininity ideology and adolescent girls' sexual health. *Archives of sexual behavior*, 35(2), 129-142.
22. Killermann, S. (2013). *The social justice advocate's handbook: A guide to gender*. Austin, TX: Impetus Books.
23. Kon, I.(1995). *The sexual revolution in Russia: From the age of the Czars to today*. Simon and Schuster.
24. Lampman, C. (2002). Messages about sex in the workplace: A content analysis of primetime television. *Sexuality and Culture*, 6(4), 3–21.  
<https://doi.org/10.1007/BF02719213>
25. Liu, F., Cheng, H., & Li, J. (2009). Consumer responses to sex appeal advertising: a cross-cultural study. *International marketing review*, 26(4/5), 501-520.
26. Mastin, T., Coe, A., Hamilton, S., & Tarr, S. (2004). Product purchase decision-making behavior and gender role stereotypes: A content analysis of advertisements in *Essence* and *Ladies' Home Journal*, 1990–1999. *Howard Journal of Communications*, 15(4), 229-243.
27. Moore, S. M., & Rosenthal, D. A. (2007). *Sexuality in adolescence: Current trends*. routledge.
28. Nelson, M. R., & Paek, H. J. (2005). Cross-cultural differences in sexual advertising content in a transnational women's magazine. *Sex Roles*, 53(5-6), 371-383.
29. Nowatzki, J., & Morry, M. M. (2009). Women's intentions regarding, and acceptance of, self-sexualizing behavior. *Psychology of Women Quarterly*, 33(1), 95-107.
30. Ng, J. (2016). *5 reasons why smart is the new sexy*. Retrieved from:  
<https://www.asiaone.com/women/5-reasons-why-smart-new-sexy>
31. Nowatzki, J., & Morry, M. M. (2009). Women's intentions regarding, and acceptance

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

- of, self-sexualizing behavior. *Psychology of Women Quarterly*, 33(1), 95-107.
32. Petty, R. E., & Brinol, P. (2010). Attitude change. *Advanced social psychology: The state of the science*, 217-259.
  33. Reebok Russia stirs controversy with 'face-sitting' slogan in feminist ad campaign. Euronews.(2019). Retrieved from <https://www.euronews.com/2019/02/08/reebok-russia-stirs-controversy-with-face-sitting-slogan-in-feminist-ad-campaign>
  34. Reichert, T. (2002). Sex in advertising research: A review of content, effects, and functions of sexual information in consumer advertising. *Annual review of sex research*, 13(1), 241-273.
  35. Reichert, T., LaTour, M. S., Lambiase, J. J., & Adkins, M. (2007). A test of media literacy effects and sexual objectification in advertising. *Journal of Current Issues & Research in Advertising*, 29(1), 81-92.
  36. Rice, C., & Watson, E. (2016). Girls and Sexting: The Missing Story of Sexual Subjectivity in a Sexualized and Digitally-Mediated World. *Learning Bodies: The Body in Youth and Childhood Studies*, 2, 141.
  37. Rupp, H. A., & Wallen, K. (2007). Sex differences in viewing sexual stimuli: An eye-tracking study in men and women. *Hormones and behavior*, 51(4), 524-533.
  38. Sheehan, K. B. (2013). *Controversies in contemporary advertising*. Sage Publications.
  39. Shoham, A. (1996). Marketing-mix standardization: determinants of export performance. *Journal of global marketing*, 10(2), 53-73.
  40. Sivulka, J. (2011). *Soap, sex, and cigarettes: A cultural history of American advertising*. Cengage Learning
  39. Sorrow, A.R. (2012) Magazine trends study finds increase in advertisements using sex. Retrieved from <https://news.uga.edu/magazine-trends-study-finds-increase-in-advertisements-using-sex/>.

