

Running Head: EFFECTS OF SEX IN ADS

The Effects of Sexualization in Advertisements

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Abstract

A company uses advertisements in order to persuade people to buy the product being advertised. These persuasive messages try to get the consumer to choose their product. One of the persuasive techniques used in advertisements is sexualization. This study was designed to measure the effects of sexualization in printed and video media on memory retention and purchasing intent. Participants (N) were exposed to either sexualized or neutral advertisements consisting of both a printed and video advertisement. Following the advertisements, they then viewed a 21 minute video clip. Participants, then, completed a survey in which there were questions about the product and brand being advertised as well as their overall attitude about the model in the advertisements and the advertisement itself. The questionnaire also included their confidence in their ability to recall the advertisements shown. We found no statistically significant main effects of sexualization. There were several statistically significant main effects of media type: one for items recalled $F(1, 35) = 0.4928$ $p = 0.033$, one for items recalled about the model and product $F(1, 35) = 19.16$ $p < .001$, and one for attitude about advertisement $F(1, 35) = 4.86$ $p = 0.034$. As well as two statistically significant interactions between media type and sexualization: rating of model's attractiveness $F(1, 35) = 4.442$ $p = 0.042$, and for the items recalled about the model and the product $F(1, 35) = 3.85$ $p = .058$.

Messages from advertisers are everywhere and, for the most part, companies have used them to promote products to the public. Companies, first target a population they want to sell their goods to. Once that population is identified, companies then must make consumers aware of their product(s) in a way that will influence them to purchase it (Keller, 1987). Advertisements commonly include the brand, the product/service, and how the product/service could be beneficial to entice consumers or what would be an unfavorable outcome of using a particular good. Not only do advertisements act as a means to communicate ideas or information to individuals; but advertisements also use strategies to persuade consumers in multiple ways. In order for companies to be successful at delivering promotional messages to the public, they must be strategic in how they communicate their message. However, advertisements must be remembered in order to have an effective impact on consumers. Therefore, memory is also a crucial component in the success of a product or service being consumed (Shimp, Gresham, Leigh, & Martin, 1983).

Advertising effectiveness depends critically upon consumers' memory performance at the time of the purchase (Shimp et al., 1983). Many marketing strategies explore the placement of advertising retrieval cues including verbal or visual information that is originally contained in advertisements, which commonly assists in consumers' memory during their purchasing intent (Keller, 1987). The retrieval cues are designed to increase one's likelihood to recall information from an advertisement at the time of the purchasing decision. Advertising effects and information retained from a promotional message are, usually, processed and stored in a person's long term memory after the exposure of some advertisement.

The information that was stored from the exposure of an ad is what the consumer learned, felt, heard, or saw during the time of the advertisement. Keller (1987) suggests that the manner and setting in which one processes information and the retrieval factors (self generated and environmental retrieval cues) interact to affect recall. However, only seeing the advertisement once may not be indicative of purchasing behavior. It may, also, involve the opinions and responses of other people who influence one's intent to purchase a product. With,

both, advertisements and feedback from others, it is more likely to increase a consumer's interest in a product. So, not only are consumers convinced through exposure and retention of information from ads, but the commonality of the product/brand being used. And it is through the act of persuasion that the acts of advertisements and the recollection of information retained get their power.

There has been a major change in the way messages in advertisements have shifted the central focus of an ad whereas the product/service being promoted is no longer the crucial importance (Beasley & Danesi, 2002). This move was to increase the consumer's identification with a product as a way to raise the likelihood of purchasing it. Persuasion in and of itself acts as a social influence to encourage or guide an individual towards some end goal that a company is trying to achieve. Advertisers are now creating the messages in ads to do more than appeal to consumers (Beasley & Danesi, 2002, p. 15). According to Perloff (2003), persuasion can be defined as a symbolic process in which advertisements try to convince other consumers to change their attitudes or behaviors regarding an issue through a message. The way in which persuasion is used in messages is through imagery, emotions, and verbal cues to attract consumers to a product. The amount of persuasion that is effective depends largely on how the consumer perceives that advertisement.

A consumer's interpretation of advertisements are likely to presume a range of feelings in an individual which influences thought processes and impacts memory retention in addition to purchasing power. As was mentioned in previous literature (Edell & Burke, 1987; Homer & Yoon, 1992), successful advertisements evoke positive emotional responses as well negative emotions depending on the message they are trying to sway consumers towards. One persuasive technique commonly used in advertising is that of sexualization which is manipulated in promotional messages with the intent to either encourage or dissuade (Lynn, 1995; Monk-Turner, Wren, McGill, Matthiae, Brown, & Brooks, 2007). Sexualization, in and of itself, seems to elicit numerous emotional and cognitive responses that are bound to influence behavior.

Advertisers assume that the use of sexy models in promotional messages is what appeals to countless individuals due to how the model is portrayed (Monk-Turner et al., 2007).

This can cause identification with the model in a way that will elicit some sort of affirmative feelings within the consumer, which may increase the likelihood of purchasing a product or using a service. Many advertisements do depict women with either alluring behavior or exposing some or the majority of their bodies, which contributes to the consumers ability to remember brand/product (Monk-Turner et al., 2007). Past research conducted revealed that not only are women underrepresented, but they are also sexually objectified, in advertisements toward men.

