MASTER THESIS

APPEARANCE VERSUS FUNCTIONALITY
The influence of femvertising and the way the body is conceptualized in advertising messages on female consumer responses

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Abstract

Femvertising is a form of advertising that focuses on women empowerment by addressing traditional gender stereotypes. A form of femvertising are advertisements that question the current body ideals for women and promote more realistic body ideals. Existing research disagrees about the effects of such realistic body ideals. Researchers have therefore started investigating so-called body functionality strategies where the message or image focus on the functionality of the body instead of the appearance. However, very little research has yet been conducted into the extent to which such body competence strategies can be integrated into marketing content with realistic body ideals and what effect this has on consumer responses.

The aim of this study was to examine to what extent body visualization and the way the body is conceptualized in advertising messages influences female consumer responses regarding attitude towards the ad, purchase intention, brand attitude and social endorsement.

The main study used an experimental 2 [*Body visualization:* femvertising (mixed models) versus traditional (thin models)] x 2 [*Body conceptualization:* body appearance versus body functionality] between subjects design in order to measure consumer responses towards the advertisement. The experiment was employed among 204 females and tested whether participants will evaluate femvertising advertisements including mixed body shapes more positively than traditional advertisements and whether advertising message where the body is conceptualized based on its functionalities strengthen this compared to advertising messages where the body is conceptualized based on its aesthetics. Furthermore this study tested the mediating role of ad reactance and the moderating role of similarity between the model.

The results showed that femvertising advertisements with mixed models are more positive evaluated regarding attitude towards the ad, brand attitude, purchase intention and social endorsement compared to traditional advertisement with only thin models. This effect is mediated by ad reactance. However, no significant main effect was found for body conceptualization in the caption. Furthermore, similarity between the model and the consumer was not found to be the moderator for body visualization.

This study provided a better understanding of femvertising and broadens the knowledge about the effects of body visualization and the use of body competence strategies in advertisements on consumer responses. This study revealed that female consumers respond positively to femvertising advertisements with mixed models and it helps to lessen ad reactance. However, this study also showed that the use of a body functionality caption or a body appearance message makes no difference in consumer responses. Future studies might investigate this more in depth and test other body competence strategies in advertisements.

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Introduction

For a long time, the prevailing thought in marketing was to show beautiful, slim, successful people in commercials. The companies that targeted our grandmothers and mothers assumed women were simple human beings and their main goal in life was to keep their husbands happy by having a tidy house and having a thin body. Social role models and stereotypes still predominate in advertising (Åkestam, Rosengren, & Dahlen, 2017). Thin women have been the prevailing norm in the media for a long time and only thin women were shown in advertisements, magazines and other media outlets. However, stereotyped beauty ideals lead to a negative self-image and limit women in their development. Moreover, they do not recognize themselves in the targeted advertising (Eisend, 2010).

In recent years, there has been a counterreaction to the way in which women have been portrayed in the media for years. Dove's Real Beauty campaign in 2004 was one of the first campaigns to show "real women" and not size zero models (Bissel & Rask, 2010). The main message of this campaign was that real women should be celebrated as well as their unique features and appearances. This campaign was a great success and inspired other brands to use body positivity, feminism and inclusivity in their advertisements (Åkestam, et al., 2017). A shift is beginning to emerge in the way women are portrayed in the media and advertisements.

Femvertising (female empowerment advertising) is a form of advertising that focuses on women empowerment by addressing traditional gender stereotypes (Åkestam, et al., 2017). A form of femvertising are advertisements that question the current body ideals for women and promote more realistic body ideals (Mulgrew, Stalley, & Tiggemann, 2017). The body visualization in femvertising ads differs from traditional ads. Whereas traditional advertising towards women particularly use thin models who meet the body ideal, femvertising use models with different body types to represent the entire female population. However, existing research has done little research into femvertising and, moreover, disagrees about the effects of such realistic body ideals (Anschutz, Engels, Becker, & Van Strien, 2009; Bissell & Rask, 2010; Diedrichs & Lee, 2011). Some claim that these media contents are not always successful in generating positive effects on body image and body satisfaction (Anschütz et al. 2009). Such advertisements may seem unbelievable, because these media contents still focus too intensively on the appearance of the body and thus objectify women (Bissell & Rask, 2010) and because of that a form of ad reactance occurs.

Body conceptualization theory (Franzoi, 1995) indicates that the body can be presented in both a passive (focus on appearance) and an active (focus on physical capacities) manner. In this way, the focus on the body can be deduced and less ad reactance occurs, which can generate important effects for the body image of young women. Research also indicates that women who

focus on what their body can do, and therefore their body functionality, are better protected against negative effects of current body ideals (Alleva, Veldhuis, & Martijn, 2016). However, very little research has yet been conducted into the extent to which such body competence strategies can be integrated into marketing content with realistic body ideals and what effect this has on attitudes towards the advertisement. Most studies that are conducted about body functionality (Alleva, et al., 2016; Mulgrew, McCulloch, Farren, Prichard & Lim, 2018; Mulgrew & Tiggeman, 2018; Williamson & Karazsia, 2018; Mulgrew, Schulz, Norton & Tiggeman, 2020) focused on the impact it has on someone's body image, but it does not necessarily look at how it impacts the consumer reactions towards the advertisement. This study expands the knowledge about integrating body competence strategies into advertisements and the use of femvertising where mixed body types are used. The following research question will be examined:

"To what extent does femvertising and the way the body is conceptualized in advertising messages positively influence female consumer responses?"

The findings of this study might advance research in the fields of body competence strategies, body positivity and femvertising. This research will contribute to a deeper understanding of body competence strategies and its impact on advertising effects, since previous research mostly focus on the impact of body image. Also this study expands the knowledge of femvertising and in particularly advertisements that question the current body ideal for women. The use of body competence strategies and portraying mixed models with different body types can be socially relevant, since there are different movements emerging that try to break the status quo like the body positivity movement. This can be interesting for marketing purposes and the findings should make a practical contribution how femvertising and body competence strategies can be integrated in advertising and marketing strategies.

Theoretical framework

Femvertising

The impact of gender-based stereotypes in advertisements and the subsequent social consequences has been investigated for many years (Eisend, 2010; Knoll, Eisend & Steinhagen, 2011; Eisend, Plagemann, & Sollwedel, 2014). Historically, advertising mainly reflects society and therefore also social role models and stereotypes. It is found that the stereotypes in themselves are not per se harmful, but when they are constantly repeated, it becomes the standard in society and thereby influences how people look at themselves and others (Eisend, 2010; Eisend et al., 2014). This has led to criticism of advertisements that use stereotypes. This is because they maintain unwanted prejudices against men and women and thereby influence their self-esteem and the way they view their body (Eisend, 2010; Knoll et al., 2011). After all, the advertising seems relevant to them. However, the use of stereotype images can lead to women not recognizing themselves in advertising (Eisend, 2010). This produces a tension that easily leads to resistance to the advertising message and a negative attitude towards the advertisement and brand.

Nowadays, more advertisements focus on women empowerment, body positivity and feature non-conforming, gender neutral and women's empowerment advertisements to prevent criticism. Femvertising (female empowerment advertising) is a form of advertising that focuses on women empowerment by addressing traditional gender stereotypes (Åkestam et al., 2017). Femvertising includes the use of both non-idealized body types and non-stereotyped female roles in advertising. The strategy of femvertising is based on the idea that advertising can sell products, but it should empower women as well.

The sports world is a classic example that is seen as a man's world. Female athletes are still stigmatized on a daily basis as being "too weak" for sports and that the female league in sports cannot be seen as a real sport (Pfister, 2010; Kim & Sages, 2014). For years, it has been said that various sports would not be suitable for women, such as soccer and basketball. If women practiced these sports, it would be at the expense of their femininity (Withycombe, 2011; Zenquis & Mwaniki, 2019). In addition, women are often sexualized around their bodies (Kim & Sages, 2014). Nowadays there are more and more sports brands that speak out against the stereotypes about women in sport through femvertising. For example, Nike had the "Dream Crazier" campaign in 2019. In it, they celebrate all female athletes who, through practicing their own sports, have lowered barriers for others, pushed boundaries and created a community for everyone (Nike, 2019).

Another form of femvertising are advertisements that are a counter-reaction to the thin body ideals and that focus on body positivity (Mulgrew et al., 2017). For example, This Girl Can from Sport England was a nationwide campaign in 2015 to get women and girls moving, regardless of shape, size and ability. However, there is very little existing research on the effects of femvertising and, in addition, outcomes regarding the effect are contrasting (Anschutz et al., 2009; Bissell et al., 2010; Diedrichs et al., 2011). Åkestam, Rosengren, and Dahlen (2017) and Kapoor and Munjal (2019) explored the effects of femvertising on consumer responses like attitude towards the advertisement and purchase intention. In comparison to traditional advertising, femvertising brought a positive change in attitude towards the ad and brand attitude.

However, there are also studies that claim that femvertising is not always successful in generating positive effects on body image and body satisfaction (Anschütz et al., 2009; Bissell et al., 2010). The advertisements may seem unbelievable, because the focus is still too much on the appearance of the body and women are still being objectified. As a result, a form of ad reactance can occur which can lead to a negative attitude towards the ad and brand.

Body visualization

Within Western cultures, women (and men) grow up with the idea that female bodies should be viewed and appreciated in terms of its aesthetics (i.e. body-as-object). Sociocultural theory argues that ideals of beauty from a society are transmitted via sociocultural channels and will be internalized by individuals subsequently. How closely one's body matches these ideals will determine whether one is satisfied or dissatisfied with one's own appearance. Body image problems in young women are often triggered by mass media (Tiggeman & Zaccardo, 2015). Through different media types, models and celebrities are frequently presented in idealized formats with a focus on appearance (Levine & Murnen, 2009). Appearance is often converged with self-worth and women are presented as objects to be viewed for the gratification of others potentially resulting in feelings of objectification (Fredrickson & Roberts, 1997).

The social comparison theory argues that people have a need to evaluate and assess their skills and opinions by comparing them with other people (Festinger, 1954). According to various studies, this comparison can take place both consciously and unconsciously. A later study by Wood (1989) shows that in the evaluation of personal characteristics such as physical attractiveness these comparisons also occur. People compare themselves to people who have the same characteristics to meet their need for self-evaluations. But it appears that if people, who they can compare to, are missing, people are more likely to compare themselves with models in advertisements (Buunk & Dijkstra, 2011). Various studies have therefore

demonstrated that individuals compare the attractiveness of their appearance with advertising models (Richins, 1991; Buunk et al., 2011). According to Richins (1991) comparisons with models can sometimes lead to incorrect self-evaluations and even to dissatisfaction.

The obtained negative effects of exposure to ideal images in media advertisements are generally attributed to social comparison. If social comparison leads to dissatisfaction, this can be explained on the basis of the self-discrepancy theory. This theory suggests when there is a discrepancy between one's own level of physical attractiveness and the ideal standards of physical attractiveness, feelings of dissatisfaction arise (Dunkley, Wertheim & Paxton, 2001).

Body visualization in advertisements

Advertisements are more convincing when physically attractive models are used than when less attractive models are used (Bower & Landreth, 2001; Buunk et al. 2011). Attractive models are evaluated to be more social, intelligent, more sympathetic and have a higher credibility than less attractive models (Bower & Landreth, 2001). Attractive models ensure that consumers have a more positive attitude towards the product, have a higher purchase intention and are even willing to pay more than with less attractive models (Bower & Landreth, 2001). Physical attractiveness is determined by both the face and the body (Buunk & Dijkstra, 2011).

