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# PROVOCATIVE ADVERTISING A PROTRUSIVE PATHWAY OF MARKETING TO CONCEIVE SOCIAL EFFECT ON CONSUMERS

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## ABSTRACT

**Purpose:** *This investigation will see how Provocative promotions impact the conduct of adolescents, youths; and how their way of life influences their aims of procurement of body deodorants and scent. The study reveals the projection of sexual content through these advertisements and opinion of youngsters towards it.*

**Methodology:** *This study uses primary and secondary data. Secondary data accumulated from Journals, Books, and web and Primary data was assembled by an organized survey, which included both open-ended and close-ended questions.*

**Findings:** *The results of this paper found that People both have a great frame of mind toward sexual ad and Provocation is an approach to get consideration which thusly creates enthusiasm to buy such deodorant products.*

**Implications:** *The intention of using provocative advertising should be clear and the same should be noted while executing marketing strategy in deodorant industries.*

**Value:** *This investigation examines the effect that affects the attitude of individuals towards the sexual advancement and its effect on client purchase point while procuring antiperspirants, it in like manner explores the effects of affectation in brand picture improvement too.*

**Keywords:** Deodorants, Provocation, Advertisement, Marketing, Social, Effect

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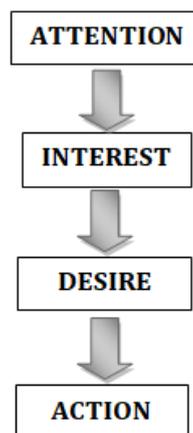
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## 1. INTRODUCTION

Social assorted variety influences advertising at all stature, principally on the division of the examination of buyer conduct, investigate philosophy and showcasing correspondences (Mariampolski 1999). Its position concerning globalization is a subject of burning discussion today. The issue is of extraordinary importance to publicists, specifically, worldwide sponsors, who are frequently looked at with the difficulty of whether to institutionalize or restrict their promoting efforts. Over some undefined time frame, the utilization of pictures delineating bare assemblages of ladies or men has turned into fine art. Bareness and sex have dependably been a significant piece of antiperspirant promotions. They have characterized now and then various implications: power, impact, and hostility have regularly been related to the figure of the man, while ripeness, enticement or disgrace has frequently been related to the female picture. Presently, pictures identified with sex claim, sexuality or twofold faculties have comprehensively utilized in the TV Commercials and print promotion of antiperspirants. Purchaser consideration regarding ads or some other advertising correspondence relies upon four dimensions of shopper association: Pre-consideration, central consideration, understanding, and elaboration. Everyone requires an alternate dimension of message preparing and If vague advertisements contain factors that chafe or challenge social standards and gauges, it called provocative promotions.

### 1.2. Provocative Advertising

Diverting provocative publicizing can be viewed as the blend of the amusingness and the provocative intrigue.



**Figure 1** AIDA Model of Advertising

Think about a promotion battle that is bound with explicitly provocative symbolism or bareness. Here, your objective market may recollect the sexual substance or nakedness, and disregard your image. It is for this reason the vampire impact is based – that sex will sell itself, not your image. Generally, this implies sexual advertisements will suck the majority of the consideration of your image which nullifies the viability of your promoting effort. Sex in promoting neglects to consider the significance set on notoriety, trust, and associations with clients. For example, frames of mind towards unequivocal and liberal utilization of sex in

