

## How Sexuality in Elegance of Advertising and Congruency of Product Influence Brand Evaluation? (The Study of Consumer Behavior using an Experimental Design Approach)

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### Abstract

*This study aims to examine the causal relationship between the sexuality in elegance of advertising and positive evaluation of the brand, a causal relationship between congruency of the product and positive evaluation of the brand, and the causal relationship between sexuality in elegance of advertising interaction with congruency of the product and positive evaluation of the brand. Data were collected through an experimental study of the Economics and Business Students of Sebelas Maret University. Participants are grouped into 4 groups factorial design: 2 (sexuality: High, low) x 2 (congruency: high, low). Hierarchical multiple linear regression analysis is a statistical method chosen to describe the relationship between variables, which are hypothesized. The results indicate that sexuality in elegance of advertising has a positive relationship with the positive evaluation of the brand, as well as congruency of the product has a positive relationship with positive evaluation of the brand, while sexual interaction with congruence was found not significantly associated with a positive evaluation of the brand. The theoretical implications of this research provides an understanding of consumer behavior in the context of an individual's response to an advertising program that uses the theme of sexuality.*

**Keywords:** sexuality, elegance, congruency, advertising.

### 1. Introduction

Several studies have proven the effectiveness of sexuality or sex appeal in influencing the evaluation of individuals in deciding the purchase of the brand (See Ferguson et al., 1990; Reicherd et al., 2001; Ward, 2002; Farrar et al., 2003; Liu & Chang, 2004). It is expressed in promotion programs, either in the form of advertising or other promotional programs, which includes sexuality as a theme of the ad. It is expressed in promotion programs, either in the form of advertising or other promotional programs, which includes sexuality as a theme of the ad. This strategy is relatively effective to affect the individual in evaluating the brand, which in turn can affect in deciding to purchase the brand.

Ads themed sexy, including that done by Dior, Calvin Klein, Yves Saint Laurent are some examples of well-known brand that utilizes sexiness to portray luxury scent of perfume that is now very popular as "porn chic" (De Barnier & Florance, 2006). Attractiveness of sexuality has been a concern of marketers, in an effort to position the brand in a competition, and this is an effective stimulus to affect cognition individuals, which have an impact on attitudes and purchase intention of buying a product. Therefore, some of the ads try to take advantage of sexiness as a central theme or as a complement to build a brand image. (See Alexander & Judd Jr., 1978; Gilly, 1988; Reicherd, 2002; Farrar et al., 2003).

But keep in mind that pornography is a negative connotation attached to sexuality, and how much pornography levels perceived by the public to advertising depends on the moral ethics of the community of users of the brand (see Elliott et al., 1995; Bettles & Harris, 2011; Grazer & Kessler, 2011). Marketers need to get around this by designing sexuality in an art-themed sexuality, which is capable of displaying the elegance of ads that can be accepted by society. Therefore, in this study, the elegance of an ad is an intervening variable that should be attached to sexuality to influence positive evaluation of a brand.

However, the relevancy or the congruency of the product, on the one hand, is also one of the variables that need to be careful in making an ad (Peterson & Kerrin, 1977; Grazer & Kessler, 2011; Orth & Holancova, 2004). The product

that is considered not relevant to the theme of sexuality will be suspected to have a negative impact on an individual evaluation of an advertisement. Therefore, though sexuality is a theme that is interesting in the sense can improve individual attention to advertising, but if the relevance of the product is negligible, it is possible will have a negative impact on the dislike on brand advertising, which in turn will have a negative impact on the negative evaluation on a brand (See Reicherd et al., 2000).

Thus the experimental model in this study has the objective to explain that a positive evaluation of the brand most affected by the elegance of sexuality in advertising ( Reid & Soley , 1983; Reichard & Alvaro , 2001; DeBarnier & Valette - Florence , 2006 ) , and product suitability (Latour et al., 1990; Elliott et al., 1995), but also designed that the conformity of a product is a variable that moderate the relationship between sexuality in advertising elegance and positive evaluation of the brand ( Orth & Holancova , 2008; Beetle & Harris , 2011; Salgado - Montejo et al , 2014 )

## 2. Theoretical Background and Hypothesis

### 2.1 Sexuality in Advertising

Sexuality is something that is interesting to note because it is associated with the basic instinct of individuals who responded immediately when sexuality is a stimulus that affects the cognitive structure (Ruth et al., 1989). This has become the nature of all God's creation, which mutually attracted to the opposite sex. Although not all of the response is positive, but in its development, sexuality has become one of the philosophies in the field of marketing, which is used to influence an individual's interest in the selection of a product or brand (See Richmond & Hartman, 1982; Kilbourne, 2005). Marketers use sexuality in all its appeal to campaign for a product or brand is marketed. Sexuality, which is packaged in the form of advertising, is the real condition of the application of marketing strategy as a stimulus to attract consumers in the purchase of the product or the brand (Ramirez & Reichert, 2000).

