



**THE INFLUENCE OF SEXUAL APPEAL IN ADVERTISING TOWARDS
MALAYSIAN COSMETIC PRODUCT BUYING BEHAVIOUR**

LAW TSU PIN
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LIM JOO HONG

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

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Besides, we would like to express our deep and sincere gratitude to our supervisor, Ms Cheryl for her valuable and constructive suggestions during the planning and development of this research work. It was a great privilege and honor to do this research and learn under her guidance.

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LAW TSU PIN

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APPROVAL FORM

This research paper attached hereto, entitled “The influence of sexual appeal in advertising towards malaysian cosmetic product buying behaviour” prepared and submitted by” Law Tsu Pin, Jasmine Koh Chia Min and Lim Joo Hong” in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.



Supervisor

Cheryl a/p Chelliah Thiruchelvam

Date:14th April 2020

Abstract

Sexual appeal advertisement is always a sensitive topic in Malaysia, this qualitative study aims to explore the perception of different races in Malaysia on sexual appeal advertisement and their opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. In order to find out whether sexual appeal advertisement is appropriate to advertise cosmetic products and how sexual appeal advertisement influence Malaysian buying behaviour. Based on the literature review of sexual appeal advertising in Malaysia and theory of planned behaviour, phenomenological research design was used. The data was collected by using email interview and conducted with 9 interviewees from different cities of Malaysia to explore individual's perception about sexual appeal advertisements. Additionally, thematic analysis has been used to identify the useful information from the collected data in this research. Findings show that the perception of different races in Malaysia on sexual appeal advertisement might differ due to the differences of religions and sexual appeal advertisement does not influence Malaysian buying behaviour of cosmetic products.

Keywords: Sexual Appeal Advertisement, Buying Behaviour, Malaysia, Perception, Cosmetic product.

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

1.0.1 Advertising

There is a significant growth in advertising used from the 20th century. Let's try to observe our surroundings, advertising has become a major communication to the society. Advertising is a way of communication which is delivered by the sender (advertiser) to the receiver (audience and consumer) through the media (television, poster, radio broadcasting and other media). Advertisement is also a way of promotion strategy in order to stimulate the audience's attention and buying decision. In past research, there is much evidence that advertising has a significant relationship with the growth of a company, whether it is the company's sales, company image or company recognition. In a shorter word, it will enhance the advertiser's sales performance (Shakib, 2017). From a group of Malaysia researchers, Tang and Chan (2017) described advertising as a marketing communication which is recorded, illustrated or filmed to boost a company sale or promoting a certain product. Besides, it is a paid form of communication which sends non personal messages.

According to Guttman (2020) the estimate of total spending in advertising until 2019 had reached 560 billion US dollar. On the other hand, Wong (2019) stated that Malaysia digital advertising has reached RM 1.3 billion in 2018 which has surpassed the television and printing advertisement.

From Tang and Chan (2017)'s statement, Internet development has increased the use of digital advertisement. Digital advertising has changed the communication between the advertiser and audience. From the past, the audience is passive towards the advertisement as traditional media is counted as one-way communication. However, digital advertisement is a

two-way communication which enhances the level of interaction between the sender and the receiver. Once again, the researchers mentioned that Malaysia's advertising industry has high confidence in digital advertisement.

1.0.2 Sexual Appeal in Advertising

In the market, advertisements are categorized into a few groups which are called as advertising appeals. For example, emotional appeal, humour appeal, sexual appeal and fear appeal. Based on Rajnerowicz (2020), advertising appeals are used to reach different types of audience in a different type of skill or style.

Through this research, the researchers are going to study deeper in sexual appeal advertisement. Sexual appeal advertising is a sensitive advertising style that shows sexually titillating images or sexual cues in order to attract male and female audiences (Rajnerowicz, 2020). Sexual advertisement is good for catching the audience's attention. However, if the advertiser misuses the sexual appeal, it might be an offensive message and a joke to the audience.

A research done by a group of Malaysia researchers Sarpal, Saleh, Tan, Kueh and Lim (2018), sex appeal advertising is a kind of emotional based advertising. It works better than other kinds of advertisement as it impacts more on the emotion and awareness. However, sex appeal advertising frequently raises debates in Malaysia about its suitability in this multi-racial country (Sarpal, Saleh, Tan, Kueh & Lim, 2018). The researchers also said that sexual appeal advertisement is more accepted by the Chinese people in China, but it might not be the same case for Chinese ethnic in Malaysia since Malaysia's advertising regulations were influenced by the Islamic laws (Sarpal, Saleh, Tan, Kueh & Lim, 2018). From the other side, sex appeal advertisement seems to work better on men compare to female audience.

Malaysia is a Southeast Asia nation occupied by different races such as Chinese, Indian, Malay and more, Malay is the major population in this country and Malay people which believes in Islam, live with Malay traditions and speak Malay language (Krisnan & Run, 2016). In Malaysia, *Haram* advertisement is defined as an advertisement that breaks the Islamic Law. According to Aziz, Rahin and Asri (2019), nudity advertisement is listed in five dimensions of advertising which is tried to be avoided. Female portrait excluding the face and hand must be fully covered with clothes. Thus, a woman portrait who only shows part of her body might be counted as Haram towards Muslim. Back to the study of Sarpal, Saleh, Tan, Kueh and Lim (2018), Muslim has covered 63.1% of the population in Malaysia, while other religion like Buddhism, Christianity and Hinduism cover the rest. The taboo of sex is always practiced in each religion, this also shows that each religion has different acceptability towards sex appeal advertising (Sarpal, Saleh, Tan, Kueh & Lim, 2018). Therefore, the acceptance towards sexual appeal advertisements might be influenced by the religion issue too.

Another case for sexual appeal advertising is shown in Air Asia. The advertisement is illustrated with a woman with a number 99 in front of her chest. Based on a news by FMT Reporter (2017), In the comment, the respondents are polarized into two sides. Some of the respondents think the advertisement is acceptable but some respondents including Chinese think it is not appropriate. In the end, the advertisement was taken down by AirAsia. Therefore, it is valuable to study whether the sexual appeal advertisement is accepted in Malaysia or not.

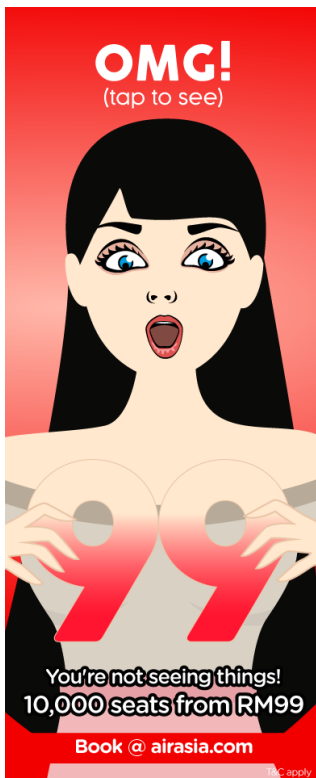


Figure 1.1 AirAsia ‘sexy’ clickbait advertisement (The Malaysians Times, 2017).

1.0.3 Sexual Appeal Advertising in Cosmetic Product

From a news report from New Straits Times, Badarudin (2018), make up has recently become a trend in Malaysia. Influenced by Korean drama or K-pop culture, Malaysia teenagers or young adults will try to be like celebrities by getting and using Korea cosmetic products. Some local cosmetic products have also shown a significant growth with the flow of the trend.

Mulvey (2019) said that sexual appeal advertisements are frequently used in alcohol, entertainment and beauty products. Sexual appeal advertisement is effective in cosmetic products because the audience will think that they will be attractive like how the advertisement shows. Figure 1.2 below is an example of cosmetic product advertisement that contains elements of sexual appeal, the model in this advertisement shows the part of her torso by only wearing lingerie to promote the fragrance collection to attract the viewer's attention.



Figure 1.2 Victoria's Secret promotion poster (Facebook, 2015).

1.1 Problem Statement

The main objectives of advertising are to create audience's awareness towards a product or service and stimulate their purchase decision, one of the keys to achieve the advertising objectives is by producing a highly catchy advertisement that stays in the audience's mind (Wong, McClelland & Furnham, 2019). Sexual appeal is one of the advertisement strategies to do so, as researchers found that sexual appeal has the ability to stimulate audience's purchase decision (Nusantara & Haryanto, 2018). Frequently, sexual appeal advertising is applied by marketers in their advertisements to catch the eyes of their target audiences (Wong, McClelland & Furnham, 2019).

Sexual appeal is explained as content or information in terms of advertising and marketing that are related to sexual elements (Nusantara & Haryanto, 2018). Sexual appeal in advertising includes the portrayal of nudity, sexual activities or physical attraction (Wong, McClelland & Furnham, 2019). The term nudity was explained by Nusantara & Haryanto (2018) as the showing of body parts that should be dressed typically. For example, please refer to the Figure 1.3 below. Hence, sexual advertising is relatively more captivating and stimulating than other advertisements (Krisnan & Run, 2016).

Sexual appeal is often used by advertisers as a strategy to target male audiences as this can highly attract the audience's attention as when the related advertisement contain more sexual element, women was also used in personal selling marketing to raise interest about the product or service that is advertised to the audience (Nusantara & Haryanto, 2018). In most studies, researchers found that sexual appeal in advertising can improve an advertisement's effectiveness in terms of attractiveness and memory recall (Wong, McClelland & Furnham, 2019). Not just in advertisement, there are also studies found that the use of sexual appeal in advertisement does not influence the audience's memory towards a product or service (Wong, McClelland & Furnham, 2019).

However, advertisements which contain inappropriate and excessive content of sexual appeal may result in an adverse frame of mind from both male and female audiences (Lanseng, 2016). Certainly, sexual appeal advertisement does not have the ability to please every audience where everyone has different moral standards (Krisnan & Run, 2016). To maximize the advertisement appropriateness towards audiences, marketers have to know the culture of their target audience and deliver advertisement that can reflect values for that particular culture to ensure the effectiveness of the advertisement (Krisnan & Run, 2016).

Malaysia is a multiracial and multi-ethnic nation, the heterogeneity of ethnics in Malaysia also shows the difference in reception on sex appeal (Sarpal, Rosli, Tan, Kueh, & Lim, 2017). In Malaysia, advertisements that contain sexual elements may not be the best choice of advertising. Malaysia is a multiracial country which includes Chinese, Indian and Malay as the majority in this country. Malay people believes in Islam, live with Malay traditions and talk Malay language (Krisnan & Run, 2016). In Islamic laws, the portrayal of nudity is forbidden in any advertisement (Aziz, Rahin & Asri, 2019).

Based on Sameer (2018), sex appeal is always practicing in western culture because it can lure or stimulate the consumer to act in a certain way. Although sexual advertising is good at catching audience attention, sexual appeal advertisement is also always banned by media such as television. One of the great examples given by the author is it will increase the case of raping, such as India. That's not all, some other country in Asia like China has also banned sexual appeal advertisements in their major media. There is a report that shows that people are more looking forward to spending time on sexual appeal advertisement as it is more interesting especially for men, 70% of the sample are more willing to buy the jeans after they watch the nudity advertisement. Besides, sexual appeal advertisements seem to have more acceptance in western countries compared to Asia countries. Indonesia is one of the examples that has a low acceptance towards sexual appeal advertisement as Indonesian are practicing the Islam culture. However, when the sexual appeal is practiced in AXE product advertisement, it has a positive impact on Indonesian buying desire.

However, some scholars mentioned that sexual appeal advertisements don't have a great impact on brand image or brand recognition. Fidelis, Oliveira, Giraldi, Santos (2017) said that the use of sexy or nudity portraits does not help the audience to remember the brand or product. There is no difference whether the advertiser is using sexual appeal or not. After using an eye

tracking device, the result shows that the nudity portrait will always come to the human mind first before they observe the product. Therefore, this scenario explains why sexual appeal advertisement does not help the people to recognize the brand or product because the audiences are distracted by the sexy portrait.

Mayer and Peev (2017) stated that researchers cannot deny that female audiences have less acceptance towards sexual appeal advertisement than male audiences. The female audience has a negative attitude towards the product. However, if the sexual content is relevant or appropriate to the product, the female audience will treat the advertisement as effective. This phenomenon might be caused by one factor, women's sexual self-schema.

Therefore, it is important to study the perception of different races in Malaysia on sexual appeal advertisement and to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour in order to ensure the appropriate use of sexual appeal in cosmetic products.



