



**THE SEXUAL ATTITUDE OF MALAYSIAN ADOLESCENTS TOWARDS SEXUAL
APPEAL ONLINE ADVERTISEMENTS**

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A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONOURS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

OCTOBER 2020

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Approval Form

This research paper attached hereto, entitled “The Sexual Attitude of Malaysian Adolescents towards Sexual Appeal Online Advertisements” prepared and submitted by” Candidate’s Name” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.



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Abstract

Adolescence is a phase of life where a child grows into an adult. Adolescents have a high sense of curiosity and they are continually developing new traits, behaviors, and skills. The environment that they are exposed to is crucial in shaping their lifestyle. As adolescents nowadays use social media content daily, it is undeniable that they will be exposed to all kinds of advertisements online. Sexual appeal is one of the most common advertising appeals used worldwide. It is widely used in advertising products such as alcoholic drinks, perfume, and lingerie. Nevertheless, there are still debates about whether it is appropriate to use sexual appeal in advertisements as it might affect the behavior of adolescents. Therefore, this research aims to explain the sexual attitude of adolescents towards sexual appeal online advertisements. A total of 10 Malaysian Chinese adolescents from 15-19 years old were interviewed. Research findings indicated that sexual appeal online advertisements do not influence Malaysian adolescents. Moreover, male adolescents have positive attitudes whereas female adolescents have negative attitudes towards the sexual appeal online advertisement. Lastly, sexual appeal online appeals are not effective towards Malaysian adolescents. The research findings help parents have a better understanding of the influence of sexual appeal online advertisement on their children. It also provides insights to advertisers in Malaysia on the perception of Malaysian adolescents towards effectiveness of sexual appeal online advertisements.

(227 words)

Keywords: Malaysian adolescents, online advertisements, sexual appeal, sexual attitude

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Chapter One

Introduction

1.0 Background of Study

Adolescence is a critical life stage that everyone must go through in life. It is among the most fast-growing stages in human growth (World Health Organization [WHO], 2017). Based on Steinberg (2014), adolescence starts from puberty and stops when a person identifies him or herself as an adult and gains social independence. This means that adolescence ends when a person no longer depends on anyone and can function as an independent adult. It is also defined as the phase where children grow up and become an adult (Jaworska & MacQueen, 2015). The United Nations Children's Fund (UNICEF) stated that adolescence is a phase where children develop physical, cognitive, and social changes. Besides that, they also described adolescence as a period where individuals prepare themselves to bear the responsibilities of adults such as working and getting married. According to WHO, adolescents are not merely defined by age alone. In most countries, adolescence does not begin at 10 years old and ends at 19 years old. Due to external environments such as daily diet, as well as internal factors such as the genes inherited from their parents, the period of adolescence differs among all individuals. Nowadays, adolescents are often referred to as teenagers. However, the word “adolescents” and “teenagers” have different definitions. An adolescent is defined as a young human growing into an adult (Meyers et al., 2006). According to Sawyer et al. (2018), the period of adolescence can stretch from 10-24 years old. In contrast, teenagers are defined as those who are in their teens, specifically from 13 to 19 years old only.

The United Nations (UN) and the World Health Organization (WHO) identifies adolescents as those between 10-19 years old and youth as those aged between 15-24 years old. The UN and WHO classify people from 10-24 years old as young people. Sawyer et al. (2018)

suggest that the age group of adolescents should be from 10 to 24 years old because adolescents nowadays finish their education, get married, and start parenthood at a delayed timing. The age range of adolescents and youth varies based on different countries. According to India's National Youth Policy in 2003, the Indian government set the age group of adolescents from 13 to 19 years old, and the age of youth is from 15-35 years old. In Myanmar, the United Nations Population Fund (UNFPA) stated that adolescents are from 10 to 19 years old and youth is from 15-24 years old. Meanwhile, in Malaysia, the Ministry of Health (2012) stated the age of adolescents is from 10-19 years old. In addition, the age of youth is from 15-30 years old (Yunus & Landau, 2019).

Generally, adolescence is divided into three stages, namely early adolescence (10 to 13 years old), middle adolescence (14 to 17 years old), and late adolescence (18 years old and above) (Allen & Waterman, 2019). At each stage, adolescents experience different physical, cognitive, and social changes. For instance, those in preadolescence enter puberty and their body starts to change. In middle adolescence, their way of thinking also becomes more complicated. In addition, they become closer to peers instead of their families (Lansford, 2020). These changes can affect adolescents' behavior and bring long term effects on their lives. During adolescence, significant physical, social, and cognitive changes happen and they start to make crucial decisions that affect their future.

Firstly, physical changes happen throughout preadolescence, middle adolescence, and late adolescence. Physical changes are also known as the body changes in adolescents. In early adolescence, the body of boys and girls will start to experience puberty. Puberty is a process where children develop secondary sexual features and reach sexual maturity. Typically, girls experience puberty at 10 to 11 years old. On the other hand, boys develop puberty at 11 to 12 years old. (Lansford, 2020). Compared to boys, girls normally begin puberty approximately

two years in advance. The girls will start growing breasts, pubic hair and armpit hair, widening of hips, and menstruating (Saidin & Mohd.Ali, 2012). These are all because of the hormonal changes of the body where boys have rising testosterone hormones and girls have rising estrogen hormones. Early adolescents will also experience rapid body growth. For example, both girls and boys will start to grow taller and gain weight rapidly within a few years. In middle adolescence, boys will develop a lower voice, grow facial hair, and experience a growth spurt. Towards the end of the middle adolescence, the growth of both male and female adolescents will start to slow down. At this point, both male and female adolescents will almost achieve full adult growth. In late adolescence, adolescents will become physically mature.

Secondly, the development of mental health is essential, especially for adolescents. This state of mind is also known as cognitive development. During early adolescence, adolescents have straightforward thinking. This means that early adolescents are still incapable of considering the future consequences of their actions (Bennett, 2018). They also have a strong desire for sensation-seeking and also earning rewards. In middle adolescence, adolescents start to learn how to think in a more comprehensive way and solve difficult challenges (American Psychological Association [APA], 2002). The middle adolescents will also begin to consider the consequences of their actions. However, those in middle adolescence are still unable to battle impulses and they tend to look for thrills from risk-taking (Steinberg, 2008). In late adolescence, adolescents can evaluate situations through logical thinking and reasoning based on their own acquired knowledge (APA, 2002). The late adolescents are also able to consider long term consequences while making decisions.

Thirdly, social changes also occur throughout adolescents' development. Some of their most important social influences include family, peers, and romantic relationships. From early adolescence to late adolescence, individuals are struggling to gain independence and freedom

from parents. Hence, parents are stricter and will closely monitor adolescents' behaviors. The parenting techniques used can have a long-lasting effect on adolescents. For example, research by Piquart (2017) stated that authoritarian style parenting that focuses on controlling their children could cause an increase in problematic behaviors among their kids. Next, peers are also important to adolescents because they start to hang out more with their friends instead of their families. With that, their attitudes and behaviors are directly influenced by their peers. Peers can bring good and bad influences on adolescents. Those with bad influence may pressure adolescents to engage in unhealthy or dangerous activities such as drinking and smoking. Besides that, adolescents also perform behaviors to gain a sense of belonging and fit in with their peers (Schall et al., 2014). Another important social influence of adolescents is their paramour activities. As most of them will develop the curiosity to explore the opposite genders within their peer groups, adolescents also start to engage in romantic affairs. Through positive romantic affairs, adolescents can develop their social skills, gain mental and emotional intelligence, as well as learn how to control their emotions (Kansky & Allen, 2018). Sorenson (2007) stated that being in a relationship contributes to the identity formation of adolescents. In other words, being in a relationship can help adolescents to gain a deeper understanding of themselves.

Understanding the changes happening among adolescents can help us to figure out why they perform certain behavior and practices certain lifestyles. Due to physical, cognitive, and social changes, adolescents are becoming more adamant. Adolescents refuse to listen to parents' advice because they think that they know better than their parents. Adolescents also do not like to be controlled by their parents and they want to be independent. Besides that, adolescents often think that they have the right to voice out their opinion. Therefore, it is common for adolescents to demonstrate disrespectful behaviors to their parents. Moreover, adolescents tend to challenge their parents' authority. As a result, they might get involved in risky behaviors

such as early sexual activities and unprotected sex. For example, Low (2009) stated that there is an increase in premarital sex among adolescents and low sexual safety precautions are practiced by Malaysian adolescents. This resulted in the high fertility rate of Malaysian adolescents. Since social issues related to sexual behaviors are arising among Malaysian adolescents, the study on sexual attitudes of Malaysian adolescents needs to be done to further explain the reason behind the prevalence of sexual behaviors among Malaysian adolescents.

During adolescence, adolescents are always learning knowledge from their surroundings. Joshi and Rose (2018) found that technology has become part of adolescents' daily lives. It can help adolescents to improve their academic and intellectual skills. The two main forms of popular media in our society are the internet and social media. Based on the Internet Users Survey (2018) performed among 3,500 Malaysians, there is an increase in the number of internet users from 2016 to 2018. In 2016, there were only 76.9% internet users, whereas, in 2018, there were 87.4% internet users. This result supports the fact that the number of Malaysian internet users is increasing over the years. Firstly, the use of the internet brings both positive effects and negative effects on adolescents. The internet allows adolescents to easily search for obtaining and sharing information, entertainment, and communication with others. However, the ability to access information through the internet may cause adolescents to misuse it. For instance, they will use the internet to watch pornography and violent content. Kemp (2020) stated that approximately half of the world's population is using social media. A recent report stated that Malaysian users spent around 8 hours using social media on a daily basis (Bernama, 2019). Based on the report, Malaysia had the highest ranking among Southeast Asian countries for the usage of social media through smartphones. This can prove that Malaysians are at risk of overexposure to the media. The next media that is widely used is social media. While social media brings advantages such as helping individuals stay connected with family and friends, they also lead to disadvantages such as cyber sexual exploitation. As

social media and the internet are identified as the media that is mainly commonly used by people, advertisers have taken advantage of the situation and start to advertise their products and services through social media and websites. Research showed that those who spend exposed to online advertisements are unconsciously affected even if they choose to ignore them. They also unconsciously have a more positive attitude towards the brand (Chan, 2008). Although there is research regarding the attitude of the general public towards advertisements, less research is conducted on the sexual attitude of adolescents towards online advertisements.

Advertisement is a powerful strategy for marketing products and services. The objectives of advertisements are to promote new products, create awareness, and to build credibility with the customers, which are the quality of being trusted. A good advertisement will focus on the products and services, attract more new customers, and generate profit and sales. There are different types of advertisements which are usually in newspapers, magazines, radio, television and the internet. The first type, which is the newspaper, can spread to a wide range of audiences. The advertisements usually were placed all over the newspaper. The second type, which is a magazine, can reach the target market or group quickly without wasting any time. The advertisements are usually displayed in color and are more expensive than newspaper advertisements. The third type, which is radio, can attract new customers. But, it has its own restrictions, which the audiences can find it hard to remember what they have heard and sometimes the signals were not that good. To solve this issue is to repeat the messages routinely. The fourth type, which is television, has a wide reach and TV ads usually have a better advantage to induce customers to buy something. The fifth type is online advertisements, which is a cost-effective way to attract new customers. It also can reach wide audiences at a low cost (LaMarco, 2018).

Many other terms apply to online advertising, but not restricted to marketing and advertising. Online advertising is a type of marketing that used to send messages to customers about details of a product or service. This covers email marketing, search engine marketing, social media marketing, mobile advertising, and many forms of display advertising such as banner ads, pop-ups, and others. Online advertising was mainly banned in the early years of the Internet. This is due to the regulations of ARPANET and NSFNet. In 1993, the first internet ad offered was a clickable site ad marketed to a Silicon Valley law firm through Global Network Navigator. In 1994, Hotwired, the first consumer online site, marketed large amounts of ad space to AT&T and other companies, coining the word ' banner ads.' The popularity of online advertising has continued to grow in the years to come. Banner ads have become generic in size, and there have recently been ways to track advertising (Unifunds, 2005).

The Internet has grown rapidly in its development due to its special features of openness, communication, and attribution. It is a valuable tool for communication, culture, schooling, and e-commerce (Jung et al., 2004; Koyuncu & Lien, 2003). It has changed the way we conduct it on the business side. It helps retailers to sell a wide range of products and services to customers from all over the world. The platform started as a marketing board. Several companies have moved to the Web to market their products and services. The Internet is known to be the most powerful form of direct communication for the business. Industries are investing billions into advertising in order to get a higher return on investment in advertisements (Edwards, 2005).

Next, social media advertising is another popular form of advertising through social websites such as Facebook, Twitter, and YouTube. Businesses have seen another way to reach a ready-to-use consumer market. Businesses, in particular, see the immense promotional value of hiring personalities with a huge following base, such as Kim Kardashian on Instagram, to

advertise their products and services. Interactive media advertisements and commercial posts have become common on social websites. Online ads have been modified so as to be able to target specific demographics of web users, to give new energy to online marketing strategies, and to communicate with real potential consumers (Unifunds, 2005).

Online advertising has begun to evolve as it adapts to emerging trends and changing consumer behaviors. Nowadays, with the advent of smartphones and tablets, online advertising has been updated to suit these current platforms and for future customers (Unifunds, 2005). Throughout the years, the advancement of ads has undergone several big achievements, as it has continuously evolved and adjusted to match modern platforms and markets. More notably, it has been even more customized across history. The tool that had the biggest effect on the evolution of personalized ads and advertisement is the Internet, and its capacity to gather data points on consumers. For example, Facebook itself has 98 unique data points out of its two billion people, totaling two hundred billion data points. Google is much more amazing. Among the seven distinct goods of the business, each with more than one billion active customers each month, Google gathers enough personal details from its consumers over a span of one year to represent five hundred thousand sheets of paper (Quick, 2020).

