The Ethical Dilemma of Advertisements

“The effect of sex appeal and emotional appeal on adolescents”

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Chapter 1: Introduction

In our day to day lives, we always face situations were we have to take decisions, and decide what is right and wrong. We are always faced with the debate of what is moral or immoral, ethical or unethical and according to the perception of each individual, the right decision from their point of view is made.

The proper definition of “Morals”; are the beliefs that people hold against what is considered right or wrong. Morals direct people as they make decisions in their personal and professional lives. Another term that always accompanies Morals is Ethics; these are the principles that serve as guidelines for both individuals and organizations, they help create boundaries regarding what is acceptable and what is not, since these behaviors are related to moral feelings about right and wrong. (Clow & Baack, 2007)

Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief, that advertisements nowadays deeply affect the way people perceive themselves and the world surrounding them, including crucial actions and behaviors. (Foley, 1999).

For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably (Carrigan et al, 2005). Due to the difficult equation between both ends of the marketer’s responsibility, some actions (like certain Ads), have led to the creation of new laws and regulations regarding the world of advertising. (Clow & Baack, 2007).

In order to have a better understanding of the situation, we need to further explore the world of advertisements, the appeals used, the targeted decision making components and the effects of Ads on the targeted consumer as a whole.

The are two main components advertisers aim to effect; the affective component, where affective message strategies are applied by invoking feelings and trying to match them with the product or service offered in an effort to increase the likeability of the product, and also the cognitive components, where the Ad focuses on the attributes and benefits of the product, encouraging the
consumer to buy it (Clow&Baack,2007). Such components are affected by the leverage points in an Ad; these are the features in the Ad that helps the consumer transfer the advertised message into personal value (Clow&Baack,2007).

In order to achieve that, over the years, advertisers have attempted a wide variety of advertising approaches, there are seven main ones; fear, humor, sex, music, rationality, emotions and scarcity. Advertisers use one or combine several of these appeals to ensure that their targeted audiences receive their message (Clow&Baack,2007).

However, nowadays, two main appeals are being used extensively sometimes combined with others, but most of the time they are strong enough to be used solely. These are; sex appeal, which is the use of sexual content in advertisements and emotional appeal; which is the process of trying to affect the viewer’s feelings with the Ad presented, in an attempt to link the positive feelings generated to the product advertised. (Clow&Baack,2007).

Although these two appeals are very popular, yet popularity does not come cheap. Marketing and advertising both reflect and shape cultural values and norms, they are one of the strongest forces that shape our world today, and for these reasons the popularity of these 2 appeals are quit concerning (Fam&Grohs2007). Throughout the literature of this paper, I will be discussing the debatable effect of these appeals on adolescents.

**Chapter 2: Literature Review**

As mentioned earlier, we are in a fast moving world, business and trade transactions takes up a big part of our lives, marketers do whatever they can do , in order to cut through the clutter, using different marketing approaches. In the upcoming section , I will further discuss two important appeals; sex appeal, which is applying a level of sexual content in an Ad, and emotional appeal, which is the use of emotions to affect the consumer’s perception towards the product/service advertised.

As much as these appeals are very successful in so many different advertising campaigns, yet they face many ethically related concerns, in particular their effect on the youth and the different cultures exposed to these types of visual communications. Marketing and advertising are
discourses that both reflect and shape cultural values, stereotypes and norms, one of the central forces shaping the world today, international marketing has the power to persuade and play with the minds of individuals. (Borgerson & Jonathan 2002),

2.1 Sex Appeal

As mentioned earlier sex appeal is one of the seven different appeals used in advertising. Sex appeal can be defined as messages, whether as brand information in advertising contexts or as persuasive appeals in marketing contexts, which are integrated with sexual information, in particular, this appeal can be defined as the degree of nudity or sexual explicitness in an Ad. It can be found in the visual, audio, and verbal elements of advertisements. (Liu & Li & Cheng 2006)

Lately, the use of sex appeal in advertising has been increasing in Western countries and becoming more blatant as advertisers attempt to find ways to break through the media clutter, it has become one of the most popular and effective tactics in consumer advertising in most of the Western countries such as the United States. (Liu & Li & Cheng 2006), male and female contact in advertisements has tripled in the past 30 years, decorative models are used to add a sexual stimulus to a product despite its irrelevance. Sex appeal is used to form some kind of brand awareness, using the shock technique. (Clow & Baack, 2007)

Such techniques are intentional and are sometimes meant to be controversial to grab more attention, increasing the viewer’s interest to follow the Ad, to eventually create the desired brand awareness and enhance persuasion. In support of the different claims of advertisers, many researches have studied sex appeal and nudity and its effect on advertising, almost all of them indeed proved that they do grab attention regardless of all the other different variables, such as age, gender or cultural background. (Walker 1999)

“Sex Sells”, is a very well known term in the advertising world, but now it is a much less powerful technique than before, due to the ethical dilemma surrounding it. Sex appeal is one of the most controversial advertising approaches found, that is although popular, faces a lot of criticism. Specially, the fact that many advertisers believe that consumers around the world have similar needs and desires and global marketing is becoming more homogenous (Chan, et al 2007).
**Sex appeal vs. adolescents**

Many adolescents, watch a lot more programs than originally created for their specific age group, making them susceptible to a great deal of advertising messages including the ones that contain strong sexual content (Foley1999). The use of females in many Ads as sexual icons, have lead to the distortion of many beliefs and norms, specially in the minds of the young and innocent, at such age the mind of young people is not fully developed to be able to wisely differentiate between what is appropriate and what is not.

Many of these Ads featured, use a minority of very thin female models those that are viewed as beautiful. Leading to the distortion of young females images of themselves, research have shown that many view themselves as being too fat, or ugly after viewing some of these advertisements (Clow&Baack,2007). Adolescent girls worldwide are facing risks to their health due to increased pressures for slimness,. Exposure to sexual content have been found to cause 3 main mental health problems, specially on young girls; such as eating disorders (like mentioned earlier), low self esteem and depression.(Zurbriggen2007)

The excessive exposure to sexual content has lead young people as well as many adults to treat it as something ordinary, youth now lookup to the models or spokespeople in Ads as idols, they try to imitate them in their looks, outfit selection and style.

Many well established outfit stores are following the sex appeal trend, using it as a way to attract young people to go in and buy from their stores, an example of such trend is the well known store, Abercrombie and Fitch; they now feature a quarterly mega log, that has become some kind of teen manual, it had texts such as “a friend is someone I can betray with love” and “ sex has nothing to do with sin”. However, the Editor’s note stated that parental guidance is required for under aged children, but yet again age is subjective, although younger children wont be exposed to this magazine, older ones that are allowed will be equally affected (Kavanaugh2003).Many marketers defend their strategy, by stating that is it a branding strategy.
2.2 Emotional Appeal:

Emotional appeal is based on two main ideas; first, consumers don’t really pay that much attention to advertisements, second, rational appeals are never noticed unless the customer is looking for that particular product/service at the time it is advertised, and third and most importantly, emotional advertising usually captures the viewer’s attention and develop some kind of link been the product and the consumer (Clow&Baack, 2007)

Emotional appeal can be used on almost all advertisements for different products, they affect the affective component of the decision makes process. Marketers apply affective message strategies in an attempt to invoke feelings and emotions and match them with the product/service; they use emotions to try to increase the likeability of the product and by that affecting the consumer reasoning, to eventually make the desired product/service selection. (Clow&Baack, 2007), the main aim of emotional advertisements is to relate certain feelings to products, feeling such as happiness, friendship and security, to ease the process of product recall.

There are many different executional frameworks where emotional appeal can be featured in the Ad, examples for that, is using a slice of life commercial, in these Ads the aim is to provide solutions to day to day problems, trying to relate the target audiences to the models or actors in the commercial, forming some mind of emotional attachment, other similar approaches are dramatization and testimonials, it present problems and its solutions but with a higher level of excitement to the story. (Clow&Baack, 2007)

As mentioned earlier emotional appeal can be used for a variety of products/services. Etc. the other advantage of this appeal, is the fact that it can be integrated with other appeals such as music, humor and even fear. Providing the target audience with a more vivid life like visual presentation.