Interestingly, McArthur and Resko (2001) also noted that advertisements geared toward men usually portray women in a much more objectifying manner; while advertisements geared toward women depict the woman as less sexualized. Females are also exposed in a more traditional, passive role that appeals to men. Several other images in marketing imply rape, violence, superiority-inferiority, gender relations, coy behavior, approval seeking, and fetishism (Tallim, 2003). Advertisers thoughtfully manipulate concepts that resonate with people and impact their ideas and purchasing intent of a product or service. Being persistently exposed to these sort of images in advertisements link certain moods, sensations, and ideals of a potential self with a particular product in mind. However, at times sexualization in advertisements can distract from the product, leading to only remembering the model rather than the product (Lynn, 1995)

Despite particular feelings and cognitions which arise through sexualized imagery, there are instances when sex is used ineffectively to facilitate selling a product or service. According to Lynn (1995), sexualization in ads is not always effective when persuading consumers to use a service or purchase a product. She used a carpooling service that was offered by the university and paired that with images that were either (1) no model involved, (2) a sexualized model, or (3) a neutral model in order to promote the service. She tested several measures including: attention, attitude, recall, and behavioral intent in regards to the service. Sexualized imagery increased the attention of, both, males and females. The attitudes of males and

females were different in that males had a much more positive attitude when the images in the ads were highly explicit; whereas, females had a positive attitude when the images were moderately explicit. Sexualization is least effective when it is used on a product which is not normally associated with sex. If sex is perceived as irrelevant to the product, it may have a negative effect on attitudes and purchasing intention. A reason for that being is that consumers may get mixed messages when advertisers use sex for advertising products that is not commonly associated with sex. Ann Lynn's (1995) overall findings suggested that sex does not sell when sex is used to promote a service that has nothing to do with sex.

Whether or not sex is used in promotional messages, there tends to be a difference in the appeal of print advertisements and that of video/commercial advertisements. Multiple media systems are used as a means to exploit messages in advertisements so that repetition enhances and produces ability to recognize the product and brand (Beasley & Danesi, 2002). Print advertisements reach people in a number of ways including: newspapers, magazines, billboards, posters, signs, etc. However, the most effective means of print advertising is that of direct advertising because it tells the consumer the product, the brand, and where they can purchase it (Beasley & Danesi, 2002). Direct advertising is what is directly exhibited to potential buyers. While, print advertisement are suggested to be more effective in the past; television advertising has become the most effective contemporary medium for delivering product images (Beasley & Danesi, 2002). This is due to the fact that video ads bring sight, sound, and action stimulating the consumer's mind and memory. And it is through video advertisements that advertisers can explain and demonstrate their products to provide insight on the benefits resulting from a product/service (Beasley & Danesi, 2002). However, it is still unclear which medium of advertising is more effective.

An older study on print versus video advertisements was in 1964. During this era, television was still a recent invention and many people still had black and white television sets. Also, people were still relying on the familiarity and convenience of print availability. Buchanan's (1964) research involved comparing print and video advertisements. He examined

the participant's ability to recall both the products and the brands presented in the advertisements. His findings indicated that interest in the products being advertised affects the ability to recall them. Due to Buchanan's (1964) findings being obsolete, there are speculations on the validity of his research. However, he concluded that when people are interested in a product, print advertisements tend to yield greater recall than video advertisements. A possibility could be due to the amount of time a consumer exposes themselves to an ad in a magazine or some other form of print layout based on their desire of the product or service.

However, the famous notion 'sex sells' is still manifested in today's society which inevitably is still transforming the meaning of how sex is portrayed in cultures (Monk-Turner et al., 2007). It is the conscious internalization of the sexual nature of advertisements, not necessarily the product itself, that impact memory and the likelihood of one's purchasing behavior.

This study has two purposes: (1) Is to look at brand and product retention in sexualized advertisements versus non sexualized advertisements in print as well as video ads; and (2) look at the differences in brand and product retention between the print and televised advertisements. Our hypotheses are: (1) that brand and product retention will be higher in non-sexualized advertisements than that of sexualized advertisements; and (2) that brand and product retention will be higher in video advertisements than that of print advertisements.

Methods

Participants:

We collected a sample of 37 College students in which some received extra credit for participation. Participants were between the ages of 19-22. 98% of our sample was Caucasian.

We obtained this sample using a sign-up sheet and verbally recruiting people.

Advertisements

The advertisements were obtained from the Internet were foreign. The sexualized advertisements contained images of (mainly) women displaying alluring behavior as well as wearing provocative clothing. The non sexualized advertisements contained women that were

not portrayed as being sexualized. *Appendix A and B*. We used four different products which included advertisements for purses, scarves, jeans, and eye glasses.

Intermediary Material

The non-sexualized video that the participants viewed after being exposed to the advertisements followed by the assessment was an episode of Nickelodeon's Doug: "Doug Takes a Hike/ Doug Rocks".

