Consumers’ attitude towards nudity in advertising- A qualitative study.

Bachelor Thesis

Group: B2
The authors:
Mohsen Boughriou
Ehsan Abdollahkhani
Examiner:
Åsa Devine
Tutor: Victor Magnusson
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Abstract

Different companies and advertising organizations along the time have been employing nudity as an ultimate tool to advertise their products or services and therefore attain the attention of the target market. Even though the tradition of presenting contents which include naked models has been somewhat a well-rooted strategy for decades but a significant factor that has not yet been studied enough is the attitude that target customers shape towards the mentioned sorts of advertisements. Considering the fact that companies may be able to plan more efficiently for their prospective advertisements by studying the customers’ attitude and reaction, this research has put its primary focus on describing the attitude of customers towards advertisements bound with the concept of nudity and investigating into the opinions of target customers.

After execution of various interviews and data collection, the findings of the study designate that customers depending on multiple criteria would potentially demonstrate both positive and negative attitudes towards an advertisement containing naked models regardless of representing one culture and nationality.

Key words: Consumers attitude, Nudity in imagery advertising, ABC model of attitude.
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1. Introduction

1.1 Background

One of the notable characteristics of companies in today’s market is the ability to obtain a broader knowledge regarding the behavior of the consumers and their purchasing patterns in order to provide customer satisfaction (Peighambari, Sattari, Kordestani and Oghazi, 2016). However, it is yet difficult to fully comprehend the reason(s) why a consumer would prefer a particular type of product or service to another (Armstrong, Kotler, Harker & Brennan, 2015). Assessing and comparing various attributes of products or services with each other has been understood as the milestone of the purchase stage where the consumer aims to find the product that would satisfy his/her needs more in comparison to alternatives (Armstrong et al., 2015).

The term branding could generally be defined as shaping a new and distinct name or symbol that is aimed to present a further aspect of the product to the customer and differentiate itself from other alternatives (Marion, 2018). Companies and organizations apply various tools and strategies in order to make their brand appealing in the market and attract customers’ attention. The use of advertisement has been identified as one of the most common and significant strategies for doing so (Marcincin, Modrak and Okwiet, 2012). It is by the help of advertising that brand of a particular company may increase its domain of influence in the target market and act as a more challenging rival to alternative firms presenting the alternative product or service (Marcincin, Modrak and Okwiet, 2012).

Advertising is defined as messages which are backed financially by the companies and seek to influence consumers by the offering (Terkan, 2014). For advertisements to reach to a more prominent domain of individuals in the market and act as a more efficient strategy firms nowadays utilize many different mediums (Marcincin, Modrak and Okwiet, 2012). These mediums could be known as television, radio, newspapers, magazines and also social media which own millions of members around the world (Terkan, 2014).

A distinct branch of the advertising that has been favored majorly by many companies regardless of their presented product or service is imagery advertising where the firms attempt to send their messages in a portrayed form to their customers (Kalapes, 2014). It is believed that the employment of image and visual attributes would play a more significant role in impacting on consumers’ attitude towards the product that particular company is offering (Terkan, 2014). Regardless of the content of the imagery advertisement, different
customers would potentially perceive the message differently from one another and express unique feelings towards the product or service compared to other individuals. This could be related to the personal preferences of individuals, their background, environment, traditions, state of mind and so forth (Terkan, 2014).

In today’s highly competitive market, companies follow different methods and strategies in order to increase the sales and make more profit (Anyukhina and Lysenko, 2015). According to Pope, Vogues, and Brown (2004), as a way of advertising performed by the firms, consumers have been exposed to nudity in advertising within the last few decades (Pope, Vogues, and Brown, 2004). The use of nudity in advertising has been related with numerous fields, mainly clothing and health and hygiene sectors as well as other domains such as beauty, for example, makeup products, alcohol sales and entertainment (Editor, 2016).

Nudity in advertising has been described as a way of gaining the attention of the consumers and creating a buzz, based on the use of naked models from both genders males and females in advertising (Pope, Vogues, and Brown, 2004).

Giving an example of companies employ naked bodies in advertising, one company that has been into this type of advertising is Calvin Klein which operates in the clothing and fashion industry. Additionally, the company has been implying nakedness in advertising for more than forty years, and it is considered a leader in this way of marketing (Evans, 2018).

In that regard, the use of nudity in advertising has been understood as one of the considerable strategies that companies would prefer to market their offering and alter consumers attitude in the market. Speaking of the consumer attitude, it could be understood as the consumers’ set of feelings, intention, reaction, beliefs and behavior towards a particular thing such as a product or a brand (Pope, Voges and Brown, 2004; Jain, 2014).

The application of nudity in imagery advertising could be performed by employing both men and women in the advertisement in various industries. Following the previous statement, companies employ models and figures either in a full naked or partially naked posture to advertise their brand (Reichert, 2007). The use of nudity could be noticed mainly in fields like fashion, clothing, automobile, food and so forth (Pope, Voges and Brown, 2004).

Depending on the content of advertisement mixed with nudity as the tool to market the brand and its product, consumers may react variously to the shown commercial (Dudley, 1999).
1.2 Problem discussion

According to Pope, Vogues, and Brown (2004), the employment of nudity as a stimulating content could be done by including naked models from both genders, males, and females (Pope, Vogues, and Brown, 2004). The exposure of consumers to nudity in advertising can potentially cause various attitudes towards the content of the advertisement (Beetles and Harris, 2005). Consumers depending on the belief system they represent, they would demonstrate either a positive or negative attitude towards the nudity infused in the advertisement (Beetles and Harris, 2005). Considering the consumers’ system of beliefs, marketers, and companies may receive dissimilar reactions when demonstrating a particular advertisement containing nudity and naked models. What matters most eventually for the firms afterward is to make sure that the majority of the target customers have expressed a positive attitude and reaction to their advertisement (Ma and Gal, 2016; Dahl, Sengupta and Vohs, 2009).

According to Dudley (1999), Reichert (2007) and (Beetles and Harris, 2005), some consumers are eager to demonstrate a more positive attitude towards the advertisement and the product in particular which contains more extreme nudity because they get attracted by the displayed nakedness, and some models’ bodies look pleasant to them. However, in contrast, other consumers may potentially perceive advertisements with nude content less appealing and less attractive and have a negative attitude towards the exposed advertisement. In other words, consumers are less in favor of advertisements and contents that attempt to show more nudity to them (Dudley, 1999; Reichert, 2007; Beetles and Harris, 2005).

As discussed previously, the attitude shaped towards the advertisements which present nudity differs from a consumer to another. Consequently, it is of high importance for marketers and firms to have a proper understanding of the consumer attitude towards nudity in advertising (Reichert, 2007). The reason for such claim lies under the fact that companies and marketers in specific seek to describe first then evaluate the attitude of majority of their target consumers in the market towards advertising that implies nudity and thus based on the gained result, they would be able to be more precise regarding how the consumers perceive nudity in advertising and how nakedness can be employed in the advertisements (Beetles and Harris, 2005). In other words, by describing the consumer attitude towards nudity in advertising, companies will have a better understanding of how the consumers react to nudity in advertising as they do and the way they should use nudity in advertising and refine their advertising in general. Moreover, describing the consumers' attitude towards advertising is
considered of great importance for companies and marketers to have a better understanding on the way consumers think and feels towards that particular advertising (Anabila, Tagoe, and Asare, 2015).

Contemplating in the previously done researches about nudity in imagery advertising, it had been realized that the majority of the researches have been focusing on the differences in responses between the different genders towards nudity in advertising (Black, Organ and Morton, 2010). Additionally, the previous research has been focusing on how naked models in advertising regardless of their attractiveness, in general, have been perceived by consumers as better messengers in comparison to other ones who are attractive with a less degree of nakedness (Dudley, 1999). Furthermore, Dudley (1999) and Anabila, Tagoe and Asare (2015) state that the research has been concentrating on describing the differences in the responses towards nudity in advertising between different cultures, geographical areas, and different backgrounds. However, the authors state furtherly that the researchers have not contemplated into the description of the consumers' attitude towards nudity in imagery advertising (Anabila, Tagoe, and Asare, 2015). In addition to this, Lombardot (2007) and Mehta and Purvis (2006) emphasize on the importance of describing the attitude of consumers towards the implementation of nudity in advertising and the importance of filling the gap in the research about the affective-behavioral-cognitive effects of nudity in advertising on consumers as they form together the consumer attitude. By digging deeper into the description of affective-behavioral-cognitive effects of nudity in advertising on the attitude of consumer, there will be a better understanding of the consumer feelings and emotions, behaviors and beliefs and knowledge effects on the consumers’ attitude towards nudity in advertising (Lombardot, 2007; Mehta and Purvis, 2006).

1.3 Purpose

The purpose of this thesis is to describe the consumers’ attitude towards nudity in imagery advertising.