Weight continues to play an important role in the current ideal of beauty. However, research shows different results regarding the effectiveness of the use of a thin model compared to a plus size model. According to some studies, thin models are evaluated as more attractive than models with a plus-sized body (Bissell & Rask, 2010; Brown & Slaughter, 2011). The study by D'Allesandro and Chitty (2011) has shown that thin models have a more positive effect on attitude towards the brand, compared to plus size models. Also the purchase intention was higher when thin models were used.

In contrast, other studies suggest that the thinness of the model is crucial in ads. Exposure to a fuller model would not create a tendency for body dissatisfaction among consumers. For example, research has shown that exposure to images of plus-sized models resulted in greater body satisfaction (Diedrichs et al. 2011) and less body-related anxiety (Dittmar & Howard, 2004) than exposure to images of thin models, especially for participants with a higher level of thin-internalization. In an advertising context, images of women with larger bodies are often well received (Beale, Malson, & Tischner, 2016). The advertisements with larger bodies are evaluated equally effective as thin images and are believed to have benefits for viewers' body image (Diedrichs et al., 2011). Research therefore shows positive effects of the use of thin models as well as the use of plus size models in advertisements.

H1: *The use of mixed models with different body shapes in femvertising will positively affect the a) attitude towards the advertisement, b) purchase intention, c) brand attitude and d) social endorsement, as compared to the use of only thin models in traditional advertising.*

Body conceptualization

The body conceptualization theory of Franzoi (1995) argues that the body can be conceptualized and experienced in two different ways; body-as-object or body-as-process. With body-as-object the body is presented in a passive and posed way where the focus is on appearance. The idea is that body parts are evaluated based on their aesthetic qualities. Whereas body-as-process views the body as an active holistic entity where the focus is on the function of the body whose instrumentality is of greater consequence and the psychical capabilities of it. For example, when someone has large muscles it can be admired for their appearance (body-as-object) or valued for providing greater strength (body-as-process).

According to the objectification theory of Fredrickson and Roberts (1997), the portrayal of woman as an object in Western society has led to self-objectification of women. They argue that the female body is constantly viewed and evaluated, so that it is likely to be seen as an object by others (Fredrickson & Roberts, 1997). It is therefore understandable that Fredrickson and Roberts (1997) state that the objectification of the female body leads to the internalization of the woman's view of her own body as an object that has to be appreciated by others. This self-objectification of the body in women appears to be related to shame that women have for their own body. Especially because research shows that the ideal female body does not seem to match the body of the everyday healthy woman (Byrd-Bredbenner & Murray, 2003).

Following the existing evidence that thin ideal media can trigger negative consumer outcomes, researchers began to investigate whether focusing on the functionality of the body can reduce these effects that are often found when viewing models with idealized bodies (Mask, Blanchard, & Baker, 2014; Tiggemann et al., 2015; Bozsik, Whisenhunt, Hudson, Bennett, & Lundgren, 2018). For example, these images show women who are active in order to focus on the functionality of the body rather than the appearance. There are different viewpoints across experimental and correlational research whether focusing on the functionality of the body will be beneficial. On the one hand, images that focus on functionality of the body by showing fit and active women helps diversifying media content. Also it can inspire women to have a healthy and fit lifestyle to achieve a well-functioning body by eating well and exercising instead of just achieving to be thin (Mask et al., 2014). On the other hand, such images can yield another difficult ideal that feels unachievable to meet (Tiggemann et al., 2015).

Body conceptualization in advertisements

Viewing body functionality focused images should evoke fewer objectifying feelings for women and result in more positive outcomes than appearance focused images. For example, research has found that images of women walking were rated as more attractive, beautiful, and likeable compared to the same women shown standing still (Cazzato, Siega, & Urgesi, 2012).

A study by Mulgrew, McCulloch, Farren, Prichard and Lim (2018) tested the effectiveness of two functionality-focused campaigns: This Girl Can by Sport England and #jointhemovement by Queensland Government. They investigated whether focus on functionality can improve state appearance and physical functionality satisfaction, exercise intent, and protection against exposure to idealized imagery. Viewing either campaign produced higher appearance satisfaction.

In recent years, a trend has emerged on social media, namely: fitspiration (posts with inspiring fitness images). The presence of motivational quotes to inspire healthy and fit lifestyle is a common aspect of fitspiration (Boepple & Thompson, 2016; Tiggemann & Zaccardo, 2016). The content analysis of Boepple and Thompson (2016) show that most of these quotes are appearance-focused. They contain objectifying messages, messages that promote weight loss and messages which can induce guilt about how someone's body looks. Objectification of the female body is common in fitspiration by focusing on the appearance than the functionality.

Another trend on social media was the body positivity movement. The focus of the body positivity movement is to accept your physical appearance no matter how you look and if you meet society's beauty ideal or not (Cohen, Fardouly, Newton-Jon & Slater, 2019). Even though the body positive movement tries to reduce body dissatisfaction, critics say that focus is still on appearance of the body and objectifies women which can still lead to body dissatisfaction (Webb, Vinoski, Bonar, Davies & Etsel, 2017).

Messages that focus on appearance are often seen as objectifying (Boepple et al., 2016; Webb, et al. 2017). Therefore it is expected that the use of a body functionality message will positively affect consumer responses as compared to the use of a body appearance message, since they will be seen as less objectifying.

H2: *The use of a body functionality message will positively affect the a) attitude towards the advertisement, b) purchase intention, c) brand attitude and d) social endorsement, as compared to the use of a body appearance message.*

Interaction effect body visualization x body conceptualization

Mulgrew and Tiggeman (2018) examined whether women who focus on the functionality of the model's body would experience a higher level of satisfaction about their appearance and functionality than women who focus on the appearance of the model's body. Nevertheless, within the body-as-process conditions (functionality focused) negative outcomes were most noticeable and women reported great functionality comparison. The results of the study suggest that functionality-based imageries comparison may cultivate worse outcomes than those based on appearance. This result may be explained by the fact that the study only used attractive thin models and no other body types. This resulted in higher levels of comparison, both appearance- and functionality-based and it seems that it magnifies these effects. It may feel like the thin-ideal is in a way replaced by an active thin-ideal which can feel like an even more unachievable ideal.

While Mulgrew and Tiggeman (2018) only used thin attractive models in their study, Williamson and Karazsia (2018) investigated the effect of functionality-focused and appearance-focused images of models of mixed body sizes on women's state-oriented body appreciation. State body appreciation increased significantly after viewing images depicting models who did not conform to societal standards of thinness. Also Mulgrew, Schulz, Norton and Tiggeman (2020) examined the effect of pose and body size on women's body satisfaction. Exposure to thin models resulted in poorer appearance and functionality satisfaction and more upward comparison than exposure to average-sized models. The thin models were evaluated as equally appealing or effective in advertising campaigns than the average-sized models.

Roberts and Gettman (2004) examined the impact of objectifying messages focusing on body appearance compared to messages focusing on body competence on emotional responses towards the message. Messages priming self-objectification lead to higher ratings of negative emotions amongst women than messages focused on body competence. It is likely that using an appearance focused message within advertisement focused on fitness will increase negative body image outcomes. It could be expected that including (or excluding) an appearance focused message will interact with body visualization (femvertising or traditional) in their effect of consumer responses towards the advertisement.

H3*: The effect of body visualization on a) attitude towards the advertisement, b) purchase intention, c) brand attitude and d) social endorsement is stronger for a body functionality message than for body appearance message.*

Ad reactance as mediator

As stated before, using stereotype images like exposing only thin models in traditional advertising can lead to women not recognizing themselves in advertising which can produce a tension that easily leads to resistance to the advertising message. The reactance theory provides an explanation for this (Brehm, 1966). Everyone is inclined to retain his or her personal freedom. Restricting freedom in people creates tension and resistance. Stereotype imaging of women in advertising could limit the number of alternatives for the female target group (for example, what it means to be successful or attractive), and thus generate more resistance which can lead to a negative attitude towards the advertisement (Thorbjørnsen & Dahlen, 2011). When only thin models are shown in advertisements, women can feel limited to what it means to be attractive for example and therefore get annoyed and generate resistance to the message since they are tired to see an ideal that is almost impossible to achieve. Also messages focused on appearance can lead to ad reactance. These media contents still focus too intensively on the appearance of the body and thus objectify women (Bissell & Rask, 2010) and because of that a form of ad reactance occurs.

H4: *The use of mixed models with different body shapes in femvertising will lead to less ad reactance, as compared to the use of only thin models in traditional advertising.*
H5: *Ad reactance mediates the effect of body visualization type on a) attitude towards the advertisement, b) purchase intention and, c) brand attitude and d) social endorsement.*
H6: *The use of a body functionality message will lead to less ad reactance, as compared to the use of a body appearance message.*
H7: *Ad reactance mediates the effect of body conceptualization type on a) attitude towards the advertisement, b) purchase intention, c) brand attitude and d) social endorsement.*

Similarity as moderator

Diversity in body size is not common in traditional advertising (Åkestam et al. 2017). Content analyses of traditional advertising consistently find that the norm for portrayals of women was the thin ideal (Cohen et al., 2019). However, thin models represent a small part of female society so there is barely similarity between the consumer and models in advertisements. Montoya, Horton and Kirchner (2008) stated that similarity between the model and the consumer increases attraction. When there is a congruency between the model and the consumer it will affect the consumer responses in a positive way. Research shows that self-referencing is the underlying mechanism that ensures that similarity leads to persuasion (Clayton, Ridgway &

Hendrickse, 2017; Xu & Pratt, 2018). Self-referencing is when a consumer processes information and links it to the 'self'. When the source is a person who has many similarities with the recipient of the information, self-referencing is enhanced (Xu & Pratt, 2018).

Femvertising tries to challenge the stereotypical portrayal of women which includes the thin ideal and wants to mirror the whole society which represents different body sizes (Åkestam et al., 2017). Therefore, we expect that similarity between the consumer and model will moderate the effect between body visualization and ad reactance, since femvertising includes different body sizes so it is more likely that the consumer is similar to the model. Whereas traditional advertising represents the thin ideal and only a small group of females meet that standard.