Figure 1.3 Calvin Klein Jeans advertisement (Lloyd, 2016)

1.2 Research Objectives

Two objectives have been structured to accomplish the study. The researchers aim:

1. To explore the perception of different races in Malaysia on sexual appeal advertisement.
2. To find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour.

1.3 Research Questions

1. How do different races in Malaysia perceive sexual appeal advertisement?
2. How would Malaysian describe the impact of sexual appeal in cosmetic products on their buying behaviour?

1.4 Conceptual Framework

According to a study by Sarpal, Rosli, Tan, Kueh, & Lim in 2017, Sexual appeal in advertisement's influence on consumers can be studied by the ABC model of attitudes. The ABC model attitudes contain three attitude components which are affective, behavioural and cognitive (McLeod, 2018). The advertisement is the only aspect to influence consumer behaviour when the attributes of there are no concerns of the product's attributes (Haider & Shakib, 2017). Sexual appeal in advertising is the independent variable and Malaysian's buying behaviour is the dependent variable in this research. It is still an unknown question whether the sexual appeal advertisement will influence Malaysian's buying behaviour positively or negatively. Figure 1.5 is the conceptual framework of this research built to study the influence of sexual appeal advertisement on Malaysian's buying behaviour.

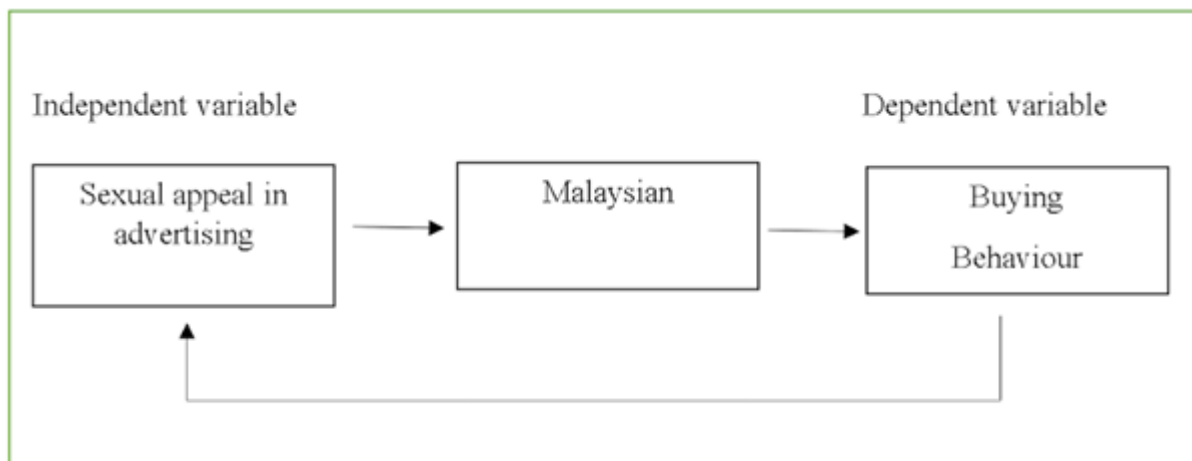


Figure 1.4 Conceptual Framework

1.5 Significance of the study

In this study, the researchers will find out the influence of sexual appeal in advertising towards Malaysian cosmetic product buying behaviour. Therefore, the results and finding of the study will be able to contribute to the advertisers in Malaysia. This study can help them to have a better understanding of how sexual appeal advertisements influence Malaysians buying behaviours and whether sexual appeal advertisement is an appropriate way to advertise cosmetic products in Malaysia.

Besides, the study also provides insights to Malaysian consumers to gain knowledge on sexual appeal in advertising and to avoid seeing those inappropriate uses of sexual appeal advertisements in Malaysia. At the same time, the results can help the advertiser to know deeply about Malaysian consumers buying behaviour and to make the right decision of using sexual appeal in Malaysia advertising.

As the researchers mentioned in the background of study and problem statement, sexual appeal advertisement is a sensitive topic in Malaysia. The acceptance of sexual appeal will be affected by a few factors, gender, races and religion (Sarpal, Saleh, Tan, Kueh & Lim, 2018). Therefore, this study will enable the researchers to find out Malaysians perception towards

sexual appeal advertisements which also will have a great impact in Malaysia advertising industry.

Last but not least, the study will contribute to the future researchers who are studying a relevant topic. The findings and results will be significant evidence to the researcher, thus enhancing their knowledge to investigate deeply regarding sexual appeal in advertising. Meanwhile, the researchers hope to facilitate the exposure of sexual appeal advertisements in Malaysia by using qualitative method for research as it can develop specific insights for the research.

1.6 Terms of definition

1.6.1 Sexual appeal advertising

Sexual appeal in advertising is a strategy that companies and media agencies apply in their advertisement to trigger potential customers to use their product and services. Sexual appeal in advertising can attract potential customers by evoking their sexual desire (Newbold, 2017). Sexual appeal in advertising is practiced by media agencies because this method can raise interest from potential customers (Newbold, 2017).

1.6.2 Buying behaviour

According to Stankevic (2017), buying behaviour is referring to the analysis of the consumers and their procedures of product preferencing, purchasing, consuming, and disposing, in fulfilling consumer's needs and wants. Buying behaviour is also what the consumer experiences while purchasing and the reasons that affects consumer's purchase decision (Stankevic, 2017). Purchase decisions are mostly made after consumers had information about a certain product or service for their comparison and evaluation in various aspects with other brands or products (Stankevic, 2017). To ensure sellers can positively affect consumer

purchase behaviour, sellers need to know how their customers compare and evaluate their product with others and clearly understand what their consumer wants specifically that triggers their purchase decision (Stankevic, 2017).

1.7 Limitation

In this research, the researchers may encounter some potential limitations. While the researchers are conducting the research, they encounter a serious problem which is the COVID-19 pandemic spreading in Malaysia and the Movement Control Order (MCO). This situation increases the difficulties in conducting the research due to the restricted movement.

Moreover, there are not many sexual appeal advertisements that can be found in Malaysia. This is because the official religion of Malaysia is Islam, regarding the Islamic law the model in advertisements shall not be nudity and sexual appeal need to be avoided. Therefore, it is difficult for the researchers to find the existing sexual appeal advertisement for references in this research.

Furthermore, the researchers use English language to conduct the in-depth interview section in this research. However, the research objective is to explore the perception of different races in Malaysia on sexual appeal advertisement. Hence, some of the participants may not understand clearly some of the proper nouns and this may affect the accuracy of the research's results.

Lastly, the thematic analysis that used to analyze the collected data also contains flaws, the flexibility of thematic analysis can prompt irregularity and irrelevance while creating themes from the exploration information.

1.8 Summary

In the first chapter, the researchers had introduced the background of study. In the Background of Study, the researchers had explained the importance of advertising and which advertising appeals are the researchers going to study deeper. The researchers had also mentioned the problem which is Malaysian's perception on sexual appeal advertisement might be influenced by several factors, such as gender, ethnic, religion and others. The researchers had further explained the benefits of the sexual appeal advertisement, but the researchers cannot assure whether Malaysian consumers are willing to accept it.

Two objectives of the study have been formed and aimed to test in the upcoming study. The researchers are going to explore the perception of different races in Malaysia on sexual appeal advertisement. Next, the researchers also aim to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour.

In significance of study, the researchers have stated the research will benefit three groups as evidence, which are advertiser, consumer and future researchers. There are two terms which are significant in this research, sexual appeal advertising and buying behaviour. Three possible limitations had been stated in this study. The spread of COVID-19 pandemic has obstructed the research process, especially in data collecting and pilot tests. The example of sexual appeal advertisement in Malaysia is hard to be collected as Malaysia Islamic law has restricted the sexual appeal advertising development. Thus, there will be a lack of examples in Malaysia sexual appeal advertisement in this research. Lastly, as the whole of the research is progressing in single language, English, some interviewee might not fully understand some sentences, phrases in the research.

Chapter Two: Literature Review

2.0 Introduction

In this chapter, the researchers will be collecting literatures about appeal advertising and buying behaviour to support this research. The researchers intend to investigate whether Malaysian's buying behaviour can be influenced by the sex appeal advertising. These collected literature reviews will be grouped into 3 categories which are Sexual Appeal in Advertising, Sexual Appeal in Malaysia and Buying Behaviour. These collected literature from journal articles will be supporting our research credibility, generating our idea processing and smoothen our research progress. Theory of planned behaviour will be represented to explain which factor is significant in influencing one's purchasing behaviour. In 2.45 we will be showing how the variables connect with each other, after they are supported by the theory.

2.1 Sexual Appeal Advertising

The main objectives of advertising are to create audience's awareness towards a product or service and stimulate their purchase decision, one of the keys to achieve the advertising objectives is by producing a highly catchy advertisement that stays in the audience's mind (Wong, McClelland & Furnham, 2019). Sexual appeal is one of the advertisement strategies to do so, as researchers found that sexual appeal has the ability to stimulate audience's purchase decision (Nusantara & Haryanto, 2018). Frequently, sexual appeal advertising is applied by marketers in their advertisements to catch the eyes of their target audiences (Wong, McClelland & Furnham, 2019).

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Mayer and Peev (2017) cannot deny that female audiences have less acceptance towards sexual appeal advertisement than male audiences. The female audience has a negative attitude towards the product. However, if the sexual content is relevant or appropriate to the product, the female audience will treat the advertisement as effective. This phenomenon might be caused by one factor, women's sexual self-schema.

2.2 Sexual Appeal Advertising in Malaysia

Malaysia is a multiracial and multi-ethnic nation, the heterogeneity of ethnics in Malaysia also shows the difference in reception on sex appeal (Sarpal, Rosli, Tan, Kueh, & Lim, 2017). For example, a Muslim woman must cover her body parts such as her torso, thigh, and neck to keep

themselves away from being alluring to men (Krisnan & Run, 2016). As stated in a study, a woman's body must be clothed appropriately and not to be promoted as objects to please any individual's pleasure (Aziz, Rahin & Asri, 2019).

In Islamic laws, the inclusion of nudity is forbidden regarding any condition in an advertisement (Aziz, Rahin & Asri, 2019). Therefore, Malaysia is also known as a conservational country in Southeast Asia (Krisnan & Run, 2016). Hence, it is best for the advertisers to know what is Halal advertising referring to the Islamic laws (Aziz, Rahin & Asri, 2019). According to the research by Aziz, Rahin & Asri (2019), Halal is a term of allow for any usage of product or service for Muslim (Aziz, Rahin & Asri, 2019). From Islamic perspective, Halal advertising can help in growth of finance community modernization by obeying to the Islam's regulations to avoid (1) liquor, betting, misleading advertisement, portraying female in an inappropriate way, (2) take consideration of Muslim events, and (3) appreciation towards the Creator (Aziz, Rahin & Asri, 2019). The multi culture and ethnicity in Malaysia can have different standards in terms of acceptance towards sexual appeal advertisement. Therefore, sex appeal in advertising can be said to be as an uncertain method of advertising in Malaysia (Sarpal, Rosli, Tan, Kueh, & Lim, 2017).

In the journal, *Malaysian Malay's Perspective on Printed Sexy Advertisement* by Krisnan and Run (2016) mentioned that Malay covered 50.1% of Malaysia population and they are believing in Islam. Sexual appeal advertisement sometimes is considered as offensive towards the audience. Malaysia government is always revised about this topic said by the authors. However, if the people think the advertisement is still acceptable then the advertisement is fine to expose to the society. In this research, the authors have targeted 163 males and 161 females from Malaysia. The result shows that Malay cannot always accept the sexual appeal advertisement. The advertisement with an over nudity portrait is treated as

offense to the Muslim and it might cause ineffectiveness to the advertisement. The sample are more accepting of the advertisement's model which is fully covered with clothes or revealing attire advertisement. The stated result is mainly influenced by the religion issue.

2.3 Buying Behaviour

Consumer buying behaviour is a significant topic which has been conducted by numerous researchers in marketing studies (Victor, Thoppan, Nathan & Farkas, 2018). Buying behaviour was defined by Ramya and Ali (2016) as the process of a consumer making decisions, buying and utilizing products or services for their needs. In their study, they also mentioned that consumers buying behaviour and their buying decision will be influenced by many reasons (Ramya & Ali, 2016). For instance, one's shopping habit, their preferences, motive, and perception, price of the products and the culture or belief of a person (Ramya & Ali, 2016).

