

An experimental approach to analyzing sex appeal and gender in advertising

Abstract

The use of sex appeal in advertisements is traditional throughout Latin America. Recently, its use has been reevaluated, especially from the perspective of feminism. This study evaluates the effect of using sex appeal on advertisements through two experiments: the first compares attitude and purchase intention in gym ads between men and women, and the second, the use of female models with and without an idealized appearance in beer advertisements. It was observed that advertisements with low sexual appeal were better evaluated, but among the ones with higher sexual appeal, men better evaluate those with idealized and female models. Among women, they better evaluate ads with female models and with a non-idealized profile. Thus, it is identified that gender can influence which advertising format companies should adopt: if the focus is female, it is probably better to use non-idealized models, but if male, the opposite may have a greater effect, in spite of the multiple sexuality manifestations of contemporary.

Keywords: Sexual appeal, Gender, Advertisement

INTRODUCTION

The sexual appeal is present in promotional messages in order to draw more attention to the advertised product. But it was not until 1960 that the use of sexual appeal began to be studied and how it influences the process of persuasive communication (Reichert, 2002). Sexual appeals nowadays are present in brands of a wide variety of goods, ranging from clothes to fragrances and alcohol. At the same time, products that focus on one gender, such as beers, have traditionally used the sexual appeal for reproduction or audiences. On the other hand, this feature may raise a negative attitude in the rest of the public, including the ones that were sensitive to issues such as sex and the presence of stereotypes, especially if this public is also formed by consumers (Eisend et al., 2014, Malta & Silva, 2014). The purpose of the present study, therefore, is to measure the effects of sex appeal in advertisement on consumers.

Sports products and beers were chosen as objects of study. The first one, once in the sporting history communication, has been dominated by males and most sports communication is directed to heterosexual men. In the second one, besides the predominance of the male consumer public, their communication used to hire models to represent something like an ideal woman's body (Richins, 1991). Thus, there is a recurring use of sexual appeals used in women's images in the media in an attempt to draw more public attention, especially males (Eitzen & Zinn, 2001; Cooky, Messner & Musto, 2015). Thus, there is a constant misrepresentation of women, standing out for their external characteristics, and not for their skills and sports achievements (Kane & Maxwell, 2011).

However, in the last decade, several brands have campaigned to improve women's representation in the sports and beer markets by breaking sexual stereotypes. The focus of this study, therefore, is to measure the use of sexual appeals, previously considered as a way to draw more attention and, consequently, to obtain positive responses to advertised products and brands, remains an effective and positive way to influence behavior. Still, it is intended to verify whether there is a difference between female and male responses when there is a higher or lower level of sex appeal in female versus male models.

LITERATURE REVIEW

The sexual appeal in advertising has been studied by several researchers. Churchill and Peter (2000) summarized by stating that advertising messages are different kinds of appeals, intended to draw more public attention and to convert a positive stimulus into buying products. Among the types of appeals, the authors highlight as the most common rational, emotional, fearful, sexual, humorous and moral. According to the study by Reichert and Ramirez (2000), sexual appeals can come in many forms in applications: (i) physical characteristics, clothing and attractiveness of the physical model; (ii) movements, verbal and nonverbal communication of the model and camera effects (light used, camera angle); (iii) physical interaction between models, such as showing affection, kissing, touching, inclination of bodies; (iv) voyeurism, fantasies provoked in the viewer. Among these, the most studied aspect by Reichert (2002) refers to the equipment characteristics, ie, a variation in the amount and style of clothing used, and / or attractiveness of the models' body. Frequently, advertisements with a high level of sex show body models attracted to clothes that show their well-recorded forms. Examples are women dressed in underwear, short shorts, short blouses, and men in tight jeans, underwear, and no shirts. According to Dudley (1999), this is because the combination of an attractive body and this type of clothing is associated with viewers of more sociable, persuasive people with a better life. Thus, according to the author or subject, it is exposed to these users, viewers may wish to resemble the advertising model or, when the model is their opposite sex, viewers feel the sensation of being attracted to someone who appears, causing a positive effect on the consumer and consequently as advertising estimates are more favorable.

Another form of content considered sexually appealing is the behavior and movements presented by the models. Studies by Reichert and Ramirez (2000) indicate that when it is consumed in advertisements that cause sexual effects, it usually causes evidence of a movement of models that indicate sexual interest or a way of provoking or sexual interest in viewers. Examples of this kind of performance are demonstration of eye contact, smile, provocative position that refers to the practice of sex, exportation or neck and intimate interaction between models.