H8: *Similarity between the model and consumer will moderate the relationship between body visualization and ad reactance.*

Conceptual research model

The conceptual research model (Figure 1) gives a visual overview of this study and table 1 gives an overview of all the hypotheses in this study.
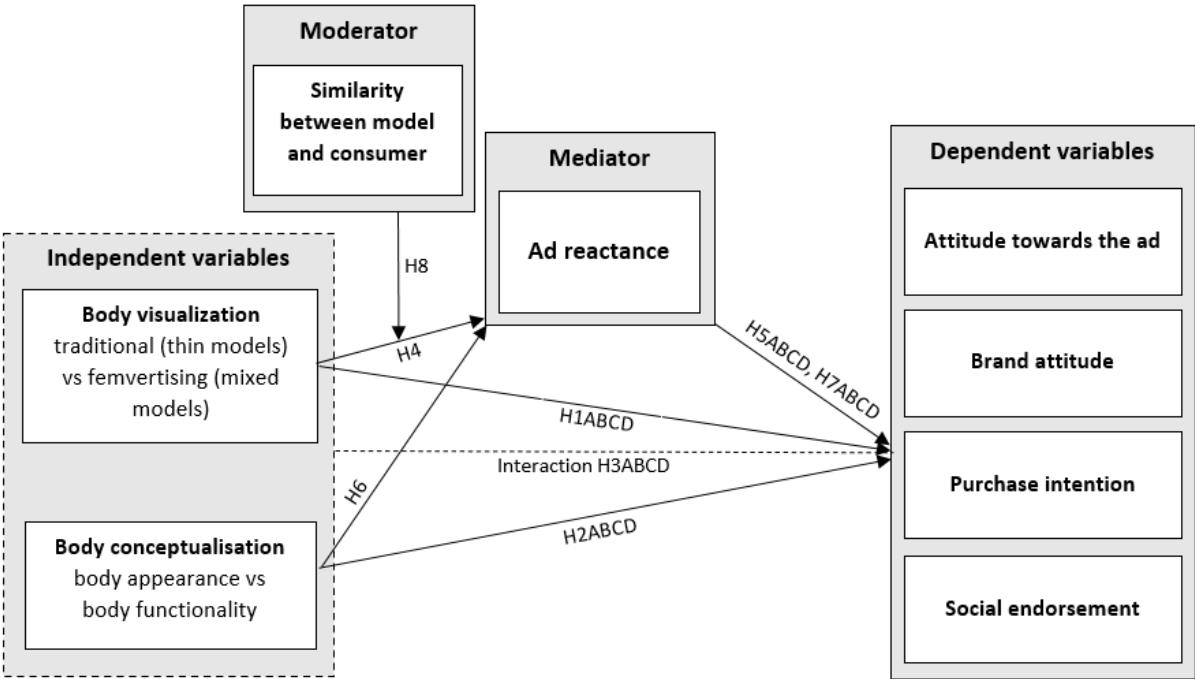

Figure 1. Conceptual research model

Table 1. Hypotheses overview

	Hypotheses
H1A	The use of mixed models with different body shapes in femvertising will positively affect the attitude towards the advertisement as compared to the use of only thin models in traditional advertising.
H1B	The use of mixed models with different body shapes in femvertising will positively affect the purchase intention, as compared to the use of only thin models in traditional advertising.
H1C	The use of mixed models with different body shapes in femvertising will positively affect brand attitude, as compared to the use of only thin models in traditional advertising.
H1D	The use of mixed models with different body shapes in femvertising will positively affect social endorsement, as compared to the use of only thin models in traditional advertising.
H2A	The use of a body functionality message will positively affect the attitude towards the advertisement, as compared to the use of a body appearance message.
H2B	The use of a body functionality message will positively affect the purchase intention, as compared to the use of a body appearance message.
H2C	The use of a body functionality message will positively affect brand attitude, as compared to the use of a body appearance message.
H2D	The use of a body functionality message will positively affect social endorsement, as compared to the use of a body appearance message.
H3A	The effect of body visualization on attitude towards the advertisement is stronger for a body functionality message than for body appearance message.
H3B	The effect of body visualization on purchase intention is stronger for a body functionality message than for body appearance message.
H3C	The effect of body visualization on brand attitude is stronger for a body functionality message than for body appearance message.
H3D	The effect of body visualization on social endorsement is stronger for a body functionality message than for body appearance message.
H4	The use of mixed models with different body shapes in femvertising will lead to less ad reactance, as compared to the use of only thin models in traditional advertising.
H5A	Ad reactance mediates the effect of body visualization type on attitude towards the advertisement.
H5B	Ad reactance mediates the effect of body visualization type purchase intention.
H5C	Ad reactance mediates the effect of body visualization type on brand attitude.
H5D	Ad reactance mediates the effect of body visualization type on social endorsement.
H6	The use of a body functionality message will lead to less ad reactance, as compared to the use of a body appearance message.
H7A	Ad reactance mediates the effect of body conceptualization type on attitude towards the advertisement.
H7B	Ad reactance mediates the effect of body conceptualization type on purchase intention.
H7C	Ad reactance mediates the effect of body conceptualization type on brand attitude.
H7C	Ad reactance mediates the effect of body conceptualization type on social endorsement
H8	Similarity between the model and consumer will moderate the relationship between body visualization and ad reactance.

Method

The hypotheses which were stated in the theoretical framework will be tested by conducting an experiment in which the advertisements will be manipulated. The data will be gathered by using an online survey.

Research design

This study examined to what extent body visualization and the way the body is conceptualized in advertising messages positively influences female consumer responses. To test the hypotheses this study used an experimental 2 [*Body visualization:* femvertising (mixed models) versus traditional (thin models)] x 2 [*Body conceptualization:* body appearance versus body functionality] between subjects design in order to measure consumer responses towards the advertisement. The experiment tested whether participants will evaluate femvertising advertisements including different body shapes higher than traditional advertisements and whether the body is conceptualized based on its functionalities compared to advertisements using a model with an idealized body and where the body is conceptualized based on its aesthetics. Solely women are examined for this study since the models which were used in this experiment are female. Furthermore, this study tested the moderating role of similarity between the model and consumer is also included in the model and this is another reason why only women are examined for this study. The research design is presented in figure 2:

		Body conceptualization	
		Body appearance	Body functionality
Body visualization	Femvertising	Mixed models with an appearance focused message	Mixed models with a functionality focused message
	Traditional	Thin models with an appearance focused message	Thin models with a functionality focused message

Figure 2. Research design

Stimuli

The stimuli used for this experiment were advertisements for gym clothing. People exercise for functionality reasons (a better condition, greater strength) or appearance reasons (getting toned, more muscle definition), so this is the reason this study used sport ads for the manipulations. There were four conditions: traditional ad with an appearance focused message, femvertising ad with an appearance focused message, traditional ad with a functionality focused message and a femvertising ad with a functionality focused message.

The traditional ad featured women of a similar, thin body type, and in the femvertising ad, the image featured women of mixed body types and sizes. First a model was photoshopped in different body types, but the results were not realistic given that the proportions of the body could not be realistically reproduced. Because of that, there different models are used: a group of slim models in the traditional ad and a group of models with mixed body types in the femvertising ad. In both conditions the models will be similar in age, ethnicity and style of gym clothing. The models wore the same type of clothes: a sports bra and legging. The images used are international campaigns that never run in The Netherlands. This way we can reduce confounding effects from previous exposure.

Pretest of stimuli designs

A pretest was conducted in order to determine the content characteristics for the stimuli. The independent variables body visualization and body conceptualization were tested to make sure whether the manipulations were understandable and to validate the designs. The results were used in order to select the stimulus material for the main research. The pre-test was conducted with Qualtrics Survey Software and the respondents which was distributed via Whatsapp, so a convenience sample of 28 female respondents participated in the pretest. Their ages ranged from 20-37.

Manipulation of body visualization
The independent variable body visualization was tested in order to be certain whether an advertisement can be categorized as a traditional ad or femvertising ad. There were sixteen images in total collected. Seven images were reduced because they were too small which made the image unclear. One image was reduced, because it was double. Also the brands were removed from the images in order to reduce confounding effects. For the pretest the images were reduced to eight images in total: four thin models for the traditional condition and four models with mixed body types for the femvertising condition which are shown in Figure 3.

The respondents viewed the eight different images in random order and after that they were asked whether the advertisement portrayed the models stereotypical and also they were asked about the physical characteristics of the models and the age of the models.

Traditional #1

Traditional #2

Traditional #3

Traditional #4

Femvertising #1

Femvertising #2

Femvertising #3

Femvertising #4

Figure 3. Pretest stimuli

Åkestam, Rosengren & Dahlen (2017) stated that traditional advertisements portray women in a stereotypical way. The pretest measured the extent to which the advertisement is perceived as stereotypical. The items are adopted from the pretest that Åkestam, Rosengren & Dahlen (2017) used: "The ad is stereotypical", "The ad shows a stereotypical image of women", "The ad is typical for advertising targeting women", "The ad is untypical for advertising targeting woman" and "The ad is different from traditional ads targeting women". It will be measured with a five-point Likert scale.

Traditional advertisements can use stereotypical portrayals in terms of their physical characteristics (i.e. body size). Traditional advertisements predominantly display thin models (Åkestam et al., 2017). However, femvertising tries to change the simplistic portrayal of females to a more complex and varied one. Because of that, femvertising advertisements are more likely to display models with different body types as a counterreaction to the thin ideal which is a stereotype in terms of physical characteristics. To test whether the respondents acknowledge the difference in body visualization in both ads, the following items were be used: "The models are slim", "The models have the same posture", "The models have different body types". The items will be measured with a five-point Likert scale.

Since the traditional ad condition with thin body types uses different models than the femvertising ad condition, it is important that the models are perceived the same in terms of age, so that age cannot be affect the results. Therefore, the respondents were asked to estimate the age of the models.

Results body visualization

The overall manipulation of the stimuli for the independent variable body visualization was successful in the pre-test. Table 2 gives an overview about the means and standard deviations of all tested stimuli.

Table 2. Means and standard deviations of the visual stimuli

	Typicality *M (SD)*	Body type *M (SD)*	Age *M (SD)*
Femvertising #1	3.25 (0.80)	3.43 (0.44)	26.19 (2.94)
Femvertising #2	3.48 (0.69)	3.57 (0.46)	25.83 (3.51)
Femvertising #3	3.42 (0.72)	3.49 (0.43)	25.21 (2.81)
Femvertising #4	**3.50 (0.76)**	**3.68 (0.30)**	**25.43 (3.51)**
Traditional #1	**2.06 (0.63)**	**1.61 (0.77)**	**22.96 (2.62)**
Traditional #2	2.33 (0.69)	2.09 (0.74)	25.54 (3.06)
Traditional #3	2.52 (0.58)	2.02 (0.60)	24.35 (3.11)
Traditional #4	2.56 (0.62)	1.81 (0.76)	25.23 (3.67)

For the femvertising condition, the stimuli with the highest score on typicality and body type was selected for the main study (typicality: M = 3.50; body type: M = 3.68 out of 5 and age: M = 25.43). For the traditional condition, the stimuli with lowest score on typicality and body type was selected for the main study (typicality: M = 2.06; body type: M = 1.61 out of 5 and age: M = 22.96). A paired-samples t-test was conducted to see if the stimuli are statistically significantly different. The result showed that femvertising 4 and traditional 1 differed significantly on typicality ratings ($p < .001$) and on body type ratings ($p < .001$) and the age difference is very little. Femvertising 4 and traditional 1 are the stimuli which will be used in the main study and are shown in Figure 4.

Traditional #1   Femvertising #4

Figure 4. Body visualization stimuli main study

Manipulation of body conceptualization

The independent variable body visualization was tested in order to be certain whether the focus of the message is clear. Content analysis on body positivity show that most posts which focus on body positivity are appearance focused (Cohen et al., 2019). Based on that, the body appearance condition will be a body positive message with the focus on appearance. For example: "Fitgirls come from all shapes and sizes.". The body functionality condition will be an appreciation message with the focus on the functionality and health of the body. For example: "Exercise is a celebration of what your body can do.". In order to be certain whether the focus of the message in the caption is clear, respondents have to answer the following items: "This message is about body appearance", "This message is about the functionalities of your body", "This message is about how the body looks", "This message is about what you can do with your body". The respondents answered these questions about six captions (three body appearance messages and three body functionality messages) with a five-points Likert scale. The claims were showed in random order.

Body appearance #1 – *"Fitgirls come from all shapes and sizes."*

Body appearance #2 – *"There is no weight limit on looking fit."*

Body appearance #3 – *"Once you see results in the mirror, it becomes an addiction."*

Body functionality #1 – *"Exercise is a celebration of what your body can do."*

Body functionality #2 – *"It doesn't get easier, you just get stronger."*

Body functionality #3 – *"Let's celebrate our ability to move our bodies."*

Results body conceptualization

For the independent variable body visualization, the overall manipulation of the stimuli was successful in the pre-test. An overview about the mean and standard deviations of all tested stimuli is shown in Table 3.

