

A Work Project presented as part of the requirements for the Award of a Master Degree
in International Management from the NOVA – School of Business and Economics.

**MALE NUDITY IN ADVERTISING:
THE IMPACT OF PRODUCT/NUDITY CONGRUENCE
AND PRODUCT INVOLVEMENT**

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29.08.2018

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ABSTRACT

The current study investigates the role of product/nudity congruence and product involvement in advertising including male nudity. Previous studies bring contradictory results concerning the effectiveness of congruity. However, they did not control for product involvement level or audience gender when testing on product/nudity congruence. This research examines differences in females' recall and attitude towards the ads including products with different levels of mentioned variables. Two experimental studies ($N_{\text{total}} = 244$) showed that congruence is irrelevant for the attitude but it has a positive influence on recall. Furthermore, attitude towards the ad is significantly higher for high involvement products. However, the recall is not influenced by this factor. Advertisers should be careful when matching nudity with incongruent products as it may only trigger a decrease in recall.

Keywords: Advertising, Congruence, Nudity, Involvement

INTRODUCTION

Today's media environment is highly saturated. Consumers are overwhelmed by advertising and activate their defence mechanism when exposed to an advertisement. They have lost interest in the information content of ads as they can access more and better information on-demand on the web (Teixeira, 2014). The quality of their attention has been falling for decades, and marketers continuously struggle to catch it. The challenge is on board: encouraging consumers to process specific ad in the sea of advertising.

Since the perception of nudity and sex has been significantly changing during past decades, by becoming more liberal, advertisers more and more often use nudity to promote their brands and products. This trend led to a norm where nudity is used to promote goods like cosmetics and perfume (Reichert, LaTour & Ford, 2011). What is more, to catch customer attention, they go outside the box and use original combinations of nudity and incongruent products. For instances, promote products such as washing powders (Surf by Unilever) or cars (Volkswagen, Renault).

Does this incongruence lead to better results? Many researchers have tried to answer the questions if sex sells everything, and when is the use of nudity more effective: for congruent or incongruent products. However, the results are contradictory. Some studies show that advertisements including nudity lead to higher attitude towards the ad for congruent products (e.g. perfume, lingerie, cosmetics) than for incongruent products (e.g. watch, shoes) (Beetles & Harris, 2005). However, few researchers found that product/nudity congruity is irrelevant in reference to different marketing measures like attitude towards the ad and brand, brand recognition and recall, pleasure and arousal (Sengupta & Dahl, 2008; Writz, Sparks & Zimbres, 2017; Sherman & Quester, 2005).

This study aims to find a possible answer to existing inconsistencies. In his research, Putrevu (2008) examined the influence of involvement on consumer response toward sexual

and nonsexual appeals and found significant differences in attitudes, memory and purchase intention. However, similarly to other researchers testing on product/nudity congruity, he did not control for product involvement when examining impact of congruity. Thus, based on his findings, the product involvement might be the variable that causes the inconsistencies. In this study, the advertisements including products with different levels of product involvement and product/nudity congruity are going to be tested.

LITERATURE REVIEW

Nudity in advertising

In general, sexual information, whether in the form of pictures, stories, or sounds, has been shown to evoke a predictable range of emotional responses within viewers (Reichert, Heckler & Jackson, 2001). The advertising practitioners believe that sex sells and continue to use sexual appeals and nudity as a functional marketing tool (Putrevu, 2008). The issues regarding the effectiveness of this 'marketing tool' have been studied for a few decades and have become even more popular in the last years. Research in this area has mainly focused on differences between advertisements with and without nudity, and possible factors that might moderate the marketing results such as attitude towards the ad and brand, or ad recall and recognition.

In general, the studies show that sexual content brings attention to the ad (Sparks & Lang, 2015) and that ads including nudity are recalled more frequently than those without such appeals (Wirtz et al., 2013; King, McClelland & Furnham, 2015). On the other hand, there are some contradictory findings. For example, Parker and Furnham (2007) failed to find an effect of sexual content on recall. Different researchers confirm that sexual appeals can evoke divergent evaluations based on different audience and content factors.

According to Putrevu (2008), the audience factors include gender and level of consumer involvement. Sexual appeals have a positive influence on marketing measures like memory, attitudes and purchase intention, only for low involved consumers. Highly-involved consumers prefer ads without sexual appeals. Another study by Sengupta and Dahl (2008), reveals that the specific characteristics and beliefs of a consumer may also moderate the results. Literature implies that women when more liberal act similar to men, and react more positively to sexual advertisements and that ads linked to romantic products including sexual appeals are preferred less by men (Ma & Gal, 2016).

Also, the specific content of the commercial itself may evoke different results. For example, intimate sexual appeals work better than the objective ones (Black & Morton, 2017). In fact, the product category is crucial in the context of using nudity in advertising. Peterson and Kerin (1977) found that the product/nudity congruence had a significant effect on respondent's evaluations of product quality, attitudes towards the advertiser and the appeal of the advertisement. In general, congruence is found to have a positive influence on marketing measures. However, few studies of nudity appeals examining product congruence have produced mixed results.