It is possible that sexual appeal in advertising impacts consumer's buying attitude and intent. For instance, Petroll & Rossi (2008) studied that the consumer's attitude about advertising, a brand, the image of the company and the intention to buy according to a

variation of sexual appeals in advertisements using female models. With the results of the experiment, they concluded that the attitude about an advertisement and about the brand defined according to the level of nudity employed. In ads provided with female models, the most favorite answers were when the level of nudity employed was higher. By contrast, in ads with male models, consumers respond more negatively the one with a high level of nudity. Similarly, the present study intends to analyze the following hypotheses:

Hypothesis 1: There are differences in attitude when consumers are exposed to ads with different levels of sexual appeal.

Hypothesis 2: There are differences in purchase intention when consumers are exposed to ads with different levels of sexual appeal.

Part of these studies cited above also shows a difference between the effects of sexual appeals on male and female models on female and male consumers. Petroll and Rossi (2008) were two of the researchers who evaluated this variable. When observing the separate results as responses by gender of the participant, noted that different were used. Female participants showed a more favorable attitude towards advertising and branding when exposing a male model app. Similarly, male participants showed more favorable attitudes when exposed to a female model. Still, women show grades for even higher attitudes when exposed to male and medium nude models versus low or no nudity. And men, in turn, showed higher attitudes when exposed to models with female model and high level of nudity versus any other ad. Thus, it was concluded that the attitude about advertising and brand increased according to the level of sexual use when the model's sex is opposite to the viewer.

About purchase intention, similar responses were observed. Consumers were more likely to buy when the ad contained a model of the opposite sex than theirs with a higher level of sex appeal versus other ads. Previous studies, such as by LaTour, Pitts & Snok-Luther (1990) and LaTour & Henthorne (1993), have already confirmed the hypothesis that, given a female model ad with a high level of sexual appeal, male consumers tend to present better attitudes than female consumers. This audience also tends to prefer female ads with high sex appeal versus female ads with low sex appeal. Simpson, Horton & Brown (1996) conducted a similar study, but only with male models. As a result, they

found that female consumers tend to be more supportive of ads with medium-level sex appeal model ads and higher purchase intent on ads without sex appeal - no model. Male consumers, on the other hand, presented more favorable responses to the modeless ad regarding attitude and purchase intention. There is no uniformity in the conclusions, and this study proposes to evaluate hypothesis 3.

Hypothesis 3: There are differences between the attitude towards advertising and the buying intention of male and female consumers when exposed to ads with different levels of sexual appeal.

METHOD

It was conducted two experimental studies, to evaluate the effect of using sex appeal on advertisements and to check the hypothesis. The first compares attitude and purchase intention in gym ads between men and women, and the second, the use of female models with and without an idealized appearance in beer advertisements.

Experiment 1

The study was structured in three phases.

1) Development phase of creative material: The first phase consisted in the development of the advertising pieces to be used in the experiment. We developed pieces that resembled advertisements for sporting goods brands. In an attempt to eliminate any interference outside the object of study (sexual appeal), standard designs with the following characteristics were adopted:

- (a) static digital advertising, one page, 600 X 800px in black and white;
- b) black background;
- c) Logo designed especially for the experiment to avoid preconceptions about existing brands, located in the lower left corner;
- d) Slogan created especially for this study to prevent consumers' prior knowledge from affecting their perceptions (Simpson, Horton & Brown, 1996);

e) Photo showing only the body and cutting face so that spectators could focus on the models' clothing and position (Henthorne & Latour, 1995);

f) Models with similar physical typology.

To create advertisements with different levels of sex appeal, we used variations on the two forms of sex appeal described by Reichert & Ramirez (2000) for both female and male models, and they were:

(i) Physical characteristics focusing on nudist levels, as studied by Petroll & Rossi (2008). Thus, there were advertisements in which the models wore a lot of clothing (low level of sex appeal) and in which they were semi-naked (high level of sex appeal);

(ii) Nonverbal communication, in which the variation from high to low level of sexual appeals occurred through the different positions of the models and angles of the picture taken. Therefore, advertisements were created for each of these combinations.