1.4 Research question

What attitude consumers display towards nudity in imagery advertising?
2. Theoretical framework

2.1 Nudity in imagery advertising

Nudity has been defined as the involvement of nakedness and stripped bodies in commercials (Sherman and Quester, 2005). Furthermore, marketers commonly display nude models exercising catchy movements like dancing or posturing in distinctive positions with attractive physical features in order to grab the attention of the consumers rather instantly. By doing such, they try to make consumers concentrate on the content of their advertisement which they aim to introduce and therefore sell (Reichert, 2007). Nudity in advertising could be displayed by both male and female models by trying to convey a specific message designed by the companies through the displayed models. Yet, consumers respond differently to how different genders are presented in an advertisement (Ma and Gal, 2016). The use of men in sexual advertising, in contrast to women, has been a relatively recent development, save a relatively few exceptions. However, the use of women in advertisements became much more frequent, by the 1970s (Huang and Lowry, 2011). Additionally, the involvement of nudity in advertising mainly aims to make consumers think in a sexual way, rather than to only describe the attributes of the product itself. The process of sexual thinking could be formed in various ways in the minds of consumers such as the attraction to appealing beauty of models, encouraging the consumers to think further about the act of sex or even by turning them on both mentally and physically (Beetles and Harris, 2005; Simpson, Horton and Brown, 1996). Klug and Vigar-Ellis (2012) found that the use of nudity in advertising increases the attention of the opposite gender to the model presented in the advertisement. Meaning that the attention of females increases when they see naked men in advertising and vice versa. Furthermore, Beetles and Harris (2005) maintain in their study in an investigation made on the United States university’s students that concern both genders, male and female. The investigators found that females tend to give more attention to male models partially clothed. As it has been found out females pay more attention to distinct parts of male models when encountered with an advertisement containing nudity. The naked male body parts that may attract more attention from female viewers have been known as shoulders, belly and also the arms (Cheung et al., 2013). However, when it comes to males, they tend to give less attention to male models in advertising, meaning that male respondents give more attention when the advertisement includes naked female models. Speaking of the males’ viewers, the majority of them use to pay more attention to particular parts of the female models’ bodies more than
others. These body parts could be recognized as the face, legs, lower back and also the models’ hair (Beetles and Harris, 2005; Cheung et al., 2013; Wyllie, Carlson and Rosenberg 2015).

Researchers suggest that the level of nudity can differ from one advertisement to another (Klug and Vigar-Ellis, 2012; Sherman and Quester, 2005). Klug and Vigar-Ellis (2012) divide nudity into two levels, full nudity, and partial nudity. Full nudity is when the body of the model in the advertisement is totally nude. However, partial-nudity is when the bodies shown in the ad is partially clothed and not entirely naked, for example when the model shown in the advertisement is in a bikini or he or she is wearing a short or swimsuit while advertising a certain product or service. Additionally, partial-nudity is being used more commonly in advertising than full nudity. However, in the last few decades, the use of nudity in advertisements has been on the increase (Cheung et al., 2013). Moving from the 1970’s to the present time, more companies and organizations have been attempting to apply nudity and naked models in their advertisement to enforce a more attention-grabbing influence on their consumers. The rise in using such a strategy has been even more sensible for companies which are active in industries like fashion, beauty and human optimization (Klug and Vigar-Ellis, 2012). The increase has covered various domains, such as car sales, or in sports like car racing and in the realm of the combative arts, boxing and mixed martial arts (Klug and Vigar-Ellis, 2012). When it comes to utilization of nudity in advertising, the motive for doing so by companies could be mainly to add to the entertainment and attraction of a particular product by absorbing the attention of consumers more than ever. Depending on the nature of the company and type of product it has been offering the use of models both male and female may vary (Cheung et al., 2013).

2.2 Consumer attitude

The concept of attitude has been defined as, what someone tends to believe and think about an object. In marketing, it is described as the feeling that someone holds about a specific product, brand or even an advertisement. An attitude can be either positive or negative or neutral; it is a mental process that occurs in an individual’s psyche based on what he experiences in his everyday life (Solomon, Bamossy, Askegaard and, Hogg, 2013). The positive attitude is the positive feelings that a consumer draws out regarding a particular object from those who have interacted with it. It is mainly a situation that occurs in the normal life and has a positive disposition which involves a positive reaction. In other words,
it is what a consumer pulls out positively from his surroundings. However, a negative attitude is the discrimination that a consumer exercises on a specific object, idea, brand, advertisement and so forth. In other words, it is a situation that occurs in the normal life, and an individual reacts negatively towards it, for example by ignoring that particular thing. When it comes to the neutral attitude, it occurs when a consumer does not prefer an object on another (Jain, 2014).

“...attitudes are summary judgments of an object or event which aid individuals in structuring their complex social environments.” (Jain, 2014, p.2).

The concept of attitude towards the advertisement could be understood as individuals’ either a positive or negative reaction towards a certain stimulus which has been inserted into an advertisement while being encountered with. The attitude towards the advertisements contains elements like viewer’s attitude towards the advertiser, evaluations of the ad execution itself, the mood evoked by the ad and the degree to which the ad affects viewers’ arousal levels (Solomon et al. 2013; L. Milfont, Duckitt and Wagner, 2010).

When it comes to the attitude of consumer towards nudity in imagery advertising, according to Dianoux and Linhart (2010), the attitude of consumers towards an advertisement could be impacted by the level of nudity implied in the advertisement. As it has been realized consumers depending various factors such as personal beliefs, the point of view and so on tend to display either a positive or negative attitude towards the advertisements which entail models with a higher degree of nudity and lower parts of body clothed. Additionally, the manner by which the models have postured or showing a catchy movement may have direct influence either positively or negatively on consumers’ attitude (Jain, 2014). However, the attitude can differ from a person to another; this can be explained by the difference of thoughts, beliefs, genders, the point of views, behaviors and so forth. In that context, the use of nudity in advertising could be used by marketers to motivate consumers and increase their attention towards the advertisement (Dianoux and Linhart, 2010).

Solomon et al. (2013), suggest that an attitude can be composed of three components which are, Affect, Behavior and Cognitive. These three components constitute together the which is called ABC model of attitudes. It is called ABC model of attitude because the “A” represents the component Affect which about the feelings and emotions of the consumer. The “B” represents the behavioral component which is about the actions taken by consumer towards something. Finally, the “C” represents the Cognitive component which is about the beliefs and knowledge the consumer holds about something.
According to Solomon et al. (2013) and L. Milfont, Duckitt and Wagner (2010), an attitude can be formed in three different ways. The first way is, an attitude can be based on cognitive information processing, meaning that the attitude is formed based on the beliefs that the consumer holds through the knowledge he/she accumulated regarding a specific thing. In this sense, the positive the beliefs a consumer has, the positive the feelings (Affect) will be shown and the positive the actions (Behavior) will be taken which result in a positive attitude towards that thing and vice versa. The second way is, an attitude can be based on the behavioral learning process. Contemplating into this, Sahay, Sharma and Mehta (2012) and Solomon et al. (2013) maintain the consumer acts based on a limited beliefs and knowledge (Cognitive) towards a specific thing for example an advertisement or a brand, therefrom based on the gained experience the consumer’s set of feelings and emotions is constituted (Affect). In other words, “...the attitude is likely to come about through behavioral learning...” (Solomon et al., 2013, p.142). When it comes to the third way, an attitude can be based on hedonic consumption. It is when the consumer acts based on his/her emotions and feelings (Affect). Meaning that the positive the feelings the consumer has towards something, the positive the actions (Behavior), the positive the beliefs the consumer would hold and the positive the attitude will be formed towards that thing (L. Milfont, Duckitt, and Wagner, 2010).
2.2.1 Affect

The first component of the ABC model of attitudes is the effective component which is also known as the emotional component. This component plays a crucial role in shaping the first traits of attitude. According to D. Crano and Prislin (2006), a valid element is regarding the feelings or the emotions that one could have towards a certain object, person, idea, brand, place, advertisement and so forth. The Affect component is based on the judgment of the previously mentioned concepts (D. Crano and Prislin, 2006). Feelings could be described as the mental reaction of a body towards external stimuli when an individual is exposed to it. The feelings shaped in the mind of viewers while encountered with a particular content could be either positive or negative, for instance, one can show positive emotions regarding a product or a company as an interest, happiness, joy (Wilt and Revelle, 2015). However, these feelings can be in a contrary manner, for example in the form of a reject of a particular product or an idea (D. Crano and Prislin, 2006). For customers, regardless of their gender or other factors, the Affect can act as a monumental component in shaping the attitude towards a particular brand and its offered products or services. The element of Affect could be influential within other states of feelings that would be imposed on individuals such as nostalgia as an example (Wilt and Revelle, 2015). In this regard, a person might get a nostalgic impression when exposed to a particular advertisement which aims to strengthen the effective component in him or her (Sahay, Sharma and Mehta, 2012).
Customers depending on the emotional state they get put into the offered product or service of the company would be perceived as somehow a direct influence on others’ mind. Meaning that by word of mouth or spreading their emotional status towards the product many more customers may be skewed towards that particular person’s affection (Homer, 2006).

Speaking of the affection as one of the ABC model elements, a factor that makes companies to rely and invest intentionally on this component is that by being successful in receiving the expected affection from consumers side, the firm may impose a long-term influence on the consumers that would bring upon a more positive affection to their offered content in comparison to past. Therefore, the affection plays a significant role in providing the firms with long-term positive feelings and emotions form their target customers (Wilt and Revelle, 2015).

