

CONSUMER PERCEPTION OF SEXUALLY APPEALING ADS FOR THE CASE OF CALVIN KLEIN

BRAND UNIVERSITY
LAB PROJECT

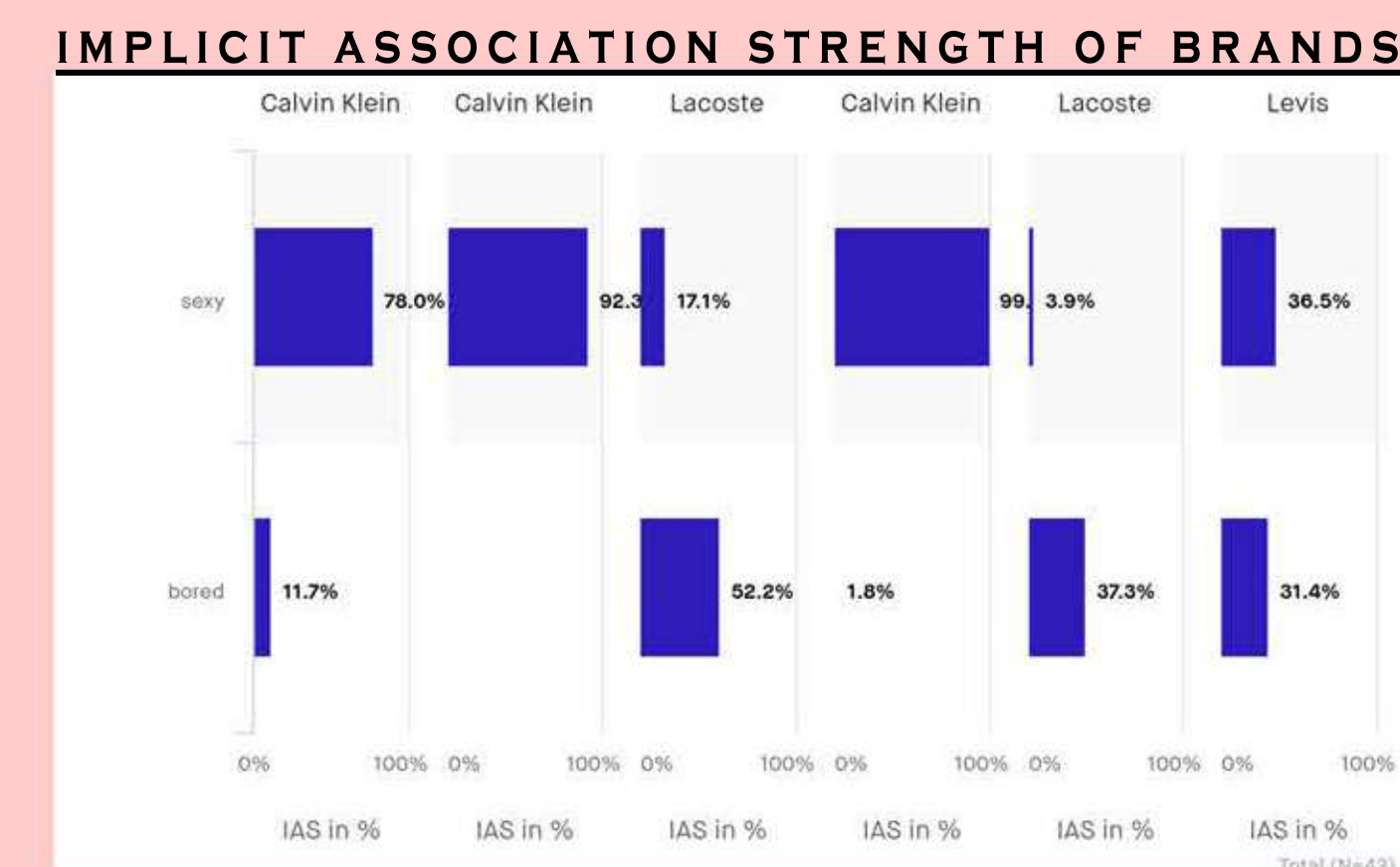
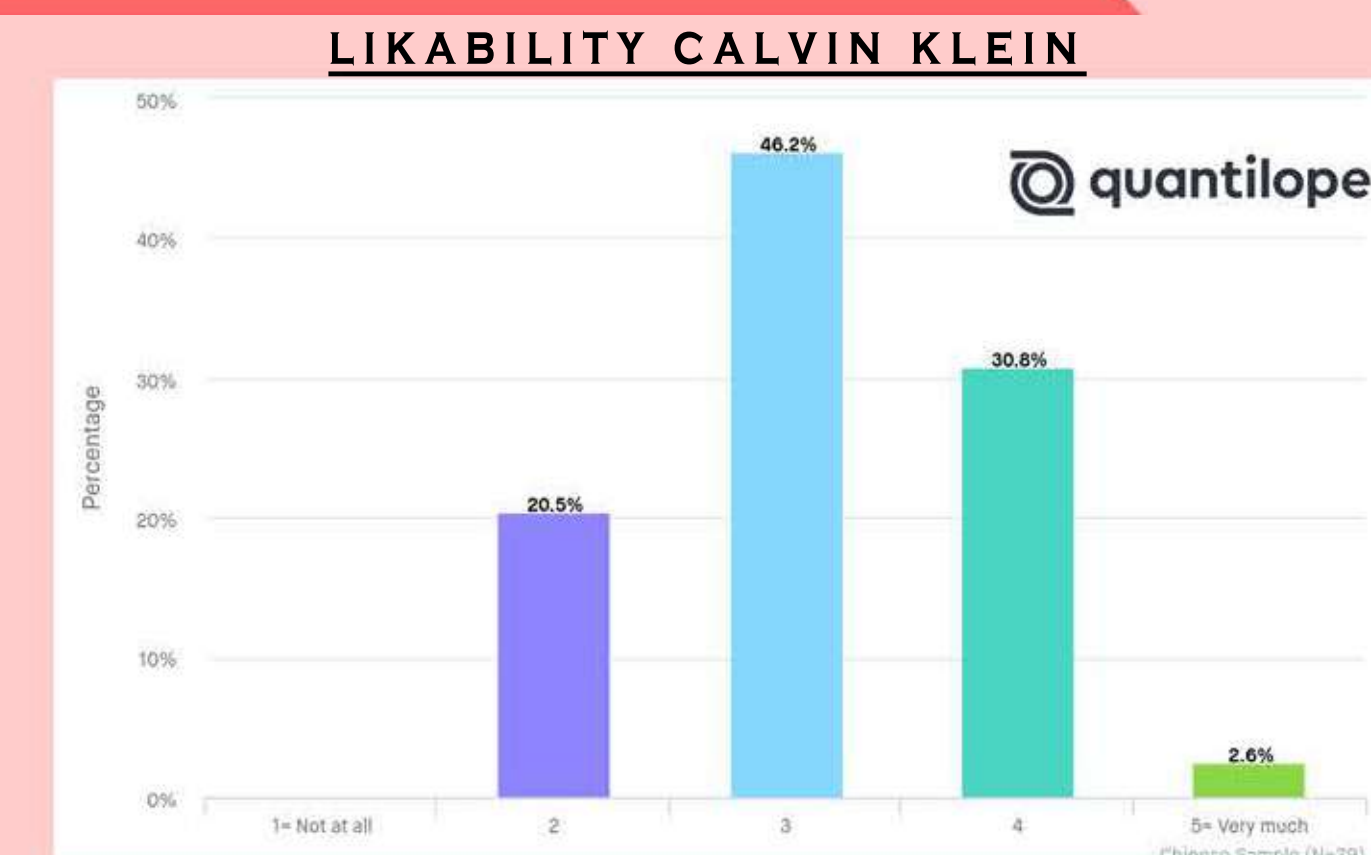
INTRODUCTION

Among all the type of appeal in advertising most of the time marketers used sex appeal advertisement in luring the customers. However, in recent years there has been controversial debate on using sex appeal advertisement in promoting the product/brand, the sex appeal advertisement grab attention of customers for sex only not for the brand itself and sex doesn't sell any longer now. The purpose of this research was to examine the influence of sexual appeal advertising of brand preference (CALVIN KLEIN).

