

## A Study on Recognition of the Eroticism in Fashion Advertisement

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(Received January 14, 2009 : Accepted April 30, 2009)

### Abstract

*This research is progressed to look out for efficient expression-elements of eroticism used in advertisements. Since these expressions of eroticism appealing to sex which is one of the primitive instincts of mankind are increasing in advertisements of cosmetic products which are used more often by recent high-rate-growth and the elevation of living conditions. The most usual expression-elements of eroticism in advertisement are exposure, pose, fashion style, make up, hair style and color. To analyze those expression-elements we made four pieces of fashion advertisement photos with four different types and surveyed both fashion majored students and non-fashion majored students. We applied regression analysis, ANOVA, and frequency analysis to verify the hypothesis. We found that in eroticism, the pose was the most important cognitive feature among the expression-elements and degree of cognition are varied according to major field and sexual interest. As a result, degree of cognition which effected by expression-elements will be varied even in same advertisement. In particular, convincing that the pose was the significant factor of eroticism cognition, expression of eroticism in advertisement would be more diverse and daring.*

*Key words : eroticism, advertisement, beauty goods, stylist, expression.*

### I. Preface

Information is easy to access in the modern era due to the development of the mass media. Advertisements are especially playing an important role not only in the presentations of information but also in the communications of human relationships. Such advertisements are becoming more active due to the necessity of information presentation as the consumers' right of choice expands.

It can be said that the ultimate goal of advertisements is increased sales. It is not only a commu-

nication of information delivery but also accepted as a culture in the modern era. Advertisements are sensitive media reflecting social phenomena and fashions are created through this media in the modern era. It is easily found in our society for an advertisement to appear as a parody like a fashion or be followed by younger generations. This means that the expressions or contents in advertisements are perceived as subjects enjoyable like entertainment cultures.

Methods of expression in the advertisements have become more diversified as all fields are diversified and specialized with the development

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of science and the growth of technology in the modern era. It can be said that most merchandises are expressed by using advertisements and they are making demands on emotional aspects as they can not only create information and characteristics of the merchandises but also new and various images of them.

The reason for the increase of the utilization of eroticism in advertisements is because advertisements ultimately move following the consumers and therefore will occasionally use eroticism arousing the basic human desire of sex. This is a method to increase product recognition or sales in a short time by focusing attention and delivering strong impression in a short time by stimulating people's unconsciousness.

The source of eroticism is the instinctive sexual desire and it consistently lies together with the human lives. Eroticism can be seen often especially in products as fashion, cosmetics, and accessories which express feminine or masculine beauty that consists much of sexual appeal. This is because it is felt more erotic to allude to or make imagine the images of sexual activities than the sexual activities themselves.<sup>1)</sup> Products related to beauty will increase and so will advertisements appealing to eroticism.

It is readily accepted fact that eroticism advertisements are effective. But the degree of perception of eroticism changed and the standard is changing in the transitional period into the 21<sup>st</sup> century as the society develops and the people's awareness levels increase.

Many papers related to eroticism have been published also in Korea currently. However, more multi-faceted researches are thought to be necessary as advertisements are combined arts and not an expression of one specific field. In this study, the perceptions of expression elements of eroticism in advertisements are studied based on the elements such as the posture or the facial

expression, colors, makeup, hairstyle, degree of exposure by expression of apparel, texture, setup or situation of models which most people find erotic in advertisements.

## II. Theoretical Background

### 1. Effects of Advertisements

Advertisement is a broad term and advertisement scholars define it in various ways dividing it to a marketing aspect and a communication aspect but the common factor is its purpose of persuasion and information transfer. Korea Advertising Society (1994) defined it as a form of paid non-interpersonal idea communication using mass media to persuade or influence an audience.

Lasswell (Lasswell, Harold Dwight, 1902-1978) claimed that a good advertisement must pacify the superego to justify the impulse of id to sexual desire or animosity in a certain aspect and be able to achieve the ego by emphasizing the logical aspect of the intended purchase action.<sup>2)</sup> This translates to that advertisement effects can be increased only through advertisement activities grasping behaviors and understandings psychology of the consumers.

Advertisement effect signifies the degree of achievement of the target of advertisement by the advertisement activity, that is, the degree of target achievement.<sup>3)</sup> The advertisement effect is determined by consumers and it is the advertisement activity that influences the decisions of consumers. In other words, the purpose of advertisements is to enable the target achievement by persuading consumers and to maximize the advertisement effect. Visual effects which are prioritized among the human senses need to be considered first as the tools for the advertisement effect. To achieve this, it needs to be able to focus attention among numerous advertisements and make deep impressions in people.