According to Liu, Cheng and Li (2009) and Reichert, Childers, and Reid (2012) the employment of nudity in advertising is mainly to arouse the feelings and the emotions of consumers on the advertised product. Furthermore, the authors mention that the evoked feelings and emotions towards the naked model in the advertisement are usually categorized as sexual feelings and desires that occur in the mind of the consumer as he/she is exposed to the advertisement. In this regard the positive the feelings and emotions of the consumer towards the advertisement, the positive the attitude towards the product. When a consumer relates positively towards a particular advertisement or nudity shown in the advertisement, he or she would feel an inner encouragement and emotional stimulation that eventually will lead to more attraction from his or her side to the advertisement and the product or subject that has been placed into it (Liu, Cheng, and Li, 2009; Reichert, Childers and Reid, 2012).

2.2.2 Behavior

The second component of the ABC attitudes model is the behavioral component. It is mainly regarding how consumers act towards an object. The term behavior refers to the way humans expose their behaviors which can be affected by many factors, such as culture, beliefs, attitudes, knowledge and so on (Wilt and Revelle, 2015). Human behavior can be different from a person to another; some behaviors are universal; they are the same traits shared everywhere in the world (Peighambari et al. 2016). Some behaviors are seen, as usual, meaning that the individuals behave in a typical way which is considered to be the normal way of behaving in a specific group of individuals. Moreover, some others are seen as unusual, for example when an individual behaves abnormally in comparison to how the
individuals in the group that he belongs to behave (Wilt and Revelle, 2015). In this component, the consumers may indicate how they are going to act or behave regarding a particular thing, for example, it might be an avoidance of involvement in such situation (M. Bergner, 2011).

When it comes to the relationship between the behavior as one of the ABC model elements and the advertisement, individuals may behave differently based on the content that they have been exposed to (Le and Ho Nguyen, 2014). Each consumer’s behavior has been known to be influenced by various factors like psychological, personal and also social factors. In that sense, the displayed advertisement may or may not relate to any of these mentioned factors in the mind of the consumer while being exposed to which in turn can cause a particular behavior from the consumer. The behavioral pattern of consumers, when impacted by the shown advertisement, would be performed and understood in different ways whether further curiosity and info search about the advertisement and the implemented product, asking from other individuals, suggesting it to more people or on the other hand, ignoring the advertisement in the first place. When as customers’ behavior may be different and unpredictable from what companies expect, they actually need to be more careful and pay more attention to the potential behavior of their target customers when exposed with company’s product or service (Ajzen, 1989).

The behavioral component is in contrast to the other two components of the ABC model of attitude can be observed while the other two components cannot be observed. Therefore, companies by studying and interpreting the behavior of their target customers towards their shown advertisement would be able to get a more detailed knowledge of them and therefore plan even better than before for the prospective advertisements which may include nudity as the main component (Peighambari et al. 2016).

2.2.3 Cognition

The third and the last component of the ABC attitude model is the cognitive component. Cognitive refers to the beliefs and knowledge that an individual hold towards a certain object or subject. These beliefs and knowledge are possessed through the experiences that individuals pass through in everyday life, mainly through the interaction with others. In this regard, marketers rely heavily on the consumers’ beliefs and knowledge about an object attitude to market their offerings successfully (Breckler, 1984). The concept of cognition as one of the main components of the ABC model in this paper may play an essential role in
shaping attitudes of individuals towards various subjects such as a particular brand, its products, and services or the advertisement (Wilt and Revelle, 2015). Individuals are keen to react uniquely to a matter depending on the beliefs and knowledge they own regarding that subject. Consequently, the direct relationship between the cognition of individuals and their forthcoming attitude could be understood which may be critical for various firms and marketers to get a broader picture of their target group (Sahay, Sharma and Mehta, 2012). It has been realized that the fulfillment of cognitive needs by customers would eventually lead to a rise in the positive emotional state of them which in order would flourish their attitude towards the company’s offering (Wilt and Revelle, 2015). Moreover, there has been a direct relationship between the number of various experiences that a customer has and his or her cognitive structure. In this sense, the customer would be able to distinguish better between various available options and choose the one that he or she can affiliate with better emotionally. The offering that relates more closely to the target customer cognitive wise would be the one that can earn a more positive attitude in comparison to other rivals (Peters and Slovic, 2007).

Considering the consumers’ system of beliefs, marketers, and companies may receive dissimilar reactions when demonstrating a particular advertisement containing nudity and naked models. What matters most eventually for the firms afterward is to make sure that the majority of the target customers have expressed a positive attitude and reaction to their advertisement (Wilt and Revelle, 2015).
3. Methodology

3.1 Research approach
When deciding upon the research that will be forthcoming, the natural selection of methodological approaches to doing so is a foundational consideration. Furthermore, the quantitative and qualitative methods of this structural deliberation can be considered as to the rationalization of, how the methodological approach will affect the study in and of itself. Consequently, this consideration of approaching the research is a predominat procedure of deciding, in what way the prevailing arguments of deduction and induction will be used for those approaches (Bryman & Bell, 2011).

3.1.1 Quantitative versus qualitative researching methods
In the approach to conducting a research, there are several options from which researchers may put under consideration. These options vary in respects to the needs of the research conducted and systematic process of analyses, from which the options are exercised. Both the quantitative and qualitative methods of approaching the situation were considered, the best option for this research was chosen after considering other factors. Beginning with the quantitative method, that is often associated with the deductive approach to research. As well as the qualitative reasoning method of researching, that could consider both inductivism as well as deductivism in the specialized approach (Bryman and Bell, 2011).
Starting with the research plan of using the quantitative methodology through providing a measurement concerning more of a statistical data approach of information, which is usually used ware validity and reliability of the outcome needs to be proven. In contrast, the qualitative research process can be known as a somewhat less structured and more natural approach. Furthermore, the juxtaposition of the two methods of qualitative and quantitative research, reveals the common understanding of qualitative theories prime focus as a more human interaction based on experience. Some of the main characteristics of this study approach are through words, rather than just numbers to collect more deeply rooted understanding of behaviors and belief systems. The qualitative research approach works with fewer subjects or respondents but analyzes each case to a deeper level. It is particularly used when the marketer needs answers to questions relating to emotions and motivation such as consumer needs and perceptions, opinions, behavior, attitude and so forth (Bryman and Bell, 2011; Barnham, 2015).
The qualitative research techniques can be in the form of interviews, focus group or in the form of observational techniques such as observing the natural human behavior. These techniques are mainly based on the interaction of the researcher with the respondents so that a better understanding of the respondents’ real life is possible (Bryman and Bell, 2011).

The purpose of this study is on the attitudes of those interviewees upon the subject of nudity in imagery advertising and their thoughts and opinions on it. The qualitative approach to more richly comprising data upon the true feelings behind their perceptions of the subject is considered to be a better research approach.

3.1.2 Deduction versus Induction reasoning methods

When deciding upon the theoretical approaches to begin a research project, there are two contrasting types of approaches to choose from depending on the kind of research that is being conducted. The deductive reasoning theory which states that there is a project designed by the researcher performing it, and the theories relevant to the outcome have previously been decided upon (Bryman and Bell, 2011). These relevant theories are the basis to begin the research; the presupposition to the findings is formulated, the data collection is then assembled. This information is then analyzed against the empirical material, for proof of findings and conclusions drawn. There is also an additional type of theoretical approach, which is the inductive theory. Contained within this theory, is the approach that the researcher conducts the data collection, from within this empirical data the resulting theories are developed through the analyzation of the data at hand. Hence, after having conducted the research, the outcome will be attempted to be placed into known theories for relevance to the researchers' findings. This method is a qualifying approach, to the research conducted and its outcome. Consequently, the deductive method approach is concerned with deducting conclusions from the premise or presuppositions and seeks to find a pattern within them (Bryman and Bell, 2011).

The deductive approach to the empirical data relating to known theories for research conclusions was used in this research paper. This approach offers more of a top-down, open-minded data collection experience. This is through the use of the known issue and relating it to theories relevant. The theory used for the research was decided upon first (Bryman and Bell, 2011).

The reasoning behind using the deductive approach within this research was the theories chosen were used to narrow down the interviews that were made from the research. Where
the researchers started this study based on theories relating to nudity in imagery advertising
and consumer attitude, then they collected the data. Thereafter the collected data were
analyzed against the chosen theories to draw a conclusion (Bryman and Bell, 2011).

3.2 Research purpose

According to D. Schenker and Rumrill, Jr, (2004), there are three types of research purpose.
The first type is known as the causal-comparative research purpose. Through this type of
research purpose, researchers mainly aim to determine the causes and the consequences of a
certain situation that has already happened between two variables. However, usually, the
variables in the causal-comparative research purpose cannot be experimentally manipulated
(D. Schenker and Rumrill, Jr, 2004).

Moving to the second type of research purpose, which is referred to as the exploratory
research purpose. It is used to gather preliminary data that will help to define a problem that
the researcher aims to solve and suggest a hypothesis. Usually, this type of research purpose
is used to explore a particular idea or phenomena in the outside world (Pettersen et al., 2004).

