



*THE EFFECTS OF EXPOSURE TO SEXUAL
IMAGERY ON PREFERENCE FOR
PRODUCTS:*

COMPARING THE NETHERLANDS AND CHINA

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ABSTRACT

With increasing universal awareness towards sexual elements in advertising, more and more marketers take it into their marketing campaigns. However, as a result of public response, marketers also realize that sexual stimuli should be used with caution. Critics world declare their objection towards the gratuitous use of sexual incentives in advertising for they mislead the youngsters, or include sex discrimination. Notwithstanding, prior research has found that sexual stimuli increase brand recall and make the brand much easier remembered by customers. The study was conducted in China and the Netherlands, and explored how culture and gender moderate the effect of sexual imagery in advertising on the response to the advertising.

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1. INTRODUCTION

1.1 PROBLEM STATEMENTS AND RESEARCH QUESTIONS

Before launching an advertising campaign, marketers will carefully consider the finance-related and logic-related components of the content as well as the executional plans (Gad, 2004). Plentiful researches have demonstrated the efficacy of sexual appeal in advertising (M.J. Baker & Churchill, 1977). D'Emilio & Freedman (1989) believe erotic fantasies and sexual incentives are frequently involved into consumption of today. When asked to characterize the advertising featuring sexual stimuli, consumers in the US use the word "nudity" frequently (Reichert & Ramirez, 2000; Reicher, 2003). Tuncay, Nelson & Kacen (2004) also defined the excessive use of sexual elements unrelated to products as the main features of advertising featuring sexual stimuli. Sexual incentives in advertising witness a difference, diversified by models with physical attractiveness (Severn, Belch, and Belch, 1990).

Marketers should take seriously the use of sexual elements in their advertising. Reicher (2003) examines that most advertising including nudity are universally recognized as advertising featuring sexual stimuli. Fetto (2001) concludes that some individuals in the US think poorly of advertising with sexual content. Moreover, some American boycott products which use sex stimuli in their advertising. Individuals in European countries treat the advertising with sexual stimuli as acceptable (Frith & Mueller, 2003). Nevertheless, advertisers are driven by profits, therefore they leave aside the potential oppression from people who oppose this kind of advertising. An increasing number of marketers tend to capture customers' attention with advertising featured gratuitous sex appeal. The excessive use of sexual appeal unrelated to products or service decreases consumers' attention to the product information. Jessica, George and Michael (1990) find that sexual incentives in advertising weaken the comprehension of customers toward substantial information. Therefore, it seems that advertising using sexual stimuli has both pro's and con's for in terms of ad efficiency and it is still to be determined under which circumstances the former outweigh the later.

Question 1: What are the attitudes towards advertising featuring sexual appeal more in the

market?

In trying to determine the attitudes towards advertising using sexual appeal, the cultural context in the market should be taken into account. As an increasing number of international companies are engaged in globalizing, marketing departments of the companies pay attention to the localization and homogenization of the advertising (Featherstone, Lash, & Robertson, 1995; Paek & Pan, 2004). Tai (1999) describes that most (87%) Chinese regard advertising featuring sexual stimuli to be ridiculous, with only a few (19%) Chinese customers consider the advertising with mild sexual incentives aesthetics and acceptable. Because of the difference in core culture values, individuals in China show much lower interest in advertising with sexual appeal and the use of such advertising in China is not universal, while this type of advertising has been the mainstream in western countries for a long time (Nelson & Paek, 2004). Bounds (1998) indicates that magazines have been requested to redesign their sexual visuals and content. Before publishing, western publications need the approval from Chinese government, specifically the advertising with sex elements are regulated and not permitted to enter Chinese market (Reilly, 1998). However, the times are changing and it is worth knowing whether the new generation in China is also skeptical towards advertising featuring sexual stimuli, or perhaps, the attitudes are shifting towards Western perceptions. Therefore, the second research question is formulated.

Question 2: What is the difference in attitudes towards advertising featuring sexual stimuli between China and the Netherlands?

Prior studies that focus on use of sex appeal concentrated on the various impact advertising with sexual stimuli has on different genders. Also, scholars explored the effect of using sexual elements in advertising (Jessica, George and Michael, 1990). Stephen (1994) describes that marketers and policy makers are hard pressed to find a way that makes advertising featuring sexual stimuli accepted by all groups of target customers. Earlier in 1978, Elaine et al. concluded that male and female reacted differently to sexually explicit films, they found in their study that men had more positive attitudes towards sexually explicit films than women. Roy, Kathleen and Kathleen (2001) found in their study that men have more frequent and more intense

sexual desires that women, meanwhile men reacted more intensely towards sexual incentives. In general, advertising featuring sexual stimuli more often features sexually attractive women. William and Donn (1978) described in their study that 83.4% of female they surveyed had negative evaluations on using sexually attractive women in advertising. However, they also mentioned 66.5% of male they surveyed had positive evaluations on using sexually attractive women in advertising.

Question 3: Do women have more negative attitudes towards advertising featuring sexual stimuli than men?

Cecilia (2001) described that more than a trait of human beings, gender is an institutionalized system of social practices. She reviewed the status of male and female varied in different cultures according to the ethnicity, race, education level and work. And she found it was difficult for women to execute their leadership and the influence of female leaders on their subordinate was restricted. Also Schwartz (1992), Inglehart (2004) stated in their studies that individuals of different cultures differ in a lot of fields. Especially, the gender roles differ.

Question 4: Are the sex differences in the attitudes towards advertising featuring sexual stimuli in the Netherlands similar to those in China?

Furthermore, academic and managerial relevance are discussed in the next section.

1.2 ACADEMIC AND MANAGERIAL RELEVANCE

The main purpose of my study is to give marketers a line of managerial suggestions. Marketers aim to educate customers with substantial information about the product or service, also, to stimulate higher brand recall. Along with the responses of customers and the preferences of different types of advertising, advertisers evaluate the suitability and acceptability of an advertising. In this study, I was determined to find out how culture, gender and advertising type affects the evaluation of one advertising, as well that whether there exists interaction between culture and gender.

The upcoming finding of my study would be a good reference for both Chinese company and Dutch company in entering into Chinese and Dutch market. The study would give some good suggestions for marketers when they are confused about the using of sexual stimuli in their advertising.

Building on previous studies, another goal of my thesis is to stimulate the future studies to research the difference of market perceptions of advertising featuring sexual stimuli cross-nationally. A growing number of governments advocate globalization in their public documents. To this end, international companies manage to explore their global market. The marketing campaign that an international company can use in its global market expanding is complicated, and we all know that lots of companies failed in their intentional market development (e.g., Google, 2010). Hence, research in this field is of a great relevance. Marquis and Yang (2014) explored the reason why foreign companies failed in China and suggested foreign companies should take notice of regulations in China. Abela et al. (2006) offered strategies about entering into China market in their study.

2. LITERATURE REVIEW

2.1 SEX AND ADVERTISING

A growing number of advertisers tend to use advertising featured by sexually attractive and nude female. Earlier in the year of 1993, Warlaumont (1994) concluded that researchers had realized the importance of visual advertising at that time and discussed fiercely about the sexual use in advertising. In addition, the studies related to sexism and sexuality have witnessed a sudden blowout in contemporary advertising (Frith, Cheng, & Shaw, 2004, 2005; Ganahl, Prinsen, & Netzley, 2003). Advertisers are aware that romantic love and sexual desire are not the same thing. Taking the heterogeneity of customers, what advertisers know is that sexual desire encourages their customers to look for sexual objectives and participate in sex-featured activities. In comparison, romantic love intensifies the attachment and feelings of customers' addiction to their intimate partners. Some marketers are inclined to use romantic elements in their advertising while some bet on advertising featuring sexual stimuli.

An increasing number of studies on visual nature of advertising comes out (for instance, Walter et al., 2013). We see more sexual elements in advertising are taken for granted with the development of visual advertising and particularly the visual century we live in (Kahan, 1992; Scott, 1994). Duncan (2002) describes that theoretical studies about advertising with sexual elements is scarce relative to the how widespread advertising featuring sexual stimuli is. Reichert (2002) expressed concern for the scarcity of research on ubiquitous use of sex in advertising.

Ma & Gal (2016) describe romance and sex element in an advertising contradicts each other and they find that exposure of sex element in an advertising would hinder the perception of viewers to certain product and service. The based findings in their study from Brendl, Markman and Messner (2003) also describe that if one person pursue two different goals at a time, the each of them would affect the pursuit of the other. In the study, they describe that the sexual content in an advertising devalued other elements in an advertising, such as the information receiving of product and service. While there

are two different goals that you need to pursue at the same time, with the limit of your attention and capacity, the first goal would be influenced by the other goal. It is difficult to judge whether sexual content in the advertising draws the eyes of consumers or distracts them. Despite being detected negatively by a certain number of customers, advertising featuring sexual content occurs everywhere (LaTour & Henthorne, 1993). Boddewyn (1989) researches the negative influence of advertising featuring sexual stimuli from a worldwide view. Latour (1990) also finds sexual appeal results in a lower brand recall. Sexual features activate individuals' excitement towards erotic elements and assists them to engage in emotional processing. To this end, marketers convinced by this way that viewers understand the advertising quickly.