Later on, advertisers discovered that using sexual content throughout the advertisements could improve advertising performance, for example, customers' interest. Therefore, sexual appeal is used in advertising products, especially health care products. There are too many commercials in this competitive environment, and they are all around the places. It is tough for brands to get their focus. As a result, several businesses have used sex appeal advertisements. Sex appeal can be applied to a statement or information about a company of convincing messages that are related to sexual knowledge (Reichert et al., 2001). Sex appeal in advertisements is somewhat like emotional advertising. Many advertisers believe it works

stronger than other promotional strategies (Sarpal et al., 2015). This is exceptionally true in sexual appeal ads because it quickly has an emotional impact on people. Nevertheless, it often provokes debate whether it is suitable for the public as ads may affect moral principles in a social system.

The sexual appeal in advertising is the use of sex for the purpose of selling products and services. A study from Hermannsdóttir and Gunnarsdóttir (2015) had concluded that sexual appeal might bring a negative effect. Customers are less likely to purchase the product if there is a sexual appeal advertisement, which means the attitude of customers toward the brand is negative. Therefore, advertisers should use other ways to sell their products in order to reach the target audience. The research shows that the use of sexual appeal will influence consumers' attitudes and it also can influence their buying intentions. Fetto (2001) found that misapplying on the use of sexual appeal will bring a negative impact on consumers' purchase intentions. Advertisers should study and understand the culture of their target market's culture and value when designing the advertisements. According to Black and Morton (2017), sexual appeals could attract both men and women simultaneously.

Other than sexual appeal, there are also emotional appeal, fear appeal, humor appeal, musical appeal, rational appeal, and scarcity appeal. Emotional appeal is used to sway the emotions of the people by playing with their positive or negative emotions (Oetting, 2018). There are few types of emotional appeals, such as appeal to anger, appeal to pride, appeal to fear, and appeal to pity. According to Sreenivasan and Weinberger (2018), a fear appeal is used to make the audience feel scared by showing something terror. The fear appeal in advertising can motivate consumers to buy a product due to the fear of something. Newbold (2017) showed that humor appeal is used to grab the attention of the audience, make the audience feel joy, and enhance the brand name recall. Furthermore, musical appeal is the use of sound and music in

advertising. The advertisement is successful if the audiences are able to remember the music and recall back the advertisement. The rational appeal can lead the audience to purchase the product by appealing to logic and reason (Bradley, 2020). Scarcity appeal is the use of limitation in terms of the time or supply in order to stimulate the audiences to take action immediately. The purpose of using scarcity appeal is to make audiences feel like they have to hurry because of the limitation (Roy & Sharma, 2015).

Based on the findings of the Fifth Malaysian Population and Family Survey 2014 showed that many Malaysia adolescents are involved in high sexual activity. For example, there are a lot of child pregnancies and teenage pregnancies. According to Lee et al. (2018), the average age of first sexual intercourse among Malaysian adolescents is approximately 15 years old. Tang (2019) reported that there is a rise in baby dumping cases in Malaysia from 2010 to 2019. Religiously conservative Malaysians tend to blame the western media and culture for the occurrence of social issues among adolescents such as premarital sex and baby dumping (Nazari, 2020). However, he stated that the leading cause of the rise in social issues related to sexual behaviors among Malaysian adolescents is their sexual curiosity. Sexual curiosity is often associated with adolescents because adolescence is the stage where significant development of sexuality happens. A study by Zulkifli et al. (1995) showed that 15% of participants with 15-16 years old, 23.3% of participants with 17-19 years old, and 32.8% of participants with 20-21 years old experienced sex when they date. We can conclude that people tend to be more curious about sex as age increases. According to Molina and Gonzalez (2012), the majority of adolescents became pregnant when they were studying, a third had quit school and did nothing, and 12% of them are starting to work. Adolescents are affected by this phenomenon because they don't have enough information and knowledge in terms of negotiating sexual relationships (Low, 2009). Somehow, they are getting to know about sexual activity, and we want to know from where they are getting to know about sexual knowledge.

As Asian culture tends to be more conservative, there is very little sex appeal advertisement in Asian cultural studies and researches conducted. We assume that many adolescents or teenagers are getting known sexually from sexual appeal advertisements.

Different cultures have different perceptions and understandings of sexuality. Religion used to be the most significant factor that affected sexual behavior in the United States. All research shows that media and peers are changing the sexual behavior of American teens. American teens are more likely to be influenced by the media and peers. According to Bochner (1994), Asian culture is more traditional when it compares to Western culture. Therefore, we can conclude that the use of sex advertising might not be suitable in Asian countries. Research by Sawang (2010) showed that Asians are less likely to accept the use of sex appeal in advertisements than North Americans. A possible reason is that Asians are influenced by the factor of their culture. Islam has a massive impact on Malaysian culture (Mastor et al., 2000). For example, females in Malaysia need to wear a dress to cover their whole body. Muslim women must wear the 'selendang' to cover their hair. According to Sarpal et al. (2018), Chinese in Malaysia are able to accept a slight sexual appeal in advertisements, but Muslims refused to accept it at all. Males in Malaysia are less sensitive than females when they view sex appeal advertisement.

Sexual attitude is defined as the personal attitude of someone toward sexual behaviors or sexuality. Sexual attitude can be classified into two categories, which are liberal or conservative. Interactive effects of sex education were found: According to Shelley (1981), adolescents with sex knowledge and perceive their guardians as moderate are more likely to have more sexual liberalism. Based on sociocultural views of sexuality, Guerra and Gouveia (2007) defined sexual liberalism as a bunch of convictions that emphasize the acknowledgment and affirmation of a person's sexual opportunity and regard for one's sexual independence.

Besides, they defined sexual conservatism as a gathering of convictions that emphasize the acknowledgment and affirmation of society and standardizing traditions with respect to sexuality, regard to conventions, and the support of society. Sexual information and states of mind have a relationship with each other as they are continuously explored together. Sexual knowledge and attitudes have a correlation between each other as they are always investigated together.

Everyone has different perceptions of sex, such as views, thoughts, beliefs, and attitudes. Some people feel shy to talk about sex, whereas the open-minded people view sex as something normal. Some of the societies and families prefer not to talk about sexual matters while some of them feel comfortable to talk about that. Peer groups, teachers, media, and parents shaped the sexual attitudes of adolescents. The sexual attitudes of adolescents will also be highly affected by the family, social environment, religion, and culture (Adamczyk & Hayes, 2012). A research was conducted by Wang et al. (2007) examining the relationship between the factors and the premarital sexual of youth. More than 60% of out-of-school youth show a favorable attitude towards premarital sex. Females were less likely to have favorable attitudes compared with males. Male youth usually don't like to discuss sex with their parents, while more than 33% of female youth are willing to tell their mothers about sex. Rahmah (2017) researched on the feature of sexual attitudes, and high risk premarital sexual behaviors of 106 unmarried youth with 15 to 17 years old. Results showed that female prefers low premarital sexual behavior than male. It is still hard to prevent adolescents' sexual behavior. Thus, parents, schools, and the government need to provide knowledge in terms of sex education. Nowadays, sex attitude causes a lot of social and public health issues, such as the high risk of sexual behavior, pregnancy, and premarital sex.

1.1 Problem statement

Growth and development are life processes, which may change adolescents' sexual attitudes at every stage. When physical changes happen during early adolescence, adolescents tend to be curious about sex. It was known that the media has the ability to change our attitude towards something. Sexual content has become accessible and available to everyone. Therefore, adolescents have access to pornography websites, movies with sex scenes, and sexual appeal advertisements. These issues are also the main concern among Malaysian society. Malaysia is a multicultural country, whereby the society holds various beliefs and values. In 2018, Sarpal et al. discovered that the way people perceive sexual advertisements will be influenced by culture and religious beliefs. The researchers stated that Malaysians are against sexual appeal advertising because of religious restrictions, societal problems, and ways of thinking. Similar findings are also shown from another research by Sarpal et al. (2015). However, it remains unclear whether or not sexual appeal advertising will influence the sexual attitudes of Malaysian adolescents. Thus, this is one of the main problems faced by Malaysian adolescents.

Sex becomes legal upon civil or traditional marriage unions in Malaysia. It might not be a problem for other countries, but it is a serious problem in Malaysia. According to Teo (2018), the percentage of unmarried young Malaysians aged 13 to 24 years who had sexual intercourse increased from 2% in 2004 to 4.8% in 2014. These statistics are alarming because premarital sex is not accepted by Malaysian society due to religious restrictions and norms. Hence, we want to know why this is happening. As sexual appeal online advertisements have become more direct and open to the public, we assume that sexual appeal online advertisement could also be one of the factors. Nowadays, not only adults can understand sexual appeal online advertisements, but even adolescents can also recognize the sexual hint hidden in advertisements. To clarify whether sexual appeal advertisements will bring an effect on the

sexual attitude of Malaysian adolescents, we will conduct research to confirm the relationship between sexual appeal advertisement and sexual attitude of Malaysian adolescents.

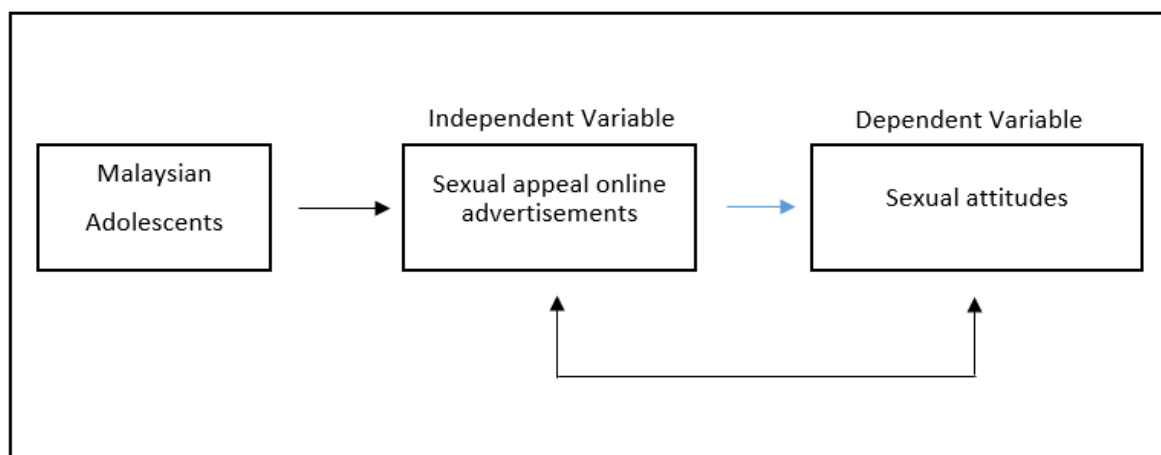
1.2 Research Objectives

1. To determine how sexual appeal online advertisements influence the sexual attitudes of Malaysian adolescents.
2. To examine the attitude of Malaysian adolescents towards sexual appeal online advertisements.
3. To identify the effectiveness of sexual appeal online advertisements among Malaysian adolescents.

1.3 Research Questions

1. Do sexual appeal online advertisements influence the sexual attitudes of Malaysian adolescents?
2. What is the attitude of Malaysian adolescents towards online sexual appeal advertisements?
3. Are sexual appeal online advertisements effective towards Malaysian adolescents?

1.4 Conceptual Framework



1.5 Significance of Study

The findings of this study will allow us to understand how sexual appeal online advertisements influence the sexual attitude of Malaysian adolescents. Besides that, the results of this study can benefit society, considering that sexual appeal online advertisement plays a significant role in promoting products. Society will know how adolescents react to sexual appeal online advertisements. Thus, they can make some adjustments and improvements for better efficiency. Moreover, this study can also benefit the parents because parents are able to understand the opinion of their children toward sexual appeal online advertisement. Parents can adjust their parenting styles to effectively communicate sexual knowledge with adolescents and shape adolescents' sexual attitudes. Lastly, this study can benefit future researchers by discovering new information about adolescents' sexual attitudes and their association with sexual appeal online advertisements.

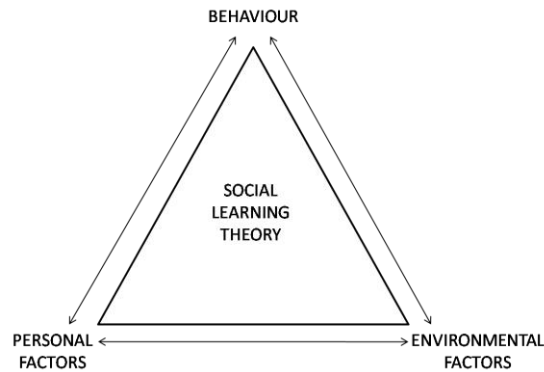
1.6 Summary

In chapter one, we have discussed the background, problem statement, research objectives, research questions, and significance of the study. Overall, the background of the study has been explained clearly to ensure the reader can fully understand every keyword in this study. The problem statement talks about the impact of sex appeal online advertisement with some evidence. Last, research questions and research objectives have been created for the purpose of the research.

Chapter Two

Literature Review

2.0 Theoretical Framework: Social Learning Theory



Social learning theory is a theory that focuses on learning procedures and social behavior analysis. The theory states that different behaviors can be learned by watching and imitating others. This theory emphasizes the significance of watching and imitating the behaviors, attitudes, and emotional reactions of others. Most of the human behavior is learned through observing and imitating, from watching others, one gives an idea of how different actions are done, and then this knowledge will act as a reference for practice. Social learning theory describes human behaviors in connection with the constant mutual association between behavioral, cognitive, and environmental influences. The elements include attention, retention, reproduction, and motivation. Attention is the degree to which a person is subject to notice of the action or behavior. Before a person imitates, they need to pay special attention to a specific behavior. So, attention is important to know whether behavior can affect others imitating it. Retention is how far the action has been recalled. The behavior may be observed, but it may not necessarily be recalled, which clearly prevents imitation. Therefore, it is necessary that the memory of the action is created, which will be carried out later by the observer. Reproduction is the ability to execute the actions. People want to be able to imitate a lot of actions daily but this is not always feasible. People are constrained by their physical, which is why people cannot,

even if they want to replicate the behavior. This affects people's decisions in imitating behavior. Motivation is the desire to conduct behavior. The observer will consider the rewards and punishments that go along with the action (Albert, 1997).

Based on our research topic, which is the sexual attitude of Malaysian adolescents towards online advertisements, there are four processes proposed by Bandura. The first step is attention. The observer, which is the Malaysian adolescents, will observe and imitate the behavior inside the ad because of the sexual appeal online advertisements which grab their attention. Nowadays, Malaysian adolescents are watching different types of advertisements and many of these are not important. Thus, attention is important in whether the sexual appeal online advertisement can affect others to imitate it, especially the sexual attitude. The second step is retention, the observer, which is the Malaysian adolescents, must be able to recall the action or behavior in order to reproduce an observed behavior. The third step is reproduction, Malaysian adolescents have seen a lot of online advertisements every day and they want to be able to imitate the behaviors inside the ad. However, this is not always feasible because people are constrained by their physical ability. The last step is motivation, which is the desire to conduct the behavior. The same goes for online advertisements. If perceived rewards are greater than perceived costs, then the behavior inside the ad will be imitated by the adolescent. Oppositely, if perceived costs are greater than perceived rewards, then the adolescent will not imitate the behavior (Cherry, 2019).

2.1 Literature Review

Adolescents

The behavior of adolescents can be influenced by various factors such as culture, social environment, and family (Chen, 2017). In 2019, Hamzah et al. researched personal factors that affect the health behavior of Malaysian adolescents. A survey was performed among 1,029 students between 15 to 17 years old. The results showed that culture is the most substantial factor that influences adolescents' health behaviors. Therefore, this suggests that cultural influence has a great impact on the development of adolescents' behavior. For instance, differences between parenting styles of eastern and western cultures with different values and beliefs directly affect the behaviors of their children. Parents of eastern countries prioritize developing the skills of children that value harmony among groups, interpersonal relationships, and responsibility. The main skills that they teach their children are obedience, partnership, and self-discipline. On the other hand, western parents prioritize the development of positive character, autonomy, and self-orientation of children. They focus on independence, self-worth, and self-expression (Chen, 2017). The values an individual holds affects a person's behaviors and eventually shapes their lifestyle. This is because lifestyle and behaviors are interrelated with each other.

Sham and Zahrin (2015) conducted a study to determine the types of lifestyles of Malaysian adolescents. They defined lifestyle as the daily repeated pattern of behaviors of a person's attitude, activities, and values. The researchers divided the lifestyle of Malaysian adolescents into three types: consumptive, modern, and hedonistic lifestyle. Firstly, those with a consumptive lifestyle tend to purchase what they desire instead of what they need. They love to spend excessively to satisfy their materialistic wants. For example, adolescents with consumptive lifestyles love to hang out at malls, cinemas, karaoke, and café hopping. Secondly,

individuals with modern lifestyles closely follow the latest trends and lifestyle demands. Modern lifestyle is usually represented by the ways of socializing and the use of the latest technology. Thirdly, individuals with hedonistic lifestyles focus on the luxurious and pleasurable things in life. For example, adolescents with hedonistic lifestyles tend to enjoy clubbing, smoking, alcohol, and drug addiction, etc. The findings of the research revealed that most Malaysian adolescents have a modern lifestyle. Malaysian adolescents love to go out and socialize with their friends. The researchers also found that adolescents misuse the time of attending social events to practice free mixing with opposite genders, consuming alcoholic drinks, and partying overnight.

A report by Buckingham et al. (2007) focused on the positive and negative effects of media on children and young people. Firstly, the report determined various potential negative impacts of media on children. Some of the negative impacts are related to violent and sexual content in the media, as well as misleading advertising content. For example, those who are exposed to violence portrayed in the media will imitate the content and demonstrate aggressive behaviors. The report categorized the negative effects of media into three types. The first type of negative effect is the behavioral effect. For instance, people who are exposed to sexually explicit media content might imitate it. The second type of negative effect is attitudinal effects. For example, exposure to sexually explicit media content may cause people to form a certain belief of sexual practices, such as whether premarital sex is acceptable. The last type of negative effect is the emotional effect. For instance, the sexual stimuli of the sexual media content might sexually arouse people or cause a feeling of shock, disgust, or hate. The report also pointed out that these negative media effects can be short-term or long-term, individual or social, as well as direct or indirect. Secondly, the report identified a wide range of positive effects of media on children and young people. Some of the positive effects are related to the acquisition of knowledge, language skills, and the development of thinking skills. Buckingham

and Bragg (2004), suggested that negative content can also have a positive impact as it provides the opportunity for children and young people to learn what is right and wrong and form their values and beliefs.

Thang et al. (2016) investigated the attitudes and behaviors of Malaysian adolescents toward social media. Besides, the research also seeks to know the degree of awareness among students regarding the risks of using social media. A focus group interview was conducted and a simple random sampling method was used to select the participants. The participants of the study are 4 Malay female students from a secondary school in Klang Valley. Before beginning the interview, the researchers collected participants' demographic information and their social media usage habits. After that, the participants were asked to talk about their thoughts and responses towards a few given scenarios. Then, the participants were asked to discuss and provide answers to the interview questions. The findings of the research revealed that the students have positive attitudes towards social media. They think that social media is a helpful communication tool that helps them stay connected with family and friends. The students stated that social media is a great source of entertainment. They also said that social media enabled them to improve their self-awareness. Furthermore, the results showed that the students have a high degree of awareness of risks associated with social media such as online predators, information privacy issues, and immoral acts like hacking and cyberbullying. Yet, this did not stop them from using social media because they consider social media as a part of their lives. Hence, students use social media with more caution to prevent the risks of social media as much as possible.

Sexual attitudes

Ward and Friedman (2006) suggested that media is important in shaping the sexual attitude and behaviors of American adolescents. Therefore, they studied the association between television watching and adolescents' sexual attitudes and behaviors. The sample of the study is 244 high school students from 14 to 18 years old. Firstly, the participants were divided into four groups. One of the groups was assigned as the control group, whereas the other three groups were assigned as experimental groups. Each experimental group was exposed to one of three sexual stereotypes conditions depicted in video reels: sex as entertainment, female as sex symbol, and male as sexually-driven. On the other hand, the control group watched a video reel that did not contain sexual content. After watching the clip reels, the students were asked to complete a survey that measures their sexual attitudes and their TV usage habits and their sexual experiences. The findings of the study demonstrated that there is a significant correlation between TV usage habits and the sexual attitude of students. For example, long term exposure to stereotypical contents can cause an increase of acceptance of students towards gender or sexual stereotypes. Also, the study stated that frequent watching of television shows and greater identification of TV characters is linked to more sexual experiences among students.

Ladipo and Adeduntan (2012) examined the availability of resources in media and its impact on adolescents' sexual attitudes. A survey was conducted among 77 adolescents ages 13 to 19 to collect the adolescents' opinions on sexual and health issues. Results showed that electronic media and verbal communication are most frequently used by adolescents to search for information about sexual and health systems. Most of the respondents believe girls will easily get pregnant while having sex and they also believe masturbation can bring health problems. Furthermore, respondents are aware of HIV and know that HIV can spread through

sexual activity with HIV patients. These showed that adolescents have good knowledge about sexual and health systems by using media resources. Respondents strongly agree behaviors of adolescents are massively influenced by the sexual contents presented in the media. However, the respondents have a negative attitude towards sexual behaviors before marriage. The result shows the availability of resources in the media has a significant impact on adolescents' sexual attitudes.

Asekun-Olarinmoye et al. (2014) examined the impact of mass media and the internet on youths' sexual activities and attitudes. A survey was conducted among undergraduates in Nigeria and multistage sampling was used to select respondents. There are a total of 400 respondents for this survey with an average of 25 years old. 75% of the respondents stated that they used the internet to search for sexual issue content. Besides, the majority of the respondents think that the Internet has a negative impact on sexual activities and access to sexual content through the Internet is unacceptable. Those who have a negative attitude toward access to sexual content through the internet were also found to have a lower probability of having sex compared to those with a positive attitude. Additional results showed that females and those who seldom use the internet were unlikely to be sexually involved with multiple partners. Thus, Asekun-Olarinmoye et al. concluded that overexposure to mass media and the internet brings negative impacts to patterns of sexual activities among youths.

Dutt and Manjula (2017) researched the factors that influence adolescents' sexual knowledge and sexual behavior in India. A survey was done among 248 respondents aged 18-25 years old. The survey results showed that education levels, growth environment, media, and peers are the factors that influence adolescents' sexual knowledge and sexual behavior. Firstly, the respondents have a "freedom of sex" attitude, and this might be affected by their education level. The respondents had poor sexual knowledge and this causes the increase of sexual

activity among adolescents. Secondly, the researchers stated that the “freedom of sex” attitude is also formed because the respondents grow up in urban areas. Thirdly, adolescents gain sexual knowledge and form sexual attitudes because they can easily reach pornographic videos and pictures by using media to search through the internet. Lastly, a large number of adolescents are getting sexual knowledge from peers because family members refuse to discuss it. Respondents were found to be more comfortable discussing sexual knowledge and experiences with their peers because they are of a similar age.

Another research by Wang et al. (2007) investigated the sexual attitude, the form of communication of sex-related topics, and the premarital sexual activity of adolescents in China. A quantitative research design was used and data was collected from 1304 unwed respondents between 16 - 24 years old. According to the responses collected, most of the respondents possess sexual knowledge and more than half of the respondents support premarital sex. Respondents communicate with both parents about sex-related topics, but they are more likely to communicate with friends before parents. Most of the respondents with sexual experience are using contraceptive methods to protect from HIV/STI transmission and prevent pregnancy. The research also found that sexual activity before marriage is strongly associated with age, education levels, family background, parenting styles, communication with parents on sex-related topics, and sexual attitudes of adolescents. For example, males with higher levels of sexual knowledge and positive attitudes towards premarital sex tend to engage in premarital sexual activities.

The sexual attitudes of the different generations in Thailand had changed drastically due to modernization. Therefore, Techasrivichien et al. (2016) conducted research to study the difference in sexual behavior and attitude between people from different generations. A survey was conducted between people from 15-59 years old in Bangkok, Thailand and 2,138 responses

were collected and analyzed. It was found that there is an increase of adolescents (15-19 years old) of the younger generation having their first sex before 15 years old compared to the older generation (55-59 years old) who did not have first sex before 15 years old. Besides, there is also a change in the type of first sexual partner between the adolescents of the younger generation and the older generation. While the first sexual partner of the older generation is usually their spouse, the first sexual partner of the adolescents of the younger generation is their boyfriends or girlfriends. Moreover, there is also a rising trend of having more than one sexual partner in both male and female adolescents of the younger generation compared to the older generation. Lastly, the adolescents of the younger generation demonstrate a more favorable attitude towards sex before marriage compared to the older generation.

Landry et al. (2017) examined the relationship between risky sexual activities and usage levels of social media among adolescents in the United States while taking into account the levels of parental supervision. A total of 555 questionnaires were completed by respondents between 13 to 19 years old. Results showed that long term usage of social media is significantly associated with higher risky sexual activities. There were around 90% of respondents using social media in daily life with no time limit or supervision by their parents. This increases the risk of adolescents getting in contact with sexual content through social media. Findings revealed that adolescents with lower levels of parental supervision and time control on social media usage showed significantly higher risky sexual activities. The researchers justified that adolescents are prone to pressure and risks because they wanted to be socially accepted and they are in the process of acquiring self-control skills. Therefore, the researchers concluded that parental supervision is important in moderating the relationship between risky sexual activities and usage levels of social media among adolescents.

Sexual appeal advertisements

In 2004, Las and Hart investigated the consumers' perception towards sexual appeal used in advertisements of alcoholic drinks. The research considered culture, values, and lifestyle as variables that affect consumers' level of acceptance towards sexual appeal advertisements. Hence, they carried out an investigation that involved participants from the United Kingdom, Germany, and Italy. A qualitative research design was used and in-depth interviews were within six months. Roughly 30 participants from each country who worked in different industries participated in the study and they range from 18 years old to 35 years old. Firstly, the researchers showed four different ads from multiple famous alcohol brands to the participants. Three of the ads show different nudity levels and the last ad shows subliminal sexual hints. Secondly, the researcher questioned the participants about their perception of the sexual appeal portrayed in the ads. Lastly, the researchers collected data regarding the participants' values in life and lifestyle through interviews. The researchers determined that the values and lifestyles play a significant role in determining the perception of participants. Results revealed that Italy has a higher acceptance level of sexual appeal advertisements despite being the most conservative country among the three nations at the time. The Germans, however, preferred slightly sexual images in the ads. As nudity in public is common in Germany, sexual content might not be interesting to them. On the other hand, the British participants have a lower level of acceptance towards the portrayal of sexual appeal in advertisements of alcoholic drinks. Therefore, their perception of sexual appeal advertisements is mostly affected by their values. Furthermore, across all three nations, results showed that men developed a more favorable attitude towards sexual appeal alcohol advertisements. Moreover, participants with higher levels of moral values tend to have more negative responses to sexual appeal advertisements.

Ismail and Melewar (2014) researched the differences between the attitude of Malaysian Muslims and non-Muslims towards sexual appeal advertisements. The research also considered the religion of respondents and gender of models in ads as the factors that influence the consumers' attitude towards the sexual appeal ads. Four fragrance product printed advertisements portraying different model gender with different degree of sex appeal were adopted as research instruments. The level of sex appeal was represented by the degree of nudity of models. The first ad showed a male model with a low nudity level, and the second ad showed the same male model with a high nudity level. Next, the third ad showed a female model with a low nudity level, and the fourth ad showed the same female model with a high nudity level. A total of 384 responses were collected from undergraduates of University Utara Malaysia aged between 18 to 24 years old. The students were randomly divided into four groups, and one of the four ads were shown to each group. Then, the researchers distributed questionnaires to be filled out by every group member. The findings discovered that the consumers' religion is an important factor that affects their attitudes to sexual appeal ads. According to the study, non-Muslim consumers have a more favorable attitude towards the high sexual appeal of female and male model ads in comparison to Muslim consumers. Besides, compared to the Muslims, non-Muslims also have a more favorable attitude towards the female ad with low sexual appeal. However, there is no significant difference between the attitude of Muslims and non-Muslims towards the male ad with low sexual appeal. Thus, the study showed that the attitude towards sexual appeal advertisements depends on the religious beliefs of an individual.

Ognjanov et al. (2009) studied the effects of sexual appeal advertisements on consumers' attitudes. The study focused on whether sexual appeal can affect product or brand recall and recognition. Besides, they also researched the reactions of different genders towards sexual appeal advertisements. They conducted an experiment and created a 12-page magazine that

contains two advertisements that contain pictures of the same woman in the same setting advertising a Nokia phone. One picture shows a topless woman (sexual appeal), whereas another picture shows the face. They then distributed the magazines to the students of the University of Belgrade, Serbia. After that, they performed a survey to measure the product or brand recall and recognition, as well as attitude towards the advertisements. A total of 152 students completed the survey, and the results showed that sexual appeal advertisements do not affect the level of brand recall and brand recognition among consumers. Besides, findings showed that men tend to favor the sexual appeal advertisement in comparison to women. Moreover, women also have a negative attitude towards sexual appeal advertisements that advertise products that are unrelated to the human body.

Hermannsdóttir and Gunnarsdóttir (2015) performed a study on attitudes and buying intentions of consumers towards sexual appeal advertisements that are used for advertising products that are not sexual. A quantitative research design was used and a survey was conducted among 392 participants. Two experimental ads advertising a soap product with the brand name 'Clean' were created as instruments. One of the ads uses sexual appeal to advertise the soap while another ad uses a non-sexual appeal to advertise the soap. The researchers assigned the participants randomly into two groups. Then, the researchers showed the first group the ad with sexual appeal and the second group with the ad with the non-sexual appeal. After that, all participants were required to fill up a questionnaire that collects data about their attitude towards the ad and brand, as well as their buying intention after watching the advertisements. Findings revealed that sexual appeal advertisements with advertised products that are not sexual cause negative attitudes of consumers towards the advertisements and also the brand. Sexual appeal advertisements also negatively affect the consumers' buying intention of the product.

Online advertisements

In 2015, Barve et al. studied the role of advertisements in teenagers' development. A mixed-method research design was used and interviews were conducted among 75 youth from 13-19 years old, 25 parents, and 5 psychologists. Then, the psychologists were asked to fill up a questionnaire about media and advertisements' influence on adolescents. The data collected were then interpreted and analyzed based on the perspectives of teenagers, parents, and psychologists towards the effects of advertising. From the teenagers' perspectives, teenagers see celebrities and their parents as their role models. From the parents' perspectives, the parents acknowledged that advertising brings positive impacts on children by creating social awareness through advertisements and becoming a topic of discussion with their children. From the psychologists' perspectives, the psychologists stated that males and females react to media differently because females are more emotional, whereas males are more rational when they react to advertisements. Besides, the psychologists concluded that the internet has a great impact on adolescents as adolescents spend a lot of time using media. Moreover, the psychologists mentioned that media and advertisements do not have clear moral guidelines resulting in the existence of grey areas where teenagers use to defend their inappropriate behaviors.

Le and Nguyen (2014) also examined the attitudes of consumers towards mobile advertising. The researchers defined mobile advertising as the advertisements displayed in mobile devices through websites and applications. Moreover, the researchers proposed that informativeness, entertainment, irritation, and credibility are the factors of mobile advertisements that influence consumers' attitudes towards mobile advertising. Hence, they conducted a survey to test their hypothesis and collected 206 responses. The results of the survey revealed that users have neutral attitudes towards mobile advertising. The respondents

typically do not experience positive emotions while looking at advertisements. However, the majority of the respondents think that advertisements can provide useful information about products or services. Besides, the researchers determined that the credibility and entertainment of the advertisements can affect the consumers' attitudes towards mobile advertisements. The higher the credibility of advertisement, the better the attitude of consumers towards mobile advertisements. Moreover, the more entertaining the advertisements, the better the attitude of consumers towards mobile advertisements. On the other hand, informativeness and irritation do not affect the consumers' attitudes towards mobile advertisements. The researchers justified that informativeness and irritation do not affect the consumers' attitudes towards mobile advertisements because not all advertisements are designed to provide a lot of information.

A form of advertisement that gained popularity in the current market is online advertisements in social media such as Facebook and YouTube. Therefore, Pikas and Sorrentino (2014) researched the opinion of internet users towards advertisements on social media. A survey was conducted and 388 responses were collected and recorded. According to the survey, about half of the respondents spent 3-4 hours on daily internet usage. The results revealed that while the respondents are using social media every day, the majority of them are irritated by the advertisements shown on social media sites. The respondents mostly overlook and skip advertisements on Facebook and YouTube. Most of the respondents are not willing to be exposed to advertisements while they are using social media. For example, while using YouTube, the users have no choice but to watch a part of video advertisements before they get to skip the ad. Besides, most of the respondents are also unlikely to accept online advertisements on social media.

Another study by Jain et al. (2016) investigated whether online advertising is an effective advertising method. A descriptive research method was used and questionnaires were

distributed and filled up by 113 respondents. Then, secondary data was collected from other available academic resources. The survey results showed that most respondents think that online advertisements are attention-grabbing, reliable, creative, and a good source of information about products or services. Furthermore, most respondents agreed that online advertisements trigger impulsive purchase behaviors, assist consumers in making purchase decisions, and are more reliable than advertisements in other media like television. The researchers also stated that online advertisements have a few advantages over traditional advertisements. Firstly, online advertisements can create brand awareness and brand image. Secondly, online advertisements can educate consumers by providing information about products or services. Lastly, online advertisements are more interactive and allow immediate responses from consumers.

As online advertisements have been widely used by advertisers, Bruijin et al. (2016) researched the effects of exposure to online alcohol advertisements and the alcoholic drinking behaviors of adolescents in Germany, Italy, Netherlands, and Poland. An online survey was conducted among 10,810 students to collect data on exposure to online alcohol advertisements and the alcoholic drinking behavior of adolescents. A total of 9,709 responses were recorded and the average age of respondents is around 14 years old. The findings showed that there is a significant relationship between exposure to online alcohol advertisements and the alcoholic drinking behavior of adolescents of all four countries. The higher the level of exposure to online alcohol advertisements, the higher the tendency of adolescents to engage in alcoholic drinking behaviors. This indicates that adolescents are vulnerable to exposure to online advertisements and can be easily affected by the contents presented to them. Therefore, the researchers concluded that online alcohol advertisements could be harmful to adolescents' health.

Similar research was done by Camenga et al. (2018) regarding the association between exposure to e-cigarette advertisements and the use of e-cigarette among adolescents. The research aimed to examine whether exposure to e-cigarette advertisements in social media, traditional media, and retail shops is related to the consecutive use of e-cigarettes among adolescents. A survey was done in two different periods, which is in fall 2013 and spring 2014. The sample of this study is the high school and middle school students of Connecticut. Results revealed that non-e-cigarette users who were exposed to e-cigarette advertisements in fall 2013 have engaged in smoking e-cigarettes in spring 2014. Specifically, the exposure to e-cigarette advertisements on Facebook in fall 2013 had caused a rise of new e-cigarette users in spring 2014. This indicates that exposure to e-cigarette advertisements can increase the tendency of adolescents to smoke e-cigarettes. Therefore, the researchers suggested that exposure to advertisements have the potential to influence adolescents into smoking e-cigarettes.

2.2 Summary

In chapter two, we have reviewed more than 20 articles and summarized those journal articles for our literature review. By reviewing the previous research studies, we are able to gain more extra knowledge and understanding in terms of sexual attitude and sexual appeal advertisement. Lastly, social learning theory has also been discussed.

Chapter Three

Methodology

3.0 Research Method

For this study, we applied a qualitative approach to investigate the sexual attitude of Malaysian adolescents toward sexual appeal online advertisement. According to Hammarberg et al. (2016), a qualitative method is often used to reply to questions around experience, meaning, and viewpoint, most regularly from the point of view of the respondent. Furthermore, a qualitative method can be an open-ended process that allows the researchers to ask open-ended questions and get more information (Natalie, 2019). Participants are allowed to uncover their feelings, experiences, and thoughts openly without any constraint. The qualitative research method involves small-group discussions, which can examine attitudes, convictions, and ideas of normative behavior (Kirkman & Lacey, 2016). Thus, a qualitative method is the better choice to find out the sexual attitude of Malaysian adolescents in this research.

There are several types of qualitative research techniques, which are in-depth interviews, observations, and focus-group interviews (DeFranzo, 2011). In-depth interviews have been chosen to collect the information because in-depth interviews can find out the perspectives of respondents in terms of the situation, particular idea, and program. In-depth interviews give much more point by point data than what is accessible through other methods. Participants may feel more relaxed and willing to have a conversation with the researchers to provide more information (Boyce & Neale, 2006). According to Guest et al. (2013), in-depth interviews are different compared to the other qualitative data collection methods. It is suitable for asking polarizing, sensitive, or personal topics. Therefore, in-depth interviews have been selected to conduct the research due to the sensitivity issue.

3.1 Data Collection Technique

Data collection is the method of collecting and measuring information from multiple sources (Shanks & Bekmamedova, 2018). Interviewing can be defined as the most general qualitative data collection technique. A qualitative method and in-depth interview were used to collect data. The purpose of qualitative research is to understand the constructions of reality as human beings are hard to predict. To fully understand the sexual attitude among Malaysian adolescents, in-depth interviews can contribute important information to this research. Researchers can find out exactly the feeling, ideas, and behavior of a particular group through in-depth interviews (Essays, 2018).

Conducting interviews will take a long time to proceed because they need to be planned carefully. In-depth interviews are different from a normal survey. The researchers will introduce a wider topic and record whatever the participants say. The problem of talkative participants is they tend to speak much until they drift off the topic. In contrast, less talkative participant may only provide short answers, which can cause a lack of information. There are a few important things needed to conduct an effective interview. First, the interviewer should start the interview by asking basic background details about the topic, such as their basic experience and general idea toward the topic. Following with general questions that allow the responders to think and express their opinion. Next, try to ask sensitive questions only in the last few questions to generate trust between each other. Last, the interviewers summarize all the answers to make sure the responders have provided all the information (Adams & Cox, 2008).

For the purpose of this study, the research applied a qualitative approach. Qualitative research was used to understand and explore existing reasons, motivations, and opinions. Additionally, a qualitative approach was utilized to reveal patterns in thought and opinions,

and look deeper into the issue (DeFranzo, 2011). The target population of the research is adolescents of peninsular Malaysia. The sample of this research will be secondary school and foundation students in peninsular Malaysia. Purposive sampling was used to choose respondents of this research because adolescents are selected purposely to provide useful information that cannot be obtained from another sample (Maxwell, 1996). Purposive sampling is a type of non-probability sampling technique. There were a total of 10 participants with ages ranging from 15 to 19 years old. The interviews aim to test the relationships between sexual attitudes of Malaysian adolescents toward sexual appeal online advertisement.

3.2 Data Collection Process

Data collection is defined as the process of collecting, measuring, and analyzing data on variables for research in a structured manner that allows one person to answer specific questions and also analyze the results. In this research, interviews consisting of 12 questions were conducted among the 10 participants of the study. The interviewers started by addressing the participant and inform them of the aim of this study. Then, the interviewers gave a consent letter to ask for the permission of participants' for accepting the interview and audio recording. After gaining the participants' consent, the interviews were conducted through online interview by using Zoom.

Firstly, the interviewer asked the participants to watch the sexual appeal online advertisements. After that, the interview session with participants began. The interview questions asked about the perspective of participants after watching the sexual appeal online advertisement. The interviewer continued with other questions until the end of the session. The interviewer also recorded the voices of the participants to make sure of the clear and clean transcription process. All interviews were digitally audio-taped with the consent of informants, which lasted between 10 to 20 minutes.

3.3 Data Analysis

Data analysis is the process of investigating, rearranging, altering, and transforming data to take out useful information from it. The audio recordings collected during the interview were written into a transcript for in-depth analysis. The sexual attitude of Malaysian adolescents towards online advertisements will be identified during the data analysis process. A thematic analysis was used to identify, analyze, and interpret the data. The interview responses were compiled and analyzed for any similarities, oddities, or special attributes. After finishing the interview section, the team members will summarise each interview conversation to analyze the data. Lastly, the team members will conduct triangulation, which uses multiple methods to develop an understanding of phenomena and also to double-check the final data.

3.4 Summary

In chapter three, the method and process of conducting this study have been written, proceeding from the research method, data collection technique, sampling method, data collection process to data analysis. In this research, data were collected by using an in-depth interview study and purposive sampling method to choose the participants. After that, audio recordings were collected during interviews and written into transcripts after collecting the empirical data.

Chapter Four

Findings and Analysis

4.0 Introduction

This chapter discusses the research findings derived from the data collected during the interviews with the participants. Due to the COVID-19 pandemic, the Malaysian government implemented Movement Control Order (MCO) as a preventative measure to slow down the spread of COVID-19. During MCO, the Malaysian government strongly advise citizens to stay at home, maintain social distancing, and go out only when it is necessary. All public and private education institutions adapted to the situation and switched to online learning, whereby academic activities were conducted via video conferencing programs such as Google Classroom, Microsoft Teams, and Zoom. To protect the health and safety of both the researchers and interview participants, the researchers decided to change the initial plan of conducting face-to-face interviews into conducting online interviews. The online interviews were more suitable during MCO because the researchers and interview participants can conduct interviews at their respective homes, eliminating the need for physical contact with each other. In this study, a total of 10 students participated in online interviews conducted via Zoom, and the audio was recorded with the participants' consent and transcribed. Then, the data collected were analyzed using thematic analysis, where the similar patterns of participants' responses were identified, reorganized, and reviewed.

4.1 Data Indicator

| Respondent | Age | Gender | Race | Occupation | State |
|------------|-----|--------|---------|------------|-----------------|
| A | 19 | Female | Chinese | Student | Perak |
| B | 19 | Female | Chinese | Student | Negeri Sembilan |
| C | 19 | Female | Chinese | Student | Negeri Sembilan |
| D | 18 | Male | Chinese | Student | Perak |
| E | 17 | Male | Chinese | Student | Perak |
| F | 15 | Male | Chinese | Student | Perak |
| G | 15 | Female | Chinese | Student | Perak |
| H | 18 | Female | Chinese | Student | Perak |
| I | 19 | Male | Chinese | Student | Perak |
| J | 19 | Male | Chinese | Student | Perak |

4.2 Background of Participants

The online interviews were performed with a total of 10 participants. They are Chinese adolescents from 15 to 19 years old. The researchers also make sure the genders of the participants are balanced, so the participants consist of 5 males and 5 females. All of them are currently students from secondary school, STPM and foundation courses. As the research is about sexual appeal online advertisements, the sample of this research are people who have access to the internet and social media. So, they are often exposed to online advertisements on the internet. Hence, they are the target participants in the research.

4.3 Identify Question

During the interview sessions, an online advertisement was shown to the participants. The advertisement promotes a green tea product from the Korean brand “17 Tea”. A study by

Lee et al. (2017) stated that Malaysian university students are deeply influenced by the media, and they have a positive impression and higher awareness of Korean culture. So, the participants will feel more familiar with the “17 Tea” Korean advertisement. The advertisement was chosen because it uses sexual appeal to promote the product. In the advertisement, a Korean female celebrity with a sexy dress demonstrates sexy poses while holding lemon tea. For example, the celebrity drinks lemon tea in a sexy way. Therefore, this online advertisement serves as an example of sexual appeal online advertisement. The purpose of this interview is to determine whether sexual appeal online advertisements influence the sexual attitudes of Malaysian adolescents. Next, to examine the attitude of Malaysian adolescents towards sexual appeal online advertisements. Lastly, to identify the effectiveness of sexual appeal online advertisements among Malaysian adolescents.

4.4 Video Showing

The purpose of showing the online advertisement is to let participants view a sample of sexual appeal online advertisement. This is to ensure that participants can have a clear idea of sexual appeal online advertisements so that they can provide honest answers that are clear and accurate. A screenshot of the online advertisement is shown in Figure 2.



Figure 2 17 Tea Sexual Appeal Online Advertisement

4.5 Definition Question

The first and second question is to test whether the respondents know the meaning of sex appeal and their understanding of sexual appeal online advertisement. For the first question, participant A said, “it is something about sex”. We can conclude that participant A might have a low level of understanding of sexual appeal. Participants B and C stated that sexual appeal is related to sexual attraction. Participants D, E, F, and H think that sexual appeal is when someone is attracted by the opposite gender. Participant G thinks that sexual appeal is when a person is attracted to the opposite gender in terms of their characteristics. Participants I and J provided a more specific definition of sex appeal. Participant I said that sexual appeal means the ability to attract the sexual or erotic interests of other people. Participant J pointed out it is a factor in sexual selection or mate choice. Participant J also explained that the attraction can be to the physical or other qualities or traits of a person, or to such qualities in the context where they appear.

For the second question, participant A said that sexual appeal online advertisements show sexy elements such as wearing a bikini and are more likely to appear on those gambling websites. Participants B, D, and H stated that advertisements that include the element of sex are known as sexual appeal online advertisements. Participants C, E, and J think that sexual appeal online advertisements are using sex content and the purpose of these advertisements are used to attract the audience. Participants F and I stated that sexual appeal online advertisements are an effective way to promote their product or service. Participant G said that sexual appeal online advertisements are showing some sex photos or scenes in the advertisements. All the participants managed to reply to the first question and the second question with appropriate answers, we can conclude that the participants know what sexual appeal and sexual appeal online advertisement are.

4.6 Behavioral Question

Through the third question, the researcher can investigate the thoughts and opinions of the respondents when they watch the Tea Sexual Appeal Online Advertisement. Participants A, B, and G show a negative attitude towards the advertisement. Participant A thinks that the video is sexy and can be accepted. However, she thinks the advertisement is not relevant because they are promoting the drinks. Participant B thinks it is an inappropriate advertisement. She explained that she does not like the video because she is a conservative person. Participant C thinks the advertisement is very common because nowadays there are a lot of sexual appeal online advertisements on the Internet. Participant D enjoys watching the advertisement because he thinks the female actor is beautiful and sexy. Then, participants E, I, and J show a positive attitude towards the advertisement. Participant F stated that the advertisement is attractive only because of the female model, not the advertisement itself. Participant G dislikes the advertisement because it didn't provide enough information about the drinks. Participant H was attracted by the advertisement, as she said she felt curious about the product.

The fourth question is to test whether the Tea Sexual Appeal Online Advertisement will affect the participants' mental attitude towards sexual behavior or their lifestyle. Participant A thinks the advertisement does not influence her mental attitude due to her mature personality. Participant B said that she is a Science stream student familiar with sexual knowledge in the school syllabus. Thus, the advertisement doesn't influence her at all. After that, participants C, D, E, G, and H also think that the advertisement doesn't influence them. Participant D stated that the advertisement seems very common as he saw a lot of sexual appeal online advertisement before. Participant E said that he views the sexual appeal online advertisement as a product advertisement, so it does not influence his mental attitude towards his sexual behavior and lifestyle. However, participants F and I think the advertisement influences their

mental attitude towards their lifestyle. Participant J thinks that the advertisement influences his mental attitude towards his sexual behavior because he tends to have a reverie after watching the advertisement. In conclusion, 7 out of 10 participants think the advertisement doesn't influence their mental attitude. In contrast, 3 participants are influenced in terms of their mental attitude towards lifestyle and behavior.

The fifth question is to investigate whether sexual appeal online advertisements influence the participants. Participant A thinks that the ad does not attract her to buy the product because she thinks the sexual appeal and the product are not relevant. Participant B mentioned that the advertisement makes her feel like the brand is using an inappropriate method to promote their product. Participant C also was not influenced by the advertisement because she has a mature personality. However, she thinks the advertisement might influence the younger kids. Participant D thinks that the ad increases his curiosity about the product. Participant E mentioned that the model in the advertisement influenced him. Participant F thinks the model is attractive and the advertisement influenced his preferences when selecting his future significant other. Participant G was disgusted by the advertisement because the advertisement is just trying to show the female body, not the product itself. Participant H thinks that the ad influences her purchase intention and she would want to buy the product. Participant I mentioned that the ad influences his buying choices as well as his impact on the product brand. Participant J mentioned that the ad will lead him to buy the product. In summary, the advertisement mostly does not influence the female participants but for male participants, they are influenced by the sexual appeal online advertisement.

The sixth question aims to find out the participants' feelings when they watch sexual appeal online advertisement. Participant A feels like the ad is very irrelevant because it's showing a celebrity more than the product and she doesn't think the ad attracts her but maybe

because the model is female and she will be more attracted if the model is a handsome man. Participant B feels that the advertisement gives her a bad impression of the product. Moreover, participant C feels that the sexual appeal online advertisement is very embarrassing. Participant D feels that the ad is normal and he feels no difference when comparing this advertisement with other advertisements he previously watched. For participant E, he is so excited because sexual appeal online advertisements are so interesting. Participant F feels excited too, especially when the advertisement has a female model. Participant G feels bored and mentioned that all the sexual appeal online advertisements that she watched before do not attract her. Participant H feels shy when she sees those sexy scenes but she thinks the advertisement is acceptable. Participant I mentioned that the video makes him surprised because they use this way to promote their product. Participant J mentioned that the ad will make him excited and he wants to buy the product immediately. To conclude, it was found that the female participants tend to have negative feelings towards the sexual appeal online advertisement, but for male participants, they tend to have positive feelings towards the sexual appeal online advertisement.

4.7 Open Ended Question

The seventh question is to find out whether the sexual appeal online advertisements are acceptable in Malaysian society and also the reasons. Participant A thinks the advertisement is acceptable because it is not too revealing, but she thinks Malaysian society will not accept this kind of advertisement because of the Islamic culture and values of the Malays in Malaysia. Participant B, C, D, F, I, and J also agreed the Malaysian society cannot accept this kind of advertisement. They mentioned that the majority of Malaysians are Muslims and the Muslims might resist sexual appeal advertisement because it is against the Islamic culture and values. Hence, it might create a sense of discomfort among Muslims. Participant C thinks the Malaysian society cannot accept because Malaysians have a conservative mindset due to the

conservative parenting style of their families. Participant D agrees that Malaysian society will not accept sexual appeal online advertisements. Unlike western countries such as the UK and USA who are more open-minded, he thinks most of the Malaysians are still close-minded. Participant E thinks sexual appeal online advertisements can be accepted by Malaysian society as the sexual appeal online advertisements are interesting and able to attract the audiences. Participant G stated that Malaysian society will not accept because Malaysians have a low level of sex education. According to Talib et al. (2012), 90% of the respondents think sex education is absent in Malaysian schools. Although there were sex-related education in the Science subject and Islamic Education in secondary school, the sex-related education was only limited to the human reproductive system, fertilization process and relationship between male and female, and sex from the Islamic perspectives. Hence, Talib et al. concluded that sex education in Malaysia is still lacking in clarity, and failed to guide Malaysian students in sex-related education. Participant H is not sure whether Malaysian society can accept or not, but she cannot accept sexual appeal online advertisements because these advertisements focus more on the sexy celebrity rather than the product itself. In summary, most of the male and female participants think that sexual appeal online advertisements are not acceptable in Malaysian society.

The eighth question is to find out whether the sexual appeal online advertisement stimulates the participants to purchase the product shown in the advertisement. Participant A,B,C,F,G,I and J were not stimulated to purchase the product in the advertisement. Participant A mentioned that the sexual appeal online advertisement does not stimulate her to purchase the product because the ad is selling non-sexual products like lemon tea. Participant B thinks the advertisement doesn't influence her buying behavior. When she buys a product, it depends more on whether she needs to buy the product. She will also look for a good review of the product. So, she thinks the advertisement does not stimulate her to buy the product. Participant

D mentioned that the sexual appeal online advertisement stimulates him to purchase the product. He thinks the advertisement has successfully convinced him and caught his attention. He added that he wants to try the product because he likes the advertisement. Participant E mentioned that the sexual appeal online advertisement stimulates him to purchase the product because the model in the advertisement has successfully caught his attention to watch the entire advertisement. Participant F mentioned that the sexual appeal online advertisement does not stimulate him to purchase the product because he was too focused on the model and didn't notice what the product is. Participant G thinks the advertisement is boring so it cannot stimulate her to purchase the product. Participant H stated that the sexual appeal online advertisement stimulates her and she will buy the product. Participant I and J mentioned that the sexual appeal online advertisement does not stimulate them because they purchase the product based on the product prices. This can be concluded that most of the participants mentioned that the sexual appeal online advertisement does not stimulate them to purchase the product shown in the advertisement.

The ninth question is to investigate whether the participants think that the sexual appeal online advertisement can deliver the branding message effectively. Participants A, B, C, F, G, and J think that the sexual appeal online advertisement does not deliver the branding message effectively. Participant B does not understand why the brand uses sexy celebrities to promote the drink. Participant C mentioned that there is no connection between sexual appeal and the product. So, she thinks that the brand blindly uses sexual appeal just to attract people to buy the product. Participant F has no idea what the branding message is even after watching the advertisement. Participant G thinks that the branding message is not delivered, so the advertisement is not effective. Participant J also mentioned the advertisement does not deliver the branding message effectively because it just keeps showing the sexy body. This can be explained by a previous study that concludes that consumers will have higher acceptance

towards sexual appeal advertisements only when there is a clear connection between the product and the advertisement (Beetles & Harris, 2005). Therefore, the participants think that the advertisement did not deliver the branding message effectively.

On the contrary, participants D, E, H, and I agreed that sexual appeal can deliver the branding message effectively. Participant D thinks the advertisement shows that the drink is tasty and nice. Participant E and H stated that the advertisement is promoting the drink, so the branding message is clear. Participant I also think that the branding messages are effectively delivered because the advertisement affects his attitude towards the advertisement, attitude towards the brand, and his buying intention.

The tenth question is to find out whether the sexual appeal online advertisement affects the participants' attitude towards the brand. All participants, except participant F, think that the advertisement affects their attitude towards the brand. Specifically, participants D, E, H, I, and J said that the sexual appeal online advertisement causes them to have a positive attitude towards the brand. Participants D and E said that the sexual appeal online advertisement is impressive and interesting. Participant D added that he can still remember the advertisement even after a long time. Participant H thinks that the advertisement can raise brand awareness. Participant I pointed out that sexual appeal is an effective stimulus that gives a positive attitude towards the brand. Participant J stated that he will tend to imitate the character in the advertisement.

Nevertheless, participants A, B, C, and G said that the sexual appeal online advertisement causes them to have a negative attitude towards the brand. Participants A, B, and C stated that sexual appeal is not suitable to promote the product, which is just a healthy drink. The participants do not understand why the brand uses sexual appeal to advertise the product because there is no connection between the product and sexual appeal, and they dislike the way

the brand promotes the product. The bad choice of advertising reflects badly on the brand image, causing them to have a bad impression of the brand after watching the advertisement. Likewise, participant G assumes that the brand is of bad quality after watching the sexual appeal online advertisement. His response is justifiable from research by Black et al. (2018) stated that using sex appeal to advertise a non-sexual product causes consumers to have a negative perception towards the product, decreasing brand recall and reducing the likeliness of purchase behavior among consumers. Additionally, participant F thinks that his attitude towards the brand was not affected by the advertisement because he does not know what the brand is.

The eleventh question is to determine whether various degrees of sexual appeal online advertisement such as revealing body parts will affect the participants' attitude towards the advertisement. According to Sarpal et al. (2018), Malaysians do not favor advertisements that show a high degree of sex appeal in the advertisement. This can be further proven in this research as participants A, B, C, D, E, F, I and J agreed that various degrees of sexual appeal online advertisement will affect their attitude towards the advertisement. Participant A thinks the high degree of sex appeal in advertisement distract her from focusing on the product, causing her to dislike the advertisement. In her opinion, using a high degree of sex appeal in an advertisement may defeat the purpose of the advertisement, which should be focusing on promoting the product. Participant B said she will have a bad impression of the product because of the high degree of sexual appeal in the advertisement. However, she is still able to accept advertisements with lower degrees of sexual appeal. Participant C mentioned that a high degree of sex appeal in advertisement makes her feel disgusted and resists the advertisement, assuming that the advertised product has low quality. Participant D said that he will prefer advertisements with a lower degree of sexual appeal in comparison to a higher degree of sexual appeal. Meanwhile, participants I and J think that a high degree of sex appeal in advertisements causes them to generate fantasy and have psychological responses.

In contrast, participants G and H stated that various degrees of sexual appeal online advertisement will not affect their attitude towards the advertisement. Participant G pointed out that various degrees of sexual appeal will not affect her attitude because even with different degrees of sexual appeal, it is still considered as a sexual appeal online advertisement in general.

The last question is to identify whether the participants think the brand should involve or indulge more sexual appeal online advertisement in the future. Even with multiple research done on the use of sexual appeal in advertisements, there are still controversial debates on whether sexual appeal should be used to advertise products. The findings of this research show that participants A, B, C, G, I, and J think that the brand should not use sexual appeal online advertisement in the future. Participants A, B, and C stated that the product is a healthy drink that is for a public audience, so the sexual appeal is not suitable to advertise the product. Besides, Participant B mentioned that there are a lot of other ways to promote products, and using sexual appeal might bring negative effects to children's sexual attitudes. Moreover, participant C thinks that children will not be attracted to the sexual appeal online advertisement. Participant G thinks that sexual appeal is a bad idea to advertise the product. Participant I said that the sexual appeal online advertisement will influence next-generation thinking and lead to an increase in criminal cases. Participant J added that the sexual appeal online advertisement creates a sense of discomfort among the audience, especially females and Muslims in Malaysia.

On the other hand, participants D, E, F, and H think that the brand should involve or indulge more sexual appeal online advertisement in the future. Participant D said that sexual appeal online advertisement is good for those who are open-minded. However, it will be challenging to use sexual appeal online advertisements to attract customers who are close-minded.

4.8 Summary

Throughout the research, this research has achieved its purpose which are to examine the attitude of Malaysian adolescents towards sexual appeal online advertisements and how sexual appeal online advertisements influence the sexual attitudes of Malaysian adolescents. The majority of the female participants show a negative attitude towards the Tea Sexual Appeal Online Advertisement. In contrast with female participants, male participants show a positive attitude. Most of the female participants tend to have negative feelings towards sexual appeal online advertisements. However, male participants react differently, they tend to have positive feelings towards sexual appeal online advertisements. Most of the participants believe that the 17 Tea Sexual Appeal Online Advertisement didn't influence their sexual mental attitude towards sexual behavior or their lifestyle. The participants think that the advertisement affects their attitude positively or negatively towards the brand. Most of the participants agree that various degrees of sexual appeal online advertisement will affect their attitude towards the advertisement.

On the other hand, this study has found out the effectiveness of sexual appeal online advertisements among Malaysian adolescents. Most participants will not buy the product as the advertisement didn't stimulate their purchase intention. Also, they think the advertisement didn't deliver the branding message effectively. The majority of participants think that the brand shouldn't involve or indulge more sexual appeal online advertisement in the future. Last, the majority of the participants think that sexual appeal online advertisements are not acceptable in Malaysia because of religious restrictions.

Chapter 5

Discussion and Conclusion

5.0 Introduction

This chapter further discusses and explains the major findings summarized in the previous chapter. This helps provide a deeper insight into the results of the research. Then, the limitations of this study are identified. The findings of this research are limited to the context of Malaysian Chinese adolescent students. Thus, the conclusions may hold incorrect assumptions when applied to different settings or contexts. Recommendations are provided for future researchers to further investigate related topics and fill in the gap of this research. Lastly, the conclusion of this study summarized the main findings, limitations, recommendations, and significance of this study.

5.1 Discussion

The purpose of this study was to confirm the relationship between sexual appeal online advertisement and sexual attitude of Malaysian adolescents. The following section will discuss and explain the findings of the research based on the research questions below.

5.1.1 Do sexual appeal online advertisement influence the sexual attitude of Malaysian adolescents?

Significantly, the research found that the sexual appeal online advertisement does not influence most of the participants' sexual attitudes. After watching the advertisement, the majority of the participants stated that the advertisement did not influence their mental attitude towards sexual behavior or lifestyle. The research findings discovered that Malaysian adolescents think sexual appeal online

advertisements are commonly seen on the internet nowadays, so it is just a normal product advertisement and it will not influence their sexual attitude. These findings contradict the research by Ward and Friedman (2006) which found that long-term exposure to stereotypical contents increases the level of acceptance towards gender or sexual stereotypes. Moreover, the results also differ from earlier studies by Buckingham et al. (2007) who suggested that exposure to sexually explicit content in media may influence the sexual attitude of the audience. It has been suggested that exposure to advertisements may potentially influence adolescents' behavior (Bruijin et al., 2009; Camenga et al., 2018). This does not appear to be the case. It is crucial to note that the participants of this study are well-educated, have a high level of sexual knowledge, and have mature personalities, and they were not influenced by the advertisement at all. Therefore, this rather contradictory result may be due to education level, level of sexual knowledge, and the personality of participants. While previous research focused on how exposure to media and advertisements influence adolescents, the results of this study provide new insight into how other factors such as education level, level of sexual knowledge, and personality can be important mediating variables of the relationship between sexual attitudes of Malaysian adolescents towards sexual appeal online advertisements.

5.1.2 What is the attitude of Malaysian adolescents towards sexual appeal online advertisements?

The data suggests that males and female Malaysian adolescents have different attitudes towards the sexual appeal online advertisement. The results indicate that male Malaysian adolescents have a positive attitude towards the sexual appeal online advertisements. The male participants mentioned that they were attracted to the female

model in the advertisement. Besides, they also felt excited and surprised while watching the sexual appeal online advertisement. On the other hand, the female Malaysian adolescents have a negative attitude towards the sexual appeal online advertisement. The female participants think that the sexual appeal online advertisement is inappropriate, lacks product information, and irrelevant to the product. They also added that they felt bored and embarrassed after watching the sexual appeal online advertisement. These findings are consistent with previous research by Ognjanov et al. (2009) and Sarpal et al. (2018) which concluded that males tend to favor sexual appeal advertisement compared to females. The result of this study also appears to support the findings of Ognjanov et al. (2009) which found that females react negatively to sexual appeal advertisement of products not related to the human body. Apart from that, this study provides evidence to another research by Hermannsdóttir and Gunnarsdóttir (2015), which found that using sexual appeal to advertise products unrelated to sex causes customers to have negative attitudes towards the advertisement and the brand.

Besides, other major findings of this research discovered that various degrees of sexual appeal online advertisement can affect the attitudes of Malaysian adolescents towards the advertisement. A similar conclusion was reached by Wyllie et al. (2014) who found that mild sexual appeal in advertisement may effectively influence consumers' attitude and behaviour in comparison to explicit sexual appeal in advertisements. In this research, most female participants agreed that overly explicit sexual appeal in advertisements can affect them to have negative attitudes toward the sexual appeal online advertisement. They mentioned that the explicit sexual appeal are distracting and cause them to have a bad impression of the advertised product. According to Sarpal et al. (2018), most females are uncomfortable with high nudity in advertisements in comparison to males. This might be due to the females feeling

humiliated that they are the subjects in the advertisement used to stimulate men. However, the male participants stated that explicit sexual appeal in advertising affects their attitude towards the advertisement as they are psychologically aroused and fantasize after watching the sexual appeal advertisement. These results are in line with previous studies by Reichert (2007) who found that sexual appeal in advertisement enhances sexual thoughts in an advertisement, and, at the same time, decreases thoughts directed to product or brand information. The findings of this study imply that advertisers should note that males and females have different attitudinal responses towards sexual appeal online advertisement. If advertisers decide to use sexual appeal, they should be cautious with the degree of sexual appeal in the advertisement as it may influence consumers' attitude towards the advertisement, and consequently, attitude towards the brand and product quality.

5.1.3 Are sexual appeal online advertisement effective towards Malaysian adolescents?

The research result of this study proposed that sexual appeal online advertisements are not effective towards Malaysian adolescents. Even though participants are attracted by the sexual appeal online advertisement and have a positive attitude towards the advertisement, results revealed that the participants think the sexual appeal online advertisement is unable to deliver the branding message effectively. The participants explained that they have no idea what the branding message is because the advertisement keeps showing a sexy body. These results are broadly in harmony with existing evidence of a study by Wirtz et al. (2018) that stated that sexual appeal does not bring any advantages or disadvantages to increasing brand awareness or strengthening brand position. According to Hultin and Lurch (2004), sexual appeal

advertisements are so common, that it will not affect the audience's buying behavior. Likewise, the majority of participants of this study also stated that the sexual appeal online advertisement did not stimulate them to buy the product in the advertisement. They mentioned that compared to the advertisement, their buying behaviours depend more on other factors such as price, reviews, and need of the product rather than the advertisement.

The findings of this study showed that most participants think that sexual appeal online advertisements are not acceptable in Malaysian society. Malaysia is a multicultural country, consisting of 3 main ethnic groups: Malays, Chinese, and Indians. The data released by the Department of Statistics Malaysia (2020) showed that the Malaysian population consists of 69.6% Bumiputera (Malays and orang Asli), 22.6% Chinese, and 6.8% Indians. This indicates that the Malays are the largest community in Malaysia, making Islam the most practiced religion in the country. According to the Malaysian Federal Constitution, Islam is regarded as the national religion of Malaysia. However, citizens have the freedom to practice other religions in harmony. According to Ismail and Melewar (2014), Malaysian Muslims follow the Syari'ah law and Islamic values which emphasize duties, morals, and behaviors in their daily life. The Islamic values affect consumers' perception toward products, services, brands, advertisements, and decision-making. Bayraktar (2012) also suggested that Muslim consumers develop negative attitude to sexual appeal advertisement. As a result of the "halo effect", they might develop a negative attitude towards the brand and the company that owns these brands. Therefore, sexual appeal advertisement might be deemed offensive by Malaysian Muslims. Lastly, most participants also think that the brand should not involve or indulge more sexual appeal online advertisement in the future.

5.1.4 Theoretical Implications

According to social learning theory, different behaviors can be learned by watching and imitating others. Human behavior is learned through observing and imitating, from watching others which include the sexual appeal online advertisements. This will give an idea of how different actions are done, and then this knowledge will act as a reference for practice. Social learning theory describes human behaviors in connection with the constant mutual association between behavioral, cognitive, and environmental influences. The elements include attention which is the degree to which a person is subject to notice of the action or behavior. Before a person imitates, they need to pay special attention to the specific behavior of a person. Research results found that male participants observe and tend to imitate the behavior inside the ad because of the sexual appeal online advertisement and the attractive model which grab their attention. In contrast, the female participants did not imitate the behavior inside the ad and they mentioned that the ad was not attractive and not relevant. The male participants were attracted to the “17 Tea” Korean advertisement because it used sexual appeal to promote the product. Besides, the male participants also tend to imitate the behavior inside the ad because of the Korean female celebrity with a sexy dress demonstrating sexy poses while holding green tea and also drinking the tea in a sexy way. The Korean female celebrity acting inside the advertisement was attractive and successfully made male participants imitate her.

5.2 Limitations of Study

There were some limitations to this research. Firstly, the sample size of this study was small, with only 10 participants, 5 males, and 5 females, most of the participants came from Perak. The participants' race only included Chinese. This has restricted the wider range of results from different answers. If more participants participate, it is still possible to find a broader answer. Besides, due to the high variability of this study, the small sample size will also affect the trustworthiness of the results, which means that the answers may cause unfairness. For example, the answers of participants can be affected by his/her reaction to the interviewer's race, class, age, or physical appearance. The generalizability of this study is also limited by the states of the participants. Because the participants chosen were only from two states which are Negeri Sembilan and Perak.

Next, in-depth interviews are very time-consuming because the interviews must be translated, organized, analyzed, and reported. If the interviewer is not skillful and experienced, it may delay the entire process. The preparation of the interview session also takes time as there are more procedures compared to doing a survey. Participants care about their privacy, they think that interview sessions provide less obscurity. For this research, no images and names of participants were provided to respect the participant's decision. Participants are willing to give their age, race, and region only.

Due to the COVID-19 pandemic, UTAR has started online learning. Final year project two was also conducted online to facilitate two-way communication between students and faculty. This has increased difficulty when conducting in-depth interviews because it needed to be conducted online by using Microsoft Teams or any other communication platforms and some of the participants, they might face some internet issues such as slow internet speed and

internet disruption. In addition, some of them still don't have access to the internet when at home.

Lastly, due to the lack of available information especially from journal and research articles in Malaysia for the research topic chosen. This has increased difficulty when searching for information and need to look into articles from other countries to fit into the research topic chosen.

5.3 Recommendation for future research

One of the issues that emerges from these findings is the data collected from this research is solely based on the 17 Tea sexual appeal online advertisement which only depicted female model with sexy pose. There is still an abundant room for further progress in determining whether different types of sexual appeal online advertisement, such as using male model or couple model in sexual appeal online advertisements, may produce different results in future related topics. Therefore, further research is needed to establish how adolescents react to different types of sexual appeal online advertisement, and whether these advertisements may influence adolescents' sexual attitudes.

A notable finding of this research suggested that males and females holds different attitude towards sexual appeal online advertisement. To develop a full picture of how different gender reacts to sexual appeal online advertisements, further studies with more focus on gender as a variable should be done to further confirm the results of this study. Moreover, it is beyond the scope of this study to determine whether conducting similar research in foreign countries may produce similar results. Based on the results of this research, Malaysian adolescents think that sexual appeal online advertisements are difficult to be accepted in Malaysia, this might be

due to the culture of Malaysia. However, foreign adolescents may have different perspectives or thoughts regarding this question, which could lead to different results of the research. Thus, further research is recommended to determine whether there is a difference point of view between Malaysian adolescents and foreign adolescents.

Future researchers should conduct research related to the topic in different settings, and target people with different demographic backgrounds such as age, race, ethnicity, religion, and education. The thoughts and opinions of people from different demographic backgrounds may vary from one another due to different beliefs and values. Therefore, it is important to investigate whether the differences of participants' demographic background may generate new findings that can be used to explain the behaviour of the target demographic population.

Apart from that, future researchers should increase the sample size of the qualitative study. According to Zamboni (2018), having a larger sample size can increase the significance level of results. As larger sample size offers more data to the researchers, the results can more accurately reflect the target population of the study. This is because the outliers from the smaller sample size can be identified, resulting in smaller margin of error.

Lastly, future researchers may apply quantitative research methods to future studies. According to Mander (2017), quantitative research can include larger samples. This means that the quantitative research involves more subjects, enabling better generalization of findings. Moreover, quantitative research is more objective and accurate because it only focuses on close-ended information related to specific variables. Additionally, quantitative research is also convenient for future researchers because it can save time and save cost. Data collection can be performed among large samples via digital devices without geographical or time restrictions.

5.4 Conclusion

This research has indicated the relationship between sexual appeal online advertisement and sexual attitude of Malaysian adolescents. In conclusion, there were some important findings in this research. Sexual appeal online advertisement does not influence most of the participants' sexual attitudes. Female participants have a negative attitude towards sexual appeal online advertisement. However, male participants have a positive attitude towards sexual appeal online advertisement. The research also found out that sexual appeal online advertisements are not effective towards Malaysian adolescents.

Moreover, there were also some limitations in this research, such as insufficient sample size, time-consuming qualitative research method, and lack of previous research studies on the topic. For future research, it is relevant to investigate whether sexual appeal online advertisements influence sexual attitudes of different religions of Malaysian adolescents towards sexual appeal online advertisements. After that, future researchers should also increase the sample size and apply quantitative research methods for this study to improve the validity and reliability of the study.

The findings of this research have made a significant contribution to the parents, society as well as future researchers. Firstly, the parents will have a better understanding of the influence of sexual appeal online advertisement on their children. This research also benefits the society, the advertisers can know the relationship between sexual appeal online advertisement and sexual attitude of Malaysian adolescents. Lastly, this research can benefit future researchers. It provides a lot of information regarding the sexual attitudes of Malaysian adolescents toward sexual appeal online advertisement.

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(APPENDIX D)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ARTS AND SOCIAL SCIENCE
BACHELOR OF COMMUNICATION (HONS) ADVERTISING

Introduction

This research is performed for *Sexual attitude of Malaysian adolescents towards sexual appeal online advertisement* to fulfill the requirement of **UAMA3033 Project I** under the Bachelor Degree of Mass Communication (Hons) Advertising in Universiti Tunku Abdul Rahman.

Confidentiality Disclaimer

Your response will be digitally audio-taped for data analysis, discussion and presentation. All responses will be kept anonymous and confidential. The information provided will only be used for academic purposes and data analysis of this research paper. The information will not be disclosed to any unauthorized person.

Voluntariness and Withdrawal form Study

Your participation in this interview is strictly voluntary. You may choose to stop the interview at any point of the interview if you feel uncomfortable of the questions. Please provide honest answers for accurate data analysis of the researchers.

Declaration of consent by participants

I have read the material above, and I voluntarily agree to participate in this interview. I understand that the responses recorded will be used for academic research purposes and kept confidential. I agree to provide my honest answer and opinion for the research.

Date : _____

Signature:

Thank you for your participation.

Yours Sincerely,

Voon Shu Shin

Roger Tham Zhee Zhin

Seah Chia Jin

Interview script

First of all, thank you for agreeing to participate in this interview session for my research study. The aim of this study is to identify the sexual attitudes of Malaysian adolescents towards online advertisements.

This study will collect data on the opinion on sexual appeal online advertisements and sexual attitude of adolescents.

The duration of this interview will approximately half an hour and you are required to answer several questions after watching a sexual appeal online advertisement.

An audio recording will be taken during the interview for data analysis.

Please state whether you are fine or not for the audio recording

Yes **No**

If yes: Thank you! Please let me know if at any point you wish to stop the audio recording or keep something you said off the record.

If no: Thank you for letting me know. I will only take notes of our conversation.

Before we conduct the interview, do you have any questions?

If you have any question in the middle of the interview, feel free to ask us any time.

Interview questions

1. Do you know what sexual appeal is?
2. What is your understanding of sexual appeal online advertisements?
3. How do you react to the sexual appeal online advertisement?
4. Do you think the sexual appeal online advertisement influence your mental attitude towards sexual behaviour or your lifestyle?
5. How do the sexual appeal online advertisement influence you?
6. How do you feel when you watch sexual appeal online advertisements?
7. Do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?
8. Does the sexual appeal online advertisement stimulates you to purchase the product shown in the advertisement?
9. Do you think the sexual appeal online advertisement are able to deliver the branding message effectively?
10. Do you think the sexual appeal online advertisement affects your attitude towards the brand?
11. In your opinion, can various degree of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?
12. Do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?



(APPENDIX E)
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ARTS AND SOCIAL SCIENCE
BACHELOR OF COMMUNICATION (HONS) ADVERTISING

Sexual appeal online advertisement for interview session

17 Tea – Green Tea advertisement



My Sassy Girl in Hot Korean Lemon Tea Commercial

몸에 좋은 17가지 차를
한병에 다담았다

▶ ⏪ 🔊 0:20 / 1:00

My Sassy Girl in Hot Korean Lemon Tea Commercial



▶ ⏪ 🔊 0:31 / 1:00

My Sassy Girl in Hot Korean Lemon Tea Commercial



0:46 / 1:00

My Sassy Girl in Hot Korean Lemon Tea Commercial



0:58 / 1:00

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview A (4/11/2020)

Interviewer: Voon Shu Shin

Interviewer: Hello, Poi Yun. Let us start the interview. Firstly, do you know what sexual appeal is?

Respondent: Yes. It is something about sex.

Interviewer: So, do you know what is sexual appeal online advertisement?

Respondent: Yes, I think that it is advertisements that usually use those sexy elements like wearing a bikini. I think they usually appear on those gambling websites.

Interviewer: Okay. So, now I will show you a video. Then I will ask you some questions.

Respondent: Ok.

Interviewer: So, how do you react to the sexual appeal online advertisement?

Respondent: I think that the video is sexy but not too over. But i think the ad is not relevant because it is selling drinks.

Interviewer: Then, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: No. In my opinion, I don't think it influences my mental attitude because I have a more matured personality. But if for other people, I am not so sure if this will influence them.

Interviewer: Next question, how does the sexual appeal online advertisement influence you?

Respondent: I think that the ad does not attract me to buy the product because I think the sexual appeal and the product is not relevant.

Interviewer: How do you feel when you watch the sexual appeal online advertisement?

Respondent: I just feel like the ad is very irrelevant because it's showing a celebrity more than the product. I don't think it attracts me. Maybe because the model is female. Maybe I will be more attracted if the model is a handsome man.

Interviewer: I see. What if this sexual appeal is used to advertise other products?

Respondent: I think this kind of advertisement is more suitable for beer or cigarette ads.

Interviewer: I see. Do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: For myself, I think this advertisement it's acceptable because it is not too sexy or over. But I think Malaysian society will not accept this kind of advertisement because of the Islamic religious restriction of the country.

Interviewer: Does the sexual appeal online advertisement stimulates you to purchase the product shown in the advertisement?

Respondent. Definitely not. Because it is selling products like green tea or lemon tea.

Interviewer: Do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: No.

Interviewer: Do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: I think it gives me a negative attitude towards the brand. I feel like sexual appeal is very not suitable to advertise this green tea product.

Interviewer: In your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Ya. I think too much nudity will distract me from focusing on the product in the advertisement. So, I will have a negative attitude to the advertisement.

Interviewer: Lastly, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: No. They should not do this type of advertisement anymore. Because green tea is like a healthy kind of product. If the product is like beer, like only for people over 18 years old then it's still ok. But this green tea is more for the public audience, so I think this brand is not suitable to use sexual appeal for advertising.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview B (7/11/2020)

Interviewer: Voon Shu Shin

Interviewer: Hi Zhi Wen, thank you for agreeing to participate in this interview. Before I start the interview, let me show you a video first.

Respondent: Ok.

Interviewer: After watching the video, do you know what is sexual appeal?

Respondent: Yes. It is like doing some sexual move to attract attention.

Interviewer: Then, what is your understanding of sexual appeal online advertisements?

Respondent: I think it is like there is sexual hint or content inside the advertisement.

Interviewer: So, how do you react to the sexual appeal online advertisement?

Respondent: After watching, I think I dislike this advertisement because I am a conservative person. So I feel like this is an inappropriate advertisement.

Interviewer: Do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: I think it doesn't influence me. Since I am a Science stream student, I am familiar with some sexual knowledge in school syllabus. So I think this advertisement doesn't really influence me at all.

Interviewer: Other than mental attitude towards sexual behaviour or lifestyle, how do the sexual appeal online advertisement influence you?

Respondent: This advertisement makes me feel like the brand is using an inappropriate method to promote their product.

Interviewer: Oh, ok. So does it mean the advertisement gives you a bad impression on the product?

Respondent: Ya.

Interviewer: Do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: I think Malaysian society cannot accept this kind of advertisement. In my opinion, Malaysians are more conservative, especially when the majority are Malays. Their religious practice is more strict and conservative. So I think they cannot accept this kind of advertisement.

Interviewer: Does the sexual appeal online advertisement stimulates you to purchase the product shown in the advertisement?

Respondent: I think the advertisement doesn't influence my buying behaviour. When I buy a product, it depends more on whether I have the need to buy the product. I will also look for a good review of the product. So, I think this advertisement does not stimulate me to buy the product.

Interviewer: Do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: To be honest, I don't understand what is the relevance between the green tea and the celebrity showing sexy moves. So, I think the advertisement did not deliver the branding message effectively.

Interviewer: Do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: I will have some negative attitude towards the way the brand promotes the product. But for the product, it depends whether the product is good or not.

Interviewer: In your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Yes. Like if the advertisement includes nudity, I will have a bad impression on the advertisement. But for lower degrees of sexual appeal, maybe I can still accept the advertisement.

Interviewer: Last question. Do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: I think the brand shouldn't use sexual appeal in the future. Actually, there are a lot of other ways to bring out the brand message. I think the purpose of advertising is to spread a message to a public audience. Then, the public audience is from people of different age groups. If they continue to use sexual appeal, it is not good for children, and might bring negative effects to children's sexual attitudes.

Interviewer: Ok. That's all for the interview session. Thank you for your participation in our interview.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview C (7/11/2020)

Interviewer: Voon Shu Shin

Interviewer: Hello, Ding Hui. Before I start the interview, let me show you a video first.

Respondent: Ok.

Interviewer: First question. Do you know what sexual appeal is?

Respondent: Yes. It is something to do with sexual attraction.

Interviewer: What is your understanding of sexual appeal online advertisements?

Respondent: I think it is those advertisement that use content related to sex to gain attention.

Interviewer: How do you react to the sexual appeal online advertisement?

Respondent: I think the advertisement is just normal. Nothing special. Because nowadays this kind of advertisement is quite common in the internet.

Interviewer: Do you think the sexual appeal online advertisement influence your mental attitude towards sexual behaviour or your lifestyle?

Respondent: No, I don't think so.

Interviewer: Other than mental attitude towards sexual behaviour or lifestyle, how do the sexual appeal online advertisement influence you?

Respondent: For myself, I think the sexual appeal online advertisement don't have any influence for me because I am more mature. But I think this advertisement maybe will influence the younger kids.

Interviewer: How do you feel when you watch sexual appeal online advertisements?

Respondent: I feel like sexual appeal online advertisements are very embarrassing.

Interviewer: Do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: I think Malaysian society cannot accept because Malaysian are very conservative. Besides, they are also influenced by the more conservative parenting style of their families.

Interviewer: Then, does the sexual appeal online advertisement stimulates you to purchase the product shown in the advertisement?

Respondent: No.

Interviewer: Do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: No. Because I think the sexual appeal online advertisement and the product they want to sell is totally different. Moreover, I think it is very obvious that they use this sexual appeal plainly just to attract people to buy this product. So, I don't feel stimulated by this advertisement.

Interviewer: Do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: Yes. I think I will have a bad attitude towards the brand. I don't understand why they want to use sexual appeal to attract customers. Because they are just selling a drink, but they are using sexual appeal to attract customers.

Interviewer: In your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Yes. I feel like if there is too much nudity, I will feel very disgusted and resist the advertisement, like the product is very low quality.

Interviewer: Finally, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: No, the brand should not use sexual appeal in the future because their target audience is the public audience, including children. So, children will not be attracted to sexual appeal advertisement

Interviewer: Ok. Thank you for your participation.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview D (9/11/2020)

Interviewer: Seah Chia Jin

Interviewer: The First question, do you know what sexual appeal is?

Respondent: In my opinion, I think Sexual appeal is like being attracted by the opposite sex.

Interviewer: Question 2, what is your understanding of sexual appeal online advertisements?

Respondent: Based on my opinion, sexual appeal online advertisements are the use of sex appeal in the advertisement.

Interviewer: Before we proceed to the next question, I will show you a sexual appeal online advertisement.

Interviewer: Question 3, how do you react to the sexual appeal online advertisement?

Respondent: I feel enjoy and the female actor is quite beautiful and also sexy.

Interviewer: Question 4, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: This advertisement is very common because I had seen a lot of sexual appeal online advertisements before I watch this online advertisement.

Interviewer: Question 5, how does the sexual appeal online advertisement influence you?

Respondent: It increases my curiosity towards the product.

Interviewer: Question 6, how do you feel when you watch sexual appeal online advertisements?

Respondent: For my feeling, I think it is normal and nothing special, just like how I watch other advertisements. I think no difference.

Interviewer: Question 7, do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: For this, I don't think Malaysian society will accept this kind of sexual appeal online advertisements. It is because we also know most of the Malaysian they are still in close-minded. Not like western countries such as UK, USA, they are open-minded. For our country is still in close-minded thinking, they will not accept this kind of advertisement.

Interviewer: Question 8, does the sexual appeal online advertisement stimulate you to purchase the product shown in the advertisement?

Respondent: Yes, I think I will try the product because I like this advertisement. And this advertisement has success to convince me and caught my attention to try about it.

Interviewer: Question 9, do you think the sexual appeal online advertisements are able to deliver the branding message effectively?

Respondent: I think the main purpose of this advertisement is show that the drinks is very taste, quite nice.

Interviewer: Question 10, do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: Basically yes. Because the advertisement is very impressive. So, I can still remember the advertisement right now. I have watched this advertisement 10 minutes ago; I still remember the content.

Interviewer: Question 11, in your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Yes, for me I don't like advertisement with nudity. I think I would more prefer the advertisement without nudity.

Interviewer: The last question, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: For me, yes. Because this sexual appeal online advertisement will be good to the brand when their people are open-minded, but for close-minded will have a bit of challenges right now. So, it takes time to take this challenge.

Interviewer: Ok, thank you.

Respondent: Thank you.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview E (10/11/2020)

Interviewer: Seah Chia Jin

Interviewer: First question, do you know what sexual appeal is?

Respondent: It is a process when a male and female are attracted by each other.

Interviewer: Question 2, what is your understanding of sexual appeal online advertisements?

Respondent: For my understanding, the advertisements are using the sex to attract their audience.

Interviewer: So, before we proceed to the next question, I will show you a sexual appeal online advertisement.

Interviewer: Question 3, how do you react to the sexual appeal online advertisement?

Respondent: I think it is a good advertisement and I like the advertisement too.

Interviewer: Question 4, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: No, because it is just an advertisement for us to know that about the product.

Interviewer: Question 5, how does the sexual appeal online advertisement influence you?

Respondent: The model in the advertisement that influenced me.

Interviewer: Question 6, how do you feel when you watch sexual appeal online advertisements?

Respondent: Wow, I feel that I am so excited because sexual appeal online advertisements are so interesting.

Interviewer: Question 7, do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: I think sexual appeal online advertisements that can be accepted by Malaysian society, as I said that sexual appeal online advertisements are interesting and able to attract the audience.

Interviewer: Question 8, does the sexual appeal online advertisement stimulate you to purchase the product shown in the advertisement?

Respondent: Yes, because the model in the advertisement has successfully caught my attention to watch the entire advertisement.

Interviewer: Question 9, do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: Yes, because the advertisement is promoting their drinks.

Interviewer: Question 10, do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: Yes, the advertisement is interesting, and it also affects to me.

Interviewer: Question 11, in your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Yes, it is.

Interviewer: Question 12, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: Of course, I think they should involve more this kind of advertisement in the future.

Interviewer: Okay, that's all for our interview session. Thank you.

Respondent: You are welcome.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview F (9/11/2020)

Interviewer: Seah Chia Jin

Interviewer: The First question, do you know what sexual appeal is?

Respondent: Yes, Sexual appeal is when two difference gender of people are attracted by each other at the same time.

Interviewer: Second question, what is your understanding of sexual appeal online advertisements?

Respondent: Sexual appeal online advertisements use sex to promote their product or service.

Interviewer: Before we proceed to the next question, I will show you a sexual appeal online advertisement.

Interviewer: Question 3 is how do you react to the sexual appeal online advertisement?

Respondent: I think the advertisement attract me, but I was too focus on the model and don't know what the advertisement is about.

Interviewer: Question 4, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: Yes, it influences my mental attitude towards my lifestyle.

Interviewer: Question 5, how does the sexual appeal online advertisement influence you?

Respondent: I think the model is attractive, I would probably try to find someone like her when I am choosing my girlfriend.

Interviewer: Question 6, how do you feel when you watch sexual appeal online advertisements?

Respondent: I feel excited especially when the advertisement has female model.

Interviewer: Question 7, do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: No. Because Malaysia is a country with many Muslims.

Interviewer: Question 8, does the sexual appeal online advertisement stimulate you to purchase the product shown in the advertisement?

Respondent: No, I was too focus on the model and didn't notice what the product is.

Interviewer: Question 9, do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: No, I have no idea.

Interviewer: Question 10, do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: No, I don't know what the brand is.

Interviewer: In your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: Yes.

Interviewer: Do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: Yes, I enjoy watching sexual appeal online advertisement.

Interviewer: Ok, thank you very much.

Respondent: You are welcome.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview G (10/11/2020)

Interviewer: Seah Chia Jin

Interviewer: Question 1, do you know what sexual appeal is?

Respondent: Yes, sexual appeal is when you are being attracted by the opposite gender in terms of their personal characteristics.

Interviewer: Question 2, what is your understanding of sexual appeal online advertisements?

Respondent: For my understanding, the advertisements are showing some photos or scenes that have sex content.

Interviewer: Before we proceed to the next question, I will show you a sexual appeal online advertisement.

Interviewer: Question 3, how do you react to the sexual appeal online advertisement?

Respondent: I don't like the video, because the advertisement doesn't show the information about the drink.

Interviewer: Question 4, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: No, it doesn't influence me.

Interviewer: Question 5, how does the sexual appeal online advertisement influence you?

Respondent: It makes me feel disgusting, the advertisement is just trying to show the female body, not the product itself.

Interviewer: Question 6, how do you feel when you watch sexual appeal online advertisements?

Respondent: I feel boring, all the sexual appeal online advertisements that I watch before doesn't attract me.

Interviewer: Question 7, do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: I think Malaysian society will not accept because Malaysian has low level of sex education.

Interviewer: Question 8, does the sexual appeal online advertisement stimulate you to purchase the product shown in the advertisement?

Respondent: No, I think the advertisement is boring so it cannot stimulate me to purchase the product.

Interviewer: Question 9, do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: No, I think not only the branding message unable to deliver, even the advertisement also not effective.

Interviewer: Question 10, do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: Yes, now I assume that the quality of the brand is very bad after watching this advertisement.

Interviewer: Question 11, in your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent: No, I think my attitude will remain the same if the advertisement is a sexual appeal online advertisement.

Interviewer: The last question, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: I think this is a bad idea, the brand should not involve sexual appeal online advertisement anymore.

Interviewer: That's all for our interview session. Thank you.

Respondent: Thank you.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview H (11/11/2020)

Interviewer: Seah Chia Jin

Interviewer: Question 1, do you know what sexual appeal is?

Respondent: Sexual appeal is the moment when two opposite sex are attracted by each other.

Interviewer: Question 2, what is your understanding of sexual appeal online advertisements?

Respondent: In my opinion, when online advertisements apply element of sex, they are considered as sexual appeal online advertisements.

Interviewer: Before we proceed to the next question, I will show you a sexual appeal online advertisement.

Interviewer: Question 3, how do you react to the sexual appeal online advertisement?

Respondent: I feel a little bit curious about the product, I think the advertisement is trying to convince the audience that the product is taste.

Interviewer: Question 4, do you think the sexual appeal online advertisement influences your mental attitude towards sexual behaviour or your lifestyle?

Respondent: No, but I am interested about the product.

Interviewer: Question 5, how does the sexual appeal online advertisement influence you?

Respondent: Yes, it influences my purchase intention.

Interviewer: Question 6, how do you feel when you watch sexual appeal online advertisements?

Respondent: I feel a bit shy when I see those sex scenes, but those advertisements are not bad.

Interviewer: Question 7, do you think sexual appeal online advertisements are acceptable in Malaysian society? Why?

Respondent: I am not sure whether Malaysian society can accept or not. For me, I cannot accept sexual appeal online advertisements because those advertisements are overfocus on the sex scene rather than the product itself.

Interviewer: Question 8, does the sexual appeal online advertisement stimulate you to purchase the product shown in the advertisement?

Respondent: Yes, I will buy the product.

Interviewer: Question 9, do you think the sexual appeal online advertisement are able to deliver the branding message effectively?

Respondent: Yes, the message that they try to deliver is quite clear.

Interviewer: Question 10, do you think the sexual appeal online advertisement affects your attitude towards the brand?

Respondent: Yes, I think the brand has raised their brand awareness and affect my attitude.

Interviewer: Question 11, in your opinion, can various degrees of sexual appeal online advertisement which includes nudity affect your attitude towards the advertisement?

Respondent No, I don't think so.

Interviewer: Last question, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future?

Respondent: Yes, I think sexual appeal online advertisement should be involved in the future.

Interviewer: Thank you.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview I (4/11/2020)

Interviewer: Roger Tham Zhee Zhin

Interviewer: Hi, before I conduct the interview, do you have any questions ? If you have any questions in the middle of the interview, feel free to ask us any time. So now let me give you to watch a video.

Interviewer: Thanks for watching the advertisement.

Interviewer: Now the first question is do you know what is sexual appeal ?

Respondent: Yes, sexual appeal means individual's ability to attract the sexual or erotic interests of other people.

Interviewer: Question number two, what is your understanding of sexual appeal online advertisements ?

Respondent: The sexual appeal online advertisements is used to promote their product because sex is the effective way to grab attention of the customer.

Interviewer: The third question, how do you react to the sexual appeal online advertisement ?

Respondent: For this sexual appeal online advertisement, I will react more positively because of the advertisement context.

Interviewer: The fourth question, do you think sexual appeal online advertisements influence your mental attitude towards sexual behaviour or your lifestyle ?

Respondent: I think sexual appeal online advertisement will influence my mental attitude towards lifestyle means that I can enjoy a more fulfilling sex life.

Interviewer: The fifth question, how do the sexual appeal online advertisements influence you ?

Respondent: It will influence my buying choices as well as an impact on the product brand.

Interviewer: Number six, how do you feel when you watch sexual appeal online advertisements ?

Respondent: This video makes me surprised because they use this way to promote their product.

Interviewer: Number seven, do you think sexual appeal online advertisements are acceptable in Malaysian society ? Why ?

Respondent: I think Malaysia society cannot accept because our country religion Muslim could not accept it.

Interviewer: Number eight, does sexual appeal online advertisements stimulate you to purchase the product shown in the advertisement ?

Respondent: No, I need to see the price first before I will purchase it.

Interviewer: Number nine, do you think sexual appeal online advertisements are able to deliver the branding message effectively ?

Respondent: I think sexual appeal online advertisements are able to deliver branding messages effectively because it will affect attitude towards the advertisement, attitude towards the brand and buying intention.

Interviewer: Number ten, do you think sexual appeal online advertisements affect your attitude towards the brand ?

Respondent: I think sexual appeal is an effective stimulus that affects the individual positive attitude toward an advertisement.

Interviewer: Number eleven, in your opinion, can various degrees of sexual appeal online advertisements which include nudity affect your attitude towards the advertisement ?

Respondent: In my opinion, nudity can affect my attitude because it will generate our fantasy to face it.

Interviewer: Number twelve, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future ?

Respondent: I think the brand should not involve or indulge more sexual appeal online advertisement because it will influence our next generation thinking and this will increase the crime cases.

Interviewer: Okay, thank you for your participation.

Respondent: Thank you.

APPENDIX E INTERVIEW TRANSCRIPT

In-depth Interview Transcript

In-depth Interview J (8/11/2020)

Interviewer: Roger Tham Zhee Zhin

Interviewer: Hi, before I conduct the interview, do you have any questions ? If you have any questions in the middle of the interview, feel free to ask us any time. So now let me give you to watch a video.

Interviewer: Okay, the first question is do you know what sexual appeal is ?

Respondent: Sexual appeal is an individual's ability to attract the sexual or erotic interests of other people, and is a factor in sexual selection or mate choice. The attraction can be to the physical or other qualities or traits of a person, or to such qualities in the context where they appear.

Interviewer: The second question, what is your understanding of sexual appeal online advertisements ?

Respondent: It is a technique that uses nudity, muscular men or pin-up models to attract the audience.

Interviewer: Third question, how do you react to the sexual appeal online advertisement ?

Respondent: I will react positively because of the advertisement context.

Interviewer: Fourth question, do you think sexual appeal online advertisements influence your mental attitude towards sexual behaviour or your lifestyle ?

Respondent: I think sexual appeal online advertisements will influence my mental attitude towards sexual behaviour. After I see the advertisement, I will tend to have a reverie.

Interviewer: Number five, how do the sexual appeal online advertisements influence you ?

Respondent: It will lead me to buy the product.

Interviewer: Number six, how do you feel when you watch sexual appeal online advertisements ?

Respondent: It will make me excited and want to buy the product immediately.

Interviewer: Number seven, do you think sexual appeal online advertisements are acceptable in Malaysian society ? Why ?

Respondent: No. Because Malaysia is dominated by Malays Muslim. It will create a sense of discomfort for the Malays Muslim.

Interviewer: Number eight, does sexual appeal online advertisements stimulate you to purchase the product shown in the advertisement ?

Respondent: No. I will purchase the product based on the price.

Interviewer: Number nine, do you think sexual appeal online advertisements are able to deliver the branding message effectively ?

Respondent: No, it just keeps showing her sexy body in the advertisement.

Interviewer: Number ten, do you think sexual appeal online advertisements affect your attitude towards the brand ?

Respondent: Yes, because I have the tendency to imitate the character in the advertisement.

Interviewer: Number eleven, in your opinion, can various degrees of sexual appeal online advertisements which include nudity affect your attitude towards the advertisement ?

Respondent: Yes, in my opinion it will make me have a great fantasy and might have psychological response.

Interviewer: Number twelve, do you think that the brand should involve or indulge more sexual appeal online advertisement in the future ?

Respondent: No, it will create a sense of discomfort towards the audience, especially female or Muslim customer.

Interviewer: Thank you

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| Full Name(s) of Candidate(s) | Voon Shu Shin, Seah Chia Jin, Roger Tham Zhee Zhin |
| ID Number(s) | 1804489, 1605906, 1700540 |
| Programme / Course | BACHELOR OF COMMUNICATION (HONS) ADVERTISING |
| Title of Final Year Project | The sexual attitude of Malaysian adolescents towards sexual appeal online advertisements |

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Signature of Supervisor

Name: SATHISH KUMAR MANOHARAN

Date: 1st December 2020

Signature of Co-Supervisor

Name: _____

Date: _____