publicizing fluctuate among people. As needs are, ladies will commonly have negative responses to such substances. Indeed, it has turned out to be progressively dubious today to embrace sex in promoting. Individuals have most likely seen that there is an expanding banter on the adequacy of utilizing express substance in publicizing, particularly thinking about the social convictions, standards, clients and religious convictions of some random society. The Axe Deodorant promotions that typify ladies and the discussion around it are evergreen instances of how such are not in every case generally welcomed. Truth be told, it puts the brand in a specific light. In such promotions, the publicists attempt to sell items and administrations by utilizing the sexual allusions as well as by making ladies simple objects of desire. The very truth that most adolescents will recollect these Axe antiperspirant promotions as instances of ads that generalize ladies is recounting the way that the brand has framed the wrong relationship in the psyches of the general population. These promotions may hence accidentally distance or deter enormous client fragments or gatherings who will discover them hostile, pointless or for the most part have negative responses to them. Vezina and Paul (1997) recommended the three primary qualities of incitement: uniqueness, uncertainty, and contravention of standards and prohibited. Particular promotions have been appeared to get more prominent consideration than a non-unmistakable notice (Engel, Blackwell, and Miniard 1986; Rossiter and Percy 1987). Clever provocative publicizing can be viewed as the blend of the amusingness and the provocative intrigue. Even though the consequences of silliness claims in promotions stay dubious, it appears to be certain that amusing advertisements positively affect expanding consideration and the loving of the source.

### **1.3. Theoretical Background**

#### ***1.3.1. Communication through provocative or sexual advertisement***

Albeit different promoting procedures and their belongings are as often as possible inspected (Percy and Rossiter, 1992; Laskey et al., 1989; Gelb et al., 1985), these surveys presently can't seem to address the issue of incitement in publicizing. Accordingly, the initial phase in endeavoring to characterize such incitement is to decide its position concerning different techniques right now examined and utilized in promoting.

Different sorts of specialized techniques incorporate a substance that can be sexualized; this incorporates, however, isn't constrained to pictures, sounds, writings and recordings (Reichert, 2007). Components that are viewed as explicitly engaging are, as expressed prior, physical highlights, development, setting, proxemics and voyeurism/dream. Every one of these components incorporates different perspectives that add to the apparent sexual dimension of a commercial. Physical highlights allude to the number of apparel models are wearing, just as the allure and body kind of the individual. Development is associated with the conduct and disposition of the model. Even though promoters have seriously utilized sexual intrigue in advertising correspondence, there is dependably an absence of far-reaching comprehension of the impacts brought by such suggestive intrigue (LaTour, Pitts, and Snook-Luther, 1990).

As it were how the model is acting and what kind of disposition the person in question communicated. Moreover, voices are incorporated into the development, and it is communicated in what is said just as how it is said. Setting alludes to photographic impacts, settings, music, lighting, and hues utilized in the promotions. Proxemics incorporates viewpoints; for example, remove among models and how they are associating with one another. At long last, voyeurism/dream indicates how sexual intrigue is related to how the models associated with the watchers just as how the models communicate with one another in the ads. (Reichert and Ramirez, 2000)

### 1.3.2. The Communication Process

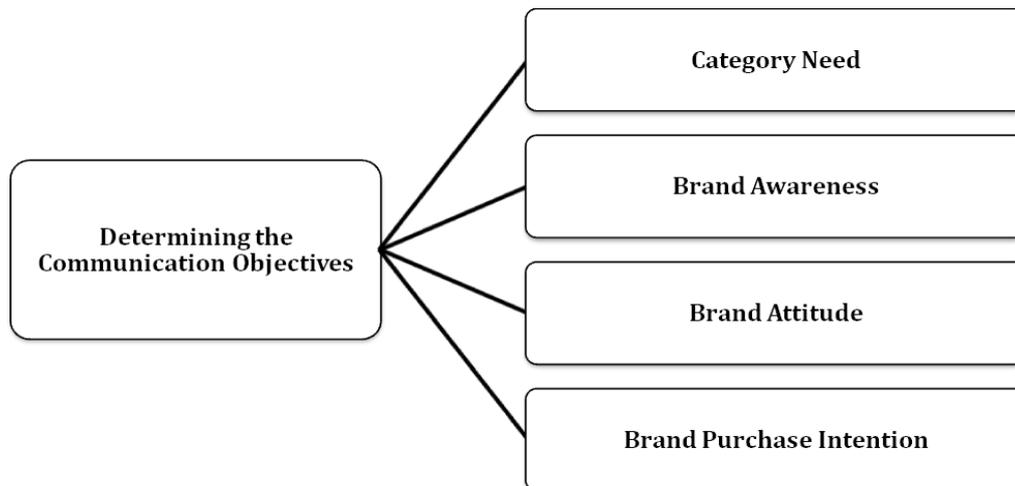
Advertisers need to comprehend the key component of compelling correspondence. Some years prior the correspondence model uses to reply.