Many examples are available for a better understating of this appeal, western union for instance used this technique to convey the concepts of trust and reliability. MasterCard used this approach for one of its most successful Ads with the slogan “there are some things money can’t buy, for
everything else there is MasterCard’. As mentioned earlier, emotional advertisements are very popular and can be used creatively for almost anything. For that reason there is a great ethical debate about this appeal, since it can sometime exploit the audiences emotions, leading to the purchase of the product that they might have not needed or a product that would eventually harm them.(Clow&Baack,2007)

In the following section, several product categories will be discussed, that mostly use emotional advertisements, leading to its purchase, despite the harm they might bring, such as cigarettes, alcohol and fast food

**Emotional Appeal vs. adolescents**

One of the main public concerns is the effect of fast food industries on adolescents, and that many of them direct their marketing campaigns at them. Recently, a lot of debate in the UK tackled the role of advertisements in spreading obesity, fueled by concerns about obesity among children becoming an international epidemic (O’Sullivan2005). In reply to the accusations, advertising association states that ‘watching ads does not make you fat, and that banning advertising will not make a difference to the child’s weight problem’.

However, children do not make food choices without external influences and at that small age, they do not have the proper critical thinking, to understand what is healthy in what is not, and as they lay down their food preferences at that young age, they will grow to become adults with unhealthy dietary habits full with sugar and fat components, leading on the long run, the risk of developing coronary heart diseases, cancer, hypertensions and a lot other health problems (consumer policy review 2003)

Another way used by many marketers, to target older adolescents is the use of celebrities. As they help create emotional bonds with the product, many adolescents look up to movie stars and famous sports players as their idol, and subsequently if such celebrity is advertising for a specific product, its sales will increase since the fans will start buying it. (Clow&Baack,2007).
However, celebrities are misused in campaigns, such as the PEPSI campaign. Stars like David Bekham and Britney spears are used to promote for the soft drinks, also many other un healthy sugar filled products. (Nantel&Weeks1996). This marketing technique is called “branding by association”; which is a transfer from the qualities of the celebrity to the brand.

Promoting for junk food is not the only ethically debatable issue, many girls are deeply affected by the way celebrities look or the way most models in Ads are very thin. Causing low self-esteem and dissatisfaction regarding the way they look. (Hobs2006)

There are other product categories that use emotional appeal; such as cigarettes and alcohol. Nowadays they are intensely advertised for, despite the growing concerns and debatable issues surrounding the industry and the attempt of banning them, due to the serious health problems both of these products might cause for the public as a whole.

Teenagers and adolescents watch over 20,000 commercials a year, 2,000 of which are of beer and wine. These commercials viewed the liquor as a cause to having a good time, or as a source of luxury and relaxation. The American Medical Association, is calling for the ban of alcoholic Ads before 10 pm, to try to reduce the statistics. Alcohol causes significant damage to young users, AMA released studies stating that it “it causes long term and possibly irreversible damage” (narconon center).

Advertising to the young as a whole is a very heated debatable issue, many advertisers defend their right of “commercial free speech”. Others argue that children’s understanding of advertisements is part of their development and growth , and that it is unrealistic to make them live in ideal innocence when its not the case in the real world and that such isolation will eventually affect the child’s well being.(O’Sullivan2006).
2.3 Research question:

Evaluating the effect of emotional appeal and sex appeal, on adolescents.

Q1: The impact of gender on the degree of affection to the Ads

Q2: The impact of age on the degree of affection to the Ads

Q3: The effect of emotional appeal and sex appeal in Ads, on the consumer’s buying decision

Q4: The effect of Television viewing frequency on adolescents’ sense of judgment

Q5: The effect of magazine reading frequency on adolescents’ sense of judgment

Q6: Marketer’s insight towards the use of emotional appeal and sex appeal in Ads.
Chapter 3: Research Methodology:

3.1 Research question:

Evaluating the effectiveness of emotional appeal and sex appeal; in commercials as well as Printed Ads, on adolescents.

Q1: The impact of gender on the degree of affection to the Ads

Q2: The impact of age on the degree of affection to the Ads

Q3: The effect of emotional appeal and sex appeal in Ads, on the consumer’s buying decision

Q4: The effect of Television viewing frequency on adolescents’ sense of judgment

Q5: The effect of magazine reading frequency on adolescents’ sense of judgment

Q6: Marketer’s insight towards the effect of emotional appeal and sex appeal on adolescents.

3.2 Research Design

3.2.1 Data collected from primary sources:

This research is an exploratory one, however, two types of research designs were used when conducting this market research; it involved exploratory as well as descriptive research designs in order to help develop the conclusion; answering the research questions.

The research first began with an exploratory research design, which is a type of qualitative research design; its purpose is to further understand the topic on hand and to have a better understanding about the issue. Two types of exploratory research were conducted; focus groups and in-depth interviews. A direct approach was used, in which the purpose of the project was disclosed to the respondent and is obvious. Four focus groups for both genders separately were conducted to avoid any kind of bias or discomfort and four in-depth interviews were conducted with people of professional marketing background. It is important to note that all in-depth interviews were conducted with marketers that work in advertising campaigns, to give the researcher a more professional and accurate insight about the issue from the inside as well, and
by that helping to further understand the ethical dimensions behind the dilemma on hand. The moderator guides and the in-depth interview questionnaires are disclosed at the end of this paper.

The second step taken was to further analyze the results of the qualitative research with a descriptive quantitative one, to match the results and confirm the findings using facts and figures. The results were analyzed using SPSS.

**3.2.2 Data collected from Secondary sources**

The internet served as the source for the secondary data used to research the topic of the ethical dilemma of advertisement, through chapter 1 and 2. References of these sources are attached at the end of this research. It is important to note that both data collected through primary and secondary sources were used to help conclude the research and offer recommendations.

**3.3 Instrument Design**

As mentioned in the research design, two different research designs were conducted; an exploratory and a descriptive one as well.

**3.3.1 Exploratory Research Design**

The exploratory design involved two different sets of moderator guides for four different focus groups to cover both genders for accuracy. Each focus group consisted of five to six males/females ranging from the age of 16 to 24 years old. It is important to note that; part of the focus group involved viewing three TV commercials and thirteen printed Ads, it is important to note; that the same thirteen Ads were used in the in depth interviews as well as the quantitative research for consistency. Following the specific moderator guide, feedback on different aspects was recorded. Both focus groups were recorded and the approval of the participants was documented. The TV commercials consisted of two perfume commercials and one McDonald’s Ad (the links to these Ads are stated in the references), as for the printed Ads, they were the following:
Four in-depth interviews were also conducted with marketers and Ad creators, in an attempt to try to capture their point of view on the issue, and tackle the ethical dilemmas faced when creating a commercial. An informal questionnaire was designed to act as a guide to the types of questions to be asked, however, the respondents were given the flexibility to add or explain further issues if needed. As mentioned before, part of the interview involved a marketing specialist commenting on the thirteen Ads that were used in the focus group to try to keep the results consistent and again the interview was recorded and the approval of the respondents was documented.

3.3.2 Descriptive Research Design:
As for the descriptive research that was conducted later on in the research, a pretest questionnaire was first created and tested on ten respondents, and some details have been edited to improve the quality and accuracy of the questionnaire. Several questions were removed that required the respondents to further write their opinion since the questionnaire was considered to be too long, also concerning the multiple choice questions in section 2, a 6th choice was added, in an attempt to cover all the feelings a respondent can have towards the Ads featured in the questionnaire. After editing and improving the questionnaire, the end result was a 37 question survey mostly multiple choice questions and was distributed on our research sample covering both areas of sex and emotional appeal. The survey was distributed upon adolescents ranging from the age of sixteen to twenty four, they were all handed directly to the participants.

