

# 性訴求類型、產品類型與調節焦點對廣告效果之影響

## The Influence of Sex Appeal Type, Product Type, and Regulatory Focus on Advertising Effects

企業管理學報 第 45 卷第 4 期 (109 年 12 月) 頁 103-138

DOI: 10.3966/102596272020120454004

周軒逸\*

Hsuan-Yi Chou

吳政軒\*\*

Cheng-Hsuan Wu

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\* 國立中山大學行銷傳播管理研究所教授 (聯絡作者)  
Professor, Institute of Marketing Communication, National Sun Yat-sen University.  
(corresponding author)

\*\* 國立中山大學行銷傳播管理研究所碩士  
Master, Institute of Marketing Communication, National Sun Yat-sen University.

## 摘要

今日社會，許多商品都以性作為廣告訴求，本研究區分性訴求類型，深入比較外顯和內隱型性訴求的廣告效果。實驗結果發現：促進 (vs.預防)型調節焦點的個體，或是在廣告中採用促進 (vs.預防)焦點訊息，可提升性訴求廣告的效果；性訴求類型的效果受產品類型與調節焦點所干擾，性相關產品且個體調節焦點為促進型時，偏好外顯型性訴求，預防型焦點個體則偏好內隱型性訴求；性無關產品且個體調節焦點為預防 (vs.促進)時，會弱化內隱型性訴求的較佳作用。在性無關產品且搭配促進焦點訊息的廣告中，使用性訴求效果較佳；搭配預防焦點訊息時，則無性訴求效果較好。研究結果可為性訴求廣告、調節焦點等領域作出貢獻，並提供業者在性訴求運用與產品搭配之參考建議。

**關鍵字：**性訴求、廣告效果、產品類型、調節焦點

## ABSTRACT

Many products today use sex as an advertising appeal. This study differentiates between implicit and explicit sex appeal in advertisements and explores their effects. The experimental results showed that individuals with promotion (vs. prevention) regulatory focus exhibit better responses toward sex appeal advertisements. Promotion (vs. prevention) focus messages used in sex appeal advertisements also enhance the advertising effects. The effects of the sex appeal type (implicit and explicit) are moderated by product type and regulatory focus. In advertisements of sex-related products, explicit sex appeal yields better attitudinal responses in individuals with promotion focus, whereas implicit sex appeal yields better attitudinal responses in individuals with prevention focus. However, when the product is unrelated to sex, prevention (vs. promotion) focus, as the individual regulatory focus, weakens the positive effects of implicit sex appeal. In advertisements of products unrelated to sex with promotion focus messages, using sex (vs. non-sex) appeal induces better effects; meanwhile, in advertisements of sex-unrelated products with prevention focus messages, using non-sex (vs. sex) appeal generates better effects. This study makes significant theoretical contributions to the sex appeal advertising literature and regulatory focus theory and offers directions to practitioners on effectively using sex appeal to promote products.

**Keywords:** Sex appeal, Advertising effects, Product type, Regulatory focus