The problems always arise is the issue of the decency of sexuality that is displayed in advertising (Ramirez & Reichert, 2000). This happens , because sexuality is always attached with a negative image, which is related to pornography, even considered to contribute to sexual harassment. These conditions indicate the need for creative ideas to package sexuality in the form of art that can be accepted by the public, so it can be a proper marketing strategy for promotional purposes.

As a philosophy, now marketers have a lot of attention to sexuality as one of the stimulus that can be attached to an ad in an attempt to influence individuals in the selection of a product or brand (Miller, 2005). Because sexuality is something that intersect with social norms, then the advertising design requires carefulness, in order not to conflict with the social norms where the brands is marketed. If the conflict occurs, marketers must immediately rectify sexual elements that are not pleasing, or even possible to replace all the elements of the ad. The public can force companies to replace advertisements too far, which assessed without regard to social norms, and even be fatal, public outrage can force companies to eliminate advertising. If people are not protesting the sex appeal in advertising, and gladly accept advertising, the use of sex appeal in advertising, may be regarded as an appropriate form of marketing to advertise the brands.

In the process of consumer behavioral, sexuality, which is used as a theme in advertising has several advantages, such as more attractive, more attention, more entertaining, more engaged, more affordable, and more profitable than non-sexual advertisements (See Assael, 2004; Reicherd et al., 2001).

Ads of the theme of sexuality, proved able to improve individual positive evaluation of brand, more than that, sexuality themed ads, also proved capable of getting attention, and can improve the persuasion of individuals toward a brand (see Latour et al, 1990; Grazer & Keesling, 1995; Hoyer & McInnis, 2001; Manceau & Tissierr-Desbordes, 2006). However, some literature also shows the different events, the theme of sexuality overdone in the advertisement, with inappropriate content, then it can have an impact on the negative associations to the brand being advertised, which in turn has a negative impact on recall and positive evaluation the brand (See Stewart & Furse, 2000; Khraim, 2012). This is the real incidence of the use of the theme of sexuality in advertising that have a direct impact on the performance of marketing.

This study focused on the sex appeal as a major stimulus in the ad, which affects the individual positive attitude toward the brand. This is the real incidence of the use of the theme of sexuality in advertising that have a direct impact on the performance of marketing. This study focused on sexuality as a major stimulus in the ad, which was conceptualized positively affect individual evaluation of the brand.

The concept is based on several studies that reveal the role of sexuality in the cognitive processes of individuals. First, the study focused on the role of sexual and non-sexual appeals in cognitive processes and individual persuasion

(see Steadman, 1969; Severn et al., 1990; Reichard et al., 2000; Reichard & Alvaro, 2001; Reichard et al., 2001). Results obtained explain that sexual persuasive appeals more than non-sexual appeals in social marketing topics (see Steadman, 1969; Severn et al., 1990; Reichard et al., 2000), but it also found that sex appeals more favorable than non-sexual appeals (Reichard & Alvaro, 2001; Reichard et al., 2001), but a negative impact on cognitive elaboration either in the form of support and counterarguments, subsequently also obtained results that sex appeals more to get attention, more fun, more dynamic, and more likely to increase individual intentions in purchasing a brand than non-sexual appeals (see Reichard et al., 2001).

The second focused on attitudes toward advertising-themed sex appeal (see Peterson and Kerin, 1977; Latour & Henthorne, 1993; DeBarnier & Valette-Florence, 2006; Grazer & Kessling, 2011; Khraim, 2012). The concept is designed to explain about the role of sex appeals in advertising in influencing positive attitude toward the brand. The results obtained indicate that the positive relationship between sex-themed advertising appeals and positive attitude toward the ad (DeBarnier & Valette-Florence, 2006; Grazer & Kessling, 2011), then the results also indicate that men and women differ in terms of emotional responses and attitudes (Khraim, 2012).

Based on the two concepts described herein can be concluded that sex appeal is a relatively effective stimulus to affect individual persuasion, but it also can affect the process of cognition, which in turn affects the individual buying interest towards the brand. Although the literature has given indication that advertising themed pornographic sexuality that have an impact on the negative evaluation, but no one study that incorporates the elegance of advertising as a variable that can turn a negative into a positive evaluation of the advertising. Therefore, this study conceptualized that elegance is one of the variables that must be considered by marketers to make sexuality in advertising has a positive impact on the results of the evaluation of individuals in advertising.