- Who
- Says What
- In what Channel
- To Whom
- With What impact.

Correspondence essentially implies passing the information from the sender to the beneficiary. In any case, this is an amazing procedure that incorporates various parts. In any case, Kotler has given a champion among the best models to describe the exhibiting correspondence process.

### 1.3.3. Determining Communication Objectives

Destinations fill a few needs. To start with, they give viable correspondence and coordination between the customer and the Advertising agency. Second, they give a paradigm to basic leadership: for picking between elective promoting plans. Third, they furnish the standards with which to assess the crusade when it has been finished. To fill these needs, targets must be explicit, quantifiable and operational. Explicit implies that deals or correspondence targets ought to be characterized.



**Figure 2** Determining Communication objectives of advertising.

#### 1.3.3.1. Category Need

Setting up a thing or organization class as essential to oust or satisfy an obvious mistake between a current enticing state and a perfect persuasive state. A provocative promotion regularly makes a perspective to make a buy of antiperspirants through which the classification recognizable proof is finished.

#### 1.3.3.2. Brand Awareness

Building up the client's capacity to see or review the brand inside the class, in adequate detail to make a buy. Certification is less hard to accomplish than review clients requested to think from a brand of aromas and antiperspirants through sexual substance and portrayal. These parts of antiperspirant advancement are fit to make a Brand overview which is basically outside the

store; brand accreditation is critical inside the store. Brand care gives a foundation to stamp respect.

#### *1.3.3.3. Brand Attitude*

Helping customers assess the brand's undeniable capacity to meet a right now imperative need. Material brand needs might be on the other hand orchestrated (issue clearing, issue avoiding, lacking fulfillment, normal exhaustion) or genuinely planned (material happiness, shrewd artificiality, or social help). Moreover, antiperspirant things consistently use to get people thought and they much of the time use substantial arranged and provocative advancements underscoring material interest.

#### *1.3.3.4. Brand Purchase Intention*

Moving shoppers to purchase the brand or make the purchase-related move. Constrained time offers like coupons or two-for-one courses of action ask clients to make a mental guarantee to buy. In any case, various buyers don't have a conveyed the course of action needs and may not be in the market when shown to a business, so they are in all likelihood not going to shape purchase expectations. Also, these aims are for the most part impacted by the provocative ad.

### **1.4. Designing the Message**

As the utilization of sexual or potentially other provocative improvements in advertisements has been appeared to make excitement (Belch et al., 1982; LaTour, 1990; Smith et al., 1995), After characterizing the ideal group of spectator's reaction, build up a compelling message. The message should get thought, hold interest, animate need, and rousing action. The communicator by and by moves close by working up a feasible message. Ideally, the message should get thought, hold interest, energize need, and inspire action. AIDA (Attention-Interest-Desire-Action) structure proposes the attractive characteristics of any correspondence. Defining the message includes choices about message content, structure, arrangement, and source In deciding message system, the board scans for claims, subjects, or thoughts that will integrate with the brand situating and help set up purposes of-equality or purposes of distinction. A portion of these might be connected legitimately to the item or administration execution (the quality, economy, or estimation of the brand), though others may identify with increasingly outward contemplations (the brand as being contemporary, mainstream, or conventional). Sexual messages are progressively appropriate for specific items, as indicated by Reichert et al. (2012) fragrance; dress and cigarettes are common instances of such items. It is likewise basic to utilize sexual intrigue in promotions for liquor, magnificence, and wellbeing, and cleanliness items, these item types are frequently connected with feelings and wants of being alluring to other people (Reichert and Ramirez, 2000)