1) Duk-Ja Kim, *Advertising and Eroticism* (Mijinsa, 1995), p.199.

2) Duk-Ja Kim, *op. cit.*, p.49.

3) S. Watson Dunn and Arnold M. Barban, *Advertising. Its Role in Modern Marketing, 6th ed.* (New York: Dryden Press 1986), p.400.

## 2. Eroticism in Advertisements

The dictionary definition of eroticism is "a form of sexual satisfaction with sensual characteristics depicting physical love and enhancing it."<sup>4)</sup> It mostly refers to the sexual love which is physical love in modern era.

In addition, the word eroticism originates from the Greek word, *eros*. The psychologist Freud claimed that the source of *eros* originates from the libido and the driving force to continue the life force and for a living entity to achieve higher development comes from the *eros*.<sup>5)</sup> Eroticism is an essential thing and is considered to be deeply related to the human psychology.

Eroticism in the modern day appears with great interest as if it represents the basic human instincts among the desires and isolation in the rapidly changing society, the logical individualism in the diversifying society, the sense of separations of organizations or the disintegration of families. The basic human instinct of eroticism which has never been separated from the human life is proudly asserting its preeminence in the society in the modern era without being concealed in the shades.

Advertisements are perceived differently with the changes in the market environment and the society of the period and well reflect the society of the era. The free sex trend or the changes in the liberal value systems of the younger generations accepting sex as sports or entertainment that often rise as an issue in the mass communication are not unfamiliar stories anymore. Such trends created the surge of the advertisements for female underwear, hygiene products, contraceptives, cosmetics, perfumes, alcoholic beverages and etc. It was inevitable to introduce eroticism to these advertisements just because of the natures of the products.<sup>6)</sup> The reason why underwear, hygiene products, fashion, alcoholic beverages, perfumes, and sex industry related products use

erotic images as the main ingredient is to borrow the power of the basic ego of the libido as the continuities between the physical and psychological functions and sex are high.

France, recognized as the leader in fashion, is having an erotic advertisements fever. World class luxury brands like Louis Vuitton, Christian Dior, and Gucci are feverishly competing in the sex marketing. A naked model is covering the bottom of her body with a handbag in a Louis Vuitton advertisement and Hermes gave prominence to female homosexuals.<sup>7)</sup>

Such advertisements quench the thirst of consumers by a purchase through associating the cravings of consumers to images. Korea is influenced by the developed countries of fashion in the modern days and is already in the middle of the eroticism fever. The expressions of eroticism in advertisements appear to increase in the future.

## 3. Expression Elements of Eroticism in Fashion Advertisements

As stated above, appealing to shocking and provocative eroticism facilitating the human instinct of sex cannot be avoided to draw attentions among numerous advertisements.

The expression elements of eroticism appearing in advertisements such as the exposure, posture, makeup, clothing style, hairstyle, colors, facial expression of the model, line of sight, setup, copy, lightings are used as effective expression methods in setting up eroticism.

Exposures have become bolder with the wave of the openness of sex and it sometimes represents social phenomena and psychological phenomena. An exposure is considered associated with confidence and the degree of exposures may show the person's class or inclination. Sex is associated and excessive exposures may be used for sex appeals.

The degree of exposure in advertisements is one of the expression elements of eroticism and

4) *Grand Larousse Encyclopedique* (Paris; Librairie Larousse, 1961).

5) Hye-Jeong Jeon, "Eroticism In Fashion" (Doctoral Dissertation, Seoul Women's University, 1992), p.10.

6) Duk-Ja Kim, *op. cit.*, p.67.

7) The Korea Economic Daily "'Erotic' Fever in French Advertising Industry," 2 May 2001, sec.

is applied accordingly with various situations or setups. Top half of body is largely exposed in most cases and the eroticism effects are maximized by showing body lines with high degree of exposure, covering few areas or using diaphanous materials.

It is said that a person's quality or character can be known by the posture. The postures are the tools of communication method next to languages and play a big role in translating the actions using the body to the feeling.

Postures of models consist the biggest line in magazine advertisements and occupy much of the estate. Associations are made between the postures of the models and what they intend to do and arouse curiosity of the consumers. A huge difference in delivered messages will be shown even by an angle or a twist of the model's arm. The head tilt angle or even the finger pose are delicate elements capable of altering the image especially in the printed advertisements as one suspended scene is viewed and not felt by the motion of the model. More delicate and accurate posture setup must be important even just for the expression of the erotic images.

