

THE EFFECT of SEX APPEALS USUED IN ADVERTISEMENTS ON CONSUMER BEHAVIOR ; Impact on LGBT members living Ankara

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The intensity of sex appeals used in advertising continues to increase, although the level of sex appeal has changed over the last two decades. The targeted product user in advertisements is selected as the opposite sex model, and not only in nudity or sexual behavior, but also in advertisements with different elements of sexuality. However, attractive female / male models used for targetted group sometimes promote their own fellow man. The purpose of this article is, to explain how the brand's sexual appeal is perceived by LGBT members and how it affects their attitudes towards the brand. At the same time, with the increasing competition in the free market economy and the importance of advertising is increasing day by day, in this case it shows that flexibility of competition in advertising is necessary. In the scope of the study, in-depth interview method based on verbal communication was preferred because of the sensitivity of the subject and the source and the need for more detales individual study.. Although the questions to be asked were prepared in advance, flexibility was shown during the interview and in-depth interviews were used with different quetions. While the questions were prepared as, 5 generel questions were first asked to ease the source, sincerity was provided with the source and then 5 main questions and 2 assisting questions were applied 8 LGBT members. During the in-depth interviews, 6 advertisements with different levels of sexual appeal were watched and interviews were recorded with the consent of the sources. As a result, LGBT member do not have any negative attitude against them, but they are quite strict and sensitive regarding the humiliating effects used in advertisements as well as the ads contain subjects against the human rights and individual rights. In such a case they can leave the brand very easily, especially if there is alternative target product. Moreover, some of the elements which are used in advertising for the porpose of aesthetics may be unreal and humiliating men and women, which results in negative tendency against the brand. In this study, researchers and students and firms understand, how sex appeals used in advertising is perceived by consumer and how it affects the buying trends toward the brand. And it will shed light on advertising activities

Key Words : Consumer Behaviour, sex appeal, sexuality used in advertising, sexual element, LGBT , advertisement , advertising appeals

1.Introduction

Advertising shows the effect of its existence due to its creative power. After the target audience of the product to be advertised is determined, it is desired to ensure that consumers receive both spiritual and rational benefit and enjoyment. If advertising is able to touch the heart and emotions of the consumer, its persistence is strengthened. Therefore, different approaches, charms, methods, strategies are used in advertising studies. While the professionals in the advertising worlds, aiming to effectively promote the physiological or rational benefit of the product, they also want to touch the hearts and emotions of the targeted users, create a positive influence considering the brand's buying decision and create brand loyalty.

2.Research Subject

In this study, how the LGBT members perceived sex appeals in advertisements, what is the sexuality element in advertisements for themselves, how they perceive the use of sex appeals at different levels and how their perception affects their response to brand / advertisement / product / service / institution are measured and purchase decisions will be examined.

3.Literature Review

By stimulating the needs of consumers in both psychological and sociological terms, it enables the advertisement to attract attention by stimulating the sense of pleasure. Appeals can be defined as components an element that provokes the interest and motivation of buyers through advertising by conveying a requirement to awaken the implicit desires of the consumer to the advertising message. (Moriarty,2000 p.76)

The advertiser creates a message for its purpose and the consumer is motivated by this message and awareness of the product, brand, service is created. Appeals aim to provide both emotional and rational satisfaction to the consumer. For this reason, more than one type of appeal can be used in an advertisement and hundred of types of attraction are used in advertisement. The first findings are based on Aristotle's persuasion. In his work 'Rhetoric' , Aristotle suggests the attractiveness which he calls ethos, pathos, and logos as alternative processes for attitude change. These charms are considered to be the first classification offered for message charms. (Aktaran; Yilmaz, 1999, s.46) In order to get the persuasion to occur, credible, logical truths (Logos) must be revealed, when the source can reveal a personal character (Ethos) that will make it credible (Ethos), and the emotions (Pathos) of the target can be influenced. Rhetoric persuasion is not only successful with the evidence shown, but also with ethical evidence. When a person who creates positive feelings about the subject and himself /himself the persuasion power increases. In the literature, the most basic classification is classified as rational and emotional.

According to Moriarty the essential appeals are, 'Greed, aesthetics, appetite, group membership, great purpose, attractiveness, avoidance, cleanliness, comfort, convenience, economy, efficiency, egoism, excitement, fear, family, crime, love, nostalgia, pleasure, pride, sadness, peace of mind, grief, health, identification, luxury, mental stimulation, patriotism, responsibility, security, emotional pleasure, sex, frugality. (Moriarty,2000)

Appeal, one of the most frequently used concepts in advertising and persuasive communication literature, classified as-persuasion appeals, message appeals, or advertising appeals. Although the concept literally expresses the content or appearance designed to attract attention to any message, object or person, to create interest and influence people on this occasion, it is dealt with in various approaches in terms of persuasive communication and advertising and finds new meanings. (Elden&Bakır, 2010)

According to the Encyclopedic Marketing Dictionary, 'Appeal is the basic argument or approach used in advertisements to attract consumers' attention and / or influence their feelings through advertised products, services or events.'Appeal is the driving motive of advertising and is designed to mobilize consumers towards advertising goals. (Khan ve Dhar ,2006:14,25)

Emotional or rational message appeal does not have any superiority to each other in the process of persuasion, it can be said that either using emotional appeal or not rational appeal is more effective. (Müge Elden – Uğur Bakır, Reklam Çekicilikleri, 2010)

Depending on its usage, emotional attraction, may contain, rational elements in its content, and rational attraction may contain emotional elements when necessary. (Liu ve Stout, 1987: 170)

According to Johar and Sirgey (1991), value-attracting appeals have an impact on situations where the advertised product can express value, while beneficial appeal is effective to the extent that the advertised product promises a certain benefit to its target audience.In addition, the process of persuasion of expressive attractiveness is based on the functionality of the product, while the process of persuasion of utilitarian attractiveness is based on the similarity or differentiation between the features of the brand and the self-congruity of the users (the persuasion increases as the similarity increases).

With the rapid increase in competition, it is becoming more important for companies to create a distinctive image for the products or services they produce. Distinguishment forms the core of the innovative characters of advertising strategy.Distinguishing ads attract consumers' attention, have a positive impact on the advertising message in mind of consumers and in the evaluation of the brand.Researches shows that the effectiveness of an advertisement increases when it can attract the attention of consumers.(Verna, 2009:34)

Pollay (1983) defines 42 advertising appeals	
APPEAL	DEFINITION
Efficacy	Convenient, useful, practical, comfortable
Durability	Long life, fast, easy
Convenience	Resourceful, quick, easy
Pufiness	Beatiful, decorative , fancy
Cheapness	Economic, cheap, valuable, worthless
Expensiveness	Rich, valuable, stylish
Diversity	Unique, scarce, unusual
Popularity	Common,famous, systematic, ordinary
Conventionalism	Classical, historical,nostalgic
Modernity	New, Contemporary, advanced, developed
Naturalness	Animals, vegetables, minerals, farms
Technology	Fabricated, discovery, search
Wisdom	Information, education, intelligence, wonder, awerness, expertise
Magic	Miracle, mystic, mystery, mythical
Productivity	Success, career, evolution, ambition
Rest	Pension, holiday, trip, idleness
Taste	Entertainment, laugh, being happy, festivals
Maturity	Adulthood, middle age, retirement
Youth	Be young, children, babies
Safety	To be careful, injury, warranty
Compliance	Listen to the words, loyal, responsible, domestic
Morality	Humanity, honest, religious, committed
Uprightness	Chidish, dignified,inocent, pure
Humility	Friendly, prudish, impatient
Simplicity	naturel, sincere, ordinary, simple
Slenderness	sensitive, compassionate, unpretentious, kind
Adventure	Excitement, courage, fearless
Wildness	Primitive, wild, natural, rowdy
Latitude	Natural, secure, unobliging, passionate
Casually	Infinte, chaotic,cluttered , complex
Smugness	Social, a desirable beauty, beauty
Sexuality	Erotic relation, kissing , holding hands
Independence	Do something on your own, self confidence
Trustworthiness	Confidant, honourable,sure, cool
Statute	Desiring, prestige, competing, social status
Close	
Relationship	To be admited, fellow, fellow servant, sociability
To train sb	To gift, to support, to save
To succour	Appreciation
Community	Connect with society, public spirit national identity
Being healty	Health, power, activity, emphasis, active
System	Arrangemen, order,clean, fresh smells

The appeals used in advertising has always been created and used according to the needs of consumers. Fowles(2007: 73-90) The requirements that lead to the emergence of message charms, and the need to reflect these requirements in advertising as message charms defined the need for sex:

- Sex requirement : One of the charms used in advertisements is sexuality that operates on the basis of the need for sex. Although the debate about how effective it is and how it should be used in advertising continues, the use of sexuality is a common way for advertisers.

Parallel to the classification of appeal, what or what sexuality means in terms of appeal is controversial issue.

Although sexuality is the most primitive need and pleasure since human existence, it is tried to be perceived as a concept in many societies both at the center and beyond the center. Although the state of sexuality seems to be a psychological and physical phenomenon inhabited by two people in mind, it is affected by cultural, economic, social and political factors.

According to the World Health Organization sexuality is one of the central elements of human life and includes sexy, gender identities and roles, sexual eroticism, proximity to pleasure and reproduction. Sexuality is experienced and expressed in thoughts, fantasies, desires, beliefs, attitudes, values, behaviors, practices, identity and relationships. In this sense, sexuality is a phenomenon shaped by biological, social, economic, political, cultural, legal, historical, religious and spiritual interactions.

According to Morrison and Sherman (1972: 15-19), responses to advertisements using sexuality vary. This is because individuals' reactions to such advertisements are influenced both by themselves and by the features of the advertised product. In addition , different segments of the society may respond differently to the same advertisements which containing the element of sexuality. Because demographic characteristics such as culture, subculture, age, gender, education and income level affect the attitudes and behaviors of individuals.

Steadman (1969: 15-19) in his research how sexual-related images in advertisements have an effect on remembering the brand name, shows the examples of advertisements in which the name of the brand is located at a central point in the images bar and the title of the advertisement. As a result of the research, it was found that the subjects could not establish a connection between the image and the brand in the advertisements, and that sexuality advertisements did not contribute to the remembering of the brand name.

In their experiment to measure the effect of erotic content in advertisements on the recall of the brand name, they showed magazine advertisements of certain brands with different levels of sexuality to subjects at different times. According to the research, advertisements with low erotic content are remembered more accurately than advertisements with high erotic content. The higher the dosage of erotic content in advertisements, the lower the level of correct recall of the advertisements. Approximately 20% of those with high erotic content and 15% more than those with moderate erotic content are recalled incorrectly. Similarly, the higher the level of erotic content in ads, the less accurate the brand name is. (Weller, 1979)

The presence of sexuality in advertisements can be considered as a sexual content. Naturally , advertising is a form of persuasion, which is an effort to inform, position, persuade reinforce, differentiate and finally sell products and services. Therefore, sexual information is all presentations that imply or imply sexual interest, behavior or motivation. It is usually visual or both. For example, advertising can be composed of attractive human visuals wearing striking or body-worn clothing, or verbal elements that contain words or phrases filled with double meaning and sexual implications. In general, both elements work together to create sexual implications in advertising. (Reichert and Lamiase, 2003, page 13)

Definition of sexual content in advertising

VARIETY	DEFINITION
Nudity/ Dress	The amount and style of the clothes the models wear. Body image wearing skinny clothes, underwear, nudity.
Sexual Behavior	Personal or interpersonal sexual behavior, flirting, eye contact, gesture and behavior, (body language nonverbal and verbal communication) Sexual intercourse between two or more people, embracing kissing and more intimate forms of sexual behavior.
Physical Appeal	The general level of the physical beauty of the model. It is usually defined by facial beauty, skin, color, hair and appearance.
Sexual Implication	The hint and implication of objects or events implying sexual meaning in the dual meaning path. Production, which reinforces or creates the sexual image, is based on music, light design, filming techniques and fictions.
Sexual Embedding	Content interpreted as sexuality at the subconscious level. Words such as sex, objects that are not perceived sexually, body image and sexual movements are small images of genital organs, parts of the body.

Source: Reichert, T & Lambiase J.(2003) . Sex in advertising : perspectives on the erotic appeal. Manwah, New Jersey : Lawrence Associations, ss.14)

5.METHODS

In the scope of the study, in-depth interview method based on verbal communication was preferred because of the sensitivity of the subject and the source and the need for more detailed individual study.. Although the questions to be asked were prepared in advance, flexibility was shown during the interview and in-depth interviews were used with different questions. While the questions were prepared as, 5 general questions were first asked to ease the source, sincerity was provided with the source and then 5 main questions and 2 assisting questions were applied 8 LGBT members. During the in-depth interviews, 6 advertisements with different levels of sexual appeal were watched and interviews were recorded with the consent of the sources.

Because of the difficulty of accessing the sample due to the nature of the subject, support will be obtained from the Non-profit Organisations (NPOs).

- Pembe Hayat
- Kırmızı Şemsiye
- KAOS

Assistance was received from above stated and support was requested for in-depth interview with members

6.1. LGBTQ Definition

It includes non-heterosexual individuals. It refers to lesbian, gay, bisexual, transgender, transvestite, intersex individuals and is formed from the first letters of the words.

LGBTI first emerged with gay movements, then became a lesbian by taking lesbians into GL. It was named LGBTT by combining bisexuals and transvestites, in the following years. Over time, the definition continued to expand and gathered trans individuals under the heading of T, adding LGBTI to the intersexual individuals.

It has also included the letter Q which is called Questioning or Queer, which means questioning and has become LGBTQ.

Lesbians are female individuals who have emotional and physical interest in their own sex.

Gays are male individuals who have emotional and physical interest in their own sex.

Bisexuals are individuals who are physically and emotionally interested in their own insidious and opposite sex.

Transsexual individuals are physically male or female individuals, but they feel that they belong to a sex other than the one they already have, and as much as possible, they assume the characteristics of the gender they feel. Gender and sexual identity are incompatible with each other.

Transsexual syndrome is a congenital medical condition that is treated by university hospitals around the world. It is a physical (organic) condition that occurs in the mother's offspring. In all mammals, the offspring's initial sex is female. In the second month of development in the uterus, the baby's sex remains either female or transformed into a male with hormones secreted by the fetus. During this period, the sexual structure of that small body and brain becomes determined. This explains why males have nipples that remain as traces of the original female sex. (Association of LGBTI in Turkey , www.lgbti.org)

A transvestite does not tend to be a woman, but loves feminine behaviors and feminine lifestyles, loving masculine behaviors and masculine lifestyles that do not have a tendency to male or is a female individual who adds her sexuality to her appearance and mood, and sometimes to her daily life. The biological gender of these individuals is male or female and has no problems with their biological gender. She is happy to be a man or a woman. This person is interested in either women or men or both men and women. In other words, a transvestite is actually either heterosexual, gay, lesbian or bisexual.

The medical explanation of intersex is the one that was born with abnormal reproductive and sex organs'. Intersex individuals have sex organs, internal reproductive organs and glands that are different from many people. No uniform intersex body, it includes various situations that do not have much in common, except that they are considered 'abnormal

by society. Common characteristics of Intersex people are their experience of medicalization, not biology. (www.kaosgl.org)

In this study, all individuals who are gay, bisexual, transgender, transvestite and intersex will be referred to as LGBT individuals.

LGBT exhibits different reactions and approaches towards individuals in societies. (Güney, Kargı ve Çorbacı Oruç, 2004) While in some societies and communities non-heterosexual sexual orientations can be tolerated with a certain tolerance, it is seen that LGBT individuals are perceived as low status and unhealthy in most of the societies on earth. . (Güney and his friends.,2004; Sakallı Uğurlu ve Uğurlu, 2004). Thus, prejudice and discrimination against LGBT individuals remain as important problems in today's societies. (Polimeni, Hardie and Buwell, 2000)

The most common example of this is the case of homophobia. Homophobia is generally defined as negative feelings, attitudes and behaviors towards people with sexual orientations or identities such as LGBT individuals. (Budak 2003). However, homophobia (and its prejudice and discrimination) is explained in the context of a particular cultural ideology. Homophobia has been influenced by individual processes (personality, self-perception, cognitive structures, etc.), rather as an intergroup ideology that is more likely to be conceptualized by the conceptualization of homosexual, bisexual, and transsexuals as an external group, and not as a personal trait of homophobic ideology. It can be said that it occurs within a certain socio-cultural context. (Umut Şah, 2012)

This intense homophobic situation observed in societies may limit and prevent brands from doing advertising for LGBTI individuals. In the giant brands that make advertising for LGBTI individuals, advertising activities such as Burger King, Starbucks, Heineken, Amstel are limited with some countries and even in some cities of these countries. It is considered that these companies may prefer this method in order to prevent their brands to be harmed by homophobic groups.

6.2 Research Questions

A. IceBreaking Qustions ?

- Mentioning the demographc situations (age, profession, education level, sex, sexual preference)
- Do you watch TV? If yes, how often do you watch and what kind of program do you prefer watching ?
- Is there any nespaper or magazin that you read regularly? If yes, please state their names?
- Do you g oto movie? If yes, how often you go and what kind of movies do you prefer watching?
- Where do you see the advertisements, at movies or on TV? Are you watching the 'first 20 minutes advertisement' at the movies which are shown before the movie begins?

B. Research Questions ?

- Are you affected from the advertisements while you are making a product buying decision?
- What kind of advertisements and which type of advertisements are appealing for you? Which appeals are affected you?
- Does the man or woman who plays at the advertisement affect you? How does he or she affect you? How does he or she affect you?
- Which sectors do you want to see woman or man in?
- What is sex appeal for you?
- What kind of advertisements includes sex appeals for you?
- How do you feel yourself while you are watching a sex appeal advertisement with your family, friends or alone by yourself?
- If a brand has advertisements which appeals to a LGBT customer, Does it affect your purchasing decision to chose that brand ?
- How does it affect you as a hetoerosexual customer , if a brand makes marketig activities appealing to a LGBT customer ?

*Only videos and billboards advertisements are included in this study.

6.3. Watching Advertisements by Sampling

1) Magnum Dark

<https://www.youtube.com/watch?v=QX0FzGYHPHs>

2) Guiness Beer

https://www.youtube.com/watch?v=l_jlj4UWuRg

3) Cyprs Lgbt Billboards

<https://www.youtube.com/watch?v=vdzNcUs7Zrc>

4) Burger King Proud WHopper

https://www.youtube.com/watch?v=KLao1_JA2uE

5) Starbucks with Trans People

<https://www.youtube.com/watch?v=YkyTQP27H6s>

6) Damak Dark

<https://www.youtube.com/watch?v=47PaHuTR8LM>

6.4. ANSWERS of SAMPLES

B.Main Questions

1. Are you affected from the advertisements while you are making a product buying decision?

'Yeah, I'm impressed. I saw a toothpaste advertisement, a very handsome man was playing, that advertisement impressed me a lot, I bought that toothpaste. For example, I buy Biscolate because of advertisement of it. There is sexuality in the Biskolata advertisement, there are handsome, nice men, showing their male bodies as sex appeal.'

Tunç , 25

In order to decide to buy, I need or need to be interested in the product used in advertising. I don't buy that product because the ad is different, beautiful and interested, but it affects me if I like the advertisement and it has meaningful content. I'm already shopping online. If there is product promotion on the internet, I would like to buy the product if my interest occurs.

Tolga, 26

2. What kind of advertisements and which type of advertisements are appealing for you? Which appeals are affected you?

The image should satisfy me and the ad should be garish and fancy. For example, sometimes ads appear in the form of text, more sloppy minimal advertisements they do not attract my attention. When I watch a film / advertisement film, I place my attention to the product installations. For example, I was following a series, I saw a product I used in that series and I was very happy. The product I use, in that role, in that series, it is making you happy. There is actually not much difference between us with that star and people think that makes us happy. You say that you don't need to see that person high and you satisfy your ego.

Berra, 24

3. Does the man or woman who plays at the advertisement affect you? How does he or she affect you? Which sectors do you want to see woman or man in?

For example, there are Biskolata ads, you know, yes, they are very handsome people, but I think it is the woman who can advertise such sweet cookies. Yes, a man can be a very good pastry maker, but I don't want the man to present it based on the sense of motherhood or what our mother does. If you look at the Turkish mentality, yes, the mother should be in the kitchen, the father can cook very well, I think they can both be in the kitchen.

Generally cosmetic products always advertise by woman very rare man do. It should be emphasized that these are not only use by woman but also man use these products. For example, there are always women in foundation advertisements , but today there are many men who use these products even among the heteros... I would like to see this foundation for example not only on women but also on men.

Cenk, 27

I would like to see men more in advertisements because of my sexual preference, but I think women should take part in most advertisements because women can make better expressions.

Oya, 27

4. What is sex appeal for you?

When I say sexuality, I can think of kissing, getting closer to man and woman. It wouldn't affect me if I saw the gay commercial.

Mustafa, 21

Advertisements do not need to have any gender or sexual orientation. As it happens, there are situations that affect gender equality.

Özge, 27

The sexuality I perceive is that if two people feel something emotionally to each other, they can live their sexuality when they sit next to each other, even without touching each other. But we see sexuality as people holding hands or kissing. For example, in the series, two people approach each other, have romantic conversations, but they don't kiss, and this doesn't have sexuality for our society, but for me it's sexuality, because to me, sexuality doesn't need sexual practice. Because after sexual practice, this practice will be the same after a while and it will repeat itself, even if people's fantasies have developed, this practice sexuality is always the same. Sexuality should carry more romance for me. But according to society, if there's a pornographic attraction, it's sexuality. Very good physics, very good performances are exhibited, but this is a utopian phenomenon. It takes sex and sexuality to a point that is boring and simplifying.

Tolga, 26

5. What kind of advertisements includes sex appeals for you?

In general, condom advertising is a product used in sexuality, because it carries the element of direct sexuality. For example, for women, it may be normal to show sanitary pads, but for a man it can be perceived in the direction of sexuality.

Biskolata men, usually pouring chocolate from his mouth, chocolate to the body, mixing chocolate is a sexual element. These are things that evoke sexuality.

Cenk 27

When a bra advertisement is made, a bra is worn, shown, but it's bad to have such sexy mumbles when you shoot the advertisement. I'm against women being portrayed as sex objects. Woman is not a sex object she is a woman, before human, after woman. Even if it's a boy, it's the same. I'm against being portrayed as a sex object.

Destina, 40'lar

6. How do you feel yourself while you are watching a sex appeal advertisement with your family, friends or alone by yourself?

I'm not bothered if I'm watching with my friends or alone. But I don't want to watch it with my family, and I have a little brother, and I don't want him to see sexual advertisements.

Kağan, 23

C. Assisting Questions

1. If a brand has advertisements which appeals to a LGBT customer, Does it affect your purchasing decision to chose that brand ?

I would love to see LGBT members play in theadvertisements , but if I buy that product because a trans individual plays, I would be in contradiction with myself and marginalize myself. In fact, hetero individual can play and LGBT individual does. So there's no need to do anything special, why are we trying to sell products over sex?

Of course, I would like to have advertisements for LGBT members. However, Turkey is not allowed to see the trail as immoral because of this situation. What we call violence against women should not only be biological women, but also those who feel like women. There are those who were born in the male body but feel themselves as women. For example, if a woman's violence is put on the billboard, the side should be placed in the violence against the transgender individual.

Both women are equal, and in both we can say no to violence. But generally because society thinks of morality, as if we are non-religious, such practices are not made or encouraged.

Özge,27

2. How does it affect you as a hetoerosexual customer , if a brand makes marketig activities appealing to a LGBT customer ?

No hetero studies have yet been performed.

6.5.Sample Comments on Advertisements Watched

1) Magnum Dark

<https://www.youtube.com/watch?v=QX0FzGYHPHs>

Showing the hips, slow motion, eating ice cream in slow motion, implies this sex. This ad makes me uncomfortable. So you shouldn't use this much sex to sell a product. Not only that, I'm telling you for all the products. Sex should not be used to sell products. The product should be shown as a product. You're gonna lie on the couch, you're gonna say it's comfortable, it's soft, it's hard, it's irritating use sex really. So we're not sex objects, I say for people, it doesn't matter whether women or men, we are human, let's first realize that. (Destina , 40'ies)

A woman's bite of ice cream is sexual representation. The woman's clothes, movements are on normal sexuality level. I can easily watch this advertisement with my family. It has a positive effect on my purchase decision. (Mustafa, 21)

2) Guiness Beer

https://www.youtube.com/watch?v=l_jlj4UWuRg

This advertisement evokes sexuality. I don't want my family to see this advertisement.If they watch I don't feel so good. I prefer this beer. I would try to see if it's really good to have sex. I think it includes sexuality but not high level. (Tunç, 25)

This ad is too sexual. The woman lies naked in the middle. three different people are drinking beer from the woman's waist and putting it back on her waist. This advertisement is not nice and not suitable for society. Young people between the ages of 13-17 watch this and such advertisements on the internet. I would not buy this beer and support. I don't think it makes much sense to introduce alcohol through sexual elements.(Kağan, 23)

3) Cyprs Lgbt Billboards

<https://www.youtube.com/watch?v=vdzNcUs7Zrc>

This advertisement is nice in a way and not nice in a way. I think LGBT people who live there may have trouble because of this advertisement. Because the anti-LGBT people there may gather and damage the association. The purpose is to make the society accept them selves, that's a good thing but it could have been done otherwise. Because when a family with children sees this, if the child asks what this ad is, the family will be in difficult situation and I don't think children should learn about it at a very young ages. I think a lot of my friends would not want either. (Tunç, 25)

4) Burger King Proud Whopper

https://www.youtube.com/watch?v=KLao1_JA2uE

Producing products for LGBT becomes sales policy and I would not support. Because I think it's unreasonable to pretend we're human like coming from space. I don't think we need a product like that, we're all human. For example, if Burger King produces a bread, it shouldn't be that the only gays will eat it. But a straight person, an anti-LGBT person, doesn't even hold that package.

I think it would be better if the person who wants a normal Whopper is given a rainbow package, if it is not asked as if it was a separate hamburger, it would be better for the customers to take that hamburger in the rainbow package and then they see 'We Are All The Same 'Inside. They should never have asked, "Would you like Proud Whopper?". I think it's a beautiful thing, so that people don't see it badly when they look a little more from the outside. For example, when we call people off or conservative, we go out in Turkey, told us 'you are a sinner, you will go to hell' They say things like that, telling them to block such advertisements should be done in Turkey. In families abroad, they can tell their children that they have a third identity and give the comfort of some things. But if Burger King present this advertisement in Turkey, no one can buy and give her child. Because the family thinks that the child's thinking or personality will change. I would be happy to see, if we want to live in a world where everyone is equal, or if we are trying to live, such ads should be. I'd love to buy this burger just to see that package. (Cenk,27)

5) Starbucks with Trans People

<https://www.youtube.com/watch?v=YkyTQP27H6s>

God how polite it is, I liked this advertisement much! This ad would be possible to big events in Turkey, I think it would be very nice. Even I would love to play in this advertisement. I consume Starbucks products a lot, I consume more. I don't think it's sexual. They meditate on each other with a smile. (Oya, 27)

6) Damak Dark

<https://www.youtube.com/watch?v=47PaHuTR8LM>

Of course there's sexuality. Are you ready for the legendary night and am, I think the word 'Ama' is made to make a direct association. Advertisement already talking about the night and used the woman.I think it contains intense sexuality especially because of that word. (Tunç,25)

There is no sexual element in this advertisement, close to zero, the tone of a single man may have a slight sexuality or the woman may have come out with a mask.
I don't think it's sexual.Kağan,23)

7.Results and Opinions

It has been observed that as long as the intensity of sexuality used in advertisements is not very intense and it is planned and implemented with an emotional and romantic infrastructure, rather than being pornographic, it can be accepted more easily by consumers and can provide positive, active use for the product.

The LGBTI group, which is more open-minded in understanding the phenomenon of sexuality in the society, has not observed as showing conservative attitude regarding the use of sexuality in advertisements, but it is observed that it is preferable to focus on the emotional aspect if sexuality theme is to be processed in advertisements. It is determined that the advertisements planned without containing any kind of discrimination will be followed with tolerance and awareness.

It is assumed that the product used in advertisements to be applied to LGBTI groups can attract the attention of the society and create awareness in a meaningful manner if the product can be provided to the consumer in terms of physical, psychological and functional benefits as well as abstract benefit from the concrete product.

It is considered that even if the product introduced in the advertisement is not suitable for the preference of the potential LGBT consumer, even if it will not be purchased, it may provide social awareness with the advertisement and provide positive awareness within the society, it will be provided to reach more people by the LGBT individuals who watch the advertisement. It will be realized that the brand will increase the awareness of the brand by the society, will contribute positively to brand awareness, and will also raise awareness about LGBT in the society.

Among LGBTI individuals, it was observed that the tolerance towards the intensity of sexual attraction used in advertisements was lower in individuals closer to mental femininity and higher in individuals closer to masculinity.

It has been observed that the priorities of all LGBTI individuals interviewed constitute the sexual appeal elements used in advertisements, should not be regarded as mere sex objects by people and that their sexual associations should be minimal or not at all.

It was observed that in the advertisements to be made for LGBTI individuals, instead of sexual appeal, naturalness appeal, taste appeals, pufiness appeal, adventure appeals, and simplicity appeals would be more relevant.

It is considered that the determination of the gender of the model playing at the ads in accordance with the sector is perceived as discrimination by the LGBT members. Furthermore the findings also shown that the discrimination stated above assumed as it supports the 'Social Gender Inequality' and also extends the creation period of the equality balance between males and females or individuals themselves.

In order to change the distribution of men and women who will take a role in advertising, it is concluded that the sector that can be pioneered is the cosmetics and automobile sectors. Although the usage rate of cosmetic products has increased in hetero male individuals, it has been observed that the use of cosmetic products in trans and gay

individuals has increased rapidly compared to previous years and it has been determined that the advertisements of interest are the advertisements made in these sectors.

This study is considered to support the future studies which aims to support the idea of making the product / brand/ advertisements studies for LGBT individuals, and help them to be perceived with tolerance by homophobic individuals over time by. And also aims to support the literature in order to change the perception of sexuality in Turkey. The sexuality perception to regain its normal structure.

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