## 2.2 *An Elegance of Advertising as Intervening Variable*

In this study conceptualized that sexual advertisement significantly affect the individual in evaluating the brand. Sexual advertisement in question here is the ad that package sex appeal in the form of the high elegance, which is expected to play an important role to attract the attention of the public, and the public are expected to respond in the form of a positive evaluation of the brand (see Struckman-Johnson et al., 1994; Grazer & Kissing, 1995; Reichard, 2001; Reichard & Alvaro, 2001).

In this study, elegance is a variable that needs to be observed, because these variables play an important role in influencing positive evaluation. Previous studies have shown that sexuality is a term that connotes pornography that could potentially lead to a negative evaluation of the individual toward the brand (see Elliott et al., 1995; Bettles & Harris, 2011; Grazer & Kessling, 2011). Therefore, elegance is one of the essential elements that must be attached to advertising, with the theme of sexuality. Associated with this role, elegance conceptualized as an intervening variable, which is attached to sexuality, which together to form a positive evaluation of the brand (see Smith et al., 1995; Ward, 2002).

Implicitly, elegance is defined as an advertising display, which is designed in the form of art that promotes beauty, opulence, grandeur, and some of the ethical and moral considerations prevailing in a society. Marketers need to design pornography in advertising, which actually displays vulgar sexuality appeal to an art that displays the luxury and elegance of sexuality into one package with the brand being advertised. In this way is expected marketers can avoid criticism and ridicule of society which in turn impact on the negative assessment, even rejection of the brand, which is advertised.

In this study, the concept of which is to be explained in this study is the higher the sex appeal of the elegant advertising, the higher the positive evaluation of individual toward the brand. This concept refers to the regularity of phenomena that show a positive relationship as has been drafted in previous studies (see Severn et al., 1990; Smith et al., 1995; Reichard et al., 2001; DeBarnier & Valette-Florence, 2006). Here is a hypothesis is formulated:

H1: The higher the sexuality in an elegant advertising, the higher the positive evaluation toward the brand.

## 2.3 *The Congruency of Product*

Although the literature review indicates the relationship between sexuality and positive evaluation of the brand, but some literature also indicates that the relationship is moderated by several variables, including gender (see Baummeister, 2001; Orth et al., 2004; Baker, 2005), culture (Odekerken - Schroeder et al., 2002; Schroeder & Zwick, 2004), states (see Luqmani et al, 1987; Gilly, 1988; Ashil & Yawas, 2005), year (see Soley & Kurzbard, 1986), the relevance or the congruence of the product (see Peterson and Kerin, 1997; LaTour, 1990). This study conceptualized that the congruency of product is a variable that moderate the relationship between the sexuality in elegance of advertising and

the positive evaluation of the brand. As a moderating variable means that the coefficient of correlation between the two variables is depend on the level of congruency of the brand.

In the process of behavior, the product is another factor that contributes to the effectiveness of advertising, the positive influence of the individual evaluation of the product (see Peterson & Kerin, 1997; Lambiase et al., 1999). Sexuality is just not effective enough to affect a positive evaluation of the product, if the theme of sexuality that is displayed does not match the type of product. In this case, individuals will associate degree of congruency of the product, if the individual feels that there is no congruency between products and sexuality in advertising, this will negatively impact on the response, on the contrary if there is congruency between the product and sexuality, the ads will be accepted and generate the positive response.

Review of the literature has explained that the products are classified into two levels of relevance: (1) a product that has a high level of relevancy to the theme of sexuality which is also referred to the congruency product, and (2) a product that has a low degree of relevancy to the theme of sexuality which is also called the incongruencyproduct (LaTour, 1990).The congruency level will have an impact on the level of individual acceptance of the advertising. This opinion is supported by several studies that examined the relationship between the product and the nudity factor (LaTour & Henthorne, 1993), hereinafter Black (2010) also explains that advertising with a high degree of congruency of the product, the positive attitude towards advertising is higher than advertising a product that has a low level of congruency. The following is formulated hypothesis.

H2: the higher the congruency of product, the higher the positive evaluation toward the brand.

This study also conceive that the congruency of the product moderate the relationship between sexuality in the elegance of the ad, and a positive evaluation of the brand. This concept explains that the higher the product congruency further strengthened the influence of sexuality in elegance of advertising on the positive evaluation of the brand, otherwise if the lower the product congruency the weakened the influence of sexuality in elegance of advertising on the positive evaluation of the brand (LaTour & Henthorne, 1993; Black, 2010). The following is a formulation of the hypothesis in question.