Makeup is the expression for beauty and is sometimes explained by attractionism.<sup>8)</sup> It presents makeup as an element of expression for eroticism and has begun to appear attractive to the opposite gender. Makeup also has optical illusion effects and may have a large effect on what is felt from the face. Beauty field is endlessly developing with the improvement of the quality of living by the development of society. With the industrialization progresses, makeup which used to be used as a tool to look good is an inseparable element of modern women to create new images beyond the concept of the original purpose of makeup of correction and compliment.

The notion of beauty is not same as erotic clothing. However, it can be said that the beauty

of clothing is the beauty of eroticism.<sup>9)</sup> Many scholars search for the motive of wearing clothing in eroticism.<sup>10)</sup> They studied the clothing motive by associating it with sex and explained the reasons humans wear clothing with the indecency theory in which sexual attraction is emphasized by covering only genitalia and is used as a tool to seduce the opposite gender or the desire to expose is shown by taking indecent actions.

Men would feel maternal love at the sight of a woman's long hair, want to touch shiny long straight hair and imagine the neck line hidden behind the hair. Feeling erotic varies with the sexual inclination and by person but it can be seen that the hair can be felt erotic.

While men in past preferred long straight hair, preferred hairstyles in the modern era appear in variety. Increasing number of men looks for feminine figure in short waves or short cuts when men see women and masculinity is felt in very short hairs or male long hairs when women see men. This reflects that the preferences in the modern people are changing and searching for the figures of the opposite gender can be said to include eroticism.

Colors ask for the human emotions and are more important in persuasive communication of advertisements. Most consumers prefer to remember the colors or pictures to the product names, company names or forms.<sup>11)</sup> For a representative example, advertisements for Palgantong Powder of Dodo Corporation Ltd. had a large effect on appealing the red color than the company name or the brand name. The images produced by the same erotic expression will change to opposite or distant ones by changing the colors as feelings or images can be associated just by looking at the colors.

#### 4. Eroticism Advertisements Effects

Advertisements have the purpose of drawing

8) Nam-Hee Kim, *Base Make-up* (Seoul: Yelim Publications, 2004), p.16.

9) The Research Society of Dressmaking, *The History of Fashion Illustration* (Seoul: Yousin Munhuasa, 1972), p.5.

10) Elizabeth B. Hurlock, *The Psychology of Dress* (N.Y: Arno Press, 1976), p.42.

11) Su-Yeon Oh, *Color Temptation*, (Seoul: Sallim books), p.11.

people's attentions. People look only at the information necessary for them and intentionally try to avoid advertisements but advertisements are everywhere man can see. Advertisements using sexual subjects and sexual elements simply to focus attentions have low brand remembrance while advertisements expressing sexual subjects through fantastic atmospheres show much better results.

In addition, cases recording higher remembrance than these are ones maximizing the functions of the products and connecting them to the sexual subjects. However, advertisements with sexual elements showing the highest remembrance are the ones expressing sex extremely symbolically.<sup>12)</sup>

The forms of expression have changed over the eras but eroticism still ranks high in the list of the most often used advertisement methods. It is because sex is the subject that guarantees the effect.<sup>13)</sup>

### III. Research Methods and Results

#### 1. Research Hypothesis

In this study, four provoking materials are produced to identify the elements perceived as eroticism in eroticism advertisements and it is attempted to identify the highest element among ones perceived as eroticism.

In addition, the main hypothesis of this study that the degree of perception of eroticism would vary with sexual interest level, gender, major and income was set by setting up the following hypotheses.

Hypothesis 1. The degree of perception of eroticism will vary with the production of the provoking materials.

Hypothesis 2. There will be differences in the degree of perception of eroticism by level of sexual interest.

Hypothesis 3. There will be differences in the degree of perception of eroticism by gender.

Hypothesis 4. There will be differences in the degree of perception of eroticism by major.

Hypothesis 5. There will be differences in the degree of perception of eroticism by income.

#### 2. Composition of Survey and Production Methods of Provoking Materials

The survey is largely composed of three parts; parts about the general characteristics of the respondents, questions about the perception of eroticism images and the degree of perception of the provoking materials. First, the general characteristics of the respondents were composed of three categories; gender, age, and level of allowances. Questions on the perception of eroticism were composed of eight categories in total; questions on eroticism image, questions on the level of interest in eroticism and six questions on specific perception of erotic elements. In the part asking about the degree of perception of eroticism, four selected advertisements photos were each produced into four types of provoking materials to the total of sixteen sheets. It is composed of total four questions (20 detailed questions) by showing four different types of provoking materials for each sheet before surveying the degree of perception, then surveying the standards of the perception of eroticism.

