



Sexual Advertising and Consumer Purchase Intention of Cosmetics Products in Port Harcourt Metropolis

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ABSTRACT

Brand communication has gone past mainstream advertising which focuses product presentation to more dynamic and sophisticated trends wherein emotions and emotions are initiated among consumer and products. Marketers these days had preferred ad techniques that appeal to clients' emotion in developing a bond among them and types main to the advent of sex advertisement. This research is conducted to investigate the influence of sex advertising on patron purchase motive of cosmetic merchandise in Port Harcourt town. The study sought to establish the volume to which romantic enchantment, woman attraction, erotic attraction and emotional attraction affects customer buy aim of beauty merchandise in Port Harcourt. The study adopted the descriptive research design. A sample size of 359 cosmetic products consumers were randomly selected using the questionnaire for data collection. Data analysis was done using descriptive statistics of mean and standard deviation while inferential statistics of Pearson Product Moment Correlation Coefficient (PPMC) was used to test the stated hypothesis on SPSS version 25.

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Findings found out that every one variable tested has a good-sized effect on consumer buy purpose of beauty products in Port Harcourt. The study concludes that sex marketing affects purchaser buy intention of cosmetic merchandise in Port Harcourt. The study therefore recommends that: cosmetic merchandise designs, packaging and labels must include sensory attractive designs with sexual referent and embeds to appeal to most of the people of customers, cosmetic merchandise advert ought to represent photos with affective touch and passionate look in attractive to customers' emotion.

INTRODUCTION

The proliferation of consumer merchandise inside the market place will increase trouble for a more beautiful and drastic marketing and advertising technique in gaining recognition. The going problem nature of the business can simplest be completed thru the utility of valuable advertising and marketing techniques capable of inclusive of new customers. Each effort in advertising and marketing and advertising gears towards turning in of merchandise knowledge to clients in an extra communicative manner, consequently promotional advertising techniques are crucial in global advertising, (Cheng et al, 2009). Marketing appeals is one of the predominant communicators that businesses use to reveal consumers to their merchandise, (Barnabas, Nwankwo, James, Tobias, Solomon & Ngozi, 2013). commercials devour a large part of the manufacturing budget due to the fact the marketplace is a type of no longer in life without it. Kotler (2003) asserts that commercial is a technique of communications aimed closer to agencies and populations. The conventional marketing method is fading and becoming ineffective leaving entrepreneurs no preference than adopting more latest advertising strategies that appeal to client feelings. This added about intercourse appeal in advertising and marketing, in line with Jacqueline and Tom (2003) sexual appeals in mainstream marketing and advertising have grown to be the extra image and used for a greater diversity of manufacturers, as societal attitudes alternate and as inclinations dictate. Sexual advertising or selling thru sex is the use of intercourse appeal or innuendo in advertising to help sell a particular product or service, (Raghuram, Ruchika & Aayush, 2015). The usage of sex in advertising may be instead overt and maybe recounted via the use of the man or woman or exceedingly subtle in which it's far stated to paintings at the unconscious. It stages from particularly explicit presentations of sexual acts to the use of number one facial or physical cosmetics to enhance appealing capabilities.

In the 21st century, using increasingly specific sexual imagery in consumer-oriented print ads has become almost not unusual, (Sengupta, 2008). Advertisements for purchaser merchandise have featured provocative pics that have been designed to elicit sexual responses from as large a pass-segment of the populace as viable to shock by way of using their ambivalence or to appeal to repressed sexual goals, which is probably concept to carry a more potent emotional load, (Dahl, Darren, 2009). Effective sex ad posses factors of attraction to clients, together with the romantic appeal, lady appeal, erotic attraction and emotional enchantment which can be examined in this artwork. A romantic enchantment is considered certainly one of the more or less sex marketing techniques that marketing professionals use to influence humans to buy a product, pay for a provider, donate to a reason, or otherwise be persuaded, (Curtis, 2017). it's miles the enchantment a number of the couples displayed in advertising and marketing to bring a message that the goods or offerings will growth the attachment or closeness between couples or contrary sexes which is used in commercials. Using this appeal in advertising has the potential of triggering buy since clients are made of couples within the opposite sex. The girl attraction is some other element of sex advertisements followed in advertising and marketing; this form of appeal objectives at developing the impact of the appropriate person. The discursive systems of lady bodies are pretty it seems that 'organized for consumption' through men. those structures now not best show the inevitable gender-strength own family members about the frame but moreover suggest the

cultural ambivalence approximately sexualized bodily show and photo control, (Femiano, Sam & Mark, 2000). it is a sex measure in advert used for attracting purchase by manner of entrepreneurs.