H3: the higher the products congruency further strengthened the influence of sexuality in elegance of advertising on the positive evaluation of the brand.

## 2.4 The Model

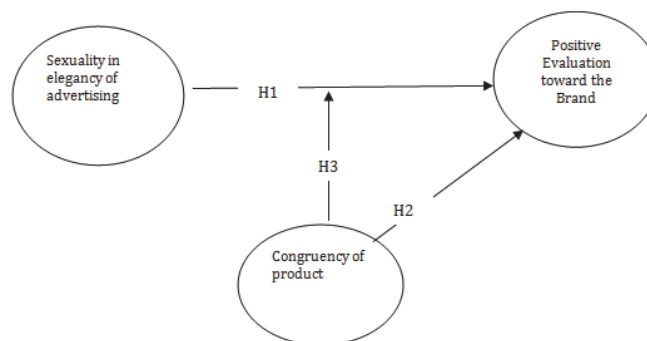


Figure 1. The Conceptual Framework of the Research

## 3. Research Method

### 3.1 The Research Design

Based on the objectives to be achieved , this study used an experimental design , by manipulating the independent variables and observing the effect on brand evaluation variables as variabel dependen ( Campbell & Stanley , 1966) . In this study , there are two variables that are manipulated sexuality and congruence , so there are 4 factorial design : 2 ( sexuality : high vs. low ) x 2 congruence products ( high vs. low ) . While elegance not be manipulated because it only acts as an intervention , which is attached to sexuality as a variable .

This factorial design can be used as a basis for creating stimuli that will be used as a basis to create a marketing strategy (Montgomery , 2001)

### 3.2 Stimulus

Sexuality is displayed in the form of stimulus 2 levels, namely high sexuality selected advertising model which displays the level of nudity, comeliness, sexiness, plumpness, and loveliness is high, whereas low sexuality selected advertising model which displays the level of nudity, stimulation, sexiness, plumpness, and loveliness low.

Elegance displayed in the form of a single stimulus, namely high elegant. Stimulus designed indicates the level of sexiness that is packaged in the form of a glamorous, attractive, chic, charm, and excellence in advertising.

Congruency displayed in the form of stimulus 2 level namely selected for high congruency perfume product as expected congruence with the theme of sexuality, and low congruency selected for stationery products, due to no congruence with sexuality.

### 3.3 Check Manipulation

Stimulus that has been made then tested the difference through manipulation checks. Statistical method chosen is t test with significance level of 5% (Tabachnick, 1997). Test results show that the stimulus is used to manipulate high sexuality differs from the stimulus used to manipulate low sexuality. Furthermore, the stimulus used to manipulate high congruency is different from the stimulus used to manipulate congruency low (see Table 1). Therefore elegance manipulated only one level, it is not done manipulation checks.

**Table 1.** Manipulation Check

Variable	level	Number of item	Mean	Stddev	t test.
Sexuality	High	5	4.2000	.1111	23.807***
	Low	5	1.9000	.6154	
Congruency	High	5	3.6250	1.12635	7.514***
	Low	5	1.6000	.47329	

Note: \*\*\* sig at <.01

### 3.4 Determination of Participant and Booklet

In this study, participants selected were students of the faculty of economics and business (FEB) at the Sebelas Maret University (UNS) at Surakarta. Selection of students is based on the consideration of theoretical interest, it is expected of them can represent the behavioral perspective behavioral processes of real consumer of the object under study. Furthermore, participants were selected, grouped into 4 groups and each experiment consisted of 25 students. The following is each experimental group following the combination of the stimulus.

Group 1 was given stimulus containing high sexuality in high elegance of advertising, and products that have a high degree of congruence. stimulus is outlined in the booklet 1, and a booklet describing a beautiful woman as an advertising model, which offers high sexuality, in terms of nudity, comeliness, sexiness, plumpness, and loveliness, which is high. However, it is packaged in a high elegance, which displays the level of glamorous, attractive, chic, charm, and excellence are high. In the ad, the model is being offered perfume as a product that has a high congruency.

Group 2 was given a stimulus that contains high sexuality in high elegance of advertising, and products that have a low congruency, as outlined in the booklet 2. as in the booklet 1, this second booklet also describes a beautiful woman as an advertising model, which includes sexuality high, in terms of nudity, comeliness, sexiness, plumpness, and loveliness, which is high. They are packed in high elegance, which displays the level of glamorous, attractive, chic, charm, and excellence, are high. but in the ad, the model offers a stationery as a product that has a low congruency.

