Bryant University

HONORS THESIS

Looking in the Mirror: Does Representation in Marketing Impact the Consumer?

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Honors Thesis for Alyssa Collins

ABSTRACT

This study explores the implications of fitness apparel marketing on consumer self-esteem, attitude towards brands and ads, and purchase intention. Furthermore, this study explores the relationship between a diverse, inclusive (body size and ethnicity) model and consumer attitudes. Female participants were recruited to share their feelings towards their own personal body satisfaction, how they perceive advertisements, how they feel about the brand based on the advertisement that they view, and their intentions to buy the product. The study found that while the original hypotheses were not statistically significant, that there was a positive correlation of customers being more likely to purchase when they felt more positive about the brand, and with critical customers and purchasing the product. It was also discovered that there was a significant negative correlation between viewing a model that the participant saw as ideal and their purchase intention.

INTRODUCTION

Recent research identifies a link between eating disorders and social media exposure. According to National Eating Disorders Association, in the United States approximately 20 million women and 10 million men will suffer from an eating disorder some time during their lives ("Our Work", 2020). Additionally, there is an identifiable link between the former and the use of stereotypically attractive models by the marketing industry (Prendergast, 1998). With this research becoming top of mind for consumers, social media platforms, like Instagram, have had an increase in the usage of hashtags that encourage users to embrace their body shape, identity and be confident in how they look. These movements like #normalizenormalbodies and #bodypositivity have created a new influencer base specifically targeting the market to encourage consumers to not compare themselves to the idealized bodies in media. Along with the encouragement of people to embrace their shape, there has been a wave of social change movements encouraging brands to employ ethical considerations by reflecting on the mental state of consumers as a means of preventing the continuation of millions being diagnosed with eating disorders or other body dysmorphic thoughts.

Accompanying the push for more body diversity in media and advertising is the need for racial diversity. It is important to build self-esteem and confidence in minority communities, and this action allows for companies to develop a larger market audience. Psychology Today cites that cultural socialization, when parents teach their children about their ethnic heritage, builds children's cultural and ethnic pride which in turn boosts their self-esteem (Nagayama Hall, 2018). An example of cultural socialization is when there is discussion of important historical or cultural figures such as Chloe Kim, an Asian American Olympic gold medalist or Misty Copeland, the first African American Female Principal Dancer with the American Ballet Theatre (Nagayama Hall, 2018). It was also found that when consumers get emotional or feel empowered by an advertisement they connect more to the brand (Ferrante, 2020). Body positivity movements encourage cultural socialization and equity for all identities to be displayed in media along with the non-stereotypical body type. They have emboldened brands to do better for their consumers and engage in practices like diversity in models and in retouching measures.

Due to this influx, companies such as Aerie, Nike and Victoria's Secret have begun to shift the ways they display their products and advertise to consumers through advertising to embrace the diversity of buyers and trying to increase their market share. The most notable measures have been taken by Aerie, who was an early adopter to this change, and stopped all retouching efforts back in 2014 (American Eagle, 2019). Nike has adopted this model by using a diverse cast of models in their advertisements and online promotions. They have also begun to use mannequins of non-stereotypical model sizes to display product in store. Along with day-to-day wear brands, the fitness industry has used this social movement to expand its market and encourage consumers to feel strong in their bodies, mostly in reaction to the market, and with the purpose of maintaining a good relationship with their customers. Comparing fashion weeks of the past, The Fashion Spot noted that there had been an increase from 30 plus-sized models in the fall to 54 plus-sized models in the spring shows of fashion month (Tai, 2019). Multiple brands have begun to use non-traditional bodies to make their consumers feel included and the apparel more accessible to customers.

These trends are often dictated by the status quo of corporate social responsibility and ethical marketing standards in the field. As defined by Laczniak and Murphy (2016), ethical marketing is the "normative aspect of marketing ethics" involving "practices that emphasize transparent, trustworthy and responsible organizational practices and actions that exhibit integrity as well as fairness to consumers and other stakeholders". Ethical marketing has taken focus on inclusion of diverse body types and ethnicities as to portray women more realistically globally. An example of this movement has been seen in the co-coordinated Unstereotype Alliance by UN Women and Unilever. After seeing women, specifically, were being stereotyped through advertising the UN and Unilever recognized that they could cause "positive cultural change by using the power of advertising to help shape perceptions that reflect realistic, non-biased portrayals of women and mem" in media ("Launch", 2017). These goals are ethically driven, but also encouraged by economic value as progressive advertising materials have been found to be 25% more effective as well as deliver better branded impact on the consumer ("Launch", 2017). However, identifying that harm is being caused and recognizing the potential to be ethically better is beneficial to all regardless of whether it is motivated by financial gain if it creates a healthier consumer market.

