

Any Correlation between Sex Appeal Marketing with Individual's Temperaments and Cultural Orientations?

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Abstract:

Generally, Sex Appeal Marketing is very common in the fragrance industry, especially in western countries and this study attempts to investigate the impact of shopper typologies towards Sex Appeal Marketing among postgraduate students in Malaysia. Shopper typologies in this study were referring to Respondents' temperament types (Guardian, Artisan, Idealist and Rational) and their cultural preferences (Individualism and Collectivism). Besides personality and Cultural Orientation of respondents and demographic factor were asked and analyzed. Results showed that there were significant differences of sex appeal perception by temperaments and cultural orientations. The conclusion, implication, and limitation of this study were also discussed.

1.0 Introduction of The Study

In recent times, Fragrance is an important part of consumers' needs, especially in modern and developing societies. Wolfe in his paper had explained that fragrance has different meaning in different cultures:- France: Seduction, Germany: Genuineness, Italy: Artistic, Japan: Harmony, Spain: Intimacy, U.K.: Complicity, US: Recognition (Mason, 2004), therefore the marketing strategies should be localized and related to the collective minds of that region. Previous studies about Sex Appeal Perception (hereafter, SAP) revealed that males expressed more positive sexual attitude, rather than females (Sengupta and Dahl, Gender-related reactions to gratuitous sex appeals in advertising, 2007). In another study, the younger generation had more positive attitudes towards SAP compared to the older generation, they were more open to and in favor of SAP (Ho, 2011) Here, university students as the population of the research are considered as young population and they are categorized under Generation X. Another factor which the Researcher found is that marital status is a demographic variable that is dependent on SAP; single ladies are highly interested in SAP materials rather than married ones (Morris, 2006). The researcher is inclined to believe that religion is the only demographic variable that showed significant correlation with the brand recall that used SAP whereas gender, marital status and age did not show a significant relationship (Frederick, 1981).

2.0 Significance and Objectives of the Study

Marketing is strongly based on understanding the real needs of the consumers. Studying and

understanding human behaviors and their needs, is deeply related to the science of psychology, henceforth, psychology and marketing can be combined, to achieve better results in business. Keirsey's Four Temperament theory and cultural orientations will help to evaluate and predict the personal and social behavior of customers in the future market. Examining the reaction of the Four Temperaments towards SAP and studying the reactions of individuals in two different societal structures towards Sex Appeal Marketing is strongly recommended to avoid any fatal mistake in communicating with the target group in Asia, Middle east and Africa. Asia Pacific is not very significant in fragrance market and their market share in 2007 was about two billion or seven percent of the global market (Dodson, 2007). However, with technological advancement and growing economic growth in Asia and third world countries which leads to having power purchase and westernization, the future of this industry can have positive growth and it is necessary to localize the marketing activities in those regions. This study can help western companies to understand these developing countries with regards to the respondents' cultural preferences, personality types and their attitude towards Sex Appeal Marketing in fragrance industry. Hence, the main objective of this research is the profile the respondents' attitude towards SAP, and later investigate its association with different temperaments and cultural orientations.

Literature Review

Keirsey believed that human personality consists of character and temperament, temperament defined as fundamental, inborn and innate pre dispositions that are hardly wired in human brain, then character is derived from it. Character is the combination of habits and personal view points that settled in human psyche by the interaction of environment and temperament through the time to change and create the life time of human with adaptation to the environment. Keirsey determined that temperament is inherent and inborn and for every individual is different. He defined Four Temperaments as Artisans, Ideallists, Rationalists and Guardians (Emerson, 2013). Keirsey defined that every individual expresses his or her role in the society through these four main temperaments that are: Guardians, Ideallists, Rationals and Artisans. Guardians are down to earth, care taker and good protectors, Ideallists are more into values, principles and ethical codes, Rationals are more into investigation and analysis and Artisans are more into art and creativity. Keirsey made connective map between these temperaments and their roles as a partner, parent and leading role in the society (Emerson, 2013).

