Chapter - 6

Sexual illustrations and their effect on Recall

The objective of advertising research is to assess the real value of the advertising performance. Such exercise of evaluation is also known as the advertising research. It is a research activity to assess the quality of the specific elements of an advertisement or the aspects of entire advertising programme. It is the activity undertaken to measure the worth of the specific elements of an advertisement or the entire ad. It determines the difference between the promise and the result achieved. It is a cost benefit analysis to relate the inputs and the returns in the area of advertising.

This testing of recall of ads enables one to know the latest trends in advertising. It has been observed that a very good ad may not be so appealing after a few years. Trends have changed and so is the attitude of public. It is advertising testing from which one can understand the public pulse and senses and the trends in advance.

Testing of ad effectiveness is necessary because it influences and helps the top management to make decisions in future. It gives break-up picture and it arrives at saturation point. It also keeps in touch with latest trends in the field of advertisement business.
How can we test the ad effectiveness? Opinions differ. Some are of the opinion that testing curbs creativity and it acts more as a deterrent to the creative people. According to them advertising is not an exact science where results can be measured in concrete terms. However, testing is essential as it involves huge investments in advertising and it has been accepted as a powerful tool of multiplier. Like any other managerial activity, advertising also should be put to test in order to determine its net worth.

The major aim of illustration is to tell the advertising story in an attractive manner so that everyone can understand the message. Advertisers may use different ways to illustrate the copy message but the selection of technique is dependent on factors like advertising objective, the target audience, medium to be used, difference in product, the quantum of message to be conveyed and the like.

The main purpose of an illustration is not only to attract the audience but also to facilitate the meaning of the communication clearly and quickly. If it does not attract the consumers, then the ad cannot be considered as a successful one.

Today, most of the commercial ads are published with illustrations. People have became increasingly picture-conscious during recent decades. To attract the consumers, the
widely used gimmick is the use of illustrations which are sexually suggestive. Alluring female forms are used in the advertisement in different suggestive poses. This has now become a common practice to illustrate both women as well as men in suggestive positions.

The illustration of half naked woman was advertised in forties and fifties, but to a small degree. During the past few years, the advertisers increased wantonness in the advertisements by using nude or semi nude pictures of women arbitrarily to have greater market. Sexually attractive females are featured in advertisements of important consumer goods like clothing textiles, toiletries, cosmetics, drugs, and even in automobiles, water coolers, air coolers, sanitarywares, cigerettes. Even products which are exclusively used by the males like shaving cream, after shave and etc. also feature feminine figures.

This study is aimed to assess the impact of the use of sex in advertising. The findings of the study about are given a close picture of the consumers who are interested in sexually illustrated advertisements and providing the clue for the advertisers about the usefulness of such illustrations. The main objective is to find out whether the use of sexually suggestive illustrations promote brand awareness, whether or not people remember such advertisements and how the use of sexual illustrations affect the recall capacity.
Recall Tests are a set of questions placed before the interviewees to answer, as to what they have read, seen or heard without allowing them to look at or listen to the advertisement. Perhaps the best example of such test is Triple Association Test which is designed to test copy themes or slogans. It measures the capacity of the interviewee to which they have remember a particular or a set of advertisements and its lasting impression. Results are correct and the process is easy to administer. It has its demerits also, as it is memory based and therefore, cannot be relied upon. It gives much stress on attention than on selling power and is costlier compared to others.

**Review of Literature**

No direct reference is available for this type of study in India. R.K. Tandom of Kurukshetra University and Vijay Kher, Staff Officer of Hotel Oberoi Grand, Calcutta studied four reputed magazines like the Illustrated Weekly of India, Femina, JS and Film Fare from January 1974 to March 1976 to study the recall effectiveness of sexually suggestive ad illustrations. They selected only five advertisements for the purposes.

Baker (1961) published his findings and indicated that sexual illustrations have high-attention getting value and sex as an element in advertisement drew immediate attention of both males and females.
H.W. Hepner (1969) mentioned in his book "Advertising", that "pictures of young people, on an average, do a lot better than those of older people." In pictures, "each sex prefers its own sex older, and the opposite sex younger. Also, women tend to ignore advertisements which feature men because they feel that they are not directed towards themselves although a large number of women will observe and read a men's advertisement, than the other way round." He further stated "there is a chance of missing audience if wrong sex is used in advertisements." He also observed that ads with no illustration received much less attention than those with it. Larger the illustration, greater is the stopping-power.

Gallup and Robinson (1962) noticed that illustrations with dramatic elements of human interest were important for involving readers with the advertisement. They also observed that "one good human element is an emphasis on the private lives or events that people do not ordinarily parade in public. And that exaggerated expressions help to convey the idea more quickly."