Different sections were used to answer the different areas for accuracy and to minimize confusion. The questions were created to be consistent with the research questions, in an attempt to try to solve them. Section 1; covered the general aspects of the survey, in an attempt to understand the patterns of respondents generally when watching TV, reasons for liking an Ad, etc. Section two; featured thirteen printed Ads, where they were a mixture of Ads using sex and emotional appeal, and the respondents feedback was required through two multiple choice questions for each Ad. Finally, the third and last section; covered the personal information of the respondents. The results of this questionnaire were processed through SPSS to analyze the
results, compare them with the qualitative research results, to help create a conclusion and recommendations concerning the matter. A copy of the questionnaire as mentioned earlier is attached at the end of the research. It is important to note that; before distributing the final format of the questionnaire, it was first revised and approved by a marketing teaching assistant (TA) who has extensive knowledge in the market research field and survey analysis.

3.4 Study Sample

Sampling techniques may be broadly classified as non-probability and probability sampling, convenience non-probability sampling was used in both the focus group and the survey; it is a technique were the members of the population are chosen based on their relative ease of access. To sample for example friends, co-workers, or shoppers, are all examples of convenience sampling.

Three different samples were drawn from the targeted population. Convenience sampling was used in two out of the three research instruments; it was used in both the focus group covering the qualitative section, as well as in the survey covering the quantitative section.

A sample of one hundred males and females ranging from the age of sixteen to twenty four were chosen to participate in answering the survey, covering the quantitative area. In addition, a sample of twenty-one males/ females was used, when conducting the four focus groups.

Finally, concerning the Four one on one in-depth interviews expert judgmental sampling was used, all the participants in the in depth interview were professional marketers ranging from the age of 25 to 40 years old.

3.5 Research Limitations

In an attempt to minimize errors, qualitative and quantitative research was conducted, to further enhance the search and increase its accuracy. However, there were inevitable limitations. Time and money constraints, were the largest limitation. If given more time and resources, a larger sample could have been tested and it would have been possible to hire more professional interviewers to increase the accuracy of the research. Another limitation, was due to the fact that
convenience sampling was used, and due to that reason the two age groups tested weren’t of the same size, which inevitably could’ve cause biased in the results. However, since age generally had an insignificant effect on the findings, the results were not that affected by such limitation.

Chapter 4: Results and Conclusions:

4.1 Exploratory Research Results:

4.1.1. Focus groups:

Two focus groups were conducted with females, ranging from the age of 17 to 22; however, other variables were different. Focus group no.1 consisted of females that either lived abroad for a while or travel in and out of the country regularly, as for the other focus group it consisted of females that are more culture oriented and have lived in Egypt their whole lives I will refer to the two groups as group (A) and group (B). As mentioned earlier both groups were shown three TV commercials and thirteen printed Ads, and their feedback was recorded;

Focus group (A)

It consisted of six females, all of which have either lived abroad or travel frequently in and out of the country. Following the moderator guide, the group was first asked about their frequency of television viewing, all of them were not frequent viewers and watched TV every once in a while. They were then asked about any favorite TV Ads, several participants had similar preferences, and they varied between Axe commercials; where they were perceived as smart, creative and funny and Melody Hits commercials; where they were perceived as funny and bluntly humorous. However, it is important to note that, all of them agreed that they would not feel ok about their younger brothers or sisters watching such commercials due to the sexual content in these Ads and that they should be aired at times when people of younger age are not watching television. Other Ads that were very popular within the group were perfume Ads, chocolate Ads such as Galaxy and other Ads that were a mix of humor and emotions. They all agreed that when buying a product so many different variables can affect their buying decisions. Such as the way the product makes them feel about themselves and definitely the attributes of the product itself. They all agreed that, despite their open-minded views about commercials and the use of sex appeal and
emotional appeal, they were still conservative to when such Ads should be aired and to which age group.

The second section of the focus group was to show them three TV commercials and get their feedback as to whether it is appropriate or not.

Ad (1):

The first Ad shown, was featuring actress Charlize Therone, promoting for the perfume “j’adore”. They all agreed that the sexuality of the Ad grabbed their attention, they said the idea was really nice, interesting and would make you think that if you buy the perfume you’re going to feel that way as well. However, they still considered it inappropriate due to the unnecessary nudity at the end, and thought that the simple implying of the idea would have been enough. They also agreed that it should either be censored (specially the last part) or aired at times were young children are not watching television

Ad (2):

Results concerning the second Ad, which was featuring McDonald,’s, were contradictory. Some did not like its idea, saying it did not make sense and it did not give them the desire to go and eat at McDonald’s. However, the other half thought it was really nice, because it contains humor and beauty and it also implies the fact that McDonald’s is a place were the whole family can gather and eat, which is true.

Ad (3)

This Ad was a channel no.5 Ad featuring Nicole Kidman; the whole group agreed that the Ad is really nice, glamorous and emotional. The man’s voice in the Ad was said to be “mesmerizing”, especially his last words in the Ad “Her smile, her kiss, her perfume”. They all agreed it was very touching and to those who did not already have the perfume, were tempted to go and try it in stores.
The third and last section, involved the analysis of the thirteen printed Ads (figure 1 to 13 in the instrument design section)

**Figure (1):**

Some were not affected at all by the Ad, and did not get the idea behind it. However a couple others got the hidden meaning behind it and believed it was creative but very inappropriate.

**Figure (2):**

All the group members loved the Ad, said it was very creative and beautiful. “They framed a simple board game, into a new beautiful meaning, making it more attractive to buy”

**Figure (3):**

They all agreed that the model used was attractive, but at the end of the day, the Ad was considered ordinary with no creativity behind it. Thus, they were generally unaffected.

**Figure (4):**

There was a lot of debate concerning this Ad; some thought it was cute and creative; referring to the slogan “may they share secrets rather than germs”. However, the other half strongly disagreed, thinking about how inappropriate it is to use kids to advertise for “Clorox”, which is very dangerous.

**Figure (5):**

No one liked this Ad; they said it was sadistic, unethical and extremely inappropriate. Without an idea or a creative meaning behind it.
Figure (6)

They all first smiled when they saw the Ad, but still a lot agreed that they weren’t that affected by it, and to many of them, the Ad did not make much sense and did not immediately get what the product is about. Mostly they were unaffected.

Figure (7)

Everyone agreed that the baby was cute, but were all offended by the fact that McDonald’s is using a baby to promote for junk food.

Figure (8)

Despite the fact that they all agreed that the model used was very attractive, they also agreed that it was not creative; “the idea is used a lot, and the slogan is really ordinary”

Figure (9)

The CK Ad met the same criticism as the Nautica one. They all agreed that despite the attractiveness of the model, the idea was worn out and was not creative at all.

Figure (10)

They all agreed the Ad was ordinary, and the idea was used a lot. Still they all agreed that the Ad made you want to go and try the product.

Figure (11)

They all agreed that the Ad was boring and did not have a point, they all agreed that it was some kind of a copy to Dove’s campaign of real beauty “its not original the idea was already used before, in an even better manner”. Yet they still would buy the product, because Nivea already has a good brand image.

Figure (12)

They all agreed it was unrelated to the product, and the use of a good-looking model did not fulfill the product’s image. No one liked it.
They all liked the Ad, they said the model looks relaxed; “The Ad gives off the impression that if you use Dove, you will feel better about yourself; which encourages us to go and give it a try”.

**Focus Group (B)**

It consisted of five females, all of which lived in Egypt their whole lives, and were raised in conservative, cultural oriented families. Following the moderator guide, the group was first asked about their frequency of television viewing; compared to focus group (A), they were more frequent viewers of television.

When asked about their favorite Ads, they were mostly the emotional, humorous type; such as Mobinil Ads. They all admitted to get affected by Ads every once in a while, leading to them eventually trying out the products being promoted. But a few added that, it’s not only about the commercial, but also the word of mouth is very important in the process of decision making itself. The last question in section 1 of the focus group, was to probe about the basis on which the participants decide whether an Ad is appropriate or not, or whether it is acceptable or not, and if there is some kind of frame of reference they use. Surprisingly, they were not so sure about the basis of their decisions, they simply replied that such decision is made based on each specific Ad, and whether it serves a purpose or has a new idea.

The second section of the focus group showed the same three TV commercials, in order to get the participants feedback as well.