H1: Consumers have a more positive attitude towards advertising featuring sexual stimuli than advertising featuring normal content

2.2 ATTITUDES TOWARDS SEXUAL CONTENT IN ADVERTISING

2.2.1 CULTURAL DIFFERENCES

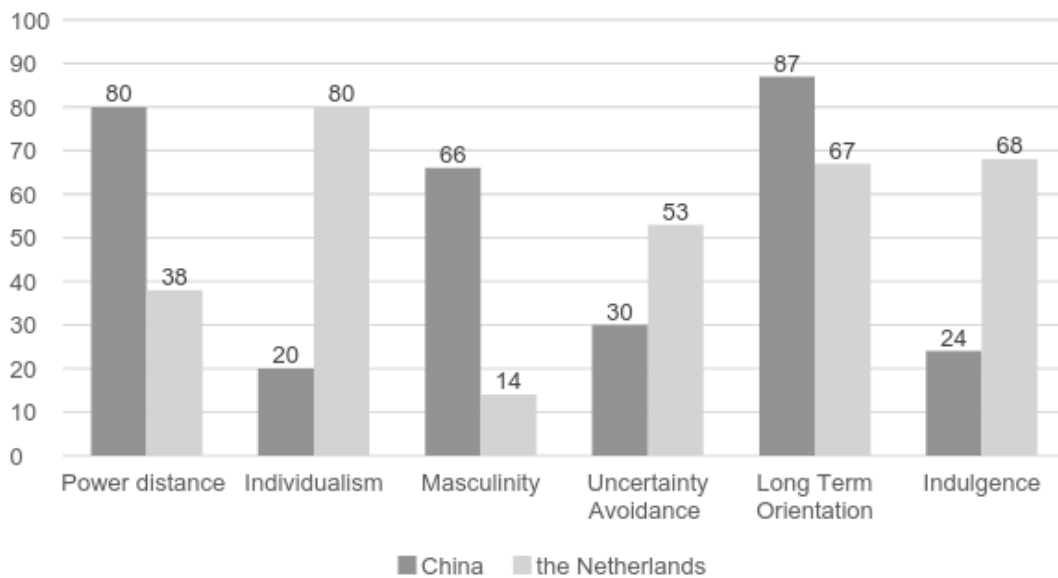
In terms of culture difference, one value assessment technique that has to be discussed is proposed by Hofstede (1980). After surveying work-related questions in organizations over 53 cultures, he comes up with four value dimensions for culture research: power distance, individualism vs. collectivism, masculine vs. femininity and uncertainty avoidance. And later then Hofstede (2010) also involves another two dimensions – long-term orientation, indulgence vs. restraint to complete the culture values.

In individual societies, the dominance influence people's understanding and knowledge. Schisms always happen among individuals, communities and parties. Compared to collectivistic societies, aberrant ideas are always detected and even rejected in the society. Individualism represents a looser contact among individuals: everyone is inclined to only take care of him/herself and her/his immediate family.

However, collectivism represents a society where individuals are born with strong relationships, and they are educated with the responsibility and loyalty to the organization they belong to.

Heterogeneous cultures diversify the attitudes of individuals towards advertising featuring sexual stimuli among different regions. Few lines of studies have investigated the comparison of advertising featuring sexual stimuli among cultures, and these studies make me determined to study the difference between two countries. In my thesis, the Netherlands and China are the representative of individual culture and collectivistic culture respectively. What I want to investigate is how culture difference moderate attitude of individuals towards sex-featured advertising. The Netherlands scores low (38) in respect of Power Distance Dimension, which means Dutch style emphasizes independence, gender equality, and the desire for power and leading. On individualism dimension, it scores 80. Namely Dutch individuals tend to take only themselves and families into consideration. With respect to Masculinity dimension, 14 can be interpreted into feminine roles the Netherlands plays. Considering uncertainty avoidance, the Netherlands scores 53, means the Netherlands prefers to avoid uncertainty. With respect to long-term orientation, the Netherlands, with a high score of 67, represents individuals in this country tend to be more utilitarian. Regarding indulgence, the score (68) evidences Dutch people are more indulgent. By comparison, the higher ranking of PDI (80) of China, reviews the inequalities in this society. And a score of 20 in dimension of individualism shows China is highly collectivistic. In addition, 66 testifies China is a Masculine country. As to uncertainty avoidance, China has a low score. Talking about two newly added dimensions, China receives 87 in long term orientation and 24 in indulgence, the former conforms to pragmatism the country advocates and the latter represents the society tends to cynicism and pessimism (Hofstede, 2010).

Figure 1 CULTURE DIFFERENCE
Comparison between China and the Netherlands



Source: Geert Hofstede Personal Website

I propose that respondents from two cultures which I have selected - China and the Netherlands respond differently to the same advertising with sexual stimuli or with normal content. Nelson & Paek (2005) examine the degrees of acceptability towards advertising featuring sexual stimuli among seven countries. Surprisingly, they find individuals from western countries possess a transnational acceptability limit towards sex-featured advertising. They have collected the understanding difference among countries towards the description of women and sexuality across countries. Cross & Cross (1971) exemplify judgment difference of physical attractiveness cross countries and cultural groups. The difference of mass media among countries would disappear with the advent of a consistent standard, and the preference of viewers is realized by the mass media. However, scholars also consider that the physical attractiveness is not advertised thoroughly (Berscheid & Walster, 1974). Expectation states theory (Berger, Conner, & Fisek, 1981) introduces members of higher social status group are both advantaged and disadvantaged than members from lower status group when representing the group. Similarly, social dominance theory recommends that people justify the characteristics of one culture based on the dominance group of the society (Sidanius & Pratto, 1999). Tajfel (1989) indicates in social identity theory that the preference of one group depends on high status groups, and individuals from the group affirm the most socially characteristics as theirs. Sequentially, lower groups redefine

traits after theirs. To summarize, the most valued traits of one culture relies on the high social group of the country, namely traits of dominance group (Amy et al., 2015).

Sex elements (e.g., naked woman) in advertising experience a heterogeneous popularity among countries. In China, despite the gender of viewers, sexual stimuli in advertising is detected. With this effect, likelihood to purchase after viewing the advertising with sex elements leads to a negative likability towards the advertised product or service (Tai, 1999). Tai (1999) also suggests marketers abroad localize their advertising featuring sexual stimuli, considering conservative nature of Chinese. Hsu (1971) mentions that Chinese ren philosophy of man with a low IDV score signifies the individualism of Chinese, compared to high IDV of American Organizational man. In terms of Individualism dimension, I propose Dutch men are similar to American men in their attitudes towards sex-related elements. Given that one advertising would be published cross-culturally, the difference of the advertising becomes increasingly obscure. A large scale of advertising is standardized among different regions, in general transnational advertising originates in the West and communicated abroad (Frith & Mueller, 2003). With this effect, placement of sexual element in advertising should be adjusted accordingly.

What marketers also need to take into consideration is that countries in Asia, especially Middle East are inclined to hold more traditional viewpoints regarding naked body (Frith & Mueller, 2003). Prendergast & Huang (2003) find that consumers in Hong Kong are sensitive to advertising with sexual elements. In addition, political system and economic systems both shape the values of the group. Countries like China regulate heavily about the content of advertising. McCracken (1993) declares sexual content in advertising reflects the openness of the country.

The Netherlands and China is proposed as the representatives of individualism and Collectivism. Both two countries self-regulate their advertising content, especially those related to sexual appeal. For instance, China regulate its advertising content strictly for fear that advertising content would do harm to audiences and disrupt social order. However, advertisements endorsed by the Dutch is more liberal. Based on above

reviews, dominant group of one culture always determines the traits of the whole group, especially in Asian countries like China. Individuals of the collectivistic culture place interest of group before their individual interest. In contrast, individuals in the Netherlands prefer to speak highly of using sexual elements in advertising, plus people in this country remain open-minded towards everything related to sex. And I proposed in my hypotheses:

H2: Dutch consumers have a more positive attitude towards advertising with sex-related content than Chinese consumers.

a: Dutch consumers would like an ad with sexual stimuli more than Chinese consumers

b: Dutch consumers would like brand using an ad with sexual stimuli more than Chinese consumers

c: Dutch consumers have higher intention to purchase the product advertised with sexual stimuli than Chinese consumers

2.2.2 GENDER DIFFERENCE IN RESPONSES TO SEXUAL ELEMENTS IN ADVERTISING

Psychologists suggest that females take the relationship with partner more seriously than males (Pelpau, 2003). Same sexual stimuli would invite varying responses between males and females. A growing body of researches denotes that the gender differences towards sex are mirrored in their mating strategies. Buss (1989, 1994) has investigated over 37 cultures to clarify the difference in preference for ideal mates between male and female transnationally. Echoed in his studies, men emphasize beauty and youth while women take the social status of men more importantly. Lines of arguments propose that individuals with physical attractiveness reap a great number of benefits, including pursuing superior mates and higher chance to win a presidency election (Buss, 1994). In addition, women are inclined to select a sexually attractive individual as sexual partner rather than a reliable man. Durante, Griskevicius, Simpson, Canty & Tybur (2012) define “sexually attractive cad” with traits of masculine, popular men with dominance power. This gives a hint on why advertising featuring sexual stimuli works, but also suggest why women and men might have different attitudes towards it: while men are wired for short-term mating strategies and they are seen by evolutionary

theorists as contributing to the reproductive fitness, such strategies could be harmful for women, who have to carry the burden of raising children alone in case a man does not commit. Hence, while women are attracted to the sexually appealing stimuli, they might have more negative attitudes towards it than man.