Procedure

There was a total of four different conditions in which there was various nights for participants to sign-up. Each of the conditions consisted of participants being exposed to given advertisements: (1) sexualized print / sexualized video; (2) neutral print / neutral video; (3) sexualized video/ sexualized print; (4) neutral video / neutral print. For further explanation see *Table 1*. All participants signed an informed consent form and then were exposed to two advertisements; randomly selected as one printed and one video. The advertisements were shown using a LCD projector. The print advertisements displayed were shown for the same length of time as the video advertisements, approximately between thirty to ninety seconds long. Following the advertisements, participants then viewed a twenty-one minute program that was sexually neutral. They, then, took our survey, which contained a demographic section (age, sex, race) and questions pertaining to both advertisements on their ability to recall of the brand, product, and, overall, memory of the advertisements, their confidence in their memory, purchasing intent, and their attitude of the advertisements and the models in the advertisements. See *Appendix C* the full survey. This was to measure if memory recall and purchasing intent are affected by sexualization. After, the participants completed the survey they were thanked and debriefed.

Condition 1	Condition 2	Condition 3	Condition 4
Sexual print Sexual video	Neutral Print Neutral Video	Sexualized Video Sexualized Print	Neutral Video Neutral Print

Table 1. Conditions for study and the basis of procedure in which participants were exposed to the advertisements

Results

We performed 2 x 2 ANOVAs (print and video x sexualized and non-sexualized) for all of our variables except for the item recall about products and model, which was a 2 x 2 x 2 (model and product x print and video x sexualized and non-sexualized) ANOVA. For the dependant variables of recall of product and brand, we scored their answers on a scale of one to three. One being a wrong answer, two being that we judge the participant had a general idea, and three being the score used for a correct answer. The items recalled variables the correct answers were counted. The rest of the questions were scored using a one to six Likert scale.

Recall of Product

A 2 x 2 within-subjects ANOVA was performed to test the participants ability to recall the product in the advertisements. No main effect was found for media type, $F(1, 35) = 0.342$ $p = 0.563$. There was, also, no main effect found for sexualization, $F(1, 35) = 2.063$ $p = 0.160$. In addition, there was no statistically significant interaction between media type and sexualization, $F(1, 35) = 2.168$ $p = 0.115$

Recall of Brand

Another two-way within-subjects ANOVA was performed to test the participants' ability to recall the brand of the product being advertised. No main effect was found for media type, $F(1, 35) = 0.203$ $p = 0.655$. There was, also, no main effect found for sexualization, $F(1, 35) = .089$ $p = 0.768$. And no statistically significant interaction between media type and sexualization was found, $F(1, 35) = 1.001$ $p = 0.324$

Items Recalled

An additional two way within-subjects ANOVA was performed to test the effects of media type and sexualization of the advertisements on the participants' ability to correctly recall details

about the advertisement. A statistically significant main effect was found for media type, $F(1, 35) = 0.4928$ $p = 0.033$, such that video advertisements produced a greater number of items recalled than that of printed advertisements. As seen in *Figure 3* the number of items recalled in video is greater than that of print in both the sexualized and non-sexualized conditions. There was, no main effect found for sexualization, $F(1, 35) = .024$ $p = 0.878$, such that the sexualized content of the advertisements did not profusely impact the participants' ability to recall the information from the advertisements. There was also no statistically significant interaction between media type and sexualization, $F(1, 35) = .357$ $p = 0.554$.

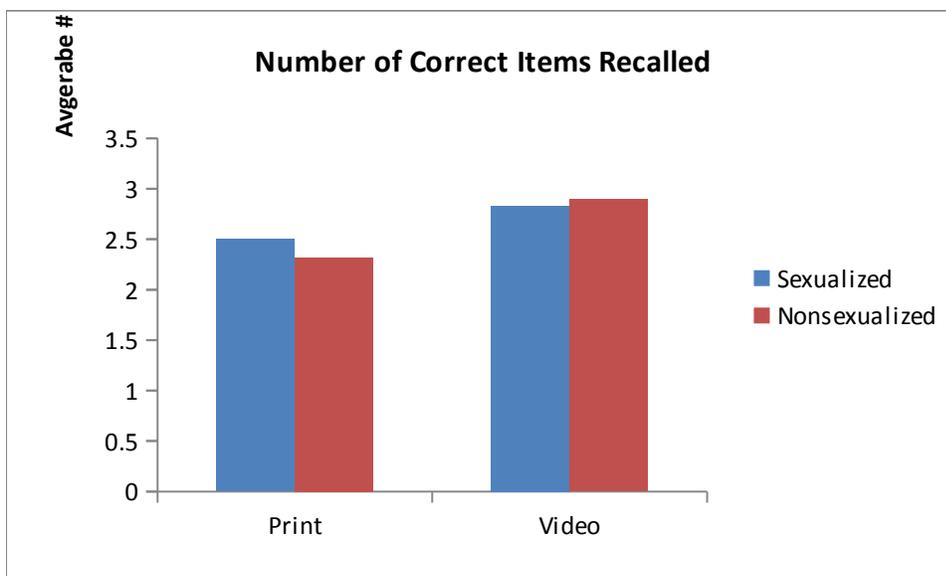


Figure 3: Participants' ability to accurately recall as many items from the sexualized/non-sexualized print and video ads

