

Does size matter: How does model-size affect consumer recollection and likeability in advertising?

Sarah Anne Kelly

A thesis submitted to Auckland University of Technology
in partial fulfilment of the requirements for the degree of
Master of Business (MBus).

2013

Faculty of Business

Contents

List of Figures	4
List of Tables.....	5
Attestation of Authorship	6
Acknowledgements	7
Ethical Approval	8
Abstract	9
1. Introduction	11
1.1 Research Problem.....	11
1.2 Direction of Thesis	13
2. Literature Review	15
2.1 Overview of Literature	15
2.3 Discussion of Literature Review	24
2.3.1 Shape vs. Mirror Debate	25
2.3.2 Negative Perceptions Towards Regular-Sized Models.....	26
2.3.3 Attraction towards under-weight models	27
2.3.4 Portrayal of Male Models In Advertising	29
2.3.5 Society's expectations on an ideal beauty.....	31
2.3.6 Comparison and Self-Image in Female Consumers.....	32
2.4 Conclusion of Literature Review.....	34
3. Theory Development/Hypotheses	37
3.1 Theoretical Framework for Perception & Memory	38
3.1.1 Novelty & Collective Attention Theory.....	38
3.1.2 Theory of Attraction	40
3.1.3 Inattentional Blindness Theory	41
3.2 Theoretical Framework for Attitude & Likeability	43
3.2.1 Social Influence Theory	44
3.2.2 Theory of Visual Attention	45
3.3 Theoretical Framework for Evaluation of the Model.....	47
3.3.1 Expectation States Theory.....	47
3.3.2 Social Comparison Theory	49
3.3.3 Gender Stereotypes	50

3.4	Theory & Hypotheses Development	51
4.	Study	57
4.1	Design.....	57
4.2	Measures.....	65
4.3	Sample	66
4.4	Results	68
4.4.1	Perception & Memory	68
4.4.2	Attitude & Likeability Results	74
4.4.3	Evaluation of the Model	78
5.	Discussion	86
5.1	Perception & Memory	86
5.1.1	Perception & Attention	86
5.1.2.	Memory & Recollection	90
5.2	Attitude & Likeability	93
5.3	Evaluation of the Model	97
6.	Managerial Implications.....	100
7.	Limitations/Recommendations	102
8.	Conclusions.....	104
9.	References	108
10.	Appendices.....	113
10.1	Ethical Approval Letter	114
10.2	Appendix 1: Four Magazine Pages	115
10.3	Survey Part One.....	120
10.4	Survey Part Two	124

List of Figures

Figure 1: Female BMI Scale	Page 59
Figure 2: Male BMI Scale	Page 59
Figure 3: Underweight Models	Page 60
Figure 4: Normal Weight Models	Page 60
Figure 5: Overweight Models	Page 60
Figure 6: Example of Gold Star Cinemas Advertisement	Page 61
Figure 7: Four Magazine Pages	Page 62
Figure 8: Graph for Att. Paid Towards GSC Brand	Page 71
Figure 9: Graph for Recall of GSC Product	Page 73
Figure 10: Graph for Overall Likeability of the GSC Advertisement	Page 76
Figure 11: Graph for Likeability of GSC Ad	Page 78
Figure 12: Graph for Likeability of GSC Brand	Page 78
Figure 13: Graph for Likeability of GSC Product	Page 78
Figure 14: Graph for Likeability of GSC Person	Page 78
Figure 15: Graph for Rate of Intelligence of Person in GSC Ad	Page 81
Figure 16: Graph for Rate of Generosity of Person in GSC Ad	Page 82
Figure 17: Graph for Rate of Appeal of Person in GSC Ad	Page 83
Figure 18: Graph for Rate of Niceness of Person in GSC Ad	Page 84

List of Tables

Table 1: Literature Review Overview	Page 17
Table 2: Theory Overview	Page 51
Table 3: BMI Scale for each model	Page 59
Table 4: Participant Demographics	Page 67
Table 5: Division of Participants	Page 67
Table 6: Participant Breakdown per group	Page 67
Table 7: Mean Scores for Attention Measures.....	Page 69
Table 8: Mean Scores for Recall Measures	Page 69
Table 9: Mean Scores for Recollection Measures	Page 69
Table 10: Mean Scores for Likeability Measures	Page 75
Table 11: Mean Scores of Rateability of the Person in the GSC Ad	Page 79
Table 12: Overview of Hypotheses	Page 84

Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institute of higher learning.