Investigations describe that the desire for sex and romance remain governed by different brain systems. Paralleling, the ovulatory cycle of women all the time affects men's attitude towards sexual stimuli and their intention to mate (Ovulatory cycle lasts 28 days with a short time of fertile days). Interestingly, studies find that men react differently to women along with different stages in their cycle phase (Haselyon & Gildersleeve, 2011). Especially, women during the ovulatory cycle have a higher interest to men and desires more to meet than usual (Anderson et al., 2010), as well as appealing outfits (Durante, Griskevicius, Hill, Perilloux, & Li, 2011; Durante et al., 2008). In spite of the high desire to mate among women group in fertility, women still possess preferences for sexually attractive individuals with physical attractiveness. That is, individuals tend to vary their mating strategies according to different targets (Steven, 2010). Stephanie (2014) investigates how female in the ovulatory cycle reacts instinctively to male. Also in women, at the time of fertile, they are absorbed in various features regarding masculine from men (e.g., masculine facial expressions, gestures, tones and scents) and other characteristics. In addition, men's sexiness are more attracting at the time rather than the characteristics as a long-term partner. However, those reactions might be attenuated in other phases of the cycle. Indeed, individual experiences, especially childhood ones, also education from a pair of parents, affect individual attitudes towards sex. As a matter of fact, a few lines of findings describe individual distinctiveness attitudes towards sex (Berry, 2000).

To summarize, both female and male tend to select an attractive mate as sex partner. Activities in nervous system drive us to react spontaneously to sexual stimuli. Physical attractiveness accelerates the process and avoids costs that are not of necessity. (Lore et al., 2013) As a whole, these findings provide the truth that both men and women are attracted to sexually attractive partners, and inclined to respond to sexual stimuli.

The trait of desire for sex gives marketers the opportunity to take advantage of the incentive which is capable of inviting more attention to product or service on the way. What marketers should take into consideration is that varying psychological contexts affect the evaluations of customers towards sex elements in advertising. Building on previous studies, advertisers should adjust their advertising content according to the preference of female and male groups if their target groups spread the two genders. Former studies show male on average reacts more positively to the use of sexual appeal in advertising than female. Based on specific cognitive difference between genders, it is possible for marketers to adjust sexual elements to target customers better.

There is no doubt that sex-featured advertising would draw the viewers' attention (Sengupta & Dahl, 2008). Most of sex-featured advertising targets male and they are inclined to be depicted with female roles (Saad, 2004; Reichert, Childers, and Reid, 2012). Men take sexual elements in advertising positively while women are inclined to detect such ads (Bushman, 2005; Sengupta and Dahl, 2008). On sex, male tends to engage with it as a recreational activity while female is inclined to have relationships based on an intimate connect (Hill, 2002; Dahl, Sengupta and Vohs, 2009). What interests even in advertising, sex content that appeals to customers based on a relationship would invite the interest of more female customers (Dahl, Sengupta and Vohs, 2009). A growing body of advertising are featured with female roles, for men react to sexual stimuli more strongly and women hold plain attitudes. And hence, I proposed that:

H3: Male consumers have a more positive attitude towards advertising with sex-related content than female consumers.

a: Male consumers give higher evaluations to advertising featuring sexual stimuli than female consumers

b: Male consumers give higher evaluations to a brand featuring sexual stimuli than female consumers

c: Male consumers have higher intention to purchase a product featuring sexual stimuli than female consumers

H4: Gender and nationality jointly moderate the effect of sexual stimuli in an ad

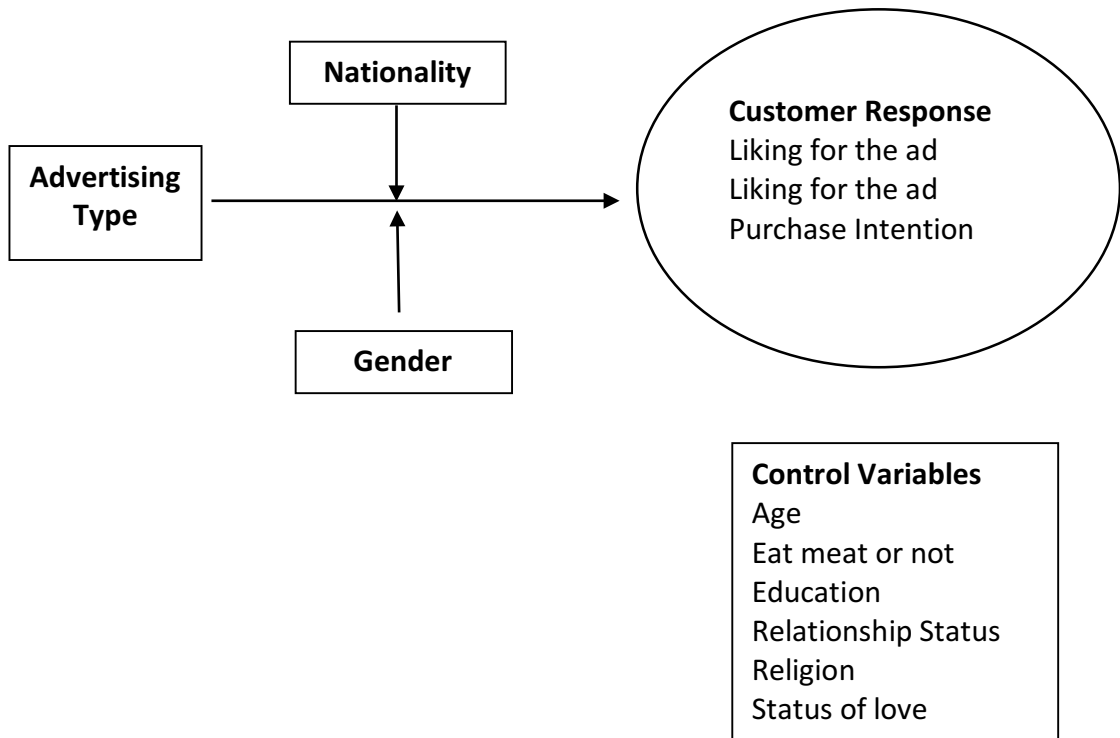
on the response to the ad.

2.3 CONCEPTUAL MODEL

The main investigation of my thesis is to test how different cultures and genders moderate the attitudes of customers towards sex-featured advertising. As a Western country, there is no doubt that the Netherlands is the representative of individualistic culture, compared to the collectivistic culture representative - China, one of the biggest collectivistic cultures in the world, especially famous for its Confucianism culture. As addressed in prior studies, male is more open towards sexual stimuli than female. Whether gender moderate individuals' attitudes towards advertising featuring sexual stimuli is testified in this thesis.

Based on previous studies, individuals hold heterogeneous opinions towards the excessive use of sex elements in advertising as a result of multiple elements. The dependent variable of my model is customer response, comprised of 1) attitudes towards the ad; 2) attitudes towards the brand; 3) Purchase intention. The independent variables are gender, advertising type (sex advertising group and control group) and culture. The study also includes control variables like age, sexual orientation, relationship status and religious belief in my model. Therefore, in the framework, I include the potential relationships between independent variables and dependent variable, plus hypotheses originate in control variables. All relationships between the hypotheses are exhibited in the conceptual model in the following page.

Figure 2 CONCEPTUAL MODEL



3. RESEARCH METHODOLOGY

3.1 SUBJECTS AND MEASURES

3.1.1 SUBJECTS

a. Participants and procedure

Internet users from the Netherlands and China were recruited online. In total, my sample size is 343. It consists of 117 (34.1%) Dutch respondents and 226 (65.9%) Chinese respondents. In addition, the mean age of Dutch respondents is 22.47 and the mean age of Chinese respondents is 24.46. Viewers of the two countries were randomly assigned to one of the two conditions. (One group of individuals were invited to watch a one-minute advertising featuring sexual stimuli, and the others were invited to watch an advertising featuring normal content). And, after the watching, the viewers answered a questionnaire to show their feelings and attitudes towards the advertising plus some other advertising-related questions.

b. Stimuli

Both Dutch and Chinese respondents were invited to watch one of the following advertising (*See appendix 2*). Each of the advertising took about 1 minute to watch. For a better research result, they are both from Carl's Jr and both advertise hamburger, plus both featured females. The only difference was that one advertising was featuring a sexualized image of a woman and the other was non-sexual.

3.1.2 MEASUREMENT

a. DEPENDENT VARIABLES

The dependent variables are: liking the ad, liking the brand, and product purchase intention. These self-reported questions were all asked with a 10-item Likert scale ranging from strongly disagree (-5) to strongly agree (5). About the variable – liking the advertising, I invited viewers to answer their feelings with five questions: 1) *This ad is very appealing to me*; 2) *This ad makes me want to buy the product it features*; 3) *This is the kind of ad you forget easily*; 4) *I am tired of this kind of advertising*; 5) *I*

would recommend the product to my friends (Beltramini 1982). With regard to the variable – liking the brand, I invited viewers to answer their feelings with six questions – *the brand is: 1) Fashionable; 2) Highly quality; 3) Appealing; 4) Believable; 5) Superior; 6) Satisfactory* (Batra and ahtola 1991). I averaged answers of the six items into the value of the new variable. Moreover, regarding the variable – purchase intention, I asked participants to answer the question – *to what extent I would buy the product*.

b. INDEPENDENT VARIABLES

In my thesis, I included culture variable, consisting of Chinese and Dutch, also included gender variable, consisting of Male and Female and also involved advertising type variable, which consisted of normal and featuring sexual stimuli.

c. CONTROL VARIABLES

The following variables were included as control variables: a) *Eat meat or not*: the choice of yes, no or very seldom are translated into nominal variables. But for a research of regression, I translated the variable into a dummy variable, where 0 represents one doesn't eat meat while 1 means one eat or very seldom. I supposed the behavior which eat meat or not would affect the individuals' attitudes towards sex; b) *Religious belief*: the varying choices were analyzed with nominal variable. Viewers are displayed choices: Islam, Christianity, Hinduism, Buddhism, None and others, and also I transformed the variable with two dummy variables, exactly 0 means that one doesn't have religion while 1 means (s)he has; c) *Age*: the value will be registered with continuous variable. Taking account of the accessibility of the internet, my questionnaire was open to all ages, therefore the variable is continuous; d) *Education level*: the extent to what one was educated influenced his or her understanding, the understanding also involved attitude towards sex, I offer following choices – primary school, high school or equivalent, vocational/technical school, some college, bachelor's degree, master's degree, doctoral degree and professional degree and the variable is nominal, as well the variable was translated with dummy variables (See table 4); e) *Mother tongue*: it includes Chinese, Dutch, English and a blank space for other language speaker. Language is a typical representative of culture difference, and the

variable is also nominal; f) *Relationship status*: I supposed the relationship status of one individual would affect his or her views about sex-featured advertising, the variable is a dummy; g) *Status of love*: this question is for individuals who is in love but not in relationship, the variable is a dummy variable; h) *Sexual orientation*: the question is sensitive, but the factor would undoubtedly influence one's attitude towards erotic advertising. The choices consist of heterosexual, homosexual, bisexual. In case of the privacy problem, I also included a choice – prefer not to say, it is for individuals who prefers not to say his or her orientation. Moreover, the orientation for sex was set at the end of the questionnaire.

