Indian Institute of Management Calcutta

Working Paper Series

WPS No. 899/ July 2023

Brand and Societal Effects of using sex in advertisements targeted at adolescents: An experiment-based study

Karnika Bains*
Assistant Professor, Marketing
Indian Institute of Management Calcutta, India
Email: karnika.bains@iimcal.ac.in

Prem Prakash Dewani
Professor, Marketing
Indian Institute of Management Lucknow, India
Email: premd@iiml.ac.in

Anand Kumar Jaiswal
Professor, Marketing
Indian Institute of Management Ahmedabad, India
Email: akjaiswal@iima.ac.in

Mohit Malhan
Assistant Professor, Marketing
XLRI Institute of Management Jamshedpur, India
Email: mohit@xlri.ac.in

* Corresponding author

Indian Institute of Management Calcutta, Joka, D.H. Road, Kolkata 700104

URL: https://www.iimcal.ac.in/faculty/publications/working-papers/

Abstract

With the increasing normalcy of using sex in advertising, the consumer responses have evolved over the decades. Viewer attitude for sexual advertising and effects on purchase intention have changed for the digital native generation. The sexual socialisation of adolescents has been analysed in this paper in the context of an all-pervasive sexualised environment that is unique to each user and is constructed by the user itself. In light of increasing adolescent sexual aggression perpetration, this study aims to analyse the effects of continued sexual advertising on attitudes towards sexual aggression and the effects on the brand. Results confirm that increased exposure is enhances anti-social attitudes and is detrimental to brand equity. The study also analyses sexual aggression as a mediator in the relationship between exposure to sexualised advertising and aggressive attitudes.

Keywords: sex in advertising, adolescents, sexual aggression, brand equity

1. Introduction

"We don't mind if you touch our buns, or breasts, or even our thighs…" read an Indian print advertisement for an international fast-food chain known for its signature grilled chicken. The brand faced backlash and issued an apology

(*BBC World Service - 'Women Are Not Meat, Nando's!'*, *2016*)

Marketers using sex in advertisements is a common practice. Since sex sells, the application of sexual appeal and sexual cues has increased considerably in contemporary advertising and approaches pornography in some cases, glorifying the violent exploitation of women (Capella et al., 2010; Gurrieri et al., 2016; Lanis & Covell, 1995). Authors in previous decades have correctly predicted the increase of sexual content in advertising (LaTour & Henthorne, 1993). In some instances, brands have portrayed minors and kids in ways perceived as 'sexualized', and brands often use the outrage to advertise the product features (Audi, 2020; BBC, 2020). Researchers describe this phenomenon as "shock-advertising", which captures audience attention by violating social norms and may include obscene sexual reference, profanity, or gratuitous violence (Dahl et al., 2003; Parry et al., 2013). Reichert et al. studied print advertisements in magazines and found that sex in advertising had more than doubled in the previous two decades. One in every three ads used sexual appeal (Reichert et al., 2012). There has been an increase in the frequency and intensity of this appeal. Sex in advertisements has become more explicit, more models pose nude, and images frequently indicate intercourse (Zimmerman & Dahlberg, 2008). The issue of sex in advertising has been long-standing and may not fade away soon (Bass et al., 2019).

For shock advertising, researchers have used terms like *offensive advertising*, *sex and decency issues*, *taboo in advertising*, and *advertising controversial products* (Boddewyn, 1991; Chan et al., 2007; Fam et al., 2009; Sabri & Obermiller, 2012). Advertisers have a short window of opportunity to impress and use cognitive short-cuts (Jones & Reid, 2009). An example is a Yves Saint Laurent ad which received more than 900 complaints, deeming it highly suggestive and unsuitable for children. Appendix-1 depicts examples of the use of sex in advertisements across product categories. Dolce & Gabbana defended the creative (Appendix-1, Figure-3) as a depiction of an erotic dream or a sexual game (Calvin Klein's 'Rape' Ad Isn't Unique, CBS News, 2011).

Advertisements are ubiquitous cultural and economic institutions (Cortese, 2015). Advertising is viewed by all, surrounds our media environment, and aims to attract attention and influence viewer behaviour and attitude. Extant marketing literature suggests that advertisements affect children and adolescents' psychological development and has the potential to affect their responses to marketing advertisements. Multiple cases indicate that children and adolescents imitate media like the advertisements (i.e., tobacco, food, alcohol ads increase the consumption of these products); hence, children and adolescents may be more vulnerable to the usage of sexual appeal in advertisements (Ševčíková et al., 2013; Stice et al., 2001). With the onset of newer devices, exposure to media has risen significantly. The time spent on the computer has tripled in the last ten years, and adolescents are spending 7-9 hours viewing media, which excludes the time spent on the internet for school and homework (Quartz, 2018). Social media is an integral part of adolescents' lives (Cookingham & Ryan, 2015). Gen Z is expected to be the largest generation of consumers contributing US$ 143 billion to direct spending by 2020 (Forbes, 2018). They are more connected, directed, and have more information, playing a significant role in over 90% of the household purchase decisions, such as decisions about restaurants, personal care products, apparel, in-home entertainment content, and vehicles (Kaur

& Medury, 2011; Forbes, 2018). Practitioners remain silent on the ethical use of sexual advertising, assuming men are immune to media depictions, and creators believe that regulatory authorities keep such practices in check (Gurrieri et al., 2016; Tuncay Zayer & Coleman, 2015). The use of sexual appeal in ads and its impact on sexual aggression in adolescents remains especially unexplored. Research has observed that sexual violence offenders committed their first sexual offence during adolescence with the most common age being 16 (Grotpeter et al., 2008; Ybarra & Mitchell, 2013). Studies also note that sexual aggression perpetrators repeat their patterns (Huntington et al., 2022). Despite the findings, most research includes college-going males or older adults. The need to understand contemporary media exposure to adolescents is increasingly pertinent. Adolescents are exposed to global media via the internet, and they encounter advertisements from across nations, unlike television, where exposure is limited to local media. With device exposure and prolonged media usage, adolescents are at risk higher than ever, which entails sexual aggression perpetration and the acceptance of such aggression, leading to sexual aggression victimization. Sexually-explicit media is an integral part of the sexual socialisation process of adolescents (Tomić et al., 2018). Adolescents, mainly, are more vulnerable to risky sexual behaviour with exposure to sexually-explicit media (Coyne et al., 2019; Lin et al., 2020).

Although sex sells because viewers are attracted to sexually relevant information (Cummins et al., 2020; Sameer, 2018), brands face criticism from viewers, consumers, and industry experts for their explicit campaigns. Some recent studies used eye-tracking experiments to find that ads that operationalize sexual appeal often gauge viewer attention towards the sexual stimuli and away from the brand logo and advertisement copy (Cummins et al., 2020). Additionally, studies have concluded that sexual appeal may also be harming ad-effectiveness in terms of attitude and purchase intention (Lull & Bushman, 2015a). Despite this fact, the application of sexual appeal in advertisements is increasing.

The cost associated with sex appeal in advertisements must be acknowledged and understood. The overuse of sexual appeal in advertisements to grab market share and increase sales also has its repercussions. Extant marketing literature has confirmed that sexual appeal in advertisements leads to aggression among the viewers and leads to violence in society, in general, and violence against women, in particular. It is "increasingly common for advertising to connect sexuality with aggression or violence against women" (Anderson et al., 2003; Capella et al., 2010).

The study undertakes to understand the effects mentioned above on adolescents for the following reasons. First, teenagers play a significant role in family purchase decisions (up to 93 % household purchase), and they are a critical segment by themselves (Kaur & Medury, 2011; *The Gen Z Effect - Cassandra Report*, 2018). They influence purchasing various products, *viz.* restaurant visits, personal care products, apparel, in-home entertainment, and vehicles (*Why Marketers Should Keep Centennials in Mind – The ARF*, 2015). They are already on track to become the largest generation of consumers by 2020, and they account for $143 billion in direct spending (Fromm, 2018; Raynor, 2018). Second, their time spent on media has tripled in the last decade (7 to 9 hours excluding time spent online for school and homework). The time is spent primarily on entertainment media, TV, and music (*Do Teens Spend Too Much Time on Social Media? — Quartz*, 2018). Finally, adolescents are the most frequent consumers of sexually explicit material, and they are more vulnerable to believing that the media is real (Sinković et al., 2013). The Super Peer Theory suggests that sexual media influence adolescents' sexual attitudes and behaviours as a "super-peer" (Brown et al., 2005; Elmore et al., 2017; Scull et al., 2022). Therefore, we posit that the effects of sexual exposure through media will be magnified on this segment, especially in the environment where advertisements

targeted towards adolescents are on an exponential rise. Studies have also found that advertisements targeting younger populations depict more sexual behaviour and are more likely to portray provocatively dressed models (Reichert, 2003).

Reports suggest that the crime rate amongst adolescents is increasing drastically. There were 1,614 cases of rape against juveniles in 2017, 1456 cases of assault on women with intent to outrage their modesty, and 46 cases of attempt to rape in India alone (NCRB, 2019). Hence, it is worth exploring how sex appeal in advertisements on one side may increase the sales, brand recall, and purchase intentions for a firm, but on the other side, society pays a high cost in terms of increase in crime rate as a result of increased sexual aggression and aggression amongst adolescents. Extant marketing literature says little on the issue. The study proposed to measure the effects of media; in particular, advertisements, at a societal level and considers the following significant contemporary phenomena – a) increasing juvenile crimes (NCRB, 2019), increasing juvenile sexual offending (recent example: a minor convicted in the infamous Nirbhaya case) and b) increasing advertisement spends (*Global Digital Advertising Market 2023 - Statista*, 2020) and increasing explicit sexual theme in advertising (Capella et al., 2010; Panda, 2005a; Reichert et al., 2012; Zimmerman & Dahlberg, 2008). This research measures the effects of sexual themes in advertising on sexual aggression in adolescents, information sharing behaviour; attitude towards brand; and brand equity.

The need to understand contemporary media exposure to adolescents is increasingly pertinent. Adolescents are exposed to a global media environment via the internet, and they encounter advertisements from across nations, unlike television, where the exposure was limited to local media. Advertisements banned from television broadcasts often find a place on various internet domains, like blogs or video platforms. With device exposure and prolonged media usage, adolescents are at risk higher than ever, which entails sexual aggression perpetration and the acceptance of such aggression, leading to sexual aggression victimization (Arisjulyanto et al., 2019).