Companies comply to these trends to avoid societal criticism, expand their audiences, and to boost sales. It also allows for consumers to be less conflicted over the real versus ideal version of themselves as suggested by self-congruity theory. By encouraging greater diversity and following trends from various social media networks, companies might have the opportunity to have a greater market share, more motivated consumers, and empowered consumers with less self-consciousness when purchasing apparel. This study plans to survey female consumers to better understand the impact diverse models have on their personal feelings, attitudes towards advertising, purchase intentions, and the brand's personality dimensions.

LITERARY REVIEW

When considering how body image affects the consumer, three categories stood out above the rest. Specifically, the most important categories to be considered are how brands make consumers feel about themselves (Lazuka RF, et al, 2020; Stevens, 2018; Krause, 2019; Ferguson, 2015; Carrotte ER, et al, 2015), how body image and identity affects a business and the purchase behavior of their target market (Bowman, 2020; Garbarino and Malter, 2006; Vinjamuri, 2017; Cohen R, et al, 2020) and how body positivity has changed and could change marketing strategies and brand engagement (Diedrichs PC, and Lee C, 2011; Bowman, 2020; Garbarino and Malter, 2006).

Self-Congruity and Ideal vs. Real Self
Diving deeper into the underlying issues of how brands make consumers feel about themselves are the concepts of the real self and the ideal self. Both factors highlight the constant battle that people face when making a purchase. The real self can be defined as the more realistic appraisal of the qualities one might have, while the ideal self is one's conception of what they would like to be (Soloman, M. R., 2016). The self-congruity theory explains these feelings the best. Self-congruity theory expands on the battle between the real self and ideal self and is defined by Kim (2015) as "the extent to which an individual's self-image is congruent with the typical brand-user image". Self-congruity allows for brands to be described in human characteristics pulling us closer to the brand (Kim 2015). These factors link to body image and brands because some brands chose to market to the consumer's ideal self-creating conflict with the real self which creates ill effects.

Victoria's Secret serves as an example of this conflict. The brand proposes an ideal body type to its consumers of tall, lean, primarily white women with perfect hair and skin. This portrayal is far from the reality for most women. By creating and distributing content with idealistic figures, consumers react with dissatisfaction about their own bodies. Even the models of the company face the conflict of the selves. Models Bridget Malcolm and Erin Heatherton both left Victoria's Secret after recognizing the body dysmorphia that was created by just working for the company and modeling for the magazine and runway content of the brand (Stevens, 2018). Since the major criticism of the company and downturn in profitability, Victoria's Secret recognized that this conflict they were creating for their consumers would not allow for the longevity of the brand. After realizing that they were losing profits and market share to other companies in the industry that boasted inclusive ideology like Savage X Fenty by Rhianna and Aerie, Victoria's Secret has begun to shift to include more normal bodies like Ali Tate, the first plus sized model hired by Victoria's Secret (Krause, 2019). This revelation from the company could suggest a trend caused by the body positive community on social media for better diversity in campaigns and advertisements for a variety of clothing companies.

<u>Impact of Social Media</u>
Lazuka RF, et al (2020) took a deeper look into the content that is displayed in body positivity posts on Instagram and how these flow into the broader Instagram community. Through random sampling of the first posts of #BodyPositivity over a 7-day period, the research team coded the posts based on the level of image type, demographics, body-related attributes, clothing activity, objectification, and post themes. They concluded that while the larger Instagram community presents images of body positivity, only a minority of the posts depicted individuals in larger bodies. This conclusion came from the 78.8% of the posts that had embodied culturally-based beauty ideals. While Instagram was outwardly displaying support for the body positivity movement, they still had a bias to bodies that are not representative of the full population. Although Instagram displays support for the body positivity community, ultimately the firm's main goal is making a profit and the shift towards diversity is influenced by company profits and the consumer's expectations of the brand's corporate social responsibility to include diverse figures. But overall, the research supported

the idea that brands have influence over the content their consumers see, which in turn effects how consumers, more specifically female consumers, feel about their personal body image and if they had any dissatisfaction after viewing a given image. Many of the articles and studies that had been reviewed considered this topic and how brands like Instagram made their users and consumers feel about themselves.