**Ad1:**

The Ad featuring actress Charlize Therone was not met by much enthusiasm as that of focus group (A), they all agreed that it was unethical, and that they did not get the idea of the Ad, as much as they were concerned with the unnecessary need for the model to be taking off her clothes. They also said that their ethical concern about the Ad caused an interruption in the process of knowing what the Ad is about. Many said that by the end of the commercial, they have forgotten what the Ad was originally promoting. Others said
although they got it was about a perfume, it still did not attract them enough for them to actually go and give the perfume a try.

**Ad 2**

The McDonald’s Ad was met by many smiles and laughter, they all agreed that the Ad was attractive and creative; “it attracted our attention to the screen, until it was over”, however, concerning whether it attracted them to go and actually eat there; the answer was negative. They said the Ad was nice “we liked the baby and his cute mother”, but still did not give us the feeling of crave or hunger to eat from McDonald’s.

**Ad 3**

The third and last Ad, was not met with much enthusiasm either. None of the group members liked the Ad, they said it was too long, boring and many of them did not get the idea behind it, others that did understand the Ad, said that they found it unrelated and they were not emotionally affected by it. However, many of them knew the perfume and have already tried it before, because its name was famous enough to pull customers.

The third and last section was concerned with print Ads and the way participants felt about it, thirteen printed Ads were tested.

**Figure (1)**

They all agreed that it was over the board, they said it was inappropriate, unethical and did not serve the brand name in any means.

**Figure (2)**

They saw it as “weird” and inappropriate; “What does this have to do with a board game”

**Figure (3)**

They all saw it as unrelated, Abercrombie and Fitch is a clothes store, and the models are almost not wearing any clothes. They all believed that the models were misused in the Ad
They all thought the kids featured in the Ad were cute, but they did not like the Ad itself. They did not get the idea behind it and therefore thought of it was unrelated.

The group was divided in half; first half hated it and said it was offensive. As for the other half, they were unaffected and said that, the Ad’s idea if there is any, has nothing to do with a brand name itself.

Everyone smiled looking at the Ad, said it was nice and made them happy. They also agreed that if they drank alcohol they would have wanted to try this type.

They believed it was cute. However, it was all about the baby. Nothing related to McDonald’s; “wouldn’t make me want to go and eat, it could be as well an Ad to anything else”.

They said the idea of the Ad was old and repeated. They were unaffected.

They believed that the Ad had no idea;” the creators just used a good looking nude person and the brand name to promote for the new perfume.”

They all agreed to the idea that it is cute and romantic, however many commented that despite the attractiveness of the Ad; they still would not go and try the perfume.
They all liked the Ad, said there was an idea behind it; which is the mother baby relationship and how Nivea can help you have skin as soft as that of the baby’s.

They believed the Ad was unrelated to the product; “Again the model was misused”

They all liked it, they said the idea was soothing, and that the look of relaxation on the model’s face, attracted them to go try the product.

Another two sets of focus groups were conducted, however this time targeting males, ranging from the age of 17 to 23, the focus groups were also split to two categories. Focus group (C) consisted of males that lived abroad for a while, or travel back and forth in and out of the country regularly. The other group consisted of males that are more culture oriented and have lived in Egypt their whole lives.

**Focus Group (C)**

It consisted of four males, all of which have either lived abroad for a while, or have traveled back and forth. They all ranged from the age of 17 to 23 years old. Following the same moderator guide as that used for the female focus groups, they were asked first about their frequency of watching TV, answers varied from daily to every other day.

Their favorite commercials varied from funny Mobinil Ads, Melody Hits commercials and perfume Ads in general, they also admitted that they like the “Axe effect” campaigns in general. They were then asked; if they have ever bought a product for simply liking its commercial. They all admitted that it has happened on several occasions, but they also commented that most of the time it is not always about the commercial; the attributes of the product are important and sometimes a good word of mouth can seal the deal.
Section one ended by trying to capture or understand the bases by which the participants decide whether a commercial is acceptable or non-acceptable; all the participants agreed that their frame of reference is based on the Ad itself, and that it isn’t constant, “Such decision is made based on the Ad, and the product being promoted”.

The second section of the focus group showed the same three TV commercials, in order to get the participants feedback.

**Ad 1:**

Featuring Charlize Therone, the perfume Ad was met with much enthusiasm and acceptance. The respondents said that the idea behind the Ad is nice and is perfect for a perfume Ad, “It really attracts you to the perfume, and makes you want to go and try it out”, they found that the sexuality of the Ad was very appealing. When asked if it triggered any ethical debate in their point of view, the response was that’s it didn’t; “it’s a perfume Ad, and the sex appeal was well used to match the perfume”

**Ad 2:**

The respondents all agreed that the McDonald’s commercial, was a new creative one. Their response was that they showed a completely new aspect of the place; it is not only about food, it is about having fun and keeping an open mind. They also agreed, that the use of a good looking woman was a very good idea; “it attracted us to the Ad, and made us watch it till the end”

**Ad 3:**

Results concerning the perfume Ad featuring Nicole Kidman was contradictory. Few of the respondents were bored, and either did not get the idea or said that romance oriented commercials aren’t their favorite, as for the rest, they saw the Ad as really nice and romantic and that Nicole Kidman is a really good actress and maybe that is why they like the Ad. However, it was noticeable that most of the participants were more influenced by the sexual content in the Ad more than the idea of the story itself, several actually commented that more intimacy should have been used.
The third and last section was concerned with print Ads and the way participants felt about it, thirteen printed Ads were tested.

Figure (1)

The majority of the group, liked the Dolce and Gabana Ad, they said it was eye catching and creative. They also agreed that the sexual content featured, gives the Ad an extra spice; attracting them to the outfits worn by the models.

Figure (2)

The results for this Ad were contradictive. Few of the participants did not get the idea behind the Ad and were simply unaffected by it. However, the majority agreed that the Ad was creative and interesting; “it shows a simple game of scrabble, in a completely new and seductive dimension. It’s not just a usual family board game”

Figure (3)

The opinion of the group was divided regarding this Ad, half were not at all affected by the Ad, said it was ordinary and that the simple use of a good-looking model does not attract them. The other half however, agreed that the Ad was indeed attractive, “it’s nice as it features two young people relaxing and laid back, and the hint of sexuality in the Ad, adds to its appeal”.

Figure (4)

The majority of the group agreed that the Ad was cute; the use of children smiling and the slogan really attracted them. However, they all commented that because they are males, they would not naturally go and buy Clorox.

Figure (5)

The results concerning this Ad were contradictive. Half saw the Ad as creative, the girls are fighting over the jeans the guy is wearing, because they’re in love with the D&G
jeans, and the blunt sexuality of the Ad interested them. However, the other half, commented on the same blunt sexuality that it was offensive and had no meaning.

Figure (6)

Everyone in the group liked the Ad, they said, “It was attractive and puts a smile on your face”. They also said that the idea was creative, linking alcohol to having a relaxing fun time “There’s nothing better than spending quality time with your friends”.

Figure (7)

The majority of the respondents loved the Ad, said it was nice and creative. Enhances the idea that McDonald’s is a family place. “You’ll love it, regardless your age”

Figure (8)

The majority said the Ad was “O.K”, they said it looked good and the model was attractive. However, they all agreed the idea was old and was used a lot before.

Figure (9)

The results for this Ad were contradictory. Several agreed that the idea was old, and was used a lot, and that now it does not affect them anymore and the only reason for them to go and try the perfume is its brand name. However, others saw it in a completely different dimension; they saw the male model as a sign of perfection, matching the perfection of his look with the perfection of the scent of the perfume.

Figure (10)

The group in total liked the Ad, said it was catchy and attractive; they liked the sexual appeal in the Ad, saying it matches the slogan “Harmony is overrated” perfectly.
Figure (11)

The majority of participants liked the Ad, said it was natural and links Nivea with mother care and baby skin softness. They all agreed the there is an idea behind that Ad, and it serves the product perfectly.

Figure (12)

The majority agreed that, the only reason they would be looking at the end is that an attractive model is being used. Nevertheless, they also agreed that, it was unrelated to the product and they were not generally affected.