Group 3 was given a stimulus that contains low sexuality in high elegance of advertising, and products that have a high congruency. This stimulus poured in 3 booklets describing a beautiful lady who accentuate low sexuality, which is dressed with the level of nudity, comeliness, sexiness, plumpness, and loveliness is low. All packaged in a high elegance, which displays the level of glamorous, attractive, chic, charm, and excellence, are high. In the ad, the model is being offered perfume as a product that has a high congruency.

Group 4 was given a stimulus that contains low sexuality in high elegance of advertising, and products that have low congruency. This stimulus poured in 3 booklets describing a beautiful lady who accentuate low sexuality, which is dressed with the level of nudity, comeliness, sexiness, plumpness, and loveliness is low. It is package in level glamorous, attractive, chic, charm, and excellence are high. In the ad, the model offers stationery as a product that has a low congruency.

Further, experiments performed using the technique between subjects, in which each participant was given one chance in experiments. It is intended that the experience in the first experiment did not affect the subsequent experiments (Elliot et al., 1995; Black et al., 2009).

### 3.5 The experimental procedure

Participants were selected through a notice board before entering the room of the experiment. The first stage is re-selection of the requirements to allow students to keep abreast of experiments, which are non-resistant to sensual images that have an impact on rejection experiments, the next is no intimidation or compulsion, which is due to the relationship between teacher and student. This requirement is necessary to generate the freedom of students to respond to the stimuli of experiments objectively.

Participants were divided into 4 groups, and each will have a different experimental stimuli. Experiment begins with a blind experiment, which aims to create real conditions of the experiment, as individuals evaluate an advertising of the brand. The stimulus is

"Now we have guests who are representatives of a company (perfume or stationary products). He wants you to evaluate the advertising that has been designed, and your information is very valuable and necessary for the improvement of future advertising."

Stimulus above is intended to create real conditions, which is necessary to increase the level of attention of participants in the experiment. Furthermore, participants were given a booklet according to the experimental group, participants were asked to observe the image on the booklet, which is followed by filling out a list of questions that have been provided. When filling out the questionnaire has been completed, all the questionnaires and experimental materials should be collected. It is intended, in order not to affect the experimental programs, which do next. The experiment was then closed, with thank you, and give an explanation that has been done recently was not real, but it is an experiment that aims to theoretical interest.

### 3.6 Operational Definition of Variable

All observed variables operationalized into several items, which subsequently all the items were measured using Likert scale with 5 rating scale is 1: strongly disagree to 5: strongly agree. The following is the operational definition.

Sexuality is defined as an individual's perception of sex appeal of advertising model. This variable is measured 5 items namely the degree of nudity, comeliness, sexiness, plumpness, and loveliness.

Elegancy is defined as an individual's perception toward the graceful and stylish appearance. This variable is measured by 5 items, namely charm, chic, luxury, smoothness, graciousness.

Congruency is defined as an individual's perception of the relevance of the type of products and advertising theme. This variable is measured by similarity, fitness, compatibility, congruence, and relevancy.

Positive evaluation is defined as the individual assessment of an advertisement, which is expressed on the degree of enjoyment. This variable is measured by pleasure, like, enjoyment, delight, and positive responds.

### 3.7 Statistical Analysis

Collected data were further tested for validity and reliability. It is necessary to ensure confidence in the correctness of the data, so it can be continued on the next test with statistical tool, which is selected, Hierarchical multiple regression analysis is statistical tool that is chosen to elaborate the relationship among of variables, which are hypothesized. Step 1 is shown by model 1, while step 2 is shown by model 2. The following is statistical model that is formulated.

$$Ev = a + b_1Sex + b_2Cong + e \quad \text{Model 1}$$

$$Ev = a + b_1Sex + b_2Cong + b_3Sex * Cong + e \quad \text{Model 2}$$

Note:

Ev: Positive Evaluation

a: constant

b: coefficient

Sex: Sexuality in elegance of advertising

Cong: Congruency of Product

Sex\*Cong: Interaction between sexuality and congruency of product

e: Error term

## 4. Results and Discussions

### 4.1 Profile of Participant

Table 2 presents the profile of participants to describe the demographic characteristics of students of the faculty of economics and business, University of SebelasMaret, Surakarta, which was taken as research objects. It can be explained here that the majority of participants were students aged 21-22 years is approximately 58%, the next is a student who was about 18-20 years is 34%, and the other is 23 years old over 8%.

