



RESEARCH PAPER

Sexualisation and Adults: Experimenting Physical and Psychological Affects of TVCs in Pakistan

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This study intends to explore immediate interim psychological and physical effects of exposure to sexual appeals used in television advertisements on the youth. The researcher evaluates the psychological effects of television commercials in the discourse of the Elaboration likelihood model by Petty and Cacioppo (1986). Heartbeat, pulse scores, blood pressure and body temperature before, and after exposure to the commercials in physical effects are measured during the experiment. N = 102 young adults age between 18 to 34 years, male and female respondents are selected to participate in the study. The employed experimental design is one group experimental research design. Exposure to sexual appeal advertisements is assured, within a controlled environment - the carefully constructed questionnaire provided to every participant for measuring the psychological impacts of sexual advertising appeal. Results revealed that there is some immediate and interim effect on the physical and psychological condition of the viewers after being exposed to advertising content with sexual appeals.

Introduction

To make the brand famous, every company invests handsome amounts of money, time, and talent in promotional activities, which also needs support from its advertisements to dominate the consumer market in every aspect of achieving the higher sales targets (Al-Hussainy, Dodson, & Gibson, 2008). Experts have developed various techniques to appeal the consumers to attract and persuade for buying their products. One of the essential tools used in advertising is called appeals. Usually, appeals are supposed to directly interact with the needs, safeties, desires, and requirements of a buyer. Rationale, use of fear, humour, sex, and bandwagon

propaganda are the most commonly used advertising appeals that are being in practice around the globe by advertisers (Soules, 2015).

Nevertheless, due to technology dependence, campaigns typically appear to be launched and operational in the countries who achieved developed status in which the probable populace seems to be exposed by communication of these campaigns. The advent of broadcast TV brought the emergence of training/coaching advertising in media.

The study is conducted to measure the physical and psychological effects of advertising on viewers and their perceptions about sexualisation of advertisements. It is tested that to what extent sexualized content creates interest in its viewers for the brands and how much they persuaded to purchase the brand in the advertisement - the behaviour of young undergraduate students measured in the context of the watching habit of television advertisements. Moreover, the extent of watching television advertisements analysed. The research is conducted to test both the psychological and physical impacts of television commercials. Typically, Pakistani society is counted as rigid, tending towards modernized new changes but strongly associated with traditions. In this aspect, viewers commonly do not accept some of the content that appeared beyond the boundaries defined by Pakistani traditional norms and values. Such as nudity, sexuality, sensational beyond a limit, and western norms and values contradict with the Muslim and sub continental norms and values in general. In the past, advertisers strictly take care of the matter to socially responsible in their brand promotions. However, in recent times, as the world has become global. The concept of centralized marketing and commercials are in practice by corporate cultures. The MNCs are functioning at a large scale on a global level. This brought some stereotypes in societies around the globe, as they are leading societies to visual culture. Western societies are rich in technology and ad agencies produce the content that influenced the countries in the developing phase and reason to promote visual culture. This entire scenario brings a lot of sensation and sexualisation in the media. Hence, it is now reflected through the behaviours of viewers.

This study attempts to explore that how advertising content in the form of sexual appeals contradicted with a traditional society of Pakistan and can physically and psychologically affect the viewers.

Hence the following Hypotheses of current experimental research are formulated as:

- H₁: It is more likely that sexual appeals in advertising create a strong sensational psychological and physical effect in respondents, which may lead them towards different or unexpected results set by advertisers.
- H₂: It is more likely that exposure to television commercials with different advertising appeals creates a short-term physical effect, which may affect them with increased body temperature pulse and blood pressure.

TV Advertising and Youth

Advertisers can now easily advertise through swiftly increasing television channels and other online sources such as social media websites. Television and other electronic media sources are now being heavily used by the advertisers because youth are the early adopters to the newer technologies and also, they are comparatively heavy media consumers than their parents. Advertisers use various methods to influence youth. Such as sponsoring educational material, organizing expos, trips, offering scholarships, and others; however, despite all of these, television is still the primary and most trusted source of advertising by the advertiser companies. Interactive media is now becoming the most popular media for youth. It has also become a status symbol for the youth. That is why, to focus on the youth, advertisers are catching up with new trends but with some old video television advertising techniques. Statistics also reveal that spending on advertising with content appealing to the youth has increased from 1990 at USD 100 million to the year 2000 at USD 2 billion (Calvert, 2008).