The erotic attraction is the arousal of the senses, for the commercial of a selected product or services through images depicting adults conducting sexual activities, (James, & Anshu, 2013). Erotic stimuli in marketing invoke any message which, whether or not is logo facts in advertising contexts or persuasive appeals in advertising contexts, is associated with sexual facts. It has long been a widespread belief that this form of advertising may be very effective at interest-grabbing, taken into consideration with the aid of a few commentators as a powerful step in achieving one's goal marketplace, especially within the modern-day clutter of advertising and communications, (Reichert & Lambiase, 2003). The developing significance of emotional needs inside the intake environment is conveyed because the fundamental prerequisite, which obviously calls for outlining a brand new emotional advertising and marketing concept the usage of emotional attraction in the commercial. Emotion in line with Consoli, (2010) is a manner, in which the belief of a hard and fast of stimuli lets in a cognitive evaluation that enables human beings to label and identifies a selected emotional nation. Yoo and MacInnis (2005) claimed that after advertisement has an emotional format, it's far maximum likely that exposure to it'll result in an emotional reaction via the purchaser; emotional content effects in an emotional reaction within the commercial. Marketers don't forget intercourse ad as a more state-of-the-art alternative in promoting sensitive products like cosmetics. Such merchandising has customer buy intension in awareness. Purchase goal is the willingness of a consumer to buy a certain product or a certain carrier. Purchase intentions are a measure of the customers' attitude in the direction of shopping a product or availing a service. Cause advertising is about advertising items & items primarily based on the intentions of the purchasers or the purchaser's rationale to accept, buy or use particular products or services which may additionally or might not were virtually stated via the business enterprise or logo, (Luo et al. 2011). Purchase intentions as a dimension are powerful in designing marketing sports or promotions. The reason of a consumer can make it very clean to precisely iterate what kind of content material should be displayed in an advertisement.

The sexual attraction is considered a precious tool in advertising and marketing particular merchandise in advertising and marketing given its appeals to affection. The fashion in the course of intercourse commercial is growing remarkably in literature globally in which include a charge to advertising development in idea and exercise. but, there's an assignment as to the effect of the concept and its software in Port Harcourt which prompted hobby and created a want for this study.

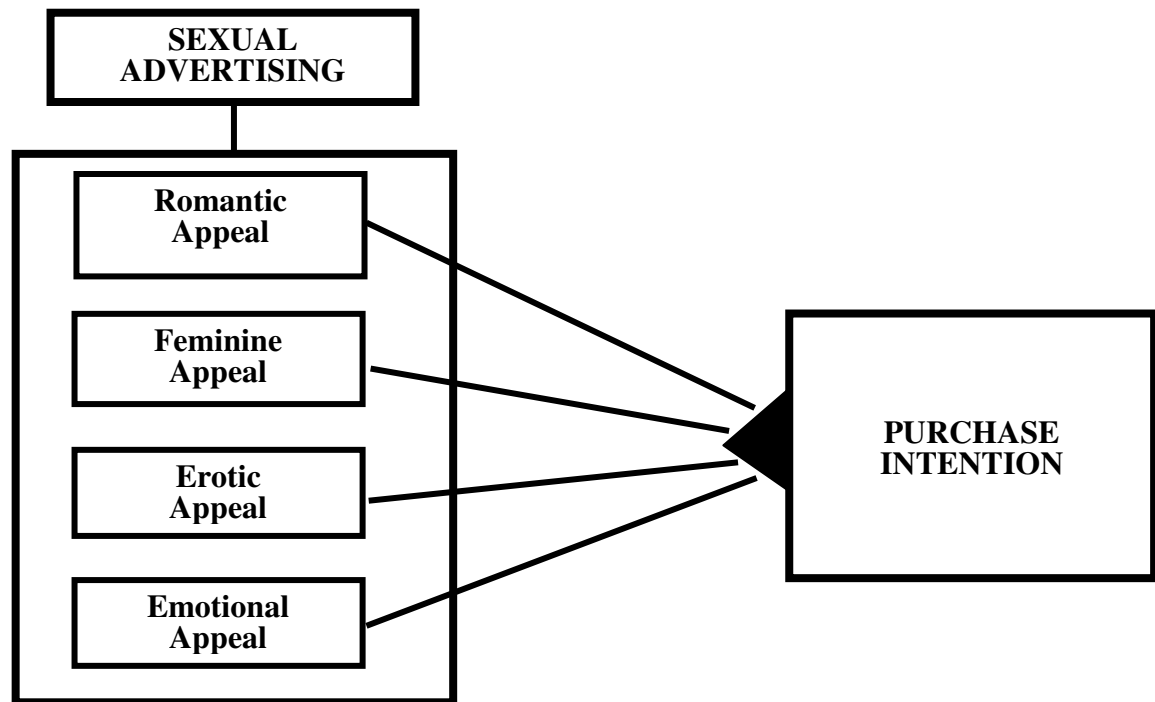
Statement of the Problem

As opined by Lasn (1999), customers are exposed to a predicted 3,000 classified ads in step with day. In nowadays an increasing number of cluttered and facts-wealthy surroundings, advertisers try to be in search of strategies to break through the media clutter, get observed and draw human beings' interest in their messages. To make advertising and marketing appeals greater special and probably extra persuasive, advertisers regularly use dramatic emotional ads – messages designed to 'shock the emotions and make the thoughts itch, (Moore & Harris, 1996). Within the state-of-the-art trend, sex advertising and advertising is one of the advertising verbal exchange techniques that have been widely and increasingly being accompanied. Sex advertising appeals try and marvel or surprise the visitors with the aid of intentionally, in place of inadvertently, violating the norms of societal values and personal ideals, (Dahl et al, 2003). Amidst this leap forward, many corporations had confronted public grievance for using a debatable photo to send messages concerning social issues (Evan & Sumandeeep, 1993) that have consequential consequences on product popularity. Benady (2003) indicated that sex advertising and marketing artificially create controversy so as to be bold and rebellious.

