

Taiwanese and Russian consumers' responses to sex appeal advertising –
Cross-cultural study

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ABSTRACT

Sex appeal advertising has been widely used in most countries. However, not much is known about consumers' responses to sex appeal advertising in different cultures. The purpose of this paper is to examine and compare the effect of sex appeal advertising on Russian and Taiwanese consumers.

2 (low/high degree of sex appeal) x 2 (male/female model) x 2 (Russia, Taiwan) between group factorial design for this cross-cultural study was adopted. The previous literature showed that consumers may respond differently to sex appeal advertising featured by model of a different gender (Taflinger, 1996) or different degree of sex appeal (Richmond and Hartman, 1982).

One of the most interesting findings of this research is that despite the general assumption that Taiwanese consumers may react less favorably to sex appeal advertising than their Russian counterparts, it was found that Taiwanese consumers reacted almost as favorably as Russian consumers regarding most of the sex appeal ads.

Key Words: attitude towards advertising, attitude towards brand, buying intention, cross-cultural study, degree of nudity, sex appeal advertising.