According to Muhammad, Ahasanul, Kalthom, Zohurul & Alam (2019), they found out that a successful advertisement will draw people attention towards the advertisement's message. This situation happened due to the advertisers strongly emphasized on the product's advantages and created a subliminal message to influence the buying behaviour of consumers (Muhammad et al., 2019). In addition, consumer is willing to wait for the particular brand products even though the products are out of stock (Muhammad et al., 2019). This buying behaviour is because consumers are emotionally connected toward the brands and the advertisement of that particular brand products is efficiently attracting consumers and keep the brand products in their mind and simultaneously influence their buying behaviour (Muhammad et al., 2019).

When talking about beauty products, the advertiser will always be using a pretty model or celebrity to endorse or to be their advertisement's model. This strategy is applied because the advertiser hopes their consumer will believe that they can be as beautiful as the model. The researchers believe that an effective strategy (advertisement, slogan, celebrity, product etc.)

will influence the audience buying behaviour. The researchers have targeted 600 samples. In the end, the research result shows that the usefulness and the functionality of the advertisement are the core elements that influence the most on skincare product buying behaviour.

Anjana (2018) said that there is a significant growth in the needs of consumers and the competition between the sellers. Beauty products have become one of the major industries in the world. In order to know customers' needs it is important for the advertiser to learn what is the factor to influence the customer buying behaviour. (purchase desire, purchase decision, attitude towards brand etc.) The author had suggested 5 steps how the consumer decides to buy a certain product (found a problem, finding solution, rating each product, making a decision, purchase). These are the factors that are considered by the consumers before they are making decisions, brand, quality, packaging, price and advertising.

Yee and Mansori (2016) said that the cosmetic industry has become one of the fastest businesses in Asia which reached USD 70 billion. Brand loyalty is a one of the important factors for the company to sustain itself long in the industry. 265 samples are participating in this research by answering survey questionnaires. As a result, quality of the products seems to be the main reason for the consumers to keep supporting the brand followed by brand image and price. Through the survey, the researchers stated that product quality is important because it can lead to consumer's satisfaction. They have proved consumer satisfaction does have a significant relationship with brand loyalty.

2.4 Theory of Planned Behaviour Theory

In this research, the researchers have planned to include planned behaviour theory (model) to further analyze the factors that influence consumer's purchasing behaviour. Planned behaviour theory was first developed by Icek Ajzen in 1985. According to Yadav and Pathak (2017), planned behaviour theory has an advantage in explaining human behaviour (especially in

psychology) in a wide range of fields and industry. In the journal, planned behaviour theory has been proved as a theory that is useful and applicable in identifying consumer's intention and purchasing behaviour. While we observe from ordinary planned behaviour theory, human's behaviour is influenced by three factors, which are behaviour beliefs (attitude), normative beliefs (subjective norms) and control belief (perceived behaviour control). The Figure 2.4 is the model of Planned behaviour Theory which is proposed by Ajzen (2011).

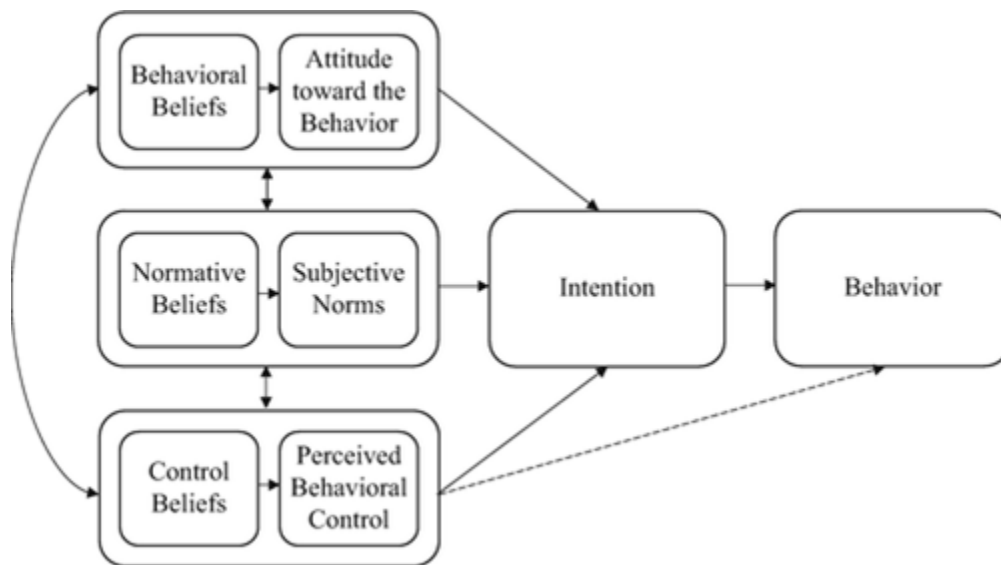


Figure 2.4 Planned Behaviour Model (Ajzen, 2011)

2.4.1 Behaviour Beliefs (Attitude)

According to Yadav and Pathak (2017), attitude is a personal evaluation of a particular behavioural performance which is caused by behavioural beliefs. The result of the evaluation can be either positive or negative. Luenendonk (2017) stated that behavioural beliefs are the connection between one's behaviour and the results of the expected behaviour will produce or bring out. He said behaviour belief is a direct factor which influences one's attitude towards behaviour. According to Bakibinga, Mutombo, Mukiira, Kamande, Ezeh and Muga (2015), religion is one of the important factors that influence attitude. Through the statement, the

researchers believe a personal belief and a religious belief might influence one's individual attitude towards the final purchasing behaviour.

2.4.2 Normative Belief (Subjective Norms)

Based on Fang, Ng, Wang and Hsu (2017) statement, normative belief is a belief which is accepted by a specific group or people. Yadav and Pathak (2017) said that people will be referring to how others behave themselves in certain situations. Subjective norms in the theory are described as a behaviour that is influenced by social pressure to participate in certain events. It is an outcome of normative belief, sometimes it will also be called as social norms by some of the researchers. Thus, a consumer's purchasing decision might be influenced by friends, family members or even trustable groups around he/she. As the source might have credible information (such as used experience).

2.4.3 Control Belief (Perceived Behaviour Control)

Hardin-Fanning and Ricks (2016), perceived behaviour control is defined as an execution of actions which is influenced by the presence of enough resources and the ability to control behavioural disorders. The more resources a person perceives and the fewer obstacles he/she encounters, that person will become greater in controlling over the behaviour. Yadav and Pathak (2017) said that control belief is an individual's belief in certain factors that may promote or obstruct the performance of certain behaviours. The obstruction includes time, money and opportunity. Generally, money acts as the most important consideration in control belief in this research, because when the consumer buys an item, he/she will be considering the price (Yadav & Pathak, 2017).

2.4.4 Limitation & Solution

Planned behaviour theory has an advantage in explaining human behaviour, however it has shortcoming when we apply the theory in the current era. As we mentioned, the author of the planned behaviour theory has suggested three factors that influence human's behaviour. However, Londono, Davies and Elms (2017) said that Icek Aizen has overlooked the human inner beliefs. The theory does not consider other external factors which might be possible in influencing human intentions. For example, human's behaviour will be influenced by emotion, voices from surrounding or used experience. Yadav and Pathak (2017) said that in the past, there are several reports that show that there are several specific factors which are not included in this theory.

In order to solve this problem, the researchers have planned to enhance the credibility of the theory by including external factors into the model consideration. According to Gao, Wang, Li and Li (2017), adding external variables (which might significantly influence human behaviour) into the model consideration can enhance the accuracy of the theoretical model's prediction towards human behaviour. The authors also listed an example from past research, it shows that by adding additional personal norms, it can improve the theory's explanatory power. Londono, Davies and Elms (2017), when the situation is charged with emotional implications, inserting emotions in planned behaviour model consideration could improve its effectiveness. Yadav and Pathak (2017), the research which is using planned behaviour theory has added two constructs, which are perceived value and willingness to pay premium. Through the finding, the researchers find out the theory which has been enhanced is more accurate in defining people's behaviour towards buying intention than the older planned behaviour theory.

Satisfying of advertisement and perceived value are the two external considerations which will be included in the model consideration. Both additional factors act as external factors which might be possible to influence one's behaviour.

2.4.5 Inclusion of Emotion Towards Advertisement

Londono, Davies and Elms (2017), when the situation is charged with emotional implications, inserting emotions in planned behaviour model consideration could improve its effectiveness. According to Salmones and Perez (2018), when people get through the message from an advertisement, different people will have different reactions which will result in an individual behaviour. Besides, even if an audience is attracted by the advertisement, the effectiveness of advertisement might not be considered in the intention and behaviour. Thus, reaction towards an advertisement might be positive and negative. Therefore, the researchers plan to find out will sexual advertisement be the most significant factor in influencing purchasing behaviour.

2.4.6 Inclusion of Perceived Value

According to Yadav and Pathak (2017), perceived value is defined as an overall assessment of product effectiveness based on perception and received of given products. The researchers mentioned that perceived value has a significant relationship in influencing consumer behaviour. When people are deciding to purchase a certain product, their minds will be considering the product attributes. After the research, the researchers found that perceived value is the most significant factor that influences one's purchasing behaviour rather than the three ordinary beliefs.

2.5 Theoretical Framework

Theory of Planned behaviour is used by the researchers in this research in order to find out if sexual appeal advertising is significant in influencing one's purchasing behaviour. In this

framework, the researchers have included emotion towards advertisement and perceived value into the model consideration to solve the shortcoming of the model. The Figure 2.5 is referred to Yadav and Pathak (2017), Londono, Davies and Elms (2017)'s suggestions.

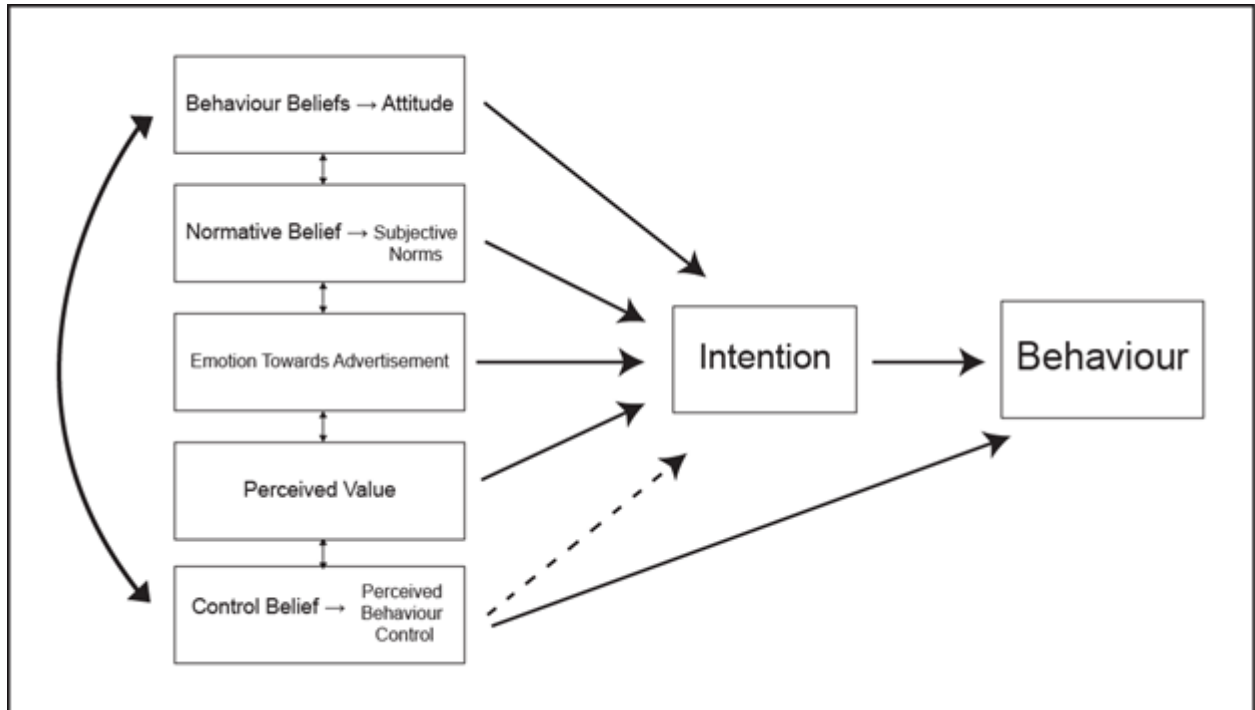


Figure 2.5 Theoretical Framework (Yadav and Pathak, 2017)

2.6 Summary

Based on the collected journal, the researchers found out that sexual appeal advertisement is effective in attracting one's attention. However, sexual appeal advertisements face difficulty in Malaysia as Malaysia is an Islamic country and sexual appeal advertisement is restricted by the media law of Malaysia. In past research, some areas of study have shown that sexual appeal advertisements can influence a person's purchasing behaviour directly or indirectly. Even though sexual appeal advertisements are supported, some researchers also denied the effectiveness of sexual appeal advertisements. For example, a sexy advertisement is only effective in observing and attracting, it cannot influence one's final purchasing behaviour.