Starch (1954, 1961) and Anartassi (1964) reported that "irrelevant, bizarre or arty" illustrations in advertisements may attract great deal of attention but may not necessarily associate the illustrations with the product name.

Edward Bole indicated that nice girls are popular in
advertising. If the girl is really beautiful, has character, youth's eager and interest in life, she is bound to catch and hold attention. Sentiment, romance, sex and courage never die. Rudolph (1947) found that "Ads featuring pictures of women are more often read by women and those with pictures of men are more often read by men. Readership and recall of messages, accompanying sexual illustration may be low. A practical example of this finding is a firm that obtained a low rate of return from its coupons featuring a scantily clad female and a much higher rate of return when such content was removed from the coupon.

Major Steadman (1969), Non Sexual ads were more effective in producing recall of brand names than were sexual illustrations and this became more pronounced with the passage of time. The recall results from the sexual illustrations, however didn't show that the amount of erotic content in the illustrations, as perceived by the individual, had any impact on its recall effectiveness." In relation to attitude in respect of the use of sex in advertising and recall of brand names, it was noticed that, as a group, those holding favourable attitudes to sex advertising, could recall more correct brand names than did respondents with unfavourable attitude to such use.

In 1974, Gorden L. Wise, Alan L. King and J. Paul Merenski conducted a study remove, "Reactions to sexy ads vary with
They had personal interviews with young men and women between (19-25 years of age) and selected one of the parents of the students for study. The total number of respondents were 621 youth and 589 parents. In reaction to the attitude statement - "advertisers make too much use of sex appeal in their advertisements," majority of the respondents indicated a mild form of agreement. Among the college students, only significant difference was noticed within the area of study for those who were currently enrolled in college. Here, the greatest agreement came from those studying science/engineering and the least agreement came from the students of business administration. Race, sex and family income did not cause significant difference as variables. The more liberal attitude towards sex indicated by a tendency to disagree with the attitude statement was found to exist among the young. This was particularly evident among young males. An interesting highlight of the study's finding is the fact that fathers and younger females (their daughters) tended to give somewhat similar answers while a great disparity existed between the responses of sons and their mothers.

N.K. Das, and V.K. Kaushal, studied the impact of sexually illustrated advertisements on medical and non medical students.

In the advertisement, the illustration appeal to our hidden romanticism. Pictures communicate ideas easily and quickly,
and therefore, pictures have become an integral part of almost every type of advertising.

Research shows that people prefer pictures of people with whom they can identify themselves. In movies and television viewers like to watch actors and actresses, as each identifies with similar sex and imagine themselves in those situations.

The sex appeal creates interest in the advertisement and therefore the reader is compelled to look at the product brand. It fulfills the primary function of advertisement which is exposure and to draw attention getting. The sexual illustrations arouse interest and draw the attention of the reader. It allures him to take interest in the headline and body copy. But it is not justified or ethical to use sexy illustrations for every product. The use of such illustration is not acceptable to Indian culture. Indian mass more or less, do not prefer much exposure of feminine figure in seducing postures.

In 1977, another important research was conducted by R.A. Peterson and R.A. Kerin in U.S.A. They used three sets of ads for similar brands in their research work 'The female role in advertising'. These advertisements were identical in all respects, excepts the illustrations. One set was labelled 'demure', another 'seductive', and the third 'nude'. The ads using nude models were adjudged the least appealing, the
product was graded lowest in quality and the company considered to be least reputable. While opinion almost unanimously suggested that non-sexual ads elicited a better brand recall than sexual ones, there was little to prove that the level of sexual content had an impact on the effectiveness of the ad.

In 1982, two American researchers D. Richmond and T. Hartman classified sex appeal using the so-called content dimension, into four classes namely, functional, fantasy, symbolism and inappropriate appeals in their Research work "Sex Appeals in Advertising", published in Journal of Advertising Research. Their study revealed that audiences responded differently to the different content dimensions of appeal. Symbolism and functional appeal showed the highest recall, while inappropriate appeal had the lowest. The conclusion is that an obvious congruity between the visual and the product advertised leads to a positive contribution in recall.

In 1990, J. Severn, G.E. Belch and M.A. Belch, published the research work "The effects of sexual and non-sexual advertising appeals and information level on cognitive processing and communication effectiveness" in Journal of Advertising. They found that the use of an explicit, sexual appeal does not interfere with the ability to recall the brand name, which is a conclusion at odds with Steadman's findings. They also concluded that overt sexual appeal definitely has a
negative impact on the recall of the information content of the ad (copy point recall). Their findings indicated that when the visual portion of the ad is highly sexual in nature, readers tend to spend more time on it - that is, more time on the ad as a whole, but the visual in particular, thus drawing away from the cognitive processing of the message presented. Therefore, if a lot of information is to be presented in an ad, the use of sex appeal may reduce the effectiveness with which this information is transmitted to the reader.

