



Impact of Level of Sex Appeal in Print Advertising on Brand Recall- A Study with Reference to Selected Products

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ABSTRACT

Advertising is a powerful tool in the hands of corporate entities to accomplish the business objectives viz., sales volume, market share, growth rate, sustainability, etc., through equipping the customers with required amount of awareness, persuasion and convincing about the products, goods and services, since it concentrates on emotional and rational facets of the buyers. In the era of liberalization and globalization, the media and entertainment sector has been facing sweeping challenges with various patterns of advertising modes. Using of sex appeal in both print and electronic media has become a great way of exploiting the short term emotions of buyers. In this backdrop, the present paper examines the usage of sexual appeals in the print advertising as the process of brand recall.

KEYWORDS : Corporate entities, Print advertising, Sexual appeal, Brand recall

Introduction

Advertising plays a significant role in many functions which are directly or indirectly influences the purchasing process of target audience besides creating awareness of brand through brand building, brand positioning, brand identification, brand loyalty and brand equity with the brand recall strategies. In general, the above mentioned activities are known as the chief purposes of a Marketing Manager of an organization. The great reason for existence of an organization is to "delight the consumer rather than satisfy the consumer". It reveals that the fundamental renewal and growth of an organization heavily depends on marketing department with that of other departments. Courtney and Whipple (1983, p. 103) described sex in advertising as sexuality in the form of nudity, sexual behavior, physical attractiveness, sexual referents and sexual embeds employed as an advertising tool for a wide variety of products. They state that sex in advertising can be considered mediated messages (i.e., television commercials, magazine ads) containing sexual information with the persuasive purpose of selling branded goods.

Review of Literature

The review of literature is organized into three heads like international journals and magazines, National Journals, Magazines and Newspapers. However, keeping the constraints like space and time very few are quoted.

International Journals and Magazines

Calvert, Stephen D., Jane Ring and Robert M.Cosenza in their paper on "Physiological and Psychological Union as a Necessary Step toward the Understanding of Consumer Information Processing" reviews the theoretical and methodological developments with regard to involvement and its impact on consumers' information processing and learning.

Childers, Terry L, Susan E. Heckler and Michael J. Houston, "Memory for the Visual and Verbal Components of Sexual Prints Advertisements," they opined a model is developed that describes the underlined process of the visual and verbal components of sexual print ads. The research reveals superior memory for pictorially conveyed product information as a result of more elaborative and distinctive encoding compared with that of asexual print advertisements.

Edell, Julie A. and Marian C. Burke, in their Journal of Consumer Research, "The Power of Feelings in Understanding Advertising Effects," opined that two experiments are conducted to examine whether feelings occur as a results of viewing television commercials, the relative importance of feelings and judgments of the ad's characteristics on

several advertising outcomes, and the variation in the importance of feelings given different ad characteristics.

National Journals, Magazines and Newspapers

Alyque Padamsee, Creative Director and Chief Executive Officer at Lintas argues "....." if a woman in swimming suit is permissible in public life or in a movie, a woman in a swim suit should be permitted in an advertisement". However, he adds to it if the advertiser is using a woman for sexiest reasons and he is showing her in a derogatory light. It should be banned.

N.N.Pillai, of the Indian Institute of Mass Communication argued that "when Nirodh (condoms) can be publicized through many media within easy reach of adolescents, why should the advertisers of other products be deprived of the use of sex? The easily accessible argument adduced is that when advertising aims at exploiting the whole gamut of human emotions - fear, hunger, rage, affection, etc., how can be sex left out?". Further, he reported to have confessed that "to some extent, sex is unavoidable".

K.Kuriyan of advertising and sales promotion company writes "there are, of course, people who feel that there is too much sex in Indian advertising today. But, by and large, sex is intelligently handled by Indian advertising people in spite of expectations".Bahree, of Hindustan Thomson Association, quotes "times keep changing, we have to be pliant and take it philosophically".Jayanth Bakshi, Branch Manager of Lintas India (Delhi), feels that "sex today is indiscriminately used but this trend is declining".George John, Resident Director, Ulka Advertising Pvt. Ltd., is of the opinion that "female exposure is appealing when it is relevant to the theme and the product advertised"

Importance of the study

It is generally felt that, the use of sex appeal is one of the key levers to successfully attract and hold the attention of target audience. In addition that, India, land of beliefs, values, attitudes, habits, traits, taboos, sentiments, superstitions and forms of behaviour and styles that are shared by a society and are transmitted from generation to generation within that society. Any attempt to assess the status of women in society should ideally start from the social framework. Social structure, cultural norms and value systems determine and indicate women's role and positions in the society. Social traditions influence and shape attitudes as well as behavior of human beings. Our society consists of communities professing diverse religious faiths.