Product/nudity congruence

Conceptually, consumers have specific expectations for products and brands, and those expectations extend to the perceived appropriateness of pairing a product or brand with a sexual appeal (Sherman & Quester, 2005). A higher level of the perceived appropriateness relates to congruent products/brands (e.g. fragrance, body oil or lingerie brand) and lower appropriateness relates to incongruent products/brands (e.g. USB driver, bread or car manufacturer). In other words, congruence is where the respondents show greater approval of an advertisement because they feel the nudity is justified (Beetles & Harris, 2005).

Most of the studies implicate that products exhibiting greater congruence with nudity are more effective in creating positive attitudes and greater purchase intentions when including nudity in advertisements (Sherman & Quester, 2005; Beetles & Harris, 2005). In other studies, ads with sexual appeals featured congruent products were recognised more accurately and recalled more frequently than when they featured incongruent products (Wirtz et al., 2013). Thus, according to those researches, sexual appeals are more effective for sexually related product categories (e.g. fragrance, health and beauty products, tobacco, alcoholic beverages, designer clothing and accessories) than non-sexually related ones.

However, some studies present inconsistencies with those results. Although Sherman and Quester (2005) found congruity significant in reference to attitude towards the brand, the study by Wirtz et al. (2017) did not confirm that. What is more, researchers found that there is no significant difference between relevant and irrelevant products when it comes to attitudes toward the ad (Sherman & Quester, 2005; Wirtz et al., 2013; Sengupta & Dahl, 2008), brand recognition and recall (Wirtz et al., 2013), or pleasure and arousal (Sherman & Quester, 2005).

After all, the majority of the studies on product/nudity congruence and its influence on marketing effects does not take into account other variables that may moderate the results. For example, in their study, Chang and Tseng (2013) found that explicit sexual appeals are more effective for congruent products, unlike implicit appeals which are more effective for incongruent products. Another potential variable that may have confounded the results is product involvement as products included in previous experiments were dissimilar concerning this important characteristic (Sherman & Quester, 2005).

Product involvement

Product involvement definition explains it as the level of a consumer's interest in purchasing a certain product type and how committed they are to purchasing a given brand. Product

involvement tends to be greater for goods that have a higher cost and are bought after considerable research and thought such as cars and computers (BusinessDictionary.com, 2018). In general, involvement is created by the personal significance that the individual ascribes to the features of the object like a message, situation, product (Te'eni-Harari, Lehman-Wilzig & Lampert, 2009). It is a crucial variable which takes on considerable importance in a study of advertising effectiveness. The involved consumer devotes more attention, perceives the matter as more important and behaves differently from an uninvolved consumer (Zaichkowsky, 1986).

Many studies confirm that product involvement can influence the comprehension and decision-making processes regarding a product and that it has a motivational role in consumers' attention (Leclerc & Little, 1997; Celsi & Olson, 1988). Furthermore, product involvement interacts with customer loyalty: high involvement products increase brand loyalty among customers (Celsi & Olson, 1988; Brisoux & Cheron, 1990). What is more, the significant differences were also observed specifically regarding sexual content in advertisements. The data show that high-involvement respondents generate more negative ad execution and brand thoughts toward the sexual appeals than the nonsexual appeals (Putrevu, 2008). The same study showed that low-involvement consumers had a higher attitude towards the ad and brand, and purchase intention when including sexual appeals (female model) in the ads in comparison to high-involvement consumers. What is more, in their study of the product/nudity congruence, Sherman and Quester (2005) also bring attention to this important variable. Therefore, product involvement might be the reason for inconsistencies from existing researches.

Gender differences

Another crucial variable that moderates the effectiveness of an ad including nudity is the gender of the audience. Since many years, sexually themed magazine covers and

advertisements have mainly targeted males (Reichert & Zhou, 2007). Thus, it appears that sex and nudity are only useful advertising tools when selling to men (Parker & Furnham, 2007). The studies indicate that men show more positive attitudes to depictions of nudity than women (Putrevu, 2008; Sengupta & Dahl, 2008). What is more, males recall sexual advertisements better, and females recall non-sexual advertisements better (Parker & Furnham, 2007).

However, most of the studies (including Putrevu, 2008; Sengupta & Dahl, 2008; Parker & Furnham, 2007) rely only on female nudity or sex appeals including both genders in one ad. When manipulating the gender of a model and the gender of a consumer, significant differences in the advertising effectiveness appear. Women react much more favourably to ads containing male nudity than men (Simpson, Horton & Brown, 1996). Thus, consumers respond more favourably to opposite-sex models than to the same-sex depictions of nudity. Therefore, females should also be considered as an attractive potential audience to be targeted with advertisements including male nudity (Choi, Yoo, Reichert & LaTour, 2016).

What is more, the consumer reaction differs between genders also when manipulating the relationship between the advertised product and nudity. Women respond favourably to sexual appeals only when there is a strong fit (congruence) with the ad and brand, but not when the fit is weak (incongruence). Men do not need such a strong fit to respond favourably (Putrevu, 2008; Sengupta & Dahl, 2008). Consequently, in this study, it is intended to address this issue by focusing only on the combination of male nudity and female audience.

