

THE EFFECTS OF SALON PATRONAGE IN RELATION TO SEX
APPEAL IN PRINT ADVERTISEMENTS

by

Sandra L. Morris

A Dissertation Presented in Partial Fulfillment
Of the Requirements for the Degree
Doctor of Philosophy

Capella University

June 2006

© Sandra Morris, 2006

THE EFFECTS OF SALON PATRONAGE IN RELATION TO SEX
APPEAL IN PRINT ADVERTISEMENTS

by

Sandra L. Morris

has been approved

June 2006

APPROVED:

JIM MIRABELLA, DBA, Faculty Mentor and Chair

RICHARD MURPHY, DBA, Committee Member

ELAINE GUERRAZZI, Ph.D., Committee Member

ACCEPTED AND SIGNED:

JIM MIRABELLA, DBA.

Kurt Linberg, Ph.D.

Dean, School of Business & Technology

ABSTRACT

The purpose of this study is to determine whether there is truth in the notion that sex sells to women better than more conservative advertisements that focus on skills and services when advertising for an upscale full-service salon. The study will also look at whether female consumers are honest with themselves about how they respond to advertisements.

Two advertisements were produced for an upscale salon, one with sex appeal and one without. A survey was conducted at that salon which determined whether women would patronize the salon based on the sexy advertisement. The two different advertisements were then handed out to a target market of women with different variables such as age and marital status. The results of this study showed that the responsiveness of women to a salon advertisement is dependent on whether the advertisement has sex appeal or no sex appeal. Advertisements with sex appeal garnered significantly larger response rates than advertisements without sex appeal. Additional results showed that there is a difference between the percentages of current customers who indicate they would respond to a sex appeal

advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal.

Acknowledgements

It is my pleasure to acknowledge those who have helped me through this dissertation process.

First and foremost, I must thank Dr. Jim Mirabella, my mentor and mainstay throughout thick and thin. With his undying support, wisdom, and statistics "geekiness," we made it through.

Secondly, my two other committee members, Dr. Elaine Guerrazzi and Dr. Richard Murphy, offered varying viewpoints and valuable insights into this research.

Dr. Elliot Bernstein from the University of Chicago, a close friend, helped me get through this dissertation every step of the way.

And lastly, Dr. Silvernail Smith, my forever guide who has instilled the importance of education, got me started on the Ph.D. track, and was always there for me, as I will be for him.

Table of Contents

Acknowledgements	iii
List of Tables	vii
CHAPTER 1: INTRODUCTION.....	1
Introduction to the Problem	1
Background of the Study	4
Statement of the Problem	7
Purpose of the Study	7
Research Questions	8
Significance of the Study	8
Definitions of Terms	9
Nature of the Study (Methodology)	9
Assumptions and Limitations	10
Organization of Remaining Chapters	11
CHAPTER 2: REVIEW OF LITERATURE.....	12
Marketing and Advertising	12
Theories of Purchase Intent	14
The Fashion Industry	28
Sex in Fashion Advertising	29
Women and Sex in Advertising	32
Beauty and Image	34

Beauty Salon/Spa Industry	36
Marketing for the Salon Industry	38
Summary	39
CHAPTER 3: METHODOLOGY.....	42
Research Design	42
Research Questions	45
Research Hypotheses	46
The Variables - Independent and Dependent	48
Sample Design: Population and Sampling Frame	50
Data Collection	51
Data Analysis	52
Summary	52
CHAPTER 4: ANALYSIS AND PRESENTATION OF FINDINGS.....	53
Results	53
CHAPTER 5: SUMMARY AND CONCLUSIONS.....	65
Research Questions and Hypotheses	65
Summary of the Results	67
Theoretical Analysis and Summary	72
Limitations	73
Conclusion	74
Suggestions for Future Research	75
REFERENCES.....	77

APPENDIX A.....	86
APPENDIX B.....	87

List of Tables

Table 1: Crosstabulation and Chi-Square Test of Independence (Hypothesis One)	54
Table 2: Crosstabulation and Chi-Square Test of Independence (Hypothesis Two)	56
Table 3: Crosstabulation and Chi-Square Test of Independence (Hypothesis Three)	57
Table 4: Crosstabulation and Chi-Square Test of Independence (Hypothesis Four)	59
Table 5: Crosstabulation and Chi-Square Test of Independence (Hypothesis Five)	61
Table 6: Crosstabulation and Chi-Square Test of Proportions (Hypothesis Six)	63

CHAPTER 1: INTRODUCTION

Introduction to the Problem

Sex pervades advertising in the United States today. According to Poynor (2004), our society is obsessed with the display of sex within our media as never before. The question of whether sex sells could be answered by viewing the large number of advertisements which incorporate some form of sex appeal or nudity. Among the many reasons for employing sexually oriented themes are to gain product and brand attention, recognition, recall, and sales (Alexander & Judd, 1978). Sex is used to sell a large variety of products, from cars to fashion products, and is meant to attract not only male, but female, consumers.

Fashion advertising and sex appeal have been associated for quite a while, as far back as the 1970s, when nothing got between Brooke Shields and her Calvins (Wells, 2000). Being in the fashion industry, hair salon owners can, and sometimes do, make use of sex appeal in their advertisements to generate more business.

According to Whitney (2005), a commonly heard statement is that small business is the heart and soul of the U.S. Economy, and the U.S. Census Bureau has statistics

to prove this economic strength within the United States. Small business owners represent 99.7% of all employers in the U.S. These small business owners have generated 60 to 80 % of the net recent jobs annually over the last decade, and make up 97 % of all recognized exporters (Small Business Association, n.d.). The Small Business Act states that a small business concern is "one that is independently owned and operated and which is not dominant in its field of operation" (Small Business Association,). Eighty-nine percent of all private employers in the United States have fewer than 20 employees, such as family farms, doctors' offices, and hair salons (U.S. Senate, n.d.).

The hair salon industry accounts for a large percentage of small businesses within the United States. According to Zona (n.d.) of The Salon Association, in 2002 the U.S. salon industry posted sales of \$26.4 billion, with more than 750,000 employees. The majority of these businesses are small, since 84% of all salons have fewer than 10 employees, yet are currently growing (Zona). One of the major causes for growth in the U.S. salon industry today is the demand for more spa treatment.

With Americans working longer hours, and the attention on holistic remedies and organic products, it's no surprise

that spa treatments are on the rise, particularly with baby boomers eager to try anything to keep them looking younger and feeling better (Sandlin, n.d.). According to the Global Cosmetic Industry, this growing wellness trend in spas is an \$11.2 billion business in the U.S., and the fastest-growing section of the beauty industry that has more than doubled since 1999 (Jeffries, 2005). Spa treatments, once considered indulgent, are now regarded as necessary for maintaining good health, lowering stress, and impacting weight reduction (Jeffries).

The necessity for salons to expand and get a piece of this fast-growing spa market has affected salons across the United States. Along with expansion comes marketing, which not all small business salon owners are familiar with. According to Blyth (2005), many salon owners' interests are creative, rather than commercial and business-oriented. In his consulting experience, Blyth found salon owners to lack the marketing and financial skills required to increase business.

The expansion of the salon industry into offering more spa services creates the need for better marketing skills to benefit from this expansion. This makes the study of researching, marketing, and advertising for upscale salons

timely and a significant contribution to the small business sector.

Background of the Study

What encourages a consumer to purchase a product or service? Academics of marketing and advertising have been attempting to answer this question for decades. Purchase intent has been studied with various techniques, such as surveys, case studies, and other forms of research. In the marketing industry, the probability of respondents purchasing a product is a major issue (Mullet & Karson, 1985). However, some debate exists regarding the difference between purchase intent and actual purchase. According to Armstrong and Kotler (2005), factors can come between purchase intent and purchase decision, such as attitudes of others and unexpected situational factors.

Many theories of purchase intent exist among marketing academics, most notably the relationship theory and the persuasion theory. According to Fournier (1998), the relationship theory dominates contemporary marketing thought and practice, and is widely accepted by both academics and practitioners today (Flambard-Raud, 2005). The persuasion theory is an alternative view of advertising

as a device which persuades consumers through means of intangible or psychic differentiators and is a common tool for advertisers. Both of these theories evidence themselves in advertising for the beauty industry, a strong competitive market particularly in the U.S.

Americans spend a lot to look good. According to an article in the *Economist* ("Pots of Promise," 2003), beauty is a \$160 billion-a-year global industry, and Americans spend more each year on beauty than on education. Advertisers of beauty products are aware of this and persuade consumers to believe the use of these products will enhance beauty and sex appeal. Attractive people are judged to be more intelligent and better in bed, earn more, and are more likely to marry ("Pots of Promise"). With these benefits, who would not want to be beautiful?

Much sex appeal exists within the beauty industry in the United States which is a common element in today's advertising particularly for fashion and beauty products. The use of sex appeals in print advertising is controversial, yet it has become almost commonplace in the past two decades (LaTour & Pitts, 1990). Does sex sell? Many academics have attempted to answer this question. LaTour and Pitts found empirical studies which indicated

that female nudity in advertising affects people in various ways, and quite often negatively. If consumers react negatively to sex appeal ads, one wonders why advertisers then spend billions of dollars promoting beauty products with sex appeal. There seems to be a possible contradiction in how consumers react to sex appeal in advertisements and what they actually purchase of sex appeal-advertised products, which this study will hopefully determine.

With all the marketing options available to an expanding salon, the way beauty is advertised today, and what will actually bring customers in, a salon owner certainly has much to consider. Salon Michael, an upscale salon in the Lincoln Park area of Chicago, is expanding to accommodate requests for offering more spa services. Its need for appropriate marketing to adapt to this expansion and generate more business is the focal point of this study. With the appropriate research, and consulting current purchase intent theories, such as the relationship and persuasion theories, Salon Michael has strong ground work for establishing a sturdy advertising campaign that will hopefully generate more business.

Statement of the Problem

To adapt to the growing spa industry in the U.S., hair salons today are offering more spa services and, therefore, expanding to what is being called the full-service salon. Often many salon owners lack marketing skills (Blyth, 2005), and therefore need assistance in researching the best type of advertising required to compensate for these expansions.

Many types of advertising are available to the full-service salon owner depending on needs. Research has established that relationships and persuasion are key elements in marketing and need to be considered when determining the best advertising for these full-service salons.