Severn and Belch (1990) argued that the effectiveness of interest-getting of an advertisement may also rely on each the gender of the receiver and gender of the fashions portrayed. although nudity may additionally boom preliminary interest-getting (Baker, 1961; Reid & Soley, 1983; Severn et al, 1990; Dudley, 1999), using sexual attraction in advertising is less powerful as compared to non-sexual illustrations, (Steadman, 1969). In a related study, Richmond and Hartman (1982) supported Steadman's (1969) conclusion that commercials classified as symbolism and functional dimensions, which do now not comprise human fashions however best illustrations of the product received better correct consider percentage. Alexander and Judd's (1978) also supported this end that classified ads that featured a surroundings view received better recall costs in comparison to people who featured woman nudity. in step with them, using sexual illustration will intrude with product message-associated processing. customer's emotional reaction toward sexual stimuli, ornamental female fashions, as an example, perhaps so robust that the attentive response is directed more to the stimuli and as a result, drawing cognitive processing faraway from evaluations of the product and the message (Alexander & Judd, 1978, Severn et al, 1990). Dudley (1999) asserts that clients perceived classified ads that featured growing nudity treatment as offensive, immoral, unethical and exploitative. As a result, sexual appeals preclude don't forget and popularity outcomes. Following this argument, it will be misleading to finish that sexual advertisement is a whole marketing strategy to increase patron buy intention. This study, therefore, sought to create stability through studying sex advertising and marketing and customer purchase intention of cosmetic products in Port Harcourt city.

Conceptual Framework

The conceptual framework of this study is shown in figure 1.1 below:



Source: *Review of Literature: Dimensions of Sexual Appeal* adapted from Heckler, S. E., Jackson, S. & Reichert, T. (2001)

Aim and Objectives of the Study

The aim of the study is to investigate the influence of sex advertising on customer purchase intention of cosmetic products in Port Harcourt metropolis. The specific objectives are to:

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1. Investigate the extent to which romantic appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis.
2. Determine the extent to which feminine appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis.
3. Ascertain the extent to which erotic appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis.
4. Examine the extent to which emotional appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis.

Research Question

1. To what extent does romantic appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis?
2. To what extent does feminine appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis?
3. To what extent does erotic appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis?
4. To what extent does emotional appeal influence customer purchase intention of cosmetic products in Port Harcourt metropolis?

Hypotheses

1. **Ho₁**: there is no significant relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis.
2. **Ho₂**: there is no significant relationship between feminine appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis.
3. **Ho₃**: there is no significant relationship between erotic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis.
4. **Ho₄**: there is no significant relationship between emotional appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis.

Review of Related Literature

Theoretical Framework

The theory that underpin this study is the theory of Hierarchy-of-Effects Theory.

Hierarchy-of-effects Theory

The hierarchy-of-effects model developed by Lavidge and Steiner (1961) counseled that there are six steps a patron has to transport through whilst creating a purchase. Steps in this manner include focus, expertise, liking, preference, conviction and purchase. In line with the theory by means of Lavidge and Steiner (1961), those steps are related to a few components inside the behavioural dimensions – cognitive, affective and conative. The cognitive factor consists of the primary two steps purchaser movements via when creating a purchase, focus and knowledge of the advertisement and product data. Potential to face out in a saturated media surroundings and draw consumers' interest and hobby to the advertising and marketing message is important. Numerous of research showed that sexual attraction does appeal to purchaser's preliminary interest (Belch et al, 1982; Reid and Soley, 1983; Dudley, 1999;

Heckler et al, 2001; Reichert et al, 2001). Decorative lady models serve no purposeful motive other than attention-attracting stimuli (Reid & Soley, 1983; Severn et al, 1990; Dudley, 1999). Baker (1961) talked about that sexual illustration which depicts girl nudity own excessive interest-getting fee and that sexual content in advertisements will arouse the instant interest of each gender. Similarly, the affective element represents the feelings and emotions an individual has, either tremendous or negative about a specific problem. Some other position that sexual appeals may also serve in advertising is to awaken emotional responses, together with arousal, excitement or even lust (Taflinger, 1996). Advertising and marketing researchers have looked to an emotional reaction of their attempts to determine the consequences of sexual statistics on advertising and marketing responses. This issue encompasses the liking and choice steps. Finally, the conative aspect represents a person's reasons and behaviour, which encompasses the ultimate two steps, conviction and making a purchase. Cai et al (1990) counseled that sexual appeals are a beneficial tool to generate preliminary interest to arousal and reminiscence for an advertisement.

Concept of Sexual Advertising

Sexual advertising or selling through intercourse is using sex attraction or innuendo in marketing to assist sell selected products or services. the use of intercourse in advertising and marketing may be particularly overt and may be diagnosed by using the individual or especially subtle wherein it's far stated to paintings on the subconscious. It degrees from especially explicit shows of sexual acts to the usage of primary facial or physical cosmetics to decorate attractive abilities, (Raghuram, Ruchika and Aayush, 2015). Sexual information refers to "an instance that portrays or implies sexual hobby, behaviour, or motivation" and is often represented as each photograph, verbal elements, or every (Harris, 1994). The sexual attraction is one of the maximum not unusual and notably used techniques in mainstream client advertising and marketing and advertising. the use of sexual appeals in classified ads seems to be increasingly more popular nowadays. As a high-quality technique in marketing and advertising, sexual appeals were broadly utilized in mainstream purchaser marketing and advertising (Cheng et al, 2009; Richmond & Hartman, 1982). Heckler et al (2001) described sexual appeals as "brand records messages in advertising and marketing context which can be associated with sexual facts represented as every photograph, verbal elements, or both." As sexual appeals marketing display powerful advertising and advertising communiqué method in producing readership and responses, it is of precise interest to position into impact sexual appeals idea into the physical keep surroundings Dudley (1999) claimed that nudity results in more hobby-getting, exciting, and a more terrific emblem. people may also pay higher hobby to whilst commercials this is strongly emotional. because of this, in order to interrupt thru the clutter fashion retail market, retail shops required a specialty advertising technique that might capture patron's interest and evoke emotional responses toward the store; due to this, most crucial to behavioural intentions.