Research hypotheses

Referring back to a few empirical studies of nudity that have focused on the product/nudity congruence and its meaning for marketers, most have produced mixed results. Those inconsistencies may come from different characteristics that were not considered in the studies. Firstly, by focusing only on a female audience and male nudity, this study aims to

eliminate the gender impact that may occur on the results and hinder an explanation of the findings. Secondly, the variable of product involvement should be considered in the structure of the experiment as it serves as a mediating variable in determining the degree of the advertisement's influence on the viewer (Zaichkowsky, 1986). Previous studies on product/nudity congruence did not fully control for product involvement level. While Sherman and Quester (2005) tested only two products with similar level of product involvement, Petruvu (2008) controlled for different levels of product involvement but not for congruity experiment. In conclusion, this study as the first one is going to compare different levels of congruity and product involvement, and control for gender at the same time. Therefore, when comparing the effect of congruence, the products compared are going to have the same involvement level in order to, again, suppress its influence. And when comparing the effect of product involvement, the products are going to have the same congruence level.

The first main dependent variable in this study is the attitude towards the ad as this variable interacts stronger with the sexual content in advertising than the attitude towards the brand (Reichert, 2002). The research by Simpson, Horton and Brown (1996) shows that consumers prefer male nudity when the product and nudity appear logically connected. According to other studies, females respond favourably to sexual appeals only when there is a strong fit with the ad (Petruvu, 2008; Sengupta & Dahl, 2008). Furthermore, according to the study by Goodstein (1993), being unique, thence incongruent, does not equate to being better liked. Thus, the first hypothesis appears as follows:

H1: Advertisements with lower product/nudity congruity, but the same product involvement level, decrease attitude towards the ad among females when showing male nudity.

According to the study by Te'eni-Harari et al. (2009), advertising effectiveness is significantly and positively influenced by product involvement among children. When the product is not perceived as relevant and meaningful (low involvement), the attitude measures are influenced to a significantly lower degree. The same pattern is expected to be noticed in an adult female target. What is more, consumers are significantly more likely to believe claims made on behalf of a high involvement products than low involvement ones (Mueller, 2006) what is hypothesised to increase attitude towards the ad:

H2: Advertisements with high involvement products increase attitude towards the ad for both congruent and incongruent variations of the product (when comparing to low involvement products).

The second dependent variable is ad recall. Although the study by Goodstein (1993) exhibits that being unique does not equate to being better liked, the same study implies that unique ads are watched longer and processed in more detail than more typical exemplars. The study by O'Sullivan and Durso (1984) showed that the introduction of information that is highly incongruent with a schema makes schematic information more memorable. Therefore, similar pattern is expected to be observed with advertisements including incongruent nudity, and the following hypothesis appears:

H3: Advertisements with lower product/nudity congruity, but the same product involvement level, increase ad recall among females when showing male nudity.

Regarding the influence of the product involvement on the ad recall, the same pattern is likely to be recognised as for attitude towards the ad. According to Han (1992), involvement mediates the intensity of attentional effort devoted to a stimulus: low levels of involvement elicit minimal or negligible attentional effort - as the involvement level

heightens, the attentional level follows suit. Thus, the product involvement is expected to have a positive influence on recall regardless of the congruence level:

H4: Advertisements with high involvement products increase the ad recall for both congruent and incongruent variations of the product (when comparing to low involvement products).

METHODOLOGY

Overview of studies

The following research is divided into three parts: pre-test and two studies concerning product/nudity congruence and product involvement, all relying on male nudity and female audience only. The first study is focusing on the attitude towards the ad and testing the first two hypotheses (*H1, H2*). The second study focuses on the ad recall, thus, third and fourth hypotheses (*H3, H4*). In all statistical tests, a .05 significance level was used.