Purpose of the Study

The purpose of this study is to determine whether there is truth in the notion that sex sells better than more conservative advertisements that focus on skills and services when advertising for an upscale full-service salon. The study will also examine whether female consumers are honest with themselves about how they respond to advertisements.

Research Questions

Research Question 1: Does the presence of sex appeal in an advertisement for a full-service salon impact the responsiveness to the advertisement?

Research Question 2: Does the existence of a list of services with pricing in an advertisement for a full-service salon impact the responsiveness to the advertisement?

Research Question 3: Does how women say they will respond to advertisements with sex appeal for full-service salon differ from how they actually respond to advertisements with sex appeal?

Research Question 4: Is there a relationship between responsiveness to the advertisements with sex appeal and a women's age and marital status?

Significance of the Study

If this study demonstrates that there is a difference between how people say they will respond to sex appeal advertisements and how they actually respond to sex appeal advertisements, it may pave the way for future research into how to market for women. This study could also further facilitate increased salon patronage by laying a

branding foundation for hair salons growing into full-service salons.

Definitions of Terms

Marketing: According to Kotler and Armstrong (2006, p. 4) marketing is "managing profitable relationships," where the goal is to attract new customers and keep and grow the current customers.

Advertising: The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media is advertising (American Heritage Dictionary of the English Language, n.d.).

Sex appeal: "Physical attractiveness or personal qualities that arouse others sexually" (American Heritage Dictionary of the English Language, 2003).

Full-Service Salon: Offering more spa services such as massage and facials.

Nature of the Study (Methodology)

This study will incorporate the use of a survey and postcard advertisements that will be handed out to every third woman who meets the specific criteria and fits the

targeted profile (over 40 or under 30) which will evaluate the responsiveness women have to sex appeal in advertising.

By randomly surveying current salon customers on the likeliness of appeal to print advertisements and randomly selecting women on the street to receive these same advertisements, the difference between how women say they will respond to an advertisement and how the women actually respond to an advertisement can be determined.

Assumptions and Limitations

As in most experimental studies, assumptions do exist in this study. In regard to the sampling, it is assumed that the wearing of a band on her left hand indicates that a woman is married, and that not wearing a ring indicates that a woman is not married. It is also assumed the individual passing out the advertisements can judge whether a woman looks over 40 or under 30. Note that the customer age range in this study (25-45) is focused on the two extremes of this age range.

Additionally, this research could be limited by the number of women that frequent the area where the advertisements will be passed out, as well as the possibility that some women may not be willing to take the

advertisement.

Also with the postcard advertisements there is an assumption that women will be coming into the salon, since there is a free gift tied with it.

It is assumed that the shopping area where the advertisements are handed out has the same demographic as the Salon Michael customer. The distance between the shopping area and Salon Michael is less than one mile. Based on the researcher's personal experience, the shopping area where the advertisements are being passed out and the women that frequent Salon Michael are from the same demographic.

Organization of Remaining Chapters

The following chapter includes the review of relevant literature. The topics which will be covered include theories of purchase intent and advertising, the salon industry in relation to advertising choices, and the study of sex appeal in advertising and its relation to advertising in the salon industry. Chapter three will include a more detailed account of the methodology, and chapters four and five are the analysis of data and the study conclusions.

CHAPTER 2: REVIEW OF LITERATURE

Marketing and Advertising

There is a difference between marketing and advertising which needs to be established to better comprehend the literature in relation to this study. According to Kotler and Armstrong (2006), marketing not only manages profitable customer relationships, it also needs to attract new customers with superior product value and grow current customers by delivering satisfaction. Marketing today has evolved to incorporate satisfying and understanding customers' needs, which essentially assist in managing customer relationships (Armstrong & Kotler, 2005). There exists a shift in marketing which now proactively interprets consumers' desires, as opposed to previously anticipating consumers' wishes (Hauser, 2005).

Within this attracting of and keeping consumers by interpreting their desires lies the business of advertising. Many people tend to confuse marketing with advertising and selling. Advertising is described as "nonpersonal communication from an identified sponsor using the mass media" (Solomon, Marshall, & Stuart, 2006, p. 369).

From the beginnings of recorded history archeologists have found remnants of advertising, with Roman-painted walls and Phoenician-painted pictures promoting their wares (Armstrong & Kotler, 2005). Modern advertising has expanded quite a bit since the Romans, and according to Johnson (2006) U.S. advertisers spent a record \$143 billion in 2005 alone. This staggering data allows one to hopefully comprehend the effect advertising must have on the purchasing of products, or why else would producers bother? Advertising is a category of marketing. Marketers wholeheartedly attempt to establish a positive and lasting relationship by satisfying customers' needs through numerous procedures which happen to include advertising. To merely sell or advertise is not enough in this heavily competitive market, attempting to gain consumers' attention. The success of the marketer today relies on the necessity to understand and satisfy the consumer's needs through advertising and selling (Armstrong & Kotler). By determining the needs of the consumer well, a good marketer can stand out from a simple advertiser.

Theories of Purchase Intent

Theory is a significant element in marketing, and should offer direction to the research needed to solve a certain problem or shed light on a situation (Pitt, Berthon, Caruana, & Berthon, 2005). Marketing academics tend to apply theories from other disciplines, such as economics and psychology, to marketing problems (Pitt et al.). Since marketing is associated with psychology, it seems appropriate to borrow from this and other disciplines to provide a framework for research undertakings in marketing.

Another similar point of view is that of Hunt (1971), who posits that the nature of theory in marketing is consistent with philosophers of science, social science and marketing theorists. Hunt (1983, p. 11) also suggests that "theories are systematically related sets of statements, including some law like generalizations that are empirically testable."

Numerous theories exist in the field of marketing that have originated from general theories which attempt to explain a broad range of marketing, address narrower marketing problems, or are borrowed theories already developed in other disciplines, as suggested by Hunt

(1971), and applied to marketing problems (Pitt et al., 2005). The list of these theories is long and includes the transaction theory, the persuasion theory, and the emotion theory.

Marketing departments of corporations attempt to predict the success of their products through researching the purchase intent of consumers (Kaynama & Smith, 1994). Purchase intent has been studied using various techniques, such as surveys, case studies and other forms of research, and is a major key research issue for marketers and marketing academics (Mullet & Karson, 1985). For example, Proctor and Gamble recently conducted a study using online customer relationship research of purchase intent, and received a 78% return of purchase (Brooks, 2005).

Research in the area of purchase intent has resulted in using a number of theories, including the persuasion theory (Friestad & Wright, 1994), relationship theory (Hunt, 1983), and the social comparison theory (Festinger, 1954).

Persuasion Theory

Persuasion, as defined by Gale (n.d.), is an effort to alter the beliefs or attitudes of an individual, and is a key element in advertising. According to Armstrong and

Kotler (2005), persuasion advertising becomes significant as competition increases, and when the objective is to build selective demand. As mentioned above, the persuasion theory is borrowed from psychology and based on the premise that "behavior can be modified by influencing its cognitive precursors" (Scott, 1976, p. 263).

There exists an immense amount of literature on the topic of persuasion (O'Keefe, 1990). The origin of this persuasion theory dates back to 1953 where Hovland, Janis, and Kelley were interested in opinion change in relation to social issues. Following the Hovland tradition, Rosenberg (1956) and Fishbein (1957) established a model which suggested the assumption of equivalence between consumer decision and attitude change regarding social issues. Many of these models have been modified since to address attitude change in relation to behavioral change (Funkhouser & Parker, 1999).

The goal of marketing is the purchase and sale of a product or service (Luck, 1969), and persuasion is a useful tool for marketers to achieve this goal. How aware are consumers of this persuasion by marketers? The persuasion knowledge model, which was established by Friestad and Wright (1994), substantiates the persuasion theory which

implies that consumers (whether aware or not) use marketers' advertising and selling attempts to refine their attitudes towards the marketers themselves. Individuals learn about persuasion in various ways: from firsthand social interactions, from conversations about others' thoughts and feelings, from observing marketers, or from commentary on advertising in the media. Friestad and Wright (1994) posit that with all of this awareness throughout their lives, consumers build up a persuasion knowledge which shapes how they respond as persuasion targets. Therefore, it is assumed by Friestad and Wright (1994) that individuals will access their persuasion knowledge when they want to understand observations of advertisements, sales presentations or even the behaviors of service providers. Consequently, if a consumer views an advertisement of a product they respect, they then associate that respect with the advertisement. One could take that a step further to interpret that the style of advertisement then is respected when other marketers use that particular style of advertisement. This persuasion knowledge model of Friestad and Wright (1994) surmises that a feature of a persuasion attempt by a marketer only takes on meaning as a persuasion tactic by the observer if they

perceive a causal connection between it and a psychological activity they believe mediates persuasion. A consumer either subjectively or objectively knows when they are being persuaded by the marketer based on past persuasions and their evaluation of those persuasions. Psychological effects of marketers can intentionally produce desired outcome such as making people emotional by showing babies which is found effective for luxury goods (Freistad & Wright, 1994). All these psychological effects get added into the consumer's persuasion fountain of knowledge for future access to determine the effectiveness of upcoming influences.

For example, a consumer could be more persuaded by an advertisement with sex appeal than an advertisement without sex appeal based on the history of how many sex appeal advertisements they have seen for a particular type of product, and their association or feelings for the producer of that type of product. If consumers are conditioned and accustomed to viewing a certain type of advertisement in relation to a certain type of product, that would inform their persuasive knowledge.

Many studies have been conducted in relation to the persuasion theory, Friestad and Wright (1995) being among

the most recognized. In their study and attempt to initiate persuasion knowledge in American culture, Friestad and Wright (1995) found that people in our culture share fundamental beliefs about the psychology of persuasion within the context of advertising. Others such as Blair, Kuse, Furse, and Stewart (1987) back up Freistad and Wright's (1995) persuasion knowledge theory with a study of persuasion and the related persuasion recall in the U.S. which suggests that brand recall is related to the persuasiveness of a commercial advertisement. Other studies such as Scott's (1976) contradict the persuasion theory where a study of persuasion strategy was conducted in comparison to behavioral influence, which proved to be more effective than persuasion.

It is apparent that the studies of the persuasion theory and persuasion knowledge are limited, and not as current as they could be, as evidenced by the dates of the aforementioned studies which were performed. This then should initiate future study for exciting research opportunities since the marketer is a known persuasion agent and the study of this topic is imperative if consumers are indeed using persuasion knowledge to purchase their products.