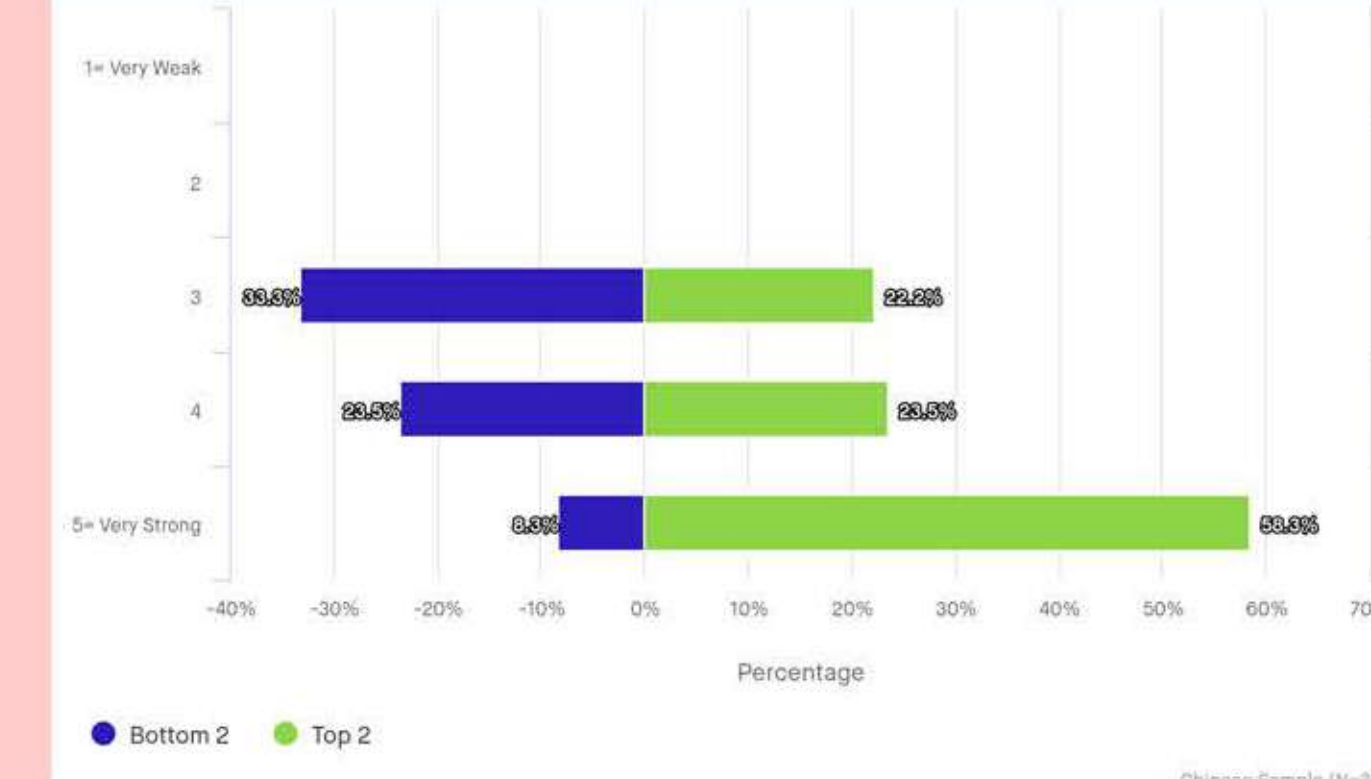
RESEARCH QUESTION

Consumer perception of sexually appealing ads for the case of Calvin Klein

RESULTS



ANALYSIS SEXUAL APPEAL & LIKABILITY CALVIN KLEIN



CONCLUSION

Calvin Klein brand awareness is highest among the leading fashion brands. IAT showing that CK ads are sexy also attractive so the brand stands for sexual appeal and it is an important driver of ad likability. High sexual appeal of the brand goes hand in hand with a high likability of ads but remain a moderate level of favorability of brand. So it has large potential to improve since it has quite explicit ad which may offend the customers. Therefore, it is suggested that CK can use more suggestive ads and post appropriately in different culture and social context if they want to gain favorable impression from the audience.

THEORY & LITERATURE RESEARCH

- In Favor of Sexual ads
(Grazer & Kessling 2011 & Thiyagarajan et al., 2012) suggested that when organization used moderate level of sex in advertisement leads customers liking the products.
- Against Sexual ads
Severn et al. (1990), who found that the use of sexually oriented appeal produced a more positive attitude toward an advertisement for sports shoes, but consumers rated a sexually-oriented advertisement to be more offensive as compared to a nonsexual advertisement.
- Demographic Difference
- Cognitive dissonance
- Sense, reference and selective attention
(John Campbell, 2011)

LITERATURE