Table 3. Means and standard deviations of the verbal stimuli

	Body conceptualization M (SD)
Body appearance #1	2.54 (0.80)
Body appearance #2	2.53 (0.84)
Body appearance #3	**2.12 (0.72)**
Body functionality #1	3.94 (0.76)
Body functionality #2	3.82 (0.71)
Body functionality #3	**4.20 (0.72)**

For the body appearance condition the stimuli with the lowest score on body conceptualization was selected for the main study (M = 2.12 out of 5). For the body functionality condition the stimuli with highest score on body conceptualization was selected for the main study (M = 4.20 out of 5). In order to see if the stimuli are statistically different from each other, a paired-samples t-test was conducted. The result showed that body appearance message #3 and body functionality message #3 differed significantly based on body conceptualization ($p < .001$), so these messages will be used for the main study:

Body appearance #3 – *"Once you see results in the mirror, it becomes an addiction."*
Body functionality #3 – *"Let's celebrate our ability to move our bodies."*

Stimuli main research

Based on the results of the pretest, the final stimulus was designed using Instagram and Adobe photoshop. In total, there are four manipulations created: traditional ad with body appearance message, femvertising ad with body appearance message, traditional ad with a body functionality message and a femvertising ad with a body functionality. Instagram advertisements for gym clothing were used as stimuli. Currently, Instagram is the most popular social media platform for the age group 18 - 35 in The Netherlands (Newcom, 2020). There are more than two million brands who advertise through Instagram and this continues to grow, so it is a widely used platform for many brands (Instagram, 2017). It was important that the manipulations will resemble a real Instagram post in order to reduce confounding effects by design issues. The same interface fonts were employed and the real username and profile picture from the brand (Nike) on Instagram including the blue certified check was used in order to make the ad feel real as possible. Also the backgrounds of the images were photoshopped as a gray surface in both conditions, so the background cannot be a distraction for the responses. Content analysis on body positivity posts show that the caption is used to get the message across (Cohen et al.,2019), so the body conceptualization message was placed in the caption. The manipulations are shown below:
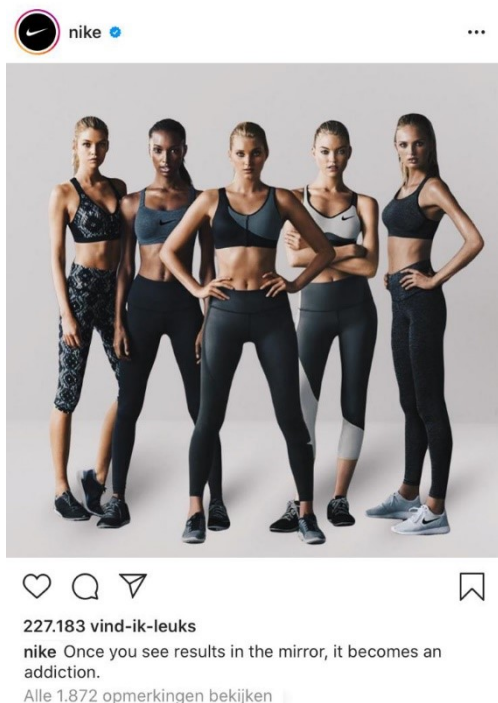
Condition 1 (traditional ad with body appearance message)
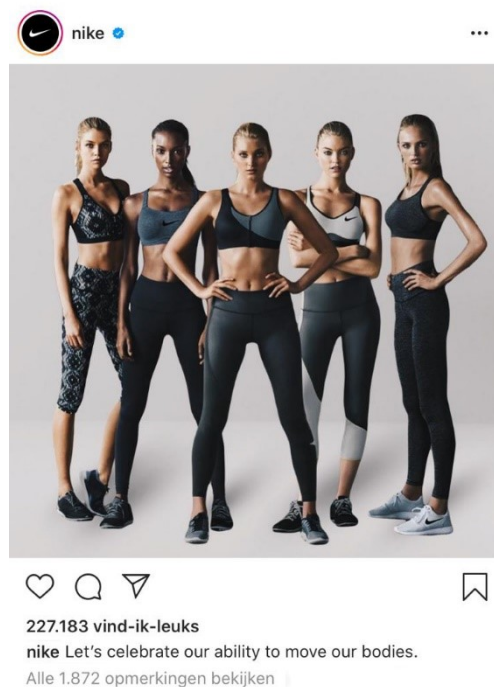
Condition 2 (traditional ad with body functionality message)

Condition 3 (femvertising ad with body appearance message)
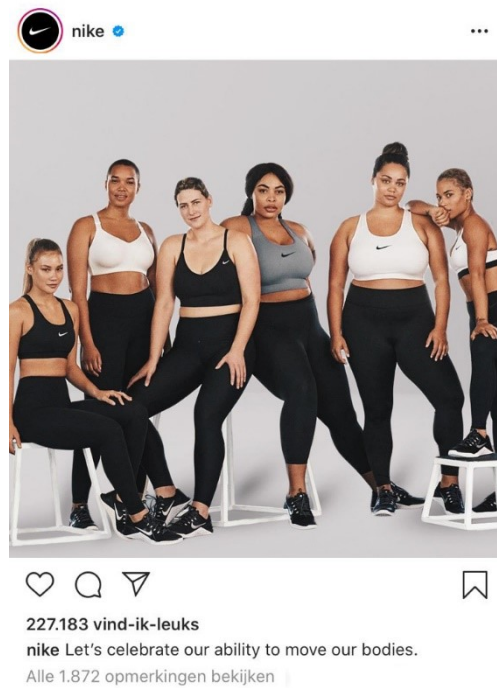
Condition 4 (femvertising ad with body functionality message)

Figure 5. Stimuli main survey

Participants

A total of 223 respondents consented to participate in the current study. The respondents were recruited by convenience sampling. Participants were acquired online through social media (Facebook and Instagram) and Whatsapp. However, 12 respondents were identified as male and were removed from the dataset. The study also used an age restriction, since the similarity between the models and the consumer is measured. When a respondent is < 18 and > 35 years old, she was deleted from the dataset. As a result, the remaining 204 women were investigated for the assumptions of the study. The distribution of demographic characteristics per condition are displayed in Table 4.

With regard to the distribution of the participants on the stimuli, a one-way analysis of variance revealed no relation between age and the conditions (F(3, 200) = 0.82, p = .483). Furthermore, a chi-square test showed that the research subjects were equally distributed based on education ($\chi2$(15) = 11.66, p = .706). Additionally, there was no relation between the conditions and whether participants had an Instagram account or not ($\chi2$(6) = 5.23, p = .515) or between the condition and the frequency of Instagram usage ($\chi2$ (9) = 8.32, p = .502).

Table 4. Demographics per condition (age, education and Instagram usage)

	Condition 1 Traditional + body appearance N = 57	**Condition 2** Traditional + body functionality N = 48	**Condition 3** Femvertising + appearance N = 50	**Condition 4** Femvertising + functionality N = 49
Age	*M* = 26.56 *SD* = 4.34	*M* = 25.35 *SD* = 3.56	*M* = 25.72 *SD* = 4.17	*M* = 25.88 *SD* = 4.11
Education				
VMBO	1.8%	4.2%	2.0%	0.0%
HAVO	3.5%	2.1%	4.0%	8.2%
VWO	3.5%	0.0%	8.0%	2.0%
MBO	17.5%	18.8%	16.0%	25.0%
HBO	40.4%	45.8%	32.0%	34.7%
WO	33.3%	29.2%	38%	36.7%
Instagram usage				
% with an account	91.2%	91.8%	95.8%	96.0%
Frequency				
Multiple times a day	67.3%	69.6%	72.9%	77.8%
Daily	35.1%	21.7%	12.5%	17.8%
Weekly	1.9%	0.0%	6.3%	2.2%
Monthly	5.8%	8.7%	8.3%	2.2%

Procedure

The survey was constructed with Qualtrics. After an invitation to participate, the participants got a brief introduction to the research and information about the fact that all results will be processed anonymously and that they always can withdraw from the study. This part functions as a consent form. If they agreed with this, they will be exposed to the survey.

First they had to answer three demographic questions about their age, gender and education level. If the respondent was younger than 18 years old or older than 35 the respondents was referred to the closing text and would not participate in the experiment. Respondents older than 18 years old were randomly assigned to one of the four experimental conditions: traditional ad with a body appearance message, femvertising ad with body appearance message, traditional ad with a body functionality message and a femvertising ad

with a body functionality message. Before showing the visual stimuli, participants were told to imagine that they are scrolling on Instagram and the following advertisement came up on their feed. After showing the stimuli, participants needed to answer items measuring attitude towards the ad, ad reactance, similarity, purchase intention, brand attitude and social endorsement. The last questions participants had to answer are about their usage of Instagram. At the end, the closing text was presented and the respondents were told what the research was about and thanked for participating.

Measures

In order measure the influence of body visualization on the attitude towards an advertisement that focuses either on body functionalities or body aesthetics, this study measured four dependent variables (attitude towards the ad, brand attitude, purchase intention and social endorsement), a mediator (ad reactance) and a moderator (similarity between the models and the consumer). Also the demographic variables of the participants were asked like gender, age and education and there were questions included about the use of Instagram.

Attitude towards the ad

Attitude towards the ad was measured by the "Attitude toward the Ad" scale from Holbrook and Batra (1987). The scale originally consisted of four bipolar statements, but will be changed to separate items with a seven-point Likert scale from strongly disagree to strongly agree: "I like the ad," "I am unfavorable towards this ad.", "I have a positive feeling about this ad.", "This ad is good." and "I can empathize with this ad.". In addition, attitude towards the ad will be measured using sixteen items in the form of semantic differentials. These semantic differentials consisted of eleven adjectives, such as "weak" / "strong", that respondents have to rate on a seven-point scale (1 = very weak, 5 = very strong). Eleven items were derived from the study of Appiah (2001), namely: bad - good, boring - nice, unappealing - appealing, unattractive - attractive, unpleasant - pleasant, not valuable - valuable, negative - positive, not useful - useful, below average - excellent, not for me - for me and weak - strong. Five items have been added, namely: ugly - beautiful, unoriginal - original, does not stand out - catches the eye, leaves me cold - appeals to me and finally opposes me - invites me. The reliability of the attitude towards the ad scale was high (α = .97).

Brand attitude

Brand attitude was measured using six items in the form of semantic differentials from Matthes, Schemer and Wirth (2007). The items consisted of six adjectives: fun – not fun, positive – negative, inspiring – uninspiring, interesting – uninteresting, attractive – unattractive and pleasant – unpleasant. Reliability analysis showed that the items have relatively high internal consistency ($\alpha = .96$).

Purchase intention

Purchase intention was also measured. Respondents needed to indicate how likely it was for them to buy a product from Nike after seeing the advertisement using four items in the form of semantic differentials. These semantic differentials consisted of four adjectives derived from Bearden, Lichtenstein and Teel (1984): likely – unlikely, possible – impossible, certain – uncertain and absolutely – absolutely not. The reliability of the purchase intention scale was high ($\alpha = .93$).

Social endorsement

Social endorsement is the likelihood that the participant will share the post on their social media, react to it or like the picture. One item was derived from Xu and Pratt (2018): "I would share this Instagram post". Moreover, five self-created items were added: "I would follow this Instagram account", "I would like this Instagram post", "I would not react to this Instagram post", "I would tag someone in this Instagram post" and "I would unfollow this Instagram account". The item will be measured on a seven-point Likert scale from strongly disagree to strongly agree. The reliability for social endorsement was acceptable ($\alpha = .76$).