Dimensions of Sexual Advertising

Romantic Appeal

Romance appeal is the enchantment among the couples displayed in advertising. That is used to bring a message that the products or services will increase the attachment or closeness between couples or opposite sexes, (SaiGanesh, 2014). The romance appeal, even as similar in nature to the sex enchantment, especially focuses on relationships among two human beings (as adverse especially to bodily or sexual characteristics), suggesting that the acquisition or use of a product or service will, even in some small way, enhance the romance and courting of the couple portrayed. Romance appeal is one in every of more or less twenty marketing strategies that advertising specialists use to steer humans to shop for a product, pay for a service, donate to a purpose, or in any other case be persuaded, (Curtis, 2017). Romantic appeals are used in ads, especially if children are the target market due to the fact sex

is the second one strongest mental enchantment next to self-protection. Application of romance attraction in advertisements increases the eye, perception and interest closer to the advertisements and to do the advertising process quick and more correctly. Projecting affection among two sexes, a feeling of closeness and bonding are the modes of showing romance appeals in advertising. Some organizations used romance appeals in their ads to evoke a high-quality feeling in the direction of the emblem. The Romance attraction is especially effective if the product or service marketed to have a right away correlation with perceived splendor or attractive features, (Curtis, 2017).

Feminine Appeal

Feminine appeal is particularly not unusual at the same time as the products or services sold are aimed in particular at either men or women. This enchantment has a tendency to be excellent for beauty, fashion, beauty, and toiletry services and products. The girl attraction seeks especially to painting the “nice” female to clients who hope to gain society and their very own best notion of being a girl. The media seems to provide greater equality to girl snap shots and girl models are increasingly shown in classified ads to sell products that would/ might not be without delay associated with them (Kang, 2002). The media is generally charged with depicting ladies as sex gadgets that could take hold of the eye and interest of visitors. The underlying messages emphasise sexuality, frequently imparting girls as intercourse gadgets (Katharina, 2004). Lindner (2004) took a longitudinal technique to examine the portrayal of women in a preferred hobby mag and a ladies’ fashion mag from 1955 to 2002, the outcomes of this examine showed that stereotypical photos of ladies are decided pretty regularly. The lady body is constantly inevitably controlled with the aid of social norms, (Negrin, 1999) and the commoditization of the frame thru industries collectively with style and beauty that display off femininity. The discursive structures of these lady our bodies are pretty it seems that naturally 'organized for consumption' by way of guys. These constructions now not most effective screen the inevitable gender-power members of the family about the body however also propose the cultural ambivalence about sexualized physical show and picture management.

Erotic Appeal

Erotic stimuli in advertising and advertising and advertising invoke any message which, whether is brand facts in advertising and advertising and marketing contexts or persuasive appeals in advertising contexts, is associated with sexual information. It has prolonged been an everyday belief that this shape of marketing and advertising and marketing and advertising and advertising may be very effective at attention-grabbing, considered with the resource of some commentators as an effective step in reaching one’s goal marketplace, mainly in the present-day cluster of 21st-century advertising and marketing and marketing and communications (Reichert & Lambiase, 2003). Erotic stimuli are an increasing number of common advertising and advertising and advertising and marketing device utilized in mainstream media as a manner for purchaser merchandise and brands to gain hobby and arouse emotions, which in maximum instances provokes a behavioural response via the clients. It’s far therefore assumed to be more effective at generating income, one of the critical desires of commercial advertising sports activities, (Solomon, 2014). Advertisers use sexual images for several apparent motives: to draw interest to their messages, to appeal to audiences that approve of its use, and to illustrate the effects of purchasing and the usage of the emblem. Relying on the target market, context, and depth of the sexual content cloth, sex in advertising and marketing can be evaluated favourably and people emotions can affect attitudes inside the course of the brand, (Kozhouharova, 2017).

Emotional Appeal

Growing significance of emotional wishes within the intake environment is conveyed as the simple

prerequisite, which evidently calls for defining a new emotional advertising concept, (Mai & Ngoc, 2015). Feelings have a huge function in the course of the span of our lives for the purpose that they enhance almost all of our complicated moments through any adorable or horrible features (Larsen, McGraw & Cacioppo, 2003). Feelings are considered as a comprehensive enjoy that includes the ensuing way: behavioural responses, massive results, physiological reactions, and subjective emotions, (Desmet, 2003). The approach of emotion is thought, for instance, how feelings come to mind, can decorate our information of what makes us enjoy interacting with a few different form of the product. In line with Yoo and MacInnis (2005) when the economy has an emotional attraction, it is maximum in all likelihood that exposure to it'll bring about an emotional response with the useful resource of the patron. Emotions which are provoked due to emotional advertising can have an effect on the mindset in the direction of the advertising and marketing. As a way as emotions are concerned, it has been positioned that emotions red meat up the reminiscence trace for an industrial, which makes the retrieval of the logo's name substantially much less complex, (Thorson & Heiden, 1990). If emotional classified ads are capable to influence the patron's mindset inside the route of the commercial, the belief approximately the relevance, the meaningfulness and the delivery abilities of a product, the emblem attitude and the buying motive, there's no motive to believe that designing emotional classified ads cannot effect the emotional attachment to a product even if it is already acquainted.