When it comes to the third type of research purpose, which is the chosen research purpose of
this study, it is referred to as the descriptive research purpose. It is essentially used to
describe a certain idea, marketing phenomena, or thoughts of the consumer’s attitudes
towards a product. This can be in relation to a brand, an advertisement and so forth (Magilvy
and Thomas, 2009). Furthermore, according to Ghauri & Grønhaug, (2005), the descriptive
research purpose is mostly used to answer the research question(s) which start(s) with

The reasons behind the choice of the authors to use the descriptive research purpose for this
study are as follows. First, this study aims to describe with detail the consumer attitude
towards nudity in imagery advertising. In other words, to gather information concerning the
attitude of consumer towards nudity in imagery advertising that can be used by future
researches. This means that the aim of the investigation is to describe neither nor contemplate
the causes or consequences of a particular situation, which has already happened, which can
be between two variables as it is the case for causal-comparative or to explore an idea or
phenomena in the outside world. In addition to this, another reason that has played a crucial
role when determining which research purpose is the most suitable for this study is the area of
research regarding nudity in advertising is not explored by the investigators for the first time
but there have been existing theories regarding nudity in imagery advertising and the attitude
of consumer. However, the researchers investigate into one side of this area of research in order to describe what attitude the consumers display towards nudity in imagery advertising which not require an exploratory research purpose, but rather a descriptive research purpose.

### 3.3 Data sources

Material data can be collected through two different ways, either primary or secondary. Starting with the primary data, it is a newly collected data for the purpose of the research. When it comes to the secondary data, it is the data that was collected by other researchers (Bryman and Bell, 2011). Keeping in mind the information that has been previously discussed, the researchers have chosen to use the primary data method. This was for the research conducted through interviews performed in order to collect the needed empirical data. This empirical data collected, were to truly interpret the full implications of the respondents’ decisions, on how nudity in imagery advertising affects them. In other words, once answers are given, the follow up questions were used to further delve into the underlying attitudes to their responses. This empirical data was analyzed through the use of the ABC model of attitudes conceptual framework.

### 3.4 Data collection method

The empirical investigation can be performed in a variety of ways, including the use of in-depth interviews structured or semi-structured in nature for example. This type of Action research can be through the use of involvement with participants to present an opportunity to relate to the participants more closely. The data collected contained within this research were formulated through the use of a semi-structured interview. This method in addition to having similarities to other methods begins with a predesigned set of questions. This method contains the ability to induce more natural responses from the respondents, due to a less structured setting, offering a more open discussion atmosphere (Bryman and Bell, 2011). The researchers began asking questions from the respondents and encouraged a more open discussion forum, with follow up questions to the respondents' answers. This type of qualitative research offers benefits to the researcher as well as to the respondents, through allowing the respondents to form their own opinions on a question. The researchers' primary duty was to see the respondents' feelings on the subject matter, to describe their attitude towards nudity in imagery advertising for their responses entirely. This allowed the
researcher to go beyond the questions and answers, but to gain a full understanding of respondents’ attitude towards nudity in advertising (Bryman and Bell, 2011).

3.5 Data collection instrument

Contained within this section, the researchers shall offer empirical data collection procedural methodology, how the theories were transformed into questions as well as the pre-test of the questions before the execution of the semi-structured interviews (Bryman and Bell, 2011).

3.5.1 Execution of semi-structured interview

Conducting in-person interviews can be a precious source of empirical data information and are one of the wealthiest acquisition methods of approach, for authentic data collection. The reasoning behind this is the researchers are able to interact and observe the interviewees voice and physical reactions personally (DiCicco-Bloom and Crabtree, 2006). Before actually conducting the interviews an underlying method to for better success is establishing a general affinity between the interviewees and the researchers conducting the research. This can be used to establish a friendly atmosphere and ease of open discussion, permitting the natural and open discussion of ideas (Bryman and Bell, 2011).

For this investigation, the semi-structured interview technique was chosen as the best option for the gathering of empirical information. The semi-structured interview can be described within various types of question and answer contexts. Predominantly it refers to a more generalized set of open-ended questions, which can be followed up by additional probing questions. The additional questions can be described as a response based gathering technique, depending on the needs of the analysis required (Bryman and Bell, 2011).

For the current research undertaken, the researchers performed the interviews in the city of Växjö Sweden. These semi-structured interviews were conducted upon ten subjects of Swedish consumers. The interviewees consisted of five males and five females, implemented in July between the tenth and the twentieth, each interview was performed in a day during the mentioned period and lasted around forty-five minutes. In order to establish an amicable atmosphere, fika consisting of coffee and Gifflar were provided.

The interviews were implemented beginning with initial questions and followed up with additional questions as needed (see appendices for the interview guide). The researchers also recorded the interview, took notes and jointly audited the respondents for voice inflection changes, as well as body language visible clues to the questions and answers. The interviews
were held within the pre-established suggestions found and offered by the researchers (Bryman and Bell, 2011).

When it comes to the material used in the interviews (seen appendices 2, 3, 4, 5, 6 and 7). There were six pictures showed to the interviewees when performing the interviews. The pictures consist of six advertisements includes models both women and men. The reason why to include models from both genders was to describe how the attitude of the interviewees towards the opposite naked gender shown in the advertising. In addition to this, the six pictures include different levels of nudity, mainly, three pictures include partially naked models (see appendices 2, 3 and 4) and three fully naked models (see 5, 6 and 7). The reason behind this was to describe how the interviewees classify the nakedness presented in the advertising (partial nakedness or full nakedness) and to describe the attitude of the interviewees towards different levels of nudity in imagery advertising. Moreover, all of the material were gathered from the internet. In this regard, the researchers used a set of keywords when searching for the suitable advertisements that can be used in the interviews. The key words were mainly related to nudity in advertising, such as, nudity in imagery advertising, male nakedness in advertising, female nakedness in advertising, partial nudity in advertising and full nudity in advertising.
3.5.2 Operationalization

Operationalization is the stage of the research where the research converts the theories used in the research into measurable variables (Bryman and Bell, 2011).

<table>
<thead>
<tr>
<th>Concept</th>
<th>Sub-concept</th>
<th>Definition</th>
<th>Item</th>
<th>Question</th>
</tr>
</thead>
</table>
| Nudity in imagery
advertising | -           | Defined as the involvement of nakedness and stripped bodies in commercials, it can be either partial nudity or full nudity (Sherman and Quester, 2005).                                                     | Partial nudity and full nudity               | -                                                                      |
| ABC model of attitudes   | Affect      | Is the feelings or the emotions that one could have towards a certain object, person, idea, brand, advertisement (D. Crano and Prislin,                                                                 | Feelings and emotions                         | 1-How would you describe your feelings and emotions regarding the advertisements?  
2-Based on your feelings and emotions, what attitude you would display towards nudity in the advertising? |
Behavior

Is how people act towards something (M. Bergner, 2011).

Actions

3-What do you do if you like the content of an advertisement contains nudity? If not, what do you do?
4-Based on your actions towards the advertising, what attitude you would display towards the nudity displayed in advertising?

Cognitive

Refers to the beliefs and knowledge that an individual holds towards a certain object or subject (Breckler, 1984).

Knowledge and beliefs

5-Based on the beliefs and knowledge you hold about nudity in imagery advertising, what attitude you would display towards the shown advertising advertisements?

**Table 3.1:** Operationalization table.

### 3.5.3 Pre-test

As a useful system of gathering empirical data, the pre-testing stage is a useful measurement for the beginning of research information. The pre-testing procedural method can be used as an avenue of developing the empirical data validity for qualitative data (Bowden, Fox-
Rushby, Nyandieka, & Wanjau, 2002; Brown, Lindenberger, & Bryant, 2008; Collins, 2003; Drennan, 2003; Foddy, 1998). Pre-testing can be used as an advanced warning in which to advise the researchers, as to issues that could arise within the research framework used. This preceding analysis of the questions developed for use in the final in-depth interviews could reveal previous issues unknown (Bryman and Bell, 2011).

For this research, the pre-testing stage was conducted on six individuals. The subjects in this investigation consisted of three males and three females. The age groups were representative of one from each age group that was used for the final semi-structured interviews. The questions used in this investigation were formulated in order to be certain they would be indicative of the correct questions for further research. These pre-qualifying questions did not indicate any issues due to language or cultural misunderstandings, for the final interview questions that were to be used.

3.6 Sampling

Sampling is how the researchers gather information for formulating the basis of their theoretical research, through the use of collecting data. The sampling should consist of a representative portion, of the overall targeted population to be studied for accuracy in findings (Bryman and Bell, 2011).

A sample refers to the piece of the population that is selected to represent the population as the whole. It represents a list of individuals, groups or institutions that can be sampled by researchers, for business research or statistical reasons (Bryman and Bell, 2011).

According to Bryman and Bell (2011), there are two types of sampling, probability and non-probability sampling. Probability sampling is when all the population individuals have the same probability of being participants in the study. Additionally, probability sampling is more concerned with quantitative researches where the researcher works with a significant amount of data and conducts a large sample. Probability sampling is also concerned with accuracy, the more samples collected, the higher the chance of lessening sample errors (Bryman and Bell, 2011). When it comes to non-probability sampling, it is a sampling method concerned with a small sample of participants where the all individuals of the population do not have the same probability of being selected in the study. In addition to this, non-probability sampling is more concerned with qualitative researches where the researcher works with a small amount of data, and it is also used when the concern is to focus on
particular themes. These sampling methods represent numerous advantages, such as the cost is meager, time effective and also easy to perform (Bryman and Bell, 2011).