It is an important point to note that most of these research works were conducted in U.S.A., where the cultural and social ethos is radically different from that which exists in India. However, with increasing westernisation, the American research may not be completely out of context for Indian conditions.
The Way of Data Collection

Interview was taken first and data were collected later, in three stages.

First Stage: First to get the attitude of the interviewees, in respect of sexually suggestive illustration in advertisements were taken up. For this purpose, a five point scale was prepared to know the attitude of the interviewees with respect of positive, extremely positive, indifferent, negative and extremely negative. The interviewee was asked to read the statement and tick only one to which he or she agreed.

Second Stage: At this stage the "recall effectiveness" on the spot was measured. The interviewees had to go through the ten selective advertisements and after half an hour they were shown ten similar advertisements without any message or brand name and were asked to identify them. Their recognition and answer were noted down as Yes, No or Don't Know.

Third Stage: The same interviewees were asked after seven days by the similar process to know whether they could recall those ads or not. Their answers were recorded as Yes, No or Don't Know.

Results and Discussion

Personality differs from individual to individual. Personality,
NEW PERFUMED way to end UGLY HAIR

Depil is entirely a new liquid hair remover, pleasantly perfumed and made SAFE with emulsified OLIVE OIL which leaves the most tender skin soft and smooth.

Depil instantly removes every vestige of superfluous hair without trouble, mess or bother and relieves you of all fear of stimulated hair growth. So simple — QUICK — SAFE and FRAGRANT.

Re. 15 per bottle, available everywhere.
PEARLINE, P. O. Box 493, Bombay.
THE TEST OF LOVE
lies in your kiss!

WHEN your lips meet his in that first lingering kiss . . . don't let BAD BREATH deny you the thrill of a second kiss. Remember, 7 out of 10 persons have bad breath and don't know it.

So be careful. Use Colgate Dental Cream. Its penetrating foam gets into crevices between your teeth and washes away germs and decaying food particles which cause most bad breath, dingy teeth, soft gums and tooth decay. Colgate's leaves the teeth thoroughly and beautifully clean—the gums healthy and the breath sweet.

After each meal before going to bed, use Colgate. After each meal before going to bed, use Colgate. After each meal before going to bed, use Colgate. After each meal before going to bed, use Colgate. After each meal before going to bed, use Colgate.
The Indian Express, April 22, 1962
Cool, refreshing Binaca Talc has added to it "Skin Soothing Oils" which leave your skin soft and silky smooth. It controls perspiration odours throughout the day, and its tantalising perfume just lingers and lingers and lingers.

The Statesman, June 16, 1962
A dream to possess
...And lovely to wear
That's the verdict of all users of B. H. E. H. products. Pick your 'personalised' garment from a wide range of
Bed-jackets
Blouses
Brassieres
Bed-sheets
Bed-spreads
etc., etc.
Ask for our free illustrated Catalogue.

BENGAL HAND EMBROIDERY
HOME
12/11-A, Lindsay Street,
Calcutta 16.

Makers of

B. H. E. H.

products

EMPEROL
REGD. BRAND
NITRO-CELLULOSE LACQUERS & SYNTHETIC ENAMELS
MANUFACTURED BY
EMPIRE CHEMICAL CO.
CALCUTTA & BOMBAY

The Statesman, December 7, 1954
There's a long-lasting WISDOM TOOTHBRUSH in a smaller size for children!

In any language, it's wise to ask for WISDOM — the long-lasting, correct-shape nylon toothbrush.

The Statesman, December 7, 1952
HEALTHY Mother...

HAPPY Baby!

NATURAL feeding is the sure foundation of baby's health and happiness, and now that science has provided, in delicious 'Ovaltine', the means to ensure a rich supply of maternal milk, no child need be deprived of the inestimable boon of breast-feeding.

A complete and perfect food, 'Ovaltine' supplies in concentrated form every element necessary to build-up and maintain the mother's health and strength, both before and after baby's arrival.

Prepared from Nature's finest tonic foods—ripe barley malt and fresh, creamer cow's milk, together with valuable natural phosphates and vitamins—'Ovaltine' is the supreme beverage for health and is universally recommended by Doctors and Nurses. Avoid substitutes.

OVALTINE Promotes Breast-Feeding

The Times of India, July 3, 1947
Half a century of National Service

No land has been more generously endowed by Nature with the potential for prosperity, that now—a yet no country is more poverty-striken. Fifty years ago an idealistic pioneer, stirred by this challenging paradox, founded an enterprise which rests on the principles of national SELF-SUFFICIENCY, which, he laid down: To say the least, his contribution has been substantial: for many years imports of metal security products and soaps have been negligible.