Sex Attitude

Considering attitudes towards sex, Steven, Randy and Christine (2010) concluded a final questionnaire for interviewing sex-related questions among, I included questionnaire in my thesis for confirming individuals' sexual attitudes between the two countries. Some of individuals are conservative and they are reluctant to supply their sincere viewpoints about sex, and hence I set my sexual part as an open part, that is, interviewees decided to answer the sex-related part or not. After my data collection, there are individuals who quit the sex-related part.

Brand and Advertising Evaluation

Feeling towards one advertising consists of both positive and negative feelings towards the advertising. The original advertising evaluation reference is from Edell and Burke (1987). 52-items are included in their article, following researches picked up the question items what they intend to use in their own articles. Also here I picked up a 11 items in my questionnaire, among them five are about advertising evaluations and six are about advertising evaluation. After my video playing, interviewees would have their understanding and evaluations about the brand and the advertising automatically.

General Advertising

Richins and Dawson (2007) interviewed participants their views about current advertising, the part is composed of 8 item questions. *More and more advertising includes sexual appeal, exaggerating advertising are common, misleading advertising*

are common, more and more advertising contains sense of sex discrimination, more and more advertising includes violence context, more and more advertising includes fearful context and more and more advertising contain racial discrimination are what interviewees were questioned in this part.

All above are information about variables what I used in my regression analysis. After the factor analysis, I transformed the answers of item question – q19_q2 and q19_q4 and recoded them into same variables, as their answers were reversed. Before my linear regression, I checked the data and confirmed that there wasn't existed missing values, however, after the analysis there are 4 missing values and I replaced them with mean of their nearby points. With these previous procedures, I started my data analysis descriptions and linear regression.

3.2 DATA COLLECTION

The questionnaire was designed using Qualtrics software and distributed through email in the Netherlands (128 Dutch respondents received the invitation and 117 of them completed the questionnaire) and through Wechat in China (226 Chinese respondents were invited and all of them finished the questionnaire).

To guarantee the validity and the quality of my research, I informed the interviewees at the beginning of my questionnaire to tell them the questionnaire is confidential and anonymous and to invite them more serious about their answers.

SPSS 21.0 analysis software was used to process the data analysis.

3.3 METHOD

The survey-experiment was used with

2(ad type: sexual and nonsexual)×2(nationality: Chinese and Dutch)
and a **2(ad type: sexual and nonsexual)×2(Gender: Male and Female)**
between-subjects experimental design. I checked the main effects and interactions of

these variables with 3-way analysis of variance (ANOVA) and checked the effects of demographic variables with linear regressions. Having confirmed the effect of advertising type, I split the sample into two different groups – advertising featuring sexual stimuli group and advertising featuring normal content group. Advertising featuring sexual stimuli group is made up of 175 individuals who were shown with advertising featuring sexual stimuli and advertising featuring normal content group is made up of 168 individuals who were shown with advertising featuring normal content. And I ran two separate regressions after the grouping.

4. DATA ANALYSIS AND RESULTS

In this chapter, I examined the results of the questionnaire and the significance of the hypothesis. First, I test the reliability of multi-item constructs. In the next step, I list descriptive statistics. At last, I check the hypothesis with regression models.

4.1 RELIABILITY TESTING

Liking the advertising and liking the brand have a Cronbach's α of .669 and .877 respectively. The adequate level of Cronbach's α depends on the number of questions that the variable includes before its dimension reduction. Cortina (1993) pointed out that factors with a Cronbach's α more than .7 would be satisfactory if it has more than six items. In my case, the variable – liking the advertising is composed of four items and the variable – liking the brand consists of six items. Therefore, the two construct variables have satisfactory values, and it means that the following procedures what I do to explore the hypothesis are pre-tested to be effective.

Table 1 RELIABILITY SCORES

<i>Construct</i>	<i>Cronbach's α</i>
<i>Liking the advertising</i>	.669
<i>Liking the brand</i>	.877

In my questionnaire, there are five questions related to the dependent variable – Liking the advertising and six questions related to the dependent variable – Liking the brand. In case that there are some questions poorly correlated with the dependent variables, I conducted a principal component extraction method to analyze the reliability of two dependent variables. With the method, I eliminated the results of two poorly item questions from the component of the dependent variable – Liking the advertising, and the results of two poorly item questions from the dependent variable – Liking the brand. Liking the advertising was measured by three items instead of five items with a high Cronbach's α of .669. Liking the brand was measured by four items instead of six items with a high Cronbach's α of .877.

4.2 DESCRIPTIVE STATISTICS

Appendix 3 concludes descriptive statistics. After eliminating the unfinished questionnaires, there are 226 Chinese respondents and 117 Dutch respondents in my questionnaire. From the gender side, there are 177 male respondents and 166 female respondents in my questionnaire. On average, about liking the advertising, Dutch individuals have a lower liking than Chinese individuals, and about liking the brand, the evaluation of the Dutch respondents is negative while the rating of Chinese respondents is positive. About purchase intention, Dutch respondents on average rejected to buy the product while Chinese respondents have positive attitudes. In conclusion, Chinese respondents have higher evaluations towards the two advertisings and the product. From the gender side, female respondents have a higher liking towards the brand than male respondents while male respondents have higher liking towards both the brand and advertising.

About the test of masculine and feminine, Chinese respondents are more Feminine than Dutch respondents. With regards to religious belief, 63.8% male and 57.8% female have no religion in two countries and only individuals in China have a belief on Buddhism. Individuals who set Islam as their religion occupies the biggest part in my sample, Muslim participants occupied 15.4% of Dutch respondents and 32.7% Chinese respondents. In addition, 63.8% of interviewees described that they were in love when they filled in the questionnaire.

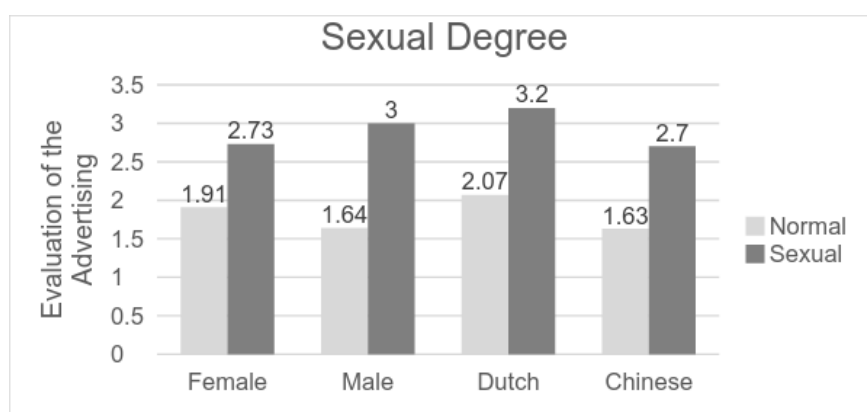
About attitudes towards current advertising, large proportions of Chinese respondents (70.8%) and Dutch respondents (72.6%) consider that there is more and more sexual appeal in current advertising. While 68.4% male and 74.7% female have the same view. Also, high proportions of respondents think of that there are more and more exaggerating advertisings, more and more misleading advertisings, and more and more deceptive advertising. A low portion of respondents consider that there are an increasing number of sex discrimination, violence content and fearful content in current advertising. However, respondents think of that advertisings related to racial discrimination increase in two countries.

Regarding attitudes towards sex, a high proportion of Dutch respondents and a low portion of Chinese are willing to have sex with a stranger if it is assured to be safe and (s)he is attractive. From the gender side, male respondents are more open than female respondents towards the question that having sex with a stranger. Respondents have a lower liking for the idea of being part of sexually attractive orgy. More respondents in China than in the Netherlands admitted that they would not enjoy the sex without any emotional commitment and they would respect and love anyone just for sex, while the gender difference about attitudes towards the two questions is small. In conclusion, Chinese respondents are more conservative than Dutch respondents while the gender difference is not big.

4.3 HYPOTHESIS TESTING

As manipulation check, I checked whether the advertising featuring sexual stimuli indeed introduced sexual thoughts by coding interviewees' thoughts (i.e., to what extent they thought the advertising is sexual) when they were watching advertising featuring sexual stimuli. The thoughts of interviewees when watching advertising featuring sexual stimuli were significantly sexual than interviewees when watching advertising featuring normal content (See Figure 3). It means the following stages what I have done in my analysis part are valid. In addition, I also compared other evaluations of the two types of advertising in Figure 3.