2) Exploratory phase. The next phase consisted of applying a pre-test to validate the creatives developed for use in the experiment, similar to that performed by Petroll & Rossi (2008) and Reichert, Heckler and Jackson (2001). A group of 30 people of different ages and genders was selected to make sure that consumers perceived advertisements as ads with different levels of sexual appeal. Respondents were submitted to an online form containing all the pieces (8) in a within-subject experiment model (Charness, Gneezy & Kuhn, 2011), in which each individual is exposed to all images, and changes in perceptions are measured according to the variation of sexual appeals contained in each image of the sequence. The procedure consisted, first, of exposing a questionnaire with each advertisement and then two questions related to it. Respondents were asked to rate, on a scale from 1 to 7, each of the advertisements for the level of sexual appeal and the level of image sensualization. On the scale, 1 represented very little sex appeal and 7 too much sex appeal. In addition to the level of sexual appeal, a second question was asked using the synonym "sensual" because in advertisements containing sexual appeals, there is a logical relationship between a sensual model and the product (Motta & Piá, 1994). The second question was used to ensure that respondents understood at least one of the questions. In this question, 1 meant "Very Unsensual" and 7 "Very Sensual". The questionnaire was triggered online and the order of questions was programmed to be

random for each respondent, preventing a single disposition order from biasing the outcome. After collecting the pretest results, the averages of the scores given to the level of sexual appeal and sensuality of each advertisement were calculated. The averages given for each advertisement regarding the level of sexual appeal and sensuality did not differ significantly, thus proving that the viewers had understood the question, the answers related to sensuality were disregarded.

The two advertisements with female models that presented the highest delta in terms of grades in relation to the level of sexual appeal were selected and submitted to a t test. The same was true for the two advertisements featuring male models with the highest delta grade of sex appeal. Both tests, between advertisements with female models and between advertisements with male models, showed a significant difference in perception of sexual appeals to respondents ($p\text{-value} \ll 0,001$). From this analysis, of the 8 initial advertisements, 4 were chosen for the experiment (Appendix).

3) Application phase of the experiment. After the ads have been created and the validation pre-test, the script of the form to be applied in the experiment was prepared. The form used contained multiple choice questions of seven-point semantic differential type, using the same scale adopted by Petroll & Rossi (2008). Each of the respondents was subjected to the observation of only one of the advertisements, in a between-subject model, in which the response of each group is compared with the response of other groups in different circumstances (Charness, Gneezy & Kuhn, 2011). Then, the questionnaire instructed them to answer the questions by giving a score from 1 to 7, regarding the dependent variables, namely: attitude on advertising and purchase intention, using the scales based on the experiment by Simpson, Horton & Brown (1996). Subsequently, the respondent was asked about his perception of the intensity of the sexual appeal, and whether he considered the advertisement sexually appealing. At the end of the questionnaire, demographic questions were asked (such as age, gender and frequency of sports). The sampling used for the experiment was of convenience, allowing the largest collection of answers possible (Hair et al, 2014). The experiment was sent via social networks, to members associated with sports appeal groups. After analyzing the power of the sample, 120 responses were collected, 30 for each group.

After collecting the 120 respondents, the results analysis was performed with the help of Excel 2016 and Minitab 17 Statistical Software. Initially, exploratory factor analysis was

performed to verify the correlations between variables. Cronbach's alpha was then calculated to assess the confidence level of the data collection instrument. All items except "Not Offensive" had a factorial load above 0.32 and therefore are considered items with considerable correlation (Petroll & Rossi, 2008). In addition, with a Cronbach's alpha 0.95 and 0.93, for attitude on advertising and purchase intent, respectively, we confirm the reliability of the data. The sample consists of 52 males (43%) and 68 females (57%) aged 15 to 64 years. Most participants are physically active and play sports 3 times a week or more (57%). As for the people exposed to each advertisement, there was a balance between the participants, with 30 people exposed to each stimulus. In ad 1, with a modest male model, of the 30 participants, 12 were male and 18 were female. Regarding ad 2, with a sexualized male model, 14 of the participants were male and 16 were female. In ad 3, with a modest female model, 11 participants were male while 19 were female. And in the ad containing sexualized female model, 15 were female and 15 male.