NATIONAL PLANNING demands Security, and Efficiency Equipment—scientifically designed, built to last, and modestly priced to suit a budget that has little room for luxuries; national planning demands national hygiene through countrywide use of pure, vegetable-soiled soaps at low prices. Godrej manufactures its soaps in National Specifications, because Godrej is a National Institution. Godrej are by far the leading manufacturers in their lines of metal products in the East, and their soaps are made "Godrej!" a household word, all over the country.

The Indian Express, January 24, 1966
This Day of Days!

LILY BISCUIT CO. • CALCUTTA • BENGAL

The Statesman, August 15, 1947
Rally Round Mr. Jinnah And The League

ONE MAN, ONE VOICE, ONE OBJECTIVE

The Quaid-e-Azam AN APPRECIATION
How Muslims Won Pakistan

The Times of India, August 15, 1947
depends on the behaviour of the person and his surrounding environments from which he/she belongs. It was observed that family background, income and expenditure level and sex influenced the attitudes and behaviours of the persons. In order to measure the attitude of the interviewees towards use of sexually illustrations in advertisements, a five point scale was developed and the interviewees were asked to tick one with which they agreed most. By applying this method, the attitude of the interviewees was obtained. Table 1, shows this attitude.

Table 2.1 - Degree of interviewees attitude towards sexually provocative illustrations.

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Number of interviewees</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Negative</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Negative</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>Indifferent</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Positive</td>
<td>109</td>
<td>54.5</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

* This is further illustrated by the Bar Diagram No.2.1

From this table, it was observed that 11 persons (5.5 percent) were had extremely negative view and 19 (9.5 percent) had
2.1. Degree of interviewee's attitude towards sexually provocative illustrations.
negative view towards the use of sexually provocative illustrations in advertisements. Whereas 109 (54.5 percent) were in favour of this type of advertisement and 29 persons (19.5 per cent) were extremely in favour of this sexually provocative ads. At the sametime 32 person (16 percent) remained indifferent towards sexually provocative ads.

From this Table it can be concluded that most of the persons were in favour of sexually provocative advertisements. This behaviour or attitude developed for various reasons. The social level, family background, education level and income level all these influenced the attitude alongwith norms, values, cultures, social structures and other factors of an individual. Whether these things are influential a person's attitude or not towards sexually ads are tested by the three hypotheses which were developed and were tested accordingly.

Effects of Background on an individual and their behaviour towards Sexually illustrated advertisements.

Through a simple random sample, opinions were collected from the interviewees with rural or urban background about their attitude towards sexually illustrated advertisements. In this analysis 38% of the total interviewees had rural background and 69% of total interviewees had urban background.
Table 2.2 Interviewee's Rural-Urban Background and their attitude towards Sexually Illustrated Advertisements.

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Rural</th>
<th>Urban</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>11(14.47)</td>
<td>19(15.32)</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Indifferent</td>
<td>15(19.73)</td>
<td>17(13.70)</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Positive</td>
<td>50(65.78)</td>
<td>88(70.96)</td>
<td>138</td>
<td>69</td>
</tr>
<tr>
<td>Total:</td>
<td>76(38%)</td>
<td>129(62%)</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

(Figures in parentheses are percentages)

This is further illustrated by the Bar Diagram No.2.2

From this table, it can be said that 14.47 percent of the rural interviewees were unfavourable, whereas 65.78 percent of the rural interviewees were favourable and 19.73 percent were remained indifferent towards the sexually illustrated advertisements.

On the other hand 15.32 percent of the urban interviewee were unfavourable, 70.96 percent were favourable and 13.70 percent were indifferent towards sexually illustrated advertisements.

It is interesting to note that a large portion of rural interviewees were in favour of using sex appeal in advertisements. The rapid modernisation of village life and the visual effect of television have altogether changed the feelings of the rural people and to certain extent they like
2.2. Interviewee's Rural/Urban Background and their attitude towards sexually illustrated ads.
sexually illustrated ads. Both the rural and urban people, were interested in sexual ads.

This can further be analysed by the application of statistical methods. We like to test the null hypothesis, that is, backgroundwise there are no significant differences in attitudes. Alternative hypothesis is, backgroundwise there are in fact significant differences in attitudes. The test static is given by (1) i.e.,

\[
T = \frac{n^2}{n_1n_2} \left[ \sum_{i=1}^{3} \frac{f_i^2}{f_i0} - \frac{n^2}{n} \right]
\]

Here \( K = 3, L = 2 \)

Here \( n = 200 ; n_1 = 76 ; n_2 = 124 \)

\[
T = \frac{(200)^2}{76 \times 124} \left[ \frac{19^2}{30} + \frac{17^2}{32} + \frac{88^2}{138} - \frac{(124)^2}{200} \right]
\]

\[
= \frac{40000}{9424} \left[ 12.03333 + 9.03125 + 56.11594 - \frac{(124)^2}{200} \right]
\]

\[
= 4.244482 \times \left[ 77.18052 - 76.88 \right]
\]

\[
= 4.244482 \times 0.300522
\]

\[
= 1.2755602 < \chi^2_{0.05} = 5.991
\]

\[
= 9.210
\]
As the calculated value is less than the Table value of \( \chi^2 \), (chi-square) hence the null hypothesis is accepted. Therefore, background wise, there are no significant differences in the attitude of the rural and urban interviewees towards the sexually illustrated advertisements.