Relationship Theory

Although relationship marketing is one of the most prolific areas in current marketing theory (Plewa, Quester, & Baaken, 2005), and its metaphor dominates present marketing thought and practice (Fournier, 1998), its origin is fairly recent. It was Hunt in 1983 who confirmed what other theorists posited: that marketing's primary focus is that of the exchange relationship (Ferber, 1970; Kotler, 1972; Luck, 1969; Luck, 1974).

Relationships are key factors in the advertising world, and Berry (1983) contends that relationship marketing is used as a strategy to attract, maintain and enhance customer relationships. Hunt's (p. 13) premise of the nature of marketing science discusses that "marketing science is the behavioral science that seeks to explain relationships," which is comprised of four sets of fundamental explanations that include behaviors of buyers directed at consummating exchanges; behaviors of sellers directed at consummating exchanges; institutional framework directed at consummating; consequences on society of the behaviors of buyers and sellers; and the institutional framework directed at consummating and/or facilitating exchanges (Hunt). These four explanations of relationship

exchange within marketing are worth exploring. Instead of concentrating only on the buyer's behavior, Hunt reminds us the importance of the seller's and society's behavior as well. Another viewpoint is that of Dwyer, Schurr, and Oh (1987) that clarifies exchange relative to marketing which serves as a focal event between two or more parties, providing an important frame of reference to identify the social network or individuals who participate in its formation and execution, and affording the opportunity to examine the domain of objects that get transferred.

The changing dynamics of the global marketplace and varying requirements for competitive success have emphasized the need for relationship marketing within organizations today (Morgan & Hunt, 1994). It is the relationship that the consumer has with the brand, product, or the seller which leads to purchase and ultimately brings in the money. Both business marketing and consumer marketing benefit from relational bonds which lead to reliable repeat business (Dwyer et al., 1987). According to Flambard-Raud (2005) essential long-term business profitability can be obtained through making the most out of existing clients and retaining them through developing relationships. This moving from an analysis of the

transaction to the analysis of the relationship is a recent shift in marketing theory (Morgan & Hunt) which could prove beneficial for the industry and those involved. Numerous studies have been conducted which test the relationship theory. For example, Aggarwal's (2004) study of relationship behavior is based on the argument that consumers form relationships with brands, and when they do, norms of interpersonal relationships guide their brand assessment. Two types of relationship—communal and exchange—form a model for this study, which proposes that "an adherence to or violation of these relationship norms influences the appraisal of the specific marketing action and also the overall brand evaluation" (Aggarwal, p. 87). Aggarwal's study posits that consumers form relationships with brands much like we do with each other in social contexts, sometimes well beyond the functional needs of the product. Consider individuals who give a name to their VW Beetle and are observed talking and stroking it with affection (Aggarwal). This leads us to believe that perhaps some people think of products as having a soul, or at least human-like properties. This sounds somewhat preposterous; however, it should be noted that "VW Beetle has sold over 20 million cars, more than any other single

car brand in history" (Aggarwal, p. 87).

A client of a hair salon has a similar intimate relationship with her hair stylist and or the products she purchases there. It may seem odd to imagine an individual to have an intimate relationship with a bottle of shampoo, but consider Fournier's (1998) study, which proved the validity of consumer brand relationship with in-depth case studies. In this study, a framework was formed to better understand the types of relationships created between consumers and brands. Through phenomenological interviewing, life history case studies were conducted for three women in different life situations, who were interviewed in their homes over a three-month period. Fournier designed these interviews to yield a first-person description of these three women's brand usage and history, and contextual details concerning the informant's life world. To stimulate discussion, cabinets were opened and interviewees were asked to "tell the story" behind any brand in the cabinet. Similar to Aggarwal's (2004) example of the connection with the VW Beetle, these women's lives were told through brands. For example:

"Look in my shower here. Look! Seven bottles of shampoo and six conditioners and I use them all! And in

here (the closet); this whole box is full of trial sizes that I pull from. Why? Because each one is different. It depends on my mood and what kind of person I want to be. Like right now I can tell you used Aveda Elixer. I can smell the tree bark. I smell Aveda a mile away. Trying to be earthy and responsible are you?"(Fournier, p. 357)

Relationship awareness in marketing is a fairly new concept, and according to Armstrong and Kotler (2005) most of the new developments in marketing are attributed to this relationship awareness. More than trying to simply sell products, marketing companies are now concerning themselves with understanding, creating, communicating and delivering real value to their consumers (Armstrong & Kotler). This significance of relationships in marketing is evidenced through the numerous academic studies of the relationship theory, some of which were discussed above.

As discussed earlier, relationship exchange is a multi-faceted element in the marketing process, not just with the consumer, but also with the seller and the impact on or from society as well. For the salon marketer, this means addressing all of these relationship elements, which include the customer's relationship with the salon, with the stylist, with the products that are sold, and with the

advertisements for the salon. In relation to this study of salon patronage and sex-appeal advertising, much thought must be given to the relationship that the target customer has with the sex-appeal advertisements. Additional thought needs also to be given to the effect society has on the opinion of sex appeal in advertisements, since this element is also part of the marketing relationship.

Social Comparison Theory

People are constantly comparing themselves to others, and this is certainly no exception when addressing advertising within the fashion industry, particularly among women. According to Stapel and Blanton (2004) an important source of self-knowledge comes from other people. We maintain a sense of who we are by comparing our own abilities or attributes to other people (Stapel and Blanton). The social comparison theory was originated in 1954 by Festinger, who posits that individuals have a desire to evaluate their opinions and abilities that can be satisfied by social comparisons with other people.

Using this theory as a framework, many studies have been conducted, particularly in reference to females viewing fashion magazines, and raise the question: does advertising exploit consumer tendencies to change their

body or image of themselves by creating insecurities and dissatisfaction with the self? In relation to the effect on adolescent girls, which Martin and Gentry (1997) studied, the answer is yes, advertisers of young fashion magazines do exploit adolescent girls, who compare their physical attractiveness with that of models in the advertisements. Martin and Gentry's study proved that, consistent with the social comparison theory, female pre-adolescents' and adolescents' self-perceptions and self-esteem can be detrimentally affected when self-evaluation occurs. Other studies have suggested that advertising may play a part in creating and reinforcing a preoccupation with physical attractiveness (Downs & Harrison, 1985), and may influence consumers' perceptions of what is an acceptable level of physical attractiveness (Martin & Kennedy, 1993).

This concept of advertisers exploiting consumers' perception of themselves is directly related to sex appeal in advertising. Recently, advertisers have ventured into controversial territory with their use of female sexual images and a focus on distinct body parts, language and sex-role portrayals (Miller, n.d.). These advertisers are likely aware that sex appeal in an advertisement has the

ability to attract women on the premise of social comparison. In a study conducted by Craik, Clarke, and Kirkup (1998), women who were aware of stereotypes and the falsity of the fashion industry still want desperately to imitate it. This would explain why advertisers reportedly pay between \$1 and \$2 million a year to have their products promoted by glamorous and popular women, since their beauty is believed to add dazzle to the products (Langmeyer & Shank, 1994).

Theories in Relation to the Problem

The persuasion, relationship and social comparison theories listed above form a solid framework for the research of the effect of sex appeal in advertising for full-service salons. Through altering or persuading the customer's beliefs through either the relationship the customer has with the salon, the advertisement, and society, or through the comparison of the advertisement to the customer, these factors will all play into the impact of the effectiveness of sex appeal in advertisements for full-service salons.

The Fashion Industry

Being the fourth largest industry in the world, the fashion business topped \$180 billion in 2001, despite reduced spending due to poor economic conditions (College Journal, n.d.), and the salon and beauty industry accounts for three fourths of that \$180 billion ("Pots of Promise," 2003).

Fashion can be described as the process through which styles are introduced and accepted by a public (Sproles, 1979). This style, which is accepted by our public, includes not only clothing, but hair and make up styles as well. Interestingly, fashion is mostly a Western phenomenon; in other cultures styles have altered little over the centuries, until recently where "Westernization" has occurred (Crystal Reference Encyclopedia, 2005). The fashion leaders of our society are arguably our youth. Younger people are usually more interested in fashion and, therefore, more affected by trends and advertising than older people (O'Cass, 2000). Additionally, Goldsmith, Stith, and White (1987) found in their study that females are more likely to be fashion oriented than males. This is certainly evident when looking at the plethora of fashion

magazines for women gracing the stores today.

Within these fashion magazines are advertisements that often contain visual elements, such as attractive models portraying varying degrees of nudity and suggestiveness (Severn, Belch, & Belch, 1990). According to LaTour and Henthorne (1993) this use of sex in advertising has been increasing at a significant rate for the last three decades.

Sex in Fashion Advertising

Sex and fashion paired together is certainly not a new concept. As far back as the 19th century well-bred women in England and France were sporting extremely décolleté dresses in the thinnest of fabrics ("Selling Dreams," 2004). In the eighties we had Brooke Shields claiming that "nothing gets between me and my Calvins" for Calvin Klein Jeans. Today, sex is even more prevalent in the fashion industry. Abercrombie & Fitch, a clothing retailer with almost 700 stores in the U.S., recently has been criticized for substantial nudity in its catalogs, hoping to appeal to its young target audience (Anonymous). They ran into much offense by the parents of these hip consumers, and the youngsters as well surprisingly took offense at the

manipulation. It seems even sex can go too far, as evidenced with Abercrombie & Fitch, particularly when its stock price plummeted from \$50.75 to \$15 after the catalog complaints (Wells, 2000).

Sex happens to be one of the top three reasons consumers complained about advertising in 2004 (Harris, 2005). Sexual images surround us, and Poynor (2004) warns of American society's obsession with the display of sex. Poynor feels we are taking part in a huge social experiment that will eventually transform our society. Particularly in fashion, female nudity is a continual occurrence and LaTour & Pitts (1990) found empirical indications with their studies that female nudity in advertising affects people in various ways, some negatively.

This negative effect of female nudity inspires one to question exactly what degree of nudity is offensive. Perhaps just a little cleavage in a photograph is considered nudity by some and not others. Also, is nudity considered sexually appealing or not? According to Severn, Belch, & Belch (1990) sexual appeals that are used in ads are often grounded in visual elements, such as attractive models portraying varying degrees of nudity and suggestiveness. Additionally the product, target market,

and the consumer's attitude toward sexual content may also factor into the ads' offensiveness. For example, Alexander and Judd (1978) proved that individuals who had favorable attitudes toward sex in advertising recalled more correct brand names.