Hypothesis 1. There are significant differences between attitude scores for ads with different levels of sexual appeal ($p\text{-value} \ll 0,001$). In addition, using Turkey's paired comparison method and 95% confidence level, we can see in Table 6 and Graph 1 that ads with low sex appeal, both male ($M = 4,993$) and female ($M = 5,37$) presented significantly different and higher averages of attitude with regard to the ad with a high level of sexual appeal with a female model ($M = 3,877$) and also with the average referring to the ad with a high level of sexual appeal with a female model. male model ($M = 2,99$).

Hypothesis 2. There are significant differences between ads with different levels of sexual appeal regarding purchase intent ($p\text{-value} \ll \ll 0,001$). Using Turkey's paired comparison method and 95% confidence level, the male-model ad with low level of sex appeal ($M = 4,69$) has a significantly different average than the ad with Male model and high level of sex appeal. As for ads with female model, the same can be observed. The low sex appeal ad ($M = 4,96$) has a significantly higher average than the high sex appeal ad ($M = 3,71$).

Hypothesis 3. There are differences between the attitude toward advertising and the buying intention of male and female consumers when exposed to advertisements for sporting goods with different levels of sexual appeal. The averages regarding attitude and purchase intention separated by the participants' gender when exposed to different advertisements. The highest averages given by both females and males for attitude and

purchase intent were for advertisements with male model with low level of sexual appeal and female model with low level of sexual appeal.

Variable	Male Model		Female Model	
	Low	High	Low	High
Male respondent				
Attitude	5,13	2,74	5,09	3,91
Purchase Intention	4,85	2,33	5,09	3,80
Female respondent				
Attitude	4,92	3,12	5,53	3,84
Purchase Intention	4,60	3,10	4,88	3,62

Regarding the attitude towards male-model advertisements, female and male people show a more favorable attitude when exposed to the low-level sexual ad compared to the high-level sexual ad. Performing a t-test, we can observe that the attitude responses of male and female participants to male model advertising and low level of sexual appeal are not significantly different using 95% confidence level. The same is true for responses to male-model advertising and high-level sexual appeals.

When we observed the responses to female model advertising, we observed again that female and male participants had similar responses regarding the variation in the level of sexuality. Both have a more favorable attitude average for low-level sex appeal advertising compared to high-sex-advertising average. Although female participants had a seemingly higher average for male-model advertising and low level of sex appeal versus the average of male respondents for the same advertising, with a 95% confidence level, the averages are not significantly different, which can be observed by the t-test. Similarly, the averages obtained for the female model ad and the high level of sexual appeal of male and female participants are similar. Again, participant gender has not been shown to be an influencing and differentiating factor in the attitude response to these ads.

Regarding purchase intent for male-model advertising, we can see that both female and male participants have more favorable responses to low-sex appeal advertising compared to high-sex advertising responses. For advertising with low level of sex appeal, men and

women demonstrated similar purchase intent, with 95% confidence level. The same was true of advertising with a high level of sexual appeal. Although the average purchase intention of female respondents is more favorable than the average of male respondents, according to the t-test, they are not significantly different. As for purchase intent regarding female-model advertising, when exposed to low-level sex appeal advertising, both female and male participants have more favorable responses compared to when exposed to advertising with high level of sexual appeals. In addition, male participants have slightly more favorable averages for female-model advertisements than female respondents. However, as with previous results, with a 95% confidence level, the answers given by male and female respondents were not significantly different.

To summarize, it was possible to confirm that, in the higher sex appeal condition, males have given higher grades to the female model than the male model (both in purchase intention and ad's attitudes), and females, higher to the female model as well, evaluating in the opposite way regarding gender.

With this result, a second experiment was conducted, changing the stimuli.

Experiment 2

In this experiment, an advertisement for beers with female models was developed. The manipulation was done by varying the woman's posture - one more sexualized, with a model with idealized profile, and another less sexualized and with non-idealized profile. The research created for the experiment was conducted via a questionnaire, made in Google Docs. For attitude questions regarding advertising, the Holbrook & Batra (1987) scale was used; For the attitude questions regarding the brand, the scale of Leclerc, Schmitt and Dube (1994) was used; and for the purchase intention questions, the Bruner, Hensel and James (2005) scales were used. The questionnaires received 240 answers, 120 each. In the idealized woman questionnaire, 60% of the respondents were women and 40% were men, and for the non-idealized woman questionnaire, 62% of the respondents were women and 38% were men, with ages ranging from 18 to 68 years. All the scales were five-point likert. The manipulation check was successful ($p\text{-value} = 0,01$).