Figure 3
THE EVALUATION DIFFERENCE BETWEEN TWO TYPES OF ADVERTISING



Then, a 2 (advertising type) * 2 (gender) * 2 (culture) three-way analysis of variance (ANOVA) was calculated on participants' evaluations on the advertising and the product. With regards to liking the advertising, there was a significant main effect for culture, $F(1,335) = 14.62, p < .001 (r = .34)$. In general, Chinese participants ($M = .11, SD = .86$) liked the ad more than Dutch respondents ($M = -.21, SD = 1.26$). Also, there was a significant main effect for gender, $F(1,335) = 8.05, p < .01 (r = .11)$. In general, Male participants ($M = .04, SD = 1.05$) liked the ad more than Female respondents ($M = -.05, SD = .94$). The main effect of advertising type on evaluations of liking the advertising was not significant, $F(1,335) = 2.20, p = .138 (r = .01)$. Thus, **H1 is not confirmed**. The advertising type * culture interaction was not significant, $F(1,335) = .201, p = .654 (r = .05)$. Therefore, **H2a is not confirmed**. Also, the advertising type * gender interaction was not significant, $F(1,335) = .072, p = .789 (r = .05)$. Hence, **H3a is not confirmed**. However, there was a significant Culture * Gender interaction, $F(1,335) = 10.99, p < .001 (r = .34)$. In the group of Dutch participants, male respondents ($M = -.01, SD = .1.26$) liked the ad more than female respondents ($M = -.68, SD = .92$) (See appendix 5 table 3). Correspondently, in the group of Chinese participants, male respondents ($M = -.08, SD = .1.26$) liked the ad more than female respondents ($M = .13, SD = .87$). The advertising type * culture * gender interaction was not significant, $F(1,335) = .00, p = .988 (r = .01)$. Therefore, **H4 is not confirmed**. Regarding liking the brand, there was a significant main effect for advertising type, $F(1,335) = 33.97, p < .001 (r = .27)$. In general, participants less liked advertising featuring sexual stimuli ($M = -.22, SD = 1.15$) than advertising featuring normal content ($M = .21, SD = .87$). Hence, **H1 is not supported**. Also, there was a significant main effect for gender, $F(1,335) = 8.40, p < .01 (r = .31)$. In general, male participants ($M = -.001, SD = 1.00$) slightly less liked the brand than female respondents ($M = .001, SD = .99$). And, there was significant main effect for culture, $F(1,335) = 65.48, p < .001 (r = .52)$. Chinese respondents ($M = .25, SD = .83$) liked the brand more than Dutch respondents ($M = -.48, SD = 1.12$). The advertising type * gender interaction was not significant, $F(1,335) = 2.105, p = .148 (r = .05)$. Therefore, **H3b is not confirmed**. However, there was a significant advertising type * culture interaction, $F(1,335) = 10.129, p < .01 (r = .24)$. As can be seen in Table 3, in the group of advertising featuring sexual stimuli, Chinese respondents ($M = .11, SD = .91$) liked the brand more than

Dutch respondents ($M = -.88$, $SD = 1.09$). **Hence, H2b is not supported.** Correspondently, in the group of advertising featuring normal content, Chinese respondents ($M = .38$, $SD = .72$) also liked the brand more than Dutch respondents ($M = .11$, $SD = 1.02$). There was a significant culture * gender interaction, $F(1,335) = 7.04$, $p < .01$ ($r = .25$). As can be seen in Table 3, in the female group, Chinese respondents ($M = .25$, $SD = .80$) liked the brand more than Dutch respondents ($M = -.79$, $SD = 1.18$). Correspondently, in the male group, Chinese respondents ($M = .26$, $SD = .88$) also liked the brand more than Dutch respondents ($M = -.33$, $SD = 1.07$). There was a significant advertising type * culture * gender interaction, $F(1,335) = 5.23$, $p < .05$ ($r = .35$). Hence, **H4 is confirmed.** As can be seen in Table 3, in the group of advertising featuring sexual stimuli, Chinese female respondents ($M = .14$, $SD = .90$) liked the brand more than Dutch female respondents ($M = -1.59$, $SD = .96$). Chinese male respondents ($M = .08$, $SD = .92$) liked the brand more than Dutch male respondents ($M = -.60$, $SD = 1.02$). In the group of advertising featuring normal content, Chinese female respondents ($M = -.34$, $SD = .69$) liked the brand more than Dutch female respondents ($M = -.23$, $SD = .99$). Chinese male respondents ($M = .45$, $SD = .78$) liked the brand more than Dutch male respondents ($M = -.03$, $SD = 1.04$). Considering purchase intention, there was a significant main effect for advertising type, $F(1,335) = 10.31$, $p < .01$ ($r = .37$). In general, participants were less likely to buy the product advertised with sexual stimuli ($M = -.34$, $SD = 2.55$) than product advertised with normal content ($M = .34$, $SD = 2.35$). Therefore, **H1 is not supported.** Also, there was a significant main effect for gender, $F(1,335) = 8.65$, $p < .001$ ($r = .34$). In general, Male participants ($M = .16$, $SD = 2.57$) were more likely to buy the product than Female respondents ($M = -.15$, $SD = 2.36$). And, there was significant main effect for culture, $F(1,335) = 12.84$, $p < .001$ ($r = .42$). Chinese respondents ($M = .25$, $SD = 2.33$) were more likely to buy the product than Dutch respondents ($M = -.45$, $SD = 2.66$). The advertising type * culture interaction was not significant, $F(1,335) = .48$, $p = .49$ ($r = .05$). Thus, **H2c is not confirmed.** However, there was a significant advertising type * gender interaction, $F(1,335) = 4.669$, $p < .05$ ($r = .44$). As can be seen Table 3, in the group of advertising featuring sexual stimuli, Male respondents ($M = .00$, $SD = 2.61$) were more likely to buy the product than female respondents ($M = -.76$, $SD = 2.43$). Therefore, **H3c is supported.** Correspondently, in the group of advertising featuring normal content, female respondents ($M = .35$, $SD =$

2.18) were slightly more likely to buy the product than Dutch respondents ($M = .33$, $SD = 2.52$). There was a significant culture * gender interaction, $F(1,335) = 6.91$, $p < .01$ ($r = .52$). As can be seen in Table 3, in the female group, Chinese respondents ($M = .23$, $SD = 2.21$) were slightly more likely to buy the product than Dutch respondents ($M = -1.38$, $SD = 2.45$). Correspondently, in the male group, Chinese respondents ($M = .27$, $SD = 2.50$) also were more likely to buy the product than Dutch respondents ($M = .01$, $SD = 2.66$). The advertising type * culture * gender interaction was not significant, $F(1,335) = 2.709$, $p = .101$ ($r = .02$).

Table 2 Result of Hypothesis Test

Hypothesis	Status
Hypothesis 1	Not supported
Hypothesis 2a	Not confirmed
Hypothesis 2b	Not supported
Hypothesis 2c	Not confirmed
Hypothesis 3a	Not confirmed
Hypothesis 3b	Not confirmed
Hypothesis 3c	Supported
Hypothesis 4	Partially supported

- a. *Not confirmed means the output result is not significant*
- b. *Not supported means the hypothesis is invalid*
- c. *Supported means the hypothesis is valid*
- d. *Partially supported means the hypothesis has sub-hypothesis and some of them is valid*

Table 3 Descriptive Statistics and ANOVA Summary Table

Dependent Variables			Purchase Intention		Liking the Brand		Liking the Ad		
Ad_type	Culture	Gender	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	
Normal	Dutch	Male	.03	2.619	-.03	1.043	.12	1.261	
		Female	-.48	2.466	-.23	.994	-.57	.955	
		Total	-.17	2.552	-.11	1.020	-.15	1.193	
	Chinese	Male	.57	2.447	.45	.785	.12	.911	
		Female	.63	2.022	.34	.688	.21	.831	
		Total	.61	2.195	.38	.728	.17	.862	
	Total	Male	.33	2.524	.24	.934	.12	1.073	
		Female	.35	2.183	.19	.809	.01	.924	
		Total	.34	2.346	.21	.869	.06	.997	
	Sexual	Dutch	Male	.00	2.729	-.60	1.025	-.08	1.262
			Female	-2.69	1.778	-1.59	.956	-.83	.867
			Total	-.75	2.766	-.88	1.094	-.29	1.206
Chinese		Male	.00	2.536	.08	.921	.03	.811	
		Female	-.24	2.329	.14	.898	.06	.914	
		Total	-.13	2.420	.11	.906	.05	.863	
Total		Male	.00	2.609	-.22	1.021	-.02	1.030	
		Female	-.76	2.432	-.23	1.153	-.13	.970	
		Total	-.34	2.552	-.22	1.078	-.07	1.002	
Total		Dutch	Male	.01	2.660	-.33	1.065	.01	1.257
			Female	-1.38	2.445	-.79	1.181	-.68	.917
			Total	-.45	2.664	-.48	1.121	-.22	1.196
	Chinese	Male	.27	2.498	.26	.875	.08	.857	
		Female	.23	2.205	.25	.795	.14	.870	
		Total	.25	2.332	.25	.830	.11	.863	
	Total	Male	.16	2.567	.00	1.004	.05	1.049	
		Female	-.15	2.358	.00	.999	-.05	.945	
		Total	.01	2.469	.00	1.000	.00	1.000	
	R Squared (Adjusted R Squared)			.080	.061	.220	.203	.068	.048

a. *The detailed table in the appendix 5*

Next, I conducted a regression to check the effects of the demographic variables. However, for a better understanding towards the response difference between the two ads, I split all my samples into two different groups by the advertising type. Before the dividing, I checked the effect of advertising type with a One-way ANOVA, and I found the evaluation difference is significant between two groups. In my regression, I found that culture and mother tongue was highly correlated, status of love and relationship status was also highly correlated. In case of getting multicollinearity, I eliminated mother tongue and status of love from my regression model. Hence, I ran the regression and concluded that age affects the liking towards the brand, with the increasing of one's age, his or her liking towards the brand significantly decreases. Interestingly, when one

eats meat, (s)he has a significantly lower liking towards advertising featuring sexual stimuli. However, when one eats meat, (s)he has a significantly lower purchase intention towards the product advertised with normal content. In addition, if one is in relationship, (s)he has a significantly higher liking towards the advertising. The rest result parts of regression are not significant (See Table 4).

