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

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).

PROBLEM & RELEVANCE

Calvin Klein advertising campaign featuring shot of Kiara 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.

RESEARCH QUESTION

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

SCIENTIFIC FUNDAMENTALS & METHOD

Research Method

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

METHOD

Quantitative survey with Implicit association test in Quantilop

RESULTS

LICKABILITY CALVIN KLEIN

IMPLICIT ASSOCIATION STRENGTH OF BRANDS

ANALYSIS: SEXUAL APPEAL PREFERENCES 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 REVIEW

1. In Favor of Sexual ads
   (Graser & Keessling 2011 & Thiyagarajan et al., 2012) suggested that when organization used moderate level of sex in advertisement leads customers liking the product.

2. Against Sexual ads
   Severn et al. (1990), who found that the use of sexuality-oriented appeal produced a more positive attitude toward an advertisement for sports shoes, but consumers rated a sexuality-oriented advertisement to be more offensive as compared to a nonsexual advertisement.

3. Cognitive dissonance
   Sense, reference and selective attention (John Campbell, 2011)

LITERATURE


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