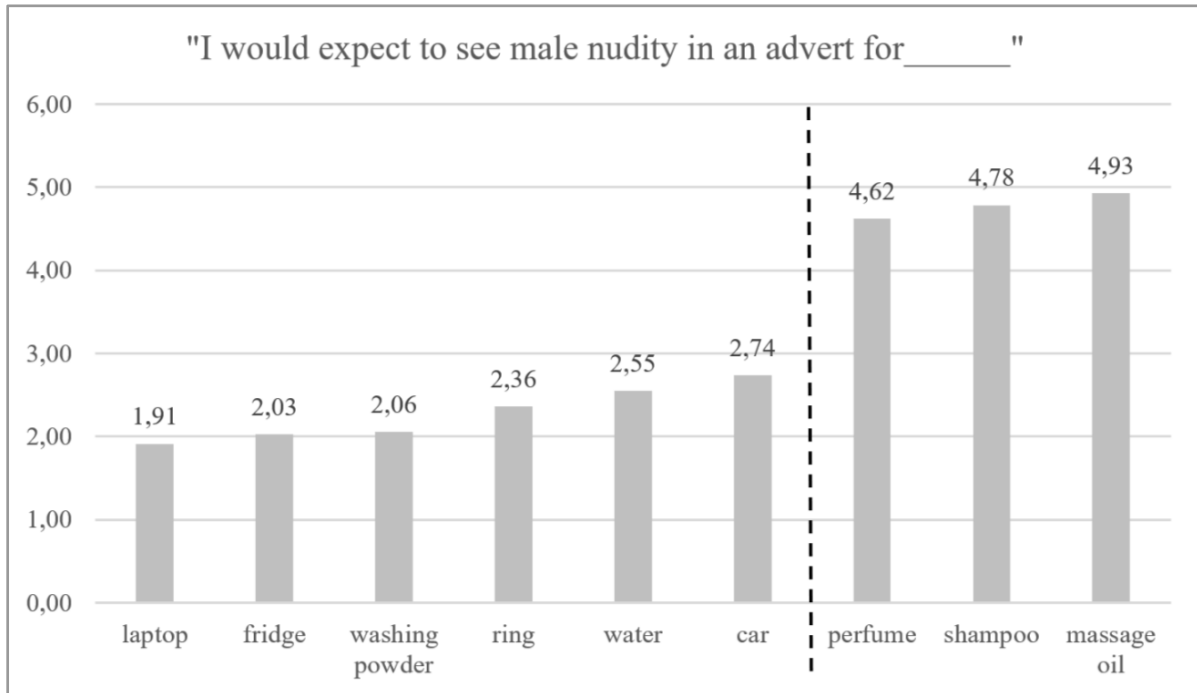
Pre-test

The purpose of the pre-test was to identify levels of congruence for different products and select four of them for the main study. Based on the literature, nine products were chosen to be tested: car, laptop, fridge, washing powder, shampoo, perfume, massage oil, ring, water. The list includes high and low nudity-congruence products as well as high and low involvement products. The congruence was measured among the sample of 69 females with the question used in the study by Sherman and Quester (2005): “*I would expect to see male nudity in an advert for _____*” and a 7-point Likert scale. The results are presented in *Figure 1*.

The analysis of variance, ANOVA, with Bonferroni post-hoc comparison was conducted. The only significant differences between means were observed between perfume, shampoo, massage oil and the rest of the products (*Appendix 1*). Thus, two significantly

different groups were identified, one for congruent products (perfume, shampoo, massage oil) and another for incongruent products (laptop, fridge, washing powder, ring, water, car).

Figure 1. (Pre-test results)



For further analysis, two products from each group were chosen, where one of them is a high involvement product and one is a low involvement product. Four products chosen were: laptop, washing powder, perfume and shampoo (Table 1).

Table 1. (Product chosen for the study)

Incongruent	Congruent	
laptop	perfume	High involvement
washing powder	shampoo	Low involvement

Study 1

The first study aims to test two first hypotheses regarding the attitude towards the ad. The survey was shared with 200 participants (all females, aged between 20 and 35, from different countries, majority from Poland and Portugal). The participants were randomly assigned to

one of four possible group of questions - each regarding one product (for each product n=50). The participants were answering multiple questions after being exposed to an ad.

As in other studies congruence was found to be highly subjective and respondents found demonstrations of congruencies in many different forms including product, message, targeting and positioning congruencies (Beetles & Harris, 2005), in order to eliminate those confounders, the same background (male model without a shirt), the same message “The _____ for you” and lack of brand labels were used in the advertisements creation in order to avoid bias (Figure 2).

Figure 2. (Examples of advertisements for the study on the attitude towards the ad)



In order to measure attitude towards the ad, a six-item, seven-point scale created by De Pelsmacker, Geuens and Anckaert (2002) was used. The following questions were asked:

“While watching/looking at this commercial/advertisement . . .”

1. *I got a positive impression.*
2. *I found it really something for me.*
3. *I found it interesting.*
4. *I found it credible.*
5. *I found it exaggerated (r)*
6. *I found it attractive.*

However, after gathering the data in the comprehensive study, the test on the scale internal consistency was conducted (a measure used - Cronbach’s alpha). The results implied that the reliability is higher for the scale, for all products (advertisements), when deleting one of the items (Q5 “*I found it exaggerated*”(r), Table 2). Thus, this question was excluded from further analysis, and a five-item scale was used for calculations. According to these results, five remaining questions were combined into a unified index (attitude towards the ad).

Table 2. (Scale internal consistency - attitude towards the ad)

Product/advertisement	Scale internal consistency	Scale internal consistency (without question nr 5)
perfume	$\alpha = .785$	$\alpha = .845$
powder	$\alpha = .839$	$\alpha = .855$
shampoo	$\alpha = .763$	$\alpha = .813$
laptop	$\alpha = .883$	$\alpha = .897$

In order to confirm the results from the pre-test, the ad congruence was examined in reference to the male nudity in advertisements. Three, seven-point statements were used based on an adaptation of the scale created by Mantel and Kellaris (2003):

1. *The male nudity was appropriate for the _____.*
2. *The male nudity was relevant to the subject of the ad.*

3. The male nudity did not match the product in the ad. (*r*)

Another test on the scale internal consistency was conducted to confirm the reliability of the scale. The Cronbach's alpha for each product amounted to at least .845 (*Table 3*). Therefore, the test confirmed the scale reliability, and all three questions were combined into a unified index (the ad congruity).