**Effect of income level**

The income level of the interviewees and their parent's or guardians also have great impact on their attitude towards sexually illustrated advertisements. In this analysis the income level are divided into high, medium and low.

**Table: 2.3 Interviewee's Income levels and their attitude towards sexually illustrated advertisements.**

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Low</th>
<th>Medium</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Negative</td>
<td>13 (36.11)</td>
<td>9 (17.64)</td>
<td>8 (7.07)</td>
<td>30</td>
</tr>
<tr>
<td>Indifferent</td>
<td>11 (30.55)</td>
<td>10 (19.60)</td>
<td>11 (9.73)</td>
<td>32</td>
</tr>
<tr>
<td>Positive</td>
<td>12 (33.33)</td>
<td>32 (62.74)</td>
<td>94 (83.18)</td>
<td>138</td>
</tr>
</tbody>
</table>

(Figures in parentheses are percentages)

This is further illustrated by the Bar Diagram No.2.3

This table depicts that from the lower income group, 36.11 percent interviewees were not favourable and 33.33 percent
Interviewees Income levels and their attitude towards sexually illustrated Advertisement.

2.3.
were favourable and 30.55 percent were indifferent towards the sexually illustrated ads. While 62.74 percent interviewees of medium income group and 83.18 percent of high income groups were in favour of sexually illustrated ads. In the high income group, only 7.07 percent had negative attitude and 9.73 percent had indifferent attitude towards sexually illustrated ads.

This can be analysed by statistical methods.

Here, the null hypothesis is that incomewise there is no significant difference in attitude.

The alternative hypothesis is that incomewise, there is significant difference in attitudes towards the sexually illustrated advertisements.

The null hypothesis ($H_0$) will be rejected if

$$ n \left( \sum_{i=1}^{k} \frac{1}{n_i} \left( \frac{\sum_{j=1}^{i} f_{ij}^2}{f_{ij}} - 1 \right) \right) \chi^2 \approx (k-1) (1-1), $$

Here $k = 3$, $1 = 3$

$$ \chi^2 \approx 4, .05 = 9.488 $$

$$ .01 = 13.277 $$

$$ T = n \left[ \frac{1}{n_1} \left( \frac{13^2}{30} + \frac{11^2}{32} + \frac{12^2}{138} \right) + \frac{1}{n_2} \left( \frac{9^2}{30} + \frac{10^2}{32} + \frac{32^2}{138} \right) + \frac{1}{n_3} \left( \frac{8^2}{30} + \frac{11^2}{32} + \frac{94^2}{138} \right) - 1 \right] $$
Here calculated value of \( \chi^2 \) (chi-square) is greater than the Table value, therefore the null hypothesis, that incomewise there are no significant differences in attitudes towards sexually illustrated ads has been rejected.

Hence, the alternative hypothesis that incomewise there is significant differences in attitudes towards the sexually illustrated ads is accepted.

From this statistical analysis, we can conclude that there is a significant difference of attitudes in respect of the sexually illustrated advertisements among the interviewees of low, medium and high income groups. The people who belongs to high income group were found to be more interested in sexually illustrated advertisements than the lower income groups.
Effect of Interviewee's Sex

The sex of the interviewees (male or female) may also affect to the attitude towards sexually illustrated advertisements. As barely dressed women appear in the illustration which are sexually attractive, most of the women are not interested in those ads. Therefore, it is possible that women might not find the sexual ads 'sexy' as much as the men might do.

Table 2.4 Interviewee's sex and their attitude towards sexually illustrated Advertisements.

<table>
<thead>
<tr>
<th>Sex</th>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Negative</td>
<td>2</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Negative</td>
<td>3</td>
<td>33</td>
<td>36</td>
</tr>
<tr>
<td>Indifferent</td>
<td>2</td>
<td>13</td>
<td>15</td>
</tr>
<tr>
<td>Positive</td>
<td>82</td>
<td>26</td>
<td>108</td>
</tr>
<tr>
<td>Extremely Positive</td>
<td>11</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

This is further illustrated by the Bar Diagram No.2.4

From this table, it can be said that only 5 men were not in favour of sexually illustrated ads and only 2 men were indifferent towards sexual ads. Whereas 82 men had positive attitude and 11 men had extremely positive attitude towards sexually illustrated ads, which means 93 male interviewees had positive attitude towards sexual ads.
Interviewee's sex and their attitude towards sexually illustrated advertisements.
On the otherhand 18 women had extremely negative attitude and 33 women had negative attitude and 13 women had indifferent attitude towards sexually illustrated advertisements. While 26 women favoured and 10 women extremely favoured the sexually illustrated ads.