Contained within this study, is a sample consisting of people who are English speaking Swedish consumers. The reason to select English speaking Swedish consumers was that the investigation was held in Sweden and in English also due to the incapability of the researchers to speak a fluent Swedish language. The sample consists of ten persons, five males, and five females. The reason to select five males and five females was to give a certain equilibrium between the two genders and describe the attitude of both males and females towards nudity in imagery advertising. Moreover, when deciding on the number of the interviewees for this investigation, the researchers applied saturation. Bryman and Bell (2011) define saturation as when researchers gather data constantly until the collection of data do not bring in any new information to the collected data. In the beginning, the researchers started by interviewing six persons and continued continuously interviewing a new interviewee until the information collected through performing interviews did not add any new information to the data. In this case, saturation was reached at the number of ten interviewees. In addition to this, the selected sample included different ages groups, 15-30, 30-45, 45-60, 60-75 and 75-90. The reason behind this was to give the chance to different age categories to participate in the study and describe how the attitude towards nudity in advertising can differ between the respondents.

3.7 Data analysis method

The data analysis method refers to the method that the researcher follows to analyze the data collected. In this regard, as discussed in the previous chapters this paper is based on a qualitative approach in the collection of data. According to Bryman and Bell (2011), when analyzing qualitative data, there are two strategies that a researcher can follow, analytic induction and grounded theory (Bryman and Bell, 2011).

“Analytic induction is an approach to the analysis of data in which the researcher seeks universal explanations of phenomena by pursuing the collection of data until no cases that are inconsistent with a hypothetical explanation (deviant or negative cases) of a phenomenon are found.” (Bryman and Bell, 2011, p.575).

When it comes to the grounded theory, Bryman and Bell (2011) defined it as “theory that was derived from data, systematically gathered and analyzed through the research process.”
In other words, grounded theory aims to collect data in order to generate new knowledge from which theories are suggested (Bryman and Bell, 2010).

Moreover, one of the most important tools that the grounded theory is based on is the coding process. This process starts with the collection of data, where the researcher divides the collected data into numerous pieces of components. This is based on his/her understanding and interpretation of the collected data (Bryman and Bell, 2010).

In order to answer the research question of this study, the authors have chosen the grounded theory analysis method to analyze the data. First and foremost, the investigators begun by the formulation of a research question, thereafter relevant theories to the topic of the attitude of consumer towards nudity in imagery advertising were collected. The following step was to collect data. After the collection of data, and in order to analyze the collected data different steps were taken. Firstly, the investigators started to convert the recorded data in the mobile phones to text. In this step, the amount of data was considered massive. According to Bryman and Bell (2011), the transformation of data from a recorded data is to a text called transcription, where usually the analysts end up with a significant amount of data. Thereafter, the researchers started to examine the data thoroughly and eliminate the information that was considered as irrelevant to the topic of the study. After this step, the researchers started to code data into categories based on the theories applied in the paper. The codes were first grouped based on their similarities, from there categories emerged. The next step was to carry out the items from the categories based on the theories. In this regard, the table below describes the coding schedule.

<table>
<thead>
<tr>
<th>Codes</th>
<th>Categories</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surprise, anger, attracted, positive attitude, negative attitude, sexual aroused, positive feelings and emotions, negative feelings and emotions.</td>
<td>Affect</td>
<td>Feelings and emotions</td>
</tr>
<tr>
<td>Search, learn, ignorance, suggestion, positive attitude, negative attitude</td>
<td>Behavior</td>
<td>Actions</td>
</tr>
<tr>
<td>Judgment, awareness, positive attitude, negative attitude, neutral attitude</td>
<td>Cognitive</td>
<td>Knowledge and beliefs</td>
</tr>
</tbody>
</table>

Table 3.2: Coding Schedule
3.8 Quality criteria

In this subchapter, the authors will present the quality criteria chosen for this study. The criteria that will be discussed are validity and reliability.

3.8.1 Validity

According to Bryman and Bell (2011), validity concerns the issue of, whether the methods and techniques used in a study measure what they are designed to measure. In other words, it is concerning how pertinent an instrument is measuring what is intended to measure and accurate the test is in measuring what it intends to measure (Bryman and Bell, 2011).

In order to ensure a study is valid, many methods and techniques can be applied. One of these methods is validation. According to Denscombe (2010) and Sussmann and Robertson (1986) validation is more applied when interviews are used to collect data. The concept of validation is mainly concerning whether the data collected from interviews were transcribed and interpreted properly. In other words, it is whether the investigators transcribed and interpreted the answers of the interviewees to the interview in a proper way. Validation enables the interviewees to check and evaluate the way the researchers transcribed and interpreted their answers and see if there is any misinterpretation of the data. In this sense, if the participants, of the study, do not identify any misinterpretation or misunderstanding of their answers, this means that interpretation of the interviewees’ answers is valid (Denscombe, 2010; Sussmann and Robertson, 1986).

Validating the interpretation of the collected data by the interviewees was taken into consideration by the authors of this paper. In this regard, as stated in the previous chapters of this paper, the interviews were first recorded then transcribed. During the transcription process, interpreting the interviewees’ answers was performed with a great care in order to avoid any twist of the answers. After the data was interpreted and transcribed in a text, the researchers sent the text to the participants through the Email and Facebook in addition to the record of interviews. This was in order to give the interviewees the chance to examine their talk first and then see if there is any misinterpretation of their answers. In this regard, the participants of this study did not claim or find issues or misunderstandings when it comes to the interpretation of their answers which in return strengthens the validity of this research.
3.8.2 Reliability

According to Bryman and Bell (2011), reliability concerns the degree to which the methods and analytic techniques produce consistent findings and if another researcher can replicate them. In other words, reliability addresses the question of whether the results are consistent or not (Bryman and Bell, 2011). Achieving reliability in a qualitative study is difficult due to many reasons, one of the main reasons is the amount of data collected in qualitative studies is smaller than the amount of data collected in quantitative studies. This can be explained by the size of the sample worked with in qualitative studies. In this sense, the size of a sample in a qualitative study usually is smaller than a sample in the quantitative study which return makes the findings of a qualitative research less generalizable. In addition to this, when collecting data in a qualitative study usually the researcher works with words rather than numbers. In this context, the interpretation of data can differ from a researcher to another which in return can decrease the consistency of findings when another researcher replicates the same research (Noble and Smith, 2015). Moreover, according to Armstrong et al. (2015) the consumer behavior differs from a consumer to another and changeable over time which can influence the answers of consumers and results in a different data if a researcher replicates the same research, this in return affects the reliability of a study (Armstrong et al., 2015).

In order to strengthen reliability in qualitative studies, Denscombe (2010) argues that reliability in qualitative researches depends on a well-defined methodical procedure. This means that in order to increase the reliability of a qualitative study researchers need to give the reader an explanation on how the results of the study were obtained and explain thoroughly how the research was conducted and the data was collected (Denscombe, 2010).

When it comes to this paper, the authors started the research with the aim to describe the attitude of consumers towards nudity in imagery advertising. In this regard, theories about nudity in imagery advertising and theories regarding the attitude of the consumer mainly the ABC model of attitude was presented in the theoretical framework chapter of this paper. These presented theories had been collected from relevant and credible sources, for instance, scientific articles and books. Furthermore, the researchers choose a qualitative approach to more richly comprising data upon true feelings behind the attitude of the consumers towards nudity in imagery advertising. As explained previously, qualitative research approach has to deal with words rather than numbers; therefore, semi-structured interviews were chosen as the method to collect data, where ten interviewees divided equally between males and
females and from different age groups were conducted. In this regard, as the interviews were semi-structured, not structured, none of the interviews were similar to the others. Furthermore, the subjects were exposed to a set of advertisements when performing the interviews in order to describe their attitude towards the shown nudity in the advertisements. The material for the interviews was collected with a great care; the collection was based on the degree of nudity in the advertisements and the gender of the models. In this sense, the investigators concentrated on collection advertisements that display both males and females with partial and full nudity (See appendices from 2 to 7). When performing the interviews, the researchers recorded the talk of the subjects then transcribed it. In order to avoid any twist of the interviewees’ answers, the respondents’ validation of the answers were taken into consideration where the transcribed answers and the talk were sent to the interviewees in order to see if there is any misinterpretation of the collected data. Finally, the collected data was analyzed based on theories applied to the paper, and the conclusion was drawn.

3.9 Ethical issues

Ethical behavior for the researchers in the performance of their research is also a concern. This is in one sense not to affect the subjects being researched, through researchers implanting their values on them. This is especially important when conducting qualitative research on subjects; this is in regard to the close contact between researchers and their subjects, whom can be influenced by the researchers (Bryman and Bell, 2011).

Discussing the topic of ethical behavior by researchers Bryman and Bell (2011) state that the concerns that must be thought of prior to conducting research are as follows:

-Harm to participants which can be physically or psychologically.

-Lack of informed consent which occurs when the researchers do not give enough information about the study to the participants in order to make the right decision.

-Invasion of privacy which occurs when the researchers violate the private information of the participants.