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3. Grazer, W. F., and Keesling, G. (1995), "The effect of print advertising's use of sexual themes on brand recall and purchase intention: A product specific investigation of male responses", Journal of Applied Business Research, Vol. 11 No 3, pp. 47-57.
4. Hyllegard, K., Ogle, J., and Yan, R. (2009), "The impact of advertising message strategy - fair labour v. Sexual appeal - upon gen Y consumers' intent to patronize an apparel retailer", Journal of Fashion Marketing and Management: An International Journal, Vol. 13, pp. 109- 127.
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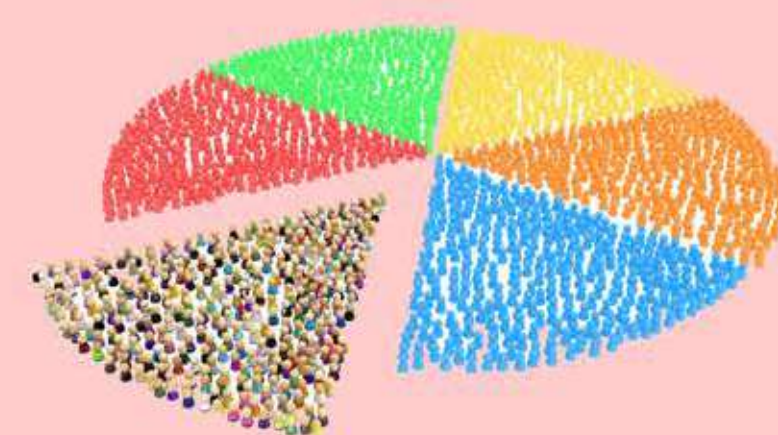
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SCIENTIFIC FUNDAMENTALS & METHOD



METHOD

Investigation of impact difference of brand preference on sexual appeal advertising and normal advertising.



Quantitative survey with
Implicit association test
in Quantilop



Convenience sampling
Male (62%) and Female (38%)
Age above 18
N= 43

PROBLEM & RELEVENCE

Calvin Klein advertising campaign featuring shot of Klara Kristin has caused controversy. New York Daily News commented 'They're creepy and disgusting -- "risky and offensive."



"However, there are voices supporting Calvin Klein saying that ' Why shouldn't an advertisement meant to encourage consumers to buy said underwear show someone wearing the underwear? Therefore, whether sexually-suggestive advertising has a positive impact on brands is highly controversial. Sexual appeal ads itself attracts attention and in some products can promote impulse consumption, but it is not clear whether it increases consumers' affection for the brand.