Carrotte ER, et al (2015) saw greater effects that company behavior has on consumers and how those consumers perceive their self-image. They reviewed how certain demographics and behaviors predict the reaction of social media users to health and fitness-related content with a 112-question online survey. Their sample of 1001 participants had a female majority with 85.7% reporting as female and out of that 44.8% consumed at least 1 piece of health and fitness-related social media content. They found that most teenage girls were at risk of eating disorders, and misusing diet pills or laxatives in the pursuit of health, based on accessible fitness and health related content. The researchers suggested that because the impressionability of this group, companies need to display responsible healthy messages in their content. With these conclusions, it is obvious that companies and media platforms have an influence on consumers' ideas of the real versus the ideal self.

Online Advertising
It is important to see how the perception of oneself and their body image effects their purchase behaviors. This can be reflected in the way consumers purchase their products, what products they purchase, how brands make them feel and whether brands encourage purchase behavior with the advertisements that feature them. The research of Garbarino and Malter (2006) illustrates the reaction of consumers on their purchase behavior. In their research, a survey was conducted to see the influence of body esteem and the intent to purchase apparel on the internet. They measured the participants' body esteem, body boundary aberration, involvement with the apparel, overall concern of fit, satisfaction of past online purchases, and purchase intentions. While online purchases do not have the same purchase environment as in the store, this channel will most likely be the most diverse in body type, ethnicity, and size range that the consumer interacts with. They concluded that there was a link between body esteem and the likelihood of engagement with the product. It was discovered that the higher

the consumer's body esteem or perception of their self, the higher the interaction with the apparel they encountered and likewise with lower body esteem. The researchers also assumed that this conclusion was in agreeance with the idea that consumers seek to reaffirm their self-concept through the apparel that they chose to purchase and wear (Garbarino and Malter, 2006). They suggest there could be a relation of high body esteem creating less concern over the fit of the product and a greater intention to purchase as they enjoy activities that involve the body (Garbarino and Malter, 2006). This conclusion suggests that when a consumer sees a model or advertisement with clothing that would fit someone of their similar body type, they would be more likely to purchase the product and be satisfied afterword. If applied to actual companies, this conclusion suggests an increase in profits.

Model Comparison and the Consumer
Besides the consumer's interaction with clothing, it is important to consider how the consumer feels about the person modeling the product that they are intending to buy. Once again, the consumer battles with the difference between the ideal self and the real self. If they are happy with their real self, then they would be likely to compare their body less to the person modeling the product they intend to buy. Diedrichs PC, and Lee C (2011) looked into this interaction with both males and females to uncover what the subjects thought of three different body types in advertisements and whether or not it had an effect on the effectiveness of the advertisement. In Diedrichs' first study that looked into the effectiveness of various female body types, they surveyed 291 men and women from the ages of 17-25 to evaluate how they felt about seeing an advertisement with a thin model, average-sized model, or no model at all for the control. The research concluded that women and men both rated advertisements that featured average-sized models to be as effective as the ones that featured no model. On the other hand, Diedrichs' research showed that with women, the thin model had a higher internalization level and their body image decreased with thin models and no model. Women exposed to the average sized model however, maintained the same body image. Men ranked their opinions similarly, with no model and the thin model decreasing their level of body image while after seeing the average-sized model, their body image increased. Although the effectiveness remained relatively stagnant, the impact on body image

was obvious and effected the consumers that interacted with those advertisements and suggests how the consumer buys their products after interacting with advertisements.

In addition to with one's body image, identity effects the way a consumer perceives themselves in media and advertisements. Part of oneself includes race and physical appearance. David Vinjamuri of Forbes stated that consumers are more likely to identify with something or someone that looks like us (2017). Suggesting that if a company was to include more diversity in the racial profile of a cast of models for a company, the company could tap into more audiences and in turn bring in more profits from the consumers who see people that look like them in advertisements.