The collectivistic culture stresses more on interconnectedness, it is crucial to sustain order and cooperation in relationships, having respect for seniors, to prioritize the well-being of the group before the well-being of individual, to perform family commitments (Zhang, et.,al 2010). The central component of Collectivism is "oneness" with other members of community, social coordination, in another word, Collectivism is the pattern of emotions, sensations, philosophy, beliefs and deeds that are associated with relational concern, the tendency of thinking and feeling about others, walking in the SAPE track with correlated destiny and emotional ties with one another (Chen, 2003). In an individualistic culture, it weighs more on personal freedom, to behave independently based on personal outlooks and favorites rather than being a follower of others' thoughts and protocols (Zhang, et.,al 2010)

Besides the comparison between individualistic and collectivistic culture, the vertical-Horizontal aspect is required to be investigated among two cultural contexts; the vertical aspect gauge how social classification, inequity and grading are accepted among individuals,

whereas Horizontal aspect, gauge how equivalence in ranks and rights are accepted and therefore, there are four different typological measurement produced, Horizontal Individualism (HI), Vertical Individualism (VI), Horizontal Collectivism (HC), and Vertical Collectivism (VC), by scoring high in Horizontal Individualist Aspect, individuals prefer to be matchless, rare and act freely without the influence of others, hence Vertical Individualistic persons, besides their demand for free will, they have the passion to be different, perfect and better than other members of the society. On the other hand, people who scored high in Vertical Collectivism have the attachment to the group and see the members of their group as unequal, in Horizontal Collectivist, they see themselves as a member of the group and believe in equivalence between the members(Zhang, et.,al 2010).

Sexual arousing visuals and seductive promises that were coded in advertising materials employed to increase the sales volumes in different businesses (Tuzlaa, 2012).Marketers aimed to develop brand awareness and reinforcan encouraging attitude in the mind othe audiencece, and finally increase the buying intention in the market. Sex is the second powerful drive in the human psyche that pushes the individuals to find the suitable mate for mating, SAP taps on this desire innately and create a link between the product and the desire to find the right mate with extremely favorable options that present in the advertisement. Marketers send this message in human psyche indirectly “use our products and your sexual fantasies will come true” (Ho, 2011).There is not any doubt that SAP can attract human’s attention, research showed that sexual advertisements had more positive effects rather than non-sexual ones. People found sexual advertisements more pleasurable, adventurous, motivating and imaginative (Belch and Belch, 2009). Research proved that Sex Appeal Marketing has negative effects on both genders, especially when the product is not related to sex (Sengupta and Dahl, Gender-related reactions to gratuitous sex appeals in advertising, 2007). Using Sex Appeal Marketing can harm the faithfulness between customers and marketers because customers can understand the intention of marketers behind these manipulative visuals (Giebelhausen and Novak, 2011). In another study, researchers investigated the expression of the Respondents to two perfume advertisements; in the first one, it was advertised by the couple (with extreme sexual expression, plus vocal stimulation), in comparison to another advertisement with mild sexual visuals (an attractive girl), Respondents in both genders found the high sexual advertisement as unethical and offensive (Sengupta and Dahl, Gender-related reactions to gratuitous sex appeals in advertising, 2007).

Research Methodology

Multistage SAPpling was employed in this study to recruit the respondents. In the first stage, one university had been randomly chosen from the pool of 17 universities in Kuala Lumpur. For the second stage of SAPple selection, permission was requested from the specific university lecturers for data collection. All the attended students were utilized as respondents. Due to confidentiality requirements, the names of the university and module were not published. In terms of SAPple size, a total of 68 respondents were participated in this study, where the SAPple saiz calculation was derived from *Raosoft Sample Size Calculator* recommended 68 as the minimum SAPple size of the study with margin of error = 10%; confident level = 90%).

The modified MBIT personality Test for measuring Four Temperaments (URL: http://www.socionics.com/sta/sta_turbo.html) was administered. Individualism and Collectivism Test consist of 16-item scale designed to measure four dimensions of Collectivism

and Individualism: All items are answered on a 9-point scale, ranging from 1= never or definitely no and 9 = always or definitely yes (Triandis, 1998). Each respondent was confronted with two different photos of advertisement that were related to the fragrance industry with and without SAP and asked the participants to choose either one of them. Five demographic factors (gender, age, religion, marital status and locality) were asked to each respondent and recorded in the related information sheet. The frequencies of the variables were analyzed to contribute better interpretation for relevancy and validity of the SAPple group in the research, descriptive and inferential statistics are utilized in this research and finally, Chi square independent Test, Independent SAPple T-Test and one way ANOVA Test were performed to examine the differences between the variables.