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

41. Wan, W. W., Luk, C. L., & Chow, C. W. (2014). Consumer responses to sexual advertising: The intersection of modernization, evolution, and international marketing. *Journal of International Business Studies*, 45(6), 751-782.
42. Ward, L. M. (2002). Does television exposure affect emerging adults' attitudes and assumptions about sexual relationships? Correlational and experimental confirmation. *Journal of youth and adolescence*, 31(1), 1-15.
43. Ward, L. M. (2016). Media and sexualization: State of empirical research, 1995–2015. *The Journal of Sex Research*, 53(4-5), 560-577.
44. Wright, K. B. (2005). Researching Internet-based populations: Advantages and disadvantages of online survey research, online questionnaire authoring software packages, and web survey services. *Journal of computer-mediated communication*, 10(3), JCMC1034.
45. Wyllie, J., Carlson, J., & Rosenberger III, P. J. (2015). Does sexual-stimuli intensity and sexual self-schema influence female consumers' reactions toward sexualised advertising? An Australian perspective. *Australasian Marketing Journal (AMJ)*, 23(3), 188-195.
46. Zurbriggen, E. L., Collins, R. L., Lamb, S., Roberts, T. A., Tolman, D. L., & Ward, L. M. (2007). APA task force on the sexualization of girls. American Psychological Association.



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

## Appendices

## Appendix A

## The examples of Tipalet cigarettes ads from the 1960s



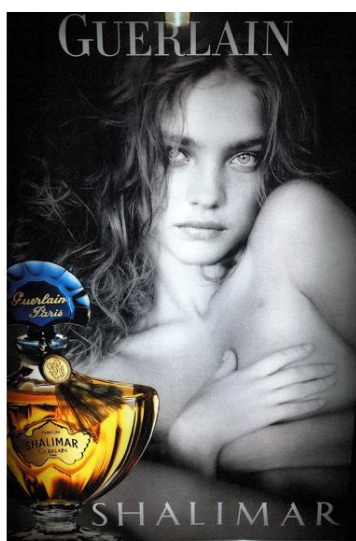
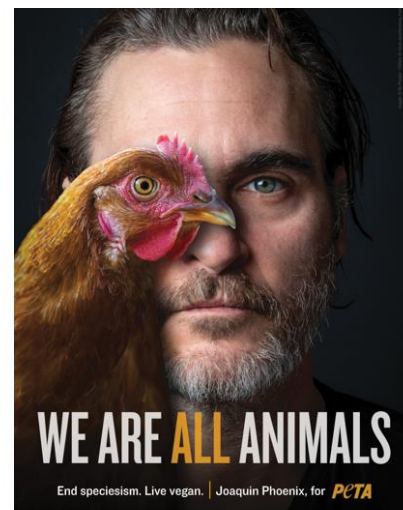
Source: Pinterest, Pins of "Ads"