2. Literature

Advertising literature defines sexual appeals according to the message (like nudity, decorative models, etc.) rather than the response (Reichert & Ramirez, 2000). Reichert categorized sex in advertisements into body display, i.e., demure, suggestive, partially clad, or nude; sexual behaviour, i.e., action, language, or interaction between models; contextual factors, i.e., the setting or production technique; sexual referents, i.e., visual or verbal innuendos; sexual symbolism, i.e., ideas that trigger thoughts of sex in a person's mind (Reichert, 2002; Reichert & Carpenter, 2004). For young adults, women in bikinis or well-defined shirtless men are considered sex in advertisements (Reichert & Ramirez, 2000). Extensive exposure to media indicates an aggravated reach of advertisements, which means that advertisers struggle to capture viewer attention, leading to the frequent use of sexuality in advertisements (Reichert & Ramirez, 2000). Studies suggest that exposure to recurrent patterns of stories, images and messages in the media reinforce sexual and relationship norms (Brown, 2002; Gerbner, 1998). Cultivation analysis exclaims that humans consume mass-produced stories that occupy our reality and dreams, and these stories do not come from social groups instead from conglomerates who have something to sell (Gerbner, 1998). Pollay (1986) compared the advertiser to a brain surgeon who can alter the brain just as much with a different set of tools and instruments. Herbert Marshall McLuhan (1951), philosopher and media theorist, believed that the best-trained minds were working to manipulate, exploit, and control the collective public mind (McLuhan, 1951). The indirect effects of advertising rarely receive the attention

and consideration they deserve. Most studies for advertising focus on the revenue or brand promotional aspects, and practitioners' primary intention is that consumers buy their products or services (Pollay, 1986). Children as young as 10-11 years old can learn behaviour from advertisements. Advertisements help form an attitude towards the brand and impact viewers' purchase intention. Like adults, children split information into smaller units to make information processing easier (Bakir & Palan, 2010). In advertisements targeted at children, boys are often shown to be aggressive, dominant, more knowledgeable, while girls are cooperative and shy (Browne, 1998). The influence of such portrayals on children is substantial. Adolescents are at an information driven transformational stage and are vulnerable to scripts around them. Adolescents are also a crucial consumer segment and household decision-makers, and brands spend large amounts of cash on this consumer stratum. Thus, it is pertinent to understand adolescents' reactions to advertisements so that managers can better predict and align their campaigns.

Sex in advertisements is worthy of consideration given its pervasive use and misuse (Blair et al., 2006). The use of sex has been broad and combined with other emotional appeals like humour and violence. A sexual appeal has been used to sell products that are fit to use sex in their advertisements, for example, contraceptives, and it has also been used to sell product categories that are not commonly seen as associated with sex, for example, tools like chainsaw or shampoo (Kilbourne, 2005; Sachdev, 2017). Marketing communications often devalue women and connect sexuality with aggression or violence against women (Capella et al., 2010). Such portrayals may glorify violence against women and increase the acceptance of sexual assault (Gurrieri et al., 2016; Reichl et al., 2018).

Attraction to sexual aggression is the arousal and acceptance of sexually-aggressive behaviours (N. Malamuth, 1989 a; b). It describes the enticement of sexual aggression, including an individual's views of how others may be attracted to it. The individual believes that engaging in sexually aggressive behaviours, excluding acts done with a consenting partner, can be sexually arousing for the perpetrator and the victim, thus fantasizing about these behaviours. This measure is also concerned with how an individual perceives a rape victim. Burt defines "rape myth" as prejudicial, stereotyped or false beliefs about rape, rape victims and rapists, thus creating a hostile environment for rape victims (Burt, 1980). Men are more likely to ascribe to rape myths than females (Barnett et al., 2018). Younger and better-educated people reveal less stereotypic, adversarial, and proviolence attitudes and less rape myth acceptance (Burt, 1980). According to the "motivation theory of aggression", an aggressive act occurs when the motivation to aggress is higher than the fear of negative incentive such as getting caught, as the punishment might act as a demotivation. Thus, mere attraction to sexual aggression does not necessarily lead to committing sexual aggression. However, it may be argued that such a person does fantasize about sexual aggression and is attracted to it.

Sexual aggression refers to a continuum of acts that establish sexual contact with an unwilling partner, such as sexual coercion, including verbal coercion, attempted rape, attempt to outrage modesty, and rape (Barbaree & Marshall, 2008; Krahé, 1998; Moyano et al., 2017). Sexual aggression or sexual violence can be perpetrated by someone known or unknown to the victim, even an intimate partner (Black et al., 2014). Perpetrators use various tactics to overpower the victim, such as psychological pressure (threatening to end the relationship), verbal pressure (continual arguments), using a position of authority, giving alcohol or drugs, taking advantage of an intoxicated person, threatening or using physical force (pushing, slapping, beating, or choking), and displaying a weapon (Cleveland et al., 1999). Legal definitions of sexual aggression distinguish events like rape from less severe forms of sexual aggression. However, researchers consider a continuum of sexual aggression since (i) even less severe acts of sexual

aggression have a powerful effect on the victim; (ii) considering rape as an extreme form of sexually coercive behaviour enhances the similarities between perpetrators who commit different forms of sexual aggression; and (iii) perpetrators who commit acts of rape have often perpetrated other forms of sexual aggression (White & Smith, 2004). Predictors of sexual aggression among adolescents include trait aggression, witnessing domestic or school violence, peer pressure, sensation-seeking behaviour, and delinquency, while the impact on reputation acts as a protective factor from a perpetration perspective.

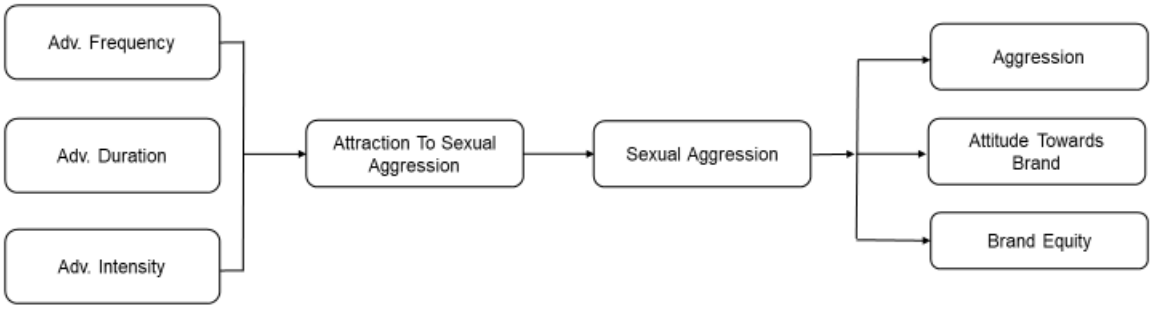
3. Methodology and Hypotheses Development

To test the proposed theory, we conducted three 2*2*2 factorial design within-subject experiments: 2 Advertisement Frequency (High Vs Low) * 2 Advertisement Duration (High Vs Low) * 2 Sexual Appeal Intensity (High Vs Low) with-in subject design experiment. We used Systematic Random Sampling for respondents across two age groups, i.e., 12 to 15 years and 15 to 19 years. Study-1 used Picto-Textual advertisements. For generalizability of the theory and validity of the model in a broader context, two additional advertisement formats, i.e., audio and audio-visual, were used in Study-2 and Study-3, respectively. An in-depth exploratory study was also conducted to establish the need of the study.

An advertisement's visual aspects affect beliefs about product attributes and attitude towards the ad, affecting the attitude towards the brand (LaTour & Henthorne, 1993). Peterson & Kerin studied advertisements with varying levels of female model nudity to understand the impact on perceptions of the ad, product, and company and found that a completely nude model adversely affects the attitude towards the brand for men and women (Peterson & Kerin, 1977). An advertisement with sexual material may induce a positive reaction like lust or attraction, or it could also lead to a negative response like disgust, uneasiness, or embarrassment. Negative feelings towards the advertisement may be caused by advertisement-induced psychological tension arousal (LaTour & Henthorne, 1993). Strong adverse reactions to controversial advertising are perceived as a success as marketers believe censoring or banning the ad creates buzz, and banned advertisements are often accessible via various platforms. However, this brand noise is short-lived since the advertisements often end up on multiple online content websites (viz. blogs or YouTube), criticising the brand and harming equity in the long run (Roehm & Brady, 2007). Such modes of communication are easy accessible at a low cost and may cause rapid deterioration of a brand (Nobre & Becker, 2012). Higher intensity of sexual content lowers the attitude towards the brand (Lull & Bushman, 2015a). Gender differences also exist in attitude towards the ad. Men prefer sexy models, and women do not prefer sexy models over non-sexy (Jones et al., 1998). Female nudity is not accepted by female viewers, while males do not criticize a nude male model.

The Brand Equity construct defines a customer's perception of the brand and includes quality, preference (purchase intention), sustainability, and social influence (Baalbaki & Guzmán, 2016). Preference examines if the customer intends to purchase the product and remain loyal to the brand. Overt sexual appeal harms purchase intention, whereas a latent or appropriate level of sexual appeal intensity may enhance customer purchase intention (Grazer & Keesling, 1995; Tai, 1999). The same holds for adolescent consumers (Panda, 2005a). Studies indicate that viewers find sexual advertising repulsive, if not ineffective (Raghuram et al., 2015). The use of sexual appeal for non-congruent products negatively impacts purchase intention (Hermannsdóttir & Gunnarsdóttir, 2015). In terms of persuasion, it has been found that sexual appeal succeeds in getting viewer attention and increasing customer interest when the appeal is used for social marketing initiatives (Reichert et al., 2001). The use of sexual violence in

advertisements, most commonly used by the fashion industry, has a strong negative impact on the customers' intention to buy those brands (Andersson et al., 2004).



Attraction to Sexual Aggression and Sexual Aggression

Attraction to sexual aggression is the arousal and acceptance of sexually-aggressive behaviours (Malamuth, 1989). Sexually objectified portrayals of women in advertisements depict sex as recreational and exploitational, affecting sexuality and sexual behaviour (Zimmerman & Dahlberg, 2008). Sexually attractive images of women reinforce gender stereotyping and trigger attitudes that support aggression against women (Reichert et al., 2007). Demeaning, objectifying, and dehumanizing representations make women available for exploitation and mistreatment (Gallagher, 2001). Men who dehumanize women are more likely to perpetrate sexual violence against women and report negative attitudes towards victims (Rudman & Mescher, 2012). Parker & McCaffree (2013) demonstrated the relationship between sexist advertisements that commodify and demean women and the sexual victimization of young females. The anti-social behaviour model (Malamuth & Briere, 1986) is associated with attraction to sexual aggression and indicates the likelihood of aggression and sexual aggression towards women based on the objectified media portrayals. Arousal to media portrayals of forced sex and the need to establish dominance over women results in attraction to sexual aggression (Malamuth, 1989). A quadripartite model explains that physiological sexual arousal and justifying sexual aggression motivate to perpetrate sexually aggressive behaviour (Hall & Hirschman, 1991).

"Acid attacks also happen due to rejection and hence, the sexual aggression. Whatever extreme they can think of, they would do" – 44M (Teacher)

"Violence is a daily part of so many women I know, and that is just how normal it is" – 45F (Parent)

H1. High (low) attraction to sexual aggression has a positive (negative) influence on sexual aggression

Sexual Aggression and Aggression

The brutalization of women in India has increased alarmingly in recent times. Rape, molestation, and abuse have spiralled out of control, with the incidents of violence becoming uglier and more frightening (Lowy Institute, 2018). Recent works by Vasquez et al. (2018) have empirically shown the link between objectification and increased general physical aggression. Their research indicates that objectification may result in heightened physical aggression

towards women. The aggression-facilitating effects of objectification may be incredibly impactful when the one who objectifies perceives that they have been provoked by the target (Vasquez et al., 2018a). Indian law considers Acid Attacks a sexually violent act since most cases occur in the face of rejection for a proposal of marriage or relationship. A study conducted in India showed that two out of every five men were rigidly masculine (inequitable gender attitudes, high levels of controlling behaviour), who are three times more likely to perpetrate physical violence against their partners (Public Health Foundation of India, Health Policy Project, MEASURE Evaluation, and ICRW, 2014).