Table 4 Effects of the Demographic Variables

Dependent Variable	<i>Liking the brand</i>				<i>Purchase Intention</i>				<i>Liking the advertising</i>			
	<i>Normal</i>		<i>Sexual</i>		<i>Normal</i>		<i>Sexual</i>		<i>Normal</i>		<i>Sexual</i>	
	<i>Coefficient</i>	<i>Std. Error</i>	<i>Coefficient</i>	<i>Std. Error</i>	<i>Coefficient</i>	<i>Std. Error</i>	<i>Coefficient</i>	<i>Std. Error</i>	<i>Coefficient</i>	<i>Std. Error</i>	<i>Coefficient</i>	<i>Std. Error</i>
Constant	1.162*	0.596	-.738*	0.419	-2.314	1.664	-.661	1.100	.381	.705	-.342	.436
Culture	.519***	0.149	1.008***	0.179	.557	.417	.805*	.471	.367**	.176	.355*	.187
Gender	-0.181	0.131	-.351**	0.162	-.059	.366	-1.058**	.426	-.198	.155	-.220	.169
Age	-.076***	0.026	-0.004	0.013	.012	.073	-.016	.033	-.047	.031	.006	.013
Edu	0.095	0.061	0.067	0.06	.220	.170	.134	.158	.068	.072	.015	.063
In_rel	0.098	0.128	0.211	0.157	.280	.358	.261	.413	.319**	.152	.036	.164
Meat	0.088	0.174	-.368*	0.206	1.019**	.485	-.106	.541	.191	.205	-.100	.214

- a. * $p < .10$, ** $p < .05$, *** $p < .01$, Coefficients are unstandardized
 b. All respondents were divided into two groups according to advertising type (Normal: 168 and Sexual : 175)

5. CONCLUSION

5.1 GENERAL DISCUSSION

A growing number of companies are striving to enter the world market. Before my research, my viewpoint was that Chinese is conservative and Dutch is open. Nonetheless, my regression result testifies that respondents of two countries less liked advertising featuring sexual stimuli than advertising featuring normal content. What are the possible reasons for the result are that: 1) the using of sexual stimuli makes a difference with the changing of advertised products; 2) the quality of the advertising affects individuals' evaluation. In addition, Chinese respondents liked the advertising featuring sexual stimuli more than Dutch respondents. What are the possible reasons for the result are that: 1) the using of sexual stimuli in advertising is a new thing for Chinese individuals; 2) Chinese individuals like the advertised product or the advertised brand. From the gender side, as I supposed that male group liked the advertising featuring sexual stimuli both in Dutch group and Chinese group than female group. What are the possible reasons for the result are that: 1) the traits of different genders moderate the result; 2) Male respondents prefer the advertised product or brand. In addition, Chinese female respondents liked the brand advertised with sexual stimuli more than Dutch female respondents. Also, Chinese male respondents liked the brand advertised by sexual stimuli more than Dutch male respondents. What are the possible reasons for the result are that: 1) the type of advertising is one new thing in China; 2) The advertised product is tailored for Chinese consumers. Male respondents of two countries are more likely to buy the advertised product than female respondents of two cultures. What are the possible reasons for the result are that: 1) the traits of men differs from traits of women; 2) The expense on the advertised product only occupies a small proposition of their salary. In summary, the using of sexual stimuli does not promote the liking towards the brand and the advertising. Chinese respondents liked advertising featuring sexual stimuli more than Dutch respondents. Also Chinese respondents liked the advertising featuring normal content more than Dutch respondents. Male liked the

advertising featuring sexual stimuli more than female.

Whether the using of sexual stimuli in advertising affects the liking, sales of the brand and the product should be verified by practice again and again, at least in my study the using of sexual stimuli decreased individuals' liking towards the brand and the product. Moreover, Chinese like advertising featuring sexual stimuli more than Dutch. It means marketers could try to develop China market by using advertising featuring sexual stimuli as the type of advertising truly attracts the awareness of Chinese customers. In addition, Male have a more positive attitude towards the type of advertising than female. It means the effect would be significant if marketers use advertising featuring sexual stimuli for consumer goods of male. Besides that, I also find in my study that as the age increases, the liking towards the brand decreases and when one eats meat or not also affects the liking. I suggest marketers in the future could take those easily overlooked traits of human beings into consideration. What are the possible reasons for these differences: 1) the advertised product are mainly for young people; 2) the advertised product is food, and it correlates to the eating habits.

Both individuals in China and the Netherlands consider that there is an increasing number of sexual stimuli in current advertising. However, about attitudes towards sex, on average Dutch individuals are more open-minded from the 10 questions answered in questionnaire. Besides the conclusion from my data result analysis part, the methodology part of my thesis is also a highlight. The interviewees from China and the Netherlands were invited to answer a questionnaire after they had watched a randomly assigned advertising. The feelings of participants were shown by a 10-item Likert scale. Afterwards, in my thesis research I confirmed their evaluations with the scores of a Likert scale. The measure with 10 items is designed to express the responses of individuals in a more scientific and reasonable way (Bailey et al., 1994). In my questionnaire I conducted my research with 10 items Likert scale, yet there are also some scholars advocating 7-item scale, such as Simpson & Gangestad (1991). They also mentioned in their thesis that sex-related questions are always rejected and individuals are reluctant to answer such questions and these are reasons why I list sensitive parts (sex-related part and religion-related part) in the final part of my

questionnaire. However, Steven (2010) asked 68 normally ovulating women about their sexual interests in his questionnaire, and the interviewees were willing to answer their questionnaire. Hence, sex-related questions are not always declined. What is significant to understand is that Chinese do not always think of a product poorly just as it is featured with an advertising featuring sexual stimuli, and meanwhile Dutch individuals do not have a higher evaluation about the sexual stimuli.

5.2 ACADEMIC CONTRIBUTION

From the resources I have collected, there were no any articles describing the exact difference between China and the Netherlands. And the findings generated in the study act as a data reference for the future culture-comparative studies. Also the questionnaire and method that I have used in my study have been experienced repeated verification. In addition, if some individuals would like to research the same questions as my thesis in other culture group, my thesis would be an example to give them some ideas about the research directions.

5.3 MANAGERIAL IMPLICATIONS

International companies should take the culture difference into consideration when they execute their management to enter a new market. Famous cases of international companies who failed their market expanding in China prevail a lot. Among them, there is a famous Mexican fast food brand, Taco Bell, which tried to invade China market twice, but both the tries experience a failure (Yan, 2016). Also some sex-related movies or violence-related movies are blocked in China. Marketers should take the culture difference into consideration. In my thesis research, I hypothesized that Dutch individuals would be more open to sexual incentives and they are easier to accept sex-related elements than Chinese participants. Nevertheless, individuals of my questionnaire from China group have a higher evaluation on the video featured with sexual elements than the Netherlands group. The finding could be useful for managers from the companies that target global market. I hypothesized in my thesis that men are more open-minded about sexual elements than women as well they are inclined to evaluate higher rate higher advertising featuring sexual stimuli than women. Surprisingly, female in China have a higher evaluation on sex-related advertising, the

advertising-related product and brand. This is a novel finding, which could be explored further.

5.4 LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

As for the limitations of my study, the first one is the uneven sample size. It took me three full days to collect 126 Dutch data compared to 3 hours for Chinese data. After my data analysis, I was wondering whether the uneven sample size affects my output result. Secondly, I could not guarantee that all participants answered my questionnaire after they had watched my video. To assure the validity of the research, what is suggested in the future study is that marketers should make sure that interviewees answer the questionnaire after viewing.

Talking about the directions for future research, firstly, I suggest future studies guarantee that the answers they have got would be completed as their supposed preconditions. Secondly, culture difference should not be classified only as eastern culture and western culture, as there are also differences between countries from the same eastern culture and the same western culture. I suggest managers take exact countries differently from their characteristics.