Problem of the Study

Sex pervades advertising in India today. According to Poynor (2004),

our society is observed with display of sex within our media as never before. The question of whether sex sells could be answered by viewing the large number of advertisements which incorporate some form of sex appeal or nudity. Among the many reasons for employing sexually oriented themes are to gain product and brand attention, recognition, recall and sales. Sex is used to sell large variety of products, from chocolate to computer and is meant to attract not only male, but female, consumers.

The purpose of this study is to determine whether there is truth in the notion that sex sells better than more conservative advertisements that focus on quality, price and services of the product or good or service. The study will also examine, whether consumers are honest with themselves about how they respond to sexual advertisements.

Objectives of the Study

- ❖ To study the relationship between responsiveness to the advertisements with sex appeal and respondents.
- ❖ To gain deeper understanding of how sexually provocative advertising affects respondents and their perception of sexually provocative advertisements.
- ❖ To examine the presence of sex appeal in advertisements for a brand and its impact in the responsiveness to the advertisement in the process of brand recall.
- ❖ To elicit the view of consumers towards sexual print advertisements.
- ❖ To offer findings, suggestions and conclusions of the study.

Hypothesis

- (1) High sex appeal in print advertisements leads to correct Brand Recall.
- (2) High sex appeal in print advertisements for perfume leads to correct Brand Recall.
- (3) High sex appeal in print advertisements for glasses leads to correct Brand Recall.
- (4) High sex appeal in print advertisements leads to correct Brand Recall with respect to profile of respondents i.e., age, gender, marital status, education, occupation and income.

Methodology

The study, being made on the basis of primary data, the investigator contacted the respondents and showed them four print advertisements each with asexual, low, moderate and high level of sex appeal of the two consumer products (perfume and glasses). Different popular brand names of perfume and various brands of glasses were randomly assigned to the advertisements. Care was taken that advertisements, already exposed to the public, were not included. Thereafter, two sets of print advertisements for perfume and glasses were prepared with one set bearing brand names while the others were pictures without brand name. The set of advertisements bearing brand names of perfume and glasses, were left with the respondents for a time period of twenty four hours. This time gap of twenty four hours was arbitrarily fixed with the idea that the respondents may freely go through them at leisure and given his / her frank opinion. Moreover, the investigator held the opinion that usage of sex appeal in print advertisements pays if the respondents are asked to recall instantaneously. However, in practice a small fraction of the consumers are smitten by a sex oriented advertisement at the point of purchase. Thus, with a time gap, there would be a probability that the respondent may be able to recall the picture in the advertisement with the brand name being forgotten. The fact, that an individual's psychological mechanism is selective in accepting formation or communication.

At the end of twenty four hours, the subjects were once again contacted and after recollecting the earlier set of advertisements, they were shown the other set of advertisements, without brand name and were asked to recall the brand names of each advertisement. In the process of seeking recall, of brand names, the sequence of pictures without brand name was changed.

Sample

Situated at the intersection of 54°22' north latitude and 74°37' east longitude, Guntur district is almost in the centre of Andhra Pradesh. In all, 500 respondents were contacted. They consisted of people in the

age group of 18 to 70 years, irrespective of gender, education, occupation, income etc., and living in Guntur District. The size of the sample was fixed arbitrarily. Keeping in mind the limitations of time, cost and effort, choice of selecting the sampling units fell on non-probability method of sampling. Further to this, it was convenience sampling which was used in the present study. This interview was held in a free and relaxed atmosphere.

Scaling

The scaled response part of the schedule provided a 3 (three) - point semantic differentiation opinion scale with "correct recall" and "incorrect recall" at both ends with a central of "don't know" rating in between. Further, the three set of responses were assigned simple weights. Correct recall, don't know and Incorrect recall were given weightage of 1, 2 and 3 respectively for scoring purpose.