The items recalled variable was then broken down and recoded into two separate variables being items recalled about the models in the advertisement and items recalled about the product being advertised. A two by two by two within subjects ANOVA was run to test the differences between items recalled about the models and the product across the media type

and sexualized. There was a statistically significant main effect for Media type $F(1,35) = 19.16$ $p < .001$. As seen in *Figure 4a* and *4b*, there were a greater number of items recalled about both the model and product in the print advertisements than in the video advertisements. There was no statistically significant interaction between media type $F(1,35) = .003$ $p = .954$. There was a statistically significant main effect for number of items recalled about the model versus the product $F(1,35) = 37.34$ $p < .001$. As seen in *Figures 4* and *5*, there were more items recalled about the model across all of the conditions. There was a statistically significant interaction between number of items recalled about the model versus the product and sexualization $F(1,35) = 8.19$ $p = .007$. As seen in *Figures 4* and *5*, the difference between the items recalled about the model and product is greater in the sexualized advertisements than it is in the non-sexualized advertisements in both the print and video advertisements. There was also no significant interaction between media type and number of items recalled about the model versus the product $F(1,35) = .024$ $p = .879$. There was also no three way interaction between sexualization, media type, and number of items recalled about the model versus the product $F(1,35) = .186$ $p = .669$. There was also no statistically significant main effect for sexualization $F(1,35) = 3.85$ $p = .058$.

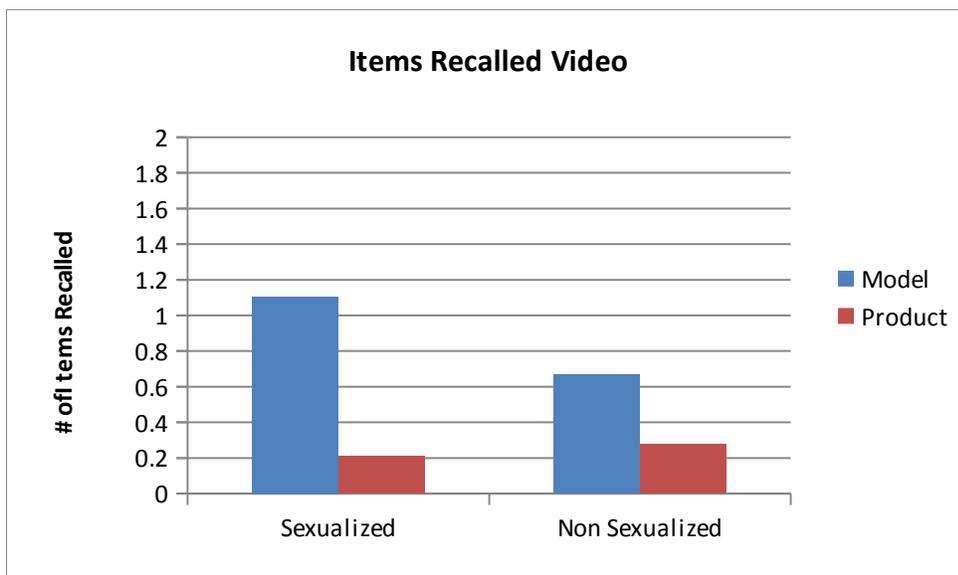


Figure 4a. Mean number of items recalled about model and product in the video advertisements

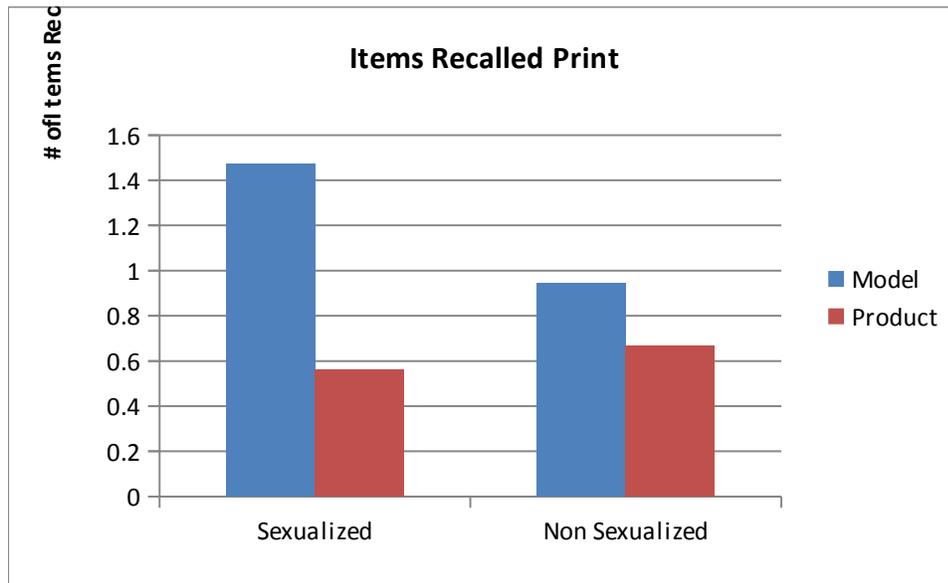


Figure 5b. Mean number of items recalled about the model and the product in the printed advertisements.

A Tukey's HSD post hoc test was run to see which variables in the items recalled about the model and the product had statistically significant differences, this test showed these differences were there. To see these results refer to *Table 2*. It would seem as the number of items recalled about the model is greater for the sexualized video is greater than all other items. In all of the conditions, the number of items recalled about the model is greater than the number of items recalled about the product.