Table 3. (Scale internal consistency - the ad congruity)

Product/advertisement	Scale internal consistency
perfume	$\alpha = .871$
powder	$\alpha = .893$
shampoo	$\alpha = .845$
laptop	$\alpha = .869$

One more dependent variable was included in the study. Another question was used to measure the involvement of the customer during the process of purchasing to confirm the initial assumptions (*Table 1*). Also, a seven-point Likert scale was used for the question: "Overall, I am quite involved when I am purchasing ___ for personal use."

Study 2

The second study is focusing on the ad recall. The survey was shared with 44 participants (all females, aged between 20 and 30 from different countries, majority from Poland and Portugal). For this study, the number of advertisements was increased: four different backgrounds were used for each of the products (four different male models but similar in respect to the body position, level of nudity, face direction etc.). Each product and background were combined with each other and grouped into four treatments. The example of one combination (treatment) can be found in *Figure 3*. This randomization of ad features allows excluding possible results that might be due to ad-production features.

Figure 3. (Example of a treatment for recall study)



The participants were randomly assigned to one of four treatments. Each advertisement was displayed for 3 seconds one by one. The order of the advertisements displayed within one treatment was also randomised. After seeing all four ads, the participants were asked to answer several distracting questions concerning advertising. At the end of the survey, the recall question appears: the participants were asked to state the first product, being advertised at the beginning of the survey, which came to their minds.

RESULTS

Results of study 1

The first aim of this part of study was to confirm the results from the pre-test regarding the congruence level of chosen products and to confirm the theoretical assumptions regarding the level of their involvement. In general, the results from the survey confirmed initial assumptions concerning congruity and involvement levels of perfumes, laptop and washing powder. However, shampoo did not reach statistical significance for both measures (congruity and involvement) as it is shown below. The means for each product can be found in *Table 4*.

Table 4. (Congruity and involvement levels from the survey)

Product	Congruity	Involvement
perfume	3.89	5.38
laptop	2.34	5.44
shampoo	2.65	4.92
powder	2.16	3.36

To test the assumptions from the pre-test and confirm that differences between subgroups are significant, the analysis of variance (ANOVA) with Bonferroni post-hoc comparison was conducted. According to the results on the level of congruity, there was a significant difference between perfume and incongruent products (Table 5), which allows saying it is significantly congruent.

Table 5. (ANOVA - congruity level)

(I) product_cat	(J) product_cat	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound
perfume	powder	1.72600*	.26814	.000	1.0113
	shampoo	1.23200*	.26814	.000	.5173
	laptop	1.54620*	.26814	.000	.8315
powder	perfume	-1.72600*	.26814	.000	-2.4407
	shampoo	-.49400	.26814	.402	-1.2087
	laptop	-.17980	.26814	1.000	-.8945
shampoo	perfume	-1.23200*	.26814	.000	-1.9467
	powder	.49400	.26814	.402	-.2207
	laptop	.31420	.26814	1.000	-.4005
laptop	perfume	-1.54620*	.26814	.000	-2.2609
	powder	.17980	.26814	1.000	-.5349
	shampoo	-.31420	.26814	1.000	-1.0289

Regarding the involvement level, washing powder was significantly different from the high involvement products, enabling to confirm the pre-testing results by identifying this product as a low involvement one (*Table 6*).

Table 6. (ANOVA - involvement level)

(I) product_cat	(J) product_cat	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound
perfume	powder	2.020*	.298	.000	1.23
	shampoo	.460	.298	.746	-.33
	laptop	-.060	.298	1.000	-.85
powder	perfume	-2.020*	.298	.000	-2.81
	shampoo	-1.560*	.298	.000	-2.35
	laptop	-2.080*	.298	.000	-2.87
shampoo	perfume	-.460	.298	.746	-1.25
	powder	1.560*	.298	.000	.77
	laptop	-.520	.298	.496	-1.31
laptop	perfume	.060	.298	1.000	-.73
	powder	2.080*	.298	.000	1.29
	shampoo	.520	.298	.496	-.27

From the survey, the shampoo turned out to receive opposite results on congruity to those from the pre-test. The survey revealed that when judging the fit between male nudity and shampoo in the actual advertisement, females perceive this combination as incongruent. Those contradictory results may stem from the fact that in the pre-test, females were judging the combination of the male nudity and shampoo without seeing the advertisement. The expectations appeared to be different from actually perceived reality. Since the shampoo category did not show significant results on congruence and involvement, it was excluded

from further analysis in order to avoid any misqualification. Consequently, the following products were included: perfume, laptop, washing powder (*Table 7*).

Table 7. (Final products included in the analysis and hypotheses)

Incongruent		Congruent		
	laptop		perfume	High involvement
	washing powder			Low involvement

Continuing the analysis of the results, as presented in *Table 8*, there was a significant difference in attitudes towards the ad between those exposed to an ad with perfume or laptop, and those exposed to an ad with washing powder. The first group with high involvement products have created significantly more positive attitudes than the advert with low involvement product (*Table 9*).