Considering only male respondents, there were a large difference in the mean responses of dependent variants of men with idealized women compared to men with non-idealized

women. Men who received the questionnaire with advertising with the idealized model have, by far, a greater attitude toward the brand (4,9 vs. 2,8), a greater attitude toward advertising (4,9 vs. 2,9), and a greater intention to buy (4,4 vs. 2,4) compared to men who received the questionnaire with advertising with an unidealized woman.

In other hand, the opposite effect occurs only considering female respondents, but with a smaller difference than that presented by men. That is, women who received the questionnaire with advertising with the idealized model have a lower attitude towards advertising (2,4 vs 3,6), less attitude towards the brand (2,4 vs. 3,7) and lower purchase intention (2,2 vs 3,6) compared to women who received the questionnaire with advertising with the non-idealized model.

We can conclude that, on average, men rate beer ads better using idealized models rather than non-idealized models, and women rate worse beer advertisements using idealized rather than non-idealized models. However, it is interesting to note that for men the difference is greater than for women.

DISCUSSION AND CONCLUSIONS

The first topic relevant to the discussion concerns the hypothesis 1 and 2. We can conclude from the experiment 1 that there are differences in attitude about advertising and purchase intent between advertisements with varying levels of sexual appeal. This can be observed for both female model advertisements and for male model advertisements. However, unlike the intuitive, we can note that in the experiment 1, advertisements with low level of sex appeal were more preferred by respondents versus advertisements with high level of sex appeal employed. This phenomenon occurred in both male and female advertisements for the attitude response variables on advertising and purchase intent. We can also observe that when the level of sexual appeal employed is the same, there is no clear public preference for female model and male model advertising. That is, when the level of sexual appeal is low, consumers respond similarly to female model advertisements and male model advertisements. The same statement applies to advertising with a high level of sexual appeal and varying the gender of the model.

However, both experiments could show that when the sex appeal is higher, males have given higher grades to the female model than the male model (both in purchase intention and ad's attitudes), and females, higher to the female model as well, evaluating in the opposite way regarding gender. This can be explained by a new way of women face advertisement. In addition, men exposed to beer advertisements with the idealized model have more positive responses to brand, advertising, and purchase intent when compared to women exposed to beer advertising with non-idealized models. With this data we can conclude that it is only beneficial for the brand to use idealized models for the male audience. Considering the importance of females on this brewery market (Siqueira & De Melo, 2019), these findings gain importance. Moreover, although, in the first experiment, men did not show more favorable responses to female-model ads with high level of sex appeal versus low level of sex appeal, and women did not give the highest marks to male model advertising and high level of sex appeal versus low level of sex appeal, men prefer female models, what can corroborate the idea that sex appeal continue to be relevant, regardless the female preference to female models.

One of the limitations is the sample of the experiment, being non-probabilistic and for convenience. Still, a second limitation is the fact that the experiment was performed in the field and not in the laboratory, which may have caused interference with the results of external effects. A third limitation is that the majority of the sample of the experiment is made up of young people who are attending or who have just attended higher education at reputable colleges. In these environments, the discussion about gender equality is widely promoted and performed, compared to other environments present in Brazilian society, so that this public possibly becomes less tolerant to the representation of women in a sexualized way. As a result, this audience could have less favorable attitudes and buying intent for advertisements that used this as an attractive factor. However, even on higher education, sports and alcohol can stimuli misconducts such as commodification of women body (Barbosa et al., 2019).

For future studies, it is suggested that a larger and probabilistic sample be used, thus having a larger representation of the Brazilian population. In particular, it would be possible to analyze and understand the differences between attitude and purchase intention responses for each social class, supporting or rejecting the hypothesis raised earlier in the study.

REFERENCES

Antioco, M., Smeester, D. & Le Boedec, A. (2012) Take Your Pick: Kate Moss or the Girl Next Door? *Journal of Advertising Research*, 52 (1), 15-30.

Araujo, Denise Castilhos de Araujo; Baldissera, Rudimar & Stoffel, Andressa (2007). Modelos femininos comercializados por anúncios publicitários na mídia eletrônica. V Congresso Nacional de História da Mídia, São Paulo.

Barbosa, A., Romani-Dias, M. & Veludo-de-Oliveira, T. (2019) Objectification and Commodification of Women: Gender Violence in the Brazilian University Context. *Proceedings of EnAnpad*.