	Mean	1.47	0.53	1.11	0.21	0.94	0.67	0.67	0.28
IV 1	Mean								
Model	1.47	----	0.95*	0.37*	1.26*	0.53*	0.81*	0.81*	1.20*
Product	0.53	----	----	----	0.32*	----	----	----	0.25*
Model	1.11	----	0.58*	----	0.89*	0.16*	0.44*	0.44*	0.83*
Product	0.21	----	----	----	----	----	----	----	----
Model	0.94	----	0.42*	----	0.73*	----	0.28*	0.28*	0.67*
Product	0.67	----	0.14*	----	0.46*	----	----	----	0.39*
Model	0.67	----	0.14*	----	0.46*	----	----	----	0.39*
Product	0.28	----	----	----	0.07*	----	----	----	----

Table 2. Shows the results for the Tukey's HSD.

Rating of Model's Attractiveness

Further more, a two way within-subjects ANOVA was performed to test the effects of media type and sexualization of the advertisements of participants' ratings of the model's attractiveness. There was no statistically significant main effect found for media type, $F(1, 35) = 0.102$ $p = 0.751$. Nor was there a main effect found for sexualization, $F(1, 35) = 0.110$ $p = 0.742$. However, there was a statistically significant interaction between media type and sexualization, $F(1, 35) = 4.442$ $p = 0.042$. As seen in *Figure 6* rating of model attractiveness is higher for video in the sexualized condition, while the rating of model attractiveness is higher in print for the non-sexualized condition.

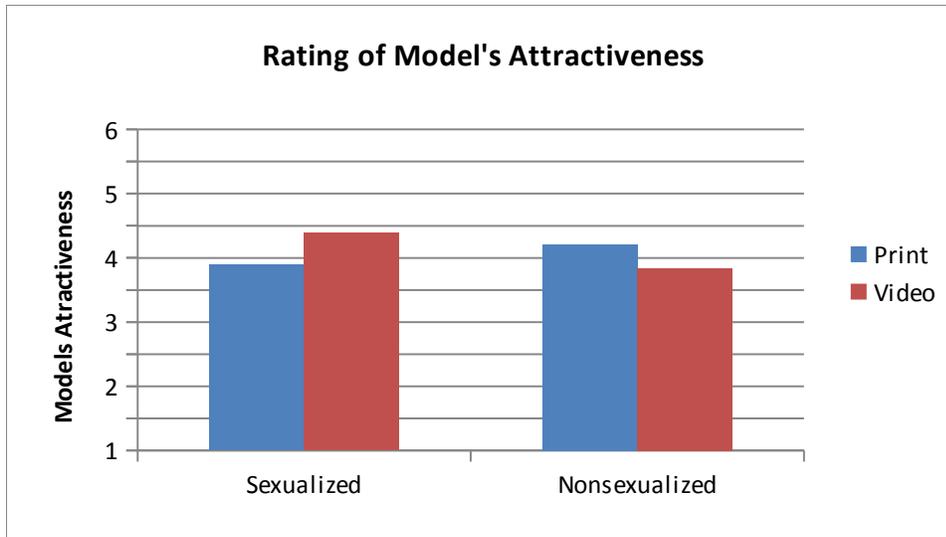


Figure 6: Participants' rating of the model's attractiveness in the sexualized/non- sexualized print and video ads

Attitude about Advertisement

In addition, a two way within-subjects ANOVA was performed to test the effects of media type and sexualization of the advertisements on the participants' attitudes about the advertisements. A statistically significant main effect was found for media type, $F(1, 35) = 4.86$ $p = 0.034$. Meaning that the participants tended to like the video advertisement more, both sexualized and non-sexualized, than the print advertisements. However, there was no main effect found for sexualization, $F(1, 35) = .272$ $p = 0.605$. There was also no statistically significant interaction between media type and sexualization, $F(1, 35) = .067$ $p = 0.797$. As seen in *Figure 7* participants liked video advertisements more in both the sexualized and non-sexualized condition.

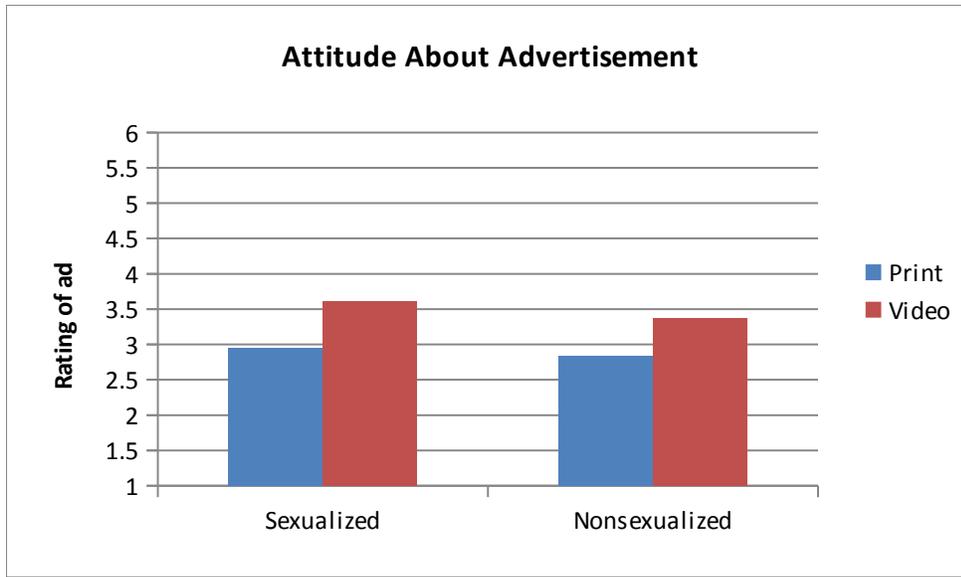


Figure 7: Participants' attitude towards sexualized/non-sexualized print and video ads