Figure (13)

The majority liked the Ad, said that it promotes beauty and utter relaxation. “It shows how a woman can take good care of herself”, they said the Ad enhances Dove’s image.

Focus Group (D)

The fourth and last focus group consisted of six males, varying from the age of 17 to 23 years old, the differed from group (c) in that they were more culture oriented and lived in Egypt their whole lives. The frequency of their television viewing varied from being daily to twice a week, their favorite commercials were those of Mobinil, McDonald’s, Hugo Boss Ads and other perfume Ads. They also commented that indeed on more than once occasion they have bought products because they simply liked its commercial, however, they usually buy products based on its attributes from their point a view, and sometimes a good word of mouth from someone who already purchased it seals the deal.

Section one ended by trying to capture or understand the bases by which the participants decide whether a commercial is acceptable or non-acceptable; the comments were different from the respondents, however they all revolved around the same idea, where a commercial must have a creative idea behind it, regardless what the idea is, yet however it must be within certain limits, sexual content should not be misused. Finally, they all admitted that they are not against Ads that
use emotional appeal and as for sex appeal they all agreed that they’re not against Ads with sexual hints however, they are against the blunt ones.

The second section of the focus group showed the same three TV commercials, in order to get the participants feedback as well.

**Ad 1:**

The majority of the respondents, did not get the idea of the Ad, they said that they were ok with the seduction induced in the Ad However; they saw no reason for her to be taking her clothes off. Many agreed it was inappropriate, they also said that it didn’t interest them enough to actually go and try the perfume.

**Ad 2:**

The majority of respondents liked the commercial; they said it was fun and creative. They found no ethical conflict in the Ad They also liked the idea of using an attractive mother and a cute baby. However, they all agreed that the Ad does not make them crave McDonald’s; it’s just a reminder of the product.

**Ad 3:**

The responses of the participants were contradictive. Many did not get the idea of the Ad, saying it was too long and boring. However, a few thought of the Ad as romantic and they liked the comment at the end “her kiss, her smile, her perfume”. Most of the respondents did not think of the sexual aspect of the Ad rather the emotional aspect, finally they all agreed that there was no need for the kiss. “we would’ve gotten the same idea without the kiss or the use of Nicole Kidman”.

The third and last section was concerned with print Ads and the way participants felt about it, thirteen printed Ads were tested
Figure (1)

They all agreed that the Ad was inappropriate and unethical. They said it was over the board and did not add anything to the brand image.

Figure (2)

The response concerning this Ad was contradictive, some believed that the Ad was beautiful and creative, and were not offended by the sexual hint implemented. However the other half were completely against the Ad, they said the nudity in the Ad was unnecessary and has nothing to do with a family board game.

Figure (3)

None of the respondents liked it, said it crossed the line, no need for the nudity in the Ad, they said the models were misused. However, they all admitted that they’re still interested enough to go and see the Abercrombie and Fitch stores.

Figure (4)

They said the girls were cute, but they were unrelated to the product and they were unaffected by the slogan of Clorox.

Figure (5)

They were all offended by the Ad, they said the idea was sadistic and inappropriate, they all said that the Ad distorted the brand image for them.

Figure (6)

The response to this Ad was contradictive, some said it was nice and attractive, and that it was a good Ad and related to the product, they also said that if they drank, such Ad would have attracted them to try the drink. However, several others said they were unaffected by the Ad.
Figure (7)

The majority liked the Ad, saying it was cute and attractive. Enhancing the idea that McDonald’s is a family placed and loved by all ages.

Figure (8)

They all liked the Ad, said it was elegant and attractive. Many admitted that the Ad attracted them to actually go and try the product.

Figure (9)

None of the respondents liked the Ad, they said it was old and misused and that the nudity of the male model was unnecessary.

Figure (10)

Results concerning this Ad were contradictive. Some believed it was an old idea and used a lot. However, other believed that the Ad was attractive and they liked its slogan “harmony is overrated”.

Figure (11)

The majority liked the Ad, said it shows the relationship between the mother and child, and that the mother can take the soft skin of a baby. They said the Ad was creative and related to the product.

Figure (12)

The majority agreed that the Ad was unrelated to the product, the model was good looking but was misused, “was just a face on a print Ad”.

Figure (13)

Results concerning this Ad were contradictive; some said the idea of the Ad was attractive, showing a woman enjoying her time and matches the “Dove Image”. However,
others thought the technicality of the Ad was unreal and unattractive, missing the whole point of the product.

4.1.2. In-depth interviews:

Four in-depth interviews were conducted later in the research in order to try to understand the marketers’ point of view concerning the different appeals used in commercials and why they use them. Three of which were with two Ad creators and one Ad planner working for the JWT which is a multinational advertising Agency, located in Cairo. In order to further understand the whole creation of an Ad, they started to explain how the Ad first evolves from a simple idea to finally becoming the commercials we see on TV. The rational behind these interviews was to understand how marketers really think, do they consider the ethical dimensions at a point? Or are they more technical “give the customer what he needs” type.

They first walked me through the process itself; Mr. Sameh, (art director), mentioned that; nowadays millions of products and brands are being created and injected into the market. Inevitably increasing media clutter in the process of promoting for these products. He stated; “our job is to communicate these products with an edge, in a new innovative way in order to shine through the clutter”.

The whole process starts by the brand owners first communicating the way they want their brands/products be viewed (The “P.O.V”), which is the point of view of the brand, whether it should be viewed as a “young adventurous person”, an “emotionally involved person” or maybe a more “mature adult with lots of experience”. Based on the specific P.O.V chosen, the basic guideline for the Ad is created and the suitable types of appeals to be used are chosen. “Our aim is to talk the same language as our target market”.

Concerning the use of Sex appeal, they did not think it was inappropriate or ethically questionable as long as it serves an idea. “Sex sells” Mr. Sameh quoted, but it must be based on a concept. Taking the “Axe effect” campaign as an example, he mentioned that he is very fond of the campaign, because it is based on an idea, “there’s a concept,” he said. It is not just the simple
use of sexual content for attraction. Mr. Gadallah (art director) also added that, any specific appeal is applied according to the brand platform; sex appeal cannot be applied to all products. In his point of view, the ethical concern arises when the appeal is wrongfully applied to products that do not fit such category.

As for the use of Emotional appeal. The three of them agreed that it is very popular especially in Egypt; given the fact that the culture and Egyptians themselves are naturally emotional and therefore, the easiest way to reach Egyptian consumers is through their hearts. Talking about the use of emotional appeal in general, Mr. Sameh, mentioned that one of the most important aspects in a consumer’s point of view, is to be able to somehow relate to the Ad, the use of emotional appeal is sometimes the most successful with “sealing the deal”.

Taking as an example; the new campaign of Dove “real beauty”. How the use of ordinary everyday women in the campaign, defining their beauty as the “real” thing, was very successful affecting women around the world, because in a way they related to the Ads, and that the world is not just about slim models but about women who are beautiful from the inside and out as well.

Mr. Gadallah also added that, due to the fast moving world we are in right now, we sometimes must use “super visual” commercials in order to be able to grab the consumer’s attention, regardless the value or benefit from the commercial. “Our job is to make the consumer interested enough to stay and watch what the Ad is about for the longest time possible”. Tackling the benefits area, the researcher probed by mentioning the fact that sometimes the products do not have any beneficial value, and if that creates an ethical dilemma when creating their Ads. He replied by saying, that their job is to attract the consumer’s attention to the Ad and the consumer is the one that should decide for themselves if the Ad is beneficial or not. “we are not forcing the viewers to buy the product, we are just demonstrating it in an attractive way, in order for them to know enough about it, and choose whether to use it or not”.

Mr. Hussein Faheem (planner) helped conclude the interviews, by stating that in general, no one buys a product without a benefit. Whether such benefit is a functional benefit or an emotional one. He also mentioned that, the ethical dilemma in his point of view occurs when sex appeal/emotional appeal is used to endorse a wrong message. Both appeals are perfectly fine and
creative; it is the message that sometimes is the problem, not the appeal. He also added that, both appeals could be effectively used to stop bad habits as well, such as using sex appeal in anti-tobacco campaigns for example.