Concept of Purchase Intention

Purchase intentions are someone's conscious approach to create an effort to shop for a product (Spears and Singh 2004). Morrison (1979) describes buying aim because of the possibility that a purchaser will purchase a particular product. O'Brien (1971) upheld that goal to purchase is the quantity of dedication to a potential motion, self-prediction of expected behaviour, or buy plans. Chang and Wildt (1994) posit that although fee perceptions can be created independently of involvement in a transaction, purchase intentions are formed below the supposition of an incomplete transaction, therefore be taken into consideration an essential indicator of real buy. Generally, sensible fee issues (inclusive of price) and other physical shows in advertising and marketing appeal required to make buy have an impact on patron buy intentions (Baker, Donthu, and Kumar 2016). Schlosser 2003 argues that the degree to which purchasers can certainly and without problems understand themselves the use of a product could have an effect on their expectations of purchasing it. The theory of reasoned motion (TRA) developed by means of Ajzen and Fishbein, argues that behavioural intentions created by means of the attitude toward behaviour and subjective norms cause the real behaviour consistent with the accessibility of assets and possibilities. Grounded on this principle, buy intentions are often used to forecast the patron's actual behaviour (Luo et al. 2011). Likewise, a few researchers consider that specific buy behaviour toward a product is especially a function of customer's aim to purchase (Bennett and Harrell 1975).

The intention to transact or purchase intention is defined as the intention of buyers to engage in the exchange relationship at shopping websites, such as sharing information, maintain business relationships, and create business transactions (Zwass, 1998). Intention to purchase online is based on the relationship between behavioral intention and actual behavior. Behavioral intention of individual to do action will determine the actual individual behavior. Thus, purchase intention to particular online shopping websites is a factor that predicts the actual behavior or the purchase decision of customers (Kim, Ferrin & Rao, 2008). The research observing online purchase intention is an appropriate measurement for intention to use the website because online transaction involves sharing information process and actual purchase so that online purchase intention will depend on many factors (Pavlou, 2003).

Empirical Review

Raghuram, Ruchika and Aayush (2015) carried out a study on the effects of sexual advertising on customer buying decisions. The study sought to examine the influence of Sexual Advertising on the customer buying choice as well as an impact on the product brand in India. The study adopted a descriptive research design. The respondents in this study were randomly selected using an internet-based survey. A survey was conducted using a questionnaire through an online survey form for data collection from 83 respondents. Pie chart and simple percentage was used for data analysis. Finding well-known that a totally massive employer of the goal market stays uninfluenced through using the use of way of sexual advertising and marketing and marketing and advertising and a half of of the very last is either strictly towards it or at the least displaced from their comfort location on discovering it. It has come to be concluded that there may be no such robust need for Sexual advertising besides truly vital in which case the counselled protection measures may be done. This takes a look at thru Raghuram, Ruchika and Aayush (2015) shared content material fabric with the prevailing have a look at, they each studied intercourse marketing and advertising and marketing and advertising on customer purchasing for behaviour. but, they have been finished at precise places.

Su Wen (2012) carried out a study on the effectiveness of using sexual appeals in-store in the fashion industry in Malaysia. The study adopted a descriptive research design. well-known that a totally big organization of the purpose market stays uninfluenced thru the use of using way of sexual advertising and advertising and advertising and marketing and advertising and marketing and a half of of the very last is either strictly in the direction of it or at least displaced from their consolation vicinity on discovering it. It has ended up concluded that there may be no such robust need for Sexual marketing except certainly critical in which case the counselled protection measures may be completed. This takes a take a look at thru Raghuram, Ruchika and Aayush (2015) shared content fabric cloth with the prevailing have a study, they every studied intercourse advertising and advertising and marketing and advertising and advertising and marketing on purchaser shopping for behaviour. However, they had been finished at particular locations.

Gap in Literature

Sex advertising has been researched extensively in the academic space following its impact on customer purchase intention globally. Studies by (Belch et al, 1982; Reid & Soley, 1983; Dudley, 1999; Heckler et al, 2001; Reichert et al, 2001), (Severn et al, 1990; Dudley, 1999) and several others were carried out in this issue in one-of-a-kind geographical places in content and in variables. However, sex advertng on purchaser buy goal of cosmetic merchandise has not been accomplished in Port Harcourt, which constitutes both pieces of knowledge, geographical and variable gap sought to be stuffed via this study. This study is titled, sex advertising and purchase intention of cosmetic products in Port Harcourt metropolis.