-Involvement of deception which occurs when researchers represent their research as something different than what it is.

The ethical standards of research are essential in order to provide research that is conducted without causing harms through transgressions committed by the researchers. The consequences of harm to the interviewees, or unwanted invasion of privacy due to unethical research standards, is a researcher’s primary concern. The criteria for behavior by researchers
is additionally monitored through numerous ethical guidelines provided by professional organizations. Some of these organizations according to Bryman and Bell (2011) are:


When it comes to this study, the researchers dealt with the ethical issues with great care. First, the participants were informed that their talk would be recorded and their ages, and gender would also be published in the research. Additionally, the participants were informed that their names would not be published in the research and all of their private information would not be invaded. In this concern, the participants did not represent any refuse or reject. In addition to this, the ten participants were informed of all transparency about the topic of the interview and for which reason is conducted. Furthermore, the researchers discussed with the participants the nature of the questions before the execution of the interview and the material that they would be exposed to and shown. The reason behind discussing the material of the interview was to make sure that the participants do not show any discomfort towards the nakedness shown in the advertising. When it comes to the societal issues, the researchers were taking into consideration during the interview the importance of being neutral regarding the topic of nudity in imagery advertising and do not show any attitude towards it. This was to not influence the attitude of the interviewees towards this form of advertising which could affect their attitude towards the companies who apply this form of advertising.
4. Empirical chapter

4.1 Interviewees data

In this chapter, the gathered information from the interviewees and their answers to the questions have been provided. For the interviews, a group of interviewees containing ten individuals has been chosen based on their sexuality as male and female respondents. The selected respondents vary in term of age, but they all English-speaking Swedish consumers. In order to have an equal number of answers from both genders, five male and also five female individuals attended to the interviews and observed the content of the questions which is about the implementation of nudity in imagery advertising and their attitude regarding the demonstrated content had been asked.

<table>
<thead>
<tr>
<th>Interviewee</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Male</td>
<td>19</td>
</tr>
<tr>
<td>B</td>
<td>Female</td>
<td>22</td>
</tr>
<tr>
<td>C</td>
<td>Male</td>
<td>33</td>
</tr>
<tr>
<td>D</td>
<td>Female</td>
<td>31</td>
</tr>
<tr>
<td>E</td>
<td>Male</td>
<td>45</td>
</tr>
<tr>
<td>F</td>
<td>Female</td>
<td>52</td>
</tr>
<tr>
<td>G</td>
<td>Male</td>
<td>64</td>
</tr>
<tr>
<td>H</td>
<td>Female</td>
<td>68</td>
</tr>
<tr>
<td>I</td>
<td>Male</td>
<td>75</td>
</tr>
<tr>
<td>J</td>
<td>Female</td>
<td>79</td>
</tr>
</tbody>
</table>

*Table 4.1: Interviewees data.*
4.2 Questions regarding the Affect component of the ABC model

1-How would you describe your feelings and emotions regarding the advertisements?

**Interviewee A**
The interviewee A explained that he has a positive feelings and emotions after going through the shown pictures and assessing the naked models in them. According to him, the models pretty much demonstrate beautiful faces and fit bodies which can be a quite attractive factor for an advertisement that contains nudity in its core.

**Interviewee B**
She let the researchers know that she feels gets quite positive feelings and emotions in general and one of the main reasons that has added to her attraction to to the pictures is seeing a famous singer in one of them as a male model who happens to be her favorite singer.

**Interviewee C**
The interviewee C after being asked about his feelings and emotions towards the shown advertisements, stated he feels more open and attracted to female models rather than male ones. Based on his explanation, some of the female models can be sexually arousing to him while concentrating on their body parts and smiles.

**Interviewee D**
The interviewee D described her feelings and emotions as dominantly positive towards the pictures and shown models. She additionally stated that she was also somehow surprised after seeing fourth, fifth and sixth pictures since they looked pretty different than other advertisements.

**Interviewee E**
The interviewee described that he does not derive any negative feelings and emotions looking at the advertisements. He furthermore explained that he actually feels very attracted looking at some of the models (both male and female) as they do have attractive and appealing bodies and deliver a positive sensation by their postures.

**Interviewee F**
The interviewee F expressed that her feelings and emotions are neither positive nor negative. However, the interviewee is more comfortable towards partial nudity.

**Interviewee G**
The interviewee G explained that he is more open towards the ads with partial nudity and feels more positive towards them emotionally although he is not in strictly against the use of full nudity but believes that they can be quite uncomfortable to some people in society.
**Interviewee H**
She made it clear that she is not feeling really positive towards the advertisements that contain fully naked models and her attitude is somewhat negative for these pictures. When asked about the other pictures, ones with partial nudity, she answered that she feels more positive about them in comparison to others.

**Interviewee I**
The feelings and emotions of interviewee I towards the shown pictures have been dissimilar. He stated as he explained previously, he does not think that using fully naked bodies in advertisements could be a proper move for advertising a product and therefore his attitude towards these ads are negative. Regarding the pictures with partial nudity, he said he is still hesitant towards them but in comparison to last pictures his feelings are more positive as they are less provocative in his opinion.

**Interviewee J**
The interviewee J claimed that she has pretty negative attitude towards the naked models in the advertisements and it would be hard for her to communicate with the advertisements as she is not in favor of using nudity in advertisements. In total, she described her feelings and emotions as negative towards the shown pictures.

2-Based on your feelings and emotions, what attitude you would display towards nudity in advertising?

**Interviewee A**
Based on the interviewee’s opinion, he answered that his attitude is totally positive towards the advertisements regardless of level of nudity of models.

**Interviewee B**
Similar to previous interviewee, she also stated that she has a positive attitude towards the shown pictures and the ideas behind them. She then added that she is quite open to advertisements which use and promote the concept of nudity and she hopes that even more advertisements use this strategy in future.

**Interviewee C**
The interviewee claimed that he welcomes the use of nudity in advertisements and does not think he would get a negative attitude towards any of the advertisements.

**Interviewee D**
She answered the question by saying that she would generally have a more positive attitude towards the advertisements containing partial nudity than ones with full nudity inserted in
them. She then explained that her reason for such claim is that she feels partial nudity is more settled in society and it is less triggering for many people although it does not mean that she has a negative attitude towards the ads with full nudity.

**Interviewee E**
The interviewee after being asked the question said that he has totally positive attitude towards the use of nudity in any level in advertisements as he considers himself as an advocate of nudity and believes it can be an influential strategy for companies to advertise their products or services.

**Interviewee F**
The interviewee wanted researchers to know she does not have any specific attitude towards nudity in advertising. However, her attitude towards partial nudity is rather positive but speaking of the full nudity it would be actually opposite.

**Interviewee G**
Similar to interviewee F, the interviewee G stated that he would have a positive attitude towards partial nudity and partially clothed models in comparison to full naked ones as they can be uncomfortable for him and many others in society.

**Interviewee H**
She answered the question by saying that she would have a negative attitude towards both partial and full nudity and as she had answered before, she does not think that using nudity and naked models is a good way to advertise a product or service.

**Interviewee I**
For interviewee I, he claimed he would have a positive attitude towards partial nudity but not the same towards the full nudity since it can be quite uncomfortable for him.

**Interviewee J**
She let the researchers know that she has negative attitude towards any use of nudity in advertisements and does not believe that using nudity would be the best strategy to advertise anything.
4.3 Questions regarding the Behavior component of the ABC model

1-What do you do if you like the content of an advertisement contains nudity? If not, what do you do?

Interviewee A
The interviewee A said he would search more about the product or service and would further think about purchasing it if it sounded good enough to him in terms of functionality and also the price.

Interviewee B
She stated that she would recommend the advertisement to her friends and family members and if the ad was appealing enough, she might also consider purchasing the advertised product.

Interviewee C
The interviewee’s answer was that he would possibly search more about the ad through the internet to gain more insight about the advertised product or service and in that case, would also examine the alternative options to see which one is a better product or service.

Interviewee D
She answered that she would recommend it to other people she knows to see what they would actually think about the ad and if they will be on the same page as her regarding the ad and its promotion.

Interviewee E
The interviewee claimed that if the advertisement is successful enough in attaining his attention, he would definitely consider buying the product.

Interviewee F
The interviewee F stated that depending on the idea of the advertisement and the connection between using naked models and the function if the product or service she would therefore consider knowing more about it by searching it on net.

Interviewee G
The interviewee’s answer after this question was that he might recommend it to others to check it and know what their reaction would be.

Interviewee H
She explained that as she has previously mentioned she is not in favor of advertisements entailing nudity and she would simply ignore the ad.
Interviewee I
Based on interviewee’s opinion, he would ignore the ads that are showing fully naked bodies but when it comes to ads with partially naked bodies, if the ad and the idea behind it was interesting enough he would therefore search more about it.

Interviewee J
The interviewee J answered the question shortly by saying she would not look more into the ads and would easily ignore them.

2-Based on your actions towards the advertising, what attitude you would display towards the nudity displayed in the advertising?

Interviewee A
The interviewee A responded by stating that since he would search more about the product or service as he has liked the ad initially means he had had a positive belief about the advertisement and hence he would shape a positive attitude towards the seen advertisement.

