

6.26 The Impact of Sex Appeal Advertising on Organizational Sales

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ABSTRACT

Among the various advertising appeals such as appeals of humor, fear and sex; sex appeal is somewhat argumentative amongst the general public. The main argument that they put forward is whether the appropriate organizations can have an impact of using sex appeal on their advertisements. Therefore, it is highly appropriate to look at this issue empirically and find out whether there is an impact of sex appeal advertising on sales. This paper, therefore attempts to identify the degree of impact of sex appeal advertising on sales. At the same time, researchers tried to find out the relationship between the demographic characteristics of the people and their attitudes towards sex appeal advertisements.

Research was based on primary and secondary data. To collect primary data a representative survey and some interviews were conducted with the general public and depth interviews were conducted with a few top executives from selected companies. The sample was selected based on cluster sampling method on the basis of demographic characteristics. Two hundred people were selected among the general public and 25 managers among the organizations for the sample.

Findings showed that though the general public openly criticizes sex appeal advertisements unknowingly they are effective in motivating them to buy those products. Therefore, the study concludes that there is a greater impact of using sex appeal in advertisements on sales. Further, it was found that there are some differences between the attitudes of people towards sex appeal advertising in terms of their demographic characteristics such as gender, education level and place of residence.

Key words- Advertisements, Sex appeal, Attitudes and Gender differences.