Methodology

This study adopted the descriptive research design, according to Isangedighi, Joshua, Asim and Ekuri (2006) the descriptive research design entails the collection of facts to accurately and objectively describes existing phenomena. The populace of the has a look at are the clients of cosmetic products in Port Harcourt. The pattern of 384 folks changed into randomly selected while a total of 359 questionnaires have been correctly retrieved representing 93% return rate and used for the analyses. The sample size was determined using Morgan Krejcie table. The instrument for data collection contains 5 questions for the dependent variable and a 16-item questionnaire for the independent variables titled:

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“Sex Advertising and Customer Purchase Intention Scale” (SACPIS). The (SACPIS) has a four point likert scale ranging from Very High Extent (VHE) = 4, High Extent (HE) = 3, Low Extent (LE) = 2 and Very Low Extent (VLE) = 1. Data was collected by use of questionnaire which was developed in line of the purpose of the study and was validated by experts in educational foundation department of Rivers State University. Reliability was measured using Cronbah’s Alpha method for its measure of consistency and stability of the instrument and a reliability coefficient of 0.87 was gotten which shows an acceptable level of reliability. The questionnaires were administered with the aid of two (2) research assistances trained by the researcher on data administration. Data analysis was done with mean and standard deviation while hypothesis testing was done with the use of PPMC on SPSS version 25. The study revealed significant relationship in variables investigated.

Result of Findings

Research Question 1

To what extent does romantic appeal influence purchase intention of cosmetic products in Port Harcourt metropolis?

Table 1: Computation of Respondents’ Responses on Romantic Appeal and Purchase Intention of Cosmetic Products in Port Harcourt Metropolis (N=359).

	N	Mean	Std. Deviation	Std. error Mean
Romantic appeal and purchase intention	359	3.6978	.2813	.01485
Displaying couples on cosmetic products convey a message that the product will increase the attachment or closeness between opposite sex.	359	3.86	.464	.024
Attraction between couples displayed in advertising is a strong indication that such brand will attract customer attention.	359	3.84	.366	.019
Projecting affection between two sexes, a feeling of closeness and bonding as modes of displaying romance attracts virtually all categories of people	359	3.31	.502	.027
Application of romance appeal in advertisements increases attention, perception and interest towards products.	359	3.78	.542	.029

Source: Field Survey, (2020)

Analysis in table 1 revealed influence of romantic appeal on customer purchase intention on cosmetic products in Port Harcourt metropolis. Finding shows that influence of romantic appeal on customer purchase intention is to a high extent. The item mean of 3.86, 3.84, 3.31 & 3.78 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.69 the respondents agree to a high extent that erotic appeal influences customer purchase intention of cosmetic products in Port Harcourt metropolis.

Research Question 2

To what extent does feminine appeal influence purchase intention of cosmetic products in Port Harcourt metropolis?

Table 2: Computation of Respondents' Responses on Feminine Appeal and Purchase Intention of Cosmetic Products in Port Harcourt Metropolis (N=359).

	N	Mean	Std. Deviation	Std. error Mean
feminine appeal and purchase intention	359	3.6571	.28274	.01492
Female body in advertisement is always inevitably controlled in generating attractions	359	3.31	.502	.027
Although Ethic and moral considerations are violated in applying feminine in advert, customers still purchase those products	359	3.78	.542	.029
Female sensitive body part is a perfect appeal to gain male attraction to product purchase.	359	3.86	.472	.025
Adverts with female posture attract more attention than the ones without	359	3.84	.366	.019

Source: Field Survey, 2020

Analysis in table 2 revealed influence of feminine appeal on customer purchase intention on cosmetic products in Port Harcourt metropolis. Finding shows that influence of feminine appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis is to a high extent. The item mean of 3.31, 3.78, 3.86 & 3.84 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.65 the respondents agree to a high extent that feminine appeal influences customer purchase intention of cosmetic products in Port Harcourt metropolis.

Research Question 3

To what extent does erotic appeal influence purchase intention of cosmetic products in Port Harcourt metropolis?

Table 3: Computation of Respondents' Responses on Erotic Appeal and Purchase Intention of Cosmetic Products in Port Harcourt Metropolis (N=359).

	N	Mean	Std. Deviation	Std. error Mean
Erotic Appeal And Purchase Intention	359	3.8259	.28764	.01518
Erotic stimuli are an increasingly common advertising tool used in mainstream media as a means for consumer products and brands to gain attention and arouse emotions.	359	3.78	.543	.029
Using erotic appeal in advert provokes behavioral response by the customers	359	3.86	.464	.024
Using sexual images in advertising attract attention and create appeals to consumers who demonstrate buying and usage of products.	359	3.84	.366	.019
Erotic advertisements tend to reflect a broad representation of gendered roles which lead to creating positive portrayals.	359	3.82	.469	.025

Source: SPSS output (Base on questionnaires' data 2020)

Analysis in table 3 revealed influence of erotic appeal on customer purchase intention on cosmetic products in Port Harcourt metropolis. Finding shows that influence of erotic appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis is to a high extent. The item mean of 3.78, 3.86, 3.84 & 3.82 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.82 the respondents agree to a high extent that erotic appeal influences customer purchase intention of cosmetic products in Port Harcourt metropolis.

Research Question 4

To what extent does emotional appeal influence purchase intention of cosmetic products in Port Harcourt metropolis?

Table 4: Computation of Respondents' Responses on Emotional Appeal and Purchase Intention of Cosmetic Products in Port Harcourt Metropolis (N=359).