Interviewee B
The interviewee B similar to previous interviewee also mentioned that her attitude would be eventually a positive attitude, as she is eager to recommend the product to others and search more about the advertisement. Meaning, she had believed good into the shown advertisement.

Interviewee C
He answered the question by saying that he would be somehow hesitant about the quality of his attitude as he might realize that the product or service is not actually what he expected after his further search about the advertisement.

Interviewee D
The interviewee let the researchers know that she would definitely have a rather positive attitude as she is open to recommend the advertisement and its promotion to others. She furthermore added that she believes she would have positive beliefs regarding what she has done.

Interviewee E
He stated that it would all depend on the influence of advertisement on him. If the ad is successful enough to have a positive impact on him, this would therefore lead to his additional curiosity and search about the product which eventually will end to him feeling good about his action and attaining a positive attitude. However, if the advertisement fails in the first place in absorbing his attention, the whole process would be negative.
Interviewee F
The interviewee F had pretty much similar opinion as interviewee E when asked about her attitude after performing an action regarding the seen advertisement. She emphasized that her eventual attitude totally depends on her first impression of the advertisements, the employment of nudity and naked models in it.

Interviewee G
The interviewee answered the question by claiming as he would most probably recommend the advertisement to others, he would believe good about the advertisement and the product which will lead him having a positive attitude regardless of the fact how other people would feel about the recommended advertisement.

Interviewee H
The Interviewee claimed that since she is not into advertisements containing nudity in the first place, so she would not do anything further about it and she would not form a positive attitude towards the ad.

Interviewee I
According to interviewee’s response, a further action regarding the advertisement would happen only if firstly it does not include full nudity and second of all the idea of the advertisement seems interesting enough. In that sense, he would eventually shape a positive attitude towards his actions based on the positive influence of the advertisement.

Interviewee J
The interviewee in a short answer responded that she would not have any positive attitude nor good feeling towards the advertisements that include nudity as she does not believe good into this form of advertisement.

4.4 Questions regarding the Cognitive component of the ABC model of attitude
1- Based on the beliefs and knowledge you hold towards nudity in imagery advertising, what attitude you would display towards the shown advertisements?

Interviewee A
Based on interviewee’s answer, his attitude would be generally positive as he does not think that nudity should be seen in a negative manner and it must have been settled socially at the moment for people.
Interviewee B
She stated that she knows pretty much about the nudity and human body as she has been studying it for a long time herself and would hold a positive attitude towards the used nudity in advertising.

Interviewee C
The interviewee C answered he is in favor of nudity in any form and use and would support it although he did not study it enough yet according to his claim.

Interviewee D
She said that so far, she has seen many advertisements using naked models and some of the brands that she herself has interest in like fashion brands have been employing this strategy a lot therefore she would hold a positive attitude towards the use of nudity in the shown pictures.

Interviewee E
He answered that he is strongly in advocation of utilization of nudity in advertising and he has always held a positive attitude toward them including the shown pictures by researchers.

Interviewee F
After hearing the question, she expressed her answer by saying that as she is not in favor full nudity her attitude would be rather negative towards its use in advertising. However, she would hold a positive attitude towards partial nudity and models who are partially clothed as it can be a limit for the use of nudity in her opinion.

Interviewee G
Similar to previous interviewee, he also, mentioned that his attitude based on his current knowledge regarding nudity and its use in advertising would be different. to him, partial nudity is the area that he would hold an either positive or neutral attitude towards the advertisements including the ones shown to him by researchers.

Interviewee H
The interviewee H let the researchers know that she would hold a pretty negative attitude towards ads with both levels of nudity and her attitude would apply also for the pictures shown to him.

Interviewee I
To interviewee I, according to his own answer he believes he would hold rather positive attitude towards the shown pictures with partial nudity. However, he feels unsure if he would have the same attitude towards the remaining advertisements as they display models with fully naked bodies.
Interviewee J

The interviewee J’s answer to this question was that her beliefs and knowledge are fully negative towards nudity in advertising and she would hold the same attitude when exposed to other advertisements containing nudity in them.
5. Analysis

5.1 Affect

According to D. Crano and Prislin (2006), the feelings and emotions of consumers compose together the “Affect” component of the ABC model of consumer attitude. This aforementioned component plays a crucial role in shaping the attitude of the consumer (D. Crano and Prislin, 2006). Contemplating into the emotions and feelings of this study’s interviewees towards nudity in advertising, they tended to show different feelings and emotions towards the shown advertisements. According to this study, some participants did not show any negative feelings towards the advertisements and expressed that their feelings and emotions are positive towards the displayed advertisements which concurs with what Wilt and Revelle (2015) claim. Where the authors claim, one can show positive feelings and emotions regarding an advertisement such as a like or an interest. In this regard, these participants expressed that they were attracted by the beauty of the shown model and their postures which make them look more appealing to participants. According to participants’ opinion, the two aforementioned factors have contributed majorly to the advertisement’s attractiveness after observing them. This in return could be explained by, how marketers commonly display nude models exercising catchy movements like dancing or posturing in distinctive positions with attractive physical features in order to grab the attention of the consumers (Reichert, 2007).

Moreover, some of the participants expressed that the models are sexually appealing to them and they tend to show more positive feelings and emotions towards the sexually appealing models. However, some other respondents showed negative feelings and emotions towards the advertisements; they mostly linked these negative feelings and emotions with the advertisements that show a high level of nudity where the participants do not feel comfortable when looking at a fully naked model. Due to their personal preferences and belief system towards high degree of nudity, observing fully naked models do not feel as comfortable as looking at same bodies with more parts clothed. This concurs with what Cheung et al., (2013) explained in their study and why partial-nudity is used more in advertising than full nudity as consumers are more lenient towards it.

Additionally, one of the participants had a neutral feeling towards the advertisements. The fact that the participants tended to show neither negative nor positive feelings towards the advertisements aligns with what Wilt and Revelle (2015) maintain, they claim that a person’s
feelings and emotions could be neutral. In this sense, the appearance of the models and the concept of nudity do not trigger any specific emotion nor feeling in the mind of the participant but he or she may pay more attention to other aspects of the advertisement such as the product or the underlying message in the content itself. When examining the collected data from the interviews, the interviewees expressed dissimilar attitude towards nudity in advertising based on their feelings and emotions. Additionally, one can notice that those participants who expressed positive feelings and emotions towards the advertisements, consequently showed positive attitude towards advertisements that imply nudity. However, those participants who expressed negative feelings and emotions towards the advertisements showed the negative attitude towards advertisements that imply nudity. Moreover, those who expressed positive feelings and emotions with reservation towards the high level of nudity in some advertisements; they also showed the positive attitude towards nudity in advertising with the same degree of reservation towards the high level of nudity in some advertisements. The interviewee who showed neutral feelings and emotions towards nudity in the advertising tended to express a neutral attitude towards nudity in advertising. The fact that the interviewees’ feelings and emotions match their attitude towards nudity in advertising, this concurs with what Solomon et al. (2013) maintain. In this regard, the formation of the subjects’ attitude was based on hedonic consumption, meaning the positive the feelings and emotions the consumers have towards something, the positive the attitude they will display towards that particular thing.

5.2 Behavior
The behavior of consumers differ from one to another. It constitutes the second component of the ABC model of attitude. Peighambari et al. (2016) maintain that the behavior of consumers is mainly how the consumers act towards a particular object. When it comes to the behaviors of the participants in this study towards nudity in advertising, they were different. Some of the taken actions towards the advertisements came out from the liking of the content of the advertisement; however, some others were derived from a dislike. In terms of liking the content, for example a participant mentioned the shown models make him feel excited and more curious about the advertisement. When it comes to disliking the advertisement, the participant stated that she does not get a good impression of the advertisement when looking at naked bodies and decided to ignore the advertisement. Some of the taken actions were to perform a research about the advertisement after seeing it for the first time in order to learn
more about it, this could be explained by the like of the advertisement’s content or the displayed scene, the presented model(s) or even based on the level of originality of the idea, which leaves an impact on the minds of the consumers and pushes them to search more about it.

Some of the other taken actions were to purchase the advertised product, this, in fact, could be explained by the grabbing the attention of the consumers by the displayed scene in the advertisement to the extent to which the consumer does not mind purchasing the product and trying it. However, other participants responded that they would not take any specific actions towards the advertisements, they would simply ignore it. This could be explained by the dislike of the shown advertisements and the less interest in nudity in advertising as it is considered not appropriate indeed full nudity. To this group of participants, since the advertisement and its chosen manner of introducing the product which is employing naked models has not been influential enough, therefore the participants claimed that due to failure of the advertisement in attaining their attention they do not prefer to pursue any further action towards the advertisement.

According to Wilt and Revelle (2015), human behaviors can be usual meaning that the individuals behave in a typical way, or unusual when the individuals do not behave in a normal way. When it comes to assessing the behavior of the participants in this study towards nudity in advertising, they could generally be understood as normal behavior. Meaning, as mentioned previously none of the participants claimed that he or she would take any extraordinary action for or against the advertisement that would be beyond anticipation. In this regard, the actions that the participants could be taken would be researching about the ad, recommendation of the ad to others, purchasing the advertised product or ignoring the ad. All the mentioned actions by participants regardless of being in favor of the advertisement or against it could be recognized as normal behavior referring to Wilt and Revelle (2015).

