



## Influence of sex appeal in advertising on motor Vehicle purchase intention: the case of university of Nairobi MBA parallel students



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### Abstract

Sinceno study has been done in Kenya to look at consumers' responses to sex appeal advertising, the study attempts to address this gap in advertising by examining the Kenyan consumers' responses to advertisements which use sex appeal. The study sought to determine the extent to which the use of sex appeal in advertising influenced the purchase intention of saloon cars by MBA Module IT students at the University of Nairobi, and also to see if this influence differed between male and female students. This was a cross-sectional survey which targeted all Module IT MBA students of the University of Nairobi. A total of 120 students were sampled for study using convenience sampling design. Data was collected with the help of structured questionnaires, which were personally administered by the researcher. Groups of MBA students were identified and the questionnaires distributed to them, giving them clear instructions on how to fill the questionnaires. Colored images as in the questionnaires were projected on the wall for all to see as they responded to questions. A response rate of 83% out of the targeted 120 respondents was achieved. The data was analyzed using descriptive statistics i.e. frequencies, percentages, mean scores and standard deviations. The findings indicated that sex appeal influenced purchase intention in advertisement to a large extent. To a large extent the respondents felt that they could remember the advertisements, the messages were convincing, they were attracted towards the advertised cars, felt like driving the cars, had a positive feeling towards the cars, felt drawn towards the advertisements, had a positive feeling towards advertisement and after seeing advertisements the respondents said they would consider purchasing the cars. The influence of sex appeal on male and female was found to differ across genders in that more male respondents were attracted to the advertisement, the advertisement evoked more of their emotional responses, they felt the car would better fit their needs, their chances of buying the car was increased, their interest in purchasing the advertisement was increased at a higher degree and the advertisements left them with a more positive feeling as compared to female respondents. The study implies that car marketers should consider the role sex appeal in influencing purchase intention. Religious and the traditional backgrounds of the respondents which may have significantly influenced their responses were not factored in the questionnaire, hence a limitation for the study. Further to this, future studies should target the other car categories, as well as other cadres of people. The study was also limited to purchase intention and so there is room for further studies to determine influencers of actual purchase.

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oriented appeals would be a constituent of sexually explicit material. In a narrow range, Gould (1992) viewed such material "as including sexually arousing nudity and/or portrayals or enactments of various types and forms of the sex act" (p. 135). It was only in the case of attitude towards the sexual ad that women were slightly more negative, but both genders leaned toward negative attitude towards the sexual ad. use of sexual themes on brand recall and purchase intention: A. 21.