While looking overall at the collected data, there is a lack of study in sexual appeal advertising towards cosmetic product purchasing behaviour. In this research, the researchers believe that this study can support the lack of study about sexual appeal advertising towards cosmetic product purchasing behaviour.

In conclusion, sexual appeal advertisements might influence or not influence one's purchasing behaviour. An effective sexual appeal advertisement can improve the company sales and satisfy consumer emotion. However, if the sexual appeal advertisement is unacceptable by Malaysian, the advertiser and the advertisement might face troubles from the government and society.

In the theoretical framework, the researchers have been using planned behaviour theory to explain how the beliefs and external factors (perceived value and emotion towards advertisement) influence one's purchasing behaviour. In the found literature, some researchers said that sexual appeal advertisement seems not to be that important while comparing to the others elements, such as logo, packaging, used experience etc.

In the next chapter, the researchers will be processing methodology. The researchers will be further explaining how the researchers collect the data from the sampling.

Chapter Three: Methodology

3.0 Introduction

According to Sileyew (2019), methodology is a part that researchers will get through in the research. He said that research methodology will be showing how researchers achieve the research objectives from the gathered data. Pittman (2018), methodology is a step that shows how the researchers gather and analyze the data. Two main objectives are aimed in this research to investigate. The two objectives are to explore the perception of different races in Malaysia on sexual appeal advertisement and to find out Malaysian's opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. In this chapter the researchers will be further explaining the research methodology which include research design, research procedure, instrumentation and data analysis.

3.1 Research Design

The research design serves to project a proper framework for any research. The choice of deciding which research approach will be made by the appropriateness of research approach that benefits the data collection for our research. There are some research designs that benefit different data collections depending on what the research is about. These research designs include phenomenological, case study, grounded theory, narrative and more (Leonard, 2019).

According to Leonard (2019), phenomenological is a research design that aims to explain a person's experience of a particular occurrence. This data collection method of this research design is by interviewing, observing and surveying samples of the research. The phenomenological research design tends to be more focused on the response of samples through any particular occurrence or incident.

On the other hand, case study is the type of research design that offers a thorough perspective on the research issue (Leonard, 2019). The range of research issues includes individual or household, corporate or association, or urban or rural area. Case study's collection of information is from multiple sources and to be gathered for a better interpretation of the research through the specifics from the collections (Leonard, 2019).

Unlike case study, grounded theory is a research method that attempts to study the reason for the occurrence of an event (Leonard, 2019). Grounded theory also requires a larger figure of samples to understand the researched model, topic or tendencies (Leonard, 2019).

Narrative research design is a research that will be conducted along a prolonged timeline and collect the data thoroughly (Leonard, 2019). This research design is similar to a story explanation, this research is carried out since the beginning stage of an occurrence of a research and evaluate every circumstance of it (Leonard, 2019).

However, this research is considerably more on phenomenology which intends to find out Malaysian opinion towards the impact of sexual appeal advertising in cosmetic products on their buying behaviour as it can let the researchers understand the different perspective and acceptance of the people who experienced sexual appeal advertising and will it influence their buying behaviour. Generally, past researchers had more concern on the cultural, race and ethnicity reception on sexual appeal advertisement. Hence, this research would be more appropriate and precise to conduct with phenomenological research design.

According to Creswell & Poth (2018), qualitative study is considered suitable for our research as it concentrates better to understand information from samples under a natural context. They also stated that qualitative method can guide the study of the result to a conclusion and explanation for the research in forms of sequences and issues. Thus,

phenomenology is suitable and applicable for researchers to study the influence of sexual appeal in advertising towards Malaysian buying behaviour.

There are some online research typologies that benefit different data collections depending on what the research is about. We will be conducting our qualitative research online as traditional qualitative method is not suitable for the current research timeline because of the COVID-19 pandemic. These online research typologies include extant research, elicited research and enacted research (Salmons, 2016).

Firstly, according to Salmons (2016), extant research is a method that collects online research information through past and prevailing resources such as websites, social media networks and blogs. The prevailing online resources will be utilized by the researchers without having any direct contact with the contributors of those prevailing resources (Salmons, 2016). The researchers can carry out extant research synchronously (e.g. real-time social media post of a live event) or asynchronously (e.g. archived social media post of a past event).

Secondly, elicited research is a method which includes participant's interaction as a vital data collection method. Elicited research obtains research information through the participants answers to questions or related prompts (Salmons, 2016). The research methods for elicited research are one-to-one or group interview, observation on respondents and questionnaires. For example, the researcher interviews a research participant in a one-to-one communication through social networking site.

Third, enacted research is explained as a research data collection method from the respondents through the process of an activity or event created by the researchers. The activity or event created can be a simulation, creative methods and games (Salmons, 2016). For example, the process of involving the participants in a role-play to understand and observe his/her behaviour.

The researchers will use elicited research as their online data collection method as elicited research fits well to their topic which is the influence of sexual appeal in advertising towards Malaysian buying behaviour and the interview will be carried out with one participant each. So, elicited research which contains one-to-one communications is more suitable for this study. In addition, any interviewed information will be compiled and studied by using thematic analysis. Lastly, all interviews will be transcribed in writing and segmented according to different issues and explain the issues conclusively.

3.2 Sampling

3.2.1 Sampling Method

Sampling is chosen from a large population to get information in conducting a research. The researchers have selected non-probability sampling in this research. According to Taherdoost (2016), non-probability sampling is commonly used for qualitative research especially for case study research, which is the research method of this study. Moreover, there are different types of non-probability sampling which are quota sampling, snowball sampling, purposive sampling and convenience sampling. Purposive sampling technique also known as judgment sampling, which is an effective method to recruit respondents that meet the research criteria (Taherdoost, 2016). Therefore, the researchers have used purposive sampling technique in recruiting the target respondents which are the different races in Malaysia.

The target respondents are the three major ethnic groups, which are Chinese, Malay and Indian. Besides, the respondent has to be Malaysian and young adults within 18 to 35 years old. Study showed that companies target their products advertisements to young adults, because young adults are almost 34% of Malaysia citizens which showed the economic value of young adults (Lee & Osman, 2017). Hence, the researchers targeted young adults to understand their opinion towards sexual appeal advertisement and collect the information from them.

Hence, the researchers will gather 9 respondents and recruit each ethnic group equally from the researchers' Facebook friends. This is because of the COVID-19 pandemic so the researchers have to conduct their research using an online qualitative method. Moreover, the researchers recruit 9 respondents to avoid the collection of data saturation. This is defined as when the researchers collected repeating data which are redundant and does not provide new findings in a research (Gentles, Charles, Ploeg & McKibbin, 2015).

3.3 Instrumentation

There are two types of tools that are used to collect data in online qualitative research, which are text-based communication and multiple channel communication (Salmons, 2016). In this research, the researchers selected text-based communication which is using email interview to conduct one-to-one interview with the respondents. Secondly, Facebook which falls under the category of multiple channel communication tool was used to recruit participants (Salmons, 2016). Hawkins (2018) stated that researcher is able to interview the target interviewees with the use of email interview and it saves the extra costs of travelling to another location and without wasting the time of travelling. Therefore, email interview is an effective method for the researchers, as they are facing the Movement control due to the COVID-19 pandemic, the researchers are not able to conduct face to face interviews with the respondents. Additionally, the researchers are intended to seek the three major ethnic group as the respondents so the use of email interview will benefit the researchers to conduct the interview. Email interview provides the respondent more freedom in responding compared to face-to-face interview, the respondents can reply to the email interview without time restriction, as the email interview is asynchronous (Hawkins, 2018). The questions for the email interview are referred to the Planned Behaviour Theory and adapted from other scholars such as Snopek (2017), Hedstrom and Karlsson (2017), Lautiainen (2015)' past studies interview questions which stated below.

Email interview questions

(RQ1) Sexual Appeal Advertisement Perception Questions	
	Do you usually see ads like this in your country?
Attitude	What is your opinion towards these advertisements in Malaysia?
Attitude	Which advertisements do you accept the most & the least?
Subjective norms	Why do you think brands use this sort of appeal in their advertisement?
Emotion towards advertisement	Do you find these advertisements to be inappropriate or offensive?
Perceived value	Can you accept the advertisement if the product advertised is a product you demand for because of its attribute?
Perceived behavioural control	If you can decide the advertising regulations in Malaysia, how will you control these advertisements or you won't?
(RQ2) Sexual Appeal Advertisement impact on Malaysian' Buying Behaviour Questions	
Attitude	Do advertisements with sexual appeal change your attitude toward a cosmetic brand?
Subjective norms	Why sexual appeal is or is not the best strategy to advertise cosmetic products?

Emotion towards advertisement	How do you feel when a particular cosmetic product is advertised using sexual appeal?
Perceived value	Do you think that cosmetic products advertised in sexual appeal advertisements have clearly delivered the features of the cosmetic products?
Perceived behavioural control	If you are an advertiser, would you change the way the cosmetic product is advertised, how?

3.4 Procedure of Data Collection

The research procedure is a vital process in expanding the extent of information that is to be obtained from the interview session. As the big cities are always where the most advertisements will be, people who live in the big cities such as Kuala Lumpur, Penang and Johor Bahru will be chosen as the main respondents for the research. The researchers will recruit the respondents from Facebook and the process of interviewing will be conducted by Email to collect data from respondents. The interviews were estimated to be carried out for one day. The researchers will recruit 6 respondents by using purposive sampling techniques to understand Malaysian different ethnic groups young adults' perspective towards sexual appeal advertising. The targeted participants to obtain the response will be aged between 18 and 35 years old. The researcher will email the respondents and firstly explain the meaning of sexual appeal advertising, show examples and ask for their response following the interview questions. The respondents are able to answer the question within a day and reply to the researchers through email. Further, the researchers will be using English to contact with the respondents through email, while the respondents are able to answer in other languages and the researchers will transcribe into English.

3.5 Data Analysis

3.5.1 Thematic Analysis

What is data analysis? According to Grant (2020), data analysis is a step that uses analytical or statistical tools to identify the useful information from the collected data. In this research, the researchers will be using thematic analysis method to analyze the collected data. According to Nowell, Norris, White & Moules (2017), thematic analysis is frequently used in qualitative research. The authors said that thematic analysis can be used in most of the research questions as it can be used in other methods, such as narrative, grounded theory, case study and ect. Besides, a good thematic analysis can produce a credible and rich information finding as we can discover a similarity point from different interviewees. Based on Persson, Tornbom, Sunnerhagen, Tornbom (2017)'s statement, there are six steps in thematic analysis, which are familiarization with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes and producing the report.

3.5.2 Familiarization with The Data

In the first stage, the researchers need to be familiar with the collected data. Based on Persson, Tornbom, Sunnerhagen, Tornbom (2017)'s statement, researchers have to fully understand the collected data from the interview, such as reading the data a few times and taking notes. Mortensen (2020) said that the researchers have to transcript the collected data from audio or video recording. The researchers will jot down the whole content from the email interview, which includes opinions and statements in that interview. After the researcher's transcript the data, it is a duty for the researchers to read through all the transcriptions and correct the spelling error (Sutton & Austin, 2015).

3.5.3 Generation of Initial Codes

In the second stage, the researchers will start to code the data. Mortensen (2020) said that coding is a step that starts to describe the important data into a few categories, groups or themes. When the researchers found an interest statement from the data, they will be coding the sentence or phrases. Codes which are used by the researchers should be relevant with the purpose of the research. According to Sutton and Austin (2015), coding is defined as how researchers identify and explain the topics, issues, similarities and differences which is founded from the interviewees. Besides, they also stated that coding might not be reliable as sometimes it might not be representing the narration of the interviewees or the researchers will mistakenly explain the data. Thus, they suggest the researchers require other members of the research to code the transcription and discuss the similarity and difference between the two-coding results. This will help the researchers to make sure and enhance the credibility of the findings.