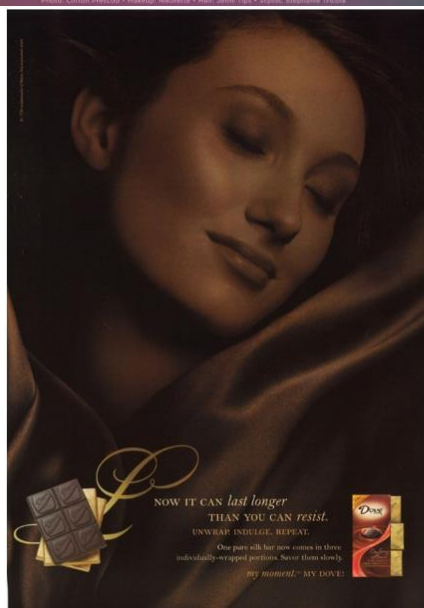
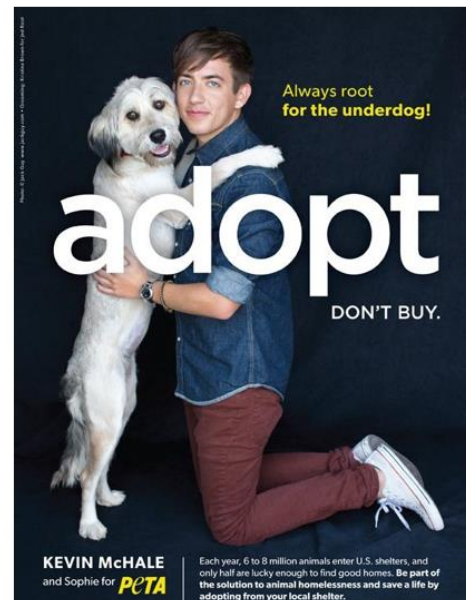
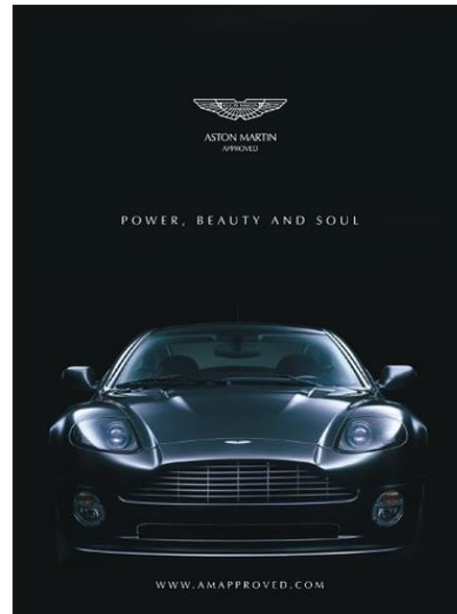
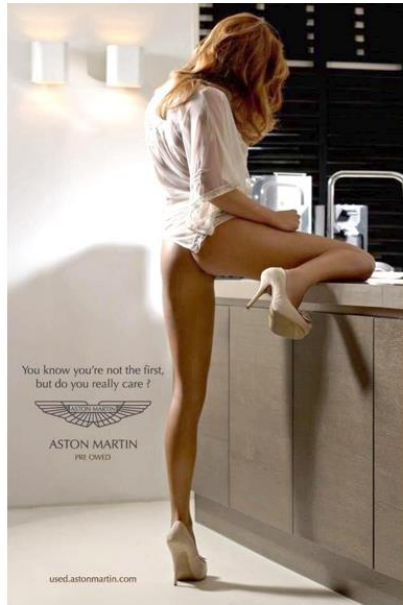
## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

## Appendix B

Section 1 of the questionnaire. Set of ads pairs (sexualized VS non-sexualized)

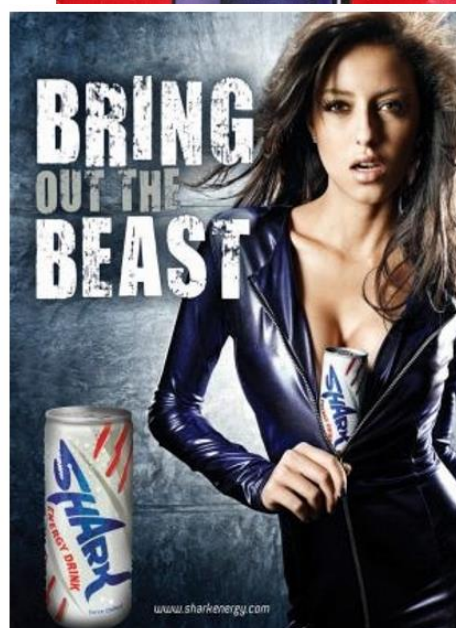
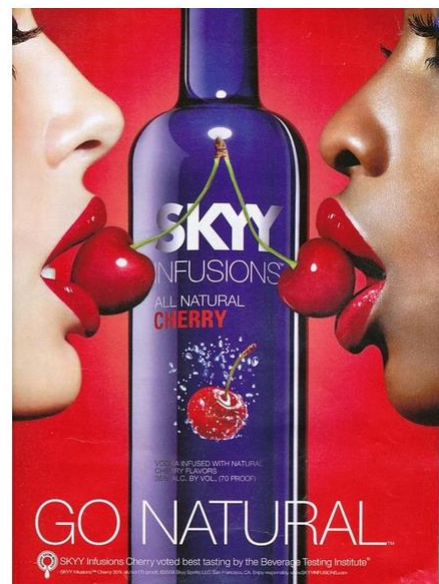
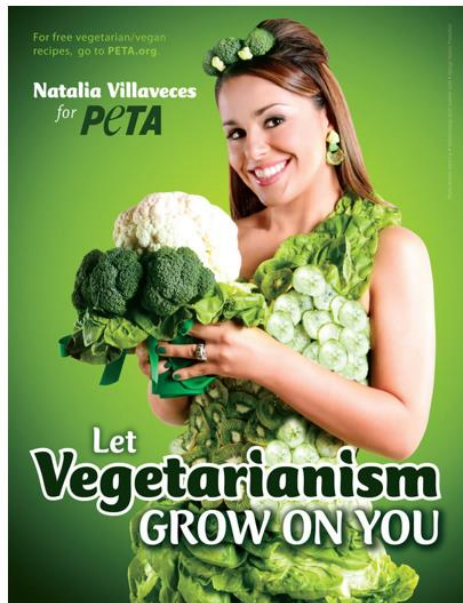


## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE





## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE



## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE



Source: Internet, Google images; the exact pairs are compiled by the author

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

### Appendix C

Section 3 of the questionnaire. Statements about sexualization and its usage in advertizing with scale lines from 1 up to 5 presenting the range of acceptance.

1. Personally I find sexualized ad aesthetic.
2. In my opinion, the majority of sexualized ads are vulgar.
3. Using sexual content in advertising attracts attention.
4. Sexuality is widely used in advertising in my country.
5. I would buy a product or service which advertisement contains sexual appeal.
6. I have a positive attitude to sexual content in advertising.
7. The usage of sexual elements in advertising doesn't violate any ethical principles.
8. Sexualized advertising can be used in any industry for any type of product.
9. The sexualized ad is more memorable than the ad of the same product/service without a sexual context.
10. Using sexual appeal is a good way to promote a product/service.
- 11.\* What do you understand under sexualization?

Options: Physical Attractiveness of the model/s used, Nudity, Sexual references, Special kind of dressing, which can be considered sexy or "hot", Sexual Behaviour , Kissing, Flirting, All mentioned above.

*Notes.* \*Final question differs from other questions as it suspects not scale but multiple-choice answer.

The whole questionnaire can be found via

<https://docs.google.com/forms/d/1klFEyEpqvq5xs9nWJcB77C8wou92o2FB9ztuFI1X-UU/edit>

Source: Compiled by the author

## HOW DO SEXUAL ADVERTS AFFECT EMOTIONS AND ATTITUDE

Appendix D  
Authors calculations, related to empirical part (Sections 2 and 3)

Test Statistics<sup>a</sup> and Mann-Whitney for the results, presented in Table 6

	Happiness	Curiosity	Embarrassment	Disgust	Control
Mann-Whitney U	1614,500	1773,000	1593,500	1511,000	1628,000
Wilcoxon W	3444,500	3603,000	3423,500	3341,000	3458,000
Z	-,988	-,147	-1,117	-1,543	-,918
Asymp. Sig. (2-tailed)	,323	,883	,264	,123	,359

Source: compiled by author, using SPSS Software

Test Statistics<sup>a</sup> and Mann-Whitney for the results, presented in Table 7

Metrics used	Mann-Whitney U	Wilcoxon W	Z	Asymp .Sig. (2-tailed)
Good fit for promotion	1381,500	3211,500	-2,266	<b>0,023</b>
Universalism	1662,000	3492,000	-,754	0,184
Memorability	1493,000	3323,000	-1,654	0,098
Aesthetics	1662,000	3492,000	-,754	0,451
Vulgarity	1428,000	3258,000	-2,010	<b>0,044</b>
Attention	1510,500	3340,500	-1,584	0,113
Ethics	1616,500	3446,500	-,987	0,323
Positive attitude	1505,000	3335,000	-1,614	0,107
Usage in country	1436,500	3266,500	-1,989	<b>0,047</b>
Desire to buy	1684,00	3514,00	-0,632	0,527

Source: compiled by author, using SPSS Software