"India is a very sex-deprived country, and violence happens due to that frustration as well" – 50M (Parent)

Therefore, we hypothesize as follows:

H2a. High (low) sexual aggression has a positive (negative) influence on aggression (overt, relational)

H2b. High (low) attraction to sexual aggression has a positive (negative) influence on aggression (overt, relational)

Sexual Aggression and Attitude towards Brand

Overt sexual content harms the brand attitude (Lull & Bushman, 2015b). Peterson & Kerin studied advertisements with varying levels of female model nudity to understand the impact on perceptions of the ad, product, and company and found that a completely nude model adversely affects the attitude towards the brand for men and women (Peterson & Kerin, 1977). An advertisement with sexual material may induce a positive reaction like lust or attraction, or it could also lead to a negative response like disgust, uneasiness, or embarrassment. Higher intensity of sexual content lowers attitude towards the brand (Lull & Bushman, 2015b). Gender differences also exist in attitude towards the ad. Men prefer sexy models, and women do not prefer sexy over non-sexy models (M. Y. Jones et al., 1998). Women show negative sentiments towards brands that use sexy female models (M. Y. Jones et al., 1998). Female nudity is not accepted by female viewers, while males do not criticize a nude male model.

"I feel bad that Audi made such an ad" – 14F

H3a. High (low) sexual aggression has a negative (positive) influence on attitude towards the brand

H3b. High (low) attraction to sexual aggression has a negative (positive) influence on attitude towards the brand

Sexual Aggression and Brand Equity

Adolescents are susceptible to sexual marketing (Sansores et al., 2002). Customer-based brand equity includes Quality, Buying Preference, and Social Influence (Baalbaki & Guzmán, 2016). Some researchers believe that sexuality in ads may increase memory and purchase intention (Caballero & Solomon, 1984; Ferguson et al., 2010). Moderate eroticism enhances buying intention among adolescents (Panda, 2005b). Women show lower purchase intention for advertisements with sexualized female models, while men show no significant difference in

neutral ads. However, men with hostile sexism display higher purchase intention for sexualized advertisements. Sexual appeal using male models garners negative purchase intention responses from both men and women (Gramazio et al., 2021). Therefore, the following hypotheses:

H4a. High (low) sexual aggression has a negative (positive) influence on brand equity

H4b. High (low) attraction to sexual aggression has a negative (positive) influence on brand equity

Respondents were exposed twice to the stimuli to capture the effects of repeated exposure. In one instance, product ads were shown, while service ads were shown on the other. The following products categories were chosen for the experiment: perfume, apparel, car, and fruit juice; and service categories chosen were: restaurant, gymnasium, dating app, and video game. Fictitious brands were created for the experiment that the respondent would not have previously known.

After filling up this information, de-sensitization material was handed out to each participant, and they were asked to read the material in the presence of the experimenter. They were also allowed to ask questions or talk about the experiment.

Data Sampling

The Systematic Random Sampling technique was used for data sampling. Government and private schools were approached for experimenting with their students. School principals and concerned teachers reviewed the experiment design and questionnaires before agreeing to the data collection process. Sampling lists were acquired from the school once they agreed to the experiment. Every third person on the sample list was asked if they were willing to participate in the experiment. The schools chosen followed the co-education model, i.e., both girls and boys; since girls and boys socialize differently, and only-girls' or only-boys' schools would have biased the data collection process. The schools included were affiliated to the Central, State, and International Boards. The data collection was done across three states and one union territory: Chandigarh, Punjab, Haryana, and Bihar. Students were required to be from the 12-19 years' age group, and hence, classes seventh, eighth, ninth, tenth, eleventh, and twelfth were selected for data collection.

Methodology & Measures

The current empirical study design captures attitudes pertaining to the variables studied. This practice is consistent with previous studies concerning sexual aggression and aggression (Briere & Malamuth, 1983; Durán et al., 2018; Fincham et al., 2008; Lanis & Covell, 1995; N. M. Malamuth & Briere, 1986; Moyano et al., 2017; Vasquez et al., 2018b). Attitudes strongly predict sexual behaviours. Attitudes are "learned predispositions to respond in a consistently favourable or unfavourable manner with respect to a given object" (Fishbein & Ajzen, 1977). A significant chunk of the psychology literature holds that attitudes impact and predict behaviours (Armitage & Christian, 2003; Kim & Hunter, 1993; Kraus, 1995; Schuman & Johnson, 1976). Youth attitudes towards sex strongly predict the intentions towards sex, and intentions strongly predict sexual behaviour (Cox et al., 2015). The most important predictors of sexual violence perpetration among adolescents are being victims of sexual abuse, and having rape supportive attitudes (Moyano et al., 2017). Attitudes play a significant role in sexual violence by acting as "psychological releasers or neutralisers, allowing potential rapists to turn off social prohibitions against injuring or using others" (Burt, 1980; N. M. Malamuth,

1988). Stronger attitudes are more likely to predict behaviour than weak attitudes, i.e., extreme attitudes drive behaviour (Abelson, 1995; Judd & Brauer, 1995; van Doorn et al., 2007). Attitudes that accept or condone sexual violence against women are an adequate reason to commit sexual violence acts (Briere & Malamuth, 1983).

Measurement reliability plays a significant role in examining behaviour based on attitude. When the attitude measure in a study is closely related to the measure of behaviour, the correlation is stronger (Davidson & Jaccard, 1979; Fishbein & Ajzen, 1977; Kraus, 1995). Sexual Aggression has been measured using the RMAS (rape myth acceptance scale) and majority of research on the subject establishes the association between rape myth acceptance and self-reported sexual violence proclivity and behaviours (Bohner et al., 1998; Yapp & Quayle, 2018). Rape myth acceptance distinguishes perpetrators from non-perpetrators and promotes rape (Lottes, 2011). Prevention strategies also primarily focus on the risk of rape myth acceptance.

The Theory of Reasoned Action explains that subjective norms (social pressure) and normative norms (motivation to comply) determine intentions (Armitage & Christian, 2003). It maintains that actions depend only on personal agency (Madden et al., 1992). The Theory of Planned Behaviour states that the perceived behavioural control determines behavioural intention and behaviour (Ajzen, 1991). Control over behaviour includes personal resources and environmental determinants of behaviour. Behavioural intention has been regarded as a key mediator and attitude strength as a moderator in the above said relationship (Baron & Kenny, 1986). Our measure of Attraction to Sexual Aggression (Malamuth, 1989; 1989) addresses behavioural intention via the scale items. Additionally, rape perpetrators report higher attraction to sexual aggression than non-perpetrators (Voller et al., 2009).

Based on the above relationships and studies, it was decided to use attitudes in order to measure behaviour.

Scales Used

Sexual Aggression

Sexual aggression was measured by capturing attitudes towards sexual aggressive behaviours. The scale used was Illinois Rape Myth Acceptance Scale, IRMAS-SF (Payne et al., 1999), which included items for victimization and perpetration. Adolescents are susceptible to myths regarding sexuality and violence, and hence the developed scale constituted of young adults. However, the scale focused on a scenario with male perpetrators and female victims only. The scale was modified to form non-gendered items. For example, the item *"She asked for it by being sexy"* was changed to *"The victim asked for rape by being sexy"*. The modified items had a Pearson Correlation Coefficient $r(50, 0.05) > 0.231$ and p-value < 0.05. The Cronbach Alpha of the modified scale was 0.9339 for the English version and 0.967 for the Hindi version. Hence, the scale used was found to be valid and reliable.

Attraction to Sexual Aggression

This variable was captured using the Attraction to Sexual Aggression scale, ASA, a 13-item Likert scale designed by Malamuth (Malamuth, 1989; 1989). The author of the scale mentions that a five or nine-point scale would be preferred instead of standardizing the score later. Hence, items which captured percentages by 0%, 10%, 20%, … were clubbed together to 20%, 40%, 60%, 80%, 100% to form a 5-point scale. The Pearson Correlation Coefficient for the scale, $r(50,0.05) > 0.231$ and the p-value < 0.01. The Cronbach Alpha of the scale was 0.969 for the English version and 0.972 for the Hindi version. Hence, the scale is valid and reliable.

Aggression

Aggression was captured using indirect measures. Two measures were used for the purpose. First, a word completion task was used, which has earlier been used to measure the effects of exposure to violent video games on aggression and related variables (Anderson, Carnagey, et al., 2003). It has also been used in music lyrics studies. The participants were given a list of incomplete words with missing letters. They were given 5 minutes to complete these words and fill in the missing letters. Each incomplete word could be filled in to form an aggressive, non-neutral, ambiguous, or invalid word. This measure was not translated to Hindi. The second measure was based on the works of Kristofferson et al., (2017) and used words from the Anderson Word Completion list. Participants were given a word search puzzle with ten aggressive words. The time for finding these words was recorded, and words found per minute was considered for analysis. The puzzle was made in English and Hindi.

Attitude towards Brand

A bi-polar adjective item scale measured attitudes towards brands using sexual appeal in advertisements (Latour & Henthorne, 1994). The scale consists of 4 items, measured on a 7-point Likert scale (1 = "Definitely Not"; 7 = "Yes, Definitely"). The items include *High Quality, Unsatisfactory* (reverse coded)*, Appealing,* and *Inferior* (reverse coded). The Pearson Correlation Coefficient for the scale was $r(50, 0.50) > 0.231$ and p-value < 0.01. The Cronbach Alpha was 0.836 for the English version and 0.891 for the Hindi version. Hence, the scale is valid and reliable.

Brand Equity

The scale for purchase intention was taken from the Consumer-Based Brand Equity scale (Baalbaki & Guzmán, 2016), and the brand preference items were chosen. The scale includes four items like *"Brand X would be my first choice,"* and responses were taken on a 7-point Likert scale (1 = Strongly Disagree; 7 = Strongly Agree). The Pearson Correlation Coefficient for the scale was $r(50, 0.50) > 0.231$ and p-value < 0.01. The Cronbach Alpha for the English scale was 0.890 and 0.958 for the Hindi version. Hence, the scale is valid and reliable.

A confirmatory factor analysis was conducted using PLS software for the psychometric scales being used in the study to test their validity. Convergent validity was tested using the Average Variance Extracted (AVE), where respective values for the scales were higher than 0.50.

Average Variance Extracted (Convergent Validity)				
	Cronbach Alpha	**rho_A**	**Composite Reliability**	**AVE**
ASA	0.984	0.985	0.985	**0.828**
BA	0.981	0.981	0.986	**0.946**
PI	0.951	0.954	0.965	**0.872**
SA	0.993	0.993	0.994	**0.894**

The Discriminant validity was checked using the outer-loadings and cross-loadings for the variables, where items in each scale showed the highest loadings for the respective scale (Appendix-IX). The Fornell-Larcker Criterion was also checked to establish discriminant

validity where the value for each scale item was higher than other discriminant values for related variables.

Fornell-Larcker Criterion (Discriminant Validity)			
ASA	**BA**	**PI**	**SA**
0.910			
-0.448	**0.973**		
-0.390	0.786	**0.934**	
0.751	-0.65	-0.524	**0.946**

Data Anonymity

Maintaining anonymity entails protecting the identity of the research participants and was ensured during the entire process of this research. Anonymising data is vital for sensitive and confidential subject matters (A. Clark, 2006). Furthermore, research location must also be anonymised to avoid stigmatising or stereotyping any such location (A. J. Clark, 2004). Hence, the schools and their identities have been kept confidential. Finally, the participants' personal data have also been maintained under anonymity and confidentiality. Participants of this research were given Participation Codes, which excluded their schools, names, age, gender, and location. Responses were filled exclusively with the codes. No names have been recorded and are not available in the data with the researcher in any form. Throughout the experiment, the participants and schools were continuously informed that the data would be completely anonymous and confidential and that the responses would not be shared with anyone. The participants were ensured that their responses would not be shared with anyone at school or home. The disclaimer also informed that individual responses would not be used anywhere, and only aggregate responses would be used for analysis and publication in peer-reviewed journals.