Testing of hypothesis

Facts are only hunches and provisional ideas, no matter how systematically and cleverly they have been classified or tabulated, until their validity has been tested. As mentioned earlier in the formulation of hypothesis, null hypotheses were framed. At this stage Karl Pearson's Co-efficient of Correlation, Chi-Square Test and Anova were used through Statistical Packages for Social Sciences (SPSS).

Results

Table: Overall Recall

Sex Appeal	Perfume Ad.				Glasses Ad.			
	Annual	Low	Moderate	High	Annual	Low	Moderate	High
Correct Recall	426 (85.20%)	258 (51.60%)	133 (26.60%)	30 (6.00%)	377 (75.40%)	300 (60.00%)	182 (36.40%)	42 (8.40%)
Don't Know	30 (6.00%)	101 (20.20%)	111 (22.20%)	175 (35.00%)	60 (12.00%)	93 (18.60%)	153 (30.60%)	192 (38.40%)
Incorrect Recall	44 (8.80%)	137 (27.40%)	235 (47.00%)	285 (57.00%)	63 (12.60%)	107 (21.40%)	385 (77.00%)	266 (53.20%)
Total	500 (100%)	500 (100%)	500 (100%)	500 (100%)	500 (100%)	500 (100%)	500 (100%)	500 (100%)

Findings

- ✓ It has been found that high sex appeal in print advertisements does not lead to correct brand recall.
- ✓ It has been observed that high sex appeal in print advertisements for perfume does not lead to correct brand recall.
- ✓ It has been noticed from the survey that high sex appeal in print advertisements for glasses does not lead to correct brand recall.
- ✓ It has been derived from the study that the respondents in the age-group of 18 – 45 and 46 – 70 years are not considering the print advertisements for perfume with high sex appeal as the means of correct brand recall.
- ✓ It has been found from the survey that the respondents in the age-group of 18-45 and 46 – 70 years are not considering the print advertisements for glasses with high sex appeal as the means of correct brand recall.
- ✓ It has been the output of the research, that male respondents are not giving any amount of weight to the print advertisements for perfume with high sex appeal as the way for correct brand recall.
- ✓ It has been the outcome of the survey, that male respondents are not giving any amount of weight to the print advertisements for glasses with high sex appeal are useful in recall brand correctly.
- ✓ It has been pointed out from the survey, that female respondents are not giving any amount of weight to the print advertisements for perfume with high sex appeal as the way for correct brand recall.
- ✓ It has been the output of the survey, that female respondents are not giving any amount of weight to the print advertisements for glasses with high sex appeal as the way for correct brand recall.
- ✓ It has been pointed out that all single or unmarried respondents are not convinced that the print advertisements for perfume with high sex appeal are useful in recall brand correctly.
- ✓ It has been derived from the study that all single or unmarried respondents are not convinced that the print advertisements for glasses with high sex appeal are useful in recall brand correctly.
- ✓ It has been observed from the survey that married respondents are not accepted that the print advertisements for perfume with high sex appeal are useful in recall the brand correctly.
- ✓ It has been the output of the survey that married respondents are not accepted that the print advertisements for glasses with