Table 8. (ANOVA - the attitude towards the ad)

(I) product_cat	(J) product_cat	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound
perfume	powder	1.04000*	.26632	.000	.3951
	laptop	.35600	.26632	.550	-.2889
powder	perfume	-1.04000*	.26632	.000	-1.6849
	laptop	-.68400*	.26632	.034	-1.3289
laptop	perfume	-.35600	.26632	.550	-1.0009
	powder	.68400*	.26632	.034	.0391

Table 9. (Attitude towards the ad - means)

Product	Attitude towards the ad (mean)	Description
perfume	4.38	congruent / high inv.
laptop	4.02	incongruent / high inv.
powder	3.34	incongruent / low inv.

Hypothesis 1 examined whether the attitude towards the ad among females is positively influenced by congruence when showing male nudity, but for products with the same involvement level. The exclusion of the shampoo from the study allows testing this hypothesis only for high involvement products. The results of the analysis of variance imply that the level of congruence does not influence the attitude towards the ad. There was no significant main effect of the congruence on this marketing measure for high involvement products (*Table 10*). Thus, the first hypothesis could not be supported (*H1*).

Table 10. (ANOVA - congruence influence on the attitude towards the ad)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.168	1	3.168	1.796	.183
Within Groups	172.871	98	1.764		
Total	176.040	99			

Hypothesis 2 examined whether advertisements including high involvement products increase the attitude towards the ad in comparison to low involvement products for both congruent and incongruent variations of the product. Firstly, the findings imply that the attitude towards the ad is significantly higher for high involved products than for the low involvement product (while keeping constant congruence level) (*Table 8*). As the shampoo was excluded from the study, and there is no other congruent product in the study, the results allow analysing only incongruent products in their direct comparison. The ANOVA confirm that the product involvement level increases the attitude towards the ad for incongruent products (*Table 11*). Thus, the second hypothesis (*H2*) is supported for incongruent products.

Table 11. (ANOVA - product involvement influence on the attitude towards the ad)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.696	1	11.696	5.963	.016
Within Groups	192.231	98	1.962		
Total	203.928	99			

Results of study 2

The experiment on the recall exhibited that 35 out of 44 females recalled one of the four products from advertisements that were displayed to them. Nine females did not recall any product. The frequencies of the recalled products can be found in *Table 12*. The most recalled product was perfume (57% of females recalled this product out of four). Although the shampoo is excluded from the analysis, it was included in the calculations in order to not disturb proportions.

Table 12. (Recall frequencies of products)

Congruity	Involvement	Product	Count	Frequency	Frequency (4 categories)
congruent	high	Perfume	20	45%	57%
incongruent	high	Laptop	5	11%	14%
incongruent	low	Powder	5	11%	14%
		Shampoo	5	11%	14%
		None	9	20%	

In order to examine whether the differences are significant, therefore, whether females recall the products differently, the Chi-Square test has been conducted (*Table 13*). The findings of the test confirmed the first observations. There are significant differences

between products regarding the recall, and the perfume stands out from all products with the highest frequency being recalled.

Table 11. (Chi-square test on recall)

Recalled product			Test Statistics		
	Observed N	Expected N	Residual	Recalled prod.	
perfume	20	8.8	11.3	Chi-Square	19.286 ^a
powder	5	8.8	-3.8	df	3
shampoo	5	8.8	-3.8	Asymp. Sig.	.000
laptop	5	8.8	-3.8	a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8.8.	
Total	35				

Hypothesis 3 examined whether advertisements with lower product/nudity congruity, but the same product involvement level, increase ad recall among females when showing male nudity. Firstly, the findings imply that congruence increase the recall among females. All incongruent products had a significantly lower frequency. Secondly, within the group of products with the same involvement level (perfume and laptop), the one which is congruent had a significantly higher recall, contrarily to what was the hypothesis. Thus, the third hypothesis (*H3*) was not supported.

Hypothesis 4 examined whether advertisements with high involvement products increase the ad recall for both congruent and incongruent variations of the product (when comparing to low involvement products). Results show that product involvement does not influence the recall as products with the same congruence level, but different involvement levels were recalled equally (laptop and washing powder). Therefore, the fourth hypothesis (*H4*) was not supported.

DISCUSSION

This study provides insights into, the important, but previously unanswered question of how the product involvement and product/nudity congruence influence advertising effectiveness among females. The research helps to clarify the nature of product-relevant influences on consumers' attitudes.

Firstly, the results show that the congruence itself does not influence the attitude towards the ad when testing products with the same involvement level (high). Such findings are consistent with previous research of Sherman and Quester (2005). Females' attitudes toward the advertisements including male nudity do not depend on the relevance of the product and sexual appeal.

Furthermore, the findings imply that the attitude towards the ad is significantly higher for high involved products than for the low involvement products. This may stem from the fact that consumers perceive high involvement products as the expensive/luxury ones, and that the advertising campaigns for such products have higher budget. According to Ambler and Hollier (2004), high perceived advertising expense enhances an advertisement's persuasiveness significantly. Thus, this might be the reason why the ads with high involvement products create a more positive attitude towards the ads. The results confirm that the product involvement level increases the attitude towards the ads with the same level of congruence (in this study, incongruent products).