4. Findings and Results

The study established the relationship between sexual appeal in ads and sexual aggression in adolescents. It explored the customer socialization journey of adolescents given sexually-explicit themes in advertisements. The study concludes that higher exposure to sexual appeal in advertisements positively affects adolescents' aggression, and repeated exposure magnifies the relationship. We also observe that overt appeal harms attitude towards the brand and purchase intention. An overt sexual appeal in advertisements increases advertisement recall and diminishes brand recall; however, further studies must take up this phenomenon with multiple exposure instances in the experiment design. We found that adolescents share sexual appeal ads among peer groups.

A significant contribution of the study is that it views sexual aggression and attraction to sexual aggression as mediating factors between exposure of sexual appeal and aggression, information sharing behaviour, brand recall, advertisement recall, attitude towards the brand, and brand equity.

Study – 1 (Static Visual)

Sexual Aggression and Aggression

Words like "incare" or "infere" were considered invalid in the word completion task. Since English was not the first language for some respondents, words like "infure" were categorized as aggressive, as the perception here is of "fury" denoting aggression. Some words were categorized as "non-words" and hence, non-aggressive. Multivariate analysis was conducted for understanding the effect of Sexual Aggression on Aggression. The p-values for Words Completed and Words Found per minute were significant at $p < 0.00$. Hence, High Sexual Aggression was found to influence Aggression positively, i.e., Sexual Aggression may lead to Aggressive Behaviours. Thus, H2a was supported.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	WC	978.682[a]	92	10.638	4.602	.000	.733
	WPM	315.060[b]	92	3.425	4.687	.000	.737
Intercept	WC	5840.129	1	5840.129	2526.306	.000	.943
	WPM	816.204	1	816.204	1116.991	.000	.879
SA	WC	978.682	92	10.638	4.602	.000	.733
	WPM	315.060	92	3.425	4.687	.000	.737
Error	WC	356.006	154	2.312			
	WPM	112.530	154	.731			
Total	WC	10012.000	247				
	WPM	1621.210	247				
Corrected Total	WC	1334.688	246				
	WPM	427.590	246				

a. R Squared = .733 (Adjusted R Squared = .574)

b. R Squared = .737 (Adjusted R Squared = .580)

Figure 1. Exp-1: Relationship between Sexual Aggression and Aggression

Similarly, p-values in the case of ASA were also significant at $p < 0.000$. High Attraction to Sexual Aggression shows a positive influence on Aggression, i.e., Attraction to Sexual Aggression may lead to Aggressive Behaviours. Thus, H2b was supported.

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	WC	617.108[a]	52	11.867	3.208	.000	.462
	WPM	198.558[b]	52	3.818	3.234	.000	.464
Intercept	WC	4933.010	1	4933.010	1333.654	.000	.873
	WPM	606.510	1	606.510	513.738	.000	.726
ASA	WC	617.108	52	11.867	3.208	.000	.462
	WPM	198.558	52	3.818	3.234	.000	.464
Error	WC	717.580	194	3.699			
	WPM	229.033	194	1.181			
Total	WC	10012.000	247				
	WPM	1621.210	247				
Corrected Total	WC	1334.688	246				
	WPM	427.590	246				

a. R Squared = .462 (Adjusted R Squared = .318)

b. R Squared = .464 (Adjusted R Squared = .321)

Figure 2. Exp-1: Relationship between Attraction to Sexual Aggression and Aggression

A negative relationship was observed from sexual aggression variables to Attitude towards Brand. For a higher level of sexual aggression lower attitude towards the brand was reported

from the respondents. High Sexual Aggression has a negative influence on Brand Attitude at significance p-value = 0.000 and effect size 0.651. High Attraction to Sexual Aggression influences Brand Attitude negatively at p-value = 0.000 and effect size 0.301. Hence, high sexual aggression scores (SA, ASA) harm the Attitude towards Brand. A higher frequency of longer overt appeal advertisements negatively affected attitude towards the brand. Thus, H3a and H3b are supported.

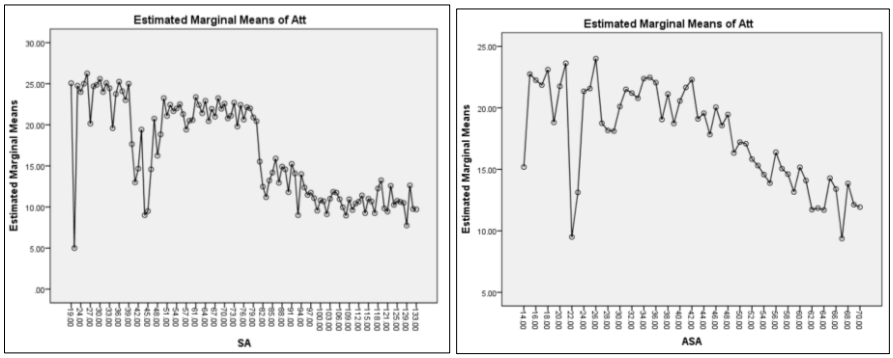


Figure 3. Exp-1: Effect of Sexual Aggression and Attraction to Sexual Aggression on Attitude towards the Brand

The above plot "a" denotes the effect of Sexual Aggression (SA) on Attitude towards the Brand (Att). SA is on the X-axis, and Attitude towards the Brand is plotted on the Y-axis. Plot "b" denotes the effect of Attraction to Sexual Aggression (ASA) on Attitude towards the Brand (Att). ASA is on the X-axis, and Attitude towards the Brand is plotted on the Y-axis.

A similar negative effect of sexual aggression variables was observed for purchase intention. High Sexual Aggression negatively influences Brand Equity with a p-value of 0.000 and an effect size of 0.507. High Attraction to Sexual Aggression negatively influences Brand Equity with a p-value of 0.000 and an effect size of 0.213. Hence, high sexual aggression scores (SA, ASA) lead to lower purchase intention. Thus, H4 a and H4b are supported.

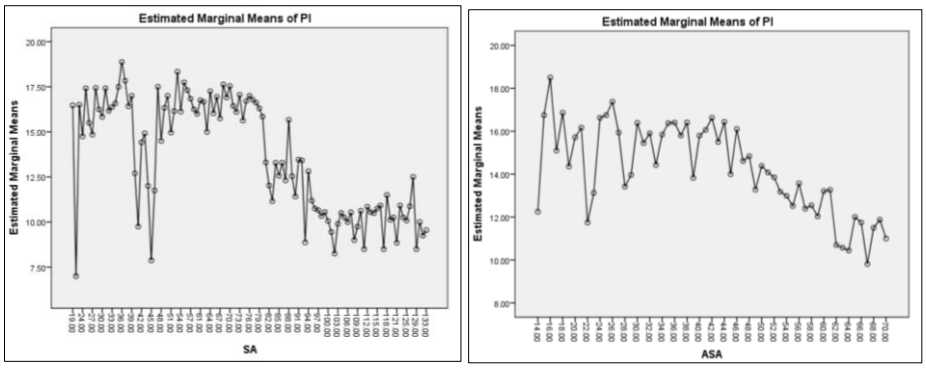


Figure 4. Exp-1: Effect of Sexual Aggression and Attraction to Sexual Aggression on Brand Equity

The above plot "a" denotes the effect of Sexual Aggression (SA) on Purchase Intention (PI). SA is on the X-axis, and PI is plotted on the Y-axis. Plot "b" denotes the effect of Attraction to Sexual Aggression (ASA) on Purchase Intention (PI). ASA is on the X-axis, and PI is plotted on the Y-axis.

Sexual Aggression as a Mediator

Sexual Aggression was studied as a mediator in the relationship between exposure to sexual appeal in marketing communication and the dependent variables, *viz.*, Aggression, Information Sharing Behaviour, Brand Recall, Advertisement Recall, Attitude towards Brand, and Brand Equity. The analysis was conducted using PROCESS Macro Model-4 on SPSS 24. The indirect effects were considered for each dependent variable and were significant. The confidence intervals for Aggression were studied for both measures separately and were (1.371, 2.763) for Words Completed and (1.464, 3.0367) for Words found per minute. Information sharing fell within CI (1.885, 4.306). Brand Recall with a negative relationship exhibited CI (-4.026, -2.293). The confidence interval for Advertisement Recall was CI (2.203, 4.815), for Attitude towards Brand was CI (-13.122, -9.666), and for Brand Equity was CI (-7.866, -5.632). The intervals did not contain zero, and hence the indirect effects were significant.

Therefore, we conclude that Sexual Aggression mediates the relationship between sexual appeal in marketing communication and Dependent Variables. The pathway followed is as below:

Sexual Appeal Exposure → Sexual Aggression → Dependent Variables

Attraction to Sexual Aggression as a Mediator

Mediation analysis was conducted for understanding the role of attraction to sexual aggression in the relationship of exposure to sexual aggression. PROCESS Macro Model-4 was used, and it was found that Attraction to Sexual Aggression mediates the relationship between Exposure to sexual appeal in marketing communication and Sexual Aggression. Analysis reveals an indirect effect of ASA in the effect of Exposure (X) on Sexual Aggression (Y). That is, the following pathway is at play:

Sexual Appeal Exposure → Attraction to Sexual Aggression → Sexual Aggression → Dependent Variables.

Study – 3 (Audio-Visual)

Attraction to Sexual Aggression and Sexual Aggression (audio-visual)

The measures for Sexual Aggression and Attraction to Sexual Aggression were recorded twice during the experiment, on day-4 and day-7. Univariate analysis was run on both the data sets, and a significant main effect was found of Attraction to Sexual Aggression (ASA) on Sexual Aggression. A strong correlation was observed between ASA and Sexual Aggression across the repeated exposure of stimuli. It was found that High Attraction to Sexual Aggression leads to High Sexual Aggression, i.e., High Attraction to Sexual Aggression may cause Sexually Aggressive behaviours. Thus, H1 was supported.

Repeated exposure has a significant positive impact on Attraction to Sexual Aggression and Sexual Aggression. The effect of repeated exposure was analysed using a paired sample t-test. The mean value of Sexual Aggression rose from 86.304 on day-4 to 95.700 on day-7, while ASA rose from 48.798 to 52.350. The t-value for SA1-SA2 was -7.103 with a p-value of 0.000, and for ASA1-ASA2 was -5.194 with a p-value of 0.010. The t-value was significantly higher than the critical value CV (250, 0.05) i.e. 1.96 with $p < 0.05$. Additionally, the 95% confidence interval did not include 0 for Sexual Aggression (-12.002, -6.792) or for ASA (-4.894, -2.203).