What is considered ethical or unethical is more of a personal perspective than a general one, he added and it is up to the viewers to make such decision. Also in the world of marketing, what is considered appropriate or not, is not only decided based on morals. It is also based on the brand image, the decisions of the brand manager, the rules, regulations, and the advertising agency creating the Ads themselves. In JWT, the use of children in commercials to evoke emotions, especially in the fast food industry is completely banned.

The fourth and last in depth interview was conducted with marketing specialist Adham El Sayed, where he was asked to comment on the thirteen different printed Ads used throughout the research, from a marketer’s point of view, in an attempt to capture the advertiser’s aim behind the different Ads.

Figure (1)

The ad is very smart; it is sending many direct and clear messages in a very targeted and segmented approach. It is trying to position itself as the brand for the sexiest, tough, extremely masculine, or feminine, and extremely modern customers. The ad is attention grabbing to its target group, and speaks directly to their intentions and desired physical and personal state. Most of the customers in this target group will want to look that sexy, and will want to be desired by the others. this is simple what the ad is trying to imply.

Figure (2)

Very weak branding, distorted visuals, and moderate communication, target group, USP, marketing and communication strategies, are all not clearly understood from the ad, it may work as a print ad, in an extremely advanced and developed markets. However, in terms of ABC (awareness, branding, and communication), this ad scores very low.
Figure (3)

In regions, where the brand name is not very popular, consumers will not be able to understand what this brand sells. Clothes, perfumes, deodorants..Etc.

Nevertheless, it is clear that the Ad is trying to position itself as a youth, sexy, and modern brand, and it is clear that the target customers are adolescents, both males and females from the age of 16 to 25, and higher income groups in the society. With some more text, this Ad could be a beautiful print ad in any magazine, but not an outdoor or billboard.

Figure (4)

Very smart, as they are a personal care brand, they used an emotional marketing claim, and included the functional claim within. Using Kids, as they are the source of worry, and the inspiration for parents, who are the shoppers of such product. This is a very nice ad, in terms of attention, branding and communication.

Figure (5)

Very weak branding, distorted visuals, and moderate communication, target group, USP, marketing and communication strategies, are all not clearly understood from the ad, it may work as a print ad, in an extremely advanced and developed markets. However, in terms of ABC (awareness, branding, and communication), this ad scores very low.

Figure (6)

It is very nice. The ad is trying to position the brand as a brand for the whole group, for the happy moments together, it is not trying to use indulgence or “be yourself” propositions to make itself desired by the consumers, it took the other approach, which is easier to communicate and more profitable. The picture used is very nice, it makes you smile when you read the USP (unique selling prepositions) and see the picture. Branding is very clear and easily seen. It is a simple and clear ad, with little creativity but higher effect and reach.
Figure (7)

This Ad is trying to create the emotional link between the consumers and the brand, and it is trying to drive appeal, this is derived from the fact that McDonalds and other junk food brands are facing huge resistance in many countries around the world. Since the health awareness is increasing everywhere, these brands are more likely to face recessions. So using the symbol of a baby, which represents purity, clean environment, and Care, the ad is trying to drive the appeal and create the link stated above. I believe this is not the right approach, McDonalds in this ad used a sophisticated marketing strategy to reach its target consumers, which I doubt will get the message the Ad is trying to send.

Figure (8)

As discussed regarding the perfumes ads, advertising males only and females only is much better than doing both. It gives you more space and time to communicate with consumers in a direct and creative way, with few simple messages. Nautica is trying to position itself as the brand for the leaders, for men who can lead and be up to the challenge without being stopped by any boundaries. This message is simple and clear in the Ad, it is a very nice ad, and they used values and beliefs that their target consumers look up to.

Figure (9)

The way they used the word MAN, clearly on the pack and on the ad, the shape of the pack, is extremely masculine, also the model they used in the ad is a symbol of the MAN to the target group, his face and look, and physical strength, is the ideal for any MAN. In terms of attention, branding and communication, the ad is successful. It is very simple and to the point. Consumers are exposed to thousands of marketing messages every day, spending so much time on creating complex creative ads, is great, but will the consumers get it in this cluttered environment? Ads should strive to be as creative as possible, but keeping simplicity and clarity as an important factor in their designs.
Figure (10)

Perfume ads, cannot talk functionally, they have to be extremely emotional in their approach to the consumers. There is no functional difference between any perfume brand and the other; it is all about how it is positioned in the consumer’s mind. This is what this ad is trying to do, but is it clear to the consumers? Is it right to advertise for both masculine and feminine variants in the same ad? In my own opinion, the answer for the above is no. consumers will not look in an ad for more than 10 seconds, and these messages are not clear enough to the consumers to off take in 3 to 5 seconds, especially when trying to target both males and females.

Figure (11)

Beauty is love. If you asked a consumer to comment in 1 minute about the meaning of this USP*, I believe he will have to think for a while before answering, thinking for a while. USP s has to be simple and clearly understood, even when they are very short. Having the fact that this ad is addressing young mothers who take care of themselves, as much as they take care of their newly born kids. Meaning that they are normal consumers, who will not spend effort in trying to translate an ad having this fact in mind, I believe this is not the smartest ad to use to approach these consumers.

Figure (12)

Trying to position itself as a cosmetic, young, and natural product. Nivea is using a smart USP and model, to reflect this USP and create an emotional link with consumers. It did not use any functional technique in its ad, which may not be 100% correct, at the end of the day; this product is a functional product. It is right to use an emotional appeal, but it should have a functional content.

Figure (13)

As stated above regarding Nivea, the correct thing to do when communicating a cosmetics or a personal care brand, is to try to drive an emotional appeal to the brand (to face the low loyalty attributes in this industry), but using a functional contents ( to give a reason to believe in the brand), dove is doing so successfully. Its USP is emotional, but the text below is merely
functional. With a visual showing a normal lady (not an extremely beautiful celebrity), having a shower using dove (functional visual), and enjoying it with indulgence (emotional visual).

USP*: is the unique selling preposition used by the advertiser to promote for a product in an Ad or an IMC (integrated marketing communication) campaign.
4.2 Descriptive Research Results:

Due to the different contradictory results from the exploratory research conducted, further research was conducted, in an attempt to gain further understanding of the topic on hand; using a more formal descriptive tool, which a survey. A survey of 100 questionnaires targeting adolescents with the same age group as those that participated in the focus group was conducted, in an attempt to try to answer the research questions.

In an attempt to answer questions 1 and 2 of the research, which were;

1. The impact of gender on the degree of affection to the Ads

2. The impact of age on the degree of affection to the Ads

The results were as follows:

Comparing the age and gender of the respondents; with the way they felt about the different Ads featured and their general sense of judgment, it was found that the affect of these two variables was an insignificant factor. Mainly due to two reasons; the age compression factor; which is a new phenomenon were kids get older younger, meaning that nowadays, age is not a factor that separates attitudes anymore, specially concerning the wide age range of adolescents. The second reason, is the fact that in our most recent cultural revolution, gender is no longer considered a factor that differentiate between different decision making process and different ideas and attitudes.

Therefore, despite the fact that age and gender is not an affective factor, it is still very crucial to get a general idea about the respondents’ attitudes towards different Ads; in the following section, the researcher demonstrates the results using bar charts for an easier understanding and better clarity.
The greatest amount of respondents of 34% found it unethical/or inappropriate and the second highest percentage was of 17% finding it interesting.
The greatest amount of respondents of 45% believed it was creative and the second highest percentage of 19% found it interesting.
The results concerning this figure were contradictory; they varied between “interesting” with the highest percentage of 25% followed by “bored/unaffected” of 21%, “really nice” of 20% and “unethical/inappropriate” of 19%
Results concerning figure (4) were relatively consistent, varying from the greatest percentage of 37% believing it was “really nice”, followed by “creative” of 23 % and “interesting” of 16 %
Regarding figure (5), results were consistent, varying from the highest percentage of 34 % for being “unethical/inappropriate” and the second highest of being “offensive” with a percentage of 16 %.
Regarding figure (6), results varied between 3 main choices; the highest of 33 % thought it was “interesting”, followed by “really nice” of 28 % and finally “bored/unaffected” by 18 %.