Although there is no significant influence of the congruence on the attitude towards the ad, it has its impact on the ad recall. It seems that being unique does not mean being better remembered as according to the results of the study, the incongruence decreased recall. Therefore, the advertisements with congruent products bring better results regarding the memory of female viewers. The incongruent products were hypothesised to be recalled more frequently basing on the theory of uniqueness. However, the existing results may stem from

the theory that congruent advertisements demand from the viewers less cognitive resources regarding message encoding and storage. This theory and the results are consistent with the study by Wirtz et al. (2017) which found that ads with sexual appeals featured congruent products were recognised more accurately and recalled more frequently than those featuring incongruent products.

The product involvement was predicted to have a positive influence on the ad recall in compliance with the study by Te'eni-Harari, et al. (2009) who found that advertising effectiveness is significantly and positively influenced by product involvement. However, the results of this study imply that product involvement does not have any significant impact regarding the recall. This contradictory results may stem from the fact that in their study, Te'eni-Harari, et al. (2009) examined the children audience. According to this study, the pattern for adults is observed to be different than for young audiences what might be caused by age differences. What is more, although the positive attitudes may be formed by higher involvement, rarely does it translate into purchase intentions (Sherman & Quester, 2005). Thus, it may also not translate into a higher recall. In general, the consumers purchase the high involvement products such as a car, laptop or fridge less frequently than low involvement products, and think of them rarely. However, the low involvement products do not demand long processing as opposed to high involvement product. Therefore, the combination of those two factors may cause that there is no significant difference in the recall of both types of products.

These findings are important for understanding an influence of nudity appeals in advertising and have implications for marketing practice. Lack of congruence between product and nudity does not cause a decrease in the attitude towards the ad, but it does for recall. Therefore, advertisers including nudity in the advertisements for products not connected to sex or nudity should not expect an increase in the recall due to the 'uniqueness'

of the ad. Additionally, as the product involvement level does not influence this marketing measure, this concern both high and low involvement products. On the other hand, as opposed to congruence, product involvement has its impact on attitude towards the ad. Females prefer advertisements with products that they feel more involved with.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

This research has certain limitations that should be kept in mind when interpreting the results. A major weakness of the study is lack of the fourth product in the analysis. The shampoo was excluded from the analysis as it received contradictory results regarding the level of congruence and level of involvement. The lack of the congruent, low involvement product did not allow to explore the hypotheses fully and test on different levels of influence that product involvement may have on congruent and incongruent products. In future work, this gap should be filled, and all combinations of congruity and involvement should be included in the experiment.

As in other studies on the congruence, the choice of products to be tested was crucial. They were chosen based on the level of involvement and congruence. However, even with huge care placed on choosing test products with a similar degree of product familiarity, price, purchase intentions, the product selection itself cannot be perfect. Thus, the number of products tested could be increased in order to avoid the influence of unwanted factors.

Furthermore, although great care was taken to ensure that the advertisements were realistic, they were not produced to the same quality and not displayed in the same way as real advertisements. Future researches could focus on real experiments including real advertisements and distracting environment for the participants.

Another limitation of this study is a possible bias caused by the different cultural background of the respondents. The surveys were conducted mainly among females from Poland and Portugal. Although both countries are similar with respect to religion and culture,

some differences might affect the results, especially when including a few respondents from other countries.

The last but not least direction for the future research is the analysis of product involvement as a moderator. This study was focusing on clarifying the impact of both congruence and product involvement on advertising effectiveness. However, it did not test the possible interaction of those variables. The future research should include such analysis and also focus increasing number of marketing measures being analysed (e.g. purchase intention, attitude towards the brand, pleasure).

CONCLUSION

To conclude, the findings show that among females congruity between male nudity and product-type can differently impact recall and attitude towards the ad (two typical measurements used to test ad-effectiveness), being recall much more influenced by this factor than attitude. The product/nudity incongruence decreases recall. Additionally, it was observed that, for nudity-ads, product involvement impacts attitude towards the ad much more than it does with recall measurements. What is more, the ads with high involvement products create a more positive attitude towards the ads than the low involvement ones.

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APPENDICES

Appendix 1. (Pre-test: ANOVA, Post Hoc Test: Bonferroni)