3.0 Research Findings

3.1 Characteristics of Respondents

Respondents' profiles revealed that 80% of them were aged 25 and below, 69% were female, 28% were Muslim, 23% were Free Thinkers, 82% were single and 50% of them were from Asia, and in addition, Four Temperaments analysis revealed that 75% of Respondents had Rational and Ideallist temperaments while the remaining 25% express Guardian and Artisan temperaments. Sex appeal perception analysis revealed that 72.1% of Respondents were against Sex Appeal Marketing while 27.9% of them agreed with this marketing concept. 57.4% of Respondents were recognized as collectivistic culture while 42.6% of them expressed Individualistic culture. 37.9% of people with Individualistic culture agreed with Sex Appeal Marketing while 79.5% of people with Collectivistic culture were against Sex Appeal Marketing. Finally, among the people who agreed with Sex Appeal Marketing, 52.6% of them expressed Ideallist temperament and on the other hand, among the people who were against Sex Appeal Marketing, 51% of them were recognized as Rational temperament.

3.2 Sexual Appeal perception by temperaments, culture, gender and religion

In overall, 72% of respondents in this study were against SAP while 28% of them agreed. Looking into the differences of SAP perception by four temperaments, this study found those Rationalists were strongly against Sex Appeal Marketing while the remaining three were moderately disagreed, 96.2% of Rational temperaments were strongly against sex appeal perception, while Artisan and Idealist temperaments were moderately against sex appeal perception ($X^2 = 13.256$, $df = 3$, $P \leq 0.05$).

A closer inspection of the differences of SAP by cultural might find that about 62% of individuals with an individualistic culture were against SAP while 38% of the rest were agreed. Among collectivist culture, 79% of them were against SAP 21% were agreed.

When relate the SAP with respondents' socio-demographic, it found out that 49 out of 68 respondents were against SAP and of the 49 respondents, 73.5% of those people were female. Muslims (32.7%), Free Thinkers (26.5%) and the Buddhist (18.4%) are the most in disagreement with Sex Appeal Marketing. Hindus expressed more moderate view point about sex appeal perception. On the other hand, Christians (42.1%) are the top rank among all religions in agreement with Sex Appeal Marketing in the fragrance industry. In gender analysis, 19 people agreed with Sex Appeal Marketing out of which, 84.2% of them were single.

4. Conclusions and Managerial Implications

Results showed that among four types of temperaments, Rational temperament was the most frequent temperament (38.2%) among Malaysia graduates. As Rational types are so interested in attaining knowledge and self-mastery, therefore, it is obvious that Rational temperaments are more among university students compare to other temperaments. Secondly, it's important to know that universities dominantly are governed by Rational temperaments and the environment of universities automatically is influenced by Rational mentality and behaviors. Therefore, according to social learning theory that described the effect of environment for individuals and the tendency of individuals to copy the behavior of training communities, it is possible to conclude that, students who go to university also will be influenced by those Rational individuals who study in university as students and work in universities as lecturers. By simple observation, it is obvious to recognize the personality change in individuals who studied in university compared to those who did not go to university. To put in a nutshell, the influence of Rational temperaments on other temperaments is increased by higher educated individuals in the societies. Marketers should be aware that these Rational individuals are seriously against SAP, using this concept among educated and logical societies can be highly rejected even for fragrance industry that produce emotional products which can be considered as a romantic or sexual product. Personality theories like Four Temperaments can be powerful tools for marketers to identify and categorize their customers and react accordingly. This strategy can prevent harmful marketing mistakes and on the other hand, can produce related responses which can touch the heart of customers.

Lastly, it is worthnotely to point out that the accuracy and reliability of this research are dependent on the honesty and related answers of the participants to the mentioned questions and normally there are percentages of errors in all research. The findings of this research cannot be generalized over the whole population of third world countries. This study can be a small SAPple of people from those countries that are more under the influence of multi-cultural environment compares to the inhabitant of those countries. Preparing all the questionnaires was a great help in understanding psychological and cultural concepts as we did not have the facilities for preparing the translations and the Tests were administered in English language. Time and cost also affected the quality and accuracy of the research and these two factors were constrained.

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Table 1: Sex Appeal Perception, Four Temperaments and Cultural Contexts

Sex Appeal Perception	Four Temperaments, In Percentage				Cultural contexts, In Percentage		Total Percentage
	Guardian	Artisan	Ideallist	Rational	Individualism	Collectivism	
Disagree	66.7	45.5	60	96.2	62.1	79.5	72.1%
Agree	33.3	54.5	40	3.8	37.9	20.5	27.9%