Discussion

In regards to the interaction on the Attractiveness variable, participants in the sexualized condition rated the video advertisement to have a more attractive model this could be because the way the model moved could be very alluring. Participants in the non-sexualized condition found the print model to be more attractive. This could be because participants in the sexualized condition had a longer time to notice flaws in the model and modifications to the picture which participants in the non sexualized condition may not have looked for those things.

The question of whether or not advertising is effective is a definite yes; but how advertising is effective and what mechanisms as well as strategies to employ when it comes to advertising is a much more complex aspect. Accumulating ideas within companies and deciding on how to be persuasive when selling products and/or services to a diverse audience is another obstacle in which companies must be aware of. A very common strategy to entice consumers' interest in a product/ service is the use of sexualization in advertisements. For this study we hypothesized that sexualization in advertisements would have an impact on participants' memory retention and likelihood to purchase a product. In regards to our

sexualization hypothesis, we predicted that sexualized advertisements would not perform better than the non-sexualization advertisements. We found no statistically significant main effects of sexuality across any of the variables. This supports Lynn (1995) in that the sexualized commercials are ineffective for non-sexualized advertisements. Even though we did not find that sexualized advertisement performed worse than the non-sexualized ones, we did find that there was no difference between the two, on all of our variables.

In regards to our second hypothesis, we hypothesized that video advertisements would perform better than print. On this aspect of the study we found very mixed results. Video outperformed print, for several variables. People tended to like video advertisements better. This could be for many reasons. It is what we are more accustomed to seeing, which according to the mere exposure effect would lead to more liking (Aronson, 2008). The other variable in which we found a statistically significant main effect was for item recall, in this more items were recalled in the video advertisements than in the print advertisements. We believe this is because there are more items in video advertisements than in print advertisements. After looking at these results and pondering them for some time we decided to break them down. We went through all of the responses and recorded how many items they recalled about the Model in the ad, and if they recalled the product in the advertisement. Surprisingly in these, new item recalled conditions print outperforms video. This may be because in regards to the original variable there were more items to recall in the video advertisements than in the print advertisements. This could mean that the extra items in video that people were recalling in the original variable act as a distraction to what the advertisement is trying to sell.

We had another interesting interaction in the rating model's attractiveness, participants in the sexualized condition rated the video advertisement to have a more attractive model this could be because the way the model moved could be very alluring. Participants in the non-sexualized condition found the print model to be more attractive. This could be because participants in the sexualized condition had a longer time to notice flaws in the model and

modifications to the picture which participants in the non sexualized condition may not have looked for those things.

The most interesting part of the new items recalled variable is the interaction between media type and sexualization. In the sexualized condition of both the print and video advertisements, more items were recalled about the model than about the product. This difference tends to level out. And that the difference is greater in the video than it is in the print.

Memory is a major component that is constantly impacting the information that is being received. In our study, we were relying on the participants to consciously recall the information in both advertisements as a way to suggest how memory functions when knowingly have to recall the information. The ways in which information is processed is done so in way that is understandable to each individual, whether it is explicitly or implicitly accessible. Explicit memory involves facts learned through conscious interaction, while implicit memory involves unconscious retention. Explicitly remembered information would include advertisement brands, product benefits, and other information relevant to the advertisement (Shapiro & Krishnan, 2001). In contrast, implicit memory may be activated once some external stimulus triggers a particular concept within the advertisement. While the level of processing of an advertisement may not be sufficient enough to yield successful memory retrieval; therefore implicit memory tends to be more effective in that it does not rely on a direct search of memory (Schacter 1987). Attributing memory retention to advertising has been studied since the 1800's and has been an intriguing complex concept in trying to understand the impacts on consumers.

E. St. Elmo Lewis (1898) has dominated the advertising market in studying such effects. He developed the acronym *AIDA* which is currently used in the marketing industry today. This acronym describes the list of events that take place during cognitive processing and what attempts could be made when targeting consumers. *A*: Attention. There must be awareness of the advertisement in so that what is being advertised is drawing consumers' attention to it. *I*: Interest. Consumers must express some sort of interest in the advertisement where it is focusing on and demonstrating benefits rather than the features of a product. *D*: Desire.

Consumers must be convinced that they want the product or that it will satisfy their needs. A: Action. Following the exposure of an advertisement, the action of purchasing the product/ service usually will proceed once the other factors take effective. This sort of system allows for a general understanding of how to target a specific population effectively (Coolsen, 1947). The initial goal is to attract people to an advertisement in order to allow for the awareness of the product being advertised. Once attention is drawn, then the manipulation of swaying an audience in a particular direction is dependent upon the message in the advertisement. Remembering an advertisement is not the same as being persuaded to purchase the product being advertised. And among several factors that may influence memory for advertisements are the contextual cues presented in the advertisement (Norris & Colman, 1992).