Every consumer is unique and every consumer interprets an advertisement in a different way. For example, women react differently than men to nudity, in that same-sex nude model ads were viewed more negatively than opposite-sex nude model ads (LaTour & Pitts, 1990). Also, male viewers proved to attend solely to the illustration of the nude and ignore the brand name (Alexander & Judd, 1978). Demographic characteristics also play into attitudes toward female nudity in advertising, such as sex, rural-urban location, marital status, and age (Alexander & Judd, 1978).

Another consideration is of our youngest generation, the Millennials, now aged 10-27 who have had sexually charged marketing messages and images pervasive throughout most of their lives. This has caused a desensitizing of sex in marketing, and this desensitizing of American youths is believed to add a suspicion of phoniness about the products advertised with sex, particularly fashion items (Seckler, 2005). This sex concept in marketing is quite an

intriguing phenomenon. It seems to have the uncanny ability to make or destroy a fashion product.

Women and Sex in Advertising

According to the Center for Women's Business Research, women account for 80% of all the purchasing in the U.S. today. Marketers should want to get a piece of that 80% pie, which means, hopefully, understanding how these women purchase.

In recent years many advertisers have ventured into divisive territory with their use of female sexual imagery and portrayal (Miller & Ford, 2005). However, the use of female sexual images in advertising can be successful if done correctly. A fine line exists between advertisements perceived as sexy versus sexist (Miller & Ford), and it is the job of a good marketer to realize this difference. Many factors are at play here. Miller and Ford state that the female brain is wired differently than the male brain. This causes women to apply emotional memory and feelings to experiences in ways that men cannot. This could explain why women may be offended by advertisements where men may not be offended.

A reason for women reacting differently to

advertisements could be their differences in achievement expectations. Achievement orientation, which is the drive to accomplish external goals or achieve success, seems to be more important to males, who have a higher level for it than women (Anastasi, 1961; McClelland, 1975). As far as women who are affected by this type of motivation, McClelland, Atkinson, Clark, and Lowell (1976) conducted research on achievement motivation between men and women and found women unmoved by leadership and intelligence; however, their achievement motivation increased if they were socially rejected. According to Prakash (1992) many sex differences in interests and attitude have been found in studies, and in Prakash's study he found that males are more likely to purchase a brand based on ad format which depicts competition with others, whereas women are more likely not to.

This difference women have from men in being drawn to advertisements is evidenced by the type of advertisements for female products. In a case study performed by Kates and Shaw-Garlock (1999), a female fashion-magazine viewer critiqued an advertisement which caught her attention. This viewer attempted to "relate" to the model, critiquing her hair, makeup, body type, clothing and age. If the

viewer felt she could relate to this model's attributes, she would consider purchasing the product. Another one of the viewers evaluated a Pantene hair ad in *Mademoiselle* magazine. She felt the hair in the ad was nice, but impossible to achieve, and too perfect. Because the look was too good to be true, the viewer was not interested in the product. There seems to be a theme here in that the female fashion consumer wants to be able to relate to the model and the results of the product. If an advertisement portrayed a sexy woman in a realistic setting that others could relate to, it likely would have a chance with its target market. If the marketer considers that women are not afraid of sexy, and if the advertisement makes the female consumer want to be the sexy woman rather than alienate her, the marketer has a better chance at success (Miller & Ford, 2005).

Beauty and Image

The connection of beauty and fashion is all pervasive within the advertising world. According to Parekh and Schmidt (2003, p.4), "the female pursuit of beauty can be an enjoyable activity serving to enhance power, attractiveness and ability to achieve goals." Certainly

this pursuit includes purchasing many fashionable items. Marketers compete intensively to position their products and design advertisements to embody current ideals of beauty (Bloch & Richins, 1992). This can be proven by a recent content analysis of network television commercials, which found one out of every 3.8 messages was related to attractiveness (Downs & Harrison, 1985).

What exactly is this beauty ideal? According to Englis, Solomon, and Ashmore (1994) periods of history have characterized one specific ideal of beauty. For example, during the mid-1800s the fashionable beauty was pale and delicate; which evolved to the voluptuous, lusty type, such as Lillian Russell; to the small, boyish flapper of the 1920s, exemplified by the likes of Clara Bow; to stick figures such as Twiggy (Englis et al.). We are now confronted with multiple ideals of beauty which reflect the lifestyles and ethnic groups of American culture (Englis et al). The fashion industry seems to recently have embraced more of an offbeat notion of beauty which incorporates exaggerated features such as large lips and breasts (Salholz, 1985).

A more anti-feminist approach toward beauty by Greenspan (1983, p. 163) states that "women are fashion

crazy because they know their bodies are their only power and can take them as seriously as men can take their work; the more beautiful a woman's body, the more power she has." However outdated this statement is, Parekh & Schmidt (2003) feel it accurately reflects the underlying thoughts of women in the United States. What does this mean for fashion marketers? It means that women are on a never-ending search for products to make them beautiful, which will ultimately make them powerful. This has inspired and continues to inspire an enormous industry for women attempting to attain this outer beauty. Mass media consistently reinforce linkages between women's appearance and their self-worth (Bloch & Richins, 1992; Downs & Harrison, 1985; Ruble, 1983; Tan, 1979). From wardrobe to scent to hair styles, products are being created by the millions to keep women beautiful, and if they are marketed correctly, women buy them.

Beauty Salon/Spa Industry

The beauty salon/spa industry represents the epitome of what Greenspan (1983) discussed, for it is at the beauty salon that women can attain some of their beauty and ultimately their power. Power or not, the salon industry

claims a large percentage of beauty in the fashion business. In 2002, the salon industry in the United States alone posted sales of \$26.4 billion (Zona, 2004).

This beauty industry has existed since the beginning of man. Medieval noblewomen swallowed arsenic to improve their complexions, while 18th century women used warm urine from young boys to erase their freckles ("Pots of Promise, 2003). Additionally, the beautification of women's hair has existed for 3,000 years, dating back to when various materials, such as henna and indigo, were used to color hair (Corbett, 2001). Then, in 1909, Eugene Scheuller founded the French Harmless Hair Colouring Company, which then became L'Oreal, today's industry leader ("Pots of Promise, 2003).

Today the health and beauty industry consists of more than 250,000 spas and salons (2001) and is growing. Due to a rising tide of aging baby boomers attempting to look and feel good as long as they can, the spa industry is on a roll (Beatty, 2005). According to Beatty, in the past five years the number of spas has more than doubled to over 12,000 with revenue in 2003 of \$11.2 billion. This can account for the salon industry growing into full-service salons that are offering more spa services to get a piece

of this economic increase (Jeffries, 2005).

Marketing for the Salon Industry

To market for a full-service salon one would first consider its target market. This can be determined by examining the demographic, psychographic, and behavioral differences or similarities of the clientele. The type of media for advertising then needs to be determined. There are a wide variety of options available to the advertiser, such as direct mail, Yellow Pages, Internet, billboard and magazine advertising. Many salons have used the Yellow Pages in the past with proven success, such as J.C. Penney's styling salons, where all 960 of their salons bought display ads in 1997-98 (Hodges, 1997). This Yellow Pages advertising could, perhaps, work for some hair salons, but a salon expanding into a full-service salon and offering more services needs fast, direct advertising to reach its specific target market. This type of marketing can be achieved through direct mail (if one can generate a mailing list) which is a popular alternative to other forms of marketing for salons. Direct mailing can be a powerful means to reach a target audience, but can be expensive and testing is necessary to obtain the best results (Weiss,

2005). The average return of direct mail advertising can also be disheartening in comparison to the investment. Most direct mailings net an average overall response rate of only 2.55% (Odell, 2005), which can be a large investment for a small return. Many salons simply rely on word of mouth advertising, which in the case of expansion and trying to get the word out fast might not be appropriate.

According to Milner (n.d.), in marketing for salons one must get the consumer's attention, generate interest, create a desire, and spark some action. Indeed, this can be achieved with a slick advertisement perhaps simply handed out in a shopping area within the vicinity of the salon where the target market would be shopping. In relation to the fashion world, the consumer wants to be able to relate to the advertisement selling the product (Kates & Shaw-Garlock, 1999), so an advertisement which can relate to the target market would then be appropriate.

Summary

Due to the demand for more spa services, hair salons are expanding in size across the U.S. and are in need of a good marketing plan to offset their expanding investment.

Numerous marketing options are available to the salon owner, including Yellow Pages advertising, direct mail, and Internet, among others.

Sex appeal in advertising is extremely evident in the fashion industry, and could be considered as a possible style of advertising for the expanding full-service salon. However, research must be performed to substantiate whether a sex-appeal style advertisement would best serve the expanding full-service salon.

Many theories of purchase intent can be used as a framework for researching whether sex appeal is indeed the best possible style of advertising for the expanding full-service salon. These theories include the persuasion theory, the relationship theory, and the social comparison theory.

The persuasion theory establishes that individuals acquire a persuasion knowledge which they access in relation to marketers or products (Friestad & Wright, 1994). This persuasion knowledge could be used in relation to the consumer's historical knowledge of sex appeal in advertising, and prove useful for this research.

The relationship theory, being the most popular in marketing, posits that consumers establish a relationship

with a product, service, or even society. This theory is particularly useful in understanding the relationship women have with sex-appeal images and their relationship with the products they already purchase that use sex-appeal advertisements.

The social comparison theory can be invaluable in understanding sex appeal in advertising. For many years society has been aware of this comparison theory, and it is extremely apparent in the fashion magazines of today. This theory explains how individuals view advertisements and compare themselves to the ads by creating and reinforcing a preoccupation with physical attractiveness (Downs & Harrison, 1985), and may influence consumers' perceptions of what is an acceptable level of physical attractiveness (Martin & Kennedy, 1993).

By creating a framework of these three aforementioned theories, appropriate research can be performed to establish whether sex-appeal advertisements could realistically be an option for advertising for an expanding full-service salon.

CHAPTER 3: METHODOLOGY

The purpose of this quantitative experimental study is to determine whether there is truth in the notion that sex sells when advertising for an upscale full-service salon, and also to establish if there is a difference between how women say they will respond to advertisements with sex appeal and how they actually do respond to advertisements with sex appeal. To achieve this purpose, advertising for the expansion of Salon Michael will be used as a focal point in this study.