Ad reactance

Ad reactance was measured on a seven-point Likert-type scales with six items: "The ad makes me want to be the exact opposite," "I do not approve of how the ad tries to affect me," and "The choice of models in the ad annoys me". This scale is adapted from Hong (1992) to measure reactance caused by the ad (Thorbjørnsen & Dahlen, 2011). Three items were added: "The models make me want to be the exact opposite", "I do not approve of how the models in the advertisement are trying to affect me" and "The advertisement annoys me". The reliability of the ad reactance scale was good ($\alpha = .87$).

Similarity between the model and consumer

Similarity between the model and consumer will be measured using an item on a seven-point Likert scale from Jones and Buckingham (2005): "I find myself similar to the models". Also three self-created items are added: "The models and I look alike.", "I think I don't look like the models.", "The models and I have a similar body type" which will also be measured on a seven point Likert-scale from strongly disagree to strongly agree. Reliability analysis showed that the items have relatively high internal consistency (α = .92).

Results

In this chapter the results of the online experiment are presented. First, statistical analyses regarding the main and interaction effects for supporting the hypotheses are discussed. Furthermore, the mediating role of ad reactance and the moderating role of similarity are explained. Finally, an overview of results of hypotheses testing will be presented.

Multivariate analysis of variance

A multivariate analysis of variance (MANOVA) was used to investigate the effects of body visualization and body conceptualization on attitude towards the ad, purchase intention, brand attitude and social endorsement and the mediator ad reactance. There was a Wilk's Lamba performed to examine the general effects between the independent and combined dependent variables. The results of the multivariate analysis are displayed in Table 5.

Table 5. Multivariate tests

	Independent variable	**F-value**	*Sig.*
Wilk's Lamba	Body visualization	15.74	<.001
	Body conceptualization	.191	.943
	Body visualization*Body conceptualization	.544	.704

A Wilk's Lambda test shows that there is a significant main effect of body visualization on the combined dependent variables throughout (Λ = 0.76, $F(4,199)$ = 15.74, $p < .001$). However, there was no significant main effect of body conceptualization found (Λ = 0.97, $F(4,199)$ = .191, $p =$ .943) and there was also no significant interaction effect between the independent variables (Λ = 0.99, $F(4,199)$ = .544, $p =.704$).

Main effects of body visualization

Table 6 shows that there was a significant main effect of body visualization on the combined dependent variables. A summary of the means and standard deviations of the dependent variables can be found in Table 7.

Table 6. Summary body visualization means (M) and standard deviations (SD)

	Traditional (thin models) N = 105		Femvertising (mixed models) N = 99	
	M	*SD*	*M*	*SD*
Ad reactance	3.36	1.27	2.18	0.99
Attitude towards the ad	4.12	0.11	5.23	0.11
Purchase intention	3.82	0.14	4.37	0.14
Brand attitude	4.61	0.13	5.36	0.13
Social endorsement	2.82	0.11	3.54	0.11

Analyses of the dependent variables revealed that the main effect of body visualization on was significant ($F(1,202)=57.77$, $p < .001$). The femvertising advertisement with mixed models ($M = 5.23$, $SD = 0.11$) led to a more positive attitude towards the ad than the traditional advertisement with thin models ($M = 4.12$, $SD = 0.11$).

The main effect of body visualization on purchase intention was significant ($F(1,202) = 7.59$, $p = .006$). The femvertising advertisement with mixed models ($M = 4.37$, $SD = 0.14$) led to a higher purchase intention than the traditional advertisement with thin models ($M = 3.82$, $SD = 0.14$).

A significant main effect of body visualization was found on brand attitude ($F(1,202) = 16.82$, $p < .001$). The femvertising advertisement with mixed models ($M = 5.36$, $SD = 0.13$) led to a more positive brand attitude than the traditional advertisement with thin models ($M = 4.61$, $SD = 0.11$).

Lastly, the main effect of body visualization on social endorsement was significant $F(1,202)=57.77$, $p < .001$. The femvertising advertisement with mixed models ($M = 3.54$, $SD = 0.11$) is more likely to be social endorsed than the traditional advertisement with thin models ($M = 2.82$, $SD = 0.11$). As a result of the findings, hypothesis H1A, B, C and D are supported.

Table 7. Test of between subject design effect

Independent variable	Dependent variable	F-value	*Sig.*
Body visualization: Traditional (thin models) / Femvertising (mixed models)	Ad reactance	54.16	< .001
	Attitude towards the ad	57.77	< .001
	Purchase intention	7.59	.006
	Brand attitude	16.82	< .001
	Social endorsement	22.98	< .001

Main effect of body conceptualization

Additionally, Table 5 shows there was no main effect found for body conceptualization on the combined dependent variables. A summary of the means and standard deviations of the dependent variables can be found in Table 8. Analyses of the dependent variables in Table 9 shows that there was no significant main effect of body conceptualization found on either dependent variables. The results of this analysis indicate that there were no differences in attitude towards the ad, purchase intention, brand attitude and social endorsement between the groups who were exposed to an advertisement with an appearance focused message and the groups who were exposed to an advertisement with a functionality focused message. As a result of the findings, hypothesis H2A, B, C and D are rejected.

Table 8. Summary body visualization means (M) and standard deviations (SD)

	Body appearance (appearance focused message) N = 107		Body functionality (functionality focused message) N = 97	
	M	*SD*	*M*	*SD*
Ad reactance	2.81	0.13	2.76	0.13
Attitude towards the ad	4.67	0.12	4.71	0.13
Purchase intention	4.09	0.14	4.09	0.15
Brand attitude	5.01	0.13	4.93	0.14
Social endorsement	3.15	0.11	3.12	0.12

Table 9. Test of between subject design effect

Independent variable	Dependent variable	F-value	*Sig.*
Body conceptualization: Body appearance / Body functionality	Ad reactance	.098	.809
	Attitude towards the ad	.074	.785
	Purchase intention	.001	.975
	Brand attitude	.174	.677
	Social endorsement	.067	.796

Interaction effect body visualization x body conceptualization

There was no interaction effect found between the independent variables body visualization and body conceptualization on the dependent variables which is shown in Table 11. A summary of the means and standard deviations of the dependent variables can be found in Table 10. Hypothesis H3A, B, C and D are rejected as a result of the findings.

Table 10. Summary body visualization*body conceptualization means and standard deviations

		Traditional (thin models)		Femvertising (mixed models)	
		M	*SD*	*M*	*SD*
Body appearance	Attitude towards the ad	4.19	1.22	5.21	1.03
	Purchase intention	3.80	1.57	4.41	1.11
	Brand attitude	4.71	1.24	5.35	1.11
	Social endorsement	2.82	.92	3.53	1.06
Body functionality	Attitude towards the ad	4.05	1.03	5.37	1.05
	Purchase intention	3.85	1.38	4.33	1.52
	Brand attitude	4.49	1.41	5.36	1.43
	Social endorsement	2.82	1.11	3.56	1.24

Body apperance*Traditional (N = 57), Body functionality*Traditional (N= 48)

Body apperance *Femvertising (N=50), Body functionality *Femvertising (N=49)

Table 11. Test of between subject design effect

Independent variable	Dependent variable	F-value	*Sig.*
*Body conceptualization * Body visualization*	Attitude towards the ad	.921	.338
	Purchase intention	.116	.734
	Brand attitude	.429	.513
	Social endorsement	.017	.895

Mediation effects of ad reactance

Besides the direct main and interaction effects of the independent variables on the dependent variables, the mediation effect of the possible mediating variable ad reactance is tested. Since there was only a main effect of body visualization on the dependent variables found (Λ = 0.76, $F(4,199)$ = 15.74, $p < .001$) and there was no significant main effect found of body conceptualization on ad reactance, a mediation effect could only possible occur between body visualization and the dependent variables attitude towards the ad, purchase intention, brand

attitude and social endorsement. Therefore, hypotheses H6, H7A ,B, C and D are already rejected. A mediation analysis was performed by Model 4 of the PROCESS macro for SPSS, written by Andrew F. Hayes (2017).

Attitude towards the ad

Mediation analysis (figure 8) is done in order to see whether ad reactance mediate the effect of body visualization on attitude towards the ad. First of all, the direct effect of the independent variable body visualization on the dependent variable attitude towards the ad, ignoring the mediator (ad reactance), showed that body visualization is a significant predictor of attitude towards the ad (b = 1.16, $t(202)$ = 7.601, p = <.001). Secondly, the effect of body visualization on the mediator ad reactance was also found to be significant (b = -.580, $t(202)$ = -10.776, p = <.001). Third, the mediation analysis showed that the effect of the mediator (ad reactance), controlling for body visualization, was significant (b = -.580, t=-10.776, p = <.001). Fourth, when controlling for the mediator (ad reactance), the independent variable body visualization was found to be a significant predictor of attitude towards the ad (b = .484, $t(202)$ = 3.502, p = .001). The indirect effect was tested using non-parametric bootstrapping. The indirect effect (b = .685) is statistically significant: b = .685, 95%CI = (.478, .909). Since body visualization was still a significant predictor of attitude towards the ad after controlling for the mediator, ad reactance, it is consistent with partial mediation (Baron & Kenny, 1987). Therefore H5A is partially supported.
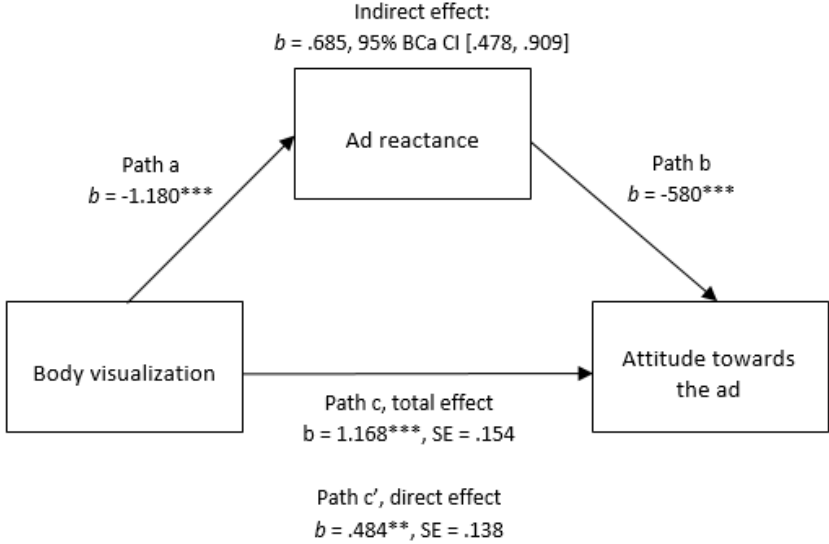
Figure 6. Mediation model for attitude towards the ad with ad reactance as mediator.