## **2. LITERATURE REVIEW**

There is a significant assortment of proof to propose that the utilization of bareness and sexual boosts (Ford and LaTour 1993 & Steadman 1969) and additionally incitement (e.g., Aaker and Bruzzone 1985; De Pelsmacker and Van Den Bergh 1996; Vezina and Paul 1997) in publicizing has, best case scenario, little effect, or, even from a pessimistic standpoint, a negative one. Jan Kurtz (1997), for example, communicates that when females come into view in notices unaccompanied, the speculation of the female because a family source who doesn't choose essential judgment is dependent upon in charge of family and fundamentally a sex entity is consistently illustrate. In dramatization, women will in general play the job of partner or article, inactive as opposed to dynamic. Frequently their detachment stretches out to victimhood (Kurtz, 1997).

Reichert (2003) has researched looking sexual transcendence showed up in the TV advancements centered towards young adults. In that examination, the ads which portrayed celebrated individuals in expressly unequivocal conditions were thought about and the results revealed that in these advancements progressively sexual imagery was underlined that the primary thought. It was exhibited that these advancements had more impact on the male perspective towards the female sexual direction.

As per Jean Kilbourne (1999), "The majority of us know at this point publicizing frequently transforms individuals into articles. Ladies' bodies and men's bodies too nowadays, are dismantled, bundled, and used to sell everything from cutting apparatuses to biting gum. However, numerous individuals don't completely understand that there are horrible results when individuals progressed toward becoming things. Mental self-view is profoundly influenced. The confidence of young ladies plunges as they achieve puberty halfway because they can't in any way, shape or form get away from the message that their bodies are articles and defective items at that". Kilbourne brings up the overwhelming picture of the horrendously slender and impeccably wonderful lady in promoting remains the perfect for American ladies. The reality is, as it were, the media tells people their identity and who they ought to be. Also, if the combined impact of a portion of these messages, for instance, is to debase or generalize ladies, doubtlessly that isn't the purpose of every one of the makers – it is just a grievous reaction (Kilbourne, 1999). Prompting targets suppositions. It relies upon vulnerability, capabilities, and transgression of measures using taboos of society that are particularly tricky, for instance, religion, exposure, bias, sex ... (Vézina and Paul, 1997 De Pelsmacker and Van Den Bergh, 1996). Other distributed research has proposed that a progressively mind-boggling relationship exists between program substance and commercial memory. Gunter and

partners (Gunter, Tohala, and Furnham, 2001; Gunter, Furnham, and Pappa, 2005) put fierce and peaceful ads in both rough and peaceful programs.

Sexual intrigue is said to be exceptionally unavoidable in American culture just as each nation of the world and it has been practically typical in the print notice in the previous two decades (Gould, 1994; LaTour, Pitts, and Snook-Luther, 1990; Peterson and Kerin, 1977; Severn, Belch, and Belch, 1990; Soley and Reid, 1988). Jeong, Se Hoon. what's more, Hwang, Yoo Ri (2007) endeavored to test the impacts of watcher sex and level of bareness on watchers' reactions to promotions that contain male or female nakedness. Results indicated huge fundamental impacts of watcher sex with the end goal that when survey promotions that element female nakedness, male watchers respond all the more positively contrasted with females, though, when review male bareness, females respond all the more positively to the ad. Be that as it may, most investigations have reasoned that sexual substance in promotions decreases buyer to review and acknowledgment of a brand (Alexander and Judd 1978; Chestnut, LaChance, and Lubitz 1977; Richmond and Hartman 1982; Steadman 1969). Given that bareness and sexual interests have been appeared to satisfy a less hostile job in promotions that show congruity among items and improvements (Richmond and Hartman 1982). Howard and Sheth (1969), for instance, proposed that improvement uncertainty inspires excitement and in the long run triggers some exploratory conduct. In their model, boost uncertainty is characterized as "the absence of clearness of the improvement show in imparting the distinct and evaluative parts of the brand, item class and the idea of thought processes" (Howard and Sheth, 1969)

## 2.1. Objectives

- a. To study the response of youth towards provocative advertisements and their effectiveness on deodorant brand recall.
- b. To study how the youth will get affected by sexual advertisements.