Research Design

The typical Salon Michael customer is determined by the database of current Salon Michael customers. She is female, between the ages of 25-45, and living or working in the Lincoln Park area of Chicago.

Two types of advertisements will be produced, one with sex appeal and the other without. Both will be fashion oriented, both will use the same model. The advertisements will be shown at Salon Michael to approximately 100 females aged 25-45, and the following survey question will be asked:

1. If you were relocating to a new city and saw these two advertisements, which of the two advertisements would likely motivate you to patronize this salon?
 - a. Very Likely, b. Likely, c. Somewhat Likely d. Not likely at all.

The same two advertisements will then be printed in bulk onto four by six inch postcards. On the front, both will have the salon logo. On the back will be the name, address, and phone number of the salon, and the copy, which states: "full-service salon" and "Present this card for a free gift." A list of services with prices will be printed on the back of half of the postcards; the list will not be printed on the other half. The different variables will be equally divided between the two ads. An expiration date of one week after the distribution will be on all postcards. One thousand postcards will be available for distribution.

Armitage Avenue, a high-end shopping area within one mile radius of Salon Michael will be the location for distribution of the postcard advertisements. Based on personal observation of this researcher, women that shop in this area also patronize Salon Michael. Between 11 a.m. and 1 p.m. on Friday through Sunday during nice weather on a spring day the postcards will be handed out to four different groups of women with specific criteria. All the

postcards will be randomly mixed up having all the four different variables (sexy ad with no list of services; sexy ad with list of services; non sexy ad with no list of services; non sexy ad with list of services) into groups of 160. These groups of 160 will be specifically marked to determine the group it is given to - a flower in the right hand corner with either 3, 4, 5, or 6 petals that does not distort the ad, but will clearly determine the target group the postcard was given to when and if it is given back to the salon. These groups of cards will only be handed to every third woman within the specific target groups until all cards are distributed. Four stacks of postcards will be mixed randomly with the four different ads. Each stack will be handed out separately to only one of the four sub-target groups of women at a time. The first stack of 160 will be handed to the women who look over 40 and kept track of how many were handed to them. The second stack of 160 will be handed out to women who look 30 or under and kept track of how many were handed to them. The third stack of 160 will be handed out to women with a wedding band and kept track of how many were handed to them. The fourth stack of 160 will be handed out to women without a wedding band and kept track of how many were handed to them. If

more time is allowed, more stacks of 80 will be handed out in the same fashion. The postcards will be handed out until time or postcards run out.

Data will then be collected based on how women respond to the advertisements. When a postcard is brought into the salon a form will be filled out and stapled to the card listing what services or products were purchased (if any).

The pre-advertisement survey (a one-question survey on page 36) and the actual response to the ad will then be compared, and it will be determined whether the sex-appeal advertisements affected salon patronage.

Research Questions

This study will investigate these four research questions:

1. Does the existence of sex appeal in an advertisement for a full-service salon impact the responsiveness to the advertisement?
2. Does the existence of a list of services with pricing in an advertisement for a full-service salon impact the responsiveness to the advertisement?
3. Does how women say they will respond to advertisements with sex appeal for full-service salons

differ from how they actually respond to advertisements with sex appeal?

4. Is there a relationship between the responsiveness to advertisements with sex appeal and a woman's age and marital status?

Research Hypotheses

The hypotheses for this study addresses the three research questions listed above.

Hypothesis H01 (null):

The responsiveness of women to an advertisement is independent of whether the advertisement has sex appeal or no sex appeal.

Hypothesis HA1 (alternate):

The responsiveness of women to an advertisement is dependent on whether the advertisement has sex appeal or no sex appeal.

Hypothesis H02 (null):

The responsiveness to advertisements with only sex appeal is independent of women's marital status.

Hypothesis HA2 (alternate):

The responsiveness to advertisements with only sex appeal is dependent on women's marital status.

Hypothesis H03 (null):

The responsiveness to advertisements with only sex appeal is independent of women's age group.

Hypothesis HA3 (alternate):

The responsiveness to advertisements with only sex appeal is dependent on women's age group.

Hypothesis H04 (null):

The responsiveness to advertisements with pricing is independent of women's marital status.

Hypothesis HA4 (alternate):

The responsiveness to advertisements with pricing is dependent on women's marital status.

Hypothesis H05 (null):

The responsiveness to advertisements with pricing is independent of women's age group.

Hypothesis HA5 (alternate):

The responsiveness to advertisements with pricing is dependent on women's age group.

Hypothesis H06 (null):

There is no difference between the percentages of current customers who indicate they would respond to a sex-appeal advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal.

Hypothesis HA6 (alternate):

There is a difference between the percentages of current customers who indicate they would respond to a sex-appeal advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal.

The Variables - Independent and Dependent

According to Cooper and Schindler (2003) an independent variable is a stimulus, manipulator, or predictor, whereas a dependent variable is a presumed effect, consequence, or response. In this study, there are four independent variables.

The first independent variable is the advertisement itself. One of the advertisements contains sex appeal. Sex appeal is associated with beauty (American Heritage Dictionary of the English Language, 2003), and according to Englis et al. (1994) most women strive to obtain a specific ideal (overall look) of beauty prevalent in their culture, such as large breasts versus small, big lips versus thin. This cultural American beauty ideal is embodied in the sex-appeal advertisement that was produced for the purpose of this study. The model is wearing sexy attire, with voluptuous breasts and large lips clearly apparent, and the

caption states, "unleash the sex kitten in you." The other advertisement is more conservative. This is done by having the model wear more clothing in the advertisement, and the photograph is not as provocative.

The second independent variable is the existence or nonexistence of a list of services with pricing in an advertisement for a full-service salon. The list of services with pricing will include massage, facials, manicures and pedicures, haircuts, and color.

The third independent variable is marital status of women the advertisements are handed to. This will be determined by whether the women are wearing a wedding ring on their left ring finger (which indicates marriage) or not.

The fourth independent variable is the age group of the women, which is determined by the individual dispersing the postcard advertisements. By looking at the women it will be decided by the disperser of the advertisements whether the woman looks over 40 or under 30 years of age.

The fifth independent variable is whether the women of the study are a current Salon Michael customer or a potential Salon Michael customer. The women that are surveyed are Salon Michael customers, and the women

receiving the postcards on the street are potential Salon Michael customers.

The dependent variables are the responses to the surveys of the advertisements and the responses to the advertisements that are handed out. The response rate to the advertisements that are handed out will be determined by the customers who actually show up at the salon with a postcard advertisement and then are counted as responding to the advertisement. A record of these customers will diligently be kept by the receptionist.

Sample Design: Population and Sampling Frame

The research for this study will be conducted exclusively in Chicago, Illinois, in the Lincoln Park neighborhood, which runs between Diversey Parkway and North Avenue and contains some of the city's trendiest shops, bars, and theaters (Ten Best, n.d.). A sampling frame will consist of Salon Michael customers who are patronizing the salon on the day the survey is conducted, and the women who are prospective Salon Michael customers who are shopping on Armitage Avenue during the time of handing out the advertisements. The prospective Salon Michael customer, determined by the Salon Michael database, is a female

between the age of 25 and 45 who lives or works in the Lincoln Park area of Chicago. The first sample will include Salon Michael customers and the survey will be held at Salon Michael.

The second sample will be prospective Salon Michael customers broken down into subsections of married or not married and under 30 or over 40 years of age. This sample will be given random advertisements at a busy shopping area within a one-mile vicinity of Salon Michael.

The results of this study will apply to the population of trendy, high-end salon consumers within the Chicago city limits.

Data Collection

A one-item survey based on the response to the two ads (sex appeal and no sex appeal) will be conducted at Salon Michael.

Data will be collected based on the response to the advertisement handouts. When a postcard is brought into the salon, a form will be filled out and stapled to the card listing what services or products the customer purchased (if any).

Data Analysis

The data for this study will be analyzed using SPSS for Windows. The first six hypotheses will be tested using a Chi Square test of independence. The sixth hypothesis will be tested using a Chi Square test of proportions.

Summary

This chapter has addressed the methodology—design, sample, and collection used for the projected study of the effects of print advertising on salon patronage.

CHAPTER 4: ANALYSIS AND PRESENTATION OF FINDINGS

The purpose of this study is to determine whether there is truth in the notion that sex sells when advertising for an upscale full-service salon, and also to establish if there is a difference between how women say they will respond to advertisements with sex appeal and how they actually do respond to advertisements with sex appeal. The data used in this study were collected from the responsiveness of women to two different advertisements for Salon Michael in Chicago. This chapter describes the analysis and results of both the Chi-Square Test of Independence and the Chi-Square Test of Proportions.

Results

Test of Hypothesis 1

Hypothesis H01 states that the responsiveness of women to an advertisement is independent of whether the advertisement has sex appeal or no sex appeal. Table 1 summarizes the results of the Chi-Square Test of Independence.

TABLE 1: Crosstabulation and Chi-Square Test of Independence (Hypothesis One)

RESPONSE * AD TYPE Crosstabulation

RESPONSE		AD TYPE Non-Sexy	AD TYPE Sexy	TOTAL
No	Count	473	420	893
	Expected Count	446.5	446.5	893.0
	% within AD TYPE	98.5%	87.5%	93.0%
Yes	Count	7	60	67
	Expected Count	33.5	33.5	67.0
	% within AD TYPE	1.5%	12.5%	7.0%
Count		480	480	960
Expected Count		480.0	480.0	960.0
% within AD TYPE		100.0%	100.0%	100.0%

Chi-Square Tests

	VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	45.071	1	.000		
Continuity Correction	43.386	1	.000		
Likelihood Ratio	51.164	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	45.024	1	.000		
No. of Valid Cases	960				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 33.50.

The resulting p-value for this test of independence was .000, which is below the significance level of .05.

Therefore, the null hypothesis is rejected and it can then be concluded that the responsiveness of women to a salon advertisement is dependent on whether or not the advertisement has sex appeal. Advertisements with sex appeal garnered significantly larger response rates.

Test of Hypothesis 2

Hypothesis H02 states that the responsiveness to advertisements with only sex appeal is independent of women's marital status. Table 2 summarizes the results of the Chi-Square Test of Independence.

The resulting p-value for this test of independence was .001, below the significance level of .05. Therefore, the null hypothesis can be rejected. It can then be concluded that the responsiveness to advertisements with only sex appeal is dependent on women's marital status. Single women responded to the sexy advertisement at a significantly higher rate than married women.