A negative relationship was observed from sexual aggression variables to Attitude towards Brand. For a Higher level of sexual aggression, respondents reported a lower attitude towards the brand. High Sexual Aggression has a negative influence on Brand Attitude at significance p-value = 0.000 and effect size 0.537. High Attraction to Sexual Aggression negatively

influences Attitude towards the Brand at a p-value = 0.000 and effect size of 0.513. Hence, high sexual aggression scores (SA, ASA) harm the Attitude towards Brand. A higher frequency of longer overt appeal advertisements negatively impacted attitude towards the brand. Thus, H3a and H3b are supported.

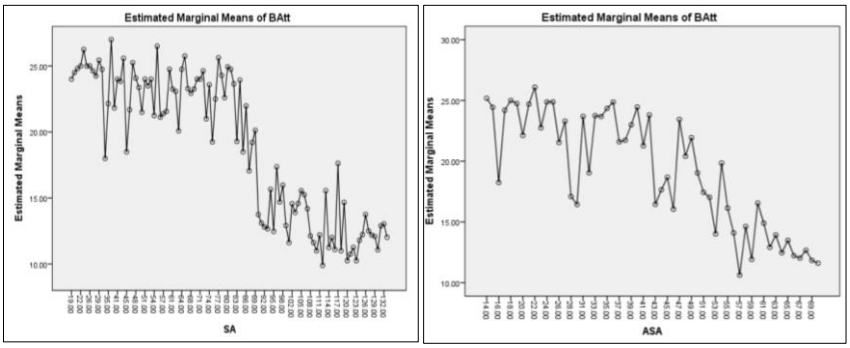


Figure 5. Exp-3: Effects of Sexual Aggression and Attraction to Sexual Aggression on Attitude towards the Brand

The above plot "a" denotes the effect of Sexual Aggression (SA) on Attitude towards the Brand (Att). SA is on the X-axis, and Attitude towards the Brand is plotted on the Y-axis. Plot "b" denotes the effect of Attraction to Sexual Aggression (ASA) on Attitude towards the Brand (Att). ASA is on the X-axis, and Attitude towards the Brand is plotted on the Y-axis.

A similar negative effect of sexual aggression variables was observed for purchase intention. High Sexual Aggression and Attraction to Sexual Aggression negatively influence Brand Equity with p-values of 0.000 and effect sizes of 0.410 and 0.387, respectively. Hence, high sexual aggression scores (SA, ASA) lead to lower purchase intention. Thus, H4 a and H4b are supported.

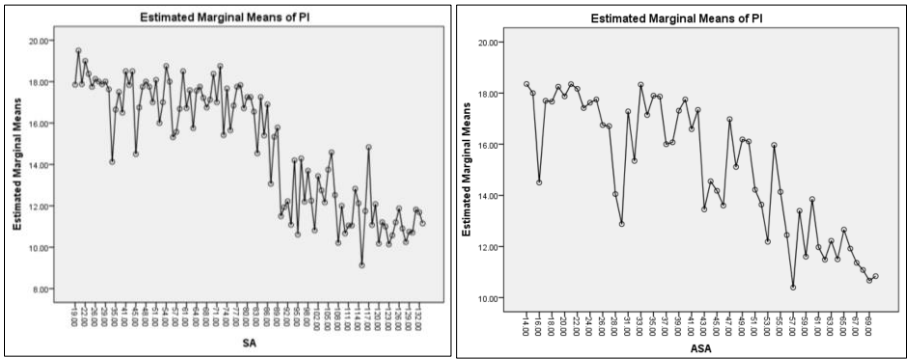


Figure 6. Exp-3: Effects of Sexual Aggression and Attraction to Sexual Aggression on Brand Equity

The above plot "a" denotes the effect of Sexual Aggression (SA) on Purchase Intention (PI). SA is on the X-axis, and PI is plotted on the Y-axis. Plot "b" denotes the effect of Attraction to Sexual Aggression (ASA) on Purchase Intention (PI). ASA is on the X-axis, and PI is plotted on the Y-axis.

Sexual Aggression as a Mediator

Sexual Aggression was studied as a mediator in the relationship between exposure to sexual appeal in marketing communication and the dependent variables, *viz.*, Aggression, Information Sharing Behaviour, Brand Recall, Advertisement Recall, Attitude towards Brand, and Brand

Equity. The analysis was conducted using PROCESS Macro Model-4 on SPSS 24. The indirect effects considered for each dependent variable were significant. The confidence intervals for Aggression were studied for both measures separately and were (3.136, 5.624) for Words Completed and (0.352, 2.439) for Words found per minute. Information sharing fell within CI (0.790, 2.720). Brand Recall with a negative relationship exhibited CI (-3.183, -1.279). The confidence interval for Advertisement Recall was CI (1.029, 3.047), for Attitude towards Brand was CI (-8.566, -5.977), and for Brand Equity was CI (-5.654, -3.831). The intervals did not contain zero, and hence the indirect effects were significant. Therefore, we conclude that Sexual Aggression mediates the relationship between sexual appeal in marketing communication and Dependent Variables. The pathway followed is as below:

Sexual Appeal Exposure → Sexual Aggression → Dependent Variables

Attraction to Sexual Aggression as a Mediator

Mediation analysis was conducted for understanding the role of attraction to sexual aggression in the relationship of exposure to sexual aggression. PROCESS Macro Model-4 was used, and it was found that Attraction to Sexual Aggression mediates the relationship between Exposure to sexual appeal in marketing communication and Sexual Aggression. Analysis reveals an indirect effect of ASA in the effect of Exposure (X) on Sexual Aggression (Y). That is, the following pathway is at play:

Sexual Appeal Exposure → Attraction to Sexual Aggression → Sexual Aggression → Dependent Variables.

Limitations

The current empirical study introduced sexual stimuli only twice in the design of the experiment. It would be meritorious to administer this "dosage-effect" stimulus multiple times to mirror real-life scenarios. Future studies may also undertake research from a longitudinal perspective, where the data may be collected over extended periods, initiating at early adolescence. Only hedonic products have been considered in this research. Other product categories may be explored to better the generalizability of the research. While studying brand recall, it was observed that the market leader was also recalled with sexual stimuli. This "evoked set" concerning the prototypicality of category members must be analysed further with a focus on product recall. Advertising sexual appeal could be segregated further as sexism, sex with humour, and sexual violence, and those effects may be captured. Models in the advertisement were not racially distinguished. However, the country-of-origin effect may be explored with this variable included in the design. The model's attractiveness (in visual formats) was not considered since audio ads were also studied, and future studies may include this variable. Voice and modulation may be considered for aural formats. Music may have impacted the perceived sexual appeal for audio and audio-visual advertisements, and future studies could undertake music as an independent variable.

Variables captured in the study have focused on attitude behavioural intention measurement. Future studies may focus on longitudinal data collected over waves in order to capture behavioural and violent aspects (Maas et al., 2019). Furthermore, non-linear pathways may be considered to incorporate evaluations of extreme attitude, since policy implications would vary for individuals with moderate and for those with extreme attitudes (van Doorn et al., 2007). Initial attitude value, post-manipulation attitude value, behavioural willingness, and behaviour may be assessed (Smith & Louis, 2008; van Doorn et al., 2007).

5. Conclusions

The research primarily intends to contribute towards the social impact of continued exposure to sexual advertisements to adolescents. The research empirically demonstrates media priming using script theory and repeated exposure to sexual themes in advertisements. The research enriches ethical advertising literature by assessing the societal impact of sexual advertising on adolescent aggression and sexual aggression. In addition, we analyse practices for different formats and explore implications from a managerial perspective.

Media priming effects have been elaborated and studied using a dosage-effect operationalization for adolescents. Aggression has been viewed as a result of exposure to sexually explicit advertisements. Extant literature also points towards a relationship between frequent exposure of sexual themes to increased tendencies of sexual aggression. An increase in exposure to sexual media is related to sexual aggression victimization and perpetration (Ybarra et al., 2014). Our study builds on this body of research to demonstrate the effect of frequency of exposure to sexual advertisements and attraction towards sexual aggression.

The findings may help managers align their campaigns with brand identity, especially for adolescent consumers. Sexual advertising appeal garners viewer attention, is arousing, and is remembered; however, the target audience and impact on the viewers must be considered while designing sexually themed advertising (Blair et al., 2006). Congruence of the product and sexual appeal plays a significant role in defining advertisement success. Sexual ads may yield better results in a high congruence of the product-appeal fit (Choi et al., 2021).

The current research takes a step towards responsible advertising. It attempts to explain increasing aggression among adolescents using Malamuth & Briere's anti-social behaviour theory. Keeping in mind the social learning theory and diminishing shock value of shock-advertising, we can foresee that sexual appeal intensity would move towards the overt end of the spectrum. Repeated exposure to such portrayals would lead to desensitization towards media portrayals, and viewers would accept those portrayals readily. Attraction to sexual aggression, as in the case of the Calvin Klein ad, would be associated with sexual arousal to such portrayals and affect reactions to sexual exploitation, thus, enabling sexual aggression perpetration and sexual aggression victimization.

Advertisements are capable of inciting emotions and defining behaviour patterns, hence, possess the capability to manifest a healthy, equal, and respectful society (Vargas-Bianchi & Mensa, 2020). There is a need to evaluate and reinforce the advertising industry's self-regulatory norms (Huhmann & Limbu, 2016). Future work must focus on women as people, emphasizing unique traits that make them human (Bevens & Loughnan, 2019). Brands must understand how their consumers evolve and keep the brand personality in check to avoid consumer loss (Nobre & Becker, 2012). Early intervention on media literacy, policy-making for advertisement societies, and empirical studies of advertisements' effects on adolescents could lead society in a better direction (Cookingham & Ryan, 2015). The increase of advertising platforms has bombarded viewers with advertisements, and advertisers are increasingly using sex appeal to attract viewers. While this appeal grabs attention towards the ad, the brand name, attitude towards the brand, and purchase intention suffer.

Additionally, the social cost which comes as a by-product is much higher than the damage incurred by the brand. Since self-regulation does not ensure compliance with the unsaid rules, the need for regulatory authority is more pertinent than ever. The study highlights the importance of Sex Education and Media Literacy programs including Social Media Education – in schools, communities, and at home (Unis & Sällström, 2020). Adolescence is characterized by biological, physical, and psychological transformations, and multiple first-time experiences,

signifying potential and vulnerability. Sex education during adolescence, 10-19 years, is a crucial intervention to develop healthy sexual relationships (Ismail et al., 2015; Udoh & Okoro, 2015). Studies report that students who have access to sexual education programs show lower risk of risky sexual behaviour. Given their connectedness to social media, researchers and practitioners must focus on its significance and may develop social media interventions for global impact on sexual health promotion (Cornelius et al., 2019). Sex education programs promote respectful relationships, consent, non-discrimination, and gender equality and enables adolescents to navigate their transition to adulthood. The study concludes that there is an emerging need for a regulatory authority to curb the social cost incurred by the use of sex appeal in advertisements; and highlights the need for sex education programs in schools, communities, and homes for vulnerable and impressionable adolescents to promote an environment of respectful relationships, consent, non-discrimination, and gender equality.

References

Abelson, R. P. (1995). Attitude extremity. *Attitude Strength: Antecedents and Consequences*, *4*, 25–42.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179–211.

Anderson, C. A., Berkowitz, L., Donnerstein, E., Huesmann, L. R., Johnson, J. D., Linz, D., Malamuth, N. M., & Wartella, E. (2003). The Influence of Media Violence on Youth. *Psychological Science in the Public Interest*, *4*(3), 81–110. https://doi.org/10.1111/j.1529-1006.2003.pspi_1433.x

Anderson, C. A., Carnagey, N. L., & Eubanks, J. (2003). Exposure to violent media: The effects of songs with violent lyrics on aggressive thoughts and feelings. *Journal of Personality and Social Psychology*, *84*(5), 960.