3.5.4 Searching for Themes

In the third stage, the researchers will gather the codes into several themes. Sutton and Austin (2015) said theming is a step that pulls out the similar codes and elaborates the themes meaningfully. Maguire and Delahunt (2017), theme is described as a form that highlights the most significant data which are relevant with the research question. Once the researchers have finished grouping the codes into themes, the themes should be significant and have the power in explaining, elaborating, evaluating the research questions. If the research collects a small amount of data (especially focus groups), sometimes the codes might be used in one or more themes.

3.5.5 Reviewing Themes

In this stage, the researchers will be reviewing back to the themes which are grouped in the third stage and make sure that the codes are supporting their themes. Mortensen (2020) said that the codes in the themes should have links with other codes meaningfully and stated clearly. That's not all, she also suggests that if the theme is too broad, researchers should separate the theme more specifically. The researchers should keep reviewing the themes until the themes are coherent and distinctive. Maguire and Delahunt (2017) have pointed out 6 considerations to improve the coherent and distinctive themes. 1. Is the theme making sense? 2. Is the data supporting the themes? 3. Is the theme filled up with too much data and information? 4. Is there any other theme in the collected data? 5. Can the theme be separated into two themes or subthemes? 6. When the code is used in more than one theme, is it suitable?

3.5.6 Defining and Naming Themes

In the fifth stage, researchers have to start naming and defining the themes. Mortensen (2020) said that the name of the themes should be describing the data and approach to the audience. The name of the theme should be able to describe the content clearly.

3.5.7 Producing the Report

According to Sutton and Austin (2015), after the researchers have done the coding and theming, it should come out with a report. Mortensen (2020) said that the final report should provide rich and meaningful information which is relevant and powerful in elaborate research. While presenting the themes, the researchers will state some narrative form of speech from the interviewees (if the interviewees approve the researchers to state their narratives). The researchers will be further discussing the findings how the data and themes are relevant and

significant to the research. Sutton and Austin (2015) said it will be more credible if the researchers using literature supports to prove and elaborate the findings.

3.6 Pilot Test

According to Wright (2018), pilot test is a rehearsal that tests how the researchers' study is going to work in the following chapter with a smaller scale of participants. According to Majid, Othman, Mohamad, Lim, and Yusof (2017), pilot test can improve researchers' upcoming research procedure by finding out the limitations and shortcomings of the study. It can ensure the research viability by identifying if the interview questions are going to achieve the research objectives or not. In this pilot test, we have targeted a smaller scale of interviewees, which are three young adult Malaysians from Johor Bahru, Kuala Lumpur and Penang. Besides, the three interviewees are representing three Malaysia major ethnics, which are Malay, Chinese and Indian. The flow of choosing interviewees are referring to the stated sampling method.

3.6.1 Data Collection

The first interviewee is a male Indian respondent who lives in Johor Bahru. The interviewee is recruited from Facebook. After the researcher has made sure that the respondent meets all the requirements, the researcher starts to ask for the respondent's interview permission and detailly briefed through the interview consent, keywords and phenomenon. Soon, the researcher sends the interview questions followed with an interview consent to the respondent through email. The respondent sent back his feedback with the provided interview consent after he answered the interview questions based on their experience and expression. The duration of the interview progress is completed within one day, 1 April 2020.

The second interviewee is a male Chinese respondent which studies in Asia Pacific University, Kuala Lumpur. The interviewee is recruited from Facebook. After the researcher

has made sure that the respondent meets all the requirements, the researcher starts to ask for the respondent's interview permission and detailly briefed through the interview consent, keywords and phenomenon. Soon, the researcher sends the interview questions followed with an interview consent to the respondent through email. The respondent sent back his feedback with the provided interview consent after he answered the interview questions based on their experience and expression. The duration of the interview progress is completed within one day, 1 April 2020.

The third interviewee is a female Malay respondent which lives in Penang. The interviewee is recruited from Facebook. After the researcher has made sure that the respondent meets all the requirements, the researcher starts to ask for the respondent's interview permission and detailly briefed through the interview consent, keywords and phenomenon. Soon, the researcher sends the interview questions followed with an interview consent to the respondent through email. The respondent sent back his feedback with the provided interview consent after he answered the interview questions based on their experience and expression. The duration of the interview progress is completed within one day, 2 April 2020.

3.6.2 Data Analysis

As stated in 3.5 Data Analysis, the researchers have decided to use Thematic Analysis. Persson, Tornbom, Sunnerhagen, Tornbom (2017) said that in the first stage of Thematic Analysis, researchers have to fully understand the collected data from the interview, such as reading the data a few times and taking notes. Thus, after the researchers have collected the data from the respondent, the researchers start to read through the collected feedback a couple times. The purpose of reading through the feedback is to fully understand the meaning, expression that the respondents are trying to express and ensure the feedback is appropriate to be used in this research.

After the researchers have fully understood the collected data (feedback), two of the researchers are in charge of the coding process. According to Sutton and Austin (2015), if the coding process is done by an individual, the outcome of the coding might not be reliable. Thus, by assigning two researchers to in charge the coding process can enhance the credibility of the findings. The researchers have highlighted the important and similar parts between each feedback.

After the researchers confirmed the important and similar parts, the researchers start to discuss suitable and significant themes for the codes.

Acknowledge of Sexual Appeal Advertising. From 3 of the respondents' feedback they have clearly stated that they have seen sexual appeal advertisements in their surroundings. Besides, a male Indian and female Malay respondent acknowledges the efficacy of sex appeal, which is attracting the consumer attention. However, from a male Chinese respondent, he had stated that he didn't see this kind of advertisement on the street but in the shopping mall.

“However, most of them are seen at the shopping mall, not on the street.”

Thus, this statement can verify statements from mentioned literature review. Sarpal, Rosli, Tan, Kueh, and Lim (2017), “Sex appeal in advertising can be said to be as an uncertain method of advertising in Malaysia”. As Malaysia is considered as an Islamic country, inclusion of nudity is forbidden regarding any condition in an advertisement (Aziz, Rahin & Asri, 2019). Besides, a woman's body must be clothed appropriately and not to be promoted as objects to please any individual's pleasure (Aziz, Rahin & Asri, 2019). Through these statements, the researchers can assume the restriction of the acceptance and the advertisement requirements are the reason for low exposure of sexual appeal advertisements in Malaysia.

Acceptance Towards Sexual Appeal Advertising. After the researchers show the figures of sexual appeal advertisements to the interviewee, the collected feedback shows that all respondents can accept Figure 1 the most and hardly to accept Figure 3. A male Chinese respondent explained why he cannot accept Figure 3 as it might not be friendly to Muslim.

“It is too much, underclothes colour is too bright, the view is unfriendly for the Muslim.”

From the statement, an eligible Islamic advertisement woman’s body should be clothed appropriately and not to be promoted as objects to please any individual’s pleasure (Aziz, Rahin & Asri, 2019).

Through the respondents’ feedback, all of the respondents said they can accept the usage of sexual appeal advertising but in certain conditions. The male Chinese respondent explained that sexual appeal advertisements are not offensive to him. He can accept how the sexual appeal advertisement is used in Malaysia current stage as long as the advertisement does not surpass his limit (fully nude portrait). The female Malay respondent said sexual appeal advertisement does not offend her. She explained that she can accept the usage of sexual appeal advertisement as long as the advertisement content has a correlation with the product.

A male Indian respondent said that he hardly accepts sexual appeal advertisements as a consideration for others, such as woman and child. He won’t accept the portrayal of sexual appeal in advertisements unless they are really relevant and necessary.

Expression of Sexual Appeal Advertisement. Through the feedbacks each respondent has a different expression towards sexual appeal advertisement. From the Indian respondent, he said sexual appeal advertisements are offensive and create a misunderstanding towards women.

“I feel like all of them are sexually driven and discriminate against women.”

However, a female Malay respondent said that sexual appeal advertisement does not beset her, but she questions the effectiveness of sexual appeal advertisement as it is pointless for non-lingerie products. Sexual appeal advertisement cannot fully bring out the message of the product when there is no relevance between.

For the male Chinese respondent, he said he can fully understand the reason why the industry is using sexual appeal advertising.

Effectiveness of Sexual Appeal Advertising in Cosmetic Product. Two of the respondents, which includes male Indian and female Malay respondents, have totally disagreed that sexual appeal advertising brings positive effect to the cosmetic product. The Indian respondent said that the usage of sexual appeal advertising in cosmetic products will only bring negative effects to the products. He stated that he will not buy the sexually advertised product for two reasons; first it is not relevant to the product, second it disgraces the woman category. The Malay respondent also stated that sexual appeal advertisement does not influence her to buy cosmetic products as the advertisement does not meet any attribute of the product. A male Chinese respondent expresses that sexual appeal advertisement can motivate him slightly in purchasing intentions.

These statements reflect Fidelis, Oliveira, Giraldi, Santos (2017)'s statement, the use of sexy or nudity portraits can only catch the audience's attention, it does not help the audience to remember the brand or product.

Suggestion Towards Advertising in Cosmetic Product. All of the respondents clearly stated that sexual appeal advertisement is not the most suitable advertising appeal for cosmetic products. All the respondents said sexual appeal advertisement does not clearly bring out the product message, value and attribute to the audience.

“I will prefer to use emotions, nature and beauty appeal, rather than using sexual appeal to attract consumers. A perfect visual and a strong message is the key to get attention of a consumer and not bodies and skins.”

“I think that sexual appeal is not the best strategy to advertise cosmetic product. It is unnecessary for a cosmetic product because the point that consumers should focus about is the products but cosmetic products are not connected to the sexual king of things.”

“I would advertise the product itself on a backdrop / green screen / computer graphic effects as this would showcase what the brand is actually selling.”

3.6.3 Conclusion

Through the pilot test, the outcome of the data analysis has amazed the researchers. The findings do not meet the researcher's expectation, such as male respondent has a lower acceptance level than female, Malay respondent is fine with the usage of sexual appeal advertisement. From the procedure of the interview it works smoothly, and it has also proved that online interviews are able to collect valuable data. Three respondents had been gathered to proceed the pilot test. Overall from the collected data, it seems that Malaysian is not fully welcoming sexual appeal advertisements in all kinds of conditions.

From the data analysis, Chinese seems to have the highest acceptance towards sexual appeal advertisement followed by Malay then Indian. Female as well as Muslim respondent does not treat sexual appeal advertisement as offensive to them. Basically, all of the respondents can accept sexual appeal advertisements if the advertisement has a connection with the product message. Otherwise, they will treat sexual appeal advertisements as useless and

bring negative effects. However, they do confirm that sexual appeal advertisements are good at catching consumer's attention.

Based on the pilot test, sexual appeal advertisement seems to have a low motivation in the cosmetic industry. All of the respondents assume that sexual appeal does not bring out the true message or it does not have connection with the product. In addition, the Chinese respondent said the consumer should focus more on advertising the features of the product because he thinks that sexual appeal advertisement will cause a misunderstanding towards the product. Generally, all of the respondents are more focusing on the perceived value of the product. They hope the advertisement can advertise more details about the message of the product, what is the effect, what can it do?

However, the above findings cannot fully represent their ethnic and are reliable enough until we conduct the actual interview. The researchers are looking forward to the upcoming interview process.

3.7 Validity and Reliability

The validity and reliability need to be concerned by the researchers when selecting methods of conducting a research to ensure the quality and standard (Cypress, 2017). Leung (2015) defined validity as appropriate for selecting techniques, instrumentation, procedures and it is adequate to solve the research question of the study. While reliability refers to the consistency of measures by the selected methods and instruments that establish the accuracy of results and findings (Cypress, 2017). These two aspects can reflect the trustworthiness and the reliability of the entire research.

From the aspect of validity, the researchers used email interviews and one to one contact with the respondents to ensure the privacy of the respondents while answering the given

questions. Besides, the researchers will also regularly exchange emails with the respondents to get their verifications in the process of collecting data and data analysis to confirm the accuracy of the interview's results. This process is known as member checking which will increase the validity of findings and avoid researchers' bias in data analyzing (Birt, Scott, Cavers, Campbell & Walter, 2016).

In terms of reliability, email interview can conduct research with a more related data collection as email interview's findings are said to be more succinct and direct (Hawkins, 2018). According to Hawkins (2018), text-based email interview findings are generally more compact and consistent than verbal interviews which can develop a more succinct and clean documentation. Hence, the instrument that the researchers used which is email interview can increase the reliability of this study. Then, the collected data will be analyzed using thematic analysis and coding.