- high sex appeal are useful in recall the brand correctly.
- ✓ It has been found from the survey that below higher secondary as educational qualification respondents are not considering the print advertisements for perfume with high sex appeal as the means of correct brand recall.
 - ✓ It has been the outcome of the survey, that below higher secondary as educational qualification respondents are not considering the print advertisements for glasses with high sex appeal as the means of correct brand recall.
 - ✓ It has been noticed from the study that higher secondary and below graduation as educational qualification respondents are not considering the print advertisements for perfume with high sex appeal as the way to recall the brand correctly.
 - ✓ It has been found from the survey that higher secondary and below graduation as educational qualification respondents are not considering the print advertisements for glasses with high sex appeal as the way to recall the brand correctly.
 - ✓ It has been observed from the survey that graduation and above as educational qualification respondents are not considering the print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been derived from the study that graduation and above as educational qualification respondents are not considering the print advertisements for glasses with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been the output of the survey that retired persons, who are surveyed, are not giving any amount of weight to the print advertisements for perfume with high sex appeal as the means of correct brand recall.
 - ✓ It has been found from the study that retired persons, who are surveyed, are not giving any amount of weight to the print advertisements for glasses with high sex appeal as the means of correct brand recall.
 - ✓ It has been pointed out from the survey that all the respondents who are in service are not convinced that the print advertisements for perfume with high sex appeal is useful in recall the brand correctly.
 - ✓ It has been outcome of the research that all the respondents who are in service are not convinced that the print advertisement for glasses with high sex appeal is useful in recall the brand correctly.
 - ✓ It has been observed from the survey that the respondents, who are housewives / others, are not accepted that the print advertisements for perfume with high sex appeal are useful in recall the brand correctly.
 - ✓ It has been found from the study that the respondents, who are housewives / others, are not accepted that the print advertisements for glasses with high sex appeal are useful in recall the brand correctly.
 - ✓ It has been the output of the research, that all respondents who are without any income are not considering the print advertisements for perfume with high sex appeal as the source for correct brand recall.
 - ✓ It has been derived from the survey that all respondents who are without any income are not considering the print advertisements for glasses with high sex appeal as the source for correct brand recall.
 - ✓ It has been noticed from the survey, that all respondents who are below Rs` .10,000/- income per month are not accepting the print advertisements for perfume with high sex appeal as the path for correct brand recall.
 - ✓ It has been observed from the study, that all respondents who are below Rs` .10,000/- income per month are not accepting the print advertisements for glasses with high sex appeal as the path for correct brand recall.
 - ✓ It has been outcome of the research, that all respondents who are above `Rs.10,000/- are not convinced that the print advertisements for perfume with high sex appeal is useful in recall the brand correctly.
 - ✓ It has been derived from the survey, that all respondents who are above Rs` .10,000/- are not convinced that the print advertisements for glasses with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been the output of the survey that 18 – 45 years age segment respondents with all educational qualifications are not considering the print advertisements for perfume with high sex appeal as the path for correct brand recall.
 - ✓ It has been found from study that 18 – 45 years age segment respondents with all educational qualifications are not considering the print advertisements for glasses with high sex appeal as the means of correct brand recall.
 - ✓ It has been the outcome of the research that 46 - 70 years age segment respondents with all educational qualifications are not considering the print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been found from the study that 46 - 70 years age segment respondents with all educational qualifications are not considering the print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been the output of the survey that 18 – 45 years age segment respondents with all occupational levels are not considering the print advertisements for perfume with high sex appeal as the means of correct brand recall.
 - ✓ It has been derived from the research that 18 – 45 years age segment respondents with all occupational levels are not considering the print advertisements for glasses with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been the output of the survey that 46 - 70 years age segment respondents with all occupational levels are not considering the print advertisements for perfume with high sex appeal as the means of correct brand recall.
 - ✓ It has been found from the study that 46 - 70 years age segment respondents with all occupational levels are not considering the print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been the output of the survey that 18 - 45 years age segment respondents with all the income levels are not considering the print advertisements for perfume with high sex appeal as the path for correct brand recall.
 - ✓ It has been found from the study that 18 - 45 years age segment respondents with all the income levels are not considering the print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been outcome of the research that 46 - 70 years age segment respondents with all the income levels are not considering the print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been derived from the survey that 46 - 70 years age segment respondents with all the income levels are not considering the print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been found from the study that 18 - 45 years age segment male respondents are not considering the print advertisements for perfume with high sex appeal as the path for recall the brand correctly.
 - ✓ It has been the output of the survey that 18 - 45 years age segment male respondents are not considering the print advertisements for glasses with high sex appeal as the means of correct brand recall.
 - ✓ It has been the outcome of the research that 18 - 45 years age segment female respondents are not considering the print advertisements for perfume with high sex appeal as the source of correct brand recall.
 - ✓ It has been found from the survey that 18 - 45 years age segment female respondents are not considering the print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been derived from the survey that 46 – 70 years age segment male respondents are not considering the print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been the output of the study that 46 – 70 years age segment male respondents are not considering the print advertisements for glasses with high sex appeal as the path for correct brand recall.
 - ✓ It has been found from the research that 46 – 70 years age segment female respondents are not considering the print advertisements for perfume with high sex appeal as the means of correct brand recall.
 - ✓ It has been the outcome of the survey that 46 – 70 years age segment female respondents are not considering the print advertisements for glasses with high sex appeal as the path for correct brand recall.