- c. To gain a deeper understanding of how sexually provocative advertising affects the respondents and their perception of such advertisements.

## 2.2. Null Hypothesis

**H0.** Provocative ads do not generate brand recall to purchase body deodorant products.

**H0.** There is no significant relationship between sexual and provocative Advertisement and consumer attitude towards the deodorant.

## 2.3. Alternate Hypothesis

**H1.** Provocative ads generate brand recall to purchase body deodorant products.

**H2.** There is a significant relationship between sexual and provocative Advertisement and consumer attitude towards the deodorant.

## 3. RESEARCH METHODOLOGY

In the previous studies, it was discovered that the nearness or nonattendance of sexual improvements influences intellectual just as a conative reaction (Severen, Belch et.at,1990). The progression that pursues test structure, in the exploration procedure, is that of information accumulation. The examination, being made based on essential information, the specialist reached the respondents and got some information about sexual and provocative promotions each with a sexual, low, moderate and abnormal state of sexual and provocative intrigue of the two antiperspirants and aromas. Diverse prevalent brand names of scent and different brands of glasses were haphazardly appointed to the notices. Care was taken that notices, effectively presented to general society, were excluded. From there on, various arrangements of promotions for scent and antiperspirants were set up with one of the enlightening insights which were utilized for breaking down the results of the sex claim ads. By at that point, to close the information party process, the respondents were allowed to look into the five picked commercials (Benetton, Diesel, Moschino, Mexx, and Gap), to expound on the slim chance that they had as of late viewed these headways, and to exhibit their element of appreciating (on 5–point scales running from "Strongly Disagree to Strongly Agree). The relapse examination and one example test were performed to know the noteworthiness of the enlightening insights with the reference estimation of 3, to know the relationship among the sex bids in the notice and frame of mind of the respondents towards those promotions. A direct relapse model was utilized while deciding the connection between frame of mind towards the promotion, mentality towards the brand and buy a goal. All tests were directed at a 5% dimension of hugeness.

### 3.1. Sample size and Sampling Design

A sample of 260 respondents from Nagpur City was chosen based on judgmental Sampling. Remembering the exploratory idea of the investigation, subjects from the two genders were chosen with the goal that respondents had a place with outrageous sex jobs explicit and to unbiased mien. The assistance at a pre-tried, semi-camouflaged, organized poll, given in the supplement, the reason for the examination was not advised to the respondents; henceforth the goal was somewhat masked. An underlying survey made was pre-tried on 30 respondents.

## 4. DATA ANALYSIS

### 4.1. Analysis 1

**Table 1** Case Processing Summary (Source-Primary Survey Data)

Case Processing Summary			
		N	%
Cases	Valid	260	100.0
	Excluded <sup>a</sup>	0	0.0
	Total	260	100.0
a. Listwise deletion based on all variables in the procedure.			

**Table 2** Reliability Statistics (Source-Primary Survey Data)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.762	.731	08