(I) PRODUCT	(J) PRODUCT	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
laptop	fridge	-.116	.263	1.000	-.96	.73
	massage oil	-3.014*	.263	.000	-3.86	-2.17
	perfume	-2.710*	.263	.000	-3.55	-1.87
	washing powder	-.145	.263	1.000	-.99	.70
	water	-.638	.263	.559	-1.48	.21
	shampoo	-2.870*	.263	.000	-3.71	-2.03
	car	-.826	.263	.063	-1.67	.02
	ring	-.449	.263	1.000	-1.29	.39
fridge	laptop	.116	.263	1.000	-.73	.96
	massage oil	-2.899*	.263	.000	-3.74	-2.05
	perfume	-2.594*	.263	.000	-3.44	-1.75
	washing powder	-.029	.263	1.000	-.87	.82
	water	-.522	.263	1.000	-1.37	.32
	shampoo	-2.754*	.263	.000	-3.60	-1.91
	car	-.710	.263	.255	-1.55	.13
	ring	-.333	.263	1.000	-1.18	.51
massage oil	laptop	3.014*	.263	.000	2.17	3.86
	fridge	2.899*	.263	.000	2.05	3.74
	perfume	.304	.263	1.000	-.54	1.15
	washing powder	2.870*	.263	.000	2.03	3.71
	water	2.377*	.263	.000	1.53	3.22
	shampoo	.145	.263	1.000	-.70	.99
	car	2.188*	.263	.000	1.34	3.03
	ring	2.565*	.263	.000	1.72	3.41
perfume	laptop	2.710*	.263	.000	1.87	3.55
	fridge	2.594*	.263	.000	1.75	3.44
	massage oil	-.304	.263	1.000	-1.15	.54
	washing powder	2.565*	.263	.000	1.72	3.41
	water	2.072*	.263	.000	1.23	2.92
	shampoo	-.159	.263	1.000	-1.00	.68
	car	1.884*	.263	.000	1.04	2.73
	ring	2.261*	.263	.000	1.42	3.10

washing powder	laptop	.145	.263	1.000	-.70	.99
	fridge	.029	.263	1.000	-.82	.87
	massage oil	-2.870*	.263	.000	-3.71	-2.03
	perfume	-2.565*	.263	.000	-3.41	-1.72
	water	-.493	.263	1.000	-1.34	.35
	shampoo	-2.725*	.263	.000	-3.57	-1.88
	car	-.681	.263	.352	-1.53	.16
	ring	-.304	.263	1.000	-1.15	.54
water	laptop	.638	.263	.559	-.21	1.48
	fridge	.522	.263	1.000	-.32	1.37
	massage oil	-2.377*	.263	.000	-3.22	-1.53
	perfume	-2.072*	.263	.000	-2.92	-1.23
	washing powder	.493	.263	1.000	-.35	1.34
	shampoo	-2.232*	.263	.000	-3.08	-1.39
	car	-.188	.263	1.000	-1.03	.66
	ring	.188	.263	1.000	-.66	1.03
shampoo	laptop	2.870*	.263	.000	2.03	3.71
	fridge	2.754*	.263	.000	1.91	3.60
	massage oil	-.145	.263	1.000	-.99	.70
	perfume	.159	.263	1.000	-.68	1.00
	washing powder	2.725*	.263	.000	1.88	3.57
	water	2.232*	.263	.000	1.39	3.08
	car	2.043*	.263	.000	1.20	2.89
	ring	2.420*	.263	.000	1.58	3.26
car	laptop	.826	.263	.063	-.02	1.67
	fridge	.710	.263	.255	-.13	1.55
	massage oil	-2.188*	.263	.000	-3.03	-1.34
	perfume	-1.884*	.263	.000	-2.73	-1.04
	washing powder	.681	.263	.352	-.16	1.53
	water	.188	.263	1.000	-.66	1.03
	shampoo	-2.043*	.263	.000	-2.89	-1.20
	ring	.377	.263	1.000	-.47	1.22
ring	laptop	.449	.263	1.000	-.39	1.29
	fridge	.333	.263	1.000	-.51	1.18
	massage oil	-2.565*	.263	.000	-3.41	-1.72
	perfume	-2.261*	.263	.000	-3.10	-1.42

Appendix 3. (Questionnaire: Study 2)

PART 1:

Four advertisements will be displayed to you automatically one by one (no need for clicking!). After that, you will be moved to PART 2.

Move to the next page when you are ready.

PART 2:

Please answer the following questions about yourself.

Please answer how strongly do you agree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Advertisements online do NOT influence my purchase intention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often click in online ads when find them interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often find online advertisements annoying.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please put in order media types basing on the frequency of contact (where: 1 - media type with which you contact most often).

TV	1
Radio	2
Mobile	3
Internet (other than mobile)	4
Outdoor (billboards etc.)	5
Magazinez & Newspapers	6

How often do you log into social media (Facebook, Instagram, Google+ etc.)?

- More than once a day
 - About once a day
 - A few times a week
 - Less frequently than a few times a week
-

How often do you shop online?

- More than once a day
 - About once a day
 - A few times a week
 - Less frequently than a few times a week
-

If all the packages had the same price, which of them would you buy online?



A



B



C

- A
- B
- C

Please explain shortly your choice:

PART 3:

Please answer some additional demographic questions.

What is your current employment status?

- Employed full time
 - Employed part time
 - Self-employed
 - Unemployed
 - Student
 - Retired
-

What is the highest degree or level of school you have completed? (If currently enrolled, highest degree received)

- Did Not Complete High School
 - High School
 - Bachelor's Degree
 - Master's Degree
 - Advanced Graduate work or Ph.D
 - Other
-

What is your marital status?

- Married
 - Widowed
 - Divorced
 - Separated
 - Never married
-

PART 4:

Regarding the ads you saw in PART 1, state the first product being advertised that came to your mind (if none, write 'none').