Purchase intention

The possible mediation of ad reactance for the effect of body visualization on purchase intention was also investigated (figure 9). The direct effect of the independent variable body visualization on the dependent variable purchase intention, ignoring the mediator (ad reactance), showed that body visualization is a significant predictor of purchase intention ($b = .542$, $t(202) = 2.755$, $p = .006$). Results also indicated that body visualization was a significant predictor of ad reactance ($b = -1.180$, $t(202) = -7.359$, $p = <.001$), and that ad reactance was a significant predictor of purchase intention ($b = -.484$, $t(202) = -6.076$, $p = < .001$). Body visualization was no longer a significant predictor of purchase intention after controlling for the mediator ad reactance ($b = .-.023$, $t(202) = -.139$, $p = .890$), consistent with full mediation. Also the indirect effect was statistically significant with $b = .571$ and 95%CI = (.335, .841). Hence, H5B is supported.
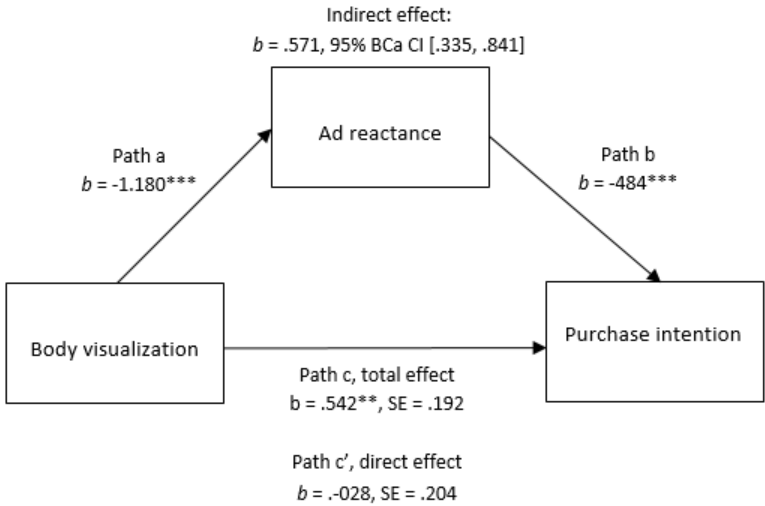
Figure 7. Mediation model for purchase intention with ad reactance as mediator.

Brand attitude

The possible mediation of ad reactance for the effect of body visualization on brand attitude is shown in figure 10. The direct effect of the independent variable body visualization on the dependent variable brand attitude, ignoring the mediator (ad reactance), showed that body visualization is a significant predictor of brand attitude ($b = .745$, $t(202) = 4.101$, $p = <.001$). Results also indicated that body visualization was a significant predictor of ad reactance ($b = -1.180$, $t(202) = -7.359$, $p = <.001$), and that ad reactance was a significant predictor of brand attitude ($b = -.557$, $t(202) = -6.076$, $p = < .001$). Body visualization was no longer a significant predictor of brand attitude after controlling for the mediator ad reactance ($b = .088$, $t = .493$, $p = .622$), consistent with full mediation. Also the indirect effect was statistically significant with $b = .657$ and 95%CI = (.423, .921). Consequently, hypothesis 5c is supported.
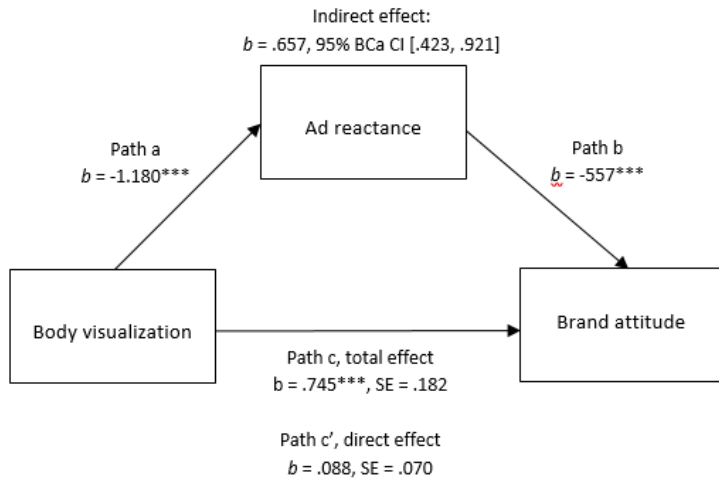
Figure 8. Mediation model for brand attitude with ad reactance as mediator.

Social endorsement

Figure 11 presents the mediation model for social endorsement with ad reactance as mediator. The direct effect of the independent variable body visualization on the dependent variable social endorsement, ignoring the mediator (ad reactance), showed that body visualization is a significant predictor of social endorsement (b = .725, $t(202)$ = 4.794, p = <.001). Results also indicated that body visualization was a significant predictor of ad reactance (b = -1.180, $t(202)$ = -7.359, P <.001), and that ad reactance was a significant predictor of social endorsement (b = -.457, $t(202)$ = -7.859, p = < .001). Body visualization was no longer a significant predictor of purchase intention after controlling for the mediator ad reactance (b = .185, $t(202)$ = 1.241, p = .216), consistent with full mediation. Also the indirect effect was statistically significant with b = .539 and 95%CI = (.374, .726). The results support hypothesis 5d.
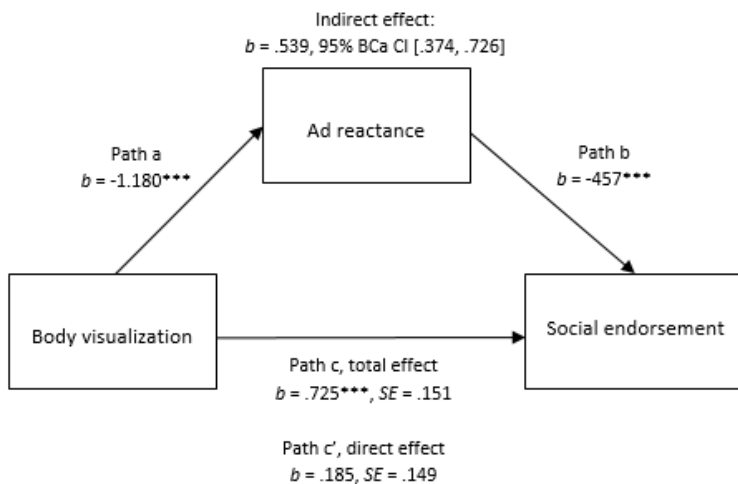
Figure 9. Mediation model for social endorsement with ad reactance as mediator.

Moderation effects of similarity between model and consumer

Moderation analysis was conducted to estimate and test hypotheses about the paths of influence from the independent variable body visualization on the mediator ad reactance. For this analysis, similarity between the consumer and model was recoded from a 7-point Likert scale into two groups:
1. Weak similarity between model and consumer (score 1.00 – 4.00)
2. Strong similarity between model and consumer (score 4.01 – 7.00)

The moderating effect of similarity between the consumer and model was measured using an two-way ANOVA with body visualization as independent variable, similarity as moderator and ad reactance as dependent variable. Results showed that the moderating effect between body visualization * similarity on ad reactance was not significant $F(1,200)=.983$, $p = .323$.

Table 10. Summary ad reactance for body visualization*similarity

	Traditional (thin models)		Femvertising (mixed models)	
	M	*SD*	*M*	*SD*
Weak similarity	3.54	1.23	2.39	1.03
Strong similarity	2.75	1.27	2.19	.89

A hierarchical multiple regression analysis was also conducted to test whether similarity between the consumer and model moderates the relationship between body visualization and ad reactance. In the first step, two variables were included: body visualization and similarity between model and consumer. These variables accounted for a significant amount of variance ad reactance, $R^2 = .257$, $F(2, 201) = 34.81$, $p = <.001$. Next, the interaction term between body visualization and similarity was added to the regression model, which accounted for a non-significant proportion of the variance in ad reactance, $\Delta R^2 = .004$, $\Delta F(1, 200) = .983$, $p = .323$, $b = .340$, $t(200) = .991$, $p = .323$. This indicates that similarity between model and consumer does not moderate the relation between body visualization and ad reactance.

To test the entire research model, Model 7 in the PROCESS macro of Hayes (2013) was used to indicate if there was a moderated mediation. Not surprisingly, due to the previous moderation analysis, this analysis indicated nonsignificant results. Consequently, hypothesis 8 is rejected.

Hypotheses overview

Table 12 displays the hypotheses that were tested in the current study and the extent to which they were supported by the findings of the statistical analyses.

Table 12. Overview of results of hypotheses testing

	Hypotheses	**Result**
H1A	The use of mixed models with different body shapes in femvertising will positively affect the attitude towards the advertisement as compared to the use of only thin models in traditional advertising.	Supported
H1B	The use of mixed models with different body shapes in femvertising will positively affect purchase intention, as compared to the use of only thin models in traditional advertising.	Supported
H1C	The use of mixed models with different body shapes in femvertising will positively affect brand attitude, as compared to the use of only thin models in traditional advertising.	Supported
H1D	The use of mixed models with different body shapes in femvertising will positively affect social endorsement, as compared to the use of only thin models in traditional advertising.	Supported
H2A	The use of a body functionality message will positively affect the attitude towards the advertisement, as compared to the use of a body appearance message.	Rejected
H2B	The use of a body functionality message will positively affect the purchase intention, as compared to the use of a body appearance message.	Rejected
H2C	The use of a body functionality message will positively affect brand attitude, as compared to the use of a body appearance message.	Rejected
H2D	The use of a body functionality message will positively affect social endorsement, as compared to the use of a body appearance message.	Rejected
H3A	The effect of body visualization on attitude towards the advertisement is stronger for a body functionality message than for body appearance message.	Rejected
H3B	The effect of body visualization on purchase intention is stronger for a body functionality message than for body appearance message.	Rejected
H3C	The effect of body visualization on brand attitude is stronger for a body functionality message than for body appearance message.	Rejected
H3D	The effect of body visualization on social endorsement is stronger for a body functionality message than for body appearance message.	Rejected
H4	The use of mixed models with different body shapes femvertising will lead to less ad reactance, as compared to the use of only thin models in traditional advertising.	Supported
H5A	Ad reactance mediates the effect of body visualization type on attitude towards the advertisement.	Partially supported
H5B	Ad reactance mediates the effect of body visualization type purchase intention.	Supported
H5C	Ad reactance mediates the effect of body visualization type on brand attitude.	Supported
H5D	Ad reactance mediates the effect of body visualization type on social endorsement.	Supported
H6	The use of a body functionality message will lead to less ad reactance, as compared to the use of a body appearance message.	Rejected
H7A	Ad reactance mediates the effect of body conceptualization type on attitude towards the advertisement.	Rejected
H7B	Ad reactance mediates the effect of body conceptualization type on purchase intention.	Rejected
H7C	Ad reactance mediates the effect of body conceptualization type on brand attitude.	Rejected
H7C	Ad reactance mediates the effect of body conceptualization type on social endorsement	Rejected
H8	Similarity between the model and consumer will moderate the relationship between body visualization and ad reactance.	Rejected

Discussion and conclusion

This chapter discusses the main findings of this study. Secondly, academic and practical implications will be discussed and thereafter the limitations of the study and implications for future research are investigated. The chapter ends with the conclusion.

Discussion of the findings

The aim of this study was to examine to what extent body visualization and the way the body is conceptualized in advertising messages influences female consumer responses regarding attitude towards the ad, purchase intention, brand attitude and social endorsement.

First of all, a significant main effect for body visualization was found. The femvertising advertisement with mixed models led to more positive female consumer responses than the traditional advertisement with only thin models regarding attitude towards the advertisement, purchase intention, brand attitude and social endorsement. This outcome was in line with the expectations and consistent with previous research which already showed that more natural depictions of women are often well received by consumer (Diedrichs & Lee, 2011; Beale et al., 2016; Åkestam et al., 2017).

However, no significant main effect was found for body conceptualization and there was no significant interaction effect between the independent variables body visualization and conceptualization. These results are in contradiction to what was expected. The addition of functionality focused caption or the addition of appearance focused message made no difference. Based on Roberts and Gettman's (2004) initial finding that objectifying messages which focused on appearance led to more negative responses than body competence message, the expectation was that a functionality focused message would result in positive results or at least strengthen the use of mixed models, but clearly it did not. Since critics say that focus on appearance objectify women which can lead to negative responses (Webb et al., 2017). However, in contrast to what was expected, viewing a functionality message did not lead to a more positive attitude towards the ad, brand attitude or higher levers of purchase intention and social endorsement. This was equally the case for femvertising advertisements with mixed models and traditional advertisements with thin models. An explanation for this could be that the ad was about sportswear. Even though exercising has a functionality function and an appearance function, it is often goal-oriented and it may be that people exercise for both functions: to be fit and look fit. The appearance focused message was "Once you see results in the mirror, it will become an addiction". Visible physical results from exercising do not necessarily have to be objectifying in the sense of becoming thin and meeting the ideal standards, but it can also be functionality

focused in the sense of looking stronger. Especially for the femvertising condition where there are models portrayed with different body shapes, it is like likely that the message did not feel like you have to achieve an unrealistic ideal to be worthy or that the message is objectifying.