APPENDICES

Appendix 1 - Questionnaire Design

Section 1

Demographic and personal information

- a. Nationality
- b. Age
- c. Gender
- d. Education
- e. Mother Tongue
- f. Relationship Status
- g. Status of love
- h. Meat Eat

Section 2

How Masculine and Feminine you consider yourself to be

(10-item Likert Scale, left to right: Very masculine, Neither masculine nor feminine, Very feminine)

- a. I feel as though I am
- b. I look as though I am
- c. I do most of things in a manner typical of someone who is
- d. My interests are mostly those of a person who is

Section 3

Video section

In this section, interviewees will be invited to watch a randomly assigned video at first (there will be two 1-minute video commercial: one advertising featuring sexual stimuli, and one control advertising)

Interviewees will be attributed to a random advertising firstly. After the video, interviewees will be asked

To describe their feelings with a 10-item Likert scale:

- a. Aroused
- b. Excited
- c. Calm
- d. Energetic
- e. Depressed
- f. Intense

To describe their intensity of desire for sex (romance)

To what extent you agree with (10-item Likert Scale)

- a. This ad is very appealing to me
- b. This ad makes me want buy the product it features
- c. This is the kind of ad you forget easily
- d. I am tired of this kind of advertising
- e. I would recommend the product to my friends

Reliability analysis

Section 4

Attitudes towards advertising

- Advertising ethics issues
 - a. More and more advertisings include sexual appeal
 - b. Exaggerating adverting are common
 - c. Misleading advertising are common
 - d. Deceptive advertisings are common
 - e. More and more advertisings contain the sense of sex discrimination
 - f. More and more advertisings include violence context
 - g. More and more advertisings include fearful context
 - h. More and more advertisings contain racial discrimination

Section 5

Attitudes towards sex

- Interest in Uncommitted Sex
 - a. I would consider having sex with a stranger, if I could be assured that it was safe and s/he was attractive to me
 - b. I like the idea of participating in a sex orgy
 - c. I would not enjoy sex without any emotional commitment at all
 - d. I do not need to respect or love someone in order to enjoy having sex with him/her
 - e. I can't imagine spending the rest of my life with one sex partner
 - f. Sometimes I'd rather have sex with someone I didn't care about
 - g. Monogamy is not for me
 - h. I believe in taking sexual opportunities when I find them, as long as no one gets hurt
 - i. I could easily imagine myself enjoying one night of sex with someone I would never see again
 - j. If an attractive person (of my preferred sex) approached me sexually, it would be hard to resist, no matter how well I knew him/her

Section 6

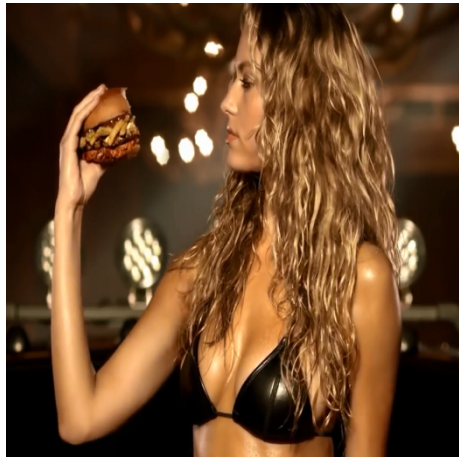
Private Questions

- a. Your religion
- b. Your sexual orientation

Appendix 2 – Stimuli in Advertising

Both of the two video advertising takes viewers one minute, also it advertised the same product – Hamburger from the same brand – Carls' Jr. The first advertising is sexual, the brand tried to entice customers with Sexually attractive models to buy its products. Also, the second advertising is featured a female, yet the details are comparatively normal.

Sexual stimuli:



Nonsexual stimuli:

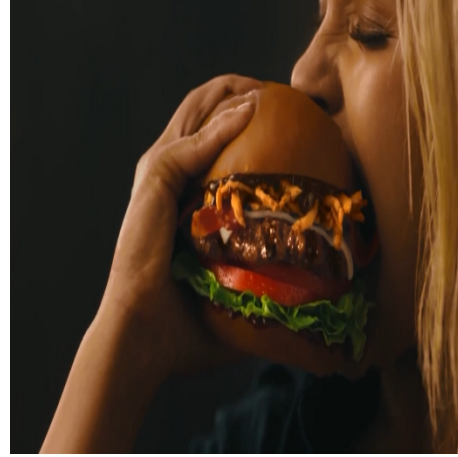


Figure 1 – Culture Distribution

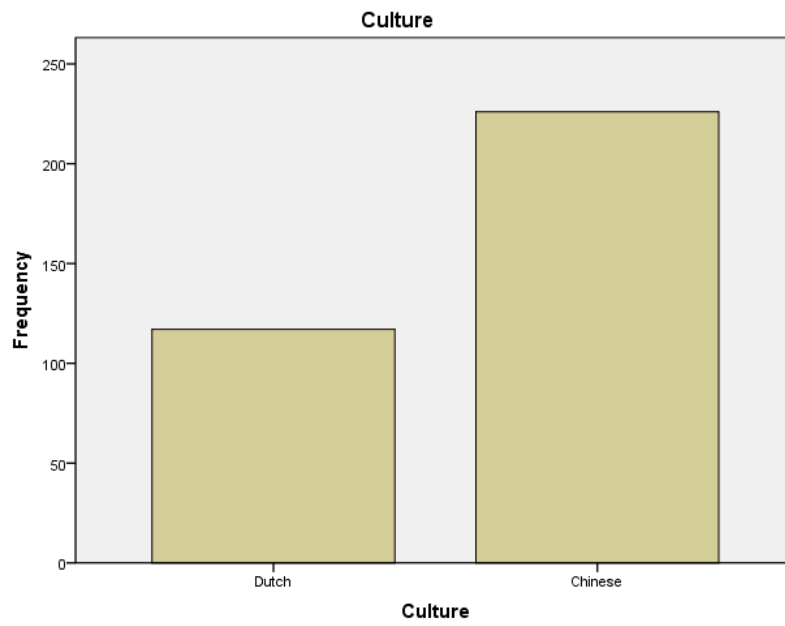


Figure 2 - Gender Distribution

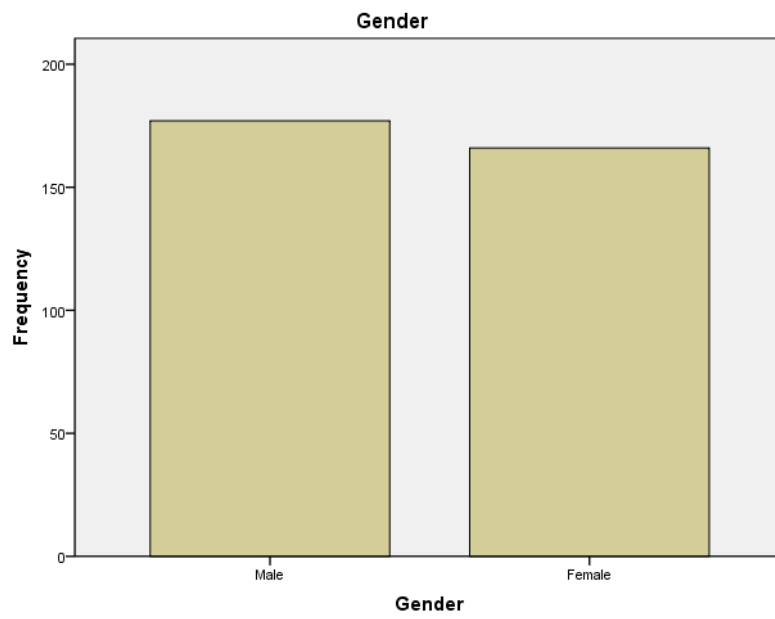


Figure 3 – Advertising Type Distribution

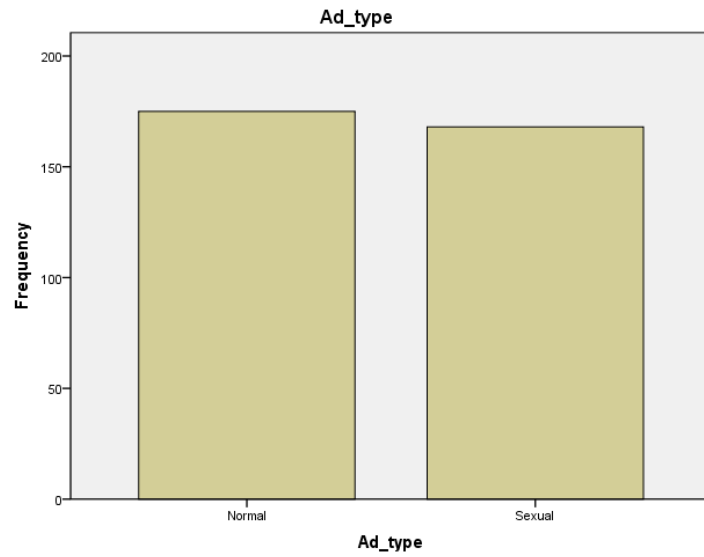


Table 1 – Culture * Gender * Advertising type Cross Tabulation

Count					
Ad. Type			Gender		Total
			Male	Female	
Normal	Culture	Dutch	37	23	60
		Chinese	47	68	115
	Total		84	91	175
Sexual	Culture	Dutch	41	16	57
		Chinese	52	59	111
	Total		93	75	168
Total	Culture	Dutch	78	39	117
		Chinese	99	127	226
	Total		177	166	343

Table 3 Attitudes towards Advertising

Question	Culture		Gender	
	<i>Dutch</i>	<i>Chinese</i>	<i>Male</i>	Female
More and more sexual appeal that current advertising	72.6%	70.8%	68.4%	74.7%
Exaggerating advertising is more and more common	92.3%	85.0%	87.0%	88.0%
Misleading advertisings are more and more common	88.0%	78.8%	80.2%	83.7%
There is more and more deceptive advertising	83.8%	80.5%	76.3%	80.7%
There is more and more sex discrimination in current advertising	35.9%	35.4%	33.9%	41.6%
More and more advertising include violence context	29.1%	40.7%	33.3%	41.0%
An increasing number of advertising includes fearful context	29.1%	28.8%	26.6%	30.1%
The number of advertising with racial discrimination is increasing	23.0%	44.2%	37.9%	38.0%

Table 4 Attitudes towards Sex

Question	Culture		Gender	
	Dutch	Chinese	Male	Female
Willing to have sex with a stranger if it is assured to be safe and he or she is attractive	69.0%	36.2%	68.1%	26.25%
Like the idea of being part of sexy orgy	23.9%	22.3%	36.9%	11.3%
Would not enjoy the sex without any emotional commitment	37.0%	59.0%	40.6%	62.7%
Would not respect and love anyone just for sex	39.5%	70.0%	58.7%	59.9%
Could not imagine just have one sex partner in the rest of life	26.1%	28.1%	33.3%	21.2%
Would rather have sex with some individual I do not care about	33.3%	22.4%	41.2%	10.3%
Monogamy is not for me	14.5%	17.5%	22.7%	10.1%
With the premise that no one gets hurt, it would be possible to take sexual opportunities	44.9%	33.5%	53.4%	20.3%
Imagine myself having sex with someone I would never see again	62.7%	32.9%	60.8%	24.0%
Willing to have sex with attractive person who approached me sexually	45.4%	42.4%	59.4%	26.5%

Appendix 4 – Dimension Reduction – Factor Analysis

Liking for Advertising

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.017	50.437	50.437	2.017	50.437	50.437
2	.934	23.341	73.778			
3	.565	14.135	87.913			
4	.483	12.087	100.000			

Extraction Method: Principal Component Analysis.