Andersson, S., Hedelin, A., Nilsson, A., & Welander, C. (2004). Violent advertising in fashion marketing. *Journal of Fashion Marketing and Management: An International Journal*, *8*(1), 96–112. https://doi.org/10.1108/13612020410518727

Are These Condom Ads Too Sexy For TV? (2017). NPR.Org. Retrieved 25 May 2021, from https://www.npr.org/sections/goatsandsoda/2017/12/15/571125026/are-these-condom-ads-too-sexy-for-tv

Arisjulyanto, D., & Arisjulyanto, D. (2019). *Intensity Of Social Media Use With Premarital Sexual Behavior Of Adolescents In Smk 2 Gerung West Lombok* [Universitas Gadjah Mada]. http://etd.repository.ugm.ac.id/penelitian/detail/173113

Armitage, C. J., & Christian, J. (2003). From attitudes to behaviour: Basic and applied research on the theory of planned behaviour. *Current Psychology*, *22*(3), 187–195. https://doi.org/10.1007/s12144-003-1015-5

Audi. (2020, August 3). We hear you and let's get this straight: We care for children. The Audi RS 4 is a family car with more than thirty driver assistance systems including an emergency break system. That's why we showcased it with various family members for the campaign. (1/3) [Tweet]. *@AudiOfficial*. https://twitter.com/AudiOfficial/status/1290242181148618752

Audi drops 'insensitive' girl with banana ad. (2020, August 4). *BBC News*. https://www.bbc.com/news/world-europe-53648638

Baalbaki, S., & Guzmán, F. (2016). A consumer-perceived consumer-based brand equity scale. *Journal of Brand Management*, *23*(3), 229–251.

Bakir, A., & Palan, K. M. (2010). How are Children's Attitudes Toward Ads and Brands Affected by Gender-Related Content in Advertising? *Journal of Advertising*, *39*(1), 35–48. https://doi.org/10.2753/JOA0091-3367390103

Barbaree, H. E., & Marshall, W. L. (2008). *The Juvenile Sex Offender*. Guilford Press.

Barnett, M. D., Sligar, K. B., & Wang, C. D. C. (2018). Religious Affiliation, Religiosity, Gender, and Rape Myth Acceptance: Feminist Theory and Rape Culture. *Journal of Interpersonal Violence*, *33*(8), 1219–1235. https://doi.org/10.1177/0886260516665110

Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, *51*(6), 1173.

Bass, D., Bronstein, C., Kilbourne, J., Lambiase, J., Mechlin, D., Reichert, T., Zuzarte, R. M., O'Barr, W. M., & Timke, E. (2019). Roundtable on Sex in Advertising, Part II. *Advertising & Society Quarterly*, *20*(1). https://doi.org/10.1353/asr.2019.0003

BBC World Service—BBC OS, 'Women are not meat, Nando's!' (2016). BBC. Retrieved 3 April 2021, from https://www.bbc.co.uk/programmes/p03phnlf

Bevens, C. L., & Loughnan, S. (2019). Insights into Men's Sexual Aggression Toward Women: Dehumanization and Objectification. *Sex Roles*, *81*(11–12), 713–730. https://doi.org/10.1007/s11199-019-01024-0

Black, M. C., Basile, K. C., Breiding, M. J., & Ryan, G. W. (2014). Prevalence of Sexual Violence Against Women in 23 States and Two U.S. Territories, BRFSS 2005. *Violence Against Women*, *20*(5), 485–499. https://doi.org/10.1177/1077801214528856

Blair, J. D., Stephenson, J. D., Hill, K. L., & Green, J. S. (2006). Ethics in Advertising: Sex Sells, but Should It? *Journal of Legal, Ethical and Regulatory Issues*, *9*(1/2), 109–118.

Boddewyn, J. J. (1991). Controlling Sex and Decency in Advertising around the World. *Journal of Advertising*, *20*(4), 25–35. https://doi.org/10.1080/00913367.1991.10673352
Bohner, G., Reinhard, M.-A., Rutz, S., Sturm, S., Kerschbaum, B., & Effler, D. (1998). Rape myths as neutralizing cognitions: Evidence for a causal impact of anti-victim attitudes on men's self-reported likelihood of raping. *European Journal of Social Psychology*, *28*(2), 257–268. https://doi.org/10.1002/(SICI)1099-0992(199803/04)28:2<257::AID-EJSP871>3.0.CO;2-1
Briere, J., & Malamuth, N. M. (1983). Self-reported likelihood of sexually aggressive behavior: Attitudinal versus sexual explanations. *Journal of Research in Personality*, *17*(3), 315–323. https://doi.org/10.1016/0092-6566(83)90023-5
Brown, J. D. (2002). Mass Media Influences on Sexuality. *The Journal of Sex Research*, *39*(1), 42–45.
Brown, J. D., Halpern, C. T., & L'Engle, K. L. (2005). Mass media as a sexual super peer for early maturing girls. *Journal of Adolescent Health*, *36*(5), 420–427. https://doi.org/10.1016/j.jadohealth.2004.06.003
Browne, B. A. (1998). Gender Stereotypes in Advertising on Children's Television in the 1990s: A Cross-National Analysis. *Journal of Advertising*, *27*(1), 83–96. https://doi.org/10.1080/00913367.1998.10673544
Burt, M. R. (1980). Cultural myths and supports for rape. *Journal of Personality and Social Psychology*, 217–230.
Caballero, M. J., & Solomon, P. J. (1984). Effects of model attractiveness on sales response. *Journal of Advertising*, *13*(1), 17–33.
Calvin Klein's 'Rape' Ad Isn't Unique: How Treating Women Badly Sells Clothes. (2011). Retrieved 4 April 2021, from http://www.cbsnews.com/8301-505123_162-42746313/calvin-kleins-rape-ad-isnt-unique-how-treating-women-badly-sells-clothes/
Capella, M. L., Hill, R. P., Rapp, J. M., & Kees, J. (2010). The Impact of Violence Against Women in Advertisements. *Journal of Advertising*, *39*(4), 37–52. https://doi.org/10.2753/JOA0091-3367390403
Chan, K., Li, L., Diehl, S., & Terlutter, R. (2007). Consumers' response to offensive advertising: A cross cultural study. *International Marketing Review*, *24*(5), 606–628. https://doi.org/10.1108/02651330710828013
Choi, H., Yoo, K., Reichert, T., & Northup, T. (2021). Sexual ad appeals in social media: Effects and influences of cultural difference and sexual self-schema. *International Journal of Advertising*, 1–19.
Clark, A. (2006). *Anonymising research data*.
Clark, A. J. (2004). *Wish you were here?: Experiences of moving through stigmatised neighbourhoods in urban Scotland* [PhD Thesis]. University of St Andrews.
Cleveland, H. H., Koss, M. P., & Lyons, J. (1999). Rape Tactics From the Survivors' Perspective: Contextual Dependence and Within-Event Independence. *Journal of Interpersonal Violence*, *14*(5), 532–547. https://doi.org/10.1177/088626099014005005
Collier, K. M., Coyne, S. M., Rasmussen, E. E., Hawkins, A. J., Padilla-Walker, L. M., Erickson, S. E., & Memmott-Elison, M. K. (2016). Does parental mediation of media influence child outcomes? A meta-analysis on media time, aggression, substance use, and sexual behavior. *Developmental Psychology*, *52*(5), 798–812. https://doi.org/10.1037/dev0000108
Cookingham, L. M., & Ryan, G. L. (2015). The Impact of Social Media on the Sexual and Social Wellness of Adolescents. *Journal of Pediatric and Adolescent Gynecology*, *28*(1), 2–5. https://doi.org/10.1016/j.jpag.2014.03.001
Cornelius, J. B., Whitaker-Brown, C., Neely, T., Kennedy, A., & Okoro, F. (2019). Mobile phone, social media usage, and perceptions of delivering a social media safer sex intervention for adolescents: Results from two countries. *Adolescent Health, Medicine and Therapeutics*, *10*, 29–37. https://doi.org/10.2147/AHMT.S185041
Cortese, A. J. (2015). *Provocateur: Images of Women and Minorities in Advertising*. Rowman & Littlefield.
Cox, R. B., Shreffler, K. M., Merten, M. J., Schwerdtfeger Gallus, K. L., & Dowdy, J. L. (2015). Parenting, Peers, and Perceived Norms: What Predicts Attitudes Toward Sex Among Early Adolescents? *The Journal of Early Adolescence*, *35*(1), 30–53. https://doi.org/10.1177/0272431614523131

Coyne, S. M., Ward, L. M., Kroff, S. L., Davis, E. J., Holmgren, H. G., Jensen, A. C., Erickson, S. E., & Essig, L. W. (2019). Contributions of Mainstream Sexual Media Exposure to Sexual Attitudes, Perceived Peer Norms, and Sexual Behavior: A Meta-Analysis. *Journal of Adolescent Health*, *64*(4), 430–436. https://doi.org/10.1016/j.jadohealth.2018.11.016

Cummins, R. G., Gong, Z. H., & Reichert, T. (2020). The impact of visual sexual appeals on attention allocation within advertisements: An eye-tracking study. *International Journal of Advertising*, 1–25. https://doi.org/10.1080/02650487.2020.1772656

Dahl, D., FRANKENBERGER, K., & Manchanda, R. (2003). Does It Pay to Shock? Reactions to Shocking and Nonshocking Advertising Content among University Students. *Journal of Advertising Research*, *43*, 268–280. https://doi.org/10.1017/S0021849903030332

Davidson, A. R., & Jaccard, J. J. (1979). Variables that moderate the attitude–behavior relation: Results of a longitudinal survey. *Journal of Personality and Social Psychology*, *37*(8), 1364.

Do teens spend too much time on social media? —Quartz. (2018). Retrieved 23 December 2021, from https://qz.com/1379989/do-teens-spend-too-much-time-on-social-media/

Durán, M., Megías, J. L., & Moya, M. (2018). Male Peer Support to Hostile Sexist Attitudes Influences Rape Proclivity. *Journal of Interpersonal Violence*, *33*(14), 2180–2196. https://doi.org/10.1177/0886260515624212

Elmore, K. C., Scull, T. M., & Kupersmidt, J. B. (2017). Media as a "Super Peer": How Adolescents Interpret Media Messages Predicts Their Perception of Alcohol and Tobacco Use Norms. *Journal of Youth and Adolescence*, *46*(2), 376–387. https://doi.org/10.1007/s10964-016-0609-9

Fam, K.-S., Waller, D. S., & Yang, Z. (2009). Addressing the Advertising of Controversial Products in China: An Empirical Approach. *Journal of Business Ethics*, *88*(1), 43–58. https://doi.org/10.1007/s10551-008-9832-y

Ferguson, C. J., Cruz, A. M., Martinez, D., Rueda, S. M., & Ferguson, D. E. (2010). Violence and sex as advertising strategies in television commercials. *European Psychologist*.

Fincham, F. D., Cui, M., Braithwaite, S., & Pasley, K. (2008). Attitudes toward intimate partner violence in dating relationships. *Psychological Assessment*, *20*(3), 260–269. https://doi.org/10.1037/1040-3590.20.3.260

Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, *10*(2).