Source: survey
Results concerning this figure, varied mainly between two choices, either being “really nice” with the highest percentage of 37 % and followed by “creative” of 33 %
Results concerning this figure, varied between three main choices, being “really nice” which is the highest percentage of 38 %, “interesting” which was 27 % and “bored/unaffected” of 18 %.
Source: survey

Results concerning figure (9), varied between three main attitudes; either being “interesting” with the highest percentage of 34 %, followed by “really nice” with a percentage of 24 % and “bored/unaffected” by 22 %.
Results concerning figure (10), varied between three main attitudes; either being “interesting” with the highest percentage of 32 %, followed by “really nice” with a percentage of 28 % and “bored/unaffected” by 20 %.
Results of figure (11), varied between two attitudes, either “really nice” with a percentage of 53 % or “bored/unaffected” with a percentage of 23 %

Source: survey
Results varied between three main attitudes towards the Ad, either “really nice” with the highest percentage of 32 %, followed by “bored/unaffected” of 28 % and finally, “interesting” of 24 %.
Results varied between three main attitudes towards the Ad; the highest was “really nice” of 28 \%, followed by “creative” of 25 \% and finally “interesting” of 21 \%.

Q3: The effect of emotional appeal and sex appeal in Ads, on the consumer’s buying decision.

The third question, aimed to understand the relationship between the ways respondents feel about the different Ads and whether such feelings created, would affect their buying decisions.
For clarity, the cross tabulation between the different variables, was illustrated using tables of percentages and bar charts.

In case of bar charts, the following is their guideline:

Figure (1)

Graph (14)
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Figure (2)

Graph (15)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.

Table (2)

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Figure (3)

Graph (16)

Source: survey
There was a high significant difference of 0.002, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Figure (4)

Graph (17)

**how do you feel about it? (fig 4)**

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Source: survey
Table (5)

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<tr>
<td>really nice</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
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</tr>
<tr>
<td>% of Total</td>
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<td>4.0%</td>
</tr>
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<td>unethical/inappropriate</td>
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There was a high significant difference of 0.001, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Source: Survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Figure (7)

Graph (20)

how do you feel about it? (fig 7)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Figure (8)

Graph (21)

**how do you feel about it? (fig 8)**

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.

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Figure (9)

Graph (22)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ad
Figure (10)

Graph (23)

How do you feel about it? (Fig 10)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ad.

<table>
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</table>
Figure (11)

Graph (24)

how do you feel about it? (fig 11)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads.
Figure (12)

Graph (25)

how do you feel about it? (fig 12)

Source: survey
There was a high significant difference of 0.000, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads
Figure (13)

Graph (26)

Source: survey
There was a high significant difference of 0.001, between how they felt about the Ad, and whether they will buy the product featured. Only a very small percentage of respondents would feel negatively about the Ad and would still buy the product. Mainly because they were loyal to the brand itself regardless of its Ads

**Q4: The effect of Television viewing frequency on adolescents’ sense of judgment**

**Q5: The effect of magazine reading frequency on adolescents’ sense of judgment**

When testing the effects of the frequency of television viewing and magazine reading, versus adolescents’ general attitudes towards advertisements related topics, the researcher found that they had insignificant effect. Mainly, because nowadays, advertisements are not only featured
through television and magazines, there are other ways, were the media can reach its targeted consumers

However, despite this fact, it is still important to get a general idea about the respondents’ attitudes towards the different topics; in the following section, the researcher demonstrates the results using pie charts for an easier understanding and better clarity.

**Pie chart (1)**

![Pie chart (1)](image1)

Source: survey  
The highest percentage of 62 %, where respondents that watches TV daily, followed by 26 % that watches it every other day.

**Pie Chart (2):**

![Pie Chart (2)](image2)

Source: survey  
Results varied between weekly, monthly and rarely; with 32%, 28% and 32 % respectively.
When asked what they look for in an Ad; 67% believed the most important attribute of an Ad was its creativity, followed by 17% who believed it was the ability to explain the product properly.

Source: survey

42% admitted it was the product’s attributes that would attract them to the product, however another 44% admitted it was more the way they felt about it/ their intuition.

Source: survey
74% indeed admitted that they have purchased products before just because they liked its commercial.

Source: survey

44% admitted that they mostly buy products based on their intuition or the way they feel about it, followed by 42% that answered that the products’ attributes are the most important.

Source: survey
51% admitted that they buy products just because they feel good about it, every once in a while 56% of respondents believed that, the use of sexual content in Ads is acceptable, as long as its within certain limits and does not cross the line, however 28% found it unethical/inappropriate as whole, regardless its intensity and exposure.

Source: survey
4.3 Conclusion

The ethical dilemma of advertising, especially the effect of sex appeal and emotional appeal on adolescents, has always been an ongoing debate in the society. Therefore, in order to further understand the issue on hand, this research was dedicated to measure five main research objectives; first is the impact of gender on the degree of affection to the Ads, second; is the impact of age on the degree of affection to the Ads. Third, the effect of emotional appeal and sex appeal in Ads, on the adolescents’ buying decision, fourth; the effect of Television viewing frequency on adolescents’ sense of judgment and finally, the effect of magazine reading frequency on adolescents’ sense of judgment. In order to further research the five previous questions, three research tools were used.

The research is an exploratory one, therefore; two of the main tools used were four focus groups with adolescents from the age of 17 to 22 and four in depth interviews with marketers, to get their insight on the issue. However, in an attempt to support the exploratory research conducted, a more formal descriptive one was done with a sample of one hundred adolescents; a survey of 37 questions was distributed among them, and the results were analyzed to further help the researcher answer the five research questions

Q: 1. The impact of gender on the degree of affection to the Ads

Combining the results of the different tools used, it was found that indeed, there were slight differences between opinions based in the gender, however, differences were minimal, they were not even detected using the formal tool, which was the survey and analyzed by SPSS. Being either a male or a female had no significant difference over how participants perceived the different print ads or commercials. Mainly because nowadays, males and females have become close to being equals, and they perceive the world with the same eye and same analyses. However, it is still important to note, that females in general had a more critical insight towards the Ads and had the ability to further analyze them more than males, males took them more as a face value.

Q: 2. The impact of age on the degree of affection to the Ads
Contrary to expectations, age was found to have no significant difference on the degree of affection to the Ads. A reason behind this result could be due to the new emerging phenomenon of “age compression”, where the younger becomes older younger, meaning that younger people become adolescents in thought in a younger age than that usually expected.

Q3: The effect of emotional appeal and sex appeal in Ads, on adolescent’s buying decision

In order to test for this research question, in the focus groups and questionnaires, respondents were shown thirteen printed Ads to comment on the way they felt about it, (note: in the focus groups TV Ads were shown as well). Results have shown that, there is a high significance between how a consumer feels about an Ad and whether they would buy the product being promoted. Only a small percentage of participants, still would have bought the product despite their disliking to the Ad/ commercial itself; this is mainly due to the loyalty of the participant to the brand itself, regardless its commercials. It is also important to note, that the most important aspect participants looked for in the Ads, was its idea and whether it is new and creative, or just a simple misuse of emotional or sex appeal to grab their attention.

Q4: The effect of Television viewing frequency on adolescents’ sense of judgment

Q5: The effect of magazine reading frequency on adolescents’ sense of judgment

In both questions 4 and 5; the frequency of viewing television or reading magazines, had no significant effect on adolescent’s sense of judgment. This could be mainly because; media does not only reach its targeted consumers though television or magazines anymore. However, despite the results, it was still important to analyze adolescent’s sense of judgment towards Ads in general. Using the survey and focus groups conducted; results have shown that; regardless any variables, the most important aspect of an Ad in their minds is its creativity, followed by how the Ad explains the product. The majority of participants in both tools have admitted that on more than one occasion they have bought a product just because they liked its Ad regardless the benefits of the product bought. However, they all agreed that in general, when buying a product their main considerations are the products’ attributes and/or the way they feel about it or their intuition. Finally, regarding the use of sex appeals in Ads, the majority agreed that it was acceptable as long as it lies within certain limits. When probed to further explain the last point,
they were further asked if they had a certain criteria or a frame of reference; by which they judge the Ad/commercial as being appropriate or not. The majority replied that there was not a certain criteria, each commercial/Ad is judged separately; based on the product being advertised for, the idea behind the Ad, when it is aired and is overall creativity.