Signed:

Acknowledgements

I would like to acknowledge and thank Dr. Martin Waiguny, of Auckland University of Technology, for his outstanding supervisory of my Master's thesis and for his dedication and commitment in ensuring my thesis was completed. Without his patience, understanding and passion for this topic, I do not believe I would be handing this in for submission today.

I would like to thank professors Crystal Yap, Doug Lloyd Yingzi Xu and Edwin Rajah for their help and support with data collection. Without them offering up their classrooms and students, I would not have the results to present. Also, a thank you to the students from their classes who voluntarily participated in my research.

Finally, I would like to acknowledge the Auckland University of Technology Ethical Committee (AUTEC) for approving my research and data collection on Tuesday 5th February 2013 (AUTEC Reference Number 12/327) and also to the University for approving my initial research proposal (PG1) and therefore approving my thesis.

Ethical Approval

AUT University Ethics Committee (AUTEC) approved this ethics application for this research on 5th February 2013. Application number 12/327 (See Appendix 10.1).

Abstract

In today's body conscious world, being a smaller size is everything. Consumers are constantly bombarded with messages of weight loss and images of underweight models in advertising. As consumers strive to achieve the ideal weight set upon them by advertisers, others such as health and beauty giant Unilever, have broken free and begun to use plus-sized models in their print advertising for their brand *Dove*. This research aimed to understand the effect that using models of different sizes and genders can have on both the advertising world and consumers, and asks the question: Does size matter: How does model-size affect consumer recollection and likeability in advertising?

Theories of social comparison, attraction, gender stereotypes and evaluation were looked at to help guide the research and to help understand which ways to focus the experimental study. After conducting experimental research using, four fictitious magazine pages, on students from AUT University, the research produced three major findings. Firstly, overweight female models created a higher rate of recall of the product compared to other female groups. Secondly, advertisements containing overweight female models attracted significantly more attention towards the branding and themselves; however, overweight males were the only group to demand more attention. Finally, advertisements containing normal weight females were significantly more liked overall, than ads with any other group.

Interesting results also emerged for male models which showed that advertisements containing normal weight male models were more highly liked than any of the other five groups. Interestingly it was also shown that perceptions of male models can be quite different to those of female models; for example overweight females were rated as more highly intelligent than overweight male models yet underweight males

were rated more highly intelligent than underweight female models.

Consistently throughout the research two recurring patterns were present; A 'V' shaped relationship where underweight and overweight models received more attention than normal weight models and a '^' shaped relationship of likeability where normal-sized models were more highly rated than underweight and overweight models. Overall, the research presented some interesting and useful conclusions for advertisers and shows that the current 'thin' trend in advertising may not be working as well as first thought. Whether this comes down to the novelty of it all or simply the love of something different, this research has showed that size and gender can affect advertising in regards to perceptions and likeability.

1. Introduction

1.1 Research Problem

In today's society thin is in. Or is it? Media, advertisers and especially our peers put a large amount of pressure on us to be thinner and in Western media, thinness is overwhelmingly idolised and being overweight is often stigmatised (Daily Mail, 2012). Research has shown although the media primarily portrays images of underweight models, seventy-five per cent of women wished the media did a better job of portraying diverse size (Dove, 2004). The issue of model size relates to several negative things including self-esteem, ideal body size and health, and literature has shown that media images of women have become unrealistic, which can have a negative effect on female consumers (Dittmar, 2009). With these messages of weight loss and an 'ideal weight' coming from every corner, it is understandable that advertisers would want to display what people want to see; thin women. This comes back to the shape vs. mirror debate, where it is questioned whether advertisers are shaping society's views or in fact mirroring them. However, several advertisers are now breaking free from the norm and starting to realise that thin women may not be all that they are made out to be when it comes to advertising. Take health and beauty giant Unilever: Unilever is one of the world's largest health and beauty brands and spends millions of dollars each year on advertising. Yet for one of their brands Dove, they decided to take a chance and started their *Real Women* campaign. Unilever displayed Dove advertisements containing women who would be deemed far more than plus-sized in the advertising industry; yet the response was that of positivity and favour from consumers. The campaign did receive huge success, which brings with it the question of what the ideal size actually is; are we claiming to want to be thinner, when really we're happy not to be?