Borden, Neil H. (1967) Os efeitos econômicos da propaganda. *Rev. Adm. empres.* 7 (24). São Paulo.

Borges, Maria de Lourdes (2005). Gênero e desejo: a inteligência estraga a mulher? *Revista de Estudos Feministas, Florianópolis*, 13 (3), 667-76.

Boris, Georges Daniel Janja Bloc & Cesídio, Mirella de Holanda (2007). Mulher, corpo e subjetividade: uma análise desde o patriarcado à contemporaneidade. *Revista Mal Estar e Subjetividade*, 7 (2) Fortaleza.

Charness, Gary, Gneezy, Uri & Kuhn, Michael A. (2012) Experimental methods: between-subject and within-subject design. *Journal of Economic Behavior & Organization*, 81 (1), 1-8.

Churchill JR, G. & Peter, J. Paul. *Marketing: criando valor para o cliente*. São Paulo: Saraiva, 2000.

Cobra, Marcos (2001). *Sexo & Marketing*. São Paulo. Ed. Cobra.

Cooky, Cheryl, Messner, Michael A. & Musto, Michela (2015). “Its’ dude time!”: a quarter century of excluding women’s sports in televised News and highlight shows. *Communication & Sport*, 3 (1), 261-287.

Costa, Dhyovaine Nascimento & Souza, Cínthia (2011). Questões de gênero na propaganda de cerveja Schin. Faculdade Pitágoras de Guarapari. Espírito Santo.

Cusumano, Dale L. & Thompson, J. Kevin. (1997) Body image and body shape ideals in magazines: Exposure, awareness, and internalization. *Sex roles*, 37 (9-10), 701-721.

Dias, Dylia Lysardo (2007). A construção a desconstrução de estereótipos pela publicidade brasileira. *Stockholm Review of Latin American Studies*, 2.

Dudley, Sid C. (1999) Consumer attitudes toward nudity in advertising. *Journal of Marketing Theory and Practice*, 7 (4), 89-96.

Eitzen, D. & Zinn, S. (2001) The dark side of sports symbols. *USA Today*, 129 (2668), 48-51.

Eisend, M., Plagemann, J., & Sollwedel, J. (2014). Gender Roles and Humor in Advertising: The Occurrence of Stereotyping in Humorous and Nonhumorous Advertising and Its Consequences for Advertising Effectiveness. *Journal of Advertising*, 43(3), 256–273.

Festinger, Leon (1954). A Theory of Social Comparison Process. A theory of Social Comparison Process. *Human Relations*, 7, 117-140.

Fleck, Ana Cláudia & Wagner, Adriana (2003). A mulher como principal provedora do sustento econômico familiar. *Psicologia em Estudo*, 8: 31-38, 2003.

Freitas, Clara Maria Silveira Monteiro de, Lima, Ricardo Bezerra Torres, Costa, António Silva & Lucena Filho, Ademar (2010). O padrão de beleza corporal sobre o corpo feminino mediante o IMC. *Revista. bras. Educ. Fís. Esporte*, São Paulo, 24 (3), 389-404.

Garner, David M., et al. (1980) Cultural expectations of thinness in women. *Psychological reports*, 47 (2), 483-491.

Grabe, Shelly, Ward, Monique Ward & Hyde, Janet Shibley (2008). The Role of the Media in Body Image Concerns Among Women: A Meta-Analysis of Experimental and Correlational Studies. *Psychol Bulletin*, 134 (3), 460-476.

Grazer, William F. & Keesling, Garland (1995). The effect of print advertising's use of sexual themes on brand recall and purchase intention: a product specific investigation of male responses. *Journal of Applied Business Research*, 11 (3), 47-57, Summer.

Hair, Joseph F. et al. (2014) *Fundamentos de pesquisa de marketing*. 3. ed. Porto Alegre: McGraw Hill Education.

Henthorne, T. L. & Latour, M. S. (1995) A model to explore the ethics of erotic stimuli in print ad. *Journal of Business Ethics*, 14 (7), 561-569.

Heinberg, Leslie J., Thompson, J. Kevin & Stormer, Susan (1995). Development and validation of the sociocultural attitudes towards appearance questionnaire. *International Journal of Eating Disorders*, 17 (1), 81-89.