Advertising Effects

Television is a still very powerful medium, and it has various deep effects on its viewers. It is both positive and negative impacts on its viewers. Various researchers tried to explore the negative and positive effects of television advertising upon viewers and society. Most recently, majority of work has been done for exploring the effects such as violence and use of abusive language among heavy viewers of television advertising. Yang & Smith (2009) argue that in the advertisements advertisers presents a lot of things, including violence, sexuality, fear, abusive language, bravery, celebrity endorsement, public service and awareness, civic responsibilities and social and cultural norms. All of these impacts are having deep affect upon the viewers. Recent rise in the number of advertisement and television content with violence increased the level of violence and abusive language in the society. Some researchers indicate that the exposure to the violence create increased aggressive behaviour among viewers. Recent indicators published by the world federation of advertisers suggested that increased number of fast food and energy related products has resulted in increased level of energy drinks intake in the children..

Physical Impacts of Television Advertising

Keeping in view the fact that attractive persons can persuade more people towards buying a product, the use of striking personalities filled the print and visual media (Dion, Karen, Berscheid, & Walste, 1972). After being exposed to the person in a commercial advertisement, viewers draw a visual model of a person's minds after being influenced by his or her personality. Literature from social psychology also endorses the fact that this process of being influenced; took place on the spot, and this process remains frequent. After being impressed by such personalities in the advertisement, the attractive physical appearance of the model directly increases the

impact of advertisement, create an immediate direct image and application of the message in the audience's mind which is directly associated with the gender of the viewers (Brumbaugh & Anne, 1993).

Sexual Appeals

To get immense attention towards the advertising messages and to break through the clutter, advertisers use sexually appealing personalities in their commercials. To make their advertisement sexually appealing and shocking to whispered all over. Advertisements of luxury products are being telecasted on a global level using this technique extensively. Shocking appeals unintentionally surprise and emotionally offends its viewers who remain for a long time in their mind. Dahl et., al. (2003) mentioned that recent studies reveal the fact that shocking and sexually exploiting content significantly increases its impact, attention, lasting memory and influence in human behaviour.

Advertiser use Sex as Appeal

Richmond and Hartman, mentioned in their study in 1982, that the advertisement, which includes exploitation and presentation of the male or female body in a sexual way to attain the attention of the viewers, is called sexual appeal advertisements. Although, the use of sex appeal is heavily criticized by the consumers and media experts due to the contradictions with cultural and ethical norms of a traditional society and because of its social and behavioural impacts on the society, this is the fact that there is a noticeable increased. Studies done by various researchers indicated the considerable increase in sex appealing content in the advertisements, such as Hoyer and MacInnis (1997) indicated that it is now more popular to use nudity or sex appeals for the advertising such products which do not congruent with nudity or sexual stuff. In 1978, Belch and Cain claimed an undisputed increase in the trend of using sexual appeal in advertising (Cited in, Sawang, 2010).

A content analysis study was done by Soley, and Kurzbard in 1986 examined the sexual portrayals in an advertisement published in Newsweek, Time, cosmopolitan, Playboy, Esquire during the time 1964 and 1984 published in the United States. Interestingly, results showed that over 20 years, the frequency of advertisements having erotic portrayals was not amplified. However, sexual illustration and presentation significantly increased and became more sexually exploiting the viewers visually rather than verbally. They observed the increased sexual content over the period. It is also noteworthy that the use of sex appeals is every day throughout the world, but these are more often used in the West, especially in Europe. Piron and Young (1996) compared the United States with Germany and concluded that there is more sexually appealing content in US advertising than the German advertisements.

The Effects of Sex Appeal on Advertising Effectiveness

Information processing was initially focused by the researchers while studying the effects of sexually appealing content in advertisements. Baker suggested that the interest of both genders can be attained immediately with increased sexual illustrations in advertising, and sex will work as an element in the advertisement (Baker, 1961). In another study conducted by Belch, Belch, and Villareal in 1987, they indicated several depending variables affecting the efficiency of sexual appeals. They suggested that it is the product itself, the gender of the receiver, and the social-cultural background of the receiver, which affect the performance of sexual appeal in advertisements. They further mentioned that according to their research, these factors could positively and negatively both ways affect the effectiveness of the advertisement (cited in, Paliwoda, Slater, Liu, Cheng, & Li, 2009).