- ✓ It has been observed from the study that all male respondents with various educational qualifications are not convinced that print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been derived from the research that all male respondents with various educational qualifications are not convinced that print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been found from the survey that all female respondents with various educational qualifications are not convinced that print advertisements for perfume with high sex appeal as the path for recall the brand correctly.
 - ✓ It has been derived from the study that all female respondents with various educational qualifications are not convinced that print advertisements for glasses with high sex appeal as the means of correct brand recall.
 - ✓ It has been found from the research that all male respondents with various occupations are not convinced that print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been observed from the study that all male respondents with various occupations are not convinced that print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been the outcome of the study that all female respondents with various occupations are not convinced that print advertisements for perfume with high sex appeal are useful in recall brand correctly.
 - ✓ It has been found from the research that all female respondents with various occupations are not convinced that print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been observed from the survey that all male respondents with various income levels are not convinced that print advertisements for perfume with high sex appeal as the source for recall the brand correctly.
 - ✓ It has been derived from the study that all male respondents with various income levels are not convinced that print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been observed from the study that all female respondents with various income levels are not convinced that print advertisements for perfume with high sex appeal as the path for correct brand recall.
 - ✓ It has been found from the survey that all female respondents with various income levels are not convinced that print advertisements for glasses with high sex appeal is useful in recall brand correctly.
 - ✓ It has been the output of the research that all single or unmarried respondents with various educational qualifications are not accepted that the print advertisements with high sex appeal for perfume are the means of correct brand recall.
 - ✓ It has been found from the survey that all single or unmarried respondents with various educational qualifications are not accepted that the print advertisements with high sex appeal for glasses are the path for recall brand correctly.
 - ✓ It has been observed from the study that all married respondents with various educational qualifications are not accepted that the print advertisements with high sex appeal for perfume are useful in recall brand correctly.
 - ✓ It has been derived from the research that all married respondents with various educational qualifications are not accepted that the print advertisements with high sex appeal for glasses as the means of correct brand recall.
 - ✓ It has been the outcome of the survey that all single or unmarried respondents with various occupational levels are not accepted that the print advertisement with high sex appeal for perfume is useful in recall brand correctly.
 - ✓ It has been found from the survey that all single or unmarried respondents with various income levels are not accepted that the print advertisements with high sex appeal for glasses are the path for correct brand recall.
 - ✓ It has been observed from the research that all married respondents with various income levels are not accepted that the print advertisements with high sex appeal for perfume are the means for recall brand correctly.
 - ✓ It has been the outcome of the study that all married respondents with various income levels are not accepted that the print advertisements for glasses with high sex appeal as the way for correct brand recall.
- Suggestions**
- ✓ High sex appeal in print advertisements for selected products was not accepted by majority of respondents, can be suggested to the advertisers (sponsors) not to use high sex appeal in their print advertisements.
 - ✓ If the advertisement contains sexual behaviour that is not in accordance with the product, people might change their attitude towards that product. If advertisers (sponsors) use sexual appeal the wrong way in advertisements, people, or in this case, the buyers will be against them and maybe go as far as not buying the product.
 - ✓ Sexual appeals are viewed differently in various parts of the world. Therefore, the advertisers (sponsors) have to gain the interest of people's reactions to sexual appeals in their advertisements, where these advertisements are positioning for the purpose of pursuing target audience.
 - ✓ Further more, the present thesis suggests that majority of the respondents are not considering the advertisements with sexual appeal but by the quality, features, characteristics, price and other general purchasing factors. Therefore, the advertisers (sponsors) have to rethink in developing of their print advertisements.
 - ✓ Additionally, the thesis suggests that majority of the respondents (both men and women) change their attitude towards a brand and in some cases buying behaviour, if the advertisement is bad, corny and too sexual. Hence, the corporations might consider using sexual appeals as their tool for convincing of target markets.
 - ✓ The present thesis also implies that the majority of the sample respondents (inspite of segmentation factors) are troubled by the use of sexual appeals in advertising. The respondents in the investigator's focus group claimed that for an advertisement based on sexual appeal to be okay, it has to be tastefully done and have a relevant purpose. So, the advertisers (sponsors) should concentrate over this issue at the course of designing their advertisements and make their advertisements are free from sexual appeals.
 - ✓ Further, findings suggest that sexual appeals in advertising are a questionable tool to use, since the sexual appeals in advertisements are not contributing any significant amount to recall the products or the brands. With this cap stove, that the advertisers (sponsors) rethink before choosing sexual appeals as a topic in their campaigns.
 - ✓ In general, sexual appeal is not common from the eyes of people and it can be discriminated by nudity, sexual behaviour, physical attractiveness, sexual attractiveness, and sexual referents and sexual embeds. In this connection, designing of a sexual advertisement is a real challenge to the marketer. Therefore, the advertiser (sponsor) has to concentrate on elimination or minimization of sexual advertisements which create some sort of negative impact over the consumers buying behaviour.
 - ✓ It is recommended to the advertisers (sponsors), that they might consider using other tools than sexual appeal in advertising, since it is not so effective. Sometimes or always a product works better with other appeals such as humour, fear or guilt.
 - ✓ The advertisements are more effective if it is bring in an attractive pattern.
 - ✓ The advertisements, whether print or broadcast are just the means of creating awareness about the product or brand and no buyer is purchasing the product or brand merely based on the sexual appeal in the advertisements rather than informative.
 - ✓ The advertisements can gain a respectable amount of recall if it is in convincing manner.
 - ✓ The advertisements have significant reach and memory if these are carrying a pleasant message for which it is targeting.
 - ✓ The advertisements can produce positive attitude in the minds of target audience if these are created with a powerful theme as a means of making the consumer to buy the product or to accept the brand.
 - ✓ The advertisements shall carry a respectable response from the target consumers if they follow "the principle of discrimination with that of other competitive advertisements" in terms of colour,