3.8 Summary

In short, the researchers have selected a phenomenology qualitative approach to solve the research problems by interviewing the sample around Malaysia. Besides, purposive sampling will be conducted to recruit participants to let them express their opinion freely based on their own judgement. To have a better understanding towards the research, email interview will be used by the researcher to ensure a more effective data collection during the outbreak of COVID-19 pandemic. The information of the email interview will be in text based. Thematic analysis will be used to analyze the data because it can produce a credible and rich information finding as we can discover a similarity point from different interviewees by the steps of creating codes and themes.

Chapter Four: Data Analysis

4.0 Introduction

This chapter will describe the findings and analysis of the collected data from the three major ethnic groups, Chinese, Malay and Indian. The research objectives of this research is to explore the perception of different races in Malaysia on sexual appeal advertisement and to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. In order to answer the research objectives above, the researchers had collected 9 interviews from Malaysian young adults through purposive sampling method. The interviewees were all from Kuala Lumpur, Penang and Johor Bahru which all are Malaysia's biggest urban population area (TWB, 2017). Email interview will be used as a tool to collect data from the interviewee. Additionally, thematic analysis will be used to analyze the collected data. This chapter will focus on the analyzing of the data collection in order to facilitate discussion, recommendations and conclusion for the following chapter.

4.1 Findings

There are two research questions in this study. The first research question (RQ1) is to explore the perception of different races in Malaysia on sexual appeal advertisement. Besides, the second research question (RQ2) is to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. The researchers will send the interview questions to the nine interviewees through email in order to find out the research questions of this research.

4.1.1 Impression towards Sexual Appeal Advertising

From the observation of the researchers, the impression towards sexual appeal advertising can really be a judgemental aspect for the interviewees. Most of the interviewees who stated

that they rarely or never saw a sexual appeal advertisement in Malaysia will usually have more negative opinions towards a sexual appeal advertisement. Most of the interviewees who rarely saw a sexual appeal advertisement have different negative opinions towards it such as the impression of a sexual appeal advertisement could not deliver what is the advertisement trying to sell clearly, there are also an impression about the legality of sexual appeal advertisement. This is evidenced by the excerpts below:

Not so common in Malaysia. The purpose and the opinion trying to convey in the advertisement is not so clear. (Interviewee 1)(Chinese Female)

I do not see any ads like this commonly in Malaysia. I feel like those sex appeal ads not obvious to express the product itself. (Interviewee 3)(Chinese Male)

No. I think it's illegal. (Interviewee 7)(Indian Male)

On the other hand, the interviewees who had an experience of noticing sexual appeal advertisements in Malaysia will usually have a positive impression. There are more interviewees who have seen a sexual appeal advertisement compared to the interviewees who are on the other side even though there is just a one person difference between both. An impression from a male Malay interviewee towards sexual appeal advertisement is the impression of the attractiveness of this advertisement. This is proved by the excerpt below:

Yes, sometimes. I think these advertisements do attract people. (Interviewee 4)(Malay Male)

Unexpectedly yes, I usually see ads in my own region. (Interviewee 2)(Chinese Male)

Yes.I feel sexually attracted. (Interviewee 5)(Malay Female)

Even though most of the interviewees who have seen a sexual appeal advertisement do have positive opinions towards sexual appeal advertisement, the majority of them have a similar opinion which is there should be a limit of exposure for this kind of advertisement which is analyzed by the researchers on the last thematic analysis, which is the suggestion/replacement towards sexual appeal advertising.

4.1.2 Acceptance of Sexual Appeal Advertising

The analysis on the acceptance of sexual appeal advertising can result in the answer that the researchers were looking through research question 1, which is how do different races in Malaysia perceive sexual appeal advertisement? Based on the findings by the researchers, the majority of Malay and Chinese people can accept sexual appeal advertising in Malaysia. Most of the interviewees including one female Muslim Indian who does not think that sexual appeal advertisement is offensive towards them. There is only one Malay female interviewee stated that she felt sexual appeal advertisement is inappropriate even if she does not find it offensive. Other than that, the Chinese female interviewee who does not feel offended by sexual appeal advertisement but also stated about her concern of the appropriateness of the exposure of sexual appeal advertisement in a Muslim country, Malaysia. This is evidenced by the excerpt below:

It is ok and should not be an offence for me but due to some religion problems it is inappropriate and offence in Malaysia. (Interviewee 1)(Chinese Female)

I did not find much inappropriate or offensive as long as the product and are exposed to consumers, and comply with under the legal policies, there is not that hard to expose in other platform such as social media rather than billboard on the road of highway or TV ads. (Interviewee 2)(Chinese Male)

No. Because it is an open society in 2020. (Interviewee 3)(Chinese Male)

Not offensive but inappropriate. (Interviewee 5)(Malay Female)

Not offensive or inappropriate. (Interviewee 8)(Indian Female)

The interviewees who felt that sexual appeal advertisements might be offensive towards them were both Indian. The Indian male interviewee stated that sexual appeal advertisements could cause discomfort for the audiences of sexual appeal advertisements. Meanwhile, the Indian female interviewee finds sexual appeal advertisements to be inappropriate.

Maybe, for some people will feel not comfortable. (Interviewee 7)(Indian Male)

I found this to be inappropriate. (Interviewee 9)(Indian Female)

To find out more on the extent of the interviewees' acceptance towards sexual appeal advertising, the researchers also include a question which queried will the advertisement be more acceptable if the attribute advertised is what the interviewee looks for regarding the product? Mayer and Peev (2017) stated that if the sexual content advertised is relevant or appropriate to the product, the female audience will treat the advertisement as effective. Similarly, the findings show that every female interviewee gave positive answers about the question above such as the Chinese female interviewee who thinks sexual appeal advertisement will be more acceptable by the public if the selling point of the advertisement is relevant to the public's wants. The second female interviewee who is Malay gave a positive answer regarding the question but also stated that people might only have their attention on sexual appeals rather than the product advertised. In addition, both two Indian female interviewees also agreed that sexual appeal advertisement is acceptable when the product attribute advertised is what they look for while buying that certain product. This is proved by the excerpt below:

I think this will be more acceptable by the public. Proper attribute will make people think on the positive. (Interviewee 1)(Chinese Female)

Yes... People may remember the sexual appeals rather than their products.
(Interviewee 5)(Malay Female)

Yes. (Interviewee 8)(Indian Female)

Yes. (Interviewee 9)(Indian Female)

Furthermore, most of the male interviewees also agreed that a sexual appeal advertisement that promotes the product attribute that is relevant to their wants is more acceptable.

However, there is only one Indian male interviewee who does not think that the attribute advertised will not change his acceptance towards sexual appeal advertisement. This can be proved by the excerpt below:

I can accept the advertisement that have a strong commercialize message to consumers with sex appeals and non-offensive... (Interviewee 2)(Chinese Male)

Yes , if the advertisement is relevant to the products. (Interviewee 4)(Malay Male)

Yes, I think so. (Interviewee 6)(Malay Male)

No. (Interviewee 7)(Indian Male)

To understand the acceptance of the interviewees towards sexual appeal advertising more, the researchers posed a question whether the interviewees will restrict the sexual appeal advertisement? There are different answers from the interviewees which can be formed into 3 groups: will not restrict, may restrict and will restrict. The interviewees who will not restrict sexual appeal advertisement includes all three Chinese interviewees and one Indian female.

Next, the group that may restrict is formed by a Malay male and an Indian female, the main consideration of their answer is that they might want to control the exposure of the advertisement in the public. Lastly, the group of interviewees who will restrict sexual appeal advertisement are two Malay and two Indian interviewees. One of the Malay interviewee and another Indian interviewee thinks that sexual appeal advertisements are inappropriate for the public as Malaysia is a Muslim country. This is evidenced by the excerpt below:

I would not restrict it. Sex should not be inhibition. It is a very normal thing in our life. The proper and correct education and promotion is very important. (Interviewee 1)(Chinese Female)

As a non-Muslims, I would like to say sex appeals ads are not involve religious much especially in the culture diversity country, I will allow these ads to reveal to public to persuade message that it is fine to show sex appeals ads to every people. (Interviewee 2)(Chinese Male)

Yes, because is culturally inappropriate for Muslims country. (Interviewee 4)(Malay Male)

Maybe. Because for me I do think it's a necessary for example in the lingerie industry. But for another product's advertisement I'll restrict. (Interviewee 6)(Malay Male)

Yes, I'll restrict these sexual appeal advertisements because it is inappropriate for the public. (Interviewee 7)(Indian Male)

Not restrict... (Interviewee 8)(Indian Female)

I wouldn't entirely restrict it but maybe control the exposure and vulgarity to an acceptable extent. (Interviewee 9)(Indian Female)

Based on the findings, all Chinese interviewees can accept sexual appeal advertisements as one of them also stated that he is now living in this open-minded society, so there is no reason for him to reject this kind of advertisement. Next, most of the Malay interviewees think that it is unnecessary and unsuitable, only one Malay interviewee that sexual appeal can still be acceptable if placed in a suitable place such as a suitable department store. Lastly, all three Indian interviewees also think that it is unnecessary to advertise using sexual appeal.

This is proved by the excerpt below:

Yes. If it looks like very attractive, then I will consider to buy and use it. I think is best strategy since it direct and straightforward. (Interviewee 1)(Chinese Female)

I would like to say is not the best strategy but it still a strong indicator for consumers to know about cosmetic products. As a consumer, I feel delighted and paid attention to it because these kinds of ads are always catchy... (Interviewee 2)(Chinese Male)

As I said this is an open-minded society, I can still accept this kind of ads.
(Interviewee 3)(Chinese Male)

I think it is unnecessary to advertise using sexual appeal... (Interviewee 4)(Malay Male)

It depends on where they show these types of ads like in shopping mall department store is appropriate and acceptable... (Interviewee 5)(Malay Female)

I don't think cosmetic products is suitable to advertise using sexual appeal advertisement. (Interviewee 6)(Malay Male)

I think it's illegal. (Interviewee 7)(Indian Male)

It may seem unnecessary to use sexual appeal advertisement to advertise cosmetic products. (Interviewee 8)(Indian Female)

Some seems unnecessary. (Interviewee 9)(Indian Female)

Overall, Chinese interviewees have more acceptance compared to Malay and Indian interviewees. While Malay interviewees are considered more conservative based on their answers even most of them still can accept sexual appeal advertisements but they still hope the exposure of sexual appeal advertisements should be controlled. Lastly, most Indian interviewees have the idea to restrict sexual appeal advertisements in Malaysia as they felt that it is unnecessary and inappropriate.

4.1.3 Apprehension towards Sexual Appeal Advertising

Based on the findings, most of the interviewees do express their concern about what sexual appeal advertising can result in our country. Most of them including interviewees who can accept sexual appeal advertisements also had similar points of apprehension which is the concern about the appropriateness when it comes to religion. As stated by Krisnan & Run (2016), Malaysia is known as a conservational country in Malaysia. This is proved by the excerpt below:

It is ok and should not be an offence for me but due to some religion problems it is inappropriate and offence in Malaysia. (Interviewee 1)(Chinese Female)

For me, traditional media such as TV that are not allowed much more due to the religious characteristics of Malaysia. (Interviewee 2)(Chinese Male)

Yes, because is culturally inappropriate for Muslims country. (Interviewee 4)(Malay Male)

Yes, I'll restrict these sexual appeal advertisements because it is inappropriate for the public. (Interviewee 7)(Indian Male)

Meanwhile, there are also concerns by interviewees about sexual appeal advertising that it could not promote what the advertisement is actually selling but end up promoting sexual content instead. The sexual content promoted may also lead the public to unhealthy standards of body proportion with a thin waist and a curvy bottom which is what most of the models today will look like (Maymone et al., 2019). This is evidenced by the excerpt below:

The key of advertisement should be promoting the product, but consumers will more focus on model rather than brand or product in my perception. (Interviewee 2)(Chinese Male)

It could promote sexual content if it advertised openly like on the billboard by the road. (Interviewee 5)(Malay Female)

Using such ads may contribute to unhealthy standards of body proportion among the public, more than it being a "sexual issue". (Interviewee 8)(Indian Female)

Because girls by default are expected to look hot and sexy by the societal pressure. (Interviewee 9)(Indian Female)

Lastly, the apprehension of the interviewees towards sexual appeal advertisements also include the appropriateness for these advertisements to be portrayed around the public as it may cause discomfort and also not a suitable content for the younger generation. This is proved by the excerpt below:

Maybe, for some people will feel not comfortable. (Interviewee 7)(Indian Male)

I think they do work to promote cosmetic products, but it may not be the best thing to encourage in the public, especially for the younger generation. (Interviewee 8)(Indian Female)

There should be a limit to the nude exposure in poster because if it is being hanged up in the public, all ages have access to them including kids which seems a little inappropriate. (Interviewee 9)(Indian Female)

4.1.4 Effectiveness of Sexual Appeal Advertising in Cosmetic Product

Based on the findings, there were different opinions on the effectiveness of sexual appeal advertising in cosmetic products. There were interviewees who think sexual appeal advertising is the best strategy to promote cosmetic products. The reason they support sexual appeal advertising as the advertising strategy is that most of the interviewees think that sexual appeal advertising is very effective in attracting audiences' attention and escalating their buying desire especially towards younger audiences. This is evidenced by the excerpt below:

I think is best strategy since it direct and straightforward. It will be easy to understand the message that producers are trying to convey.it will increase the desires of consumers to buy for it. (Interviewee 1)(Chinese Female)

I think is just because human is physiological reaction based being and marketers uses the biological elements of consumers to attract their attention in first glance. (Interviewee 2)(Chinese Male)

As a consumer, I feel delighted and paid attention to it because these kinds of ads are always catchy... (Interviewee 2)(Chinese Male)

I feel sexually attracted. (Interviewee 5)(Malay Female)

I consider it as one of the best strategies as it is easy to attract young people.

