

## A STUDY ON BRAND RECALL THROUGH LEVEL OF SEX APPEAL IN PRINT ADVERTISING FOR SELECTED PRODUCTS IN VIJAYAWADA.

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### **Abstract :**

Advertising research has become one of the most interesting and challenging subjects in the ever changing the business world. Learning is an important subject in advertisement communication. Advertisers are continually trying to achieve some level of consumer brand recall and comprehension. It is generally felt that use of sex is one of the keys to successfully attract and hold the attention to target audience. With this backdrop, the present study attempts at exploring the use of sex appeal in print advertising as a tool for brand recall. The chief purpose of the study is to evaluate the fruitfulness are futility of sex appeal in brand recall.

**Key words:** Advertising Research, Advertising Communication, Sex Appeal, Brand Recall, Print Advertisements.

JEL Classification: M 3, M 31, M37

### **Introduction:**

Mass Communication is a unique feature of our modern society. Both, mass media and society, are inter – dependent on each other. Not only an individual is exposed to mass media, at an average high level, but he also has strong subjective attachment to this form of leisure pastime. While the mass media are frequently discussed and even studied without detailed analysis of their content, there is an unspoken reference to a typical configuration of symbols and themes. Mass media has given rise to new complexes of activity, concerned with the manipulation of symbols. Advertisements form a small percentage of the total information exchanged through mass media. In a way advertising industry is only one small slice of the entire mass communication system.

A major part of the costs of operating the mass communication system of our society is paid by those who sponsor advertisements. Advertising is one of the several tools in the hands of business man who have been using it for centuries to assist them in selling. Today, advertising has become a major form of selling and has become a valuable ambassador of business man. During the past two decades, the Institution of advertising has also been accepted as a part of the total fabric of society. It has become a common media whereby churches, temples, political parties etc., Communicate their ideologies, ideas and concepts to the many human beings making up total society. Advertising has become an institution of persuasion to promote social and economic values in the society.

Advertisement, like any other stimulus, effects the complex and subtle aspects of human behavior referred to as motivation. It is a bare fact that advertisement appeals to the human motives both primary and secondary. Understanding human motives is essential to marketing success. Motives are always multiple and complex, since, individuals change as circumstances are altered. Studies to determine the motives have become an important of consumer research. In addition to motives, there are other variables in the psychological make up of consumers. Everyone agrees that more commercial messages are reaching consumers than ever before.

No doubt, advertisements have added clutter to consumer style, but marketers are undaunted about the appeal of their products. Though consumers have been rather passive, marketers keep plugging with their experiments. One such experiment of attracting consumer's attention is use of sex appeal in print advertising.

### **Use of sex in Advertisements:**

Open any glossy magazine or even a news paper and you will see these so called sex – oriented advertisements, invariably featuring women, dressed skimpily to parade the “mythical” curves of their bodies, with the objective of selling a product which may have nothing to do with and which they may never use. It is said that sex is a primary universal motive and hence can be a good means of controlling buying behavior of the customers. Use of sex in Indian advertising gained widest public attention about three decades back, when a semi – nude female figure was used in an advertisement of talcum powder. Not left behind in the race, public sector undertakings too are on their heels in this direction.

In a nutshell the references of advertisements readymade shirts, printed bed sheets, voiles, towel, etc., with semi – nudity or suggestive nudity are leggy or coyacting models. The other instances are of cosmetic cream being applied by a woman on her bare body, a man smoking a cigarette and surrounded by a group of young girls, semi – nude man in undergarments, a lathe alongside a grinning half – clad young girl, in a hipster saree, extra, cinema hoardings, depicting exaggerated proportions of bosomy and flared hipped paintings of starlets have also become common.

### **Review of Literature:**

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 theoretical and methodological developments with regard to involvement and its impact on consumers' information processing and learning. A model incorporating both physiological and psychological perspectives is proposed for future research on consumer information processing.<sup>1</sup>

Gardner, Meryl Paula, in their paper on "Does Attitude Toward the Ad Affect Brand Attitude Under a Brand Evaluation Set?," examines the mediating role of set (brand vs. nonbrand) on the impact of brand-related beliefs and attitude toward the ad in the formation of brand attitude. Print ads for hypothetical brands of tennis balls and cooking oil are used as stimuli in the experiment involving 136 undergraduate students. Results indicate that attitude toward the affects brand attitude under a brand evaluation set as much as it does under a nonbrand evaluation set.

Gresham, Larry G. and Terence A. Shimp. in the journal of Advertising, “Attitude toward the Advertisement and Brand Attitudes: A Classical Conditioning Perspective”, opined that classical conditioning hypothesis as the mediation process by which attitude toward the ad impacts brand attitudes. Results indicate that the attitude toward the ad influences brand attitudes. This study, however, fails to provide strong support for a classical conditioning hypothesis. Implications for theorizing and research in advertising are discussed.

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”.