Q:6: Marketer’s insight towards the use of emotional appeal and sex appeal in Ads.

In an attempt to try and understand the marketers point of view regarding the different issues discussed; four in depth interviews were conducted with marketing specialists and Ad creators. Throughout the interview, they were probed to try and understand their point of view; regarding the ethical debate around the use of sex appeal and emotional appeal; they said that as long as the appeal applies in a creative way to the product (not misused), then they do not face any ethical dilemmas.

They have commented that, their job is to communicate the message of the Ad, to the consumers regardless the appeal used as long as it fits the product category. (“We have to shine through the media clutter”). When asked about the idea of advertising for products that do not have any benefits; the marketers replied that; there is no product without a benefit; it can either be an emotional benefit or a functional one, adding to that is the fact, that when advertising, marketers do not force the consumer to buy the product. “our job is to show them the product in an attractive manner to grab their attention and it is up to them to decide whether to purchase it or not”. Adding to the argument; one of the Ad planners commented that, it is not the appeal used that should be fought; it is the message this appeal is promoting for. Finally, regarding the fourth marketer; it was deducted that; what an advertiser aims to deliver to the consumers through the Ad (the message), is not necessarily how the consumer perceives it; this finding was deducted when comparing the ideas and comments regarding the different Ads by the respondents with those of the marketer’s; commenting on the same Ads.
Chapter 5: Recommendations

The ethical dilemma of advertising has been an issue long debated for, it has been tackled from different areas and different perspectives and yet, no end- result to solve the dispute has been done. In an attempt to moderate the intensity of these Ads in the media; governments; should put more specific rules and regulations on Ads, regarding all its different aspects. Since the current regulations are easy to get around. In addition to that, different countries should put into consideration that despite the fact that the world is becoming one market; still this market exists in different cultures and norms that should be respected and cared for. Therefore, not only governments should apply regulations, but the brand owners themselves as well.

Regarding parents, they should be more careful to what their children are watching, and put in mind the phenomenon of “age compression” that has been discussed earlier , control should not only come from the outside, but from the inside as well.

Future research should be conducted regarding several issues; more research should be concentrated on the marketers point of views regarding advertisements and the different appeals used. More research should focus on the brands itself, since the brand is what decides the appeal to be used in its Ads, also further research should be conducted to study the effect of celebrities on adolescents, not just females but males as well. In addition to that; many research papers have been aimed at studying women’s abuse in advertising, male abuse should be considered as well. Finally, more research should be conducted regarding the effect of emotional appeal on adolescents , this appeal is one of the strongest appeals used and yet the focus lies more on sex appeal.
References:


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http://www.apa.org/pi/wpo/sexualization.html
http://www.youtube.com/watch?v=g1BkVUVyupY&NR=1
http://www.youtube.com/watch?v=bU9A-kpiTfM&feature=related
http://www.youtube.com/watch?v=JjWzRAf64Po&feature=related
Appendixes:

Moderator guide for focus groups

Warm up questions:

1. How often do you watch TV?
2. Any special commercials you like.
3. Did u ever buy a product because you liked its commercial?
4. On what bases do u consider a product to be beneficial or worth buying?
   a. Attributes
   b. Way you feel about it
   c. Word of mouth... etc.
5. In your opinion, what do you consider acceptable and non acceptable in Ads in general?
   Is there a certain degree of tolerance? Or do you follow some kind of imaginary guideline of right and wrong?

After viewing the different Ads covering emotional and sex appeal, the following questions will be asked to try and create a debate/discussion:

1. Get feedback
2. How they felt about each Ad
3. How affected where they?
4. What did they think of the theme/ the model
5. Was it funny/acceptable/annoying?
6. Would you buy the product based on the Ad?
7. Any ethical issues risen by the Ad
8. Would you wait for the product’s next Ad?
9. Will also analyze the degree of product evaluation based on the commercial itself not its attributes.

**Questionnaire for in depth interviews**

1. When creating an Ad, what are the main elements do you depend on?

2. On what bases do you make your product attractive to viewers?

3. What do you aim to effect in a customer’s mind?

4. Any ethical dilemma faced when creating an Ad?
   
   a. The use of sex appeal
   
   b. The use of emotional appeal

5. Have you used any of those appeals, when creating Ads?

6. Any examples of such Ads, if possible?

7. What did you have in mind when you were creating this Ad?

8. From your expert point of view, what is the aim behind these print ads? (show thirteen Ads chosen)
We all get affected by what's going on around us, whether it's the people around us or their actions. A major factor that affects us nowadays, whether we like to admit it or not; is advertising.

The following questionnaire will be about advertising as a whole, and how different Ads or ideas affect you.

Section 1:

1. How often do you watch TV
   a. Daily
   b. Every other day
   c. Weekly
   d. Rarely

2. How often do you read magazines
   a. Daily
   b. Weekly
   c. Monthly
   d. Rarely

3. What type of magazines do you usually buy
   a. Sports such as “al ahly”
   b. Informative such as “national geographic”
   c. Entertainment such as “Flash”
   d. Style and beauty such as “cosmopolitan”

4. What do you usually look for in an Ad?
   a. Creativity
   b. Explanation of the product
   c. The models used and how you relate to them
   d. How the product makes you feel about yourself

5. Did you ever buy a product because you liked its commercial?
   a. Yes
   b. No

6. On what bases do you consider a product to be beneficial or worth buying?
   a. Its attributes
   b. Mostly your intuition/the way you feel about it
   c. The commercial or Ad presenting the product?

7. How often do you buy a product based on the way you feel about it, regardless its benefits?
   a. All the time
   b. Every once in a while
8. How do you feel about products that use sexual content in their Ads?
   a. Smart/ creative
   b. Inappropriate/unethical
   c. It differs according to the degree of sexuality, but it is fine as long as it's within a certain level

Section 2
The following are Ads promoting different famous brands

- Miscellaneous

1. How do you feel about it?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

2. Would you buy the product based on the Ad?
   a. yes
   b. No

3. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

4. Would you buy the product based on the Ad?
   a. yes
   b. No
5. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

6. Would you buy the product based on the Ad?
   a. yes
   b. No

7. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

8. Would you buy the product based on the Ad?
   a. yes
   b. No

9. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

10. Would you buy the product based on the Ad?
    a. yes
    b. No
11. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

12. Would you buy the product based on the Ad?
   a. yes
   b. No

13. How do you feel about this Ad?
    a. offensive
    b. interesting
    c. creative
    d. really nice
    e. unethical or inappropriate
    f. unaffected/bored

14. Would you buy the product based on the Ad?
    a. yes
    b. No

- **Perfumes:**

15. How do you feel about this Ad?
    a. offensive
    b. interesting
    c. creative
    d. really nice
    e. unethical or inappropriate
    f. unaffected/bored
16. Would you buy the product based on the Ad?
   a. yes
   b. No

17. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

18. Would you buy the product based on the Ad?
   a. yes
   b. No

19. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

20. Would you buy the product based on the Ad?
   a. yes
   b. No

- Creams and beauty products

21. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored
22. Would you buy the product based on the Ad?
   a. yes
   b. No

23. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

24. Would you buy the product based on the Ad?
   a. yes
   b. No

25. How do you feel about this Ad?
   a. offensive
   b. interesting
   c. creative
   d. really nice
   e. unethical or inappropriate
   f. unaffected/bored

26. Would you buy the product based on the Ad?
   a. yes
   b. No

Section 3

1. How old are you? (16-18) (19-23)
2. Gender? (M)(F)
3. Email. .................................................................

Thanks a lot for your time 😊
**Declaration:**

I herewith declare that this report is in full accordance with the Plagiarism Guidelines of the Faculty of Management & Technology at the GUC.

Signature

May Abd El Latif El Hattab