Tiggeman, Anderberg and Brown (2020) suggest that in an Instagram post the visual image itself will likely always be the most prominent and salient feature rather than any accompanying verbal text. This could possibly be another explanation of the unexpected result regarding body conceptualization. For body conceptualization the caption was manipulated and it is possible that this was not salient enough compared to manipulation of body visualization which was done by the visual image.

A mediation analysis showed that the significant main effect of body visualization on attitude towards the advertisement, purchase intention, brand attitude and social endorsement can be explained by ad reactance. The femvertising advertisement with mixed models led to less ad reactance compared to the traditional advertisement with thin models. Ad reactance had a significant negative effect on attitude towards the ad, brand attitude, purchase intention and social endorsement. These results indicate that a femvertising advertisement with mixed models lead to a positive attitude towards the ad, purchase intention, brand attitude and social endorsement than the traditional advertisement with thin models, since the femvertising advertisement with mixed model leads to less ad reactance than the traditional advertisement with thin models. These results support the theoretical reasoning that stereotypical images of only thin models in traditional advertising can lead to ad reactance and female consumer feel more resistance towards these type of advertisements (Thorbjørnsen & Dahlen, 2011; Åkestam et al., 2017).

Ad reactance did not mediate the relationship between body conceptualization and the dependent variables. It was expected that an appearance focused message would lead to more ad reaction than a functionality focused message, since an appearance focused message seems to objectify women (Bissell & Rask, 2010). However, there were no main effects found for body conceptualization and a result mediation analysis became obsolete. The addition of a functionality focused caption or the addition of an appearance focused message made no difference regarding ad reactance. This may be a result of the more prominent and overall focus on appearance within the image, since ad reactance did mediate the relationship between body visualization and the dependent variables. It seems that the body types of the models have the strongest effects. Also it could be that the messages used for the body conceptualization condition were probably not seen as objectifying. If the messages would have felt objectifying is it more likely ad reactance would have occurred (Boepple et al., 2016; Webb, et al. 2017; Åkestam et al., 2017).

Similarity between the model and the consumer did not moderate the effect between body visualization and ad reactance. It was expected that similarity between the model and consumer would decrease ad reactance. Although the findings are not significant, respondents who perceived weak similarity to the models in the traditional advertisement condition perceived a higher level of ad reactance than participants who perceived strong similarity. In the femvertising condition there was barely a difference in means for ad reactance between weak and strong similarity. A trend is visible that mixed body sizes in an advertisement are preferred instead of only thin models even when respondents perceive weak similarity with the mixed models. For years, the thin ideal has been most widely presented in the media (Åkestam et al., 2017; Cohen et al., 2019). Women may want to see more diversity at all, regardless of whether they are similar to the models. This is probably the reason that body positivity movement emerged on social media and their message is to accept your physical appearance no matter how you look and if you meet society's standard or not.

Academic and practical implications

Previously, studies about advertisements including models with different body types or the use of body functionality in advertisement often focused on the effect it had on body image. This study, on the other hand, broadens the knowledge about the effects on consumer responses. This study expands the knowledge of femvertising and in particularly advertisements that question the current body ideal for women. A trend is visible that mixed body sizes in an advertisement are preferred instead of only portraying women who fit into the thin ideal of society. This study also found a link between body visualization and ad reactance, which in turn had an effect on the consumer responses. Ad reactance mediated the relationship between body visualization and the consumer responses. However, this study also showed that the use of a body functionality caption or a body appearance message makes no difference in consumer responses. As a result, this research also extends the knowledge of the use of body competence strategies in advertisements.

Furthermore, the findings of the current study can be applied practically by marketers. This study gives an insight about how women would like to see how females are portrayed in advertisement. Greater diversity in body shapes were well received by consumers in this study. It is therefore possible to deviate from the traditional portrayal of women in advertisements which only show thin models and use more diversity in advertisements. Consumers are open to more diversity and prefer to see a reflection of society in the media and in advertisements. In addition, the use of a femvertising advertisement with mixed models is a win-win situation for marketers, because it creates positive female consumer responses towards the ad, but it also

creates a positive attitude towards the brand.

In addition, this study shows that ad reactance seems to be a predictor of consumer responses. This variable could be of interest to marketers to use in a pre-test to see how the audience responds to the ad and how women are shown in the ad before implementing their campaign of ad materials.

Limitations

There are several limitations to this study. The first limitation is that different models are used per condition. Even though the models are carefully selected based on the type of clothing, ethnicity and age. However, this may mean that the ad differed on other dimensions than just body type and it may also have had an effect on the results. For future research, it is advisable to use the same models in each condition and digitally modify them in different body types to avoid these types of effects.

The second limitation is that this study only had questions about respondents' gender, age and education. However, it is possible that there were other individual differences per person that may moderate the responses to the ads. For example, someone's skin color or ethnicity. Future studies are needed to investigate these differences. Because of this limitation, it is also possible that that the variable similarity may have been misinterpreted even though it contained an item that explicitly asked for similarity in body type. However, the other items mainly asked for similarity based on the appearance. It is possible that the respondents compared themselves with the model on the basis of, for example, skin color, height or other appearance features. In future studies, it is advisable to the define the items more clear in the variable similarity or perhaps use an objective measure such as BMI.

Unfortunately, it is also not entirely clear to what extent respondents have read the captions carefully or not. Since no differences were found between a body appearance message and a body functionality message, it has been assumed that the caption is more salient than the visual image. To be sure of this in future studies, manipulation check or an eye-tracking study can be implemented in the study, so that it is clear whether the participants have paid attention to this.

Future research

Because of the non-significant results of body conceptualization, there is room for future research to explore this. There are many more product categories that can potentially affect consumers responses in case of body conceptualization. It would be interesting to see if body

conceptualization does matter when the advertisement focuses on a specific sport. For example yoga is known as a mind-body practice where the focus is on the functionality of your body and practitioners are encouraged to be aware of their bodily functions instead of their appearance (Alleva, Tylka, Van Oorsow, Montanaro, Perey, Bolle & Webb, 2020). A functionality focused message would accompany the whole mindset of yoga rather than an appearance focused message, so this could provoke responses. Also it would be interesting to look into other product categories to see the effect of body conceptualization in combination with femvertising. For example there is still a social stigma around menstrual hygiene where brands of female hygiene products enhance the taboo by having selling points focused on appearance like discretion, nice prints that are stylish or even menstrual pads in black so it would not be visible when women wear black underwear. But there are also campaigns that try to break the taboo like Bodyform and Libresse (2017) where they show a real depiction of menstrual blood instead of blue liquid. It can be interesting to see what the impact can be of a body competence approach where the focus is on body functionality like female hygiene products need to be comfortable so you can move freely with your body or that menstruation is a celebration of the female body.

Because no differences were found in consumer responses to a body appearance or body functionality message, it is important that future research looks at other ways to apply a body competence strategy in advertisements. In the past, the pose of a model and functionality-focused and appearance-focused images of models have already been looked at (Williamson & Karazsia, 2018; Mulgrew et al., 2020). Perhaps it is an idea to delve into this and, for example, also make use of videos. IG TV on Instagram and social media platform TikTok are upcoming and contain moving images and it would be interesting to see whether functionality focused video's would be more effective.

It is important that future research investigates other underlying mechanisms that can have an impact on femvertising and integrating body competence strategies to disentangle which component(s) may be most detrimental. The present study has taken a first step by looking at similarity between the customer and model, but the degree of self-objectification and thin ideal internalization can also be important for understanding how consumers react to femvertising and body competence strategies.

Finally, not only women are portrayed in the media in (stereo)typical ways. This study only looked at the stereotype that women should be thin and live up to this thin ideal. However, there are other stereotypes or typicalities in advertisements that can be explored in future studies, such as men and toxic masculinity or straight couples versus LGBTQ couples.

Conclusion

The aim of this study was to examine to what extent body visualization and the way the body is conceptualized in advertising messages positively influences female consumer responses regarding attitude towards the ad, purchase intention, brand attitude and social endorsement. This study provides a conceptual discussion of femvertising and the use of body competence strategies in an Instagram advertisement about gym clothing as well as an empirical examination of its effects on female consumers responses. The experimental study showed that femvertising advertisements with mixed models are more positive evaluated regarding attitude towards the ad, brand attitude, purchase intention and social endorsement compared to traditional advertisement with only thin models. This effect is mediated by ad reactance. However, no significant main effect was found for body conceptualization in the caption. Furthermore, similarity between the model and the consumer was not found to be the moderator for body visualization. Future studies might investigate this more in depth and test other body competence strategies in advertisements.

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Appendices

Appendix I: Pre-test survey

Opening message

Beste respondent, beste student,

Hartelijk dank dat u mee wilt werken aan mijn onderzoek ter afronding van mijn Master Communication Science. Deze enquête wordt gebruikt als vooronderzoek.

Het eerste deel van het onderzoek bestaat uit een aantal vragen over de modellen die afgebeeld zijn. Bij het tweede deel krijgt u een aantal boodschappen te lezen. De vragen die daarop volgen zijn op deze teksten gericht.

Het invullen van deze vragenlijst zal ongeveer 10 minuten duren. De resultaten van deze vragenlijst zullen volledig anoniem verwerkt worden.

Door te starten met de vragenlijst verklaart u de bovenstaande informatie te hebben gelezen en gaat akkoord met deelname aan dit onderzoek. Deelname aan dit onderzoek is geheel vrijwillig en u kunt op elk moment stoppen.

Mocht u verder nog vragen hebben over dit onderzoek dan kunt u altijd contact opnemen.

Met vriendelijke groet,

M.R. Esmeijer
Studente Communication Science
Universiteit Twente
m.r.esmeijer@student.utwente.nl

Q1 – Wat is uw geslacht?
o   Vrouw
o   Man
o   Anders _____

Q2 – Wat is uw leeftijd?
_____

Introductory text of stimuli

Dit is het eerste deel van het onderzoek. U krijgt verschillende afbeeldingen te zien en vervolgens krijgt u een aantal vragen over de afbeelding.

Stimuli pre-test thin models
Traditional #1, Traditional #2, Traditional #3 and Traditional #4

Stimuli models with mixed body types
Femvertising #1, Femvertising #2, Femvertising #3 and Femvertising #4

Participants got to see all eight images and after every image they had to answer the following questions:

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Noch mee oneens/ noch mee eens (3)	Mee eens (4)	Helemaal mee eens (5)
De advertentie is een stereotype (1)	○	○	○	○	○
De advertentie geeft een stereotype weergave van vrouwen (2)	○	○	○	○	○
De advertentie is typisch voor advertenties gericht op vrouwen (3)	○	○	○	○	○
De advertentie is ongebruikelijk voor adverteren op vrouwen (4)	○	○	○	○	○
De advertentie verschilt van traditionele advertenties die op vrouwen zijn gericht (5)	○	○	○	○	○

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Noch mee oneens/ noch mee eens (3)	Mee eens (4)	Helemaal mee eens (5)
Alle modellen zijn slank (1)	○	○	○	○	○
De modellen hebben verschillende lichaamsvormen (2)	○	○	○	○	○
De modellen hebben hetzelfde postuur (3)	○	○	○	○	○
Alle modellen zijn plus size (4)	○	○	○	○	○

Wat is de gemiddelde leeftijd van de afgebeelde modellen?