TABLE 2: Crosstabulation and Chi-Square Test of Independence (*Hypothesis Two*)

RESPONSE * MaritalStatus * AD TYPE Crosstabulation

AD TYPE	RESPONSE		SINGLE	MARRIED	TOTAL
Sexy	No	COUNT	198	222	420
		EXPECTED COUNT	210.0	210.0	420.0
		% WITHIN MARITAL STATUS	82.5%	92.5%	87.5%
	Yes	COUNT	42	18	60
		EXPECTED COUNT	30.0	30.0	60.0
		% WITHIN MARITAL STATUS	17.5%	7.5%	12.5%
TOTAL		COUNT	240	240	480
		EXPECTED COUNT	240.0	240.0	480.0
		% WITHIN MARITAL STATUS	100.0%	100.0%	100.0%

Chi-Square Tests

ADTYPE		VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Sexy	Pearson Chi-Square	10.971	1	.001		
	Continuity Correction	10.076	1	.002		
	Likelihood Ratio	11.246	1	.001		
	Fisher's Exact Test				.001	.001
	Linear-by-Linear Association	10.949	1	.001		
	No. of Valid Cases	480				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.00.

Test of Hypothesis 3

Hypothesis H03 states that the responsiveness to advertisements with only sex appeal is independent of women's age group. Table 3 summarizes the results of the Chi-Square Test of Independence.

TABLE 3: Crosstabulation and Chi-Square Test of Independence (Hypothesis 3)

RESPONSE * AGE * ADTYPE Crosstabulation

ADTYPE	RESPONSE	AGE		TOTAL	
		UNDER 30	OVER 40		
Sexy	No	COUNT	213	207	420
		EXPECTED COUNT	210.0	210.0	420.0
		% WITHIN AGE	88.8%	86.3%	87.5%
	Yes	COUNT	27	33	60
		EXPECTED COUNT	30.0	30.0	60.0
		% WITHIN AGE	11.3%	13.8%	12.5%
TOTAL		COUNT	240	240	480
		EXPECTED COUNT	240.0	240.0	480.0
		% WITHIN AGE	100.0%	100.0%	100.0%

(Table 3 continued...)

Chi-Square Tests

ADTYPE		VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Sexy	Pearson Chi-Square	.686	1	.408		
	Continuity Correction	.476	1	.490		
	Likelihood Ratio	.687	1	.407		
	Fisher's Exact Test				.490	.245
	Linear-by- Linear Association	.684	1	.408		
	No. of Valid Cases	480				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 30.00.

The resulting p-value for this test of independence was .408, which is higher than the significance level of .05. Therefore, the null hypothesis is not rejected, and there is insufficient evidence to conclude that the responsiveness to salon advertisements with sex appeal is dependent on a women's age group.

Test of Hypothesis 4

Hypothesis H04 states that the responsiveness to advertisements with pricing is independent of women's marital status. Table 4 summarizes the results of the Chi-Square Test of Independence.

TABLE 4: Crosstabulation and Chi-Square Test of Independence (Hypothesis Four)

RESPONSE * MaritalStatus * Price List Crosstabulation

PRICE LIST	RESPONSE		SINGLE	MARRIED	TOTAL
No Prices	No	COUNT	215	229	444
		EXPECTED COUNT	222.0	222.0	444.0
		% WITHIN MARITAL STATUS	89.6%	95.4%	92.5%
	Yes	COUNT	25	11	36
		EXPECTED COUNT	18.0	18.0	36.0
		% WITHIN MARITAL STATUS	10.4%	4.6%	7.5%
		COUNT	240	240	480
		EXPECTED COUNT	240.0	240.0	480.0
		% WITHIN MARITAL STATUS	100.0%	100.0%	100.0%
Prices	No	COUNT	223	226	449
		EXPECTED COUNT	224.5	224.5	449.0
		% WITHIN MARITAL STATUS	92.9%	94.2%	93.5%
	Yes	COUNT	17	14	31
		EXPECTED COUNT	15.5	15.5	31.0
		% WITHIN MARITAL STATUS	7.1%	5.8%	6.5%
TOTAL		COUNT	240	240	480
		EXPECTED COUNT	240.0	240.0	480.0
		% WITHIN MARITAL STATUS	100.0%	100.0%	100.0%

(Table 4 continued...)

Chi-Square Tests

PRICE LIST		VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
No Prices	Pearson Chi-Square	5.886	1	.015		
	Continuity Correction	5.075	1	.024		
	Likelihood Ratio	6.032	1	.014		
	Fisher's Exact Test				.023	.012
	Linear-by- Linear Association	5.874	1	.015		
	No. of Valid Cases	480				
PRICES	Pearson Chi-Square	.310	1	.577		
	Continuity Correction	.138	1	.710		
	Likelihood Ratio	.311	1	.577		
	Fisher's Exact Test				.711	.355
	Linear-by- Linear Association	.310	1	.578		
	No. of Valid Cases	480				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.00.

c 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.50.

The resulting p-value for this test of independence was .015, which is below the significance level of .05. Therefore, the null hypothesis is rejected and it can then be concluded that the responsiveness of women to salon advertisements with pricing is dependent on women's marital status. These results show that single women (10.4%) responded to the advertisements with a price list

significantly more than married women (4.6%).

Test of Hypothesis 5

Hypothesis H05 states that the responsiveness to advertisements with pricing is independent of women's age group. Table 5 summarizes the results of the Chi-Square Test of Independence.

TABLE 5: Crosstabulation and Chi-Square Test of Independence (Hypothesis Five)

RESPONSE * AGE * Price List Crosstabulation

PRICE LIST	RESPONSE		AGE		TOTAL
			UNDER 30	OVER 40	
No Prices	No	COUNT	223	221	444
		EXPECTED COUNT	222.0	222.0	444.0
		% WITHIN AGE	92.9%	92.1%	92.5%
	Yes	COUNT	17	19	36
		EXPECTED COUNT	18.0	18.0	36.0
		% WITHIN AGE	7.1%	7.9%	7.5%
TOTAL		COUNT	240	240	480
		EXPECTED COUNT	240.0	240.0	480.0
		% WITHIN AGE	100.0%	100.0%	100.0%
Prices	No	COUNT	228	221	449
		EXPECTED COUNT	224.5	224.5	449.0
		% WITHIN AGE	95.0%	92.1%	93.5%
	Yes	COUNT	12	19	31
		EXPECTED COUNT	15.5	15.5	31.0

(Table 5 continued...)

	% WITHIN AGE	5.0%	7.9%	6.5%
TOTAL	COUNT	240	240	480
	EXPECTED COUNT	240.0	240.0	480.0
	% WITHIN AGE	100.0%	100.0%	100.0%

Chi-Square Tests

PRICE LIST		VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
No Prices	Pearson Chi-Square	.120	1	.729		
	Continuity Correction	.030	1	.862		
	Likelihood Ratio	.120	1	.729		
	Fisher's Exact Test				.863	.431
	Linear-by-Linear Association	.120	1	.729		
	No. of Valid Cases	480				
Prices	Pearson Chi-Square	1.690	1	.194		
	Continuity Correction	1.241	1	.265		
	Likelihood Ratio	1.703	1	.192		
	Fisher's Exact Test				.265	.132
	Linear-by-Linear Association	1.686	1	.194		
	No. of Valid Cases	480				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.00.

c 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.50.

The resulting p-value for this test of independence was .729, which is greater than the significance level of .05. Therefore, the null hypothesis is not rejected and there is insufficient evidence to conclude that the

responsiveness of women to salon advertisements with pricing is dependent on their age group.

Test of Hypothesis 6

Hypothesis H06 states that there is no difference between the percentages of current customers who indicate they would respond to a sex-appeal advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal. Table 6 summarizes the results of the Chi-Square Test of Proportions.

TABLE 6: Crosstabulation and Chi-Square Test of Proportions (Hypothesis Six)

RESPONSE * CARD * ADTYPE Crosstabulation

ADTYPE	RESPONSE		SURVEY	CARD	TOTAL
Sexy	No	COUNT	96	420	516
		EXPECTED COUNT	89.0	427.0	516.0
		% WITHIN CARD	96.0%	87.5%	89.0%
	Yes	COUNT	4	60	64
		EXPECTED COUNT	11.0	53.0	64.0
		% WITHIN CARD	4.0%	12.5%	11.0%
TOTAL		COUNT	100	480	580
		EXPECTED COUNT	100.0	480.0	580.0
		% WITHIN CARD	100.0%	100.0%	100.0%

(Table 6 continued...)

Chi-Square Tests

AD TYPE		VALUE	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Sexy	Pearson Chi-Square	6.091	1	.014		
	Continuity Correction	5.256	1	.022		
	Likelihood Ratio	7.505	1	.006		
	Fisher's Exact Test				.013	.007
	Linear-by- Linear Association	6.080	1	.014		
	No. of Valid Cases	580				

a Computed only for a 2x2 table

b 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.03.

The resulting p-value for this test of proportions was .014, which is below the significance level of .05.

Therefore, the null hypothesis is rejected and it can then be concluded that there is a difference between the percentages of current Salon Michael customers who indicate they would respond to a sex-appeal salon advertisement versus the percentage of non-customers who did respond to the salon advertisement with sex appeal. While 4% of Salon Michael customers indicated that they would be likely to respond to an advertisement using sex appeal, significantly more (12.5%) of the non-customers actually responded to the same advertisement.

CHAPTER 5: SUMMARY AND CONCLUSIONS

This chapter addresses the findings and conclusions of this study on sex appeal and salon patronage. The results of this research suggest that there is a relationship between sex appeal in advertising and salon patronage. Additional results suggest that there is a difference between how women say they will respond to sex appeal in an advertisement and how they actually do respond to sex appeal in an advertisement.

Research Questions and Hypotheses

This research addressed four research questions regarding sex appeal in advertising and salon patronage:

- (1) Does the existence of sex appeal in an advertisement for a full-service salon impact the responsiveness to the advertisement?
- (2) Does the existence of a list of services with pricing in an advertisement for a full-service salon impact the responsiveness to the advertisement?
- (3) Does how women say they will respond to advertisements with sex appeal for full-service salons differ from how they actually respond to advertisements with sex appeal?
- (4) Is there a relationship between the responsiveness to

advertisements with sex appeal and a woman's age and marital status?