Liking for Brand

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.723	62.056	62.056	3.723	62.056	62.056
2	.609	10.144	72.200			
3	.552	9.202	81.402			
4	.442	7.375	88.777			
5	.387	6.456	95.233			
6	.286	4.767	100.000			

Extraction Method: Principal Component Analysis.

Masculine and Feminine

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.650	66.241	66.241	2.650	66.241	66.241
2	.974	24.354	90.595			
3	.225	5.631	96.226			
4	.151	3.774	100.000			

Extraction Method: Principal Component Analysis.

Appendix 5 – Hypotheses Testing

**Table 1 Descriptive Statistics and ANOVA Summary Table
(Dependent Variable: Purchase Intention)**

a. Descriptive Statistics

Ad_type	Culture	Gender	Mean	Std. Deviation	N
Normal	Dutch	Male	.03	2.619	37
		Female	-.48	2.466	23
		Total	-.17	2.552	60
	Chinese	Male	.57	2.447	47
		Female	.63	2.022	68
		Total	.61	2.195	115
	Total	Male	.33	2.524	84
		Female	.35	2.183	91
		Total	.34	2.346	175
Sexual	Dutch	Male	.00	2.729	41
		Female	-2.69	1.778	16
		Total	-.75	2.766	57
	Chinese	Male	.00	2.536	52
		Female	-.24	2.329	59
		Total	-.13	2.420	111
	Total	Male	.00	2.609	93
		Female	-.76	2.432	75
		Total	-.34	2.552	168
Total	Dutch	Male	.01	2.660	78
		Female	-1.38	2.445	39
		Total	-.45	2.664	117
	Chinese	Male	.27	2.498	99
		Female	.23	2.205	127
		Total	.25	2.332	226
	Total	Male	.16	2.567	177
		Female	-.15	2.358	166
		Total	.01	2.469	343

b. Tests of Between Subjects Effects

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Ad_type	59.005	1	59.005	10.305	.001
Culture	73.523	1	73.523	12.841	.000
Gender	49.537	1	49.537	8.652	.003
Ad_type* Culture	2.734	1	2.734	.477	.490
Ad_type* Gender	26.736	1	26.736	4.669	.031

Culture* Gender	39.556	1	39.556	6.909	.009
Ad_type* Culture* Gender	15.512	1	15.512	2.709	.101
Error	1918.126	335	5.726		
Total	2085.000	343			
Corrected Total	2084.974	342			

R Squared = .080 (Adjusted R Squared = .061)

**Table 2 Descriptive Statistics and ANOVA Summary Table
(Dependent Variable: Liking the Brand)**

a. Descriptive Statistics

Ad type	Culture	Gender	Mean	Std. Deviation	N
Normal	Dutch	Male	-.034526	1.0430296	37
		Female	-.228310	.9937476	23
		Total	-.108810	1.0203286	60
	Chinese	Male	.451189	.7854058	47
		Female	.335557	.6882348	68
		Total	.382816	.7283901	115
	Total	Male	.237243	.9341225	84
		Female	.193042	.8091555	91
		Total	.214258	.8691250	175
Sexual	Dutch	Male	-.598176	1.0246366	41
		Female	-1.591273	.9561203	16
		Total	-.876940	1.0942882	57
	Chinese	Male	.078896	.9214945	52
		Female	.142166	.8984195	59
		Total	.112526	.9057019	111
	Total	Male	-.219598	1.0205032	93
		Female	-.227634	1.1528355	75
		Total	-.223186	1.0782614	168
Total	Dutch	Male	-.330804	1.0650216	78
		Female	-.787474	1.1806221	39
		Total	-.483027	1.1208376	117
	Chinese	Male	.255641	.8754245	99
		Female	.245714	.7954849	127
		Total	.250063	.8295699	226
	Total	Male	-.002792	1.0041026	177
		Female	.002977	.9986357	166
		Total	.000000	1.0000000	343

b. Tests of Between Subjects Effects

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Ad_type	27.059	1	27.059	33.972	.000
Culture	52.154	1	52.154	65.477	.000
Gender	6.690	1	6.690	8.399	.004
Ad_type* Culture	8.068	1	8.068	10.129	.002
Ad_type* Gender	1.677	1	1.677	2.105	.148
Culture* Gender	5.607	1	5.607	7.039	.008
Ad_type* Culture* Gender	4.168	1	4.168	5.233	.023
Error	266.832	335	.797		
Total	342.000	343			
Corrected Total	342.000	342			

R Squared = .220 (Adjusted R Squared = .203)

**Table 3 Descriptive Statistics and ANOVA Summary Table
(Dependent Variable: Liking the Advertising)**

a. Descriptive Statistics

Ad_type	Culture	Gender	Mean	Std. Deviation	N
Normal	Dutch	Male	.1156193	1.26142400	37
		Female	-.5702965	.95452733	23
		Total	-.1473151	1.19320486	60
	Chinese	Male	.1243364	.91143941	47
		Female	.2097236	.83142346	68
		Total	.1748262	.86211990	115
	Total	Male	.1204967	1.07264808	84
		Female	.0125757	.92385932	91
		Total	.0643778	.99661155	175
Sexual	Dutch	Male	-.0772974	1.26171190	41
		Female	-.8293292	.86707309	16
		Total	-.2883940	1.20610589	57
	Chinese	Male	.0326415	.81135821	52
		Female	.0588981	.91364125	59
		Total	.0465978	.86343607	111
	Total	Male	-.0158262	1.02960085	93
		Female	-.1305904	.96997073	75
		Total	-.0670602	1.00208283	168
Total	Dutch	Male	.0142143	1.25710116	78
		Female	-.6765663	.91701831	39
		Total	-.2160459	1.19642081	117
	Chinese	Male	.0761734	.85710820	99

	Female	.1396551	.87035992	127
	Total	.1118468	.86324117	226
Total	Male	.0488694	1.04947231	177
	Female	-.0521078	.94478327	166
	Total	.0000000	1.00000000	343

b. Tests of Between Subjects Effects

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Ad_type	2.101	1	2.101	2.208	.138
Culture	13.909	1	13.909	14.616	.000
Gender	7.663	1	7.663	8.052	.005
Ad_type*	.191	1	.191	.201	.654
Culture*	.068	1	.068	.072	.789
Gender*	10.460	1	10.460	10.992	.001
Ad_type*	.000	1	.000	.000	.988
Culture*					
Gender*					
Error	318.798	335	.952		
Total	342.000	343			
Corrected Total	342.000	342			

R Squared = .068 (Adjusted R Squared = .048)

Appendix 6 – Regression of Control Variables

Table 1 Effects of the Demographic Variables

a. *Dependent Variable: Liking the Brand*

Variables	Normal		Sexual	
	Coefficient	Std. Error	Coefficient	Std. Error
Constant	1.162*	.596	-.738*	.419
Culture	.519***	.149	1.008***	.179
Gender	-.181	.131	-.351**	.162
Age	-.076***	.026	-.004	.013
Edu	.095	.061	.067	.060
In_rel	.098	.128	.211	.157
Meat	.088	.174	-.368*	.206

* $p < .10$, ** $p < .05$, *** $p < .01$

Coefficients are unstandardized

b. *Dependent Variable: Purchase Intention*

Variables	Normal		Sexual	
	Coefficient	Std. Error	Coefficient	Std. Error
Constant	-2.314	1.664	-.661	1.100
Culture	.557	.417	.805*	.471
Gender	-.059	.366	-1.058**	.426
Age	.012	.073	-.016	.033
Edu	.220	.170	.134	.158
In_rel	.280	.358	.261	.413
Meat	1.019**	.485	-.106	.541

* $p < .10$, ** $p < .05$, *** $p < .01$

Coefficients are unstandardized

c. *Dependent Variable: Liking the Advertising*

Variables	Normal		Sexual	
	Coefficient	Std. Error	Coefficient	Std. Error
Constant	.381	.705	-.342	.436
Culture	.367**	.176	.355*	.187
Gender	-.198	.155	-.220	.169
Age	-.047	.031	.006	.013
Edu	.068	.072	.015	.063
In_rel	.319**	.152	.036	.164
Meat	.191	.205	-.100	.214

* $p < .10$, ** $p < .05$, *** $p < .01$

Coefficients are unstandardized

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