	N	Mean	Std. Deviation	Std. error Mean
Emotion Appeal And Purchase Intention	359	3.8436	.28580	.01508
Advertising messages usually based on imagery rather than information by evoking strong emotions and feelings achieves advertiser's objectives.	359	3.85	.452	.024
Advertisement that has an emotional format with a strong exposure will result in emotional response by the consumer.	359	3.78	.543	.029
Emotions reinforce memory trace for an advertisement which makes the retrieval of the brand's name considerably easier in initiating purchase.	359	3.86	.464	.024
Advert with emotional content provides an opportunity to relate consumers with product directly considering the advertisement as more convincing in driving purchase.	359	3.84	.366	.019

Source: SPSS output (Base on questionnaires' data 2020)

Analysis in table 4 revealed influence of emotional appeal on customer purchase intention on cosmetic products in Port Harcourt metropolis. Finding shows that influence of emotional appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis is to a high extent. The item mean of 3.85, 3.78, 3.86 & 3.84 for the four question items above is greater than the criterion mean of 2.5. With the grand mean of 3.84 the respondents agree to a high extent that emotional appeal influences customer purchase intention of cosmetic products in Port Harcourt metropolis.

Hypothesis 1:

There is no significant relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis.

Table 5: Computation of Relationship Between Romantic Appeal and Customer Purchase Intention of Cosmetic Products in Port Harcourt Metropolis.

		ROMANTIC APPEAL	PURCHASE ATTENTION
Romantic appeal	Persons correlation	1	.804**
	Sig. (2- tailed)		.000
	N	359	359

Purchase Intention	Persons correlation	.804**	1
	Sig. (2- tailed)	.000	
	N	359	359

Correlation on significance at the 0.05 (2-tailed)

Purchase Intention

Table 5 shows a correlated result of an analysis on romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. The result indicates that romantic appeal has a strong positive correlation with customer purchase intention ($r = .804$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{01}) of no significant relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. This implies that customer purchase intention of cosmetic products increases in Port Harcourt when there is an increase in romantic appealing advert.

Hypothesis 2:

There is no significant relationship between feminine appeal and purchase intention of cosmetic products in Port Harcourt metropolis.

Table 6: Computation of Relationship between Feminine Appeal and Customer Purchase Intention of Cosmetic Products in Port Harcourt Metropolis.

		FEMININE APPEAL	PURCHASE ATTENTION
Feminine Appeal	Persons correlation	1	.792**
	Sig. (2- tailed)		.000
	N	359	359
Purchase Intention	Persons correlation	.792**	1
	Sig. (2- tailed)	.000	
	N	359	359

***.* Correlation is significant at the 0.05 level (2-tailed).

Table 6 shows a correlated result of an analysis on feminine appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. The result indicates that romantic appeal has a strong positive correlation with customer purchase intention ($r = .792$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{02}) of no significant relationship between feminine appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between feminine appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. This indicates that customer purchase intention of cosmetic products increases in Port Harcourt when there is an increase in feminine appealing advert.

Hypothesis 3:

There is no significant relationship between erotic appeal and purchase intention of cosmetic products in Port Harcourt metropolis.

Table7: Computation of Relationship Between Erotic Appeal and Customer Purchase Intention of Cosmetic Products in Port Harcourt Metropolis.

		EROTIC APPEAL	PURCHASE ATTENTION
Erotic Appeal	Persons correlation	1	.966**
	Sig. (2- tailed)		.000
	N	359	359

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Purchase Intention	Persons correlation	.966**	1
	Sig. (2- tailed)	.000	
	N	359	359

***. Correlation is significant at the 0.05 level (2-tailed).*

Table 7 shows a correlated result of an analysis on erotic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. The result indicates that romantic appeal has a very strong positive correlation with customer purchase intention ($r = .966$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{03}) of no significant relationship between erotic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis is thus rejected. Hence, there is a very strong positive relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. This implies that customer purchase intention of cosmetic products increases in Port Harcourt when there is an increase in erotic appealing advertisement.

Hypothesis 4:

There is no significant relationship between emotional appeal and purchase intention of cosmetic products in Port Harcourt metropolis.

Table 4.8: Computation of relationship between emotional appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis

		EMOTION APPEAL	PURCHASE ATTENTION
Emotion Appeal	Persons correlation	1	.962**
	Sig. (2- tailed)		.000
	N	359	359
Purchase Intention	Persons correlation	.962**	1
	Sig. (2- tailed)	.000	
	N	359	359

***. Correlation is significant at the 0.05 level (2-tailed).*

Table 8 shows a correlated result of an analysis on emotional appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. The result indicates that romantic appeal has a very strong positive correlation with customer purchase intention ($r = .962$) which is significant at 0.05 level. Based on this result, the null hypothesis (H_{04}) of no significant relationship between emotional appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis is thus rejected. Hence, there is a strong positive relationship between emotional appeal and customer purchase intention of cosmetic products in Port Harcourt metropolis. This indicates that customer purchase intention of cosmetic product increases in Port Harcourt when there is an increase in emotion appealing advertisement.

Discussion of Findings

Findings in Table 1 shows the item and grand mean ratings of romantic appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis. Responses under research question 1 indicate high extent because the grand mean of 3.69 is above the criterion mean of 2.50. quit result moreover suggests a strong extremely good correlation amongst romantic appeal and consumer purchase intention of splendour products in Port Harcourt city. This locating accepts the paintings via SaiGanesh (2014) that utility of romance enchantment in classified ads will boom hobby, belief and interest in the direction of merchandise in developing a purchase. further, Curtis (2017) discovered that

a few corporations used romance appeals in their advertisements to evoke a wonderful feeling toward the logo. This suggests a terrific robust relationship between romantic appeal and patron purchase cause.