This can also be analysed by using statistical methods. In the case of positive attitude towards sexual ads, we can analyse it by application of this method.

\[
C = \frac{p_1 - p_2}{\sqrt{p \left(1 - p\right) \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}
\]

The null hypothesis is sexwise there is no significant difference in the case of positive attitude towards sexual ad.

The alternative hypothesis is men are more responsive in sexual ads than the women.

We observe that \( p_1 = \frac{82}{100} = .82 \); \( p_2 = \frac{26}{100} = .26 \); \( n_1 = 100 \);

\[
p = \frac{82 + 26}{200} = .54
\]

Hence

\[
= \frac{.82 - .26}{\sqrt{.54 \times (1-.54) \left(\frac{1}{100} + \frac{1}{100}\right)}} = \frac{.82 - .26}{\sqrt{.54 \times .46 \times .02}} = \frac{.56}{.070484} = 7.9450655 < 1.645
\]

or

\[
1.645 < 2.326
\]

As the calculated value 7.9450655 is greater than the table
value 1.645 or 2.326, therefore the null hypothesis is rejected. Which means, sexwise there is no significant difference in the case of positive attitude towards sexual ads. Hence the alternative hypothesis, that is men are more responsive towards sexual ads than the women in the case of positive attitude is accepted.

If we want to test the negative attitude, the null hypothesis is sexwise there is no significant difference. The alternative hypothesis is women had more negative attitude towards sexual ads than the men.

We observe that  \( p_1 = \frac{33}{100} = .33 \);  \( p_2 = \frac{3}{100} = .03 \);

\[ n_1 = 100 \; \text{and} \; n_2 = 100 \]

\[ \hat{p} = \frac{33 + 3}{200} = .18 \]

Hence  \( z = \frac{p_1 - p_2}{\sqrt{.18 \; (1-.18)\left(\frac{1}{100} + \frac{1}{100}\right)}} = \sqrt{.33 - .03} \]

\[ = \frac{.3}{.0543323} \]

\[ = 5.5215774 > 1.645 \]

or 2.326

As the calculated value 5.5215774 is greater than the table value 1.645 or 2.326, therefore the null hypothesis is rejected. Which means sexwise there is no significant difference in the case of negative attitude towards sexually
illustrative ads. Hence the alternative hypothesis, that is women had more negative attitude towards sexual advertisements than the men is accepted.

Table: 2.5 Interviewee's sex and attitude towards sexually illustrated ads and its \( \chi^2 \) calculations.

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Sex</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Men</td>
<td>Women</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Negative</td>
<td>5</td>
<td>51</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>Indifferent</td>
<td>2</td>
<td>13</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td>93</td>
<td>36</td>
<td>129</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

This is further illustrated by Bar Diagram No.2.5

This can be analysed by the statistical method like \( \chi^2 \) (chi-square) Test. The null hypothesis is that sexwise there are no significant difference in attitudes towards sexually illustrated ads. The alternative hypothesis is sexwise there are in fact significant differences in attitudes towards sexual ads.

To test the hypothesis in this way -

\[
T = \frac{n^2}{n_1 n_2} \left[ \sum_{i=1}^{3} \frac{f_{1i}^2 - \frac{n_2^2}{n}}{\frac{n_2^2}{n}} \right] \quad \text{Here, } k=3, l=2.\]
2.5 Interviewee's Sex and attitude towards sexually illustrated ads.
Here \( n = 200 \); \( n_1 = 100 \); \( n_2 = 100 \)

\[
T = \frac{(200)^2}{(100)^2} \left[ \frac{51^2}{55} + \frac{13^2}{15} + \frac{36^2}{129} - \frac{(100)^2}{200} \right]
\]

\[
T = \frac{40000}{10000} \left[ 46.446428 + 11.266666 + 10.046511 - \frac{10000}{200} \right]
\]

\[
= 4 \left[ 67.759605 - 50 \right]
\]

\[
= 4 \times 17.759605
\]

\[
= 71.03842 > \chi^2 \quad 2, .05 = 5.991
\]

\[
.01 = 9.201
\]

Here the calculated value is greater than the Table value of \( \chi^2 \) (chi square) hence the null hypothesis, that is sexwise there are no significant difference in attitude towards sexually ads. is rejected.

Therefore the alternative hypothesis that is sexwise there are in fact significant differences in attitudes towards sexually illustrated advertisements is accepted.