For the method of producing the provoking materials, fashion advertisement photos were verified to conduct a positive research to find out the degree of perception of eroticism in fashion advertisements and the prioritized perception elements among the elements of the expression of eroticism. Italian Vogue magazine was chosen per the recommendations from five fashion stylists with five or more years of current experience considering that much of visually shown part of advertisements depends on the capability of the fashion stylists. Stylists are specialists capable of creating styling of the hair, makeup, costumes, accessories, colors, and etc. In other words, they are specialists

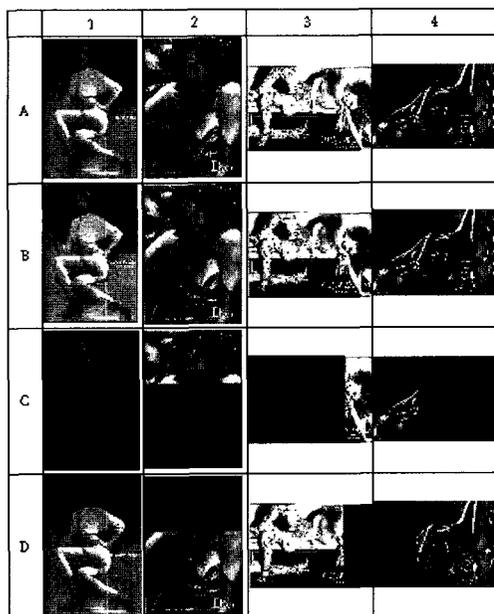
12) Jeong-Yi Hong, "A Study of Eroticism Expression Pattern in Fashion Advertising Picture" (Master's Degree Thesis, Chung-ang University, 1997), p.22.

13) Hong-tak Kim, op. cit., p.12.

in charge of the overall styling and their roles are becoming more important in advertisements where the visual effects are large. The reason for choosing a magazine is that the trend of advertisements expressing eroticism shows sharp increase through the printed media of magazines which sensitively reflect the fashion.

The researcher collected sixty-three pieces of magazines considered erotic among the recent data of the selected Italian Vogue magazine between 2001 and 2005 June. Among them, six magazines unanimously selected as erotic by five currently active stylists during the research between 23<sup>rd</sup> and 28<sup>th</sup> of September, 2005 were selected as the provoking materials for preliminary study.

Additionally, four pieces excluding two pieces with low degree of perception of eroticism were selected in the preliminary study. The four selected fashion advertisement photos were each produced into four different types of provoking materials. The production of the provoking materials composed of the original photo, brightness photo, photo showing the face and photo showing the posture using Photoshop 7.0 program.



〈Fig. 1〉 Types of the Provoking Materials.

### 3. Data Collection and Analysis Method

This study conducted the survey on total 236 students, 120 fashion stylist major college students and 116 non-major college students in Seoul, Kyunggi and Chungcheong area for four days between October 17<sup>th</sup> and October 20<sup>th</sup> of 2005.

The data was collected by the researcher retrieving all 236 sets immediately after the survey. There was no non-responding questionnaire and the analysis was conducted using all 236 sets.

Frequency analysis and factor analysis was conducted using SPSS (Statistical Package for the Social Science) 10.0 for the data analysis. *t*-test and ANOVA were mainly used for identifying the general characteristics of the subjects and the elements of perception of eroticism. Regression analysis was conducted to analyze the level of interest in eroticism and the degree of perception.

### 4. Research Results

#### 1) Differences in Perception of Eroticism

##### (1) Results of Perception of Eroticism

Dividing the perception of eroticism images into major and non-major subjects, sensual is shown the highest in the major subjects and sexy image is shown the highest in the non-major subjects.

##### (2) Level of Interest in Eroticism

Both men and women are shown to have high interest in eroticism and men showed higher interest in eroticism than women.

##### (3) Exposed Parts Perceived as Erotic

Men perceived breasts as the most erotic exposed part and the male fashion majors were feeling eroticism in the back than the thigh compared to the male non-fashion majors.

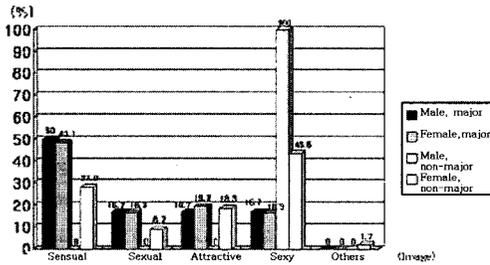
Women also perceived breasts as the most erotic exposed part and the next was the back for both majors and non-majors.

##### (4) Postures Perceived as Erotic

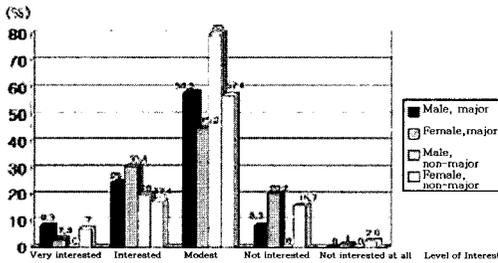
Men most perceived eroticism in the posture spreading legs and the next was the posture bend-

ing the upper body.

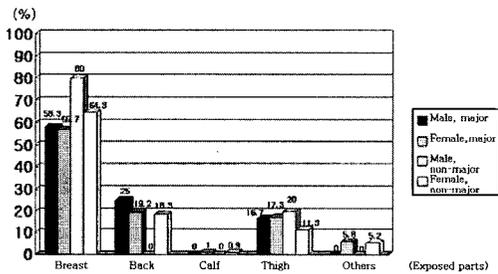
In women, the posture bending the upper body was shown high in the fashion majors and the posture crossing legs was shown high in the non-majors.



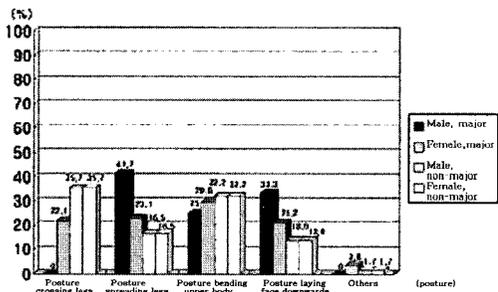
<Fig. 2> Perception of Eroticism Image.



<Fig. 3> Level of Interest in Eroticism.



<Fig. 4> Exposed Parts Perceived as Erotic



<Fig. 5> Postures Perceived as Erotic.

(5) Elements of Makeup Perceived as Erotic

In men, the lip showed high in both majors and non-majors and it showed that eroticism was perceived next in the eye makeup.

In women, the majors answered the eyeliner and shadow to be perceived as erotic while the lip was shown highest among non-majors, showing differences between majors and non-majors.

(6) Texture Perceived as Erotic

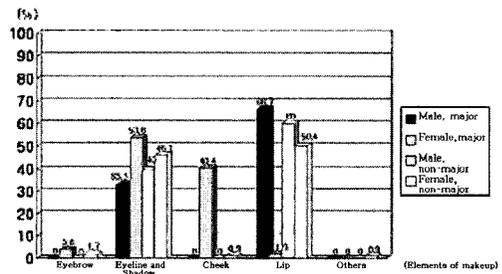
In the textures perceived as erotic, sticky texture showed highest in men and moist texture showed highest in women, showing only the gender differences regardless of majors.

(7) Hairstyles Perceived as Erotic

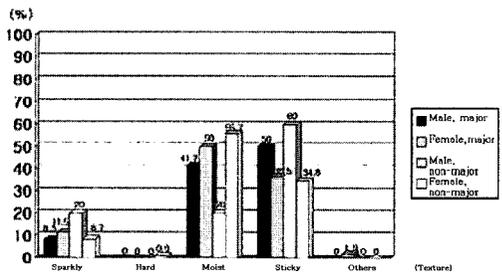
Long wave showed the highest in the fashion major men while long straight hair showed highest in the non-fashion major men. Long wave showed the highest in women regardless of majors.

(8) Colors Perceived as Erotic

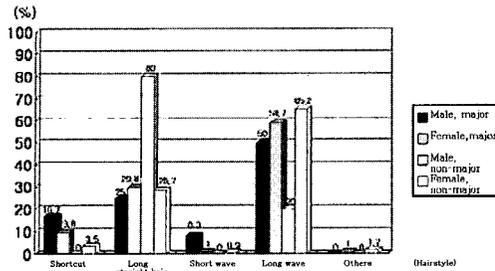
Red is shown the highest in the colors perceived as erotic without large differences between



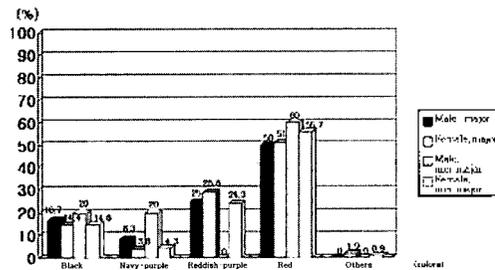
<Fig. 6> Elements of Makeup Perceived as Erotic.



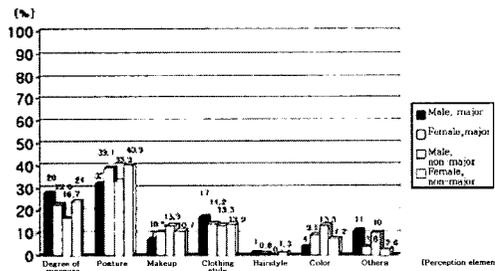
<Fig. 7> Texture Perceived as Erotic.



<Fig. 8> Hairstyles Perceived as Erotic.



<Fig. 9> Colors Perceived as Erotic.



<Fig. 10> Expression Elements Perceived as Erotic.

women and men.

(9) Expression Elements Perceived as Erotic

Comparison between the men and women showed a slight difference in the expression elements perceived as erotic but the posture was the highest and the next was the degree of exposure.

2) Results of Perception of Eroticism by Production Methods of Provoking Materials

Hypothesis 1. The degree of perception of eroticism will vary with the production of the provoking materials.

The result of the analysis showed the significance level of 0.000 and the hypothesis was accepted. Therefore, differences in the degree of the perception of eroticism are shown to exist among the four types of provoking materials.

Post hoc test was conducted to see the degree of perception between groups in the four types of the provoking materials. All groups showed the significance level of 0.000 and it can be said that significant differences exist in all groups.

As the mean of the provoking material D is 3.5636, it can be said to have the highest degree of perception. This proves that the prioritized elements to be perceived as erotic in advertisement photos are the posture and the degree of exposure. The reason the provoking material B is perceived less erotic than provoking material A shows that the colors are elements capable of

<Table 1> Degree of Perception of Eroticism by Production of Provoking Materials

	Variation	Degree of Freedom	Mean Square	F-ratio	Significance
Between-group	1,044.713	3	348.238	296.618	0.000
Within-group	4,428.423	3,772	1.174	-	-
Total	5,473.135	3,775	-	-	-

<Table 2> Mean of Degree of Perception of Eroticism by Production of Provoking Materials

	Sample Quantity	Mean	Standard Deviation
Provoking Materials A	944	3.2818	1.0617
Provoking Materials B	944	2.7659	1.0826
Provoking Materials C	944	2.1843	1.1167
Provoking Materials D	944	3.5636	1.0723

expressing eroticism. The fact that the provoking material C shows the lowest notes the face and the elements capable of being expressed through the face cannot determine the perception of eroticism much.

Hypothesis 2. There will be differences in the degree of perception of eroticism by level of sexual interest.

This is to study the differences in the degree of the perception of eroticism expressed in advertisement photos by levels of interest in eroticism. The regression analysis was conducted to verify the hypothesis and the results showed the significance of 0.009,  $R^2=0.029$  at the significance level of 0.05 for the degree of perception by the provoking material A. The hypothesis was accepted and the interests in eroticism can be said to

have significant effect on the assessment of the advertisement photos. For the degree of perception by the provoking material B, the result showed the significance of 0.024,  $R^2=0.022$  at the significance level of 0.05. Therefore, the hypothesis was accepted and the interests in eroticism can be said to have significant effect on the assessment of the advertisement photos. For the degree of perception by the provoking material C, the result showed the significance of 0.092,  $R^2=0.012$  at the significance level of 0.05. Therefore, the hypothesis was accepted and the interests in eroticism can be said to have significant effect on the assessment of the advertisement photos. The regression analysis was conducted to verify the hypothesis and the results showed the significance of 0.106,  $R^2=0.011$  at the significance

〈Table 3〉 Result of Regression Analysis on Degree of Perception of Eroticism by Level of Sexual Interest

- Provoking Materials A-					
Independent Variable	Regression Coefficient	Standard Error	Beta	t value	Significance
Attention	3.613	0.130	0.171	27.867	0.000
p value	0.116	0.044	-	2.653	0.009
$F=7.039$ $P=0.009$ $R^2=0.029$					
- Provoking Materials B-					
Independent Variable	Regression Coefficient	Standard Error	Beta	t value	Significance
Attention	3.083	0.145	0.147	21.254	0.000
p value	0.111	0.049	-	2.273	0.024
$F=5.168$ $P=0.024$ $R^2=0.022$					
- Provoking Materials C -					
Independent Variable	Regression Coefficient	Standard Error	Beta	t value	Significance
Attention	2.439	0.156	0.110	15.587	0.000
p value	8.899	0.053	-	1.693	0.092
$F=2.866$ $P=0.092$ $R^2=0.012$					
- Provoking Materials D -					
Independent Variable	Regression Coefficient	Standard Error	Beta	t value	Significance
Attention	3.779	0.138	0.106	27.379	0.000
p value	7.527	0.046	-	1.623	0.106
$F=2.636$ $P=0.106$ $R^2=0.011$					

level of 0.05 for the degree of perception by the provoking material D. Therefore, the hypothesis was rejected and the interests in eroticism cannot be said to have significant effect on the assessment of the advertisement photos.

The original photo provoking materials, the brightness provoking materials, and the provoking materials showing faces affect the degree of perception. It can be said that higher the interest level is, higher the degree of perception of eroticism expressed in advertisements is. However, it cannot be said that the provoking materials showing postures affect the degree of the perception of eroticism.

Hypothesis 3. There will be differences in the degree of perception of eroticism by gender.

This is to study the differences in the degree of perception of eroticism in the advertisement photos by gender and the *t*-tests (comparison of population mean) were conducted to verify the hypothesis. The result showed the significance of 0.330 at the significance level of 0.05 for the degree of perception by the provoking material A and the hypothesis was rejected. For the degree of perception by the provoking material B, the

result showed the significance of 0.889 and the hypothesis was rejected. For the degree of perception by the provoking material C, the result showed the significance of 0.051 and the hypothesis was also rejected. For the degree of perception by the provoking material D, the result showed the significance of 0.330 and the hypothesis was also rejected.

It is translated that there are difficulties in stating that there is no difference between men and women because of the limitations on majors and the small male sample size.

Hypothesis 4. There will be differences in the degree of perception of eroticism by major.

This is to study the degree of perception of eroticism in the advertisement photos by major and the *t*-tests (comparison of population mean) were conducted to verify the hypothesis. The result showed the significance of 0.318 at the significance level of 0.05 for the degree of perception by the provoking material A and the hypothesis was rejected and no difference was shown between men and women. For the degree of perception by the provoking material B, the result showed the significance of 0.035 and the

(Table 4) The Degree of Perception of Provoking Materials by Gender

- Provoking Materials A -				
	Mean	Standard Error	<i>t</i> value	Significance
Female	3.2979	0.5450	1.626	0.330
Male	3.0735	0.5914	-	-
- Provoking Materials B -				
	Mean	Standard Error	<i>t</i> value	Significance
Female	2.7568	0.6151	0.812	0.889
Male	2.8824	0.5937	-	-
- Provoking Materials C -				
	Mean	Standard Error	<i>t</i> value	Significance
Female	2.1952	0.6402	0.911	0.051
Male	2.0441	0.8716	-	-
-Provoking Materials D -				
	Mean	Standard Error	<i>t</i> value	Significance
Female	3.2979	0.5450	1.626	0.330
Male	3.0735	0.5914	-	-

⟨Table 5⟩ Degree of Perception of Eroticism by Major

- Provoking Materials A -				
	Mean	Standard Error	t value	Significance
Major	3.2696	0.5365	0.517	0.138
Non-major	3.3000	0.5647	-	-
- Provoking Materials B -				
	Mean	Standard Error	t value	Significance
Major	2.7629	0.6755	0.073	0.035
Non-major	2.7688	0.5492	-	-
- Provoking Materials C -				
	Mean	Standard Error	t value	Significance
Major	2.1530	0.6953	0.717	0.010
Non-major	2.2146	0.6220	-	-
- Provoking Materials D -				
	Mean	Standard Error	t value	Significance
Major	3.5496	0.6143	0.363	0.234
Non-major	3.5771	0.5479	-	-

hypothesis was accepted and it is shown that differences exist between men and women. For the degree of perception by the provoking material C, the result showed the significance of 0.010 and the hypothesis was accepted and it is shown that differences exist between men and women. For the degree of perception by the provoking material D, the result showed the significance of 0.234 and the hypothesis was rejected and no difference was shown between men and women.

The perceptions were similar regardless of major for the provoking materials showing the original photos and the postures. There were differences between majors for the brightness provoking materials and ones showing the faces. The majors were perceiving both of the provoking materials lower than the non-majors and the non-majors were perceiving higher than the majors showing differences by majors. This shows the different perception by having or not having the major knowledge.

Hypothesis 5. There will be differences in the degree of perception of eroticism by income.

This is to study the degree of perception of eroticism by income. Analysis of variance (ANOVA) was conducted to verify the hypothesis and the

results showed the significance of 0.914 at the significance level of 0.05 for the degree of perception by the original photo provoking material and the hypothesis was rejected. For the degree of perception by the brightness provoking material, the result showed the significance of 0.759 and the hypothesis was rejected. For the degree of perception by the provoking material showing faces, the result showed the significance of 0.376 and the hypothesis was also rejected. For the degree of perception by the provoking material showing postures, the result showed the significance of 0.360 and the hypothesis was also rejected.

The significances were above 0.05 at the significance level of 0.05 for all the provoking materials and it showed that no difference exists by income. It is thought that the same effect can be achieved in the perception of eroticism in the production of fashion advertisements without differentiating among income or gender.

#### IV. Conclusion

Eroticism has an intimate relationship with humans as an instinct of humans and is being expressed

**(Table 6)** Degree of Perception of Eroticism by Income

- Provoking Materials A -					
	Variation	Degree of Freedom	Mean Square	F-ratio	Significance
Between-group	0.298	4	7.450-0.2	0.243	0.914
Within-group	70.839	231	0.307	-	-
Total	71.137	235	-	-	-
- Provoking Materials B -					
	Variation	Degree of Freedom	Mean Square	F-ratio	Significance
Between-group	0.711	4	0.178	0.468	0.759
Within-group	87.667	231	0.380	-	-
Total	88.378	235	-	-	-
- Provoking Materials C -					
	Variation	Degree of Freedom	Mean Square	F-ratio	Significance
Between-group	1.838	4	0.460	1.061	0.376
Within-group	100.019	231	0.433	-	-
Total	101.857	235	-	-	-
- Provoking Materials D -					
	Variation	Degree of Freedom	Mean Square	F-ratio	Significance
Between-group	1.472	4	0.368	1.094	0.360
Within-group	77.700	231	0.336	-	-
Total	79.172	235	-	-	-

in various fields. It has already been proven that an expression of eroticism is an effective tool in the advertisements. However, it is attempted to identify the degree of perception of eroticism in advertisements and more effective expression of eroticism at the current point as the degree of the perception of eroticism or the perceived expression elements were thought to have changed in the 21<sup>st</sup> century.

This study is regarding the degree of eroticism in the fashion advertisement photos and the research is centered around what elements are first perceived as erotic. The effective expression of eroticism in the advertisements can be identified by studying the degree of perception of eroticism in the advertisements and the important expression elements.

The research subjects were limited to fashion stylist major students and non-major students considering that much of visual part of advertise-

ments depends on the capability of the fashion stylists.

Four advertisement photos from Italian Vogue validated by fashion stylists with five or more years of current experience were produced each into four different provoking materials to be used as the research tool for positive analysis of the study. The four provoking materials were the original photo provoking material, brightness provoking material, provoking material showing the faces and provoking material showing the postures and were produced using Photoshop 7.0.

The study results of total of 236 questionnaires using the above provoking materials by frequency analysis, *t*-test, analysis of variance (ANOVA) and regression analysis are as follows.

First, eroticism is shown to be perceived as sensual and the breast area was shown highest in the exposed part perceived as erotic. The posture crossing legs was shown highest in the posture

perceived as erotic and the eyelinc and shadow were shown highest in the makeup elements perceived as erotic. Moist was shown highest in the texture perceived as erotic, long wave style in the hairstyle perceived as erotic, and red in the color perceived as erotic.

Second, the degrees of perception of eroticism were shown to be different by the provoking materials and the provoking materials showing postures were shown highest degree of perception. This shows the identical result as perceiving posture highest among the expression elements shown in advertisement photos.

Third, the degree of perception of eroticism was assessed accordingly with the level of sexual interest and only did not show a significant difference in the photos showing postures.

Fourth, the degree of perception of eroticism did not show differences by gender and income but showed significant differences only in brightness photos and photos showing faces by major.

The study results show that the degree of perception is recognized differently by the elements of expression even in the identical advertisement and the postures are perceived most importantly among the elements of expression of eroticism.

The postures signify the lines expressed in the printed advertisements and are thought to increasingly diversify and be expressed boldly to express eroticism. However, it is shown that the all elements such as the postures of the model, the degree of exposure, the clothing style, the makeup, the hairstyle and the color provide assistance in the expression of eroticism.

Finally, there is a room for improvement in

this study in the sense that the subjects and the provoking materials were limited and the composition of the survey was subjective.

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