In modern media, there has been a shift towards body positivity and happiness at every-body size. This has evolved from speaking out against unrealistic body standards that have been portrayed for so long in the media from brands like Victoria's Secret. The effect has created many negative effects on young consumers such as eating disorders, body dysmorphia and dissatisfaction with their actual selves (Ferguson, 2015). Cohen R, et al (2020) analyzed the potential benefits a consumer could reap from consuming more body-positivity content on social media for a more positive personal body image. They assessed this through an experimental study that utilized Instagram posts containing body-positive, thin-ideal, or appearance-neutral content. The results of this experiment showed that a brief exposure to body-positive content posts were associated with positive mood, body satisfaction and body appreciation in young women compared to the reactions to thin-ideal and appearance-neutral posts. They also saw that thin-ideal and body-positive posts were associated with more self-objectification compared to appearance-neutral posts. The research conducted suggests that viewing body positive content is connected to a better mood and positive body image, but this type of content often times creates conflict that could make women feel worse about themselves or focus solely on appearance as opposed to other attributes of themselves.

Bowman (2020) like Cohen R, et al (2020) searched to understand what the perceived brand personalities were from two different marketing methods: influencer marketing and body positive marketing. Her research utilized a simplified version of the Zaltman Metaphorical Elicitation Technique, a market research tool that elicits conscious and unconscious thoughts

by exploring a person's expressions. The brands that were identified in this study included Aerie, Nike, Dove, Adidas, Neutrogena, and Victoria's Secret. The research showed that the image of beauty that brands have tried to create had made their consumers feel pressured to look a certain way and create insecurity (Bowman, 2020). This pressure is similar to the conflict that was in Cohen R, et al (2020), which alienates the positive reaction occurring in the actual self. The research from Bowman (2020) highlighted that 50% of the participants assigned to influencer-marketing brands felt feelings of insecurity during the interviews while 33% revealed that they felt pressure from these brands (Bowman, 2020). This pressure can be harmful to the company when they are pushing to have the consumer want their product, for example, Victoria's Secret's decline (Krause, 2019). Bowman (2020) discovered though, that the consumers saw body positive brands to be inclusive, authentic, focused on self-care, empowerment, and joy while influencer marketing correlated with luxury, pressure, beauty, and insecurity. When comparing the two types of marketing strategies, Bowman (2020) identified the way that brands make them feel about themselves and what was associated with the brand would make the consumers more or less likely to purchase based on their own beliefs of the company and how they viewed themselves. This phenomenon once again calls back to the inner struggle of the ideal self and the real self that affect how one views themselves and how they conduct their personal purchases.

Theory

If a company was to utilize this technique that was discovered by Cohen (2020) and fuse the research from the other articles more specifically Bowman (2020), Diedrichs PC, and Lee C (2011) and Garbarino and Malter (2006) they could potentially empower their consumer audience to consider more than their ideal self when purchasing products more importantly clothes that help to emphasize both a person's ideal self and real self. When consuming body positive content like Cohen said consumer thrives and feels more confident about themselves and feels at ease, as highlighted by Bowman. If a company isolated the consumer away from the conflict created by the ideal self or highlighted a model that is representative of the consumer like Garbarino and Malter suggest, this could encourage the purchase of product while benefiting both parties.

As seen in the research above, the traditional thin, white model is not always the best model for the consumer to view. Seeing a realistic model, has the potential to drive consumers to purchase those brands and better the consumers feelings towards themselves as suggested by Diedrichs PC, and Lee C (2011). To further validate the studies that have been reviewed, the following hypotheses will be tested:

H_{1a}: As the subjects' perception of physical similarity between themselves and model increases, so will their attitudes towards the brand.

$H_{1b:}$ As the subjects' perception of physical similarity between themselves and the model increases, so will their attitude towards the brand.

Furthermore, the comparison of what the consumer sees displayed by the brand in their advertisements can impact their opinion of themselves. In line with the theory of Self-Congruity which states is defined as "the extent to which an individual's self-image is congruent with the typical brand-user image" by Kim (2015), there is potential that with a model that mirrors one's self-image, the consumer would find a higher self-esteem. In accordance with this idea, the following hypothesis will be looked at:

$H_{2:}$ Sameness between the consumer's self-identified body and their perception of the model's body will correlate with a greater self-esteem in the consumer.

METHODOLOGY

Experiment Design and Stimulus Development

To test the hypothesis, a survey was implemented. As a result of this, four stimuli advertisements were created. Each advertisement advertised the same black Nike sweatshirt on a singular model and had the phrasing of "Fitness Apparel" below the model to prevent confounding effects from the participants responses. These advertisements featuring the several body types were randomly assigned to each subject. The ads are available in Appendix A.

Procedure

The data for this research was gathered through a questionnaire. The questionnaire yielded a total of 173 responses. After cleaning the data and ensuring that all participants fell under the prerequisite of identifying as female, there were a total of 112 participants. Participants were recruited through social media channels and emailed requests. The questionnaire is available in Appendix B. Before being exposed to the stimulus, participants were asked questions from Rosenberg's self-esteem scale. Within the questionnaire, participants were randomly assigned one stimulus advertisement, the independent variable. After being exposed, the participant was asked several questions that gauged attitudes and purchase intentions towards the product, brand personality dimensions, demographics, and self-esteem. Attitudes of the participant towards their body were measured using 5-point Likert scales. These 5-point Likert scales were operationalized by assigning each rating a number from one to five, with one representing "Strongly Disagree" and five representing "Strongly Agree". Attitudes towards the ad (DV) was measured using phrases like appealing/unappealing, good/bad, pleasant/unpleasant, favorable/unfavorable, etc. from Spears and Singh (2004). These were operationalized with one representing the favorable response and two representing the unfavorable response. Purchase intentions (DV) were measured through phrases such as never/definitely, high interest/low interest, I would probably buy/I would probably not buy, etc. from Spears and Singh (2004). Purchase intentions were also operationalized using one as the positive response and two as the negative response. Lastly, perceptions of the brand were measured through terms such as open/cautious, agreeable/critical, conscientious/careless, etc. from Rijdt (2005). The order of this questioning technique was utilized to see whether there was a change in the consumer's perception of their real self after being exposed to the stimulus.

RESULTS

Demographics

After participants had taken the survey, the data was collected and analyzed to find potential trends in the responses. Demographically, out of the 112 women that completed the survey, 87.5% were in the age range of 18-24 years old with 6.3% representing 25-34, 1.8% representing 45-50, and 4.5% representing the over 50 age category. Majority of participants

(92%) described themselves as white/Caucasian, with east Asian and Hispanic coming in second at 2.7% each. The rest of the data pool was made of 2.7% mixed race, African-American and other combined. Participants reported that 53.57% completed high school and 34.82% had completed their bachelor's degree. Additionally, 8.04% had completed their master's degree and 3.57% reported other. Annual household income was reported as 33.04% from $101,000-$200,000, 25% from $51,000-$100,000, 16.07% from households making more than $200,000, 8.04% from less than $25,000, 7.14% from $25,000-$50,000, and 10.71% preferred to not disclose their annual household income. This data can be found in Appendix C.

Hypothesis H_{1a}
To test H_{1a}, the questions gauging purchase intention were used to find the mean value of purchase intention (DV) and "the image of this model is highly consistent with how I see myself" were analyzed. The two variables were analyzed using SPSS and the bivariate function. The mean of "means of PI" was 1.504 with a standard deviation of .2738 (n=112). The mean of "the image of this model is highly consistent with how I see myself" was 2.54 with a standard deviation 1.039 (n=112). The correlations were also run with no statistical significance being found. This data can be found in Appendix D.

Hypothesis H_{1b}
To assess the results of hypothesis H_{1b}, the Spears and Singh's (2004) scale of attitudes were averaged to find the mean value (DV) and "the image of this model is highly consistent with how I see myself" were used. These variables were run in SPSS using the bivariate function. The results came out with the "means of AA" mean being 1.139 with a standard deviation of .2814 (n=112). "The image of this model is highly consistent with how I see myself" results replicated what was found in hypothesis H_{1a}. The correlations of the data also found no true statistical significance. This data can be found in Appendix E.

Hypothesis 2
 To assess the results of hypothesis 2, the responses to the Rosenberg's self-esteem scale and "the image of this model is highly consistent with how I see myself" were used. The self-esteem scales were analyzed from before exposure to the ad and after ad exposure for each condition. Using these results, those that agreed that the image was consistent with how they

saw themselves were translated with 1 being used for "strongly agree" and "somewhat agree" and 0 being used for "strongly disagree", "somewhat agree", and "neither agree nor disagree". These data points were put into SPSS then run using an ANCOVA test and the univariate function. This data can be found in Appendix F. These tests revealed that there was not statistical significance between these variables.

CONCLUSION

This study was designed to expand upon previous research that looked into how representation effected consumer beliefs and purchase intentions. The results of the questionnaire showed that there was no statistical significance within the three original hypotheses, but there was statistical significance between other variables. Because the sample was majority white, it is not possible to infer that greater ethical inclusion affected the participants choices in the study. This paper contributed to the research surrounding the use of bodies in advertisements that reflect the consumer. The introduction of having the participant agree or disagree on similarity to the model assisted in finding if the participant saw themselves represented or if they saw their ideal body represented.

In terms of the hypotheses, the results did not find any statistically significant support. Hypothesis 1a which looked at "the image of this model is highly consistent with how I see myself" and means of ad attitudes, was not supported in the data. Although previous research suggested that there was potential for a relationship between these two variables, the data collected in this study contradict these studies. Hypothesis 1b which looked at "the image of this model is highly consistent with how I see myself" and means of purchase intention also contrasted the findings of previous research.

 Although past research by Diedrichs and Lee suggests that "sameness between the consumer's self-identified body and their perception of the model's body will correlate with a greater self-esteem in the consumer," as they saw that thinner models impacted the feelings of self-esteem in consumers, this was not supported in the data collected for hypothesis 2. The self-esteem of the participants did not change after viewing the advertisement that featured a body type that was reflective of their own. This occurrence in the data was likely caused by the brief time spent with the advertisement during the questionnaire.

The data found a variety of relationships that were impactful apart from the statistically insignificant hypotheses. There was a positive correlation of customers being likely to purchase when they felt more positively about the brand. This is important as it suggests that when brands are thought of in a positive light by the consumer that they will purchase from them more. When a brand focuses on the relationship with the consumer, as with corporate social responsibility, it can create a positive financial gain for the company. Additionally, it was discovered that there was a positive correlation between consumers describing themselves as critical and buying the product that they saw in the stimuli.

The results also proved that there was a significant negative correlation between viewing a model that the consumer saw as ideal and their purchase intention. This conclusion is impactful as it suggests that someone's ideal body image could hurt likelihood of purchase which contradicts previous advertising practices that have been seen in previous research. It implies that companies could be hurting themselves when solely promoting an exclusive, unachievable image. It also suggests that offering realistic images, could be impactful with prolonged exposure in the future.

Overall, the data was not in support of the hypotheses. The research suggests that while short term exposure may not be impactful on self-esteem it, there still can impact how consumers spend their money when it comes to what they see in advertisements. This is impactful for the industry as adding more inclusive bodies can benefit companies financially while creating a more ethical environment for consumers to purchase in. These actions can hopefully lead into a shopping environment that creates less self-conflict and more confidence in the consumer as they will not feel judged by advertisements, but instead see themselves represented in advertisements.

LIMITATIONS AND FUTURE RESEARCH

While the research did not support the three hypotheses, the study still provided insight into how consumers feel about more inclusive advertising. With this, there were areas that could be improved upon for future studies. First, because the original hypotheses were not supported by the responses of the questionnaire, it was necessary to look deeper into the data to see if there were any relationships between variables. Moreover, the research was only reflective of

female participant perspectives as the study was designed to reflect their purchasing intentions. With this gendered-bias one cannot conclude what would occur with male centered ads. Further research should have the inclusion of men represented in advertisements added to find whether the hypotheses carry over to the other gender. Additionally, the demographic was largely skewed to the 18-24 age group and was primarily white which hindered the inferences of improving ethnic diversity. With a better age demographic range, the data would also reflect the true populations opinions and better conclusions would be able to be made. Along with better age demographics, if there was a better representation of different ethnicities in the respondents, better conclusions could have been made about the population as a whole. Lastly, the exposure to the stimuli was over a short period of time. This could account for the inconclusive, statistically not significant hypotheses. The implications of the short-term exposure to the advertisements are not comparable to the real-world exposure to advertisements pushing a thin ideal that consumers experience every day that results in the unethical treatment of the consumer.

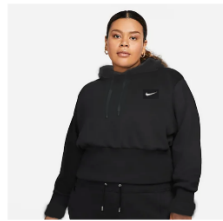## <u>APPENDICES</u>

<u>Appendix A- Stimuli</u>

FITNESS APPAREL

FITNESS APPAREL

FITNESS APPAREL

FITNESS APPAREL

Appendix B – Questionnaire

On the whole, I am satisfied with myself physically.

Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

I feel that I'm a person of worth, at least on an equal plane with others.

Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

I feel that I have a number of good qualities.

Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

I wish I could have more respect for myself.

Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

Please record your attitudes towards the image you viewed.

	Appealing	Unappealing
The image was	○	○
	Good	Bad
The image was	○	○
	Pleasant	Unpleasant
The image was	○	○
	Favorable	Unfavorable
The image was	○	○
	Likeable	Unlikeable
The image was	○	○

Please record your intentions after the image you viewed.

	Never	Definitely
Would you purchase this product?	○	○
	Definitely intend to buy this product.	Definitely do not intend to buy this product.
Would you intend to buy this product?	○	○
	High interest	Low interest
How much interest do you have in purchasing this product?	○	○
	Definitely buy it.	Definitely would not buy it.
Would you buy this product?	○	○
	I would probably buy.	I would probably not buy.
How probable would it be for you to buy this product?	○	○

How would you describe this brand?

○ Sincere

○ Exciting

○ Competent

○ Sophisticated

○ Rugged

What would you use to describe yourself?

Extroverted	Introverted
○	○

What would you use to describe yourself?

Conscientious	Careless
○	○

What would you use to describe yourself?

Agreeable	Critical
○	○

What would you use to describe yourself?

Open	Cautious
○	○

What would you use to describe yourself?

Resilient	Sensitive
○	○

The image of this model is highly consistent with how I see myself.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

The advertisement is more identifiable with my ideal self-image.

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
○	○	○	○	○

How would you describe your gender?

○ Male

○ Female

○ Non-binary / third gender

○ Prefer not to say

What is your age?

○ 18-24

○ 25-34

○ 35-44

○ 45-50

○ Over 50

What is your ethnic background?

○ White/Caucasian

○ Asia - Eastern

○ Asia - Indian

○ Hispanic

○ African-American

○ Native American

○ Mixed Race

○ Other

○ Prefer not to say

What is the highest level of education that you have achieved?
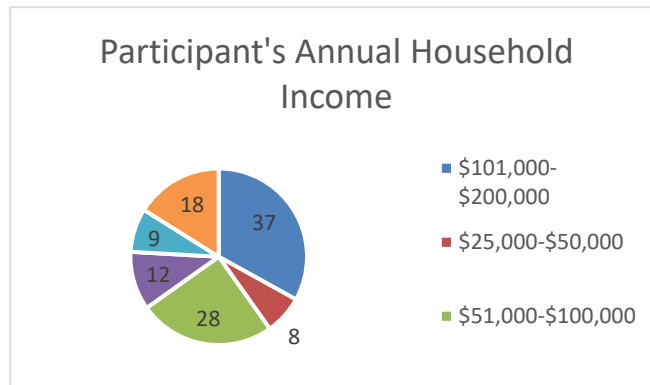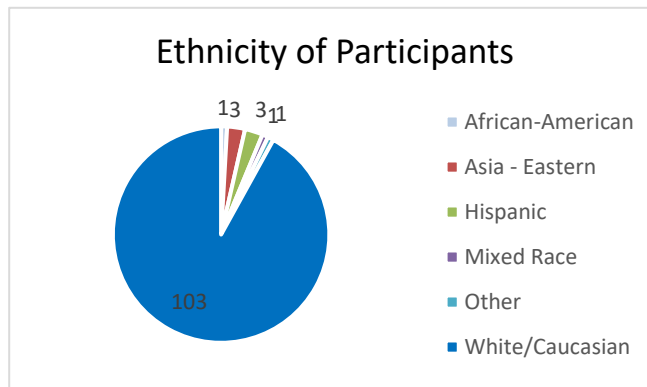
○ Master's degree or above

○ Bachelor's degree

○ Highschool

○ Other

○ I prefer not to say

What is the level of your annual household income?

○ Less than $25,000

○ $25,000-$50,000

○ $51,000-$100,000

○ $101,000-$200,000

○ More than $200,000

○ I prefer not to say

Appendix C – Demographics
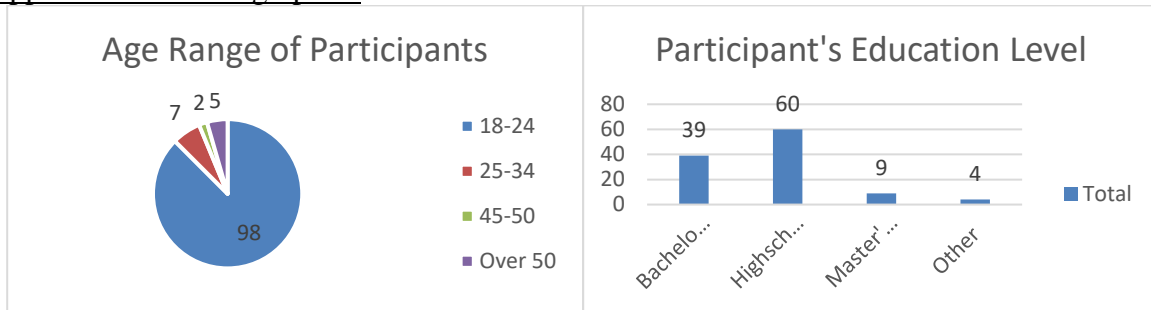
Age Range of Participants

7 2 5

98

- 18-24
- 25-34
- 45-50
- Over 50

Participant's Education Level

80	60		
60			
40	39		
20		9	4
0			
Bachelo...	Highsch...	Master'...	Other

■ Total

Ethnicity of Participants

13 3 11

103

- African-American
- Asia - Eastern
- Hispanic
- Mixed Race
- Other
- White/Caucasian

Participant's Annual Household Income

18

9

12

28

37

8

- $101,000-$200,000
- $25,000-$50,000
- $51,000-$100,000

Appendix D – Statistical Tests for H$_{1a}$

Correlations

		The image of this model is highly consistent with how I see myself.	Means of AA
The image of this model is highly consistent with how I see myself.	Pearson Correlation	1	-.023
	Sig. (2-tailed)		.807
	N	112	112
Means of AA	Pearson Correlation	-.023	1
	Sig. (2-tailed)	.807	
	N	112	112

Descriptive Statistics

	Mean	Std. Deviation	N
The image of this model is highly consistent with how I see myself.	2.54	1.039	112
Means of AA	1.139	.2814	112

Appendix E – Statistical Tests for H$_{1b}$

Correlations

		The image of this model is highly consistent with how I see myself.	Means of PI
The image of this model is highly consistent with how I see myself.	Pearson Correlation	1	-.114
	Sig. (2-tailed)		.229
	N	112	112
Means of PI	Pearson Correlation	-.114	1
	Sig. (2-tailed)	.229	
	N	112	112

Descriptive Statistics

	Mean	Std. Deviation	N
The image of this model is highly consistent with how I see myself.	2.54	1.039	112
Means of PI	1.504	.2738	112

Appendix F – Statistical Tests for H_2

Between-Subjects Factors

		N
Filtered to 1 or 0	1	55
	2	57

Descriptive Statistics

Dependent Variable: On the whole, I am satisfied with myself physically.

Filtered to 1 or 0	Mean	Std. Deviation	N
1	3.45	1.184	55
2	3.30	1.239	57
Total	3.38	1.209	112

Tests of Between-Subjects Effects

Dependent Variable: On the whole, I am satisfied with myself physically.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	77.374[a]	2	38.687	49.683	<.001	.477
Intercept	16.696	1	16.696	21.442	<.001	.164
MeanSelfEsteem	76.690	1	76.690	98.488	<.001	.475
Filteredto1or0	1.460	1	1.460	1.875	.174	.017
Error	84.876	109	.779			
Total	1438.000	112				
Corrected Total	162.250	111				

a. R Squared = .477 (Adjusted R Squared = .467)

Estimates

Dependent Variable: Mean Self Esteem 2

			95% Confidence Interval	
Filtered to 1 or 0	Mean	Std. Error	Lower Bound	Upper Bound
1	3.870[a]	.048	3.774	3.966
2	3.919[a]	.047	3.825	4.013

a. Covariates appearing in the model are evaluated at the following values: Mean Self Esteem = 3.8906.

Pairwise Comparisons

Dependent Variable: Mean Self Esteem 2

(I) Filtered to 1 or 0	(J) Filtered to 1 or 0	Mean Difference (I-J)	Std. Error	Sig.[a]	95% Confidence Interval for Difference[a]	
					Lower Bound	Upper Bound
1	2	-.049	.068	.469	-.184	.085
2	1	.049	.068	.469	-.085	.184

Based on estimated marginal means

a. Adjustment for multiple comparisons: Bonferroni.

Univariate Tests

Dependent Variable: Mean Self Esteem 2

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Contrast	.068	1	.068	.528	.469	.005
Error	13.989	109	.128			

The F tests the effect of Filtered to 1 or 0. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

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