Part 2 of the pre-test

Dit is het laatste deel van het onderzoek. U krijgt aantal claims te zien. Lees de claim rustig door en vervolgens krijgt u een aantal vragen over de claim.

1- Fitgirls come from all shapes and sizes.

2- There is no weight limit on looking fit.

3- Once you see results in the mirror, it becomes an addiction.

4- Exercise is a celebration of what your body can do.

5- It doesn't get easier, you just get stronger.

6- Let's celebrate our ability to move our bodies.

Participants got to see all six claims and after every claim they had to answer the following questions:

	Helemaal mee oneens (1)	Mee oneens (2)	Noch mee oneens/ noch mee eens (3)	Mee eens (4)	Helemaal mee eens (5)
Deze tekst gaat over het uiterlijk van het lichaam (1)	○	○	○	○	○
Deze tekst gaat over de functionaliteiten van het lichaam (2)	○	○	○	○	○
Deze tekst gaat over hoe het lichaam eruit ziet (3)	○	○	○	○	○
Deze tekst gaat over wat je met je lichaam kunt doen (4)	○	○	○	○	○

Closing text:

Dit is het einde van het onderzoek. Heel erg bedankt voor uw medewerking!

Appendix II: Main study survey

Opening message

Beste respondent,

Allereerst hartelijk dank dat u mee wilt werken aan mijn onderzoek ter afronding van mijn Master Communication Science.
U neemt deel aan een onderzoek waarbij we informatie zullen vergaren door u een vragenlijst voor te leggen welke u online kunt invullen. Het doel van dit onderzoek is om te onderzoeken hoe advertenties geëvalueerd worden.

Het invullen van deze vragenlijst zal ongeveer 5 minuten duren. Uw deelname is vrijwillig en u kunt uw deelname op elk gewenst moment stoppen.
Wij doen er alles aan uw privacy zo goed mogelijk te beschermen. Er wordt op geen enkele wijze vertrouwelijke informatie of persoonsgegevens van of over u naar buiten gebracht, waardoor iemand u zal kunnen herkennen. Voordat onze onderzoeksgegevens naar buiten gebracht worden, worden uw gegevens geanonimiseerd.
  Mocht u verder nog vragen hebben over dit onderzoek dan kunt u altijd contact met mij opnemen.

Met vriendelijke groet,

Michelle Esmeijer
Studente Communication Science
Universiteit Twente
m.r.esmeijer@student.utwente.nl

○ Hierbij bevestig ik bovenstaande gelezen te hebben en akkoord te gaan met deelname aan dit onderzoek. (1)

○ Hierbij bevestig ik dat ik niet akkoord ga met bovenstaande en ik wens niet deel te nemen aan dit onderzoek. (2)

_____

Questions about demographics

Wat is uw geslacht?

○ Vrouw (1)

○ Man (2)

○ Anders (3) _____

Wat is uw hoogst genoten opleiding?

○ VMBO (1)

○ HAVO (2)

○ VWO (3)

○ MBO (4)

○ HBO (5)

○ WO (6)

○ Anders, namelijk (7) _____

Wat is uw leeftijd?

_____

Introductory text of stimuli

Stel u voor dat u aan het scrollen bent op Instagram en onderstaande advertentie komt voorbij op uw feed.

Bekijk de advertentie zorgvuldig. Op de volgende pagina volgen vragen over de advertentie.

Participants were randomly assigned to one of the four following condition:

nike

227.183 vind-ik-leuks
nike Once you see results in the mirror, it becomes an addiction.
Alle 1.872 opmerkingen bekijken
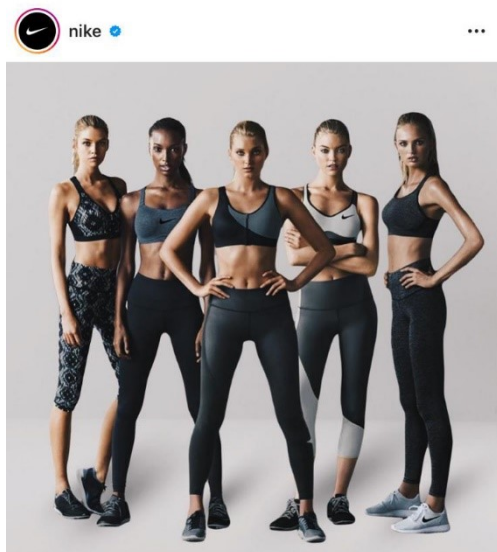
nike

227.183 vind-ik-leuks
nike Let's celebrate our ability to move our bodies.
Alle 1.872 opmerkingen bekijken
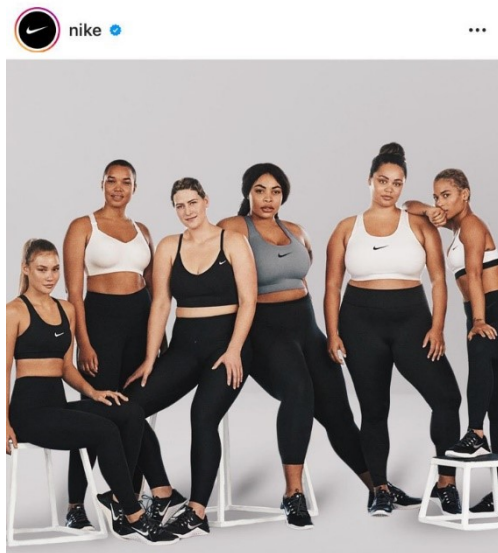
nike

227.183 vind-ik-leuks
nike Once you see results in the mirror, it becomes an addiction.
Alle 1.872 opmerkingen bekijken

nike

227.183 vind-ik-leuks
nike Let's celebrate our ability to move our bodies.
Alle 1.872 opmerkingen bekijken

Ik vind de advertentie:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Saai	○	○	○	○	○	○	○	Leuk
Lelijk	○	○	○	○	○	○	○	Mooi
Afgezaagd	○	○	○	○	○	○	○	Origineel
Slecht	○	○	○	○	○	○	○	Goed
Zwak	○	○	○	○	○	○	○	Sterk
Niet aansprekend	○	○	○	○	○	○	○	Aansprekend
Onaantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Onaangenaam	○	○	○	○	○	○	○	Aangenaam
Niet waardevol	○	○	○	○	○	○	○	Waardevol
Negatief	○	○	○	○	○	○	○	Positief
Niet nuttig	○	○	○	○	○	○	○	Nuttig
Ondermaats	○	○	○	○	○	○	○	Uitstekend
Niet voor mij	○	○	○	○	○	○	○	Voor mij

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Een beetje mee oneens (3)	Noch mee oneens/ Noch mee eens (4)	Een beetje mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik vind de advertentie leuk. (1)	○	○	○	○	○	○	○
Ik sta ongunstig tegenover deze advertentie. (2)	○	○	○	○	○	○	○
Ik heb een positief gevoel over deze advertentie. (3)	○	○	○	○	○	○	○
Ik kan me goed inleven in deze advertentie. (4)	○	○	○	○	○	○	○
Deze advertentie geeft mij een slecht gevoel. (5)	○	○	○	○	○	○	○
Ik voel me aangesproken door deze advertentie. (6)	○	○	○	○	○	○	○
Deze advertentie is goed. (7)	○	○	○	○	○	○	○

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Een beetje mee oneens (3)	Noch mee oneens / noch mee eens (4)	Een beetje mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Door de advertentie wil ik precies het tegenovergestelde zijn. (1)	○	○	○	○	○	○	○
Ik keur het af hoe de advertentie mij probeert te beïnvloeden. (2)	○	○	○	○	○	○	○
De keuze van de modellen in de advertentie irriteert me. (3)	○	○	○	○	○	○	○
Door de modellen wil ik precies het tegenovergestelde zijn. (4)	○	○	○	○	○	○	○
Ik keur het af hoe de modellen in de advertentie mij probeert te beïnvloeden. (5)	○	○	○	○	○	○	○
De advertentie irriteert me. (6)	○	○	○	○	○	○	○

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Een beetje mee oneens (3)	Noch mee eens / noch mee oneens (4)	Een beetje mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik vind mezelf vergelijkbaar met de modellen. (1)	○	○	○	○	○	○	○
De modellen en ik lijken op elkaar. (2)	○	○	○	○	○	○	○
Ik vind dat ik niet op de modellen lijk. (3)	○	○	○	○	○	○	○
De modellen en ik hebben een soortgelijk lichaamstype. (4)	○	○	○	○	○	○	○

Hoe acht u de kans dat u een product zou kopen van Nike na het zien van deze advertentie?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Onwaarschijnlijk	◯	◯	◯	◯	◯	◯	◯	Waarschijnlijk
Niet mogelijk	◯	◯	◯	◯	◯	◯	◯	Mogelijk
Onzeker	◯	◯	◯	◯	◯	◯	◯	Zeker
Absoluut niet	◯	◯	◯	◯	◯	◯	◯	Absoluut

Ik vind het merk Nike na het zien van deze advertentie:

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Niet leuk	◯	◯	◯	◯	◯	◯	◯	Leuk
Negatief	◯	◯	◯	◯	◯	◯	◯	Positief
Niet inspirerend	◯	◯	◯	◯	◯	◯	◯	Inspirerend
Oninteressant	◯	◯	◯	◯	◯	◯	◯	Interessant
Onaantrekkelijk	◯	◯	◯	◯	◯	◯	◯	Aantrekkelijk
Onaangenaam	◯	◯	◯	◯	◯	◯	◯	Aangenaam

Geef aan hoe u over de volgende stellingen denkt:

	Helemaal mee oneens (1)	Mee oneens (2)	Oneens (3)	Noch mee eens/noch mee oneens (4)	Beetje mee eens (5)	Mee eens (6)	Helemaal mee eens (7)
Ik zou deze Instagram post delen. (1)	○	○	○	○	○	○	○
Ik zou dit Instagram account volgen. (2)	○	○	○	○	○	○	○
Ik zou deze Instagram post liken. (3)	○	○	○	○	○	○	○
Ik zou niet op deze Instagram post reageren. (4)	○	○	○	○	○	○	○
Ik zou iemand taggen onder deze Instagram post. (5)	○	○	○	○	○	○	○
Ik zou dit Instagram account ontvolgen. (6)	○	○	○	○	○	○	○

Kent u het social media platform Instagram?

○ Ja (1)

○ Nee (2)

Heeft u een Instagram account?

○ Ja (1)

○ Nee (2)

○ Niet meer (3)

Hoe vaak maakt u gemiddeld gebruik van Instagram?

○ Meerdere keren per dag (1)

○ Dagelijks (2)

○ Wekelijks (3)

○ Maandelijks (4)

Closing text:

Dit is het einde van het onderzoek.

Het doel van dit onderzoek was om te bekijken wat de impact is van de manier waarop het lichaam wordt gevisualiseerd (traditioneel met alleen slanke modellen of femvertising met modellen met gemixte lichaamstypes) op advertenties die zich richt op de functionaliteit van het lichaam of die zich focust op het uiterlijk van het lichaam.

Indien u uw aanvankelijke toestemming die vóór de vragenlijst was gegeven wilt intrekken of vragen heeft over dit onderzoek, dan kunt u contact opnemen via: m.r.esmeijer@student.utwente.nl.

Heel erg bedankt voor uw deelname!