Fromm, J. (2018). *How Much Financial Influence Does Gen Z Have?* Forbes. Retrieved 2 July 2021, from https://www.forbes.com/sites/jefffromm/2018/01/10/what-you-need-to-know-about-the-financial-impact-of-gen-z-influence/

Fry, D. P. (2017). Cross-Cultural Differences in Aggression. In *The Wiley Handbook of Violence and Aggression* (pp. 1–12). American Cancer Society. https://doi.org/10.1002/9781119057574.whbva007

Gallagher, M. (2001). *Gender Setting: New Agendas for Media Monitoring and Advocacy*. Zed Books.

Gerbner, G. (1998). Cultivation Analysis: An Overview. *Mass Communication and Society*, *1*(3–4), 175–194. https://doi.org/10.1080/15205436.1998.9677855

Global digital advertising market 2023. (2023). Statista. Retrieved 18 August 2020, from https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/

Gramazio, S., Cadinu, M., Guizzo, F., & Carnaghi, A. (2021). Does sex really sell? Paradoxical effects of sexualization in advertising on product attractiveness and purchase intentions. *Sex Roles*, *84*(11), 701–719.

Grazer, W.F., & Kessling, G. (1995) The Effect Of Print Advertisings Use Of Sexual Themes ON Brand Recall And Purchase Intention: A Product Specific Investigation Of Male Responses. *Journal of Applied Business Research* (JABR). Retrieved 22 March 2022, from https://clutejournals.com/index.php/JABR/article/view/5859

Greenfield, P. M. (2004). Inadvertent exposure to pornography on the Internet: Implications of peer-to-peer file-sharing networks for child development and families. *Journal of Applied Developmental Psychology*, *25*(6), 741–750. https://doi.org/10.1016/j.appdev.2004.09.009

Grotpeter, J., Menard, S., Gianola, D., & O'Neal, M. (2008). *Sexual violence: Longitudinal, multigenerational evidence from the National Youth Survey: (481372008-001)* [Data set]. American Psychological Association. https://doi.org/10.1037/e481372008-001

Gurrieri, L., Brace-Govan, J., & Cherrier, H. (2016). Controversial advertising: Transgressing the taboo of gender-based violence. *European Journal of Marketing*, *50*(7/8), 1448–1469. https://doi.org/10.1108/EJM-09-2014-0597

Hall, G. C. N., & Hirschman, R. (1991). Toward a theory of sexual aggression: A quadripartite model. *Journal of Consulting and Clinical Psychology*, *59*(5), 662–669. https://doi.org/10.1037/0022-006X.59.5.662

Hanson, R. K., & Broom, I. (2005). The utility of cumulative meta-analysis: Application to programs for reducing sexual violence. *Sexual Abuse: A Journal of Research and Treatment*, *17*(4), 357–373.

Health Policy Project, Public Health Foundation of India, MEASURE Evaluation, and International Center for Research on Women (2014). Applying Gender-integrated Strategies and Approaches to Addressing Gender-based Violence in India. Washington, DC: Futures Group, Health Policy Project

Hermannsdóttir, A., & Gunnarsdóttir, S. (2015). Sexual appeals in advertisements. *Institute of Business Research*, 1–23.

Huhmann, B. A., & Limbu, Y. B. (2016). Influence of gender stereotypes on advertising offensiveness and attitude toward advertising in general. *International Journal of Advertising*, *35*(5), 846–863. https://doi.org/10.1080/02650487.2016.1157912

Huntington, C., Pearlman, D. N., & Orchowski, L. (2022). The Confluence Model of Sexual Aggression: An Application With Adolescent Males. *Journal of Interpersonal Violence*, *37*(1–2), 623–643. https://doi.org/10.1177/0886260520915550

Ismail, S., Shajahan, A., Sathyanarayana Rao, T. S., & Wylie, K. (2015). Adolescent sex education in India: Current perspectives. *Indian Journal of Psychiatry*, *57*(4), 333–337. https://doi.org/10.4103/0019-5545.171843

Jones, M. Y., Stanaland, A. J. S., & Gelb, B. D. (1998). Beefcake and Cheesecake: Insights for Advertisers. *Journal of Advertising*, *27*(2), 33–51. https://doi.org/10.1080/00913367.1998.10673551

Jones, S. C., & Reid, A. (2009). The use of female sexuality in Australian alcohol advertising: Public policy implications of young adults' reactions to stereotypes. *Journal of Public Affairs*, *10*(1–2), 19–35. https://doi.org/10.1002/pa.339

Judd, C. M., & Brauer, M. (1995). Repetition and evaluative extremity. *Attitude Strength: Antecedents and Consequences*, *4*, 43–72.

Kaur, A., & Medury, Y. (2011). Impact of the internet on teenagers' influence on family purchases. *Young Consumers*, *12*(1), 27–38. https://doi.org/10.1108/17473611111114768

Kilbourne, J. (2005). What else does sex sell? *International Journal of Advertising*, *24*(1), 119–122.

Kim, M.-S., & Hunter, J. E. (1993). Attitude-behavior relations: A meta-analysis of attitudinal relevance and topic. *Journal of Communication*, *43*(1), 101–142.

Knight, R. A., & Sims-Knight, J. (2011). Risk factors for sexual violence. In *Violence against women and children, Vol 1: Mapping the terrain* (pp. 125–150). American Psychological Association. https://doi.org/10.1037/12307-006

Krahé, B. (1998). Sexual Aggression Among Adolescents: Prevalence and Predictors in a German Sample. *Psychology of Women Quarterly*, *22*(4), 537–554. https://doi.org/10.1111/j.1471-6402.1998.tb00176.x

Kraus, S. J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical literature. *Personality and Social Psychology Bulletin*, *21*(1), 58–75.

Krishnan M. (2018). Sexual Violence back to the fore in India. The Lowy Institute. Retrieved 22 March 2022, from https://www.lowyinstitute.org/the-interpreter/sexual-violence-back-fore-india

Kristofferson, K., McFerran, B., Morales, A. C., & Dahl, D. W. (2017). The dark side of scarcity promotions: How exposure to limited-quantity promotions can induce aggression. *Journal of Consumer Research*, *43*(5), 683–706.

Lanis, K., & Covell, K. (1995). Images of women in advertisements: Effects on attitudes related to sexual aggression. *Sex Roles*, *32*(9–10), 639–649. https://doi.org/10.1007/BF01544216

LaTour, M. S., & Henthorne, T. L. (1993). Female nudity: Attitudes towards the ad and the brand, and implications for advertising strategy. *Journal of Consumer Marketing*, *10*(3), 25–32. https://doi.org/10.1108/07363769310041956

Latour, M. S., & Henthorne, T. L. (1994). Ethical Judgments of Sexual Appeals in Print Advertising. *Journal of Advertising*, *23*(3), 81–90. https://doi.org/10.1080/00913367.1994.10673453

Lin, W.-H., Liu, C.-H., & Yi, C.-C. (2020). Exposure to sexually explicit media in early adolescence is related to risky sexual behavior in emerging adulthood. *PLOS ONE*, *15*(4), e0230242. https://doi.org/10.1371/journal.pone.0230242

Lo, V., & Wei, R. (2005). Exposure to Internet Pornography and Taiwanese Adolescents' Sexual Attitudes and Behavior. *Journal of Broadcasting & Electronic Media*, *49*(2), 221–237. https://doi.org/10.1207/s15506878jobem4902_5

Lottes, I. (1998). Rape supportive attitude scale. Handbook of sexuality-related measures, 504-505.

Lull, R. B., & Bushman, B. J. (2015a). Do sex and violence sell? A meta-analytic review of the effects of sexual and violent media and ad content on memory, attitudes, and buying intentions. *Psychological Bulletin*, *141*(5), 1022–1048. https://doi.org/10.1037/bul0000018

Lull, R. B., & Bushman, B. J. (2015b). Do sex and violence sell? A meta-analytic review of the effects of sexual and violent media and ad content on memory, attitudes, and buying intentions. *Psychological Bulletin*, *141*(5), 1022.

Maas, M. K., Bray, B. C., & Noll, J. G. (2019). Online Sexual Experiences Predict Subsequent Sexual Health and Victimization Outcomes Among Female Adolescents: A Latent Class Analysis. *Journal of Youth and Adolescence*, *48*(5), 837–849. https://doi.org/10.1007/s10964-019-00995-3

Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and Social Psychology Bulletin*, *18*(1), 3–9.

Malacane, M., & Beckmeyer, J. J. (2016). A Review of Parent-Based Barriers to Parent–Adolescent Communication about Sex and Sexuality: Implications for Sex and Family Educators. *American Journal of Sexuality Education*, *11*(1), 27–40. https://doi.org/10.1080/15546128.2016.1146187

Malamuth, N. (1989). The attraction to sexual aggression scale: Part one. *Journal of Sex Research*, *26*(1), 26–49. https://doi.org/10.1080/00224498909551491

Malamuth, N. M. (1988). Predicting laboratory aggression against female and male targets: Implications for sexual aggression. *Journal of Research in Personality*, *22*(4), 474–495. https://doi.org/10.1016/0092-6566(88)90005-0

Malamuth, N. M. (1989). The attraction to sexual aggression scale: Part two. *Journal of Sex Research*, *26*(3), 324–354. https://doi.org/10.1080/00224498909551519

Malamuth, N. M., & Briere, J. (1986). Sexual Violence in the Media: Indirect Effects on Aggression Against Women. *Journal of Social Issues*, *42*(3), 75–92. https://doi.org/10.1111/j.1540-4560.1986.tb00243.x

McLuhan, M. (1951). *The Mechanical Bride: Folklore of Industrial Man*. Vanguard Press.