design, celebrity, source of information, etc.

- ✓ The advertisements are so effective if these are following "the principle of morality", which do not stand for exploitation of social values, ethical values and legal framework.
- ✓ The chief purpose of advertisements is to communicate about the product or brand in terms of its utility, value, satisfaction, etc., but not to provocative through sexual appeal.
- ✓ India is a country with everlasting culture, values, principles, relationships, etc. In this backdrop, it is the minimum responsibility of an advertiser (sponsorer) who is constructing many castles with the purchasing power of the citizens of India are required to safeguard these incredible culture without any deviations in making of their advertising copy.

Conclusion

Thus, it could be said that, while using sex appeal in print advertisements, the advertisers have to be more particular about the impression of that advertisement copy on the target audience. Since, India is a traditional and conservative society; advertisers should not over publicize sex which goes against our religion, emotions and sentiments. Thus, it was with great persuasion and effort that the respondents co-operated with the investigator conducting the survey as they felt some guilt while reacting to the advertisements.

This clearly indicates that our society is woven around with a delicate fabric of religion and culture which reflect in our actions. Let the marketers not in the craze of forming or aping a permissive society frustrates people.

In general, the advertisers' emphasis should be to associate illustration with the product correctly. For this purpose, a correct advertisement theme is to be developed. It should bear in mind that we wish to advertise a product and not some sexy part of the body, which is quite sufficient to divert attention from the product to the other world of sex.

Limitations of the study

- ✓ Among the limitations of the study, that of sampling technique, viz., the convenience sampling. The constraints of time, money and effort factors were the main reasons behind this choice.
- ✓ While collecting the primary data, the investigator could not have collected the respondents real perceptions as some part of personal bias of respondents crept in.

Scope for further Research

Scientific research is a community enterprise, even though single studies are frequently carried out by individual researchers. Each study rests on earlier ones and provides a basis for future ones. The more links that can be established between a given study and other studies, the greater is the probable contribution.

Every research study is carried out under particular conditions. That is why, generalizations of the findings of a study are not possible. This, however, does not mean that individual investigations are in any way

less significant.

The present study attempted at finding out fruitfulness or utility of sex appeal in brand recall in India, opened up avenues for further research in the direction to selectively regulate advertisements. The present study, which found out whether a sex appeal facilitates the retention of brand name in the memory of the target audience, paved way for further research on application of learning theory to advertising communications.

To sum up, it could be said that research being a continuous process, the present study just provides a linking pin in the everlasting search for truth.

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