The ways in which humans process information is in a visual, symbolic formation. Human thought consists of manipulating symbols in a way that is interpreted according to the learned patterns previously known; thus, recognizing that pictures are symbols not only helps account for the range of pictures in advertisements, but also illuminates the ways in which pictures engage in discursive activity (Scott, 1994). Based upon our data analysis and past literature (Lynn, 1995), explicit sexualized advertisements tend not have an impact memory retention. Speculation on this finding could, in part, be due to the informational content of the advertisements. Ad content can influence the audience's perception of the ad and, thus, its effectiveness (Scott, 1994). The result of such content has an impact on both affective and cognitive factors. We assume that the sexualized images in the advertisements we exposed to the participants did not create a 'warm' affective sensation. Visual perception tends to be passive, automatic activity rather than a guided approach that is negotiating with the environment (Scott, 1994). Thus, the beliefs and attitudes that one holds before the exposure of an advertisement interacts with his/her initial response to the advertisement. Images in an advertisement act to produce positive and/or negative feelings towards brand in a manner that is automatic, affective, or, even, conscious--- this could only take place depending on the

interest and involvement of the consumer (Scott, 1994). This mediates the influence of affective as well as the attitudinal response consumers may have toward an advertisement depending on their interpretation of it. If the models in the advertisements appear to be animalistic or portray an image that is less than human-like, consumers' reaction will tend to be repulsive (Aronson, 2008). In addition, such effects of content on affective responses have been shown to influence such outcome measures as: ad recall, ad attitudes, and brand attitude change as well (Scott, 1994). Therefore, affective states can have significant bearing on the processing of information in persuasive messages.

One difference between these types of media exposure is that televised information is being processed visually as well as auditorily; whereas printed information is processed only visually. Consumers have control of the speed of information being received and how fast they are willing to process the information, but only in the case of print media (Norris & Colman, 1992). Thus, involvement tends to be a factor in the ability to recall/recognize information as well as be persuaded by the advertisement. Even more so, past research has established the possibility of perceiving an advertisement without sufficiently remembering it later (Baddeley, 1982). An advertisement that has no lasting effects on those who are exposed to it consequently will have no significant impact. Deeply processed messages are either represented in a central route of processing or a peripheral route of processing. Centrally routed advertisements are those that are critically evaluated based upon the information within in an advertisement; consumers are processing the information in terms of the function of the product as well as value of the product/service (Aronson, 2008). While, the peripheral route of persuading consumers is more of a superficial processing; whereas, the consumers' attention is focused on the detail within the advertisement. The peripheral route of processing information tends to be the default selection unless consumers are motivated by a vested interest or personal involvement of the product and tend to be more televised than printed (Aronson, 2008). Sexualization used in advertisements is more of a peripheral route of processing information where consumers may use the model as way of imagining the possibility of using a

product. Thus, occasionally, consumers' will be reliant on the models with an ad to assume the feelings that may arise when using a product.

One of the limitations we had with this study, was the participants had never heard of these brands before because they were foreign. However, we did choose the foreign advertisements so that the participants would not be familiar with them. In a future version of this study we would show the advertisements more than once as to try and increase their exposure to the brands and products. Another limitation was that our advertisements were not targeted towards our participant pool. The advertisements that we choose were targeted towards older affluent women, not college students. In the future, we would remedy this problem by using advertisements that are targeted towards our participant school.

In general, understanding the complexities of advertisements and the effective persuasive 'tactics' used to entice consumers is very difficult. There are several categories of information that must be considered for effective advertising: source, message, and audience/recipient (Aronson, 2008). The consumers must be able to view the person who is conveying the message in the advertisement as trustworthy and credible to avoid a sense of manipulation. Consumers must, also, perceive the information being provided to them by an expert that is within the domain of the speaker's message. In addition, the message itself may contain an emotional component to elicit a response of concern or fear in order to persuade consumers to take action right away. But these convenient classifications has tended to distract the attention from the possibility that the same source delivering the same message to the same audience on separate occasions might produce very different effects depending on the differing programming or editorial contexts in which the message appears (Aronson, 2008). Thus, the difference between marketing a product on television, in magazines, or on the radio depends entirely on the targeted consumer.