The notion of health and weight has become such a prominent topic that even males are becoming swept up on it and the focus has partially moved over to male body size, as well as female body size. Males too are becoming targeted by advertisers to gain an ideal body size; although often this is more related to muscle mass, opposed to weight itself. Gone are the days where all the expectations of size and beauty are on women, as men are now much more in the spotlight than ever before.

When it comes to academic literature around the topic many authors have asked about model size and how it can affect advertising effectiveness (Halliwell & Dittmar, 2005; Dittmar & Howard, 2004; Diedrichs & Lee, 2011). However, literature has often focused on underweight compared to normal weight and primarily females. It is with this existing knowledge that both advertisers and academics must look further. This thesis therefore aims to shed light on how body size and gender affect the effectiveness of advertising.

1.2 Direction of Thesis

No matter the gender, the notion of losing weight and attaining an ideal body size is a prominent topic and one that advertisers and academics alike have tried to understand. Do consumers want to see the actual norm, or an advertiser's version of it? Are consumers ready to accept the actual average body size in their weekly magazine?

This research aims to understand the effect that body size can have for both males and females and for advertisers how it can effect consumer's recollection and likeability of an ad. Ultimately this research is asking whether the size or gender of your model, really makes your ad more effective. Thus, this master's thesis answers the question: *How does model size affect recollection and likeability in advertising?*

To answer this question this thesis will delve into existing literature, advertising theories and then discuss the results of an experiment. This primary and secondary research will enable advertisers to understand how effective model size can be in advertising. The direction of the thesis is as follows:

- a) Literature Review – to explore previous research and to identify key areas that have been strongly studied, and weaker areas with fewer research articles that need to be further explored.
- b) Theory Development & Hypotheses – To help understand why advertisers are the way that they are and to act as guidelines to help form hypotheses in this area.
- c) Study – To explain the experiment that was conducted into this topic area and to present the results that were produced from this experiment.
- d) Discussion – To evaluate the research findings that were presented and to compare these findings to previous literature.

- e) Managerial Implications – To explain the results in a real-life setting and show how they can be of use to the advertising industry.
- f) Implications/Recommendations – To explain in which ways the study could have been explored further and to provide recommendations for future research in this area.
- g) Conclusion – To showcase and summarise the main results and to reiterate their importance for the advertising industry.

2. Literature Review

This literature review aims to understand current academic literature around model size and its effect in advertising. A thorough investigation of current literature was conducted to look at work involving body size, models in advertising, effects of gender and size in advertising, male models in advertising and general self-esteem literature. When searching for academic work around this topic, articles were restricted to body size, gender and size, self-esteem, and male body size and were looked for in an advertising context wherever possible.

2.1 Overview of Literature

In today's world size is everything and model size is becoming more and more prominent in the media. The media primarily portrays under-weight models in advertising, even though seventy-five per cent of women wished the media did a better job of portraying diverse size (Dove, 2004). The issue of model size relates to several negative things including self-esteem, ideal body size and health, and literature has shown that media images of women have become unrealistic, which can have a negative effect on female consumers (Dittmar, 2009).

In the advertising world, it is rare to see a 'normal sized' model as adverts continuously show women well under their weight category (Dove, 2004). Much of the existing literature has looked at model size to help understand self-esteem and body issues (Grogan, Williams & Conner, 1996; Posovac, Posovac & Posovac, 1988; Morry & Staska, 2001; Dittmar & Howard, 2004; Halliwell, Dittmar & Howe, 2005; Dens, De

Pelsmacker & Janssens, 2009).