Recall

The recall test is used to evaluate effectiveness of advertisements. It refers to the 'follow-up-test' conducted after exposure of the interviewee to a particular advertisement. The interviewees were asked to 'recall' the brand name for which a few particular advertisements were used. In this study, two recall tests were conducted, one.
immediately after exposure and the other after a week's time and results were taken as correct, incorrect and don't know.

Two hypotheses were taken to ascertain the effect of sexual illustrations in advertisements to recall the brand name.

There were 10 advertisements of which 5 sexual and 5 nonsexual ads were shown to each interviewee twice, that is one immediately at the time of interview and again after lapse of a week. Therefore, total number of recalls of brand names, which had used 'sexual' as well as 'non-sexual' illustrations, was 2000. In this analysis, the recall tests, immediately after the exposure and after a week, were carried out. All the recalls were tabulated and enumerated in Table 2.6

Table: 2.6  Distribution of Recalls.

<table>
<thead>
<tr>
<th></th>
<th>Non Sexual Ads</th>
<th>Sexual Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>On the spot</td>
<td>%</td>
</tr>
<tr>
<td>Correct</td>
<td>231</td>
<td>46.2</td>
</tr>
<tr>
<td>Incorrect</td>
<td>117</td>
<td>23.4</td>
</tr>
<tr>
<td>Don't know</td>
<td>152</td>
<td>30.4</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100</td>
</tr>
</tbody>
</table>

This is further illustrated by Bar Diagram No. 2.6.
2.6. Distribution of Recalls.
From this table it is evident that sexually illustrated ads are more responsive than the non-sexual ads. In this case study, in the case of non-sexual ads, 46.2 percent were recalled correctly immediately after exposure and the same ads were recalled after a week by 58.4 percent interviewees. It shows an increasing trend. On the other hand, the same test was conducted for sexual advertisements, and it showed that 61.4 percent could recall correctly on the spot and this recall rate increased to 80.6 percent after a week. From this Table, it can be clearly indicated that there is a remarkable difference in the number of correctly recalled advertisements in the case of being sexual or nonsexual advertisements.

In the case of nonsexual advertisement, 23.4 percent were incorrect on the spot and 25.6 percent were incorrect in recalling after a week. But in the case of sexual advertisements 21.8 percent were incorrect on the spot and 12.2 percent were incorrect after a week. Therefore, it shows that lesser number of sexual advertisements were recalled incorrectly.

Another answer of the interviewee is "don't know". Regarding this answer in the case of nonsexual advertisements, 30.4 percent said don't know, on the spot and it reduced to 16.2 percent after a week. This don't know answer, in the case of sexual ad was 16.8 percent, on the spot and it remarkably
reduced to 7.2 percent after a week. This showed that more interviewees tried to remember and recalled those advertisements which had sexual illustrations.

These differences were tested for their significance by applying $\chi^2$ test.

Table: 2.7 Distribution of Recalls Immediately After Exposure.

<table>
<thead>
<tr>
<th>Recall</th>
<th>Non Sexual Ad</th>
<th>Sexual Ad</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct</td>
<td>231</td>
<td>307</td>
<td>538</td>
</tr>
<tr>
<td>Incorrect</td>
<td>117</td>
<td>109</td>
<td>226</td>
</tr>
<tr>
<td>Total</td>
<td>348</td>
<td>416</td>
<td>764</td>
</tr>
</tbody>
</table>

This is further illustrated by Bar Diagram No. 2.7

This can be analysed by the application of statistical methods like $\chi^2$ test. We like to test the null hypothesis, that is in the case of recall of the advertisements there is no significant difference in the case of sexually illustrated ads and non sexual ads. The alternative hypothesis is that there is significant difference in case of recall regarding sexual ads and non sexual ads. The test statistic is given by (1) i.e.,

$$T = \frac{n^2}{n_1 n_2} \left[ \sum_{i=1}^{2} \frac{f^2}{f_{i0}} - \frac{n^2}{n} \right]$$

Here $k=2$, $L=2$
2.7. Distribution of Recalls Immediately After Exposure.
Here \( n = 764 \); \( n_1 = 348 \); \( n_2 = 416 \)

\[
T = \frac{(764)^2}{348 \times 416} \left[ \frac{307^2}{338} + \frac{109^2}{226} - \frac{416^2}{764} \right]
\]

\[
= \frac{58,3696}{144,768} \left[ 175.18461 + 52.570796 - 226.51308 \right]
\]

\[
= 4.0319407 \left[ 227.7548 - 226.51308 \right]
\]

\[
= 4.0319407 \times 1.24172
\]

\[
= 5.0065414
\]

This test shows that the calculated value of \( \chi^2 \) is greater than the table value (3.841). Therefore the null hypothesis is rejected at this level of significance. And the alternative hypothesis is accepted which means that there is a definite effect of the use of "sexually provocative illustrations on recall immediately after exposure. The non-sexual advertisements had slightly less number of correct recalls than that of the advertisements which used the sexual illustrations.