Severn et., al. (1990) assert that advertisements with sexual content detract the attention of viewers from brand recognition, hence even though sex appeals are attention seekers, they have less effect than the non-sexual content when observing the brand recall. He also found that respondents with a favourable attitude toward sexual appeals in advertisement comparatively recalled the brand names more correctly than comparing with those of having an unfavourable attitude towards such kind of advertisements. Same fact that the advertisement with sexual appeal advertising appears to be the lowest appealing content, with lower company profile and advertised products appears to be lowest in quality with less credibility of the company.

It is also noteworthy that some recent researches also confirm that the presence of decorative opposite gender models got positive attitudes from male viewers compared with the advertisements with male models in them. However, when the same studied on women, results are opposite mentioned in (Rohlinger, 2002). Another variable which has a positive influence over the effectiveness of advertisement is the presence of congruity among sexual appeals and product. It concluded by the researchers that sexual appeals leave positive recognition and increased number of advertisements recall with increased level congruent. In contrast, an advertisement with lower congruity between product and appeal left negative impacts and lower levels of brand recall among the viewers. Another research conducted by Pope et., al. (2004) evaluated the effectiveness of sexual appeals in television advertisements in their extensive study. They found three essential factors influencing the effectiveness of advertisements with sexual appeals. They suggest that the use of attractive models positively attracts the attention of viewers. They also found that the explicit portrayal of sexual content had adverse effects on the effectiveness of the advertisement. They extensively explained the adverse effects of explicit sexual content as negative results such as poor evaluation, level of recall is lower. Moreover, they found the negative perception about manufacturer and product shown in the advertisement with sexual appeals. They

also concluded that unrelated products where there is no need for sexual appeal appear as ineffective.

The current study aims to assess the impacts of nudity, sexual appeals in the advertisements. To check the effects of sexual appeals in advertisement physically and psychologically and their tendency towards the brand, it is suggested that people with traditional/different cultural backgrounds have different reactions over the same content.

Material and Methods

Core purpose for the this experimental study is to explore the short-term effects of different advertising appeals on psychological and physical behaviour, reactions, and in silence for a brand with special context of sex and sensationalism as advertising appeal. Therefore, single group experimental research design is selected. One group experimental design has two fundamental features because of which the design is adopted by the researcher (Allen, 2017). First, it assumed that all the participants of the study have the same condition and given the same treatment for the experiment; hence, every participant received stimuli during the experimental process. To conduct the study, selection of diverse advertisements as stimulus is the first step of the experimental procedure. The criteria of selecting of advertisement are; every advertisement should be easy to understand, and clearly depict the appeal. Secondly, respondents given a 5-point scale to rate to what extends selected advertisement perceived as appealing. To test the short-term physical impacts of these advertisements, the researcher used body sensor networks gadgets. During that process, heartbeat ratio & pulse, body temperature, facial expressions, and blood pressure is observed before, during, and after the experiment.

Second step of the study is the selection of dependant and independent variables to test the core hypotheses. Two essential classes of dependent variables picked for this study: feelings manipulated when viewing the advertisements and adopted scale is from a frame of mind toward the brand. The adopted scale of create passionate measures as adopted from Holbrook and Batra (1987). Respondents approached to show the degree to which they felt every feeling proposed on a five-point Likert scale. In current five-point Likert scale factors analysed are frequency and given time to watch, frequency of buying a product, level of information and satisfaction on the given information, level of attention towards advertisements, sex appeal influence the brand loyalty in the advertisements evaluated on this scale.

Furthermore, the frame of mind toward the brand is estimated with a scale created. Respondents reflect the degree to which each expression portrayed their perspective product on 5-point Likert scale. It is normal that the effect of the stunning advertisement will differently affect the viewer as indicated by his way of life—the culture considered by the statistic and available demographic data of the respondents. Respondents partitioned into male, female, urban and rural sets. These sample groups are made, to sum up, the supposition that these groups vary concerning their social foundation. The survey questionnaire prepared in Englishis

presented to every participant. They pre-tested on the equivalent number of groups from each arrangement of respondents to enhance the level of validity and comprehension of every question. A convenience sampling technique is employed for this study and sample is comprising on $n = 102$ young male and female age between 18 to 34 years.