Hernandez, J; Basso, K. & Brandão, M. (2014) *Pesquisa Experimental em Marketing*. *Revista Brasileira de Marketing*, edição especial, 13 (2).

Kane, Mary Jo & Maxwell, Heather D. (2011) Expanding the boundaries of sport media research: Using critical theory to explore consumer responses to representations of women's sports. *Journal of sport management*, 25, 202-216.

Latour, M.S., Pitts, R.E. & Snook-Luthor, D.C. (1990) Female nudity, arousal, and ad response: an experimental investigation. *Journal of Advertising*, 19 (4), 51-62, set.

Malhotra, Naresh K. (2012) *Pesquisa de Marketing. Uma orientação aplicada*. 6. ed. Porto Alegre: Bookman, 2012.

Malta, Renata Barreto & Silva, Kívia (2016). A Atual representação da mulher em comerciais de cerveja: relações socioculturais e mercadológicas. *Verso e Reverso*, 30(73), 50-57.

Maslow, Abraham H. (1943) A Theory of Human Motivation. *Psychological Review*, 50, 370-396.

Mazur, Allan (1986). U.S. trends in feminine beauty and overadaptation. *Journal of Sex Research*, 22, 281-303.

Motta, Paulo Cesar Delayti & Piá, Daniel (1994). É eficiente o uso de apelos sexuais em propagandas?. RAE – Revista de Administração de Empresas, 34 (4), 6-12, jul.

Oliver, Richard L. (1980) A Cognitive Model of The Antecedents and Consequences of Satisfaction Decisions. Journal of Marketing Research, 17 (4), 460-469.

Petroll, Martin de La Martinière & Rossi, Carlos Alberto Vargas (2008). Apelo sexual na propaganda e seus efeitos sobre o consumidor: um experimento em mídia impressa. Revista de Administração – eletrônica, São Paulo, 1 (2), jul./dez.

Reicher, Tom & Ramirez, Artemio. (2000) Defining sexually oriented appeals in advertising: a grounded theory investigation. Advances in Consumer Research, 27, 267-273.

_____ (2002). Sex in advertising research: a review of content, effects, and functions of sexual information in consumer advertising. Annual review of sex research, 13, 241- 273.

_____; Heckler, Susan & Jackson, Sally (2001). The effects of sexual social marketing appeals on cognitive processing and persuasion. Journal of Advertising, 30 (1), 13-27, Spring

Richins, Marsha (1991). Social Comparison and the idealized images of Advertising, Journal of Consumer Research, 19 (June), 71–83.

Samarão, Lilianny (2007). O espetáculo da publicidade: a representação do corpo feminino na mídia. Contemporânea, 8, 46-57.

Schaun, Angela & Schwartz, Rosana (2008). O corpo feminino na publicidade: aspectos históricos e atuais. IV ComCult – Cultura da Imagem.

Shaw, Julie & Waller, Glenn (1995) The media's impact on body image: Implications for prevention and Treatment. The Journal of Treatment & Prevention, 3, 115-123.

Simpson, Penny M., Horton, Steve & Brown, Gene (1996). Male nudity in advertisements: a modified replication and extension of gender and product effects. Academy of Marketing Science Journal, 24 (3), 257-262, Summer.

Siqueira, E.D. & De Melo, T.C. (2019). Cerveja é coisa de mulher, sim: Sociabilidade, consumo e lazer em uma comunidade cervejeira no Instagram. Rosa dos Ventos - Turismo e Hospitalidade, 11(2), 417-434

Skol [online]. Retrieving in: <http://www.skol.com.br/reposter/>>. Access in: 10 Outubro 2017.

Thompson, J. K., et al (1999). Exacting beauty: Theory, assessment, and treatment of body image disturbance. American Psychological Association.

Wiseman, C., et al. (1992) Cultural expectations of thinness in women: An update. International Journal of Eating Disorders, 11.1: 85-89

Yu, U. (2014) Deconstruction College Students' Perceptions of Thin-Idealized Versus Nonidealized Media Images on Body Dissatisfaction and Advertising Effectiveness. Clothing and Textiles Research Journal, 32(3) 153-169

Appendix

Stimuli, experiment 1 (in the ad, “you define your limit”, in portuguese)

Male – Low Sex appeal



Male – High Sex appeal



Woman – Low sex appeal



Woman – High Sex appeal