The research questions were operationalized through the following hypotheses:

Hypothesis H01 (null):

The responsiveness of women to an advertisement is independent of whether the advertisement has sex appeal or no sex appeal.

Hypothesis H02 (null):

The responsiveness to advertisements with only sex appeal is independent of women's marital status.

Hypothesis H03 (null):

The responsiveness to advertisements with only sex appeal is independent of women's age group.

Hypothesis H04 (null):

The responsiveness to advertisements with pricing is independent of women's marital status.

Hypothesis H05 (null):

The responsiveness to advertisements with pricing is independent of women's age group.

Hypothesis H06 (null):

There is no difference between the percentages of current customers who indicate they would respond to a sex-

appeal advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal.

Summary of the Results

The first hypothesis (H01) was rejected since the p-value was .000. Therefore, the responsiveness of women to a salon advertisement of this type is dependent on whether the advertisement has sex appeal or no sex appeal. Advertisements with sex appeal garnered significantly higher response rates. These results coincide with those of Prakash (1992), who found many sex differences in interests and attitude between men and women. In particular, males are more likely to purchase a brand based on an ad format that depicts competition with others, whereas women are less likely to do that.

The second hypothesis (H02) can also be rejected since the p-value was .001. It can then be concluded that the responsiveness to advertisements with only sex appeal is dependent on women's marital status. Single women responded to the sexy advertisement at a significantly higher rate than did married women. This conclusion of more single women responding to a sexy advertisement makes sense—when women are single they likely would want to look their best

to attract a male. In relation to sex appeal in advertising, this concept can particularly be understood if one were to accept the theory of social comparison among women as in a study performed by Kates and Shaw-Garlock in 1999, where females view fashion magazines and attempt to "relate" to the model, critiquing her hair, makeup, body type, clothing, and age. If the viewer felt she could relate to this model's attributes, she would consider purchasing the product, or in this case patronize the salon.

The third hypothesis (H03) was not rejected since the p-value was .408. There was insufficient evidence to conclude that responsiveness to salon advertisements with sex appeal is dependent on a women's age group. Thus age was not proven to be a factor when considering sex appeal in an advertisement. These findings corroborate with research of this study in more than one instance. Since studies that support the social comparison theory suggest that advertising could play a part in creating and reinforcing a preoccupation with physical attractiveness (Downs & Harrison, 1985) and may influence consumers' perceptions of what is an acceptable level of physical attractiveness (Martin & Kennedy, 1993) it does not assume

any age bias in relation to women. Therefore age would not be a factor when considering sex appeal in an advertisement. Additionally, since the salon industry is growing due to older baby boomers, perhaps an advertisement does not need sex appeal to bring them into the salon since the draw is so strong, which further research could perhaps prove.

Hypothesis 4 (H04) was rejected since the p-value resulted in .015. It can then be concluded that the responsiveness of women to salon advertisements with pricing is dependent on women's marital status. These results show that single women (10.4%) responded to the advertisements with a price list significantly more than married women (4.6%). This finding shows that single women are more cognizant of pricing in a salon than married women, certainly a valuable discovery for salon owners. Therefore if the target market of a salon consists largely of single women, salon owners would benefit from listing prices in their advertisements or even offering special types of pricing for single women. Perhaps even a student discount or a "singles" type of promotion with discounts would prove advantageous for new businesses. When looking at the persuasion theory, one can understand these

findings. Established by Friestad and Wright (1994), the persuasion knowledge model implies that consumers use marketers' advertising and selling attempts to refine their attitudes toward the marketers themselves. This is exactly what the single women are doing, regardless of whether they are aware of it or not. They are initially drawn to the advertisement due to its sex appeal, yet then refine their attitude toward patronizing the salon based on the price list.

The fifth hypothesis (H05) was not rejected with a p-value of .729. There was insufficient evidence to conclude that the responsiveness of women to salon advertisements with pricing is dependent on women's age group. As was the case with H03, age was not shown to be a factor in determining responsiveness to advertisements, whether sex appeal or pricing was the focal point. This then confirms once again the fact that the social comparison theory has no age bias in relation to women. This study has therefore proven that advertisers' influence on women's perception of acceptable physical attractiveness has no age limits.

The sixth hypothesis (H06) is rejected since the p-value is .014. It can then be concluded that there is a difference between the percentages of current customers who

indicate they would respond to a sex-appeal advertisement versus the percentage of non-customers who did respond to the advertisement with sex appeal. While 4% of Salon Michael customers indicated that they would be likely to respond to an advertisement using sex appeal, significantly more (12.5%) of the non-customers actually responded to the same advertisement. These are most interesting findings, and one could easily apply the social comparison theory once again to these results. Sex appeal in an advertisement does have the ability to attract women on the premise of social comparison. The conundrum, however, still exists as to why women do not admit their attraction to sexy advertisements. Perhaps it is embarrassment, denial, or pure unawareness since they are possibly subjectively drawn to compare themselves with the model in the sexy advertisement. An interesting study conducted by Craik et al. (1998) showed that women who were aware of stereotypes and the falsity of the fashion industry still want desperately to imitate it. Therefore, some women are aware of the effects sex appeal in advertisements has on them but do not admit to those effects.

Theoretical Analysis and Summary

The theoretical framework at play in this study includes a combination of the persuasion, social comparison, and relationship theories.

Advertisers use persuasion to refine attitudes of the consumer (Friestad & Wright, 1994). For example, consumers become conditioned and accustomed to viewing certain types of advertisements for particular products—in this case sex appeal for fashion-oriented products. Within this persuasion, advertisers also consider social comparison.

Through persuasion or altering the beliefs of the consumer with sex appeal, advertisers use social comparison. By exploiting women's tendencies to improve their body or image, they use sexy, attractive models in their advertisements. Some critics (Downs & Harrison, 1985; Martin & Kennedy, 1993) posit this exploitation intentionally creates insecurities and dissatisfaction with consumers' self-image, which perpetuates the industry's use of sex appeal in advertising.

Lastly, the relationship the consumer has with the advertisement affects the purchase power of the product. In this situation it is the relationship the female consumer actually has with the model in the advertisement.

If the consumer can "relate" to the model in some way—either associate with the model or aspire to look like the model—the consumer will more likely want to purchase the product.

Limitations

A variety of limitations existed that affected the results of this study, one of which was in the passing out of the advertisements. A split-second decision needed to be made on determining the age and marital status of women before a card was given to the prospective client. Because it happened so fast, error could have and likely did occur. Additionally, if a married woman was accompanied by a non-married woman (or vice-versa), in a few instances the accompanying female insisted on receiving an advertisement as well. This affected the results mildly, and proved a limitation that was not expected, as did a few men accompanying women who insisted on receiving a card. However, no cards were returned to the salon by men.

Additional limitations included handing the advertisement to women who do not live in the area and will never have the opportunity to patronize the salon.

With the survey that was conducted at the salon of the

current salon customers, bias seemed to exist. It was asked, "If you were relocating to a new city and saw these two advertisements, which of the two advertisements would likely motivate you to patronize the salon?" It seemed the respondents felt obligated to respond positively to either of the advertisements since they were already a salon customer, which could have possibly affected the results.

Conclusion

This study has contributed to the literature on sex appeal in advertising for women and suggests further research in this area. It has indicated that in some instances sex does sell when advertising to women. This can be substantiated by the persuasion of the advertiser understanding the female consumer's relationship and comparison to the model in the advertisement.

This study can inform advertisers who use or are considering using sex appeal, salon owners in need of advertising concepts, or researchers of sex appeal in advertisements. Hopefully future research in these areas will increase the understanding of sex appeal in advertising and assist advertisers and consumers in the

future.

Suggestions for Future Research

This study has contributed to the literature on sex appeal in advertisements and advertising to women for upscale expanding salons. While this study found that sex appeal in advertising can bring female customers into a salon, a more comprehensive study could include male customers and their reaction to sex appeal in advertisements. Additional research could include more qualitative studies as to why the women were attracted to the sex-appeal ad and why they did not admit to being attracted to the sex-appeal advertisement. This further research could inform advertisers on more specific types of sex-appeal advertisements women are drawn to, as well as the types of products sex appeal actually sells. As an example, Salon Michael has just begun offering eyelash extensions. This service is very specialized and expensive. The salon could specify their sex-appeal research by using the same sex-appeal advertisement for this particular service of eyelash extensions and see which age group or marital group it attracts, and adjust their future advertising accordingly. Also, the result of women

over 40 being drawn to the sex-appeal advertisement more than women under 30 is certainly a topic that can be explored further.

Many valuable results have been found that can be used as useful tools for salons to advertise with. However, with even further research as discussed above, salons could own the cutting edge in advertising for their specific customers. With the results found in this type of research, a salon could better understand which of their target markets are drawn to which services, and therefore get the most out of their advertising.

REFERENCES

- Aggarwal, P. (2004). The effects of brand relationship norms on consumer attitudes and behavior. *Journal of Consumer Research*, 31(1), 87.
- Alexander, M., & Judd, B. (1978). Do nudes in ads enhance brand recall? *Journal of Advertising Research*, 18(1), 47.
- Alexander, M., & Judd, B. (1986). Differences in attitudes toward nudity in advertising. *Psychology: A Quarterly Journal of Human Behavior*, 23(1), 27.
- The American Heritage Dictionary of the English Language. (2003). Retrieved March 28, 2006, from <http://www.xreferplus.com/entry/4130767>
- The American heritage dictionary of the English language. (n.d.). Retrieved March 28, 2006, from <http://www.xreferfplus>
- American Marketing Association. (2004). Retrieved March 25, 2006, from <http://www.marketingpower.com/content4620.php>
- Anastasi, A. (1961). *Differential psychology: Individual group differences in behavior* (3rd ed.). New York: McMillan.
- Armstrong, G., & Kotler, P. (2005). *Marketing: An introduction* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- Banerjee, B., & Bandyopadhyay, S. (2003). Advertising competition under consumer inertia. *Marketing Science*, 22(1), 131.
- Beatty, S. (2005, June 5). Wax and wane: In spa industry's makeover, some tough new regimens; Buyer of Elizabeth Arden spas struggles to install order. *The Wall Street Journal*, pp. A1.