All respondents tested for their pre-test physical positions with body sensors. Every respondent examined with their current pulse rate, heartbeat ratio, body temperature, facial expressions, and blood pressure in reasonable condition before the stimulation process. After wards, every respondent showed a complete set of advertisements. Time took for exposure to complete experiment set about 3minutes, and instantly after watching the advertisement, every respondent is asked to express their emotional responses and attitude towards the brand and product. Every respondent gave sufficient time to respond to fill the questionnaire. At the same time, the physical changes are being observed before, after, and during the experimental process. The respondents are examined with BSN sensors to check their heartbeat, pulse ratio, body temperature, facial expression, and blood pressure. No one face any problems during this process. Gathered information later is analysed by using statistical software and techniques like t-test, variance, descriptive analysis, and frequencies to present the final results. A two-step process is followed by the researcher in order to analyse the hypotheses. Validity of scales tested at first step whereas, analysis of variance is performed.

Results and Discussion

For the current study, $n = 102$ respondents are part of one group experimental research among (18%) are below age of 18 years, (33%) of respondents are between 18 to 24 years, (16%) of participants are 25 to 30 years, and (33%) percent of respondents are above 30 years of age. Data results reflects that (35%) of respondents selected for this study are female, and the remaining (65%) are male respondents. Results reveal that (61%) of respondents are urban-based on their locality, and the remaining (39%) belong to rural areas.

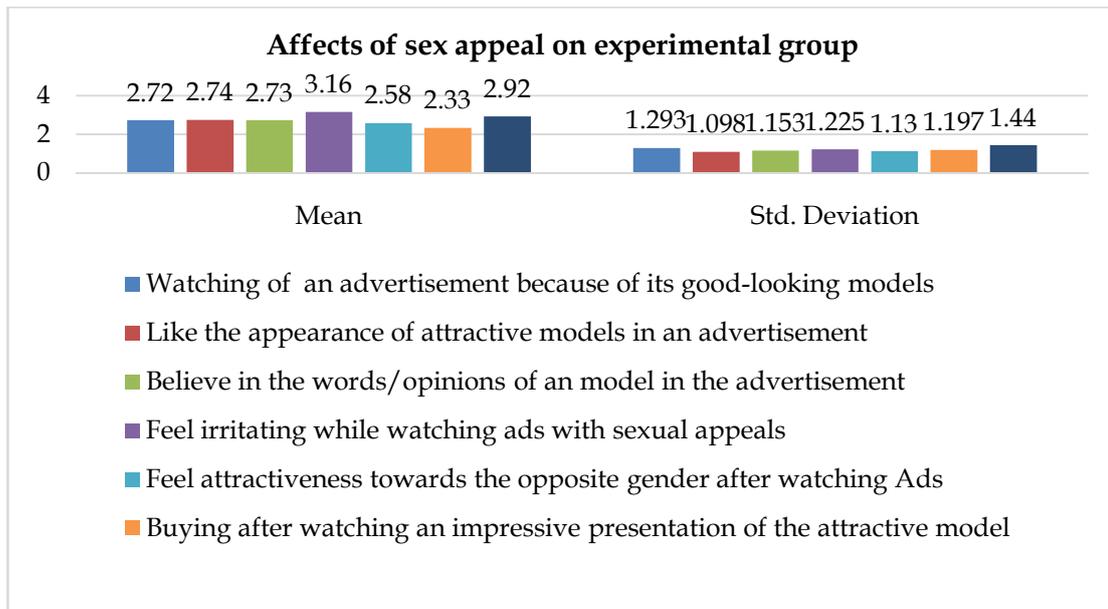


Fig. 1 Mean Affects of sex appeals on respondents

Fig. 1 reflects the significant aspects in an ad that grab the attention of the respondents. 06 questions prepared by the researchers to check the short-term psychological impacts of advertisements with sex appeals. Two different advertisement videos exposed to respondents; results reveal a moderate number of respondents watch television advertisements because of the good looking and attractive appearance of models. The mean score of the response is (2.72), which is moderately significant. Whereas, moderately significant mean score (2.74) revealed in the response of the level of likeliness toward an attractive model in the advertisement. Almost the same mean score, (2.73) recorded when a researcher asked how much they believe in the words of an attractive model. Interestingly, a significantly higher number of respondents said that they feel irritated when they watch sexual appeal in advertisement mean of the response is (3.16). After watching ads with sexual appeal, a moderate number of people felt attractiveness towards the opposite gender with a mean score of (2.58), which is also a fascinating finding. Nevertheless, a lower number of respondents showed their interest in buying the product after watching advertisements with attractive appearance and sexual appeal in it, the mean score of respondents towards buying intent is (2.33), which is moderately lower. A significant number of respondents were already exposed to the advertisements shown in the experiment. The mean score of the respondents was (2.92), which is moderately higher indicates that these advertisements are not new to the people and are being telecasted by advertisers on different modes of visual media already.

