SELLING CIGARETTES: THE EFFECTS OF SEXINESS LEVEL AND ETHNICITY OF SALES PROMOTION GIRL AMONG SMOKERS AND NON-SMOKERS

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The aim of current study is to analyze the effects of cigarette sales promotion girl's appearances as measured from sexiness level of uniform and ethnicity towards young smokers and non-smokers behavior and buying interest, which is represented through attitude towards the brand, and purchase intention. It was measured by nine different appearances of the cigarette sales promotion girl as the combination of sexiness level (casual, moderate, high) and ethnicity (Chinese descent, Native Indonesian and Western mix), and then it will be seen in influencing the attitude towards the model, attitude towards the brand, and purchase intention. As a quantitative research using experimental method between subjects designs, this study analyzes 507 subjects, divided into 278 young non-smokers and 229 young smokers. For non-smokers respondents, the sexiness level and ethnicity do affect the attitude toward the model but not the attitude towards the brand and purchase intention. Meanwhile, the result from the smoking respondents shows that the sexiness level and ethnicity do affect the attitude toward the model, attitude toward the brand and purchase intention. Moreover, young non-smokers give more positive response to the Western mix sales promotion girl wearing high level of sexy uniform, while young smokers give more positive response to the Native Indonesian and Western mix sales promotion girl wearing moderate level of sexy unform.

Keywords: sales promotion girl, sexiness, ethnicity, attitude towards the model, attitude towards the brand, purchase intention

INTRODUCTION

Smoking habits begin with the first cigarette and, generally, adolescence is a notorious time to start puffing away. Several studies found that the first cigarette starts at age 11-13 (Smet, Maes, Clerq, Haryanti, & Winarno, 1999). According to Tuakli, Smith, and Eaton (1990), smoking behavior is initiated by curiosity and peer influence. Smet et al. (1994) believe that smoking began to occur due to the influence of the social environment. Futhermore, the number of smokers among young people is increasing despite knowing the harmful effects of smoking on health (Tandra, 2003), while 20% of total smokers in Indonesia are young people with an age range of 15 to 21 years which dominated by senior high school students and university students. According to Prakoso (2017), an increasing number of smokers among young people is due to the influence of advertising and promotion of cigarette products. The data found that 68.9% of the students tried to smoke after seeing a cigarette advertisement and promotion (Prakoso, 2017).

The cigarette business in Indonesia has increased from year to year. The Fiscal Policy Board noted that there was an increase of cigarette production from 344.52 billion cigarettes in 2014 to 348.12 billion cigarettes in

2015 (Rezkisari, 2017). Those increase in production of cigarettes product is affected by the increase in consumption of cigarette. Low cigarette price, population growth, rising household incomes, and mechanization of the cigarette industry have contributed to sharp increases in tobacco consumption in Indonesia since the 1970s (Barber, Adioetomo, Ahsan, & Setyonaluri, 2008). The data from Badan Pusat Statistik (BPS), as cited in Gerintya (2017), shows this positive trend since 2007 with total revenue from excise duty of IDR44.68 trillion and continued to grow to IDR145.53 trillion in 2016. According to the same data, the proportion of tax revenues to total state revenues was 6.31 percent in 2007, this proportion increased by 7.10 percent in 2012 and by 2015 the proportion increased by 9.59 percent.

Eventhough the contribution of the cigarette companies in Indonesia is very significant to the country's income, the government has forced to tighten the regulations on tobacco business. According to Setiawan (2014), the stricter regulations have a bit of fair share of leverage on advertisement, sponsorship, and product distribution in the community. This tightening regulatory change towards the cigarettes company is an initiation from the Health Ministry of Indonesia and the Indonesian Broadcasting Commission. By the new regulation in the advertisement, it further limits the promotion activities of cigarette products.

By those limitations on promotion activities of cigarettes product, personal selling comes up as the solution to increase sales and brand awareness. According to Kotler and Keller (2012), personal selling is defined as face-to-face interaction with one or more prospective buyers for the purpose of the sale. Personal sales are the most effective tools in certain stages of the 3 purchasing process such as providing education for buyers, develop negotiations, and sales closing stages. Personal selling often uses salesperson as a form of application to influence prospective customers to make purchases. One of the known salespersons and has been applied in promotional activities in Indonesia is sales promotion girl (SPG). SPG is a representation of the company delegating promotional program. From the classification of sales positions, SPG can be classified as a deliverer who dominantly deliver or distribute products and acts as a demand creator (Kotler & Keller, 2012). While from the use of the language, according to Poerwadarminta (1987), SPG is a profession that engages in marketing or promotion of a product. This profession usually uses women who have an interesting physical character as an attempt to attract the attention of consumers.

The use of SPG is very influential for the cigarette business to create brand awareness, brand perception, brand equity, and brand loyalty to consumer purchasing decisions (Poerwadarminta, 1987). This is because an SPG is in charge of providing information related to cigarette products and try to offer the products to consumers directly by providing experience process for consumers in recognizing and trying the product. The role of SPG is usually needed by cigarette companies in an event that is usually sponsored directly by the cigarette product. The existence of SPG at promotional roadshows is useful in attracting the customer. According to Royan (2004), the use of an SPG can be beneficial in forming two things: the attitudes on the brand and to increase sales volume in a relatively short time.

In Indonesia, the term SPG has arrived at a certain and unique connotation which is considered negative. While identical with young girls wearing sexy outfit seducing people to purchase the products, SPGs are mostly young, sexy, beautiful and attractive. According to Hardjaloka (2013), a pre-requisite of an SPG has to be good looking and proportional in size, yet they need to sign a contract that they are willing to wear miniskirts. Therefore, a study in analyzing the appearance of SPG is important in order to maintain the effectiveness and efficiency of the cigarette companies. Thus, the purpose of this study is to determine the preferences of consumers to the appearance of sales promotion girl of cigarette products as measured from the sexiness levels of uniform and the ethnicity background on the attitude towards the model, attitude towards the brand, and purchase intention of young smokers and non-smokers. The measurement variable that will be used in this study is the appearance of the SPG that measured from the sexiness level of clothes use, and the ethnicity of the SPG itself. The reason of the factors used is because those factors affect the

appearance and the attractiveness of the SPG. According to Ebster and Reisinger (2005), a myriad of studies in social psychology have shown that attractive people tend to be evaluated more positively than less attractive persons. Those are also in line with pre-research that has been done by the researcher with number of 32 respondents who are university students. From the pre-research results, it can be concluded that 28 out of 32 respondents (87.5%) agree that the sexiness of clothes used by SPG may affect their interest to buy the product offered. In addition, 21 out of 32 respondents (65.6%) agree that the ethnicity of SPG may affect their interest to buy the product offered. Therefore, the authors take the decision to make the two variables into a variable measurement appearance SPG that can affect the attitude toward the model, attitude toward the brand, and purchase intention.

The use of an attractive SPG on cigarettes product toward the customer which dominated by male is correlated with one of the earliest studies (Baker & Churchill, 1977). They found that in print advertisements an attractive model had a positive effect on consumers' evaluation of the advertisement. However, purchase intentions of female customers were not influenced by the model's attractiveness. Male participants were more likely to purchase one of the advertised products, a cologne/perfume, when it was presented by an attractive female model. This suggests that a match between the product and the presenter's attractiveness moderates the effect of attractiveness on purchase intention. In term of ethnicity, it is found to play an important role in consumer's purchase decision. Based on Chudry and Pallister's (2002) study, marketers are advised to consider ethnic groups as a viable segmentation opportunity. Thus, this research is aimed to assess the important role of ethnicity (in Indonesia, especially Jakarta area) on the attitude towards the model, attitude towards the brand and purchase intention by using SPG on cigarette products among male smokers and non-smokers.

This research will be using experimental study on promoting a new cigarette brand to be launched in Jakarta area by using SPG as the media of promotion. The use of a new brand of cigarette products is to avoid bias to the cigarette product that have been traded in the area of Jakarta. The cigarette brand itself is Newport, an American brand of menthol cigarettes, currently owned and manufactured by the R.J. Reynolds Tobacco Company. With that strategy, the researchers would like to find out whether the appearance of SPG as measured from the sexiness and the ethnicity will have a significant effect on attitude towards the model, attitude towards the brand and purchase intention towards young smokers and non-smokers.

LITERATURE REVIEW

Sales Promotion Girl (SPG)

An SPG is a saleswoman offering services to serve products to customers (Firdaus, 2011). An SPG is defined as a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately and increase the amount of goods purchased by the customers (Tjiptono, 1997). Through SPG, the company expects the customers will be interested and are affected to recognize and try the products offered with the support of stimulus interest.

Firdaus (2011) categorizes SPG into two types: (1) Organic – an SPG is a permanent employee of the company that uses it. The SPG of this category usually has complete and detailed knowledge about the product to promote. (2) Non-organic – an SPG is only a temporary workforce which is hired with a limited time contract. The SPG could be independent or from an agency or from an outsourcing company.

Sexual-themed Marketing

Sexual information, whether in the form of pictures, stories, or sounds, has been shown to evoke a predictable range of emotional responses within viewers. Advertising research reveals that sexual appeals are attention getting, arousing, affect inducing, and memorable (Reichert, Heckler, & Jackson, 2001). According to them, sexual appeal can be broadly defined as messages, whether as brand information in advertising contexts or as persuasive appeals in social marketing contexts that are associated with sexual information. It usually is represented as images, verbal elements, or both, sexual

information can be integrated with the message to greater or lesser degrees. There are main functions of sexual themed advertising, i.e. as an interest allure and keep that interest for long term with the pose and the sexual appeal used, to increase the brand recall from the delivered message, and to increase the emotionally response like deep feeling or even lust (Sopian, 2003). Reichert, Heckler, and Jackson (2001) stated that sexual appeals can be persuasive, sometimes more so than other types of appeals used in social marketing campaigns, especially if the sexual appeal is crafted in such a way as to be relevant to the topic. Then, sexual appeals are attention getting, likeable, dynamic, and somewhat more apt to increase interest in the topic than are nonsexual appeals. In a saturated media environment, the ability to attract favorable attention and interest to the message is vital.

Sexiness

Sexualizing clothing was defined as clothing that is revealed or emphasized a sexualized body part, had characteristics associated with sexiness, and/or had sexually suggestive writing (Goodin, Denburg, Murnen, & Smolak, 2011). This is in line with what we see from an SPG in Indonesia which is identical with young girls wearing sexy outfit seducing people to buy the products. SPGs are mostly young, sexy, beautiful and attractive essentially stealing all the glances from people around them.

In present study, there are three sexiness levels of the clothes, i.e. casual, mild-sexy, and sexy. According to a previous study, a casual dress code means that someone who wear it are permitted to dress in comfortable, informal clothing (Allan, 2015). The word casual can in a broader sense be defined as something relaxed, occasional, spontaneous, or informal in the sense of suited for everyday use. In Indonesia itself, the casual dress style is usually characterized by using fully-covered clothes, neat and polite (Wibawa, 2016). In Indonesia, a polite dress is usually characterized by the clothes purposely worn to cover their nakedness.

The second sexiness level of the clothes wear is mild-sexy, which is used to define the middle level of the sexiness between casual and sexy. The third level itself is sexy where in this study it is defined as the high level of nudity of the use of the clothes. When opposite sex models appear in advertisements (males viewing adverts with female model and vice versa), men typically prefer higher level of nudity, while women typically prefer the opposite (LaTour & Henthorne, 1993).

Ethnicity

Ethnicity is grouping of humans based on shared physical or social qualities into categories generally viewed as distinct by society (John, 2008). The match between the endorser ethnicity and audience ethnicity leads to more positive responses in advertising (Grier & Deshpandé, 2001). More specifically, the audience is more likely to agree with an endorser who is perceived to be similar and vice versa (Kim & Cheong, 2011). On the individual level, ethnicity is a social-psychological process which gives an individual a sense of belonging and identity. It is, of course, one of a number of social phenomena which produces a sense of identity. Ethnic identity can be defined as a manner in which persons, on account of their ethnic origin, locate themselves psychologically in relation to one or more social systems, and in which they perceive others as locating them in relation to those systems. By ethnic origin, it means either that a person has been socialized in an ethnic group or that his or her ancestors, real or symbolic, have been members of the group. The social systems maybe one's ethnic community or society at large, or other ethnic communities and other societies or groups, or a combination of all these (Isajiw, 1990).

Attitude towards the Model, Attitude towards the Brand, Purchase Intention

Attitude towards the model is the individual's attitude towards behaving or acting with respect to an object rather than the attitude towards the object itself (Bergkvist, Hjalmarson, & Magi, 2015). The appeal of the attitude towards the model is that it seems to correspond more closely to consumers' actual behavior than does the attitude towards object model. According to Amos, Holmes, and Strutton (2008), this

construct has been included in a number of endorser studies, sometimes labeled as model liking, model likability, or model affect, and these studies tend to find a positive relationship between the model and the brand.

This model acknowledges the power of other people in influencing behavior. Indeed, many of our behaviors are not determined in isolation but what we think others would like us to do may be more relevant than our own individual preferences. It concludes that the model is very important to the customer which may influence their behavior which will impact on the consumer's final decision.

Attitude towards the brand is a comprehensive evaluation of a consumer to a brand (Belch & Belch, 2015). Kotler and Keller (2009) stated that attitude towards the brand is a brand evaluation with respect to its perceived ability to meet a currently relevant need. The brand attitude is important since it has become a foundation for the consumers to make decisions or to act towards a brand (Mufti, 2013). Moreover, brand attitude of a consumer depends on a specific consideration of the attributes and benefits offered (Belch & Belch, 2015). The attitude towards the brand is much related to the product quality level that a brand gives to the consumers. If a brand has better quality product, the consumers will have more positive attitude toward it.

Purchase intention is consumers' intention to buy a particular product or service at some point in the future (Adelaar, Chang, Lancendorfer, Lee, & Morimoto (2003). Purchase intentions are generally based on a matching of purchase motives with attributes or characteristics of brands under consideration. A purchase intention is different with the actual purchase; once a consumer chooses which brand to buy, he or she must still implement the decision to make the actual purchase (Belch & Belch, 2015). Meanwhile, Schiffman and Kanuk (2009) defined purchase intention as the measurement tool of consumer's possibility to buy a product, the higher the purchase intention, there will be a higher possibility of a consumer to buy a product.

At certain point, where consumers have to stop searching and evaluating the information about the alternative brands, at the end the consumers have to do purchase decision. At the evaluation stage, consumers can develop the purchase intention (Belch & Belch, 2015). Customer buying decision is a consumer behavior based on the experiences to choose, use, and consume where the consumers have the ability to purchase or choose based on the brands (Kotler & Keller, 2012).

Research Questions

Instead of using hypotheses, this study is using research questions to find the answer of the problem formulation due to the lack of theoretical finding on the topic of the research, particularly on the impact of different ethnicities. The research questions are as follows:

Q1: Does different ethnicity of SPG of cigarette product affect respondents' attitude towards the model, brand, and their purchase intention?

Q2: Does different sexiness level of clothes worn by SPG of cigarette product affect the respondents' attitude toward the model, brand, and their purchase intention?

Q3: Are there any differences between the attitude of smoking and non-smoking respondents?

RESEARCH METHOD

The research started in May 2018, while the respondents are all male smokers and non-smokers, 18-25 years old. The experimental study, which was chosen as a media to gather the primary data from the correspondents, had managed to collect responses from 225 smokers and 225 non-smokers. The minimum number of respondents in each cell is 25 of the factorial design experiment. The researchers used convenience and quota sampling to gather the respondents, followed by random assignment to each cell of the experiment.

To prove the significance of the SPG's appearance without affected by the cigarette brand, the target audience were purposively chosen to be only non-smokers in order to analyze whether the appearance could change their mind to smoke. To complement the first one, a second study was conducted on smoker respondents with the aim of comparing experimental results between smokers and non-smokers to their attitude towards the model, attitude toward the brand and purchase intention. The data was collected using both direct approach (visiting coffee shops in Jakarta area) and online survey. Figure 1 represents the research model of this study.
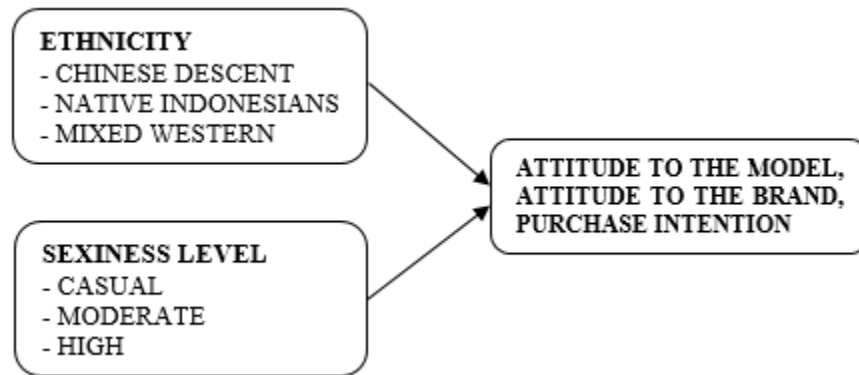

Figure 1. Research Model

This experimental research, aimed to find out causality among the variables, utilizes between-subject design method. Charness, Gneezy and Kuhn (2012) explained that in a between-subject designed experiment, each individual is exposed to only one treatment. With these types of design, as long as group assignment is random, causal estimates are obtained by comparing the behavior of those in one experimental condition with the behavior of those in another. This study analyzes how consumer response to the appearance of sales promotion girl of cigarette products with attention to 3 sexiness levels (casual, moderate, and high) and 3 ethnicity (Chinese descent, native Indonesian, and mixed Western). The conceptual frame of this research is shown in Figure 2.

	CASUAL	MEDIUM	HIGH
Chinese Descent	M1	M2	M3
Native Indonesians	M4	M5	M6
Mixed Western	M7	M8	M9

Figure 2. Conceptual Frame of Research

The smoking and non-smoking respondents in this experiment were each given an illustrative picture of an SPG promoting a brand-new never-been-marketed cigarette product. The cell details are as follows:

1. Cell M1 is to find out if there is an effect of Chinese descent SPG wearing casual level of uniform to the attitudes and buying interest.

2. Cell M2 is to find out if there is an effect of Chinese descent SPG wearing medium level of uniform to the attitudes and buying interest.

3. Cell M3 is to find out if there is an effect of Chinese descent SPG wearing sexy level of uniform to the attitudes and buying interest.

4. Cell M4 is to find out if there is an effect of native Indonesian SPG wearing casual level of uniform to the attitudes and buying interest.

5. Cell M5 is to find out if there is an effect of native Indonesian SPG wearing moderate level of uniform to the attitudes and buying interest.

6. Cell M6 is to find out if there is an effect of native Indonesian SPG wearing sexy level of uniform to the attitudes and buying interest.

7. Cell M7 is to find out if there is an effect of mixed Western wearing casual level of uniform to the attitudes and buying interest.

8. Cell M8 is to find out if there is an effect of mixed Western wearing moderate level of uniform to the attitudes and buying interest.

9. Cell M9 is to find out if there is an effect of mixed Western wearing sexy level of uniform to the attitudes and buying interest.

This experimental design was carefully controlled by giving equal treatment for each group or cell to avoid any effects from other extraneous independent variables. The treatment condition for all participants in every group (cell) was conducted randomly controlled to get the maximum quality within the experimental group (Malhotra, Birks, & Wills, 2012). Each of respondents would see one of nine provided combinations of sexiness levels and ethnicities in a random way.

Pilot Test

A pilot test was the initial preliminary step to evaluate the feasibility of the factors employed in this study. The first part is to find whether the sexiness level is suitable as compared to the theory. The next part is on the three sexiness levels. The final part is on the levels of the ethnicity. All the pilot tests were conducted to the total of 30 respondents as the target audience of this experiment.

Table 1. Pilot Test #1

Casual	1	21	5	2	1	0
Moderate	0	0	4	23	3	0
High	0	0	0	0	19	11

The first pilot test was conducted by showing six different images of different sexiness levels (Table 1). The respondents were asked to choose which of those nine images define casual, moderate, and high level of sexiness. Most respondents confirmed that image 2 is the most casual than the others, image 4 is moderate, while image 5 has the highest level of sexiness. Therefore, this result will be re-tested on the second pilot test to ensure that this result is accepted as part of the questionnaire for the experimental study.

Table 2. Pilot Test #2

	AGREE	DISAGREE
Model 1 is wearing casual level of sexiness	22	8
Model 2 is wearing moderate level of sexiness	28	2
Model 3 is wearing high level of sexiness	23	7

Table 3. Pilot Test #3

	AGREE	DISAGREE
Model 1 is of Chinese descent	20	10
Model 2 is native Indonesian	24	6
Model 3 is of mixed Western	27	3

The second pilot test (Table 2) was conducted by showing three images of different sexiness levels of the uniform. The respondents were asked to make sure whether they agreed with the three images which define casual, moderate, and high level of sexiness. The majority of the respondents agreed.

The third pilot test (Table 3) was conducted by showing three images of different ethnicities of the SPG. At first the respondent was explained about those three ethnicity differences according to the theory and the respondent was asked to make sure whether they are agreed with the three images which define Chinese descent, native Indonesian and mixed Western. The majority of the respondents agreed.

RESULTS AND DISCUSSION

Significance Results of the Non-smoking Respondents

The age profile of the 278 non-smoking respondents involved in this experiment is divided into 3 categories. The 67 respondents were in the 18-20 year olds range, 127 in the 21-22 year olds range, and 84 in the 23-25 year olds range. Based on the locations/events, 120 respondents mentioned they mostly found SPGs at concerts, 21 at sporting events, 23 at automotive roadshows, 40 at product exhibitions, 35 at shopping malls, and 39 at outside the five categories.

Table 4. One-way ANOVA

Variable	p-value	Sig.
Attitude towards the Model	0.045	$p < 0.05$
Attitude towards the Brand	0.737	$p > 0.05$
Purchase Intention	0.740	$p > 0.05$

Based on the ANOVA measurements in Table 4 (confidence level of 95%), the significance levels of each tested variable are of mixed results. The first variable, attitude toward the model, is less than 0.05, which means that the variable is significant. The other two variables, attitude towards the brand and purchase intention, are more than 0.05, which means those two are not significant.

The reason behind the significance value of the attitude towards the model factor is due to the fact that the respondents were non-smokers, resulting in their unwillingness to give smoking a try. They might perceive that smoking is an unhealthy habit and most religions value human well-being highly and do not approve of tobacco use, however physical attraction and admiration are common and acceptable to all human.

As is evident in Table 5, the respondents in cell M9 have the most positive response by having the highest mean score (4.2) compared to other cells in the category. This implies that for the non-smokers, the attitude towards the SPG models was the highest when the SPGs were of mixed Western wearing high level of sexy uniform.

Table 6 shows the respondents in cell M9 have the most positive response by having the highest mean score of 3.2. This result shows that for the non-smoking respondents, the attitude towards the cigarette brand was the highest when the SPGs were of mixed Western wearing high level of sexy uniform.

Table 7 presents the data that the respondents in both cells of M1 and M9 have the most positive responses by having the highest mean score of 2.8. This result suggests that for the non-smokers, buying intention was the highest when the SPGs were either of Chinese descent or mixed Western wearing either casual level or high level of sexy uniform, respectively.

Table 5. Descriptive Statistics (Attitude towards the Model)

	Casual	Moderate	High
Chinese Descent	3.3 (M1)	3.9 (M2)	3.9 (M3)
Native Indonesian	3.7 (M4)	3.7 (M5)	3.4 (M6)
Mixed Western	3.9 (M7)	4.0 (M8)	4.2 (M9)

Table 6. Descriptive Statistics (Attitude towards the Brand)

	Casual	Moderate	High
Chinese Descent	2.8 (M1)	2.9 (M2)	2.8 (M3)
Native Indonesian	3.0 (M4)	2.6 (M5)	2.6 (M6)
Mixed Western	2.8 (M7)	2.9 (M8)	3.2 (M9)

Table 7. Descriptive Statistics (Purchase Intention)

	Casual	Moderate	High
Chinese Descent	2.8 (M1)	2.6 (M2)	2.5 (M3)
Native Indonesian	2.5 (M4)	2.2 (M5)	2.1 (M6)
Mixed Western	2.4 (M7)	2.7 (M8)	2.8 (M9)

Contrast Parameter Results of the Non-smoking Respondents

Because of the p-value of less than 0.1, there are five significant contrasts of 1-2, 1-3, 1-7, 3-6, and 6-9 (see Table 8). This means that the attitude towards the model of cell M1 is lower than those of M2, M3, and M7 since the t-value is negative, the Attitude toward the Model of cell M3 is higher than M6, and the Attitude toward the Model of cell M6 is lower than M9.

Based on the result in Table 9, there is only one significant contrast, 6-9, because the p-value is less than 0.10. It means that the Attitude towards the Brand of cell M6 is lower than M9 since the t-value is negative.

In Table 10, there is only one significant contrast (6-9) because the p-value is less than 0.10. It means that the Purchase Intention of cell M6 is lower than M9 since the t-value is negative.

Table 8. Ethnicity vs. Sexiness Levels (Attitude towards the Model)

Contrast	Cell	p-value vs. α	t-value	Sig.
1-2	M1 < M2	0.061 < 0.10	-1.878	p < 0.10
1-3	M1 < M3	0.044 < 0.05	-2.027	p < 0.05
1-7	M1 < M7	0.057 < 0.10	-1.915	p < 0.10
3-6	M3 > M6	0.079 < 0.10	1.762	p < 0.10
6-9	M6 < M9	0.004 < 0.05	-2.868	p < 0.05

Table 9. Ethnicity vs. Sexiness Levels (Attitude towards the Brand)

Contrast	Cell	p-value vs. α	t-value	Sig.
6-9	M6 < M9	0.086 < 0.10	-1.724	p < 0.10

Table 10. Ethnicity vs. Sexiness Levels (Purchase Intention)

Contrast	Cell	p-value vs. α	t-value	Sig.
6-9	M6 < M9	0.083 < 0.10	-1.740	p < 0.10

Based on the research analysis, Attitude towards the Model is the only significant with p-value of less than the alpha (10%), while the other two variables (Attitude towards the Brand and Purchase Intention) are not significant since the p-values are higher than the alpha (10%). This means that ethnicity and sexiness level do affect the non-smokers attitude towards the model but not their attitude towards the brand and purchase intention.

The result of compare means analysis of Attitude towards the Model shows that the young non-smokers give more positive response regarding the mixed Western wearing uniform with high level of sexiness (M9) rather than the other combinations. The result of compare means analysis of Attitude toward the Brand also shows that young non-smokers give more positive response to the mixed Western SPGs wearing uniform with high level of sexiness. Meanwhile, the result of compare means analysis of Purchase Intention shows that the young non-smokers give more positive response to the casual Chinese descent and mixed Western SPGs.

Therefore, the non-smoking respondents are more attractive to the sexy mixed Western SPGs since they give more positive response on the attitude towards the model, attitude toward the brand, and purchase intention. The significant result shows that the non-smokers are only affected by the appearances of the SPGs toward their attitude towards the model. According to Schacht (2005), deep within the male brain is a tiny part called lizard brain which is responsible for reproduction and is telling human what is attractive. Since they are not smokers, perhaps their focus is only on the girl without focusing on the product offered.

Thus, we can conclude that the young non-smokers may be attractive to the mixed Western SPGs wearing high level of sexy uniform, but they are unwilling to try the product offered. It is because they may feel that smoking is not a positive habit which is forbidden for them, but looking at the model and being attracted to is a common thing. According to Quamila (2017), men are visual beings who like beauty, while the male brain is naturally more sensitive to capture beauty. Therefore, it is a common thing even non-smokers will get attracted to the SPG of cigarette product.

Significance Results of the Smoking Respondents

The age profile of the 229 smoking respondents in this study is divided into 3 categories. The 51 respondents were in the 18-20 year olds range, 109 in the 21-22 year olds range, and 69 in the 23-25 year olds range. Based on the locations/events, 115 respondents mentioned they mostly found SPGs at concerts, 24 at sporting events, 16 at automotive roadshows, 30 at product exhibitions, 27 at shopping malls, and 17 at outside the five categories.

Table 11. One-way ANOVA

Variable	p-value	Sig.
Attitude towards the Model	0.001	p < 0.05
Attitude towards the Brand	0.009	p > 0.05
Purchase Intention	0.016	p > 0.05

Based on the ANOVA measurements in Table 11 (confidence level of 90%), the significance levels of each tested variable are all significant. The findings on the p-value (0.016) in purchase intention is the highest one among the three variables is due to the fact that the smoking respondents may already have their preference of cigarette brand which is not easy to switch to another, yet they are willing to try a new one as they are smokers already.

As is evident in Table 12, the respondents in cell M8 have the most positive response by having the highest mean score (4.5) compared to other cells in the category. This implies that for

the smoking respondents, the attitude towards the SPG models was the highest when the SPGs were of mixed Western wearing mild level of sexy uniform.

Table 13 shows the respondents in cell M5 have the most positive response by having the highest mean score of 3.7. This result shows that for the smoking respondents, the attitude towards the cigarette brand was the highest when the

SPGs were of native Indonesian wearing mild level of sexy uniform.

Table 14 presents the data that the respondents in cell M8 have the most positive response by having the highest mean score of 3.7. This result suggests that for the smokers, buying intention was the highest when the SPGs were of mixed Western wearing mild level of sexy uniform.

Table 12. Descriptive Statistics (Attitude towards the Model)

	Casual	Moderate	High
Chinese Descent	3.1 (M1)	4.0 (M2)	3.8 (M3)
Native Indonesian	4.0 (M4)	4.2 (M5)	3.7 (M6)
Mixed Western	3.9 (M7)	4.5 (M8)	4.1 (M9)

Table 13. Descriptive Statistics (Attitude towards the Brand)

	Casual	Moderate	High
Chinese Descent	2.4 (M1)	3.0 (M2)	3.1 (M3)
Native Indonesian	3.4 (M4)	3.7 (M5)	3.2 (M6)
Mixed Western	3.5 (M7)	3.4 (M8)	3.0 (M9)

Table 14. Descriptive Statistics (Purchase Intention)

	Casual	Moderate	High
Chinese Descent	2.5 (M1)	2.8 (M2)	2.8 (M3)
Native Indonesian	3.1 (M4)	3.5 (M5)	3.0 (M6)
Mixed Western	3.1 (M7)	3.7 (M8)	3.0 (M9)

Contrast Parameter Results of the Smoking Respondents

Based on the contrast parameter result in table 15, there are seven significant contrasts (1-2, 1-3, 1-4, 1-7, 2-8, 7-8, and 8-9) as a result of the p-value of less than 0.10. It means that the Attitude towards the Model of cell M1 is lower than M2, M3, M4 and M7 since the t-value is negative, the Attitude towards the Model of cell M2 is lower than M8, the Attitude toward the Model of cell M7 is lower than M8, and the Attitude towards the Model of cell M8 is higher than M9 since the t-value is positive.

In table 16, there are five significant contrasts (1-2, 1-3, 1-4, 1-7, and 2-5) as a result

of the p-value of less than 0.10. It means that the Attitude toward the Brand of cell M1 is lower than M2, M3, M4 and M7 since the t-value is negative, and the Attitude toward the Brand of cell M2 is lower than M5.

Table 17 shows six significant contrasts (1-4, 1-7, 2-5, 2-8, 7-8, and 8-9) as a result of the p-value of less than 0.10. It means that the Purchase Intention of cell M1 is lower than M4 and M7, the Purchase Intention of cell M2 is lower than M5 and M8, the Purchase Intention of cell M7 is lower than M8, and the Purchase Intention of cell M8 is lower than M9 since the t-value is negative.

Table 15. Ethnicity vs. Sexiness Levels (Attitude towards the Model)

Contrast	Cell	p-value vs. α	t-value	Sig.
1-2	M1 < M2	0.001 < 0.05	-3.224	p < 0.05
1-3	M1 < M3	0.016 < 0.05	-2.431	p < 0.05
1-4	M1 < M4	0.002 < 0.05	-3.123	p < 0.05
1-7	M1 < M7	0.004 < 0.05	-2.875	p < 0.05
2-8	M2 < M8	0.079 < 0.10	-1.764	p < 0.10
7-8	M7 < M8	0.032 < 0.05	-2.162	p < 0.05
8-9	M8 > M9	0.085 < 0.10	1.729	p < 0.10

Table 16. Ethnicity vs. Sexiness Levels (Attitude towards the Brand)

Contrast	Cell	p-value vs. α	t-value	Sig.
1-2	M1 < M2	0.044 < 0.05	-2.028	p < 0.05
1-3	M1 < M3	0.026 < 0.05	-2.242	p < 0.05
1-4	M1 < M4	0.002 < 0.05	-3.201	p < 0.05
1-7	M1 < M7	0.001 < 0.05	-3.395	p < 0.05
2-5	M2 < M5	0.056 < 0.10	-1.075	p < 0.10

Table 17. Ethnicity vs. Sexiness Levels (Purchase Intention)

Contrast	Cell	p-value vs. α	t-value	Sig.
1-4	M1 < M4	0.059 < 0.10	-1.900	p < 0.10
1-7	M1 < M7	0.063 < 0.10	-1.866	p < 0.10
2-5	M2 < M5	0.036 < 0.05	-2.133	p < 0.05
2-8	M2 < M8	0.006 < 0.05	-2.752	p < 0.05
7-8	M7 < M8	0.068 < 0.10	-1.833	p < 0.10
8-9	M8 < M9	0.037 < 0.05	-2.096	p < 0.05

Different with the result of non-smokers, based on the research analysis from the smokers, all the dependent variable (Attitude toward the Model, Attitude toward the Brand, and Purchase Intention) are significant because all the p-value are less than alpha (10%). This means that the different in ethnicity and sexiness kevel of the sales promotion girl does affect the young smokers' attitude toward the model, attitude toward the brand and purchase intention.

The result of compare means analysis of Attitude towards the Model, it shows that the young smokers give more positive response regarding the mild-sexy Western mix sales promotion girl (M8) rather than the other combination. Meanwhile, the result of compare means analysis of Attitude toward the Brand shows that young smokers give more positive response to the mild-sexy Native Indonesian sales promotion girl. Then the result of compare means analysis of Purchase Intention shows that the young smokers give more positive response to the mild-sexy Western mix sales promotion girl. In the case of attitude toward model it is proven by the contrast parameter result the compare mean analysis.

Therefore, according to the compare mean analysis the smoker's respondents are more attractive to the mild-sexy sales promotion girl in term of the sexiness level since they gave more positive response on the attitude toward the model, attitude toward the brand, and purchase intention. While in term of the ethnicity, young smokers give more positive response toward the Western mix and Native Indonesian. The reason behind why smokers give more positive attitude toward the mild-sexy because the focus of their attractions is not only toward the sales promotion

girl but also to the product being offered which is cigarette. So, they may not just attracted to the sales promotion girl but also to the product.

With those result, we can conclude that the young smokers may attractive to the mild-sexy Sales Promotion Girl and not only attractive to the smokers, they are willing to try a product which is cigarette that being offered by the sales promotion girl. Moreover, it also could affect them on purchasing the product if the product available.

Further Discussion (Comparison between Smokers and Non-smokers)

According to the result of experiment, both smokers and non-smokers may be affected by the ethnicity and sexiness level of the SPG, since both have significant results. The difference is on the preference of the sexiness level which shows that the non-smokers give more positive response to the SPGs with high level of sexiness, while the smoking respondents to the moderate level. Meanwhile, from the ethnicity side, both smokers and non-smokers prefer to give more positive response to the SPGs of mixed Western.

In terms of the sexiness level, both young smokers and non-smokers give more positive response to the sexual-themed promotion. It means that Indonesian people are now more open, dynamic, and highly interested by promotions with sexual appeal, which now is more acceptable in the community. There is a norm shifting among the young people in Indonesia that they are no longer seeing sexy ads as taboo due to globalization effect and the power of the media (Grahaningrum, 2015).

For the attitude towards the brand, the ethnicity and sexiness level do not affect the non-smokers. They are not willing to try the product since they are not smokers. On the other hand, the smokers are affected by the ethnicity and sexiness level to their attitude towards the brand and they may be willing to try the product. Purchase intention wise, the result shows that the ethnicity and sexiness level do not affect the non-smokers, while it does affect the smokers. To summarize the comparison, Table 18 concludes the best significant attributes of the SPG that will influence the attitude towards the model, attitude towards the brand, and purchase intention.

Table 18. Combination of the Significant Attributes

	Smokers	**Non-smokers**
Sexiness Level	Moderate level of sexiness	High level of sexiness (major), Casual level (minor)
Ethnicity	Mixed Western (major), native Indonesian (minor)	Mixed Western (major), Chinese descent (minor)

CONCLUSION

Based on the findings of this experimental study, we can conclude that ethnicity and sexiness level affect the young smokers' attitude towards the model, attitude towards the brand, and purchase intention. Ethnicity and sexiness level affect the young non-smokers' attitude towards the model but do not affect the attitude towards the brand and purchase intention. For ethnicity, both young smokers and non-smokers give more positive response to the mixed Western SPGs. For sexiness level, young non-smokers give more response to SPGs wearing high level of sexiness uniform, while young smokers give more positive

response to the moderate level one. Young non-smokers give more positive response to mixed Western SPGs wearing high level of sexiness uniform, while young smokers give more positive response to the moderate level one.

From the practical standpoint, the results of this study will help managers to better understand the important role that ethnicity and sexiness level play in influencing tobacco customers. The results of the present research offer a number of insights to the managers suggesting, for example, to maximize the role of their sales promotion girls to promote brand

awareness and brand knowledge to the young non-smokers as it was shown here that they give positive attitude to the model. This research also found that young non-smokers is more attractive to the mixed Western SPGs wearing a uniform with high level of sexiness. This finding could be an opportunity for cigarette companies in Indonesia to grab more attention or to increase the brand awareness by employing SPGs wearing uniforms with high level of sexiness. However, the companies should be careful and pay attention to the appropriateness based on social norms in the society. It is worth mentioning that ethnicity and sexiness level does affect young smokers' attitude towards the model. It is also proven that the ethnicity and level of sexiness may attract the awareness of young smokers in Indonesia regarding the brand and could increase purchase intention.

The study also found that young smokers are more attractive to native Indonesian SPGs wearing uniforms with moderate level of sexiness. This finding could be an opportunity for cigarette companies in Indonesia to grab more smokers or to increase sales by using the service of native Indonesian and mixed Western SPGs wearing uniforms with moderate level of sexiness. Again, the companies should be careful and pay attention to the appropriateness based on social norms in the society.

From the theoretical perspective, one of the most important contributions of this study is its demonstration of a direct link between both young smokers and non-smokers and attitude towards the model wearing uniforms with moderate and high level of sexiness. Thus, the finding suggests that Indonesian people are now more open, dynamic, and highly interested in promotions using sexual appeal (Grahaningrum, 2015). Family as the root of education should give stronger fundamentals to their children about the moral value to prevent the negative effect of globalization as well as the negative effect of smoking. Therefore, to prevent deviant behavior, parents and teachers should be careful in controlling the Internet usage and promote the unwanted impact of smoking starting from home and school. Moreover, the lawmakers should apply a stricter policy regarding the marketing activities of cigarette products, e.g. promotion, advertisement and distribution.

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