- Berry, L. L. (1983). Relationship marketing. In L. L. Berry, G. L. Shostack, & G. D. Upah (Eds.), *Emerging perspectives of services marketing* (pp. 25-28). Chicago: American Marketing Association.
- Blair, M., Kuse, A., Furse, D., & Stewart, D. (1987). Advertising in a new competitive environment: Persuading customers to buy. *Business Horizons*, 30(6), 20.
- Bloch, P., & Richins, M. (1992, January). You look mahvelous: The pursuit of beauty and the marketing concept. *Psychology & Marketing*, 9, 3.
- Blyth, A. (2005, January 25). Fringe benefits. *Personnel Today*, 17.
- Brooks, G. (2005, March 31). P&G widens CRM program after success of skincare diary. *New Media Age*, 3.
- College Journal. (n.d.). Retrieved September 9, 2005, from <http://www.collegejournal.com/researchindustries/researchindustries/fashion-v.html>
- Cooper, D., & Schindler, P. (2003). *Business research methods* (8th ed.). New York: McGraw-Hill/Irwin.
- Corbett, J. (2001). The century of hair color. *Global Cosmetic Industry*, 169(3), 22.
- Craik, D., Clarke, I., & Kirkup, M. (1998). Camera observations of customer behavior in fashion retailing: Methodological propositions. *International Journal of Retail and Distribution Management*, 26(8), 311.
- Crystal Reference Encyclopedia. (2005). Retrieved April 16, 2006, from <http://www.xreferplus.com.library.capella.edu/entry/5730714>
- Downs, A., & Harrison, S. (1985). Embarrassing age spots or just plain ugly? Physical attractiveness stereotyping as an instrument of sexism on American television commercials. *Sex Roles*, 13(1/2), 9.

- Dwyer, F., Schurr, P., & Oh, S. (1987). Developing the buyer-seller relationships. *Journal of Marketing*, 51, 11.
- Englis, B., Solomon, M., & Ashmore, R. (1994). Beauty before the eyes of beholders: The cultural encoding of beauty types in magazines. *Journal of Advertising*, 23(2), 49.
- Ferber, R. (1970). The expanding role of marketing in the 1970's. *Journal of Marketing*, 34, 29.
- Festinger, L. (1954, May). A theory of social comparison process. *Human Relations*, 7, 117.
- Fishbein, M. (1967). *Readings in attitude theory and measurement*. New York: Wiley.
- Flambard-Raud, S. (2005). Relationship marketing in emerging economies: Some lessons for the future. *Vikalpa: The Journal for Decision Makers*, 30(3), 53.
- Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 3.
- Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, 21(1), 1.
- Friestad, M., & Wright, P. (1995). Persuasion knowledge: Lay people's and researchers' beliefs about the psychology of advertising. *Journal of Consumer Research*, 22(1), 62.
- Funkhouser, G., & Parker, R. (1999). An action-based theory of persuasion marketing. *Journal of Marketing Theory & Practice*, 7(3), 27.
- Gale. (n.d.). *World of Sociology*. Retrieved February 4, 2006, from <http://www.xreferplus.com/entry/4785702>
- Goldsmith, R., Stith, M., & White, D. (1987). Race and sex differences in self-identified innovativeness and opinion leadership. *Journal of Retailing*, 63(4), 411.

- Greenspan, N. (1983). *A new approach to women and therapy*. Summit, PA: Tab Books.
- Hauser, E. (2005). Are you experienced? *Promo*, 18(7), 104.
- Hodges, J. (1997). Yellow pages experiment boosts national ad business. *Advertising Age*, 68(22), 24.
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and persuasion*. New York: Yale University Press.
- Hunt, S. (1971). The morphology of theory and the general theory of marketing. *Journal of Marketing*, 35, 65.
- Hunt, S. (1983). General theories and the fundamental explanada of marketing. *Journal of Marketing*, 47, 9.
- Jeffries, N. (2005). *Global Cosmetic Industry*, 173(9), 46.
- Johnson, B. (2006). AdWatch. *Advertising Age*, 77(10), 8.
- Kates, S., & Shaw-Garlock, G. (1999). The ever entangling Web: A study of ideologies and discourses in advertising to women. *Journal of Advertising*, 28(2), 33.
- Kaynama, S., & Smith, L. (1994). Predicting buying behavior from buyer intent. *Journal of Strategic Marketing*, 2(4), 281.
- Kotler, P. (1972, April). A generic concept of marketing. *Journal of Marketing*, 36, 46.
- Kotler, P., & Armstrong, G. (2006). *Principles of marketing* (11th ed.). Upper Saddle River, NJ: Prentice Hall.
- Langmeyer, L., & Shank, M. (1994). Managing beauty - Products and people. *Journal of Product & Brand Management*, 3(3), 27.
- LaTour, M., & Henthorne, T. (1993). Female nudity: Attitudes toward the ad and the brand, and implications for advertising strategy. *Journal of Consumer Marketing*, 10(3), 25.

- LaTour, M., & Pitts, R. (1990). Female nudity, arousal and ad response: An experimental investigation. *Journal of Advertising*, 19(4), 51.
- Luck, D. (1969). Broadening the concept of marketing too far. *Journal of Marketing*, 33(3), 1.
- Luck, D. (1974, October). Social marketing: Confusion compounded. *Journal of Marketing*, 38, 70.
- Martin, M., & Gentry, J. (1997). Stuck in the model trap: The effects of beautiful models in ads on female pre-adolescents and adolescents. *The Journal of Advertising*, 26(2), 4.
- Martin, M., & Kennedy, P. (1993). Advertising and social comparison: Consequences for female pre-adolescents and adolescents. *Psychology and Marketing*, 10, 513.
- McClelland, D. (1975). *The inner experience*. New York: Irvington Publishers.
- McClelland, D., Atkinson, J., Clark, R., & Lowell, E. (1976). *The achievement motivation*. New York: Irvington Publishers.
- Miller, M., & Ford, J. (2005). Sexism in advertising and marketing to women. *International Journal of Advertising*, 24(1), 113.
- Milner, G. (n.d.). Retrieved September 9, 2005, from <http://www.businessseek.biz/article-directory/article-637.html> Salon
- Morgan, R., & Hunt, S. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20.
- Mullet, G., & Karson, M. (1985). Analysis of purchase intent scales weighted by probability of actual purchase. *Journal of Marketing Research*, 22(1), 93.

- O'Cass, A. (2000). An assessment of consumers' product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, 21(5), 545.
- Odell, P. (2005). Mailbox mania. *Promo Sourcebook*, 17, 16.
- O'Keefe, D. (1990). *Persuasion: Theory & research*. Newbury Park, CA: Sage.
- Parekh, F., & Schmidt, R. (2003). In pursuit of an identity - Fashion marketing and the development of eating disorders. *Bradford*, 105(4/5), 220.
- Pitt, L., Berthon, P., Caruana, A., & Berthon, J. (2005). The state of theory in three premier advertising journals: A research note. *International Journal of Advertising*, 24(2), 241.
- Plewa, C., Quester, P., & Baaken, T. (2005). Relationship marketing and university-industry linkages: A conceptual framework. *Marketing Theory*, 5(4), 433.
- Pots of promise - The beauty business. (2003). *Economist*, 367(8325), 69.
- Poynor, R. (2004). Designing pornotopia. *Print*, 58(4), 42.
- Prakash, V. (1992). Sex roles and advertising preferences. *Journal of Advertising Research*, 32(3) 43-52.
- Rosenberg, M. J. (1956). Cognitive structure and attitudinal affect. *Journal of Abnormal and Social Psychology*, 53, 367.
- Ruble, D. (1983). The development of social comparison process and their role in achievement-related self-socialization. In *Social cognition and social development: A socio-cultural perspective* (pp. 23-35). Cambridge, MA: Cambridge University Press.
- Salholz, E. (1985, January 14). More than a pretty face. *Newsweek*, 74.

- Sandlin, E. (n.d.). Start your own day spa. *Entrepreneur.com*. Retrieved March 17, 2006, from <http://smallbusiness.aol.com/start/startup/article?id=20051213184509990005>
- Scott, C. (1976). The effects of trial and incentives on repeat purchase behavior. *Journal of Marketing Research*, 13(3), 263.
- Seckler, V. (2005). Sexuality's new subtle appeal. *Women's Wear Daily*, 189(94), 8.
- Selling dreams. (2004). *Economist*, 370(8365), 10.
- Severn, J., & Belch, G. (1990). The effects of sexual and non-sexual advertising appeals and information level of cognitive processing and communication effectiveness. *Journal of Advertising*, 19(1), 14.
- Small Business Association. (n.d.). Retrieved March 14, 2006, from <http://appl.sba.gov/faqs/faqindex.cfm?areaID=24>
- Solomon, M., Marshall, M., & Stuart, E. (2006). *Marketing: Real people, real choices* (4th ed.). Upper Saddle River, NJ: Prentice Hall.
- Sproles, G. B. (1979). *Fashion: Consumer behavior toward dress*. Minneapolis, MN: Burgess.
- Stapel, D., & Blanton, H. (2004). From seeing to being: Subliminal social comparisons affect implicit and explicit self-evaluations. *Journal of Personality & Social Psychology*, 87(4), 468.
- Tan, A. (1979). TV beauty ads and role expectations of adolescent female viewers. *Journalism Quarterly*, 56, 283.
- Ten best. (n.d.). Retrieved March 28, 2006, from [http://www.10best.com/Chicago/Know_Before_You_Go_\(SM\)/Neighborhoods/index.html](http://www.10best.com/Chicago/Know_Before_You_Go_(SM)/Neighborhoods/index.html)

U.S. Senate. (n.d.). *President Bush's Social Security Privatization Plan*. Retrieved March 15, 2006, from http://democrats.senate.gov/dpc/docs/small_business_report.pdfSMALL

Weiss, E. (2005). Hot to use direct mail profitably. *Franchising World*, 37(10), 43.

Wells, M. (2000). Anticlimax. *Forbes*, 165(7), 58.

Whitney, M. (2005). How big is small business? *T & P Tooling & Production*, 71(4), 52.

Zona, F. (n.d.). Retrieved March 15, 2006, from <http://waysandmeans.house.gov/hearings.asp?formmode=view&id=1768>

(2001, January 15). Retrieved September 9, 2005, from <http://www.hp.com/hpinfo/newsroom/press/2001pmc/pr20001011502.html>

APPENDICES

APPENDIX A

SEX APPEAL ADVERTISEMENT



Copyright 2006, Sandra Morris, faceartistproductions.com.

APPENDIX B

NON-SEXY ADVERTISEMENT