Moyano, N., Monge, F. S., & Sierra, J. C. (2017). Predictors of sexual aggression in adolescents: Gender dominance vs. rape supportive attitudes. *The European Journal of Psychology Applied to Legal Context*, *9*(1), 25–31. https://doi.org/10.1016/j.ejpal.2016.06.001

Nobre, H., & Becker, K. (2012). Developing consumer brand relationships built to last: Brand stress, catastrophic events and negative social network campaigns. *J. for International Business and Entrepreneurship Development*, *6*, 107–124. https://doi.org/10.1504/JIBED.2012.048566

Over 40,000 juveniles caught in 2017, 72 per cent in 16-18 age group: NCRB data. (2019). The New Indian Express. Retrieved 12 February 2022, from https://www.newindianexpress.com/nation/2019/oct/22/over-40000-juveniles-caught-in-2017-72-per-cent-in-16-18-age-group-ncrb-data-2051445.html

Panda, T. K. (2005a). Sex-Oriented Advertising and its Impact on Attitude of Teenagers: Application of Behaviuoral Intention Model across Product Categories. *Vision: The Journal of Business Perspective*, *9*(4), 15–26. https://doi.org/10.1177/097226290500900402

Panda, T. K. (2005b). Sex-Oriented Advertising and its Impact on Attitude of Teenagers: Application of Behaviuoral Intention Model across Product Categories. *Vision*, *9*(4), 15–26. https://doi.org/10.1177/097226290500900402

Parker, R. N., & McCaffree, K. J. (2013). *Alcohol and Violence: The Nature of the Relationship and the Promise of Prevention*. Rowman & Littlefield.
Parry, S., Jones, R., Stern, P., & Robinson, M. (2013). 'Shockvertising': An exploratory investigation into attitudinal variations and emotional reactions to shock advertising: Attitudes and reactions to shock advertising. *Journal of Consumer Behaviour*, *12*(2), 112–121. https://doi.org/10.1002/cb.1430
Payne, D. L., Lonsway, K. A., & Fitzgerald, L. F. (1999). Rape myth acceptance: Exploration of its structure and its measurement using theIllinois rape myth acceptance scale. *Journal of Research in Personality*, *33*(1), 27–68.
Peterson, R. A., & Kerin, R. A. (1977). The Female Role in Advertisements: Some Experimental Evidence. *Journal of Marketing*, *41*(4), 59–63. JSTOR. https://doi.org/10.2307/1250235
Pollay, R. W. (1986). The Distorted Mirror: Reflections on the Unintended Consequences of Advertising. *Journal of Marketing*, *50*(2), 18–36. https://doi.org/10.2307/1251597
Raghuram, J., Mahajan, R., & Poddar, A. (2015). Effects of sexual advertising on customer buying decisions. *IOSR Journal of Business and Management*, *17*(7), 05–11.
Raynor, L. (2021). *Council Post: Gen Z And The Future Of Spend: What We Know About This Generation, The Pandemic And How They Pay*. Forbes. Retrieved 23 December 2021, from https://www.forbes.com/sites/forbesbusinesscouncil/2021/01/21/gen-z-and-the-future-of-spend-what-we-know-about-this-generation-the-pandemic-and-how-they-pay/
Reichert, T. (2002). Sex in Advertising Research: A Review of Content, Effects, and Functions of Sexual Information in Consumer Advertising. *Annual Review of Sex Research*, *13*(1), 241–273. https://doi.org/10.1080/10532528.2002.10559806
Reichert, T. (2003). The Prevalence of Sexual Imagery in Ads Targeted to Young Adults. *Journal of Consumer Affairs*, *37*(2), 403–412. https://doi.org/10.1111/j.1745-6606.2003.tb00460.x
Reichert, T., & Carpenter, C. (2004). An Update on Sex in Magazine Advertising: 1983 to 2003. *Journalism & Mass Communication Quarterly*, *81*(4), 823–837. https://doi.org/10.1177/107769900408100407
Reichert, T., Childers, C. C., & Reid, L. N. (2012). How Sex in Advertising Varies by Product Category: An Analysis of Three Decades of Visual Sexual Imagery in Magazine Advertising. *Journal of Current Issues & Research in Advertising*, *33*(1), 1–19. https://doi.org/10.1080/10641734.2012.675566
Reichert, T., Heckler, S. E., & Jackson, S. (2001). The Effects of Sexual Social Marketing Appeals on Cognitive Processing and Persuasion. *Journal of Advertising*, *30*(1), 13–27. https://doi.org/10.1080/00913367.2001.10673628
Reichert, T., Latour, M. S., Lambiase, J. J., & Adkins, M. (2007). A Test of Media Literacy Effects and Sexual Objectification in Advertising. *Journal of Current Issues & Research in Advertising*, *29*(1), 81–92. https://doi.org/10.1080/10641734.2007.10505210
Reichert, T., & Ramirez, A. (2000). Defining Sexually Oriented Appeals in Advertising: A Grounded Theory Investigation. *ACR North American Advances*, *NA-27*. https://www.acrwebsite.org/volumes/8402/volumes/v27/NA-27/full
Reichl, A. J., Ali, J. I., & Uyeda, K. (2018). Latent Sexism in Print Ads Increases Acceptance of Sexual Assault. *SAGE Open*, *8*(2), 215824401876975. https://doi.org/10.1177/2158244018769755
Roehm, M. L., & Brady, M. K. (2007). Consumer Responses to Performance Failures by High-Equity Brands. *Journal of Consumer Research*, *34*(4), 537–545. https://doi.org/10.1086/520075
Rudman, L. A., & Mescher, K. (2012). Of Animals and Objects: Men's Implicit Dehumanization of Women and Likelihood of Sexual Aggression. *Personality and Social Psychology Bulletin*, *38*(6), 734–746. https://doi.org/10.1177/0146167212436401
Sabri, O., & Obermiller, C. (2012). Consumer perception of taboo in ads. *Journal of Business Research*, *65*(6), 869–873. https://doi.org/10.1016/j.jbusres.2011.01.009
Sameer, I. (2018). *Study on Sex Appeal in Advertising: Does it Effect Consumer Purchase Decisions?*
Sansores, R. H., Giraldo-Buitrago, G., Reddy, C., & Ramírez-Venegas, A. (2002). Sexual Content of Advertisements and the Smoking Process in Adolescents. *Chest*, *121*(6), 2016–2022. https://doi.org/10.1378/chest.121.6.2016

Scharrer, E. (2004). Virtual Violence: Gender and Aggression in Video Game Advertisements. *Mass Communication and Society*, *7*(4), 393–412. https://doi.org/10.1207/s15327825mcs0704_2
Schuman, H., & Johnson, M. P. (1976). Attitudes and behavior. *Annual Review of Sociology*, *2*(1), 161–207.
Scull, T. M., Dodson, C. V., Geller, J. G., Reeder, L. C., & Stump, K. N. (2022). A Media Literacy Education Approach to High School Sexual Health Education: Immediate Effects of Media Aware on Adolescents' Media, Sexual Health, and Communication Outcomes. *Journal of Youth and Adolescence*, *51*(4), 708–723. https://doi.org/10.1007/s10964-021-01567-0
Ševčíková, A., Šerek, J., Macháčková, H., & Šmahel, D. (2013). Extent Matters: Exposure to Sexual Material Among Czech Adolescents. *The Journal of Early Adolescence*, *33*(8), 1048–1071. https://doi.org/10.1177/0272431613483004
Sinković, M., Štulhofer, A., & Božić, J. (2013). Revisiting the Association between Pornography Use and Risky Sexual Behaviors: The Role of Early Exposure to Pornography and Sexual Sensation Seeking. *The Journal of Sex Research*, *50*(7), 633–641. https://doi.org/10.1080/00224499.2012.681403
Smith, J. R., & Louis, W. R. (2008). Do as we say and as we do: The interplay of descriptive and injunctive group norms in the attitude–behaviour relationship. *British Journal of Social Psychology*, *47*(4), 647–666. https://doi.org/10.1348/014466607X269748
Stice, E., Spangler, D., & Agras, W. S. (2001). Exposure to Media-Portrayed Thin-Ideal Images Adversely Affects Vulnerable Girls: A Longitudinal Experiment. *Journal of Social and Clinical Psychology*, *20*(3), 270–288. https://doi.org/10.1521/jscp.20.3.270.22309
Tai, H. C. S. (1999). Advertising Ethics: The Use of Sexual Appeal in Chinese Advertising. *Teaching Business Ethics*, *3*(1), 87–100. https://doi.org/10.1023/A:1009840623567
The Gen Z Effect. (2017). Cassandra. Retrieved 2 July 2021, from https://cassandra.co/2017/the-gen-z-effect/gen-z-effect
Tomić, I., Burić, J., & Štulhofer, A. (2018). Associations Between Croatian Adolescents' Use of Sexually Explicit Material and Sexual Behavior: Does Parental Monitoring Play a Role? *Archives of Sexual Behavior*, *47*(6), 1881–1893. https://doi.org/10.1007/s10508-017-1097-z
Tuncay Zayer, L., & Coleman, C. A. (2015). Advertising Professionals' Perceptions of the Impact of Gender Portrayals on Men and Women: A Question of Ethics? *Journal of Advertising*, *44*(3), 1–12. https://doi.org/10.1080/00913367.2014.975878
Udoh, N. A., & Okoro, C. C. (2015). Learning Sexuality from the Media—Insights from a Survey of Nigerian University Adolescents for Sex Education. American Journal of Psychology and Behavioural Sciences, 2(3), 63-70.. 9.
Unis, B. D., & Sällström, C. (2020). Adolescents' conceptions of learning and education about sex and relationships. *American Journal of Sexuality Education*, *15*(1), 25–52. https://doi.org/10.1080/15546128.2019.1617816
van Doorn, J., Verhoef, P. C., & Bijmolt, T. H. A. (2007). The importance of non-linear relationships between attitude and behaviour in policy research. *Journal of Consumer Policy*, *30*(2), 75–90. https://doi.org/10.1007/s10603-007-9028-3
Vargas-Bianchi, L., & Mensa, M. (2020). Do you remember me? Women sexual objectification in advertising among young consumers. *Young Consumers*, *21*(1), 77–90. https://doi.org/10.1108/YC-04-2019-0994
Vasquez, E. A., Ball, L., Loughnan, S., & Pina, A. (2018a). The object of my aggression: Sexual objectification increases physical aggression toward women. *Aggressive Behavior*, *44*(1), 5–17.
Vasquez, E. A., Ball, L., Loughnan, S., & Pina, A. (2018b). The object of my aggression: Sexual objectification increases physical aggression toward women. *Aggressive Behavior*, *44*(1), 5–17. https://doi.org/10.1002/ab.21719
Voller, E. K., Long, P. J., & Aosved, A. C. (2009). Attraction to Sexual Violence Towards Women, Sexual Abuse of Children, and Non-Sexual Criminal Behavior: Testing the Specialist vs. Generalist Models in Male College Students. *Archives of Sexual Behaviour*. Retrieved 22 March 2022, from https://link.springer.com/article/10.1007/s10508-008-9343-z

Ward, L. M. (2003). Understanding the role of entertainment media in the sexual socialization of American youth: A review of empirical research. *Developmental Review*, *23*(3), 347–388. https://doi.org/10.1016/S0273-2297(03)00013-3

White, J. W., & Smith, P. H. (2004). Sexual Assault Perpetration and Reperpetration: From Adolescence to Young Adulthood. *Criminal Justice and Behavior*, *31*(2), 182–202. https://doi.org/10.1177/0093854803261342

Why Marketers Should Keep Centennials in Mind – The ARF. (2015). Retrieved 2 July 2021, from https://thearf.org/category/news-you-can-use/why-marketers-should-keep-centennials-in-mind/

Yapp, E. J., & Quayle, E. (2018). A systematic review of the association between rape myth acceptance and male-on-female sexual violence. *Aggression and Violent Behavior*, *41*, 1–19. https://doi.org/10.1016/j.avb.2018.05.002

Ybarra, M. L., & Mitchell, K. J. (2013). Prevalence Rates of Male and Female Sexual Violence Perpetrators in a National Sample of Adolescents. *JAMA Pediatrics*, *167*(12), 1125–1134. https://doi.org/10.1001/jamapediatrics.2013.2629

Ybarra, M. L., Strasburger, V. C., & Mitchell, K. J. (2014). Sexual Media Exposure, Sexual Behavior, and Sexual Violence Victimization in Adolescence: *Clinical Pediatrics*. https://doi.org/10.1177/0009922814538700

Ybarra, M. L., & Thompson, R. E. (2018). Predicting the Emergence of Sexual Violence in Adolescence. *Prevention Science*, *19*(4), 403–415. https://doi.org/10.1007/s11121-017-0810-4

Zimmerman, A., & Dahlberg, J. (2008). The Sexual Objectification of Women in Advertising: A Contemporary Cultural Perspective. *Journal of Advertising Research*, *48*(1), 71–79. https://doi.org/10.2501/S0021849908080094