**Table 2.** Profile of Participants

Variable	Frequency	Percentage	Note
<b>Age</b>			
18 - 20	34	34%	Years
21 - 22	58	58%	
23 - 24	4	4%	
25 >	4	4%	
<b>The length of study</b>			
1 - 2	9	9%	semester
3 - 4	16	16%	
5- 6	34	34%	
7 - 8	37	37%	
9 >	4	4%	
<b>Family Background</b>			
Government Employee	26	26%	Parent's Job
Entrepreneur	35	35%	
Army/Police	6	6%	
Retired	7	7%	
Private Employee	17	17%	
Others	9	9%	
<b>Pocketed money</b>			
< .5 million	40	40%	Indonesian Rupiah (IDR)
.5- <1 million	27	27%	
1 - < 2 million	13	13%	
2 million >	20	20%	
<b>Domicile</b>			
Living with parent	71	71%	
Dorm/Apartment	25	25%	
Others	4	4%	

Whereas for the length of time of the study, the majority of students in semester 7-8 (37%), followed by students in semester 5-6 (34%), next was student in the semester 3-4 (16%), and the rest are students in semester 1 (9%), and the other in semester 9 or more (4%).

Based on the family background, the majority of students from the family of entrepreneurs (35%), next, followed by the family of civil servants (26%), private sector employees (17%), and a few others are the Armed Forces, retired, and others, with the proportion of three is 22%.

Based on the pocket money, the majority of students have pocket money .5 million USD per month (40%), which in turn student with pocket money .5 million to 1 million USD (27%), followed by students who have an pocket money of more than 2 million USD per month (20%), and some students with pocket money of 1 million to 2 million USD per month (13%). Last explained that most of the students live with their parents (71%), some live in a student dormitory (25%), and a few others, living with family (4%).

Thus it can be concluded here that the majority of participants were students aged around 21 and 22 years, were studied at half 7 and 8, of the families whose parents work as an entrepreneur, pocket money per month approximately 0.5 million USD per month, and most of whom live with their parents. This is a profile of participants who dominate the experiment, so as to apply the results of this study need to look at the characteristics of the participants, who becomes the object of research. Through this way expected, no refraction occurs on the research results due to differences in the

demographic characteristics of the background of the research, which is selected.

#### 4.2 Validity and Reliability Test

Validity and reliability begins by testing the goodness-of-fit model of factor analysis. The test results show that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.946 greater than the required cut-off value (.50). While the test results of Bartlett's Test of Sphericity or Approx. Chi-Square: 2062.560, with a degree of freedom: 105, Significant at .000. It can be concluded that the factor analysis can be interpreted as having the goodness-of-fit testing that meets the eligibility criteria (See Table 3).

**Table 3.** Goodness-of-Fit Model

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.946
Bartlett's Test of Sphericity	
Approx. Chi-Square	2062.560
df	105
Sign	.000

Table 4 presents the results of validity and reliability that exceeds the required cut-off value (value loading > .40, and alpha > .60). This indicates that all the items are conceptualized ability to measure each construct to be measured. Thus, sexuality were measured with 5 items that sex1, sex2, sex3, sex4, sex5 can measure the construct of sexuality were measured, as well cong1, cong2, cong3, cong4, cong5 are items that are capable of measuring the construct of congruency which must measured, and the last is eval1, eval2, eval3, eval4, eval5 are items that can measure the construct of brand evaluation which should be measured. It can be concluded here that the data meets the requirements, for further testing with statistical tools chosen.

**Table 4.** Validity and Reliability test

Items	Loading	Alpha
SEX1	.865	.9764
SEX2	.877	
SEX3	.904	
SEX4	.907	
SEX5	.886	
CONG1	.836	.9636
CONG2	.873	
CONG3	.900	
CONG4	.878	
CONG5	.870	
EVAL1	.702	.9509
EVAL2	.695	
EVAL3	.686	
EVAL4	.650	
EVAL5	.582	

#### 4.3 The results of hypothesis testing

Hierarchical multiple linear regression analysis is a statistical method chosen to test the hypothesis that drafted. But before describing the results obtained, will be discussed first F-test results. The results show the value of the F-test is 171.1302 in step 1, and the value of the F-test is 113.7668 in step 2 (See table 6). These values are significant at a significance level of <.01. It can be concluded that the goodness-of-fit of the model simultaneously in step 1 and step 2 is good, so the partial test results have shown the consistency of the pattern of relationships, as long as not occur changes in external factors.