**Table 3** Reliability Statistics (Source-Primary Survey Data)

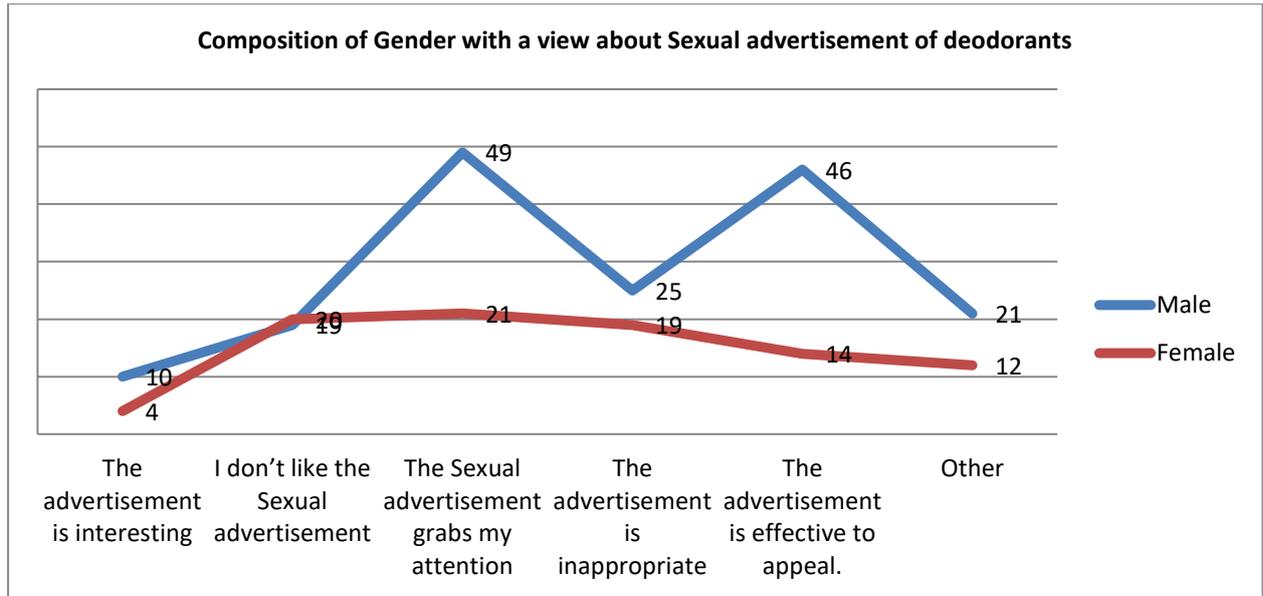
Questions	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	16.99	20.81	0.431	0.98	0.773
Q2	16.68	19.362	0.468	0.162	0.749
Q3	17.48	18.382	0.582	0.328	0.712
Q4	17.01	21.321	0.432	0.087	0.768
Q5	18.28	19.36	0.276	0.149	0.774
Q6	17.21	13.325	0.368	0.284	0.769
Q7	17.23	21.421	0.652	0.425	0.763
Q8	18.25	20.24	0.562	0.0324	0.789

### 4.2. Analysis 2

**Table 4** Composition of Gender with a view about Sexual advertisement of deodorants (Source-Primary Survey Data)

Composition of Gender with a view about Sexual advertisement of deodorants								
Count								
		What is your view about Sexual advertisement?						Total
		The advertisement is interesting	I don't like the Sexual advertisement	The Sexual advertisement grabs my attention	The advertisement is inappropriate	The advertisement is effective to appeal.	Other	
Sex	Male	10	19	49	25	46	21	170
	Female	4	20	21	19	14	12	90
Total		14	39	70	44	60	33	260

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**Graph 1** Composition of Gender with a view about Sexual advertisement of deodorants (Source-Primary Survey Data)

**4.3. HYPOTHESIS TESTING ANALYSIS**

**4.3.1. First Hypothesis Testing Analysis 1**

**Table 5** Model Summary (Source-Primary Survey Data)

Model Summary				
Model	R	R Square	Adjusted R Square	The standard error of the Estimate
1	.379 <sup>a</sup>	.144	.140	.695
a. Predictors: (Constant), Do you think that sexual advertising influences your purchase decision for deodorants or Perfumes?				

**Table 6** Coefficients Analysis of Test values (Source-Primary Survey Data)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.081	.099		10.878	.000
	Do you think that advertising influences your purchase decision for deodorants or Perfumes?	.316	.048	.379	6.577	.000
a. Dependent Variable: Does this Sexual advertisement make you recall the brand of deodorants or perfumes while purchasing?						