Table 1
Independent t-test of the pulse rate difference

	Mean	SD	Std. Error Mean	t
Pulse Rate before watching ads	80.07	8.79	.87	91.98
Pulse Rate After Watching ads	83.14	6.83	.67	122.85
Pulse Rate Difference	3.068	7.8843	.7806	3.93

In table 1. Independent *t*-test analysis of pulse rate before and after watching advertisements with different appeals shows the following results, the mean score of the pulse rate of respondents before watching advertisements (80.07), which increased to (3.07) mean difference. Recorded (83.13) mean score after watching advertisements. Indicated that there is some physical impact of watching advertisements/content on the viewers. The *t* value of pulse rate before watching advertisement is (91.98) with (SD = 8.79), Std. Error, mean score (.87) and (80.06) whereas, analysis of the readings data after watching advertisements indicates *t* value at (122.85) with (6.835) Std. Deviation, (.677) Std. Error mean and mean difference of (83.137). Results revealed that there is a significant physical impact of different advertising appeals on the physical condition of viewers.

Table 2
Independent t-test of Body temperature difference

	Mean	SD	Std. Error Mean	t
Body temperature before watching	98.37	1.34	.13	741.10
Body temperature after watching	98.61	1.06	.10	934.79
Temperature difference	.239	1.4499	.1435	1.66

To analyse the physical impacts of advertising on viewers, the second variable in the study is the difference in temperature. In order to test and analyse the results (Table 2), the *t*-test applied on the gathered data, and results revealed following statistics, mean of the body temperature of the sample is (98.37) with standard deviation (1.34), standard error recorded for the same is (.13). In contrast, the *t* value of temperature before watching an advertisement is (741.10). On the other hand, the mean of temperature after watching ads is 98.61 with a standard deviation of (1.06), and standard error the mean of (.10), *t* value of after watching body temperature is (934.79). the higher difference in *t*-test's *t* value shows that there was a significant impact of advertising on the body temperature of viewers as well. Temperature difference means statistics are also significant with (.239) difference between before and after watching body temperature readings with *t* value 1.666 and standard deviation (1.44). The results reveal that there are physical impacts of watching television advertisements with sexual appeals.

Table 3
t-test of blood pressure (diastolic/systolic) difference

	Mean	SD	Std. Error	t
Diastolic mm Hg Blood pressure before watching	80.42	8.01	.79	101.33
Diastolic mm Hg Blood pressure after watching	82.49	9.70	.96	85.823
Diastolic mm Hg BP difference	-2.0686	7.4212	.7348	-2.81
Systolic mm Hg blood pressure before watching	120.33	8.53	.84	142.32
Systolic mm Hg blood pressure after watching	122.98	10.86	1.07	114.33
Systolic mm Hg BP difference	-2.6471	7.7875	.7710	-3.43

Our third and last instrument of measuring the physical impacts of sexual advertising appeals on viewers is the difference in blood pressure. The researcher carefully picked respondents with zero hypertension as per defined by different medical experts. Diastolic mm Hg blood pressure or a lower number higher than 120 and Systolic mm Hg Blood pressure of higher number reading above 180 indicates hypertension. Hence, he/she is not a good sample for our research. That is why people with blood pressure readings above those numbers automatically excluded from that data. Results of the blood pressure difference between before and after watching advertising also revealed impressive statistics. The mean of diastolic blood pressure before watching advertisements among respondents is (80.42) with standard deviation (8.015), standard error the mean score (.79), and t value of (101.33). Whereas the mean score of diastolic blood pressure after watching advertisements was (82.49) with a standard deviation of (9.70) and a standard error mean of (.961), and t value appeared at (85.82). The mean of the difference between before and after diastolic blood pressure reading is (-2.068).