N. Narasimhan, a professional advertising agency executive, feels that “the primary purpose of advertisements is to communicate. He justifies such use when it is

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necessary and natural for the effective communication of the message but opposes the indiscriminate use of sex accounting to obscenity”.

Mr. Patel G.Chowdary in his thesis titled “Advertising Practice in Print and Electronic Media: A survey of selected public and private sector undertakings”, made an attempt to analyze the advertising practices in both print and broadcast media by the selected private and public sector undertakings and the study concludes that the advertising scenario can be modified to the door steps of consumers, which is closely associated to their personality, attitudes, values and perceptions. He also felt, that the consumer is seeking utmost quality with a reasonable price by a good communication at a convenient place is more effective than the various kinds of advertising practices.

Mrs. Jaroliya Pragya in her study entitled “Impact of Internet Advertising on Consumer Demand (A study of Internet Users of Indore City)”, makes an attempt to study the problems and prospective of internet advertising to the internet users. She draws many of the conclusions, which are based on internet advertising in the place of conventional advertising, such as consumers may not be convinced by the advertisements completely but they are accepting the advertisements with effective message, popular models and pleasant theme.

### **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 :**

- i) to study the relationship between responsiveness to the advertisements with sex appeal and respondents.
- ii) to gain deeper understanding of how sexually provocative advertising affects respondents and their perception of sexually provocative advertisements.
- iii) 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.
- iv) to elicit the view of consumers towards sexual print advertisements.
- v) 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 step that follows sample design, in the research process, is that of data collection. 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

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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 Design:**

Situated at the intersection of 16.16° north latitude and 80.65° east longitude, Vijayawada is almost in the centre of Andhra Pradesh. Religiosity and multilingual characteristics mark the literate society of Vijayawada city. It is surrounded by industrially and commercially developing suburbs.

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.

### **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.

### **Period of the Study:**

The Present study is based on the data collected from Vijayawada city, during December 2015 to March 2015.

### **Tools used for Analysis :**

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).

### **Limitations of the study:**

- Cultural background of Vijayawada city posed a significant limitation. Social taboos and inhibitions would have been lesser had the study been conducted in a metropolis.
- Among the limitations of the study, the second is 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.

**Table No.1****Overall Recall**

<b>Sex Appeal Recall</b>	<b>Perfume Ad.</b>				<b>Glasses Ad.</b>			
	<b>Asexual</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>	<b>Asexual</b>	<b>Low</b>	<b>Moderate</b>	<b>High</b>
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%)	105 (21.00%)	157 (31.40%)	175 (35.00%)	60 (12.00%)	93 (18.60%)	153 (30.60%)	192 (38.40%)
Incorrect Recall	44 (8.80%)	137 (24.40%)	210 (42.00%)	295 (59.00%)	63 (12.60%)	107 (21.40%)	165 (33.00%)	266 (53.20%)
<b>TOTAL</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>	<b>500 (100%)</b>

**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 `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 `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 `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 `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 (in spite 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, sexual referents and sexual embeds. In this connection, designing of a sexual advertisement is a real challenge to the marketer. Therefore, the advertiser (sponsorer) 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 (sponsorers), 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.

### **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.

Hypothesis testing has long represented the model of research procedure because the hypothesis is presumably drawn from the theoretical considerations and because it is nullifiable by empirical data. While hypothesis testing is of great value in survey research, it is by no means the sole, nor even the dominant, procedure employed. This is due to several reasons. Firstly, even if the hypothesis is drawn from a theory and is supported by the data and that data do not prove the theory; they only support it. While the findings may be consistent with the theory, which gave rise to the hypothesis, they may also be consistent with other theories. Secondly, hypothesis testing cannot serve as the sole scientific procedure because even if the hypothesis is confirmed, one's job is still not done. There still remains a possibility of spurious relationship because of extraneous variables.

The present study attempted at finding out fruitfulness or futility 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.

This study provides the backdrop for further research studies in the field of advertisement communications on the following aspects:

1. Are unpleasant messages learned more easily than the pleasant messages?
2. Are product benefits learned best when presented at the beginning and end of the message?
3. Are unique or unusual messages better remembered than common messages?
4. Does rewarding the consumer, attending to a message, enhance his learning of the message?
5. Is message learning faster, if previous or following messages do not interfere?
6. Does repetition of an advertisement increase the strength of an older idea more than a newer idea?
7. Are complex advertisement messages difficult to learn?
8. Does variation in the central theme enhance the consumers learning process?
9. Effectiveness of advertisement communications in changing attitudes and in reinforcing pre-existing attitudes towards products.
10. Effectiveness of advertisement communications in reinforcement of consumer purchase decision and reducing cognitive dissonance.

Since most of the above suggested studies use learning concepts in the field of marketing communications, the methodology suggested would be based on exploratory studies. For collection of data observation and interview method could be used. Since the marketing communications attention and recall of product messages are important both recognition method and aided recall method would be of immense use. However, for measuring attitudes appropriate scaling method would be chosen. Thus, the methodology to be adapted would depend upon availability of time and resources, which may differ from investigator to investigator.

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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