However, research is moving towards looking at how body size can influence our decisions and behaviours, with current literature showing that something as simple as the size of your waitress can influence what you order at a restaurant (McFerran, Dahl, Fitzsimons & Morales, 2010). With weight having an influence on these everyday behaviours, the advertising world needs to understand how this actually works and exactly which behaviour can be influenced.

To understand this topic area we must understand previous literature. Thus we look at five areas: perceptions towards regular-sized models, attraction towards under-weight models, comparison and self-image in female consumers, society's expectations of an ideal beauty, and male model size/portrayal of males in advertising.

The following table showcases the secondary research that was conducted into related studies and academic articles. The table is set out in chronological order. The Review of Literature Table (see Table 1 below) is presented as six columns:

- a) Author/Year – To state the author's name and date of publication.
- b) Title – To show the title of each article.
- c) Research Question – To showcase the main research question that the article is asking/investigating.
- d) Methodology – To explain which type of study was conducted and what the dependent variables were.
- e) Findings – To explain the major, overall findings that came from each article.
- f) Analysis – To compare each article with other studies to see how results and conclusions have varied.

TABLE 1: Literature Review Overview

Author/Year	Title	Research Question	Methodology	Findings	Analysis
Calden, Lundy & Schlafer (1959)	Sex differences in body concepts.	What is the difference in body satisfaction levels between genders?	A range of rating scales set against images of different body shapes.	Males are dissatisfied with body shape from the waist up, whilst females are dissatisfied with body shape from the waist down.	Agrees with Baker & Churchill (1977) that both genders are not rating their own genders very highly for body size.
Baker & Churchill (1977)	The impact of physically attractive models in advertising evaluations.	How does the attractiveness of the model affect consumer's perceptions of an advertisement?	2x2 Experiment: Attractive Male vs. Attractive Female and 2 different variants of advertisement.	Consumers rate ads with models of the opposite sex more highly than ads with models of their own sex.	Similar findings to Diedrichs & Lee (2011) where males were not affected when viewing male models; possible because they rate female models more highly?
Garner, Garfinkel, Schwartz & Thompson (1980)	Cultural expectations of thinness in women.	How has body size, portrayed by models, changed in the media?	Content Analysis/Longitudinal Study conducted on the height, weight and BMI of 240 Playboy centrefold models.	In the media, there has become a significant trend for smaller sized models in magazines.	Similar study to Pope, Olivardia, Borowiecki & Cohane (2001), but with female subjects, instead of male subjects.
Posovac, Posovac & Posovac (1988)	Exposure to media images of female attractiveness and concern with body weight among young women.	Does the media-presented thin ideal for females affect female consumers' level of self-esteem and body image?	2x1 Experiment (Media Thin Images, Size Neutral Images x Females)	Overall, exposure to ideal thin media images did increase respondent's level of body dissatisfaction; however, for those who already had higher self-esteem, it did not affect/lower their current levels.	Similar findings to Halliwell & Dittmar (2005) showing that women with existing high self-esteem were not affected by exposure to thin models.
Kervin (1990)	Advertising masculinity: The representation of males in <i>Esquire</i> advertisements.	How has the presence of masculinity changed in advertising's representation of males?	Content Analysis/Longitudinal Study of male models' masculinity in <i>Esquire</i> magazine over a 50 year period.	Male's masculinity has stayed relatively the same, yet men are now portrayed in more erotic ways.	Similar findings to Pope, Olivardia, Borowiecki & Cohane (2001), in that advertisers are exploiting the male body more.