Mean of systolic blood pressure reading before watching advertisement is (120.33) with standard deviation (8.53), standard error the mean of .846, and the t value (142.32). Mean of systolic blood pressure after watching advertisement is recorded (122.98) with standard deviation (10.86), standard error the mean (1.07), and t value (114.33). The mean of the systolic blood pressure difference between before and after watching advertising is (-2.647). These statistics suggest that there is the impact of watching advertising messages with different appeals on the blood pressure level of viewers (see Table 3).

Table 4
Paired sample t-test of pulse rate, body temperature, and blood pressure

	Mean	SD	Std. Error	Correlation	Sig.	
Pair 1	Pulse Rate before watching ads	80.07	8.792	.870	.515	.000
	Pulse Rate After Watching ads	83.14	6.835	.677		
Pair 2	Heart Beat Rate Before	80.44	8.105	.803	.213	.032

	Heart Beat Rate After	81.43	8.412	.833		
Pair 3	systolic Blood Pressure Before	120.33	8.539	.846	.702	.000
	systolic Blood Pressure after	122.98	10.863	1.076		
Pair 4	diastolic Blood Pressure before	80.42	8.015	.794	.664	.000
	diastolic Blood Pressure after	82.49	9.707	.961		
Pair 5	Body Temperature Before	98.37	1.341	.133	.291	.003
	Body Temperature After watching ads	98.61	1.065	.105		

Data on the paired-sample t-test (Table 4) shows that there are physical impacts on viewers after being exposed to advertising messages containing sexual appeals. Hence our hypotheses are also approved, and we can state that there are significant impacts on the psychological and physical condition of viewers after being exposed to different advertisements with sexual advertising appeals.

While watching more carefully with demographics data of respondents, this number of percentages is of young adults aged below 18 are not included in this because of potential effect of sexually sensational advertisements. That justifies their attractiveness towards the advertisement and their use of the peripheral route of persuasion to buy a product. These statistics revealed that respondents act differently than the conventional manner. The expectations are to buy the product or service after watching an advertisement with the sex appeal. However, viewers showed their interest in the opposite gender and attractive models with higher tendency, and they show a lower tendency towards buying a product, which means that respondents act differently than the required objective after being exposed to the advertisements with sexual appeals. Body temperature, blood pressure, and pulse rate are recorded before and after exposure to the advertisements with sexual appeals to check the physical effects of sexual appeals. Statistics suggested that there is a difference in pulse rate readings, *t-test* applied, and evaluation of *t* value (91.98) before watching and (122.85) after watching advertisements. The mean score of blood pressure also suggested the similar results. The mean of diastolic blood pressure before watching an advertisement is (80.42). Whereas after watching advertisement *t value* is (82.49). Results revealed that the amount of given time to watch advertisements is moderately high. However, participants felt less informed and more amused after watching advertising content with their less buying attitude towards buying the product of the advertisement, which shows that viewers use to understand messages based on their central route of understanding. They do not entirely rely on the peripheral route of understanding the message, as suggested by previous researchers (Karson&Korgaonkar2001; Dixon et., al., 2014; Giakoumaki et., al., 2016; Zhang and Xio, 2017) , that young adults usually adopt the peripheral route for understanding the advertised message.

Conclusion

This study intends to find physical and psychological effect of advertisements that are having sexual appeals and they broadcast on the satellite channels in Pakistan. The study examines these affect through experimental research design and picked respondents are not suffering in any medical condition. The changes in experimental setting are recorded through wrist band, digital thermometer for examine of physical changes. The study reveal that sexual appeals in advertising create a strong sensational psychological and physical effect in respondents, which may lead them towards different or unexpected results set by advertisers and changes in psychological and physical state are observed through gadgets in study and exposure to television commercials with sexual advertising appeals creates a short-term physical effect, which affect them with increased body temperature pulse and blood pressure. However, sexual appeals in advertising create different effects on participant of this study that persuade participants to act differently varied on their age and gender. This study confirms that sexual appeals in advertising are designed by the advertisers to grab the attention of the viewers and it maximizes the retention power of the advertisement. Theoretically, it connects to the persuasion process through peripheral route for buying of the product and psychologically it violates the conventional conditions in purchase intent. The degree of watching, retention and purchase observed higher in this study after watching an advertisement with sexual appeal. Moreover, respondents reflect higher interest in opposite gender and attractive models and lower tendency of buying product with sexual appeals. This depicts contrary to the advertisers' objectives exposed adults with sexual appeals advertisements.

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