R-squared = 0.779174 shown in model 1 explains that positive evaluations determined by sexuality in elegance of

advertising and congruency of product is 77.92%, while the rest is explained by external factors that are not modeled. While the R-squared = 0.780471 shown in model 2 explains that positive evaluations determined by sexuality in elegance of advertising, congruency of the product, and the interaction of the two variables is 77.92%, while the remaining percentage is explained by external factors that are not modeled. The results of the coefficient of determination, this is relatively high due to the possibility of data collection techniques used are experimental techniques. On these techniques, researchers have tried as much as possible to eliminate external factors, in order to explain the relationship between the independent and dependent variables. But the achievements obtained from the R-squared test results still allow other researchers to conceptualize the potential variables that are expected to increase positive evaluation.

#### 4.3.1 The relationship between sexuality and positive evaluation

The test results indicate a significant and positive correlation either in step 1 ( $b = .136147$ ;  $SE = .043383$ ;  $Sign < .01$ ), or in step 2 ( $b = .351322$ ;  $SE = .091309$ ;  $Sign < .01$ ) (See Table 6). This means that the hypothesis 1 is supported. Significant and positive relationship means that the higher sexuality in advertising, the higher the elegance of a positive evaluation of individuals on the brand. This phenomenon indicates that the sex appeal, which is packaged in an elegance of advertising, will become one of the highlights of the individual considerations that impact on the positive evaluation of the brand. This relationship remained stable at step 2, although controlled, by other variables, namely the interaction between sexuality and congruency. It can be concluded that sexuality is a decision variable that remains effective to form a positive evaluation of the brand.

These findings provide insight to marketers on how to advertise a brand with elegantly sex theme. Some stimulus that need to be considered in advertising include the level of nudity, comeliness, sexiness, plumpness, and the loveliness of advertising models. These findings also provide insight that is not just about sexuality stimuli alone, but also should pay attention to the level of a glamorous, attractive, chic, charming, and excellence that must be attached to the sex appeal that is displayed.

Theoretically, these findings lend support to previous studies that conceptualize a significant and positive relationship between sex appeal and a positive evaluation of the brand (See Severn et al., 1990; Smith et al., 1995; Reichard et al., 2001; DeBarnier & Valette-Florence, 2006). This shows that the concept of sexuality, which was adopted in advertising, has a special attraction that can affect cognition process that can in turn affect the actual behavior of the purchase to the brand. Thus, these findings have provided a generalization of the concept that describes the relationship between sexuality and brand evaluation, in the context of the methodology, which is different from previous studies.

**Table 6.** Hierarchical Multiple linear Regression Analysis

Variable	Step 1	Step 2
<i>Main Effect</i>		
Constant	.214340 (.136147)	.430770 (.318139)
Sex	.411789*** (.043383)	.351322*** (.091309)
Cong	.492826*** (.056734)	.363805** (.180511)
<i>Interaction effect</i>		
Sex*Cong	-	.033321 (.044245)
R-squared	0.779174	0.780471
F-statistic	171.1302***	113.7668***
F-stat ( $\Delta$ R-square)		2.8776

Note: \* sign .10; \*\* sign .05; \*\*\* sign .01

F - stat =  $((R2_{new} - R2_{old}) / m) / (1 - R2_{new}) / nk$

For future studies, although these studies have provided support for the concept of the theory proposed in previous studies, but therefore hypothesized concept is still limited in scope, using an experimental design, then this concept still requires further testing in real conditions. In this way, the concept of which is hypothesized in this study, can be enhanced the degree of external validity.

#### 4.3.2 *The relationship between the congruency and positive evaluation*

Tests on step 1 indicate a significant and positive results ( $b = .492826$ ;  $SE = .056734$ ;  $Sign < .01$ ), as well as on the test results of step 2 ( $b = .363805$ ;  $SE = .180511$ ;  $Sign < .01$ ) (See Table 6), so the hypothesis is supported in the two steps of testing. Significant and positive results have indicated, that the higher the congruency of a product, the higher the positive evaluation of the brand. In this case, there is no difference to the results of the test, either at step 1 and step 2. This means that the congruency is a variable that is considered important by the individual to build a positive evaluation of the brand, although the relationship is controlled by another variable, namely the interaction between sexuality and the product congruency itself. This provides evidence that the congruency of the product is relatively effective variables considered by the individual to evaluate the brand. If the lower the congruency between the product and the theme of sexuality, then the lower the individual positive evaluation of the brand.

The test results obtained in this study support the regularity of phenomena that explain a significant and positive relationship between the product congruency and positive evaluation of the brand, as conceptualized in previous studies (Latour & Henthorne, 1993; Black, 2010). This means that the design of experiments conducted in this study has provided a justification for the concept of testing done by setting the real phenomenon. Thus the concept hypothesized has a wider generalization than before.