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Sexualized Print Advertisements






HERMÈS
PARIS

HERMÈS, LA VIE COMME UN CONTE

Cette grande soie
"Brides de Gise" est
en vente de 200€



posted at: FunkyDowntown.com

Sac "Joué"
en Isuzu Caiman



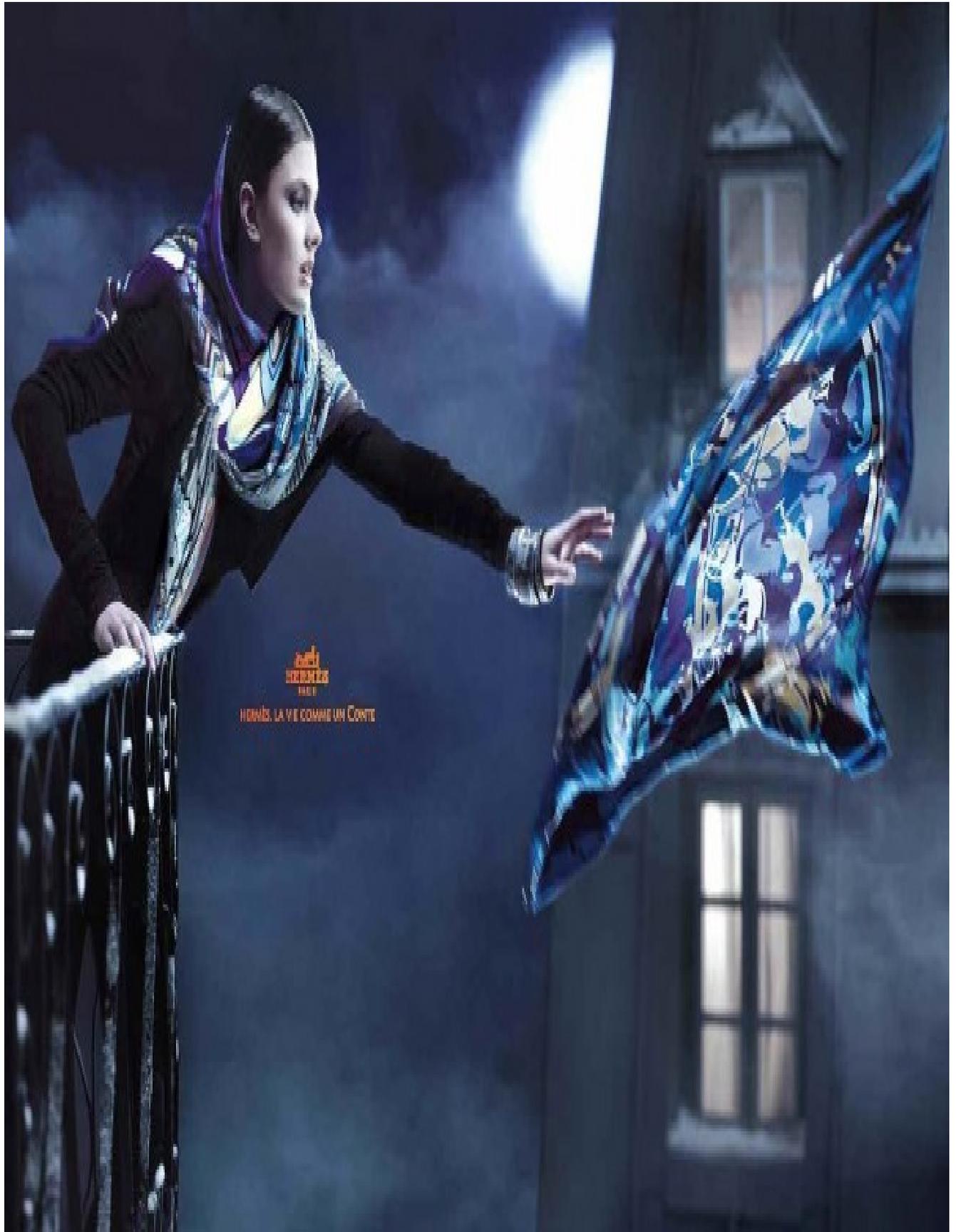
Appendix B:

Non-sexualized Advertisements



*when you look better,
everything looks better*

Meltin Pot





Levy's new bag is
available in
introduced that cool
in sheepskin
1-800-448-
Hermès.com

HERMÈS
AN INDIAN WINTER
HERMÈS
PARIS

OOVV□□

OLIVER PEOPLES

AVAILABLE AT

BERGDORF GOODMAN

COME VISIT THE MAIN FLOOR.

MEET FOUNDER AND CREATIVE DIRECTOR, LARRY LEIGHT, ON THURSDAY, JUNE 18TH AND FRIDAY, JUNE 19TH FROM 2-6PM AT THE OLIVER PEOPLES IN-STORE BOUTIQUE.

PLEASE MENTION THIS AD TO RECEIVE A COMPLIMENTARY ANTI-REFLECTION COATING (\$140 VALUE) WITH PURCHASE OF OUR PRESCRIPTION LENSES BY JULY 31, 2009

FOR INQUIRIES CALL 212-872-2526.

Appendix C

Demographics and Survey

Demographics:

6. What was your attitude about the model?

Strongly Unattractive 1 2 3 4 5 6 Strongly Attractive

7. What is your overall attitude about the advertisement?

Strongly Disliked 1 2 3 4 5 6 Strongly Liked

Please complete the following questions pertaining to the **SECOND** advertisement shown.

1. What was the product being advertised?

2. What was the product's brand?

3. What do you remember about the advertisement?

4. How confident are you in your memory about the advertisements shown?

Not Confident 1 2 3 4 5 6 Very Confident

5. Would you purchase the product being advertised (either for yourself or someone else)?

6. What was your attitude about the model?

Strongly Unattractive 1 2 3 4 5 6 Strongly Attractive

7. What is your overall attitude about the advertisement?

Strongly Disliked 1 2 3 4 5 6 Strongly Liked