Findings in Table 2 shows the item and grand mean ratings of feminine appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis. Responses under research question 2 indicate high extent because the grand mean of 3.65 is above the criterion mean of 2.50. Result additionally suggests a strong best correlation among lady appeal and client buy motive of beauty products in Port Harcourt metropolis. This locating facilitates Jeong, Se Hoon. and Hwang, Yoo Ri (2007) which showed extensive outcomes of viewer gender, such that when viewing advertisements that characteristic girl nudity, male visitors react greater favourably. In a similar locating, Altstiel and increase (2006) revealed that the use of woman splendour and sexuality to promote a product is extra powerful - relying on the product and the brand.

Findings in Table 3 shows the item and grand mean ratings of erotic appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis. Responses under research question 3 indicate very high extent because the grand mean of 3.82 is above the criterion mean of 2.50. Result also shows a completely robust high-quality correlation among erotic attraction and purchaser buy intention of cosmetic merchandise in Port Harcourt metropolis. This locating is of the same opinion with Solomon (2014) that erotic ad is extra effective at producing income, one of the primary objectives of business advertising and marketing sports. This became additionally supported with the aid of Kozhouharova (2017) that sex in advertising can be evaluated favourably and these emotions influence attitudes towards the emblem.

Findings in Table 4 shows the item and grand mean ratings of emotional appeal on customer purchase intention of cosmetic products in Port Harcourt metropolis. Responses under research question 4 indicate high extent because the grand mean of 3.84 is above the criterion mean of 2.50. Result additionally indicates a completely robust high-quality correlation between emotional appeal and patron buy goal of cosmetic products in Port Harcourt metropolis. This finding is in consonance with Thorson and Heiden (1990) assertion that emotional advertisements are in a position to influence the consumer's mindset in the direction of the advertisement, the notion approximately the relevance, the meaningfulness and the shipping capabilities of a product, the logo attitude and the shopping goal. He similarly stated that there may be no cause to agree with that designing emotional classified ads can not influence the emotional attachment to a product even when it's miles already acquainted.

Conclusion

Based on analysis of data, the study concludes that there is significant relationship between romantic appeal and customer purchase intention of cosmetic products in Port Harcourt, that there is a widespread relationship between female appeal and customer buy goal of the cosmetic product in Port Harcourt, that there is a considerable dating between erotic appeal and client buy purpose of beauty merchandise in Port Harcourt and that there is a huge courting among emotional enchantment and consumer buy purpose of beauty merchandise in Port Harcourt. The study concludes that sex advertising influences customer purchase intention of cosmetic products in Port Harcourt.

Recommendation

The study offers the following recommendations in line with its objectives to the marketers of cosmetic products in Port Harcourt.

- Romantic content advertisement should be aggressively adopted in cosmetic products promotion campaigns in appealing to the generality of consumers.
- Marketers should use pin-up girls and female models in advertising cosmetic products like crème, soap, perfumes, body spray etc. to attract customer attention to products.
- Cosmetic products designs, packaging and labels should contain sensory attractive designs with sexual referent and embeds to appeal to majority of consumers.
- Cosmetic product adverts should represent images with affective touch and passionate look in appealing to customers' emotion.

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APPENDIX 1

Please tick () which describes your responses, noting the codes below

VHE = Very High Extent

HE = High Extent

LE = Low Extent

VLE = Very Low Extent

Independent Variable: Dimensions Items

INSTRUCTION: Please tick only one option.

S/N	Romantic Appeal and Purchase Intention	VHE	HE	LE	VLE
1	Opportunity can be discovered or created by producing or rendering services that fulfill customers' needs and expectations				
2	Targeting potential customers requires listening to their needs, wants, challenges and frustrations subsequently providing goods and services that satisfy their needs				
.3	Understanding the need of the customers will help businesses to sell more				
4	Customer need identification is crucial for businesses because it helps businesses to stay relevant and be successful long-term.				
	Feminine Appeal and Purchase Intention				
5	Female body in advertisement is always inevitably controlled in generating attractions				
6	Although Ethic and moral considerations are violated in applying feminine in advert, customers still purchase those products				
7	Female sensitive body part is a perfect appeal to gain male attraction to product purchase				
8	Adverts with female posture attract more attention than the ones without				
	Erotic Appeal and Purchase Intention				
9	Erotic stimuli are an increasingly common advertising tool used in mainstream media as a means for consumer products and brands to gain attention and arouse emotions.				
10	Using erotic appeal in advert provokes behavioral response by the customers				
11	Using sexual images in advertising attract attention and create appeals to consumers who demonstrate buying and usage of products.				
12	Erotic advertisements tend to reflect a broad representation of gendered roles which lead to creating positive portrayals.				
	Emotion Appeal and Purchase Intention				
13	Advertising messages usually based on imagery rather than				

	information by evoking strong emotions and feelings achieves advertiser's objectives				
14	Advertisement that has an emotional format with a strong exposure will result in emotional response by the consumer.				
15	Emotions reinforce memory trace for an advertisement which makes the retrieval of the brand's name considerably easier in initiating purchase.				
16	Advert with emotional content provides an opportunity to relate consumers with product directly considering the advertisement as more convincing in driving purchase.				

Dependent Variable

INSTRUCTION: Please tick only one option.

S/N	Customer Purchase Intention	VHE	HE	LE	VLE
1	Romantic appeal on product design will trigger customer to buy				
2	Female sensitive body part is a perfect appeal to gain male attraction to product purchase.				
.3	Using erotic appeal in advert provokes behavioral response by the customers and stimulate their desire to buy				
4	Emotions reinforce memory trace for an advertisement which makes the retrieval of the brand's name considerably easier in initiating purchase.				