Through these findings also, marketers can use it as a basis for consideration in the design of marketing stimuli associated with advertising content. Some stimulus that needs to be considered is the degree of similarity, fitness, compatibility, congruence, and relevancy, between the products that are advertised to the theme of sexuality is carried. Through consideration of the stimulus, is expected to increase advertising performance through positive evaluation of the individual to the brand.

Although this study support the regularity of the phenomenon of a positive relationship between congruency and positive evaluation, but research still needs further testing. This is necessary because this research using experimental design techniques to obtain research data, so it is advised to be tested again in real conditions, so that in the future may provide a better explanation, which is associated with the real problems and all its development.

#### 4.3.3 *The relationship between sexuality interaction with congruency and positive evaluation*

Tests showed no significant results on the relationship between sexuality interaction with congruency and positive evaluation, so the hypothesis is not supported ( $b = .033321$ ;  $SE = .044245$ ;  $Sign > .05$ ) (See Table 6). It is also shown by the results of testing the F-test on the R-squared is not significant (F-test = 2.8776;  $Sign > .05$ ). This means that the congruency of the product is not to be considered by individual to strengthen the relationship between sexuality and positive evaluation of the brand. Individuals will not use these two stimulus together in evaluating the product.

Insignificant findings do not lend support to the theory that has been conceptualized in previous studies, which explains that the congruency is a variable that strengthen the relationship between sexuality and positive evaluation (LaTour, 1990; Latour & Henthorne, 1993; Black, 2010). This requires caution in interpreting the results obtained in this study, because theoretically there is a significant relationship between the interaction of these two variables and positive evaluation of the brand. Possibly due to the elegance that is designed in this study attached to sexuality, so for two products having different congruency has the power in the same advertising. It is recommended for future research to manipulate elegance as independent variables into the model of research, in this way is expected to give a good explanation of the effects of interactions between variables were conceptualized.

## 5. Conclusions, Implications, and Limitations of Study

### 5.1 Conclusions

It can be concluded here that the positive evaluation of the brand partially influenced by sexuality in the elegance of advertising, as well as the congruency of the product. These findings indicate that the higher the elegance of sexuality in advertising, the higher the positive evaluation of the brand. The conclusion also showed that the higher congruency product, the higher the positive evaluation of the brand. Findings that need to be observed is the product congruency not have a role in moderating the relationship between sexuality in elegance of advertising, and the positive evaluation of the brand. This phenomenon can occur, possibly due to the elegance is a variable, which is attached to sexuality, so how big the degree of product congruency does not moderate the relationship between sexuality and positive evaluation of the brand.

## 5.2 Implications

Theoretically, this research provides an understanding of consumer behavior in the context of the individual's response to an advertising program that uses the theme of sexuality. As a marketing philosophy, which is relatively new, sexuality packaged in high elegance, contribute significantly to affect individuals in evaluating brand. The findings are expected to be used as a reference in the field of marketing, especially for topics related to the use of sex appeal issues in advertising the brand.

In practice, these findings provide insight to marketers on how to use sexuality in advertising programs, in an attempt to influence an individual evaluation of the brand. Some things to note is the level of elegance that must be considered, as well as the degree of congruence between the product and the theme of sexuality which will be designated as the theme of the ad. some stimulus to note is that the theme of sexuality ad should pay attention to the level of a glamorous, attractive, chic, charming, and excellence, which is expected to have an impact on the positive evaluation of the brand. in addition, marketers are also advised to pay attention to the level of similarity, fitness, compatibility, congruence, and relevancy, between the products that are advertised to the theme of sexuality.

This research still needs further study, because the findings obtained relies on data obtained through experiments that there are limitations to explain its external validity. Therefore, it is suggested for future research to develop and test again to the concepts that have been built in this study on the real conditions through surveys. Moreover, there are findings which show that the results do not support the hypothesis, that the relationship between sexuality\*congruence and positive evaluation, this concept requires empirical verification to explain the relationship. In this study, the cause of the non-significance of these relationships is the elegance factor, which is attached to sexuality. Therefore, it is suggested for future research to conceptualize elegance not as an intervening variable, but rather as an independent variable or as a moderation variable.

## 5.3 Limitation

Although this study has limitations, particularly related to the limited applicability, but the procedures and testing, which is done in a rigid, is expected to produce a model, which can be accounted for righteousness. So that at least, it can be used as a reference in decision making in the field of marketing, especially designing advertising. As well as future research can also utilize this study as a reference that can be tested and developed in different contexts.

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