Brownell (1991)	Personal responsibility and control over our bodies: When expectation exceeds reality.	How does body size affect other's perceptions of ourselves?	Experimental Study	Good health and body size symbolises positive attributes and bad health and body shape symbolises negative attributes.	Can be compared with McFerran, Dahl, Fitzsimons & Morales (2002) in that we think/behave in certain ways due to other's body size.
Cohn & Adler (1992)	Female and male perceptions of ideal body shapes.	How do males and females perceive body sizes and what do they believe their peer's ideal body views to be?	Scale System with 4 variables to rate.	Females perceived their peer's ideal body size and significantly thinner to their own desirable body size.	Similar views to Dens, De Pelsmacker & Jannssens (2008) that when body ideals are questioned they can lead to lower self-esteem; possible why females had different perceptions of ideal weight.
Grazer & Keesling (1995)	The effect of print advertising's use of sexual themes on brand recall and purchase intention: A product specific investigation on male responses	How does sexual stimuli in a male-focused advertisement affect male consumer's brand recall and intention to purchase?	2x1 Experimental Study (Jeans Ad; Liquor Ad x Males)	The use of sexual stimuli in advertising does elicit favourable responses from males; however, they had no measure of how much sexual stimuli is required to increase brand recall.	Disagrees with Baker & Churchill (1977) as it claims that males are affected by male models in regards to sexual stimuli.
Grogan, Williams & Conner (1996)	The effects of viewing same-gender photographic models on body-esteem.	How does body comparison in advertising affect female and male consumer's body-esteem levels?	3x2 Experiment (Female Model; Male Model; Neutral Landscape vs. Female; Male)	Women showed a significant decrease in body-esteem when viewing comparative female models; whereas men did not show a significant change in body-esteem when viewing comparative male models.	Similar view to Diedrichs & Lee (2011) where men were not affected by the male model they were viewing.
Petrie, Austin, Crowley, Helmcamp, Johnson, Lester, Rogers, Turner & Walbrick (1996)	Sociocultural expectations of attractiveness for males.	How have men been taught how to be, e.g. body size and looks, from the media.	Content Analysis/Longitudinal Study of <i>GQ Magazine</i> and <i>Esquire</i> .	Although messages of health and beauty for males have increased, male model's body size has not increased noticeably over the last 50 years.	Similar study to Kervin (1990) which analysed the same magazines, but in regards to eroticism, not weight and looks.

Henderson-King & Henderson-King (1997)	Media effects on women's body esteem: Social and individual difference factors.	How do social factors affect what we perceive to be an ideal female body shape/size?	1x2 Experimental Study: Participants heard two conversations and were then asked to answer questions about the ideal body size.	Media images do not similarly affect all women's self-esteem.	Similar views to Smeesters, Mussweiler & Mandel (2010) as different body sizes/social situations meant women's self-esteem was affected in positive or negative ways.
Martin & Gentry (1997)	Stuck in the model trap: The effects of beautiful models in ads on female pre-adolescents and adolescents.	What effect do highly attractive models have on female consumers; particularly adolescents and pre-adolescents?	Three groups of females viewed the same ad with the headline being the dependent variable. The headline was changed based on the different areas of self-comparison theory.	Female pre-adolescents rate their own attractiveness on the attractiveness of models. They also rate themselves as less attractive after seeing attractive models in advertisements.	Similar to Dens, De Pelsmacker & Jannssens (2008), except looks at attractiveness opposed to body ideals.
Lee, Fernandez & Martin (2001)	Using self-referencing to explain the effectiveness of including ethnic minority models in advertising.	How does self-reference theory explain the effectiveness of advertisements between ethnic groups?	2x2 experiment: Ethnic minority group (Asian) vs. Ethnic majority group (Caucasian).	Asian consumers used self-referencing with Asian models; however, Caucasian consumers did not.	Agrees with McFerran, Dahl, Fitzsimons & Morales (2002) that viewing other bodies does lead females to identify; however, looks at a different perspective by approaching the area by ethnicity.
Morry & Staska (2001)	Magazine exposure: Internalisation, self-objectification, eating attitudes and body satisfaction in male and female university students.	How does exposure to the 'ideal size' affect the body satisfaction of male and female consumers?	Quantitative Study. Participants were first tested using Cooper, Taylor, Cooper & Fairborn's (1987) Body Shape Questionnaire.	For both men and women, reading magazines and viewing advertisements where the ideal body images (fit & thin) were portrayed related to higher body dissatisfaction levels.	Shows a new approach in that men are affected by viewing the 'ideal' body size in advertisements.
Pope, Olivardia, Borowiecki & Cohane (2001)	The growing commercial value of the male body: A longitudinal survey of advertising in women's magazines.	Does the male body represent masculinity and how has it changed in advertisements over the past 40 years?	Content Analysis/Longitudinal Study looking at female magazines from 1958 to 1998.	Male bodies are represented as more masculine as advertisers try to entice female consumers; as shown through the increase in less-clothed male models.	Agrees with McGrath (2006) that the male body ideal is becoming muscular, as represented through changing images in magazines.