(Interviewee 6)(Malay Male)

Maybe, because it is easy to attract people attention. (Interviewee 7)(Indian Male)

In contrast, the interviewees who do not agree with the idea of sexual appeal being the best strategy to advertise cosmetic products also had different opinions to support their statement. Most of the interviewees think that sexual appeal advertising is not appropriate to advertise cosmetic products as sexual appeal advertisement may not have the clarity of what the advertisement is advertising about as the audience might only pay attention to the sexual content. Other than that, it may also cause a negative perception towards the audience. This is proved by the excerpt below:

I feel like those sex appeal ads not obvious to express the product itself as I can't realize what is that immediately when I'm noticing for the ads. (Interviewee 3)(Chinese Male)

No, as the target customer of cosmetics is different with sexual appeal. (Chinese Male)

No, it does not advertise the features of the cosmetic products. (Interviewee 4)(Malay Male)

No, I don't think that sexual appeal advertisement can advertise cosmetic products effectively but bring negative brand image to customers. (Interviewee 4)(Malay Male)

People may remember the sexual appeals rather than their products. (Interviewee 5)(Malay Female)

I don't get the point of using sex to appeal to the public. (Interviewee 8)(Indian Female)

In conclusion, sexual appeal advertising is not recommended by most of the interviewees which include all races to advertise cosmetic products as the researcher had gathered negative opinions than positive ones.

4.1.5 The Importance of Perceived Value Towards Cosmetic Product Advertisement

According to Yadav and Pathak (2017), perceived value is defined as an overall assessment of product effectiveness based on perception and received of given products and also the external consideration that has the possibility to influence one's behaviour. Hence, the advertisement must have the ability to deliver the value or feature of the products for the audiences to have their perception on the product. However, most of the interviewees do not think that they can have any perception towards the product as the sexual appeal content might create interference to let them understand and value the product. This is evidenced by the excerpt below:

I feel like those sex appeal ads not obvious to express the product itself as I can't realize what is that immediately when I'm noticing for the ads. (Interviewee 3)(Chinese Male)

I think the most important thing is to let the consumer know exactly what is that product on the ads to meet the customers' needs. (Interviewee 3)(Chinese Male)

No, it does not advertise the features of the cosmetic products. (Interviewee 4)(Malay Male)

I think it is unnecessary to advertise using sexual appeal, as people will only attract by the sexuality contents but not the product itself. (Interviewee 4)(Malay Male)

It can be distractions from their original product to promote in the beginning. (Interviewee 5)(Malay Female)

Thus, the customer's perceived value is important towards a sexual appeal advertisement. This statement is proven as most of the interviewees agree that product features are important in an advertisement.

4.1.6 Suggestion/Replacement towards Sexual Appeal Advertising

According to the findings, the researcher found that even the interviewees who agreed sexual appeal advertising is the best strategy to advertise cosmetic products had their own recommendation or suggestion for the advertisement to be improved. The suggestions provided is that sexual appeal advertisements should be more precise in their target market and should promote a healthier and positive side of the advertisement. Furthermore, sexual appeal advertisements should have a restraint of exposure and the sexual content to make sure it is appropriate for the public audience. This is evidenced by the excerpt below:

...but advertisers have to make sure the product is efficiently promote product to me unless it will be just a model show. (Interviewee 2)(Chinese Male)

I would not like to say change but there are actually other better ways if I have legal and culture issues concerns, it depends my market segmentation of consumers, if it is adult women based cosmetic products, I can show the confidence of women in the workplace or their daily life basis to let women have greater position and allow women consumers to pay attention to my cosmetic product. (Interviewee 2)(Chinese Male)

Not restrict, but to promote a more body positive type advertisement. (Interviewee 8)(Indian Female)

There should be a limit to the nude exposure in poster. (Interviewee 9)(Indian Female)

I wouldn't entirely restrict it but maybe control the exposure and vulgarity to an acceptable extent. (Interviewee 9)(Indian Female)

Undoubtedly, there are also interviewees who do not agree that sexual appeal advertising is the best strategy for advertising cosmetic products and had their own opinion of replacing sexual appeal advertising. There were suggestions to replace sexual appeal advertisement with celebrity endorsement strategy as this strategy had the advantages of attracting audiences with the popularity of that celebrity and also improves the audience perception towards the product advertised with the celebrity's testimonials. In addition, the interviewees also suggested that sexual appeal advertising should be replaced with other emotional appeal advertising such as humour appeal. The other emotional appeal advertising including humour appeal have the ability to recall good memories of the audience, create positive feelings by making the audience happy and convince the audience to buy the product. This is proved by the excerpt below:

Cosmetic product can be advertised in different way, there might be suitable and meaningful way to advertise cosmetic product. (Interviewee 3)(Chinese Male)

Yes, I will advertise those cosmetic products by using endorsement appeal. Famous celebrities, athletes or even social influencers to endorse the products which can attract their fans and also let the product be more credibility. (Interviewee 4)(Malay Male)

Yes. For example, the perfume ads can be advertised using emotional appeal like triggering memory of someone using the perfume. (Interviewee 5)(Malay Female)

Yeah. I will change it to endorsement, invite celebrities to use the cosmetic products and share their testimonies of using it in order to attract target audience. (Interviewee 6)(Malay Male)

I will change it towards humor appeal that will bring laughter to target audience. (Interviewee 7)(Indian Male)

Yes, I will change to emotional appeal, by trigger target audience emotion and persuade them to buy that products. (Interviewee 9)(Indian Female)

In conclusion, there are more suggestions to replace sexual appeal advertising instead of improving it. However, there are also a few interviewees who suggested that the usage of sexual appeal in advertising can also be appropriate as long as it can deliver a clear, healthy and positive message for the audience.

4.2 Summary

In this research, nine Malaysian young adults from Kuala Lumpur, Johor Bahru and Penang were interviewed using purposive sampling technique to ensure the target respondents meet the research criteria (Taherdoost, 2016). The interview had stopped at the ninth interviewee as the researchers had reached data saturation. Consequently, the data was gathered and gone through the reiteration of the coding process to generate findings from the interviewed data. The researchers had analyzed the collected data in six themes, which are impression towards sexual appeal advertising, acceptance of sexual appeal advertising, apprehension towards sexual appeal advertising, the importance of perceived value towards

cosmetic product advertisement and suggestion/replacement towards sexual appeal advertising.

The finding's data were all validated by the researchers through email interview with open-ended questions. In terms of reliability, email interview can conduct research with a more related data collection as email interview's findings are said to be more succinct and direct (Hawkins, 2018). Moreover, the collected data were also analyzed using thematic analysis and coding by the researchers. Hence, the findings above will be supportive for further discussion in Chapter 5, the topic of whether the research objectives had been achieved.

Chapter 5: Conclusion & Recommendation

5.0 Introduction

This chapter will mainly discuss the research objectives of this study, which are to explore the perception of different races in Malaysia on sexual appeal advertisement and to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. There is a total of six themes based on the findings to answer the research questions of this study. Moreover, in this chapter the researchers will also provide recommendations for future study and conclusion of the entire study.

5.1 To explore the perception of different races in Malaysia on sexual appeal advertisement

The first research objective of this study is to explore the perception of different races in Malaysia on sexual appeal advertisement. Sexual appeal advertising is a sensitive advertising style that shows sexually titillating images or sexual cues in order to attract male and female audiences (Rajnerowicz, 2020). From the findings of this research, most of the Malay and Chinese interviewees can accept sexual appeal advertising in Malaysia. On the contrary, both of the Indian interviewees which believe in Hinduism cannot accept sexual appeal advertising. One of the Indian male interviewee stated that sexual appeal advertisements could cause discomfort for the audiences of sexual appeal advertisements. In the same way, the Indian female interviewee felt that sexual appeal advertisements are inappropriate.

“Yes, because is culturally inappropriate for Muslims country.”

“It depends on where they show these types of ads like in shopping mall department store is appropriate and acceptable”

Based on the analysis, an important key aspect that can influence the acceptance of the people is religion. According to the research, interviewees from different religions which are Islam, Hinduism, Christian and Buddhism. All Malay interviewees and one Indian female interviewee believes in Islam, all of them had a similarity when it comes to the acceptance of sexual appeal advertisements as all of them do not find this sort of advertisement offensive. Nevertheless, most of them do think that sexual appeal advertisements are inappropriate. This reason behind their statements can be related to their religion which is Islam. As stated in Islamic laws, the portrayal of nudity is forbidden in any advertisement (Aziz, Rahin & Asri, 2019). Hence, the Muslim interviewees may perceive sexual appeal advertisements as an inappropriate content that contradict against the Islamic law. Despite that, most of Muslim interviewees do not found these sexual appeal advertisements to be offensive as long as the sexual content were controlled and the placement of the advertisement is suitable.

“It is ok and should not be an offence for me but due to some religion problems it is inappropriate and offence in Malaysia.”

“I did not find much inappropriate or offensive as long as the product and are exposed to consumers, and comply with under the legal policies, there is not that hard to expose in other platform such as social media rather than billboard on the road of highway or TV ads.”

Next, all of the Chinese interviewees can accept sexual appeal advertisements as they do not find it offensive or inappropriate. The major concern about the Chinese interviewees towards sexual appeal advertisements is that it might be inappropriate to be shown to the public in Malaysia. As a matter of fact, Malaysia’s advertising regulations were influenced by the Islamic laws (Sarpal, Saleh, Tan, Kueh & Lim, 2018). Despite that, the Chinese Interviewees’ acceptance towards sexual appeal advertisements were not influenced by the

advertising regulations in Malaysia. The Chinese interviewees were mostly Buddhist and only one Christian, but the difference on religion aspects of them do not lead to the Chinese interviewees' resistance towards sexual appeal advertising. Therefore, sexual appeal advertisements are more accepted Chinese in Malaysia which contradict with a statement made by Sarpal, Saleh, Tan, Kueh & Lim (2018), which mentioned Chinese in Malaysia might not accept sexual appeal advertisements since Malaysia's advertising regulations were influenced by the Islamic laws.

“Yes, I’ll restrict these sexual appeal advertisements because it is inappropriate for the public.”

“There should be a limit to the nude exposure in poster because if it is being hanged up in the public, all ages have access to them including kids which seems a little inappropriate.”

According to the research, the interviewees that undisputedly could not accept sexual appeal advertisement were both Indian interviewees. Both Indian interviewees agree that sexual appeal advertisements are offensive towards them and inappropriate to be displayed as it might cause discomfort. Both Indian interviewees are Hindus and this might be the reason that causes their unacceptance towards sexual appeal advertisements. In Hinduism, there is a concept named *Brahmacarya* which means a lifestyle concept of sexual abstinence which intended the self-control of sex indulgence (Khushboo & Anupam, 2019). Hence, the sexual contents of the sexual appeal advertisements are a contradiction against Hinduism and may offend the Indian interviewees' belief.

Based on the findings of this research, obviously that the perception of different races in Malaysia on sexual appeal advertisement might differ due to the differences of religions and beliefs.

5.2 To find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour

The second objective of this research is to find out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. From the research's literature review, the researchers acknowledge that sexual appeal advertising has its own effectiveness and ineffectiveness.