From the above regression analysis test, The researcher compares and analyzed sexual advertising influences your purchase decision for deodorants or Perfumes and made consumer recall deodorant brand so the **Sign values are 0.000 < 0.05, thus, the null**

hypothesis **H0** is rejected at **5% level of significance** and hence the **alternate hypothesis is accepted i.e. H1**. Provocative ads generate brand recall to purchase body deodorant products.

#### 4.3.2. Second Hypothesis Testing Analysis 1)

**Table 7** One-Sample Test (Source-Primary Survey Data)

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sexual and provocative Visualization to influence Consumer mind.	38.872	259	.000	3.115	2.96	3.27
Sexual advertisement Motivate consumer to purchase deodorants or perfumes	35.904	259	.000	1.669	1.58	1.76

Buy goal was estimated by Likert Scale. The scale was fastened by 'Strongly agree' to 'Strongly Disagree'. The Cronbach's Alpha worth was .773, which demonstrates its unwavering quality. With this respect the H2 which expresses that there is a critical connection among sexual and provocative Advertisement and frame of mind towards the antiperspirant items. The outcomes demonstrate that more respondents aversion sex claims in the advertisement (Table). The outcomes demonstrated noteworthy impacts (that is,  $p < .05$ ) which affirm to signs of critical in general model outcomes. The watched t esteem for this test is 38.872 and 35.904, with a related (two-followed) huge of  $0.0000 < 0.05$ , which demonstrates the connection among sexual and provocative interests promotion and frame of mind towards the notice.

## 5. FINDINGS OF THE STUDY

The result demonstrate that the utilization of sexual or provocative intrigue does in certainty influence demeanor headed for the commercial and in the direction of the brand, and above all; it appears to influence purchasing goals. The majority selling brand is 'wild stone' since its notice is progressively provoking which spot their image effectively in understudy's discernment. The vast majority of respondents are acknowledged for lady sexual pictures in commercial and male and females both have a positive disposition toward sexual notice. Incitement is an approach to get consideration and creates enthusiasm to buy that item, supports suppositions about how to offer to women the photos of sexuality they are dared to need and the strategies which best initiate them. These Magnificent commercials specifically, which offer moment answers for issues with appearance, may likewise help the socialization of young ladies into excellence item commercialization. The age increment is viewed as speaking to an expansion in the consciousness of the role of the body in attracting the contrary sex.

### 5.1. Suggestions

The investigation demonstrates that sexual interests in publicizing ought to be utilized with an alert, particularly when it is focused on ladies. Even though young ladies are less insulted by typifying females in promoting and appear to be progressively open and liberal in their perspectives, it does not imply that sexual substance in a notice will support a positive brand

mentality and purchase decision. The explicitly provocative substance ought to likewise be in line with the promoted item since it is relating to the physical component of the item publicized.

## 6. CONCLUSION

Provocative & sexual Advertisement of deodorants that showcase gentle sensual sexual symbolism may play in affecting brand dispositions, However, future examinations ought to explore reactions to promotions appearing male and female nakedness contended that the female reaction to the suggestive promotions was simply the consequence of a male boost, the reality remains that for the two sexes, a somewhat sexual promotion made a higher picture of the reason than completed a no sensual ad. The purpose behind the utilization of such upgrade incorporate endeavors to pick up consideration, increment acknowledgment and review, and improve marketing projections. the use of to some degree arousing material in publicizing for antiperspirants sorts of things and causes may be gotten decidedly by purchasers. Thusly, while provocative attachments bring about a respectable way that contains sexual and provocative interests, Purchase Intentions are impacted by a Deodorants brand's Sexual propelling strategy, yet rather presumably by brand perseverance, brand insistence; and thing fulfillment, Results in like way provocative propelling which was seen undeniably by the center get-togethers, responding to the subsequent research question which takes sex at the point of view on provocative publicizing of antiperspirants. The general observation was certain as it supposedly was debasing towards ladies. However, most of the people concurred that the ad gets the watcher's consideration. Additionally, it very well may be inferred that picture and content are firmly related and can impact the comprehension of the message which truly influences brand picture.

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