When examining the attitude of the participants in this study towards nudity in advertising based on their behavior, in this case, the attitude was dissimilar. Some of the participants expressed they would have the positive attitude towards nudity in advertising based on what they have believed and have learned about the ads; however, some others expressed they would have the negative attitude towards the nudity in advertising. Those respondents who stated they would take positive actions towards the advertisements mentioned various actions in that regard like searching about the advertisement or recommending it to other individuals to watch it. This means, the participants have gained a positive knowledge and impression from the advertisement which therefore has led in displaying the positive attitude towards
nudity in advertising. However, some of the others’ actions towards the ads had been based on negative beliefs towards the topic of nudity in advertising, for example by showing a less interest into advertisements that show a high level of nudity or by expressing the sense of uncomfort towards the topic of nudity in advertising in general. This means the subjects have had negative beliefs and knowledge into the topic of nudity in advertising, thereof, they displayed the negative attitude. The fact that the interviewees based their actions on what they believed in the ads and then shaped their attitude based on their taken actions concur with what Sahay, Sharma, and Mehta (2012) and Solomon et al. (2013) state about the second way of forming the attitude. In this regard, “...the attitude is likely to come about through behavioral learning…” (Solomon et al., 2013, p.142), meaning that the consumers act based on their beliefs and knowledge, therefrom they form their attitude.

5.3 Cognition

According to Breckler (1984), the beliefs and knowledge of the consumers constitute together the Cognitive component of the ABC model of attitude which plays a crucial role in shaping the attitude of consumers. When examining the responses of the participants in this study and contemplating into their beliefs and knowledge towards nudity in advertising, they were different from a person to another.

Some of the interviewees mentioned that their beliefs and knowledge towards nudity in imagery advertising are positive and they are in strong advocation of it. In this sense, some of them have gained the knowledge towards this particular phenomenon through study, and thereof they formulated their beliefs about it. Additionally, some participants expressed they have formulated their beliefs and knowledge based on the advertisements they have been exposed. Moreover, some other interviewees believe that the topic of nudity should be already settled socially. However, another group of interviewees expressed that their beliefs and knowledge are not in advocation of the nudity and their impression of what they have been exposed to and believed about nudity is merely negative.

Considering the fact that some of the interviewees claimed that their beliefs and knowledge towards the employment of nudity in advertising depends on the level of nudity of the shown model in the advertisement. This means that consumers can be influenced by the level of nudity in the advertisement and do not prefer a high level of nakedness in advertising, but they would rather hold positive beliefs and knowledge towards the advertisements that show less nudity. This concurs with what Peters and Slovic (2007) state, the offering that relates
more closely with the target customer cognitive wise would be the one that can earn a more positive attitude in comparison to other rivals.

According to Solomon et al. (2013) and L. Milfont, Duckitt and Wagner (2010), an attitude can be based on cognitive information processing, meaning that the attitude is formed based on the beliefs that the consumer holds through the knowledge he or she has accumulated regarding a specific phenomenon. When relating the beliefs and knowledge that the participants of this study hold towards the topic of nudity in advertising, one can notice that these beliefs and knowledge directly match the attitude displayed towards the shown advertisements used in the research. In this regard, those who have had positive beliefs and knowledge towards nudity based on what they have studied, searched and learned, are eager to display a positive attitude towards the nudity in the advertisement. In contrast, those participants who have had negative beliefs and knowledge towards nudity in advertising, are consequently more eager to display a negative attitude towards the advertisements that employ such phenomenon. Speaking of the reason for such direct connections, it could be realized that factors like participant’s system of belief, personal ideals and preferences have implemented the main influence on his or her attitude shaped towards the seen advertisements regardless of being in advocation of them or against them.
6. Conclusion and Discussion

6.1 Conclusion
The authors started this thesis with the purpose to describe the consumers’ attitude towards nudity in imagery advertising. In order to fit the purpose of the study semi-structured interviews executed with ten individuals living in Sweden. The interviews were based on the ABC model of attitude which contains the three components of Affect, Behavior and Cognition. The questions asked from the interviewees regarding their attitude towards nudity in imagery advertising were based on their feelings and emotions, actions and knowledge and beliefs towards this topic.

After execution of semi-structured interviews, the findings are known as follows. The attitude of consumers is dissimilar towards the topic of nudity in imagery advertising. According to the collected data from the interviewees, the first finding is that the attitude of some of the participants towards nudity in imagery advertising could be described as positive. When it comes to positive attitude in this study, it could be recognized that the participants have positive feelings and emotions towards the nudity and displayed naked models in the advertisements. This group of participants was more eager towards the phenomenon of nudity and naked bodies employed in advertisements. They held positive and open attitude and beliefs regarding nudity and its use in different advertisements.

The other finding of the study is that the attitude of some other consumers toward nudity and application of naked models in the advertisement can be described as negative. This group of participants in contrast to the aforementioned group did not hold positive attitude towards the notion of nudity and also the utilization of naked models. This group of participants stated that they do not feel comfortable with the shown advertisements and naked models in them. Consequently, they added that when exposed to advertisements containing naked models they would perform negative action in the form of ignorance of the advertisement. Besides, the participants did not find the displayed advertisements attractive and attention-grabbing. The beliefs and knowledge of this group of interviewees were negative and not open contrary to the previous group of study.

Eventually, after the execution of the interviews and assessing the responses of participants, it has been found out that the majority of participants would prefer partial nudity and partially clothed models to full nudity and full naked bodies when it comes to advertisements. In this regard, the participants are more open and eager to display positive attitude towards partial...
nudity even those participants who are less lenient towards the whole concept of nudity in general.

6.2 Discussion
As it has been mentioned in the previous chapter, individuals tend to express dissimilar attitude and reaction towards advertisement entailing nudity regardless of representing same cultural values and coming from one environment. Contemplating into the findings of the research, an important fact that needs to be taken into consideration is that various companies and marketers may benefit from employing the results of the research to promote their prospective imagery advertising. Additionally, they would be able to enhance communication with customers more efficiently by engaging received attitude toward advertisements if the focus of the firm is going to be on enrolment of nudity as the ultimate tool.

In the light discussion, the researchers would eagerly present managerial and theoretical implications and also possibilities for further research regarding the utilization of nudity in imagery advertising and the attitude of customers towards it.

6.2.1 Managerial implications
Companies and advertising organizations need to be aware of various points when it comes to the exposure of customers to nudity in imagery advertising. One of the main points that plays a crucial role for firms to attain a broader insight into target market is that the degree of nudity can have a significant impact on the shaped attitude of customers. Meaning that the higher the level of nudity for shown models, the more sensitivity towards the content for some customers which would make them feel rather uncomfortable. The other considerable factor that could be of high importance is that some target customers may believe the company does not necessarily need to choose nudity as the primary instrument to advertise its product or service, but it can instead present them using other manners of advertisement. Concerning mentioned subject, companies should rely on this particular strategy only if they estimate that the majority of their target customers would welcome such approach. Lastly, companies need to be more mindful choosing naked models to advertise their product or services as the concept of nudity, and the sexual content has become a quite casual reality for many individuals in today’s society, and thus the provided content by the company may not seem as appealing as much to customers.
6.2.2 Theoretical implications

The authors of the research have attempted to earn a broader knowledge regarding the attitude of customers towards the use of nudity in imagery advertising by answering the research question. Throughout the study, various interesting findings have helped the authors in doing so which this research may eventually contribute to the previously done investigations. The major finding in that sense has been the fact that customers may potentially demonstrate pretty contradictory opinions when exposed to the same content.

6.2.3 Implication for further study

The goal of this study has academic study has been collecting complementary information about the customers’ attitude towards implementation of nudity in advertising. Even though the findings of the current research may contribute to past ones but the authors would gladly leave the window open for further research and prospective promotion to this phenomenon. Facts that could be taken into account by other researchers in future could be that the notion of nudity and its employment in advertising may not feel entirely normal for some individuals. Moreover, even among those who are comfortable when exposed to nude models, not all of them may hold an indifferent ground towards a high degree of nudity as this phenomenon could be somewhat controversial for this group of people.
7. Reference List


8. Attachments

Appendix 1 Interview guide

Demographic and introduction questions
1. What is your name? your age? your gender?
2. How was your day?
3. When was the last time you saw an advert that caught your attention, or made you feel to interact/do something?

Topic Questions

Affect
4-How would you describe your feelings and emotions regarding the advertisement?
5-Based on your feelings and emotions, what attitude you would display towards nudity in advertising?

Behavior
6-What do you do if you like the content of an advertisement contains nudity? If not, what do you do?
7-Based on your actions towards the advertising, what attitude you would display towards the nudity displayed in the advertising?

Cognition
8- Based on the beliefs and knowledge you hold about the shown advertising, what attitude you would display towards nudity in imagery advertisements?

Material for the interview
See appendices 2, 3, 4, 5, 6 and 7.
Appendix 2 Picture 1
Appendix 3 Picture 2

VICTORIA'S SECRET  Love My Body Campaign

Dove  Real Beauty Campaign
Appendix 6 Picture 5
Appendix 7 Picture 6