Stice, Spangler & Agras (2001)	Exposure to media-portrayed thin-ideal images adversely affects vulnerable girls: A longitudinal experiment	Do thin-ideal models have a lasting effect on vulnerable girls?	Experimental Manipulation: 15-month study followed by quantitative study.	Although the effect is weak on adults, exposure to thin-ideal images has a lasting negative effect on youth in regards to body image, eating habits and self-esteem.	Disagrees with Halliwell & Dittmar (2005) as it claims that exposure to thin models does lead to lasting body anxiety.
Furnham, Badmin & Sneade (2002)	Body image dissatisfaction: Gender differences in eating attitudes, self-esteem, and reasons for exercise.	How do different genders perceive body and lifestyle ideals?	Survey: 235 participants answered questions on body size, eating habits, self-esteem and reasons for exercise.	Male self-esteem was not related to body dissatisfaction; however, female self-esteem was.	Disagrees with Klos & Sobal (2013) in that men want to be smaller, when this study showed men wanted to be heavier.
McFerran, Dahl, Fitzsimons & Morales (2002)	Might an overweight waitress make you eat more? How the body type of others is sufficient to alter our food consumption.	Does the size of others affect your decisions around food and body image?	Role Play Experiment: 'Real' Life Setting	When served by a thinner waitress, females chose healthier food options and ate less. Females altered their behaviour, due to the body size of another person.	Other's body size affects female consumers. How would it affect male consumers?
Rohlinger (2002)	Eroticising men: Cultural influences on advertising and male objectification.	How have advertisements changed in regards to the eroticism and objectification of male models?	Content Analysis/Longitudinal Study looking at male models in advertising.	Over time, male models have increasingly appeared more objectified and in more erotically themed advertisements targeted at the male consumer.	Agrees with the findings of Pope, Olivardia, Borowiecki & Cohane (2001) in that male models have become more eroticised over time.
Dittmar & Howard (2004)	Professional Hazards? The impact of model's body size on advertising effectiveness and women's body-focused anxiety in professions that do and do not emphasise the cultural ideal of thinness.	How does model size in advertising effect women's body anxiety and does it change based on thin-ideal professions?	3x1 study (Thin Model, Average Model, No Model vs. Female)	Women in professional environments with less focus on appearance ideals experienced increased body self-esteem when exposed to average-sized models, opposed to thin models or no models.	Agrees with Diedrichs & Lee (2011), but only for a particular variable (profession).

Halliwell & Dittmar (2004)	Does size matter? The impact of model's body size on women's body-focused anxiety and advertising effectiveness.	How effective are advertisements based on model size and how does differing model size affect female consumer's self-body image?	3x1 study (Thin model, Average Model, No model x Female)	The size of the model does not alter the effectiveness of the ad, but thinner models create a more negative body image with female consumers.	Contradicts Diedrichs & Lee as shows that thinner models do create more negative body image perceptions.
Peck & Loken (2004)	When will larger sized female models in advertisements be viewed positively?	How do consumers react to larger sized models and in what context can they be most effective in advertising?	1x2 experimental study: Larger models in non-traditional setting vs. larger models in traditional setting.	Females reacted more positively to larger-sized models but only in a non-traditional context (a plus-size magazine).	One of the few studies to promote the effectiveness of plus-sized models. Similar results to Diedrichs & Lee (2011), but with larger models, opposed to average sized models.
Halliwell, Dittmar & Howe (2005)	The impact of advertisements featuring ultra-thin or average sized models on women with a history of eating disorders.	How does model-size, specifically underweight and average weight, affect anxiety and rated effectiveness in women with eating disorders?	2x1 study (Ultra-thin model vs. Normal model x females)	Exposure to ultra-thin models did not lead to body anxiety. Exposure to average sized models lead to relief and lower reported levels of body anxiety.	Based on 2004 