Table 2.8 Distribution of Recalls after a week.

<table>
<thead>
<tr>
<th>Recall</th>
<th>Non-Sexual Ad</th>
<th>Sexual Ad</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correct</td>
<td>291</td>
<td>403</td>
<td>694</td>
</tr>
<tr>
<td>Incorrect</td>
<td>128</td>
<td>61</td>
<td>189</td>
</tr>
<tr>
<td>Total</td>
<td>419</td>
<td>464</td>
<td>883</td>
</tr>
</tbody>
</table>

This is further illustrated by Bar Diagram No. 2.8
Distribution of Recalls after a week.
This can also be tested by $\chi^2$. In this case the null hypothesis is that in case of recalls after a week about sexual and non sexual advertisements, there is no significant differences. The alternative hypothesis is that in recall that after a week there is significant difference between non sexual ads and sexual ads. This can be further tested in this way by application of statistical methods.

$$T = \sum_{i=1}^{i=2} \frac{f_{i2}}{n_o} - \frac{n_{i2}}{n}$$

Here $n = 88.3$, $n_1 = 419$ and $n_2 = 464$

$$T = \frac{(883)^2}{419 \times 464} \left[ \frac{403^2}{694} + \frac{61^2}{189} - 464^2 \right]$$

$$= \frac{779689}{194416} \left[ 234.01873 + 20.222826 - 243.82332 \right]$$

$$= 4.0104158 \left[ 254.24155 - 243.82332 \right]$$

$$= 4.0104158 \times 10.41323$$

$$= 41.781434 \chi^2, .05 = 3.841$$

As the calculated value is greater than the table value ($41.781434 > 3.841$ or $6.635$) therefore the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, the conclusion is that use of sexual
illustrations in advertising has a definite effect on recall over a period of time.

Conclusion

This study was undertaken to get an idea about the attitudes of people towards the use of sexually provocative advertisements and to determine the possible effects on recall of the brand names. This study was important because the rate of sexual illustrations are making rapid inroads in the advertisements specially in case of consumer goods. Therefore in this study of advertisements and its effectiveness in sexual and non sexual advertisements has an impact on marketing analysis. And for this purpose, the information was collected from various interviewees towards the use of sex appeal in advertising and a five point scale was used.

Out of total number of interviewees, 69 percent were in favour of sexually illustrated ads, and 15 percent interviewees do not like sexual ads and 16 percent interviewees were indifferent towards sexually illustrated ads. Since attitude of the individuals are affected by family background, income level, sex, etc., therefore the effects of these variables on the attitude of a person were measured. Some hypotheses were developed for this and they were tested by applying statistical methods. By applying $X^2$
test, it was found that backgroundwise, there were no significant difference in the attitude of rural and urban interviewees towards the sexually illustrated ads. It was also found that the income levels had remarkable effect on the attitude of the interviewees and the people belongs to high income groups were found to be more linear in sexually illustrated advertisements than the lower income groups.

It was also found from this research work that men were more responsive in sexual ads than the women. It also reveals that the women had more negative attitude towards sexual advertisements than that of men. From this study it can be concluded that sexwise there are significant differences in attitudes towards sexually illustrated advertisements.

The major objective of the study was to know the recall effectiveness of sexual advertisements. It was found that the use of sex in advertising had remarkable effect on the recall capacity of the interviewees as majority of them could remember and recollect the brandnames for which sexual illustrations were used. On the spots analysis, they also showed an increasing trend of recall of sexual ads and another measurement was done after a week. From the available data it was found that the number of correct recall in the case of non sexual advertisements was relatively less. And the recall of sexual ads after a week
is more than the nonsexual ads.

From the analysis, it may be concluded that the use of sexually illustrated ads were more responsive to draw the buyer's attention. In case of advertising analysis it is important to influence the buyers. Sex appeal in advertisements help the buyer to remember the brandname and such appeal has also a longway effect on the consumer's mind, although ethically, such exploitation of sex should be avoided. But it is somewhat immoral to use these sexual ads in consideration of social values. In ancient Indian architecture, we find the use of sex, but sex was used very artistically. But, recently, we find the sexually illustrated ads are tagged with the consumer goods of male and female, confronting Indian cultural value systems directly in a crude way. With the changing value system and changing media systems, it cannot deny the use of sexual ads, in order to control the market. But one needs to be conservative in some cases even in modern era, to maintain our value systems.

Businessmen tend to advertise sexually illustrated ads in order to boost marketability of their product but it should be done with sobriety, and in live with the cultural heritage of India.
References:


