



MASTER THESIS

CONSUMER'S
PERCEPTION OF
ATTRACTIVENESS,
PURCHASE INTENTION,
AND BODY IMAGE AMONG
INDONESIAN WOMEN

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ABSTRACT

For decades, models with thin and “ideal” body shapes have been chosen as endorsers to convey messages in advertising on how to be ideally beautiful. Consequently, women of various age started to believe that to be beautiful is to resemble the models that they see in the media. According several studies, brands are currently shifting into conveying a different message that is to encourage women to appreciate and celebrate the diversity of body images. Therefore, this study employed a 2x2 between subject experimental design manipulated on two body sizes (thin vs average) of Indonesian and International models in body care advertising targeting Indonesian female consumers as subjects (N= 414). The objective of this study is to investigate consumer’s perceptions in regard to manipulated images of Indonesian models and International models of various size and shapes using a body care brand in order to assess women’s believes on beauty and attractiveness in regard to themselves and others as well as body mass index (BMI) of the respondents. Using multiple linear regression, results show that body shape and familiarity of the model do not influence body satisfaction of the consumer. The thin Indonesian model was found to be more attractive for the advertisement and in regard to attractiveness of the model. However, purchase intentions are more likely to increase if the model were an Indonesian of average size. These results imply that there is a need to evaluate more on the use of thin models in Indonesian advertisements, especially in those on body care products. It is more favorable to use a model that consumers are closely familiar with also in terms of their body shape, than the idealized body image that has been endorsed widely in the past.

KEYWORDS: *Beauty, Advertising, Body Image, Source attractiveness, Purchase Intention, Body Satisfaction*

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INTRODUCTION

Numerous studies found that the ideal body shape standard for women moved more and more towards thinness over the decades (see Andersen & DiDomenico 1992; Bissel & Rask 2010; Cash & Henry 1995; Garner et al. 1980; Gagnard 1986; Owen & Laurel-Seller 2000; Nemeroff et al. 1994; Silverstein et al. 1986; Spitzer et al. 1990; Wiseman et al. 1992). In addition, other studies (see Bowen & Schmid 1997; Schooler et al, 2004) documented a lack of diversity in regard to female body shapes in the most prevalent media forms (Bissel & Rask, 2010), beauty has for a long time been defined as a form of appearance of being thin as well as having a toned-body with a perfect, glowing skin. Throughout the years, this message has been delivered and accepted all over the world. Therefore, women often feel the need to resemble thin-ideal models in order to meet this standard of beauty. Due to the number of messages promoting the 'thin ideal', the media are often partially responsible for the desire of young females to be extraordinarily thin (Bissell & Rask, 2010). It is believed that using curvy models who are considered as "fat" does not boost sales as much as "thinness" does.

In most cases, models with idealized body shapes are chosen as endorsers in advertising. As these models play an important role in marketing communication, marketers must be aware of how they portray the ideal body, in Indonesian advertising, female endorsers mainly portray thin-ideal figures with white skin and long hair, as these traits are being regarded as attractive (Prianti, 2013). The use of idealized body shapes in advertising serves to influence attitudes and effect purchases, yet there is also a prominent negative consequence arising from this: young women starting to regard thin models as the ideal standard of beauty and body shape (Garner et al., 1980; Gusttafson, Thomsen, & Popovich, 1999). Thus the way the media portrays female beauty has an impact on how women see themselves. All forms of mainstream media present the standards that define "the prerequisites" for being a "beautiful woman". These standards are impossible to achieve by all women since the majority of models displayed on the media represent the same beauty standards such as similar body image and similar physical appearance. (Prianti, 2013). Furthermore, women have been shown to be extremely influenced by images showing exceptionally thin female models and this leads to a destructive path of low self-esteem, body image dissatisfaction, eating disorders, and even depression (Becker & Hamburg 1996; Field et al. 2001 Harrison & Cantor 1997; and Lavine et al. 1999). Results also have shown that women who tend to make upward social comparisons to images of thin models are often dissatisfied with their bodies because they believe that they are not as beautiful as what the media portray.

However, alternative media campaigns have emerged recently and began to deliver a very different message. Recent campaigns are more about promoting self-awareness and self-acceptance. They target young, more impressionable, especially female, viewers who may have already internalized the thin ideal as seen in television or magazines (Bissel &

Rask, 2010). An example thereof is a campaign for the brand Dove, the Real Beauty campaign in 2004, for which average-size women were chosen as models; Dove claimed that this would inspire women and society to think differently about how what is beautiful is being defined (Campaign for Real Beauty 2006). Another example is Always a feminine product with its #likeagirl campaign, Triumph a German lingerie brand, which used models with various body shapes to advertise its products. Esprit's 2015 #imperfect campaign, also & Other a Swedish lingerie brand use models with scars, body hair, and tatoos in their campaign is yet another example. It focused on how perfection is being perceived differently by every person, how to value one's own body and be comfortable about it, and how to be confident about being a girl. Moreover, plus size models have also entered the discourse and help to put emphasis on these issues. Models now vary from size 0 – 20, and these new types of models are now seen as a market opportunity since they gain a lot of attention from women and contribute to establishing a different perception of body image amongst women through their manifestation of the varieties of body shapes, one of the example is American Eagle with its bikin brand Aerie, using #AerieReal it features a curvy model in a bikini to raise body positivity.

Researchers (Martin, Veer, & Pervan, 2007; Peck & Loken, 20014; Smeesters & Mandel, 2006) and marketing practice (Dove "Real Beauty" campaign) agree that the marketers should be able to use more obtainable, realistic, and socially responsible depictions of a female body shape that matches their target audience (D'Alessandro & Chitty, 2011). Research in the last decade has also clearly established a link between portrayals of ideal beauty in advertisements and the belief that women should strive for similar ideals (Bissel & Rask, 2010). However, as there seems to be a current shifting of the perception of beauty in regard to body image in advertising, it remains unclear how women will view their body images in reaction to this change.

Advertising has been portraying the same idealized image of body shape to women. The type of body shape that they should have in order to be perceived as beautiful. However, not only body shape that is needed to be represented, but also other types of appearance such as skin color, ethnicities, age, disability, and etc. The study is about extending the narrow sterotypical way of telling beauty, that it is more than just sizes, and variances.

Indonesia, as a diverse country, consists of many different ethnicity that possess different physical appearances. Although Indonesia is an Asian country geographically, Indonesian women do not necessarily have the same skin color and body image with the women from other Asian countries such as Japan, China, Korea, etc (Prianti, 2013). This also applies to other physical characteristics such as hair color, hair texture, etc (Prianti, 2013). Research discovered that beauty product commercials in Indonesia view women with lighter skin color as more beautiful than women with darker skin color (Prianti, 2013). Beauty products advertisements that convey messages on what is beautiful and

how to be beautiful often use models with an international look and bright skin.

Hence, the objective of this study is to assess women's perceptions on the thin ideal and attractiveness in regard to themselves and others based on the advertisement exposure to different body shape images of models and the cultural familiarity with a body care brand. This study further examines participant's perception of their body images and the degree of the influence of societal views on attractiveness and thinness to determine how these variables are linked with their purchase intention and how they interact with the stimulus of thin and average size Indonesian and International models in the study.

Research Questions:

To achieve the objective of this study, the research questions are formulated as follows:

RQ1: To what extent does the body shape image and the cultural familiarity of the model in advertising influence consumer's perception of attractiveness of the model and purchase intention?

RQ2: How does the exposure to thin or average-size models influence consumer's level of body satisfaction?

THEORETICAL FRAMEWORK

This study examines the extent to which body shape and familiarity of the model in advertising can influence the perception of attractiveness, purchase intention, and body satisfaction. To be able to understand the purpose of this study, the different concepts will be defined in the theoretical framework (Fehler! Verweisquelle konnte nicht gefunden werden.).

Body Shape of the Model

The current feminine ideal has been described as a slender female body shape (see Cohn & Adler, 1992; Borchert & Heinberg, 1996; Butler & Ryckman, 1993; Forbes et al., 2001; Lamb et al., 1993; Monteath & McCabe, 1997). It has developed over time from a voluptuous and curved body shape to a more angular and lean one (D'Alessandro & Chitty, 2011). Despite this thin ideal, the average weight of real women has increased, thus widening the gap between idealized body shape and biological reality.

Attractive women are perceived to conform to the thin ideal with a toned body and they are selected more often in employment contexts and as dating partners (Lennon, Lillethun, & Buckland, 1999). Overweight people, on the other hand, are rated more negatively (Monteath & McCabe, 1997; Neimark, 1994). These stereotypes have important psychological and sociological effects because they represent widely held beliefs and survive over long periods of time (Wells, 1983). The ideal social self-concepts that advertisements portray are being perceived as beautiful. Since a woman's value is being judged by means of her attractiveness (Lennon, Lillethun, & Buckland, 1999; Martin & Gentry, 1997), ideal self-concepts of attractiveness are likely to be credible sources of identification for women (D'Alessandro & Chitty, 2011). When it comes to the question of body shapes, thin models are thus more likely to enhance favorable attitudes towards a certain brand than average-size models. Therefore, it can be expected that thin models will stimulate the purchase intention of consumer more than average-size models.

Familiarity of the Model

Indonesia is an Asian country, which is home to a variety of different ethnicities. For this reason there are also some differences in regard to the physical appearance of Indonesian women, especially as concerns skin color. People's beliefs and attitudes are influenced by individual difference factors. There is for example evidence that the exposure to advertising using Western models would cause greater body dissatisfaction among women in Asian countries (D'Alessandro & Chitty, 2010). Jaeger et al. (2001), in a 12-country study, found that more western countries had thinner female stereotypes and reported greater levels of body dissatisfaction; this suggests that culture or race influences body image stereotypes. Furnham and Alibhai (1983), in a comparison of the perceptions of body image among Kenyan and British women, showed that Kenyan women had a more positive perception of fat shapes, while the British women had a more positive perception of thin shapes. Differences in body image can also occur across subcultures of a country. In a study by Molloy and Herzberger (1998), African American women reported a higher level of body satisfaction and more positive body image than Caucasian American women. This supports the notion that body image satisfaction may be determined by race or ethnicity.

Indonesia is home to a variety of ethnicities that have different physical characteristics and thus the beauty of women should also be defined in various ways (Prianti, 2013). However, when it comes to the influence of body shape advertising there is only one single type of female beauty that is being promoted, which is being thin, and women then feel the need to be similar to the particular type of models in the advertisements. This alienates and marginalizes women who cannot identify themselves with these beauty standards. Because Indonesians have an abundant variety of beliefs, this research does not have the ability to define one single traditional type of female beauty. Martin, Lee, & Yang (2004) stated that the use of local ethnic models may promote

ethnic stereotypes of beauty and source attractiveness as well as trigger positive perceptions in regard to body image. This is particularly so if the cultural ideals of body shape match those expected by the local ethnic group (D'Alessandro & Chitty, 2010). The crucial aspect is that, regardless of the body shape of the endorser, their familiarity will also have different effect on the consumers perceived attractiveness, purchase intention, and body satisfaction.

Source Attractiveness of the Model

According to the source attractiveness model, originated from the social psychological research, and a component of "source-valence" model of McGuire, the effectiveness of the message depends on a source's familiarity, likeability, similarity, and attractiveness to the respondents (McGuire, 1985). This includes elements of physical beauty, sexiness, and elegance (Ohanian, 1990). The decision to use attractiveness was motivated by the reason that previous research discovered that attractiveness has become an important factor through the increasing use of celebrities as endorsers for products and services. (Baker and Churchill 1977; Caballero, Lumpkin, and Madden 1989; Caballero and Solomon 1984; DeSarbo and Harshman 1985; Ohanian, 1990; and Patzer 1983)

The focus on attractiveness is to be understood as a focus on the physical attractiveness of the endorser to the consumer. A model's attractiveness is a relevant factor in individual's appraisal of advertisements. Attractive sources are consistently more liked and have a positive impact on the attitudes towards the products (Joseph, 1982; Kahle & Homer, 1985; Simon, Berkowitz, & Moyer, 1970). Kahle and Homer (1985) argue that attractiveness improves the effectiveness of the endorsement when there is a "match" between the perceived attractiveness of the endorser and the product.

The phenomenon of women's beauty construction in advertising narrows the definition of beauty. This means that for example in the case of Indonesia beauty is always identified with a slim body, smooth, white skin, and straight, black, shiny hair. Research on advertisements in Indonesia suggests that women are "pretty" when they are slender and flat-bellied. Contrary to that, an overweight woman is not being perceived as beautiful (Dwi, 2005). Research found that attractive communicators are consistently liked more and have a positive impact on products with which they are associated (Wang et al., 2013). Research on body appearance in Indonesia also explains that women feel that their body appearance is important to them to a certain degree; the body that is "good" is the body that is lean, healthy, harmonious and free of visible fine wrinkles (Mulyana: 324). A definite characteristic of beauty and body care product commercials is that they are mostly using women with a thin body shape (Prianti, 2013). Therefore it is expected that models with thin body shape will be perceived more attractive than average-size models in advertisement.

H1a: Thin-idealized model will increase source attractiveness and purchase intention of the consumer more than average-size model.

H1b: Indonesian model will increase source attractiveness of the consumer more than International model

Advertising Appeal

Belch and Belch (1998) believe that advertising appeal is used to attract consumer attention and influence their attitudes and emotions regarding a product or a service. Advertising appeal also can influence consumer's purchase intention, consumer perceive this as a type of creativity if the brand wins the heart of consumers, then they will like it and purchase it (Wang et al., 2013). It is clear that advertising appeal expresses interests, motivations, and identities, or explains why consumers should consider the advertised products (Kotler & Armstrong, 2003). Advertising appeals can help consumer understand the message that the brand convey through their product.

Advertising as a form of media message, not only promotes products and services but also influences the consumers views on things they consider attractive (Prianti, 2011). If products that are influential in regard to the perception of body image put thin models in their commercials as a desirable body shape, then the average body bigger from it can be considered unattractive (Prianti, 2013).

H2: Thin-idealized model will increase advertising appeal in the advertisement.

Purchase Intention of the Products

In advertising, brands communicate with customers to boost their purchase intention, they apply different ways and strategies to present their product by associating it with their image. When consumers buy goods, they search for relevant information based on their experience and environment. After obtaining certain amounts of relevant information, consumers begin to evaluate and consider the product, they will engage in purchase behavior (Wang, et al., 2013). Intention is defined as "the strength of a person's conscious plan to perform the target behaviour" (Mykytyn, Mykytyn & Harrison, 2005, p. 6; Wu, Huang, Fu, 2011). Based on past research, influencing factors on consumer purchase intention include price promotion (Alford & Biswas, 2002), increased consumer familiarity with the product (Johnson & Russo, 1984), and recognition (Dodds, Monroe, & Grewal, 1991).

Instead of actual behaviour, behavioural intentions, such as purchase intentions and willingness to purchase, have been used to measure consumer response to environmental stimuli (Fiore, Kim & Lee, 2005; Wu, Huang, Fu, 2011). Purchase intention is the key to predict consumer behavior based on consumer's tendency to purchase an object. Marketers use model to advertise its product because of the effect it has

can influence consumer behavior and promotes purchase intention. It is affected by attractiveness of the model; if the model is perceived as attractive then their intention to purchase the product will increase (Wang et al., 2013).

In a few decades ago in Indonesia, there is a belief that many kids will bring many fortune, women with big hips are considered as the ideal women in Indonesia (Prianti, 2013). However, due to Indonesia's diversity it cannot simply say that this is the general value in Indonesia. Nowadays, there is only one beauty standard for women in Indonesia, which is to have thin body, light skin color, with long hair (Prianti, 2013). Studies of the attitude-behavior relationship suggest that purchase intentions are highly interrelated with product (Ryan and Bonfield 1975). Indonesia's advertisement have been using thin models in advertisement because they believe that consumer have more positive attitudes toward thin models. Physical attractiveness of the model in an advertisement may have an effect on consumer's purchasing the product (Petroshius & Crocker, 1989). Therefore, it is hypothesized that the more closely a product's image matches a consumer's body image, the higher the purchase intention is likely to be for that product.

H3: Body shape and familiarity of the model will have a significant effect on consumer's level of purchase intention

Body Satisfaction of the Consumer

Body satisfaction is the person's perception about his or her own body that is developed through the interaction with one's own body and surrounding world (Haavio-Mannila & Pyrhonen, 2001). The perception of their own body shape is seen as an indication not only of chances of success in relationships, but of particular material and career outcomes as well (Sullivan, 1993). Researchers claim that when women see images in the media that they like, they usually compare themselves and the idealised image given from the media, then they behave in a way that will allow them to achieve the idealised look (Goethals 1986; Wood 1989; Kurganski & Mayseless 190; Botta 2000, 2003).

People seek others to satisfy their need of self-evaluation by comparing themselves with people having the same characteristics (Irving, 1990). However, models in advertisements can act as a benchmark. Seeing this images in the media provides a central point for individuals in search for physical standards to emulate and evaluate themselves upon (Irving, 1990). Studies have proven that individuals compare their level of attractiveness with that of models in advertisements (Irving, 1990; Martin & Kennedy, 1993; Richins, 1991). It is suggested that not only do individuals compare themselves with media images, but they also experience a feeling of dissatisfaction when there is a discrepancy between the ideal images of physical attractiveness and their own level of physical attractiveness (Dunkley, Wertheim, & Paxton, 2001; Higgins, 1987; Posavac, Posavac, & Weigel, 2001). The greater the discrepancy between an idealized image and the individual's actual image, the greater

the degree of dissatisfaction. It thus follows that if there is no perceived discrepancy, an individual will not feel any dissatisfaction. Similarly, if individuals feel they exceed the standard in the media, they may not feel any body dissatisfaction. Irving (1990) found enhanced body satisfaction after women had seen average- and oversize models. Thus, if women compare themselves with models whose body size is close to average—and hence achievable for most—it is possible that they do not experience a decrease in their body image.

H4a: Indonesian model will increase body satisfaction of the consumer more than international model

H4b: Indonesian model will decrease source attractiveness and purchase intention.

H5: Thin model will decrease body satisfaction of the consumer more than average-weight model

SATA & BMI as Moderator

People differ in their attitudes towards appearance and in the appraisal of their own appearance. The Social Cultural Attitudes towards Appearance (SATA) construct is often being referred to as representing a 'thin' ideal for women (Thompson et al., 2004; Wilksch et al., 2006). According to Thompson and Stice (2001), the prerequisites for achieving an ideal appearance are not only limited to being thin because individuals are not only driven to achieving an ideal body shape but also to follow non-weight related appearance trends to achieve attractiveness. However, major concern surrounds young-adult and adult women who highly value SATA, as they are likely to behave in ways that make them look attractive, regardless of the health risks involved (Yoo et al, 2012)

Since thinness became an ideal feminine beauty trait, women tend to get thinner in order to be regarded as attractive. There is empirical evidence studied by Groesz et al., (2002) that suggests that initially poor body image may predispose a woman to decreased body satisfaction following exposure to idealized female images. Samples dealing with body image issues were also more adversely affected by thin media stimuli (see; Durkin & Paxton, 2002). Heinberg and Thompson (1995) in their study discovered that undergraduate college women rated high in regard to initial levels of body image disturbance became significantly more dissatisfied with their appearance, angry and more depressed towards the exposure to commercials containing idealized women. Similarly, Posovac et al. (1998) found that college-age women with initially low compared to high body satisfaction were significantly more concerned about their weight following exposure to slides of fashion models compared to neutral images (Durkin & Paxton, 2002).

Researchers have found that women generally are more concerned about their physical appearance (Oberg & Tornstam, 1999). Women worry

their appearance will change throughout life span and report more dissatisfaction about their body image. Previous studies about sociocultural attitudes towards appearance have only focused on Caucasian or European college women (Cashel et al., 2003). A study conducted between Chinese and American women revealed that sociocultural attitudes towards appearance may contribute more from the Western in the development of body dissatisfaction and various unhealthy eating styles in Chinese adolescents (Lai et al., 2013). The study reveals that, the preferences for thin figures were more common for Hong Kong girls than for Native, White, and Hispanic American counterparts (Lam et al., 2009). Additionally, SATA was found to account for a significant proportion of the variances in body satisfaction. A major concern surrounds young and young adult women who highly value SATA are they are likely to behave in ways that make them look attractive, regardless of the health risk involved (Yoo et al., 2012).

These findings suggest that poor body satisfaction, body mass index (BMI), and the pressure to be thin, do contribute to the level of body satisfaction. It can be hypothesized that SATA and BMI moderates the participant's overall perception of thinness and attractiveness in regard of their body satisfaction. Therefore, the following hypothesis was established.

H6: The influence of source attractiveness, ad appeal, purchase intention, and body satisfaction is moderated by SATA and BMI of the consumer

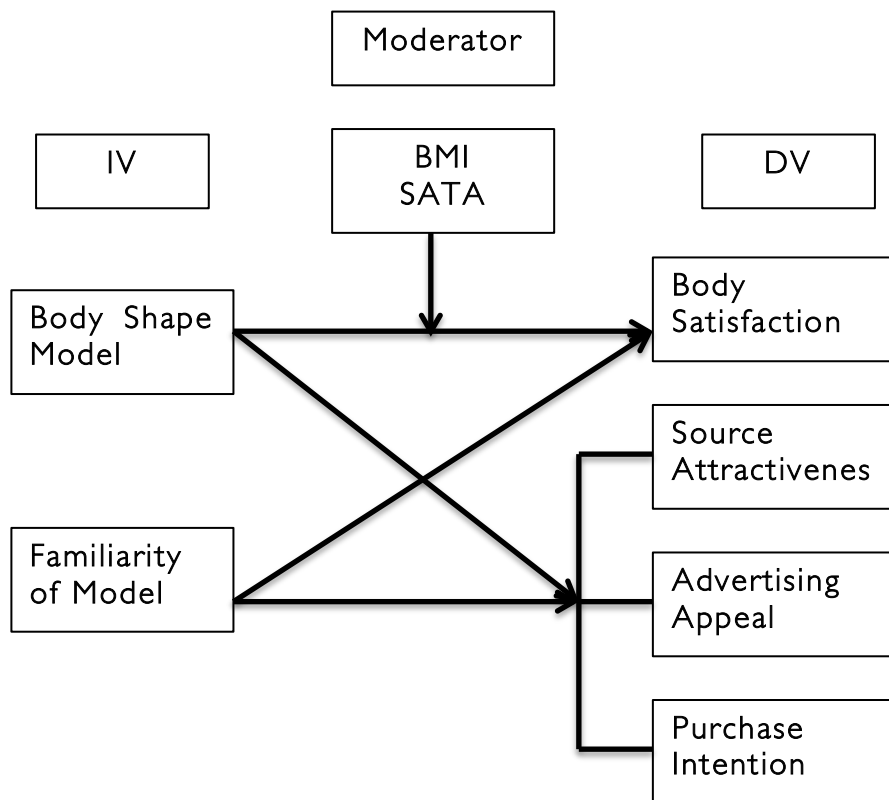


Figure 1: Model tested in this research

RESEARCH METHOD

This study examines the effect of body shape and familiarity of model on source attractiveness of the model, purchase intention of the products, and body satisfaction of the respondents using an experimental research method with a 2 (body shape: thin/average size model) × 2 (familiarity: Indonesian/International) between subject design. It is expected that moderating effect lies in the relationship of how model body shape and familiarity interact with respondents BMI and their attitudes towards appearance. An online experiment was done using Qualtrics, it was a series of body care products advertisements using different body shape endorser and targeting Indonesian women.

PROCEDURES

An online survey was conducted using Qualtrics in order to generate as many respondents as possible. The survey was done in Indonesian language, as there will be confusion if the questions were asked in English. The questionnaire started with an introduction about the

research. After that, there were four stimuli prepared for the respondents, Indonesian thin-ideal model, Indonesian average-size model, International thin-ideal model, and International average-size model on the same Mustika Ratu body care product advertisement. Respondents were given one randomized stimuli showing one type of advertisement. The randomization was conducted within Qualtrics. After seeing the advertisement then respondents answer three sorts of questions regarding source attractiveness of the model, purchase intention of the product, and body satisfaction of the consumer. Then they have to rate themselves using a Figure Rating Scale, in order to know how they perceive their body. The last part of the survey is about demographics and BMI. The final part thereby ends with SATA, to answer general questions how they see their appearance, attractiveness, and body satisfaction.

PARTICIPANTS

All participants were Indonesian women aged 17-35 years, thus in the category of young adult – adult. Studies have indicated that up to 25% of women when in college are thought to be at risk of having an eating disorder due to problems with body satisfaction and low body self-esteem (Winzelberg et. al 2000; Bissel & Rask 2010). Data were collected using snowball sampling within Indonesian women. 414 complete data sets were collected. 86% of the respondents were aged between 17 and 35 years old ($M=25$, $SD= 3.10$).

It can be seen in the four types of stimuli differ between, based on the mean it can be concluded that the age ($M= 25$) and BMI ($M= 21$) doesn't differ between the four groups of stimuli.

Stimulus Group	n	M Age	M BMI
Thin Indonesian	184	24.52	21.68
Average Indonesian	80	24.74	20.95
Thin International	90	25.44	21.76
Average International	80	24.91	21.28

Table 1: Mean Age and BMI differences between four groups

STIMULUS MATERIAL

There were four different stimuli representing thin and average-size models. The models were Indonesian celebrities that are known as representing real Indonesian beauty based on their ethnic familiarity, and also International celebrities. Mustika Ratu Body Care an Indonesian

body care brand product was chosen for the research. It was chosen to provide the test of attractiveness for body shape and product image. It was selected in order to observe the differences in how the respondents perceive endorsers attractiveness, purchase intention and body satisfaction. The example of different four stimuli group this study use can be seen in Figure 2.



Ad 1: Indonesian Thin Model



Ad 2: Indonesian Average-Size Model



Ad 3: International Thin Model



Ad 4: International Average-Size

Figure 2: Stimulus Material

MEASUREMENT

Advertising Appeal was measured with three items that ask respondents to describe their feelings about the advertisement they had just been viewed by asking, "I like the advertisement", "the advertisement is attractive", and "the advertisement is in-line with the brand/product" with responses distributed on a 5 point-Likert scale from (1) "strongly disagree" to (5) "strongly agree" respectively. Alpha reliability for advertising appeal was 0.74, and the scale had a mean of 2.53 and a standard deviation of 0.75.

Source attractiveness; body image of the consumers was measured according to two items adapted from Zikmund (2003, pp. 406–409), taken from D'Allessandro and Chitty (2011, pp. 843-878). Attractiveness comprised of items measuring the endorser being beautiful, sexy, and attractive. These criteria were also coded using a Likert scale from (1)

“strongly disagree” to (5) “strongly agree” respectively. Manipulation checks were done by asking questions on the model in the advertisement. The questions were about body shape of the model; if the model in this advertisement looks very thin or rather representative of an average weight. Familiarity of the model was also assessed by asking whether the consumer thinks the model in this advertisement looks Indonesian or International. These were also coded using a Likert scale ranging from (1) “strongly disagree” to (5) “strongly agree”. Alpha reliability for source attractiveness measure was 0.80, and the scale had a mean of 2.74 and a standard deviation of 0.57.

Purchase Intention was measured by six items on a 5-point Likert scale (1= strongly disagree, 5= strongly agree). The items measured are such as “I like the product”, and “the product will make me beautiful”. Alpha reliability for purchase intention measure was 0.77, and the scale had a mean of 2.74 and a standard deviation of 0.57.

Body image satisfaction was measured by using the items adapted from D’Alessandro and Chitty (2011) and Figure Rating Scale for women (Stunkard, Sorenson, and Schusinger, 1983). Body image was measured by asking how often respondents judge that their stomach, “liked the shape of their buttocks,” thought that “things were just the right size,” I think my things are too large“, and how often they felt satisfied with the overall shape of their body in a 5 point Likert scale (1= strongly disagree, 5= strongly agree). Alpha reliability for body satisfaction measure was 0.85, and the scale had a mean of 3.05 and a standard deviation of 0.71, a score indicating the levels of body satisfaction were statistically significant.

In order for the respondents to know their body figure after looking at the advertisement, they were asked to rate their own body using the Figure Rating Scale (FRS), which consists of drawings that ranging from thin to obese body shapes. The subsequent measurement consists of nine self-report questions that assess the dissatisfaction or satisfaction with the shape and size of the respondents’ bodies. Respondents were required to select their ideal body shape and their current body shape from these nine drawings that range from 1 (thin) to 9 (obese). FRS had a mean of 4.08, and a standard deviation of 2.69.

The Sociocultural Attitudes Towards Appearance Questionnaire-Revised 3 (SATAQ-R; Cusumano & Thompson, 1997) is an updated version of the scale first reported by Heinberg, Thompson, and Stormer (1995). This scale has separate factors of internalization and awareness (which is an index of simple acknowledgement of societal appearance norms, as opposed to internalization of the standards). SATA had a mean of 3.15, alpha reliability of 0.96 and a standard deviation of 0.41.

The mean BMI (weight*kilograms/height² (meters) of the respondent were 21.45 (SD=3.88) which according to WHO guidelines can be considered as normal weight. A BMI under 18.5 kg/m² would be considered underweight; a BMI between 18.5 and 25 kg/m² as normal weight; a BMI between 25 and 30 kg/m² as grade I overweight; and a BMI

between 30 and 40 kg/m² as grade II overweight, which is also being referred to as obesity or severe overweight. A number of studies in regard to body image and media have also used similar age span for their respondents, usually varying from 20 – 30 years (Jane, Hunter, & Lozzi, 1999; Posavac et al., 1998; Posavac, Posavac, & Weigel, 2001; Spitzer et al., 1991). The studies have shown that despite having a low BMI, people at this age are more prone to have eating disorders or other poor body image effects than other age groups. Young women at this age often base their own self-image on the perceptions of their social surroundings (Reiferdan & Koff, 1997).

Variable	α	M	SD
Ad Appeal	0.74	2.53	0.75
Source Attractiveness	0.80	2.74	0.57
Purchase Intention	0.77	2.74	0.57
Body Satisfaction	0.85	3.05	0.71
SATA	0.96	3.15	0.41
BMI	-	21.45	3.88
Figure Rating Scale	-	4.08	2.69

Table 2: Measurement Used in Study

RESULTS

Manipulation Check

A difference in regard to the body shape of the model was found between the groups of thin model and average-size model. A T-Test was conducted between the groups receiving an advertisement featuring a thin model ($M = 3.4$, $SD = .8$) and average-size model ($M = 1.9$, $SD = .6$) unequal $t(299.82) = 19.93$; $p < .05$ which mean there are difference within the group. The results show statistical significance in regard to how thin the model looks. A T-Test was also conducted on the group receiving an advertisement featuring an average-size model ($M = 3.1$, $SD = .9$) and thin model ($M = 2.6$, $SD = .9$) equal $t(448) = 6.53$; $p < .05$ which mean there. The test failed to reveal a statistically reliable difference on how average-size the model looks in the advertisement.

A difference shows on manipulation check on the familiarity of the model, manipulation check how Indonesian the model looked was found between the groups of Indonesian model and International model, a T-Test was done between the groups ($M = 3.7$, $SD = .9$) receiving advertisement featuring an Indonesian model and International model ($M = 1.46$, $SD = .7$) $t(443.91) = 29.14$; $p < .05$, shows a statistically significant difference on how Indonesian the model looks. A T-Test done on the group receiving International model results in ($M = 4.5$, $SD = .6$) and Indonesian model ($M = 2.19$, $SD = .9$) $t(448) = -29.32$; $p < .05$) shows a statistically significant difference on how International the model looks.

The manipulation of Indonesian and International models seemed to have worked as far as the perception of familiarity of the model is concerned.

Analysis of Variances (ANOVA)

ANOVA were used to analyse the effects of body shape and familiarity of the model on advertising appeal, source attractiveness, purchase intention, and body satisfaction. Through ANOVA, main and interaction effects between Independent variables and the moderator, and on the dependent variables could be analysed. By ANOVA, the impact of independent variables, body shape of the model, familiarity of the model and the effect of the moderator BMI and SATA on each of the dependent variables could be analysed.

For source attractiveness of the model, the hypotheses was that thin-idealized model will increase source attractiveness and purchase intention (H1a) and Indonesian model will have a significant effect on the consumer's level of source attractiveness more than International models. ANOVA of the variables according to their familiarity, body shape, and their interaction term (body shape*familiarity) revealed that the main effect of body shape was statistically significant ($F(1; 446) = 58.97$; $p < .05$) than the effect on familiarity of the model. The results show that the advertisement with a thin model is found to be more attractive ($M=3.3$, $SD=.7$) than the group with an average size model ($M=2.8$, $SD=.7$). ANOVA showed no significant effect for familiarity and no interaction effect was found. Therefore, only thin-idealized model hypotheses was supported.

For advertising appeal, the hypotheses was Thin-idealized model will increase advertising appeal in the advertisement (H2). The ANOVA of the variables was conducted according to their familiarity, body shape, and their interaction term (body shape*familiarity) revealed that the main effect of familiarity was statistically significant ($F(1; 446) = 74.75$; $p < .05$) than body shape of the model, with Indonesian ($M= 2.8$, $SD=.7$) being more familiar than International ($M=2.1$, $SD=.6$). The result shows that the advertisement group with an Indonesian model are liked more than the group with an International model. However, no significant effect on the body shape and no interaction effect was found.

For purchase intention, it was hypothesized that body shape and familiarity of the model will influence consumer purchase intention (H3). ANOVA of the variables according to their familiarity, body shape, and the interaction term (body shape*familiarity) shows no main effect, there were no statistically significant effects found. However, the interaction term of familiarity and body shape displays a trend ($F(1; 446) = 3.62$; $p = .058$), which is marginally significant (Figure 3). The result can be traced for Indonesian models; Average size Indonesian models ($M= 2.8$, [$SD=.52$]) trigger more purchase intention than thin Indonesian models ($M=2.6$, [$SD=.63$]). Based on the means there is a tendency to buy more when displayed average-size Indonesian models compared to thin Indonesian models. There is no difference in regard to International

Models body shape; Thin ($M=27$, $[SD=.63]$) and average-size ($M=2.7$, $[SD=.52]$). Therefore, they hypotheses was supported.

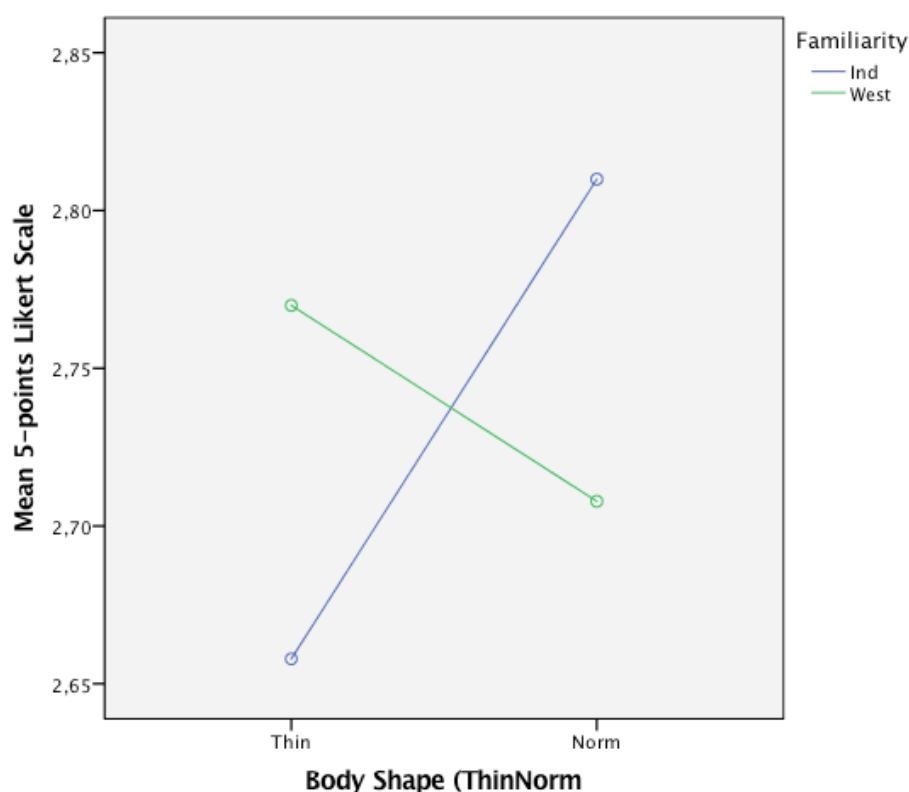


Figure 3: Interaction effect body shape x familiarity on purchase intention

It was hypothesized that the Indonesian model will increase body satisfaction of the consumer more than the International model (H4a) and Indonesian model will decrease source attractiveness of the model and purchase intention (H4b). It was also hypothesized that thin-idealized model will decrease body satisfaction of the consumers. ANOVA of Body satisfaction with the variables according to their familiarity, body shape, and their interaction term ($p=.33$, $.80$, and $.48$) shows no main effect. The result found no statistically significant effect between body shape, familiarity and interaction effect. Therefore, the hypotheses were rejected.

Figure Rating Scale (FRS) was also calculated to know how consumers evaluate their own body after seeing the advertisement. Participants had to rate themselves based on a 9 different body types scheme ($M= 4$, $[SD=1.31]$). Participants with a higher BMI are more triggered to choose a more curvaceous shape in the FRS. ANOVA of the variables according to their familiarity, body shape, and their interaction term revealed that there was no main effect ($p= .57$, $.62$, and $.35$). There were no significant effects found on body shape, familiarity, and no interaction effect. When BMI and SATA were added as covariates in FRS, only BMI

shows a significant effect; this is likely to happen because the participant's BMI are aligned with their FRS. The higher their BMI, the higher also their FRS.

However, when BMI and SATA were added as covariate with Body Satisfaction. ANOVA revealed a main effect found in BMI ($M = 21.45$) ($F(1:428) = 105.56; p < .05$) and SATA ($M = 3.3$) ($F(1:428) = 8.32; p < .05$); the results indicate that they are statistically significant, as one can see in (Table 3). Therefore, the hypothesis that BMI and SATA moderate the consumer's body satisfaction was rejected (H_6). Regardless of the body shape and familiarity of the model, the relationship with BMI and SATA may need to be considered. In the evaluation of body satisfaction this means that a higher BMI may be associated with a negative body image for young and young adult women in Indonesia. BMI and SATA at the very least need to be included as a key independent variable.

ANOVA		F-Value	Sig.
Body Satisfaction	SATA	8.32	.04
	BMI	105.56	.00
	Thin x Norm	.44	.51
	Ind x West	.02	.90
	ThinNorm x IndWest	.71	.40

Table 3: ANOVA Body Satisfaction with BMI and SATA

Multitple Linear Regression

Regression analysis for the moderator BMI and SATA were carried out in regard to body satisfaction (Table 4). The effect of the predictors on the body shape, familiarity, the influence of body satisfaction is moderated by SATA and BMI of the consumer and can be partially confirmed.

Model Statistics		Adj. R ²	F	Sig
Body Satisfaction		.21	58.40	.000
Regression Coeffiicents		β (beta)	T-Value	Sig.
Body Satisfaction	BMI	-.44	-10.38	.000
	SATA	-.12	-2.78	.006

Table 4: Regression analysis on Body Satisfaction x BMI and SATA

Regression analysis on the moderators BMI and SATA shows that it is significant in the way that the higher a consumer's BMI level, the lower their level of body satisfaction. The higher a consumer's SATA level, the lower their level of body satisfaction. This can be derived from the fact that regression analysis is negative. BMI and SATA negatively affect consumer's level of body satisfaction. In the model, it is assumed that SATA and BMI are moderators but the independent variable does not have an effect, so they became an extended factor. Regression is coefficient because BMI is higher and negatively predicts consumer level of body satisfaction. On the other hand, SATA didn't work because in general it is impossible to change consumer's attitude based on one

advertisement. Even if consumer find the average-size body shape of the model is attractive but it is still hard to immediately change the attitude. The above-mentiones results show that BMI and SATA only significantly influence body satisfcation level which is in-line with the effects found.

A stepwise multiple regression was conducted to evaluate whether body shape, familiarity, source attractiveness, and ad appeal were necessary to predict purchase intention. By doing stepwise multiple regression, it is possible to see the individual contribution each predictor variable. How much variance is explained in the dependent variable. At step 1 of the analysis ad appeal entered into the regression equation and was significantly related to purchase intention $F(4,1)= 62,78$, $p<.001$. The multiple correlation coffeicient was .35, indicating approximately 12.3% of the variance of purchase intention could be accounted for by ad appeal. Source attractiveness for step 2 entered into the regression equation and was aso significantly related to purchase intention $F(4,1)= 41,31$ $p<.001$. The multiple correlation coefficient was .39, with both source attractiveness and ad appeal apporximately 15.6% of the variance of purchase intention could be accounted for. Step 3 of the analysis body shape entered into the regression equation was significantly related to purchase intention $F(2,2)= 29,44$ $p<.005$. The multiple correlation coefficient was .40, indicating approximately 16% of the variance of purchase intention could be accounted for by adding source attractiveness, ad appeal, and body shape. Step 4 for familiairty of the analysis entered into the regression equation and was significantly related to purchase intetntion $F(2,1)= 23.37$ $p<.005$. The multiple correlation coefficient was .41, indicating 17.4% of the variance of purchase intention could be accounted for by adding source attractiveness, ad appeal, body shape, and familiarity.

Dependent Variable & Predictors		R ²	β(beta)	T-Value	Sig.
Purchase Intention	Body Shape	.165	.124	2.23	.026
	Familiarity	.174	.121	2.11	.035
	Source Attractiveness	.156	.144	4.18	.000
	Ad Appeal	.123	.265	7.92	.000

Table 5: Stepwise Regression Analysis for Purchase Intention

GENERAL DISCUSSION

The objective of this study is to investigate the impact of body shape and familiarity of the model in advertising with attractiveness, advertising appeal, purchase intention, and body satisfaction of the consumer within the group of Indonesian women. A thin model is expected to increase source attractiveness of the model but decrease the respondent's body

satisfaction. Body shape and familiarity of the model is expected to increase advertising appeal and influence purchase intention, but decrease consumers' body satisfaction more than an average-size model. It is expected that the source attractiveness, advertising appeal, purchase intention, and body satisfaction is moderated by SATA & BMI of the respondents. The main finding of the study shows that thinness of the model influences the source attractiveness. Indonesian models influence the advertising appeal, and an interaction effect was found to influence the purchase intention but there are no main effects found in the body satisfaction.

The results of this research suggest that the body shape of a model is an important factor in influencing the consumer's perception of attractiveness. The body shape of the model significantly predicts source attractiveness. Respondents found the group with the thin models advertisement as more favorable than the group with average-size models advertisement. These results may partially explain the use of thin versus average-size models by marketers as thin models are more attractive sources and have a positive impact on endorsed products (D'Alessandro & Chitty, 2010; Joseph, 1982; Kahle & Homer, 1985; Simon, Berkowitz, & Moyer 1970).

In terms of consumers' level of body satisfaction, it was not influenced by the body shape of the model. Consumer's review of their own body in Figure Rating Scale also was not influenced by the body shape of the model. However, previous research from Tiggemann and McGill (2004) reported that the amount of comparison in which women engaged was an important predictor of body dissatisfaction and weight anxiety; if an individual compared herself to others (in media or social situations), she was more likely to be dissatisfied with her body and size. The result from the current project did not support earlier findings in this area.

The familiarity of the model affects the consumers level of advertising appeal. The group with Indonesian model advertisements are more favorable to the consumer than the group with an International model. A study done by Winham & Hampl (2007), suggests that selective social comparisons can occur across different product categories and respondents, while seeing an image as attractive, Chinese models for a Chinese population were seen as less attractive but more relevant than International models. This was confirmed because, advertisement appeal significantly predicts the familiarity of the model. Therefore, it is more favourable to use Indonesian models in advertisements.

The interaction effect between the body shape and familiarity of the model appears to be more complex. There are no interaction effects found in source attractiveness, body satisfaction, and advertising appeal but it was found in regard to purchase intention. Purchase intention is the key index to predict consumer behavior based on the subjective tendency of consumers to purchase an object (Armstrong & Kotler, 2003). Consumers are more likely to purchase if the advertisement figures an Indonesian average-size model. Surprisingly, consumers somehow feel themselves a bit more triggered in consumption seeing an

average-size Indonesian model when compared to a thin Indonesian model. When they see an International model, it doesn't change their own satisfaction level. There is some support that the use of average-size models may also be less intimidating for women, who may prefer a more realistic body shape for the model (Adomaitis & Johnson, 2008). The use of Indonesian thin models was shown generally to elicit more interest in the source attractiveness and advertisement appeal. On the other hand, using average size Indonesian models triggered greater purchase intention. It appears that the effect of an ideal stereotype on body image perceptions depends on the nature of the social comparison (D'Alessandro & Chitty, 2010). When viewing an average-size model consumers are more likely to compare it to their own shape rather than when viewing a thin model. Thin idealized models are a form of ideal body shape that people desire to be, they do not compare their body shape with the ideal shape given in the advertisement.

BMI and SATA were expected to moderate the dependent variable, the result revealed that only body satisfaction shows a statistically significant effect. The independent variable of body shape and familiarity does not affect body satisfaction as its dependent variable, a moderating effect can only happen if the independent variable affects the dependent. The results revealed that the body satisfaction of the consumer was statistically significant when BMI and SATA were added. They are main predictors of body satisfaction. Results show that the higher the respondents BMI and SATA the more negatively influenced their body satisfaction was. A change in the consumer's body satisfaction level happens because it is closely compared with their own appearance. Indonesian consumers greatly affected in comparing themselves with their own body shape, rather than models that they see in advertisement. In that case, it is advisable that the idealized body shape stereotype presented in the advertisement may have been more realistic and relevant to the audience (Peck & Loken, 2004; Broland & Akram, 2007).

Overall, It is possible that Indonesian women are more likely to compare themselves to people they engage more with (friends, family, or spouse) rather than models, because distant others are more difficult to be compared to. Indonesian women desire to have a similar body shape with the model in the advertisement, but it doesn't affect them that much because they know that models are supposed to have a desirable body in order to create attractiveness to the consumer.

PRACTICAL IMPLICATIONS

The findings observed in this study suggest that marketers need to consider presenting more realistic and obtainable beauty stereotypes in advertising. Marketers do not necessarily need to use ultra-thin models in order to increase interest in the advertised brand (D'Alessandro & Chitty, 2010), especially when it comes to products that are closely associated with the body (body care products). Use of a more realistic body shape and authentic models maybe just as effective. The fact that

there were no statistically significant differences between the groups suggests that short-term exposure to an advertisement was not going to change consumers overall perception of body satisfaction. Therefore, a broader variety of beauty and attractiveness ideals needs to be endorsed more to demonstrate a more deep documentable effects to be traceable. This research on body image indicates that because of the influence of the model's familiarity and the particular brands they promote, there must be careful consideration by marketers in this regard; in addition, it is advisable to take into account the use of a realistic body shape of the model and a more closely related familiarity of the model to the consumers.

LIMITATIONS

The study did not include the fact that Indonesia as a diverse country has a wide-variety of different skin colors. Mulyana (2005) in his research found that the views of ideal Indonesian beauty that women perceive from media are associated with women having a slim body, black silky hair, and glowing white skin. This study assessed the familiarity of the model but limited the factors of different skin tone Indonesian women possess to sell beauty and body care products. The result of the study is possible because it used four different kinds of models that are very different in their body shape, size, and familiarity but if skin color were put as a factor that influences the perceptions of the body shape of the model in source attractiveness, body satisfaction, and purchase intention level of the consumer there would have probably been a broader result in this area. This can also be used as suggestion for further research in body image research area.

SUGGESTION FOR FURTHER STUDIES

Future research on body image needs to consider further on the type of products advertised, the ethnic or cultural background of the model in a longer length of time, to see how it really affects the consumer's behavior. There is also a need for more research that focuses on how celebrities endorse advertisements in social media, especially in Instagram. Indonesian consumers are one of the most active users of social media, celebrity endorsement and advertisement in Instagram are more likely to happen and affect more the consumer's level of body satisfaction in this medium because Instagram is more engaging and closely relates the consumer and the products.

CONCLUSION

This study aimed to investigate the influence of body shape and familiarity of a model in advertising and the influence of these criteria on consumer's perception of attractiveness and body satisfaction of themselves and how the exposure to certain diverse models influenced purchase intention. Indonesian women continue to idealise body shape images that are not similar to their own that are exposed to them on a daily basis, this can be found in the attractiveness of the model, thin models are still considered to be an attractive source to Indonesian women,. The use of Indonesian models in advertising turned out to be more appealing than using International models. On the other hand, there are no effect found on the level of body satisfaction based on the advertisement in Indonesian women. It should be taken into account that each country potrays a different definition of attractiveness and body satisfaction.

On the other hand, using a thin-idealized model is not proven to create a higher purchase intention towards the advertised products. Also using International models does not prove to create a higher purchase intention. It turns out that using an average-size Indonesian model is more likely to create a purchase intention. Marketers might think about using a more realistic body shape and familiar model that their target market can relate to, in order to create greater social and marketing dividends in the future.

What is further clear from this research is that BMI and SATA are significantly influencing consumers' levels of body satisfaction. This is because they can closely relate it to themselves. The body shape of the models is not as influential because they are known to be ideal shapes. Indonesian women are more affected by closer reflection on their own body shape, and comparisons with closely related people (friends, family, or spouse). This is an important factor to consider in body image research.

Nevertheless, the discovery that Indonesian consumers are more likely to purchase items if the advertisement potrays an average-size Indonesain model indicates that social influence might likely contribute to consumers' decision making. Indonesians as inhabitants of a developing country rich of diversity, are shown to be more influenced by the closest people in their lives rather than the images that media is showing them.

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APPENDIX

APPENDIX A - QUESTIONNAIRE

Part I

The following statements are about the model in the advertising and the product. Indicate your agreement or disagreement with the following statements by ticking the response using this scale:

Source Attractiveness

1. I like the advertisement
2. The advertisement is attractive
3. I find the advertisement in line with the brand/product
4. The model looks beautiful
5. The model looks attractive
6. I like her body appearance
7. I would like to look like the model in this advertisement
8. I would do anything to look like the model in this advertisement
9. The model in this advertisement looks very thin
10. The model in this advertisement looks average weight
11. I think the model in this advertisement looks Indonesian
12. I think the model in this advertisement looks International
13. The model looks similar to me
14. I can identify myself with this model

Purchase Intention

- 15. I like the product
- 16. The product is high quality
- 17. The product will make me beautiful
- 18. I will purchase the product because I like the model
- 19. I will probably purchase the product if I find it in the store
- 20. I would consider buying this product

Part 2

Indicate your agreement or disagreement with the following statements by ticking the response using this scale:

Body Satisfaction

- 21. I think that my stomach is too big.
- 22. I think that my thighs are too large.
- 23. I think that my stomach is just the right size.
- 24. I feel satisfied with the shape of my body.
- 25. I like the shape of my buttocks.
- 26. I think my hips are too big.
- 27. I feel bloated after eating a normal meal.
- 28. I think that my thighs are just the right size.
- 29. I think my buttocks are too large.
- 30. I think that my hips are just the right size.

Figure Rating Scale

In this part we would like you to rate yourself from this scale

Figure Rating Scale



31. a. 1 b. 2 c. 3 d. 4 e. 5 f. 6 g. 7 h. 8 i. 9

In this part we will ask some personal questions. Please circle the most appropriate response.

Demographics & BMI

- 32. Please write your age
- 33. Please indicate your height (cm)
- 34. Please indicate your weight (kg)
- 35. Occupation
 - a. Government
 - b. NGO

- c. Bank
 - d. Private Company
 - e. Other
36. Highest completed level of education
- a. Elementary
 - b. Middle/High School
 - c. Bachelor
 - d. Master
 - e. Phd
 - f. Other

Part 3

The following statements are about your attitudes towards media and appearance. Indicate your agreement or disagreement with the following statements by ticking the response using this scale:

SATA

- 37. TV programs are an important source of information about fashion and "being attractive."
- 38. I've felt pressure from TV or magazines to lose weight.
- 39. I would like my body to look like the people who are on TV.
- 40. I compare my body to the bodies of TV and movie stars.
- 41. TV commercials are an important source of information about fashion and "being attractive."
- 42. I've felt pressure from TV or magazines to look pretty.
- 43. I would like my body to look like the models who appear in magazines.
- 44. I compare my appearance to the appearance of TV and movie stars.
- 45. Music videos on TV are an important source of information about fashion and "being attractive."
- 46. I've felt pressure from TV and magazines to be thin.
- 47. I would like my body to look like the people who are in the movies. .
- 48. I compare my body to the bodies of people who appear in magazines.
- 49. Magazine articles are an important source of information about fashion and "being attractive."
- 50. I've felt pressure from TV or magazines to have a perfect body.
- 51. I wish I looked like the models in music videos.
- 52. I compare my appearance to the appearance of people in magazines. .
- 53. Magazine advertisements are an important source of information about fashion and "being attractive."
- 54. I've felt pressure from TV or magazines to diet.
- 55. I compare my body to that of people in "good shape."
- 56. Pictures in magazines are an important source of information about fashion and "being attractive."
- 57. Movies are an important source of information about fashion and "being attractive."
- 58. I've felt pressure from TV or magazines to change my appearance.
- 59. I try to look like the people on TV.

60. Movies stars an important source of information about fashion and “being attractive.”
61. Famous people are an important source of information about fashion and “being attractive.”

APPENDIX B - TABLE RESULTS

		Mean	SD	1	2	3	4	5	6	7	8	9
1	Advertising appeal	2.53	0.75									
2	Model attractiveness	3.00	0.76	.36**								
3	Purchase Intention	2.74	0.57	.41**	.29**							
4	Body Satisfaction	3.05	0.71	.04	-.07	.02						
5	Familiarity	2.04	0.82	.24**	.23**	.26**	-.02					
6	AGE	24.84	3.11	-.11*	-.02	-.04	.05	-.01				
7	Weight	55.07	10.68	-.02	.01	-.04	-.39**	.02	.14**			
8	Height	159.91	6.13	.04	-.04	-.01	.05	.02	-.05	.35**		
9	BMI	21.52	3.88	-.03	.03	-.03	-.44**	.02	.17**	.91**	-.06	
10	SATA	3.15	0.41	.07	.05	.17**	-.18**	.06	-.21**	-.06	.10*	-.10*

* p < .05, ** p < .01

Table 6: Correlation matrix results of the relevant variables

Advertisement Appeal

Tests of Between-Subjects Effects

Dependent Variable: SAadvertisementmean

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	41,874 ^a	3	13,958	28,876	,000
Intercept	2480,593	1	2480,593	5131,846	,000
StimulusThinNorm	,466	1	,466	,964	,327
StimulusIndWest	36,133	1	36,133	74,752	,000
StimulusThinNorm * StimulusIndWest	,680	1	,680	1,408	,236
Error	215,584	446	,483		
Total	3135,333	450			
Corrected Total		4			
	257,458	4			
		5			

a. R Squared = .163 (Adjusted R Squared = .157)

Table 7: ANOVA Advertisement Appeal

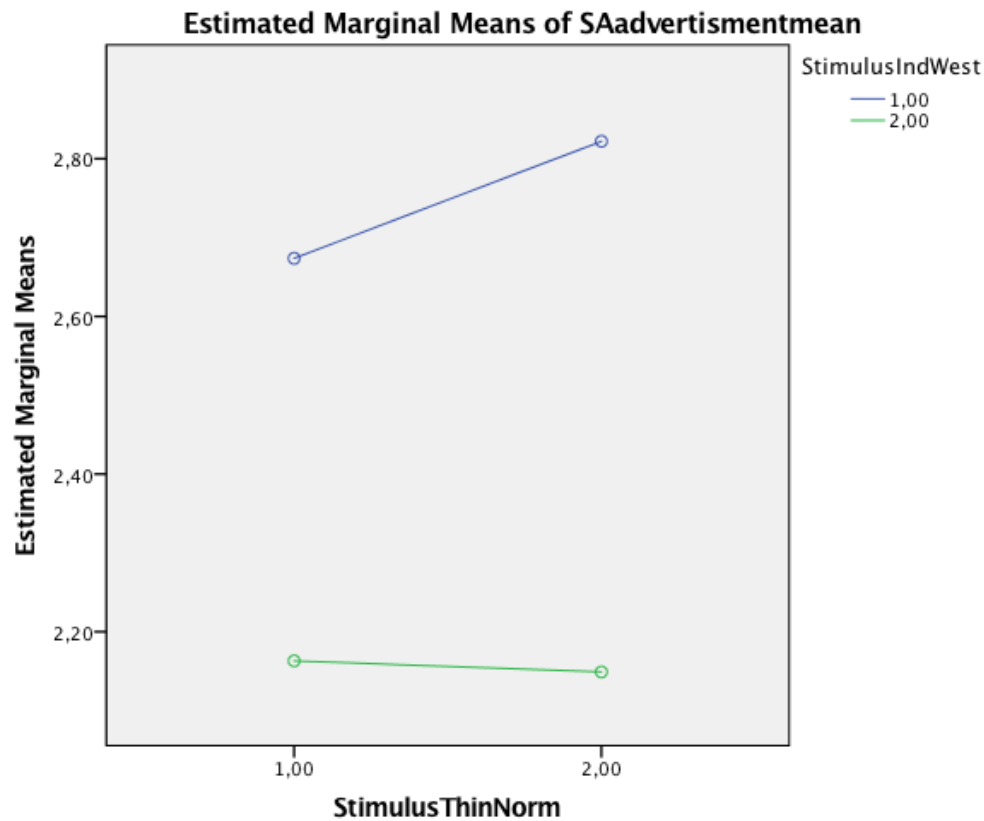


Table 8: Advertisement Appeal Graph

Source Attractiveness

Tests of Between-Subjects Effects						
Dependent Variable: SAmodeLattractivenessmean						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	
Corrected Model	33.453 ^a	3	11.151	22.106	.000	
Intercept	3875.127	1	3875.127	7682.193	.000	
StimulusIndWest	1.153	1	1.153	2.286	.131	
StimulusThinNorm	29.746	1	29.746	58.969	.000	
StimulusIndWest * StimulusThinNorm	.875	1	.875	1.735	.188	
Error	224.976	446	.504			
Total	4355.063	450				
Corrected Total	258.429	449				

R Squared = .129 (Adjusted R Squared = .124)

Table 9: ANOVA Source Attractiveness

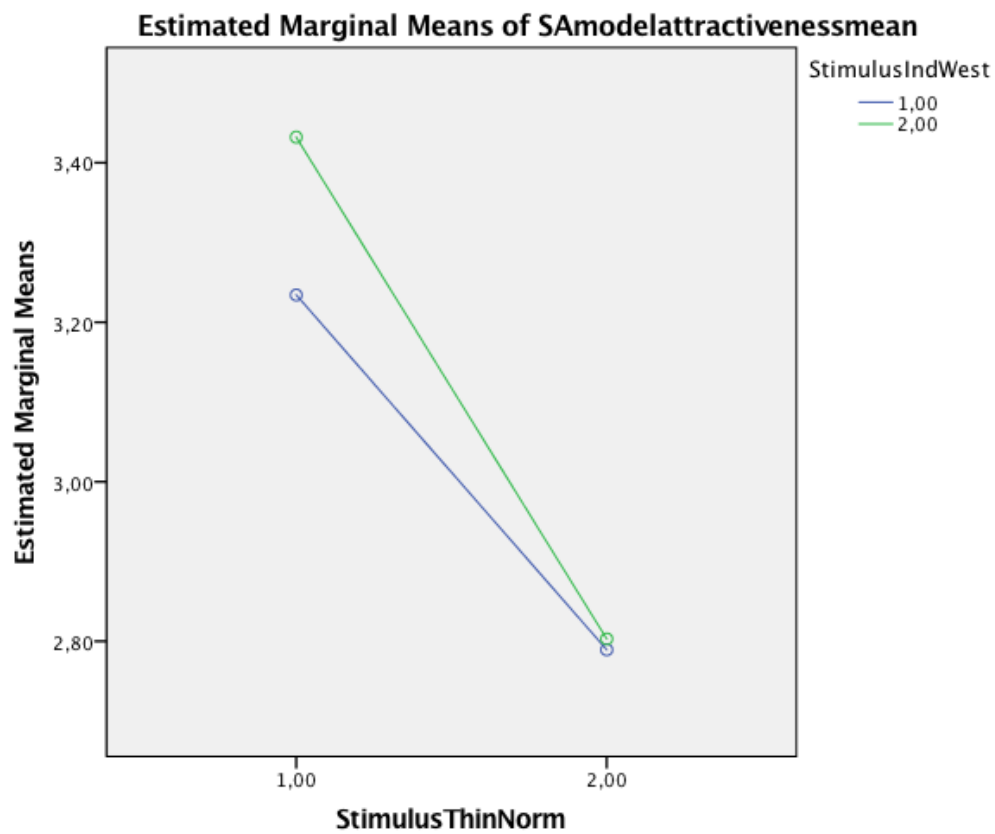


Table 10: Source

Body Satisfaction

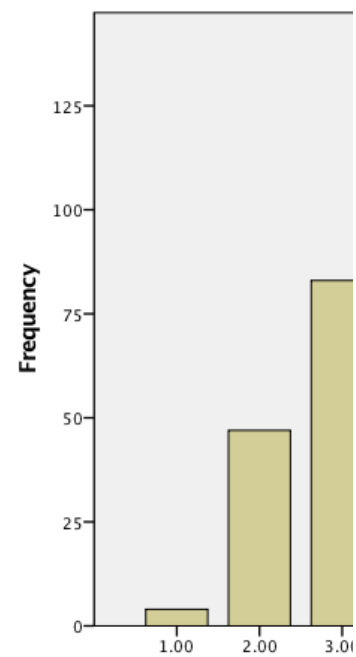
Tests of Between-Subjects Effects

Dependent Variable: BodySat

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	46,503 ^a	5	9,301	23,582	,000
Intercept	242,471	1	242,471	614,790	,000
BMI	41,632	1	41,632	105,559	,000
SATAmode	3,281	1	3,281	8,319	,004
StimulusThinNorm	,175	1	,175	,443	,506
StimulusIndWest	,007	1	,007	,017	,895
StimulusThinNorm * StimulusIndWest	,281	1	,281	,713	,399
Error	168,802	428	,394		
Total	4255,640	434			
Corrected Total	215,304	433			

a. R Squared = .216 (Adjusted R Squared = .207)

FRS					
		Frequency	%	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	47	11.4	11.4	12.3
	3.00	83	20.0	20.0	32.4
	4.00	139	33.6	33.6	65.9
	5.00	92	22.2	22.2	88.2
	6.00	35	8.5	8.5	96.6
	7.00	9	2.2	2.2	98.8
	8.00	3	.7	.7	99.5
	9.00	2	.5	.5	100.0
Total		414	100.0	100.0	



Tests of Between-Subjects Effects					
Dependent Variable: PurchaseIntention					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1,633 ^a	3	,544	1,668	,173
Intercept	3089,489	1	3089,489	9467,074	,000
StimulusThinNorm	,209	1	,209	,639	,424
StimulusIndWest	,003	1	,003	,008	,930
StimulusThinNorm * StimulusIndWest	1,182	1	1,182	3,623	,058
Error	145,548	446	,326		

Total	3551,222	450	Purchase
Corrected Total	147,180	449	Intention

a. R Squared = .011 (Adjusted R Squared = .004)

Multiple Regression Analysis for Body Satisfaction

Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Sig. Change	F
				Change	Change df1	Change df2		
1	.462 ^a	.213	.62692	.213	58.404	2	.000	

a. Predictors: (Constant), BMI, SATAmean

b. Dependent Variable: BodySat

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	5.131	.206		24.861	.000
	SATAmean	-.110	.040	-.118	-2.770	.006
	BMI	-.082	.008	-.443	-10.371	.000

a. Dependent Variable: BodySat

Stepwise Multiple Regression Analysis for Purchase Intention

Model Summary^e

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,351 ^a	,123	,121	,53679	,123	62,780	1	448	,000
2	,395 ^b	,156	,152	,52716	,033	17,530	1	447	,000
3	,407 ^c	,165	,160	,52483	,009	4,980	1	446	,026
4	,417 ^d	,174	,166	,52280	,008	4,460	1	445	,035

a. Predictors: (Constant), SAadvertisementmean

b. Predictors: (Constant), SAadvertisementmean, SAmode attractivenessmean

c. Predictors: (Constant), SAadvertisementmean, SAmode attractivenessmean, StimulusThinNorm

d. Predictors: (Constant), SAadvertisementmean, SAmode attractivenessmean, StimulusThinNorm, StimulusIndWest

e. Dependent Variable: PurchaseIntention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	2,080	,088			23,555	,000
	SAadvertisementmean	,265	,033	,351		7,923	,000
2	(Constant)	1,758	,116			15,159	,000
	SAadvertisementmean	,220	,035	,291		6,372	,000
	SAmode attractivenessmean	,144	,034	,191		4,187	,000
3	(Constant)	1,509	,160			9,409	,000
	SAadvertisementmean	,200	,036	,264		5,620	,000
	SAmode attractivenessmean	,179	,038	,237		4,751	,000
	StimulusThinNorm	,124	,055	,107		2,232	,026
4	(Constant)	1,304	,187			6,966	,000
	SAadvertisementmean	,237	,040	,313		5,993	,000
	SAmode attractivenessmean	,159	,039	,210		4,101	,000
	StimulusThinNorm	,127	,055	,109		2,291	,022
	StimulusIndWest	,121	,057	,103		2,112	,035

a. Dependent Variable: PurchaseIntention