Sexual appeal advertising has a high effectiveness in attracting audience's attention. Nusantara and Haryanto (2018), sexual appeal advertising is one of the advertisement strategies to gain the attraction from the crowd of audience, as researchers found out that sexual appeal has the ability to stimulate audience's purchase decision. In most of the studies, past researchers found out that sexual appeal in advertising can improve an advertisement's effectiveness in terms of attractiveness and memory recall (Wong, McClelland & Furnham, 2019).

In the findings, most of the interviewees notice the effectiveness of sexual advertising as well, which is attracting audience's attention. This shows that sexual appeal advertisement is effectively in its primary effectiveness, attracting attention. However, when the researchers trying to seek for more advantages of sexual appeal advertising, the interviewees cannot state further about it. Thus, the researchers believe most of the interviewees only acknowledge the primary effectiveness of sexual appeal advertising, they do not acknowledge that sexual appeal advertising has an effect of memory recalling, building an imagination and others.

As most of the respondents doesn't have a deeper knowledge about sexual appeal advertising, they are questioning the effectiveness at the same time. Most respondents said that sexual appeal advertising is only good at catching attention. It does not affect the upcoming buying behaviour at all. This situation met with Fidelis, Oliveira, Giraldi and Santos (2017)'s

statement, the use of sexy or nudity portraits does not help the audience to remember the brand or product. It has no difference with other advertisement.

Most respondents point out that the advertisement cannot motivate their buying behaviour as the sexual content does not meet with the cosmetic product itself. The usage of sexual elements is distracting the audience from the product attribute, this might also be a proof that why audience cannot have a strong memory of the advertisement as they are focusing on the sexual portrait. Fidelis, Oliveira, Giraldi, Santos (2017) had given a research finding on why audience is not aware on the product. Using an eye tracking device, the past researchers find out that the nudity portrait will always come to the human mind first. Audience's first impression is often on sexual content then the product itself. Therefore, this finding show that why sexual appeal advertisements do not help the people to recognize the brand or product because the audiences are distracted by the sexy portrait.

Instead of sexual elements, the respondents are more willing to require the product attribute, also known as perceived value in this research. According to Yadav and Pathak (2017), perceived value is defined as an overall assessment of product effectiveness based on perception and received of given products. Gong, Holiday, and Cummins (2020) proved that the more the sexual element occupied in the advertisement, the more the distraction will be caused to the product. This condition happens because audience are focusing on the sexual content at the first place then the product. Thus, when the audience recalling the advertisement, they will mostly remember the sexual part only.

Function, price, features, these messages are more important that respondent willing to acknowledge. Stankevic (2017) said that purchase decisions are mostly made after consumers had information about a certain product or service for their comparison and evaluation in

various aspects with other brands or products. Through this statement, it explains why the product information is what the interviewees trying to look for instead of sexual elements.

Respondents have given three suitable ways to solve the problem of sexual appeal advertising which are using other advertising appeals or setting a limit in the usage of sexual elements.

Firstly, Freire, Quevedo-Silva, Senise and Scrivano (2018) said that celebrity endorsement appeal is a kind of advertisement strategy that using celebrity, model or actor to endorse a product, this strategy is good at gaining audience trust by using the fame, credibility, beauty of a celebrity. Product which has been endorsed by a celebrity will be gaining more expectation. Yu (2019), the usage of model allows the audience to associate with the advertisement message. However, this solution might leave a question to the future finding, celebrity endorsement has a same limitation as sexual appeal advertising. Celebrity endorsement gains trust by the celebrity's credibility, it does not have any connection with the product as well. Is not that this situation proves that celebrity endorsement might distracting product message like sexual appeal advertising does? A similar research done by Johansson and Bozan (2017), people are willing to support an endorsement product is all because of the celebrity's credibility and fame. It has nothing to do with the product itself, which finds out that audiences are attracted by the endorser but not the product's attributes in celebrity endorsement appeal.

Secondly, Gong, Holiday, and Cummins (2020) said that the more the sexual element occupied in the advertisement, the more the distraction will be caused to the product. Thus, it is logical when the respondent suggests that there should be a balance in the usage of sexual element.

“There should be a limit to the nude exposure in poster.”

“I wouldn't entirely restrict it but maybe control the exposure and vulgarity to an acceptable extent.”

“As long as the product and are exposed to consumers, and comply with under the legal policies, there is not that hard to expose in other platform such as social media...”

Especially in Malaysia, an Islam majority country, advertiser should be wise when applying sexual appeal advertisement in their ads. Based on the literature finding, not every race in Malaysia can accept the content of sexuality as the content does not meet with *Halal* (Aziz, Rahin & Asri,2019). Krisnan and Run (2016) said that Sexual appeal advertisement is considered as offensive towards the audience in certain condition. Therefore, Malaysia government is always revising about this topic.

Besides, based on a past research by Yu (2019), the past researcher found out that the usage of advertising appeal will be influenced by the product's price range. Sexual appeal advertisement is often used in high-end cosmetic product like Chanel. Emotional appeal advertisement is often used in middle or high price range. Perceived Value is more focus on middle or low-price range of cosmetic product, which will be more focusing on the product attributes. This shows that the price range of cosmetic product will also be affecting the effectiveness of cosmetic product.

Even though the audience is denying that sexual appeal advertisement can influence one's buying behaviour, but most of the respondents said that if the advertised product is the category that a potential consumer trying to look for, it will make more sense.

5.3 Application of Planned Behaviour Theory

In this research, the researchers intend to use planned behaviour theory to find out will sexual appeal advertising influences consumer's purchasing behaviour instead of others factor, like behaviour belief, normative belief, control belief and perceived value. According to Yadav

and Pathak (2017), planned behaviour theory has an advantage in explaining human behaviour (especially in psychology) in a wide range of fields and industry. Upon the researchers improve the theoretical framework to fit in this study, it is more accurate in defining people's behaviour towards buying intention than the older planned behaviour theory.

Throughout the finding, the researchers found out that perceived value is more significant in an advertisement which will motivate one's to purchase a product instead of sexual appeal advertising. This met with the statement in the research's literature review, perceived value is defined as an overall assessment of product effectiveness based on perception and received of given products. The past researchers mentioned that perceived value has a significant relationship in influencing consumer behaviour. When people are deciding to purchase a certain product, their minds will be considering the product attributes. (Yadav & Pathak, 2017).

“It does not advertise the features of the cosmetic products.”

“I feel like those sex appeal ads not obvious to express the product itself.”

“I think the most important thing is to let the consumer know exactly what is that product on the ads to meet the customers' needs.”

The above statement shows that perceived value is the most significant factor that influences one's purchasing behaviour when the certain product is not what the respondent looking for. However, this finding will soon be subverted as respondent said that sexual appeal advertisement will be more effective in motivate one's buying behaviour when the certain product is what they look for. For example, if an audience is looking for a perfume, sexual appeal of a lipstick advertisement will be not effective in influencing one's buying behaviour. If an audience is looking for lipstick, the effectiveness of sexual appeal advertising will be more effective.

“It will change my attitude toward a cosmetic brand, the facial expression, the gesture and the colors from the advertisement and model will inform me that this is actually good to use.”

“To instill the imagination of their product can do to your mind.”

A highly effective sexual appeal advertising does not just attract audience attention, but it can also build an imagination on how well the audience can be. Freire, Quevedo-Silva, Senise and Scrivano (2018) said that the model in the advertisement will bring hope and desire to the audience, which directly or indirectly influence one’s buying behaviour.

In short, by using the planned behaviour theory, the researchers find out that if a certain cosmetic product is what an audience is looking for, sexual appeal advertisement will have a significant effect on motivate one’s buying behaviour. If the cosmetic product is not what audience trying to look for, then the usage of sexual element will be not be necessary as the perceived value is more significant.

5.4 Recommendation

5.4.1 Recommendation on Sexual Appeal Advertising

In terms of improving sexual appeal advertising to improve its acceptability among Malaysians, the researchers had gathered the recommendations offered by young Malaysians who participated in e-mail interviews.

The first recommendation is to suggest advertisers to be more precise to their target audience in terms of the placement of the advertisement to ensure that the advertisement is effectively exposed to the right audience without causing disturbance for the minors.

The second recommendation for the advertisers is to encourage them to promote and show a healthier and positive side of sexual appeal advertisement instead of promoting erotic content. Therefore, the sexual appeal advertisement will still be healthy and lawful.

The last recommendation is for the policy maker for advertising in Malaysia, the policy maker should ensure the sexual appeal advertisements are controlled by regulations to restraint the exposure and the sexual content to ensure the advertisement's appropriateness for the public audience.

5.4.2 Recommendation for Further Study

There are few recommendations for future researchers to conduct their future study.

Firstly, future researchers are recommended to use mixed method research design which consist of qualitative and quantitative research, in order to gather more detailed information from more respondents. This is because mixed method research design will collect data by survey questionnaire and interview, so that researchers will be able to have more accurate findings from different perspectives in order to have a more reliable research.

Apart from that, to overcome the limitation of this research, future researchers are suggested to use bilingual language during the interview section and prepare bilingual survey questionnaires for respondents. In order to avoid the situation of misunderstanding the questions or do not understand some of the proper nouns which may affect the accuracy of the findings of the research.

5.5 Conclusion

In this research, the researchers are investigating does sexual appeal in advertising influences the buying behavior of cosmetic product. Two main objectives have been aimed which include

exploring the perception of different races in Malaysia on sexual appeal advertisement and finding out Malaysian opinion towards the impact of sexual appeal in cosmetic products on their buying behaviour. The researchers have used qualitative research method to investigate the research question by online interviewing different ethnics from Kuala Lumpur, Johor Bahru and Penang. This interview is applying with planned behaviour theory to find out what the research objectives aimed for.

In the findings, the researchers have found out an unexpected respond from the interviewees. At first, the researchers assume that Malay respondent might have a lower acceptance on sexual appeal advertising as the usage of sexual appeal advertising is offensive against the Islamic law, as the sexual content does not meet with *Halal* requirement. Through the respond, the researchers found out that most Malay and Chinese respondent does not think that sexual appeal advertising is offensive to them as long as the content is controlled, and the placement of the advertisement is suitable. However, the researchers are amazed with a new finding, the Indian respondent seems to have a lower acceptance level towards sexual appeal advertising in this research. The Indian respondents believe that sexual appeal advertisement is offensive to them and it is inappropriate to display in the public. Religion culture might be a possible factor to explain this scenario. In Hinduism, there is a concept named *Brahmacarya* which means a lifestyle concept of sexual abstinence which intended the self-control of sex indulgence (Khushboo & Anupam, 2019). Hence, the sexual contents of the sexual appeal advertisements are a contradiction against Hinduism and may offend the Indian respondent's belief. This has left a research opportunity to the future research as this research is more focusing on the Malay's culture instead of other ethnic's culture.

In second research question, the researchers found out that most interviewees agree that sexual appeal advertising is effective in attracting audience's attention. However,

respondents also denying its effectiveness in persuading one's buying behaviour as the sexual content is distracting the audience attention from the product. This scenario leads to an explanation, the respondents believe that the product perceived value is more significant while comparing to the usage of sexual elements. Even the respondents believe that perceived value is important in an advertisement message, the respondents also agree that sexual appeal advertisement might be more effective in influencing one's buying behaviour when a certain cosmetic product is what an audience is looking for. Thus, the researchers have categorized two explanation from the research finding. Perceived value is more important when targeting a potential consumer, but sexual appeal advertising is more effective on current consumer or someone who is interested in that particular product. Different solution has been given by the interviewees, using other advertising appeals or setting a limit in the usage of sexual elements. However, there is a problem left in this research, celebrity endorsement appeal is one of the suggestions given by the respondent. In the findings, the researchers find out that celebrity endorsement appeal has the same limitation as how respondents think that sexual appeal advertising is distracting the product message. This left a question to the future research; will celebrity endorsement distract the product's attribute in Malaysia?

In short, the results and finding of the study will be able to contribute to the advertisers in Malaysia. This study can help them to have a better understanding of how sexual appeal advertisements influence Malaysians buying behaviours and whether sexual appeal advertisement is an appropriate way to advertise cosmetic products in Malaysia. Besides, the study also provides insights to Malaysian consumers to gain knowledge on sexual appeal in advertising and to avoid seeing those inappropriate uses of sexual appeal advertisements in Malaysia. At the same time, the results can help the advertiser to know deeply about Malaysian consumers buying behaviour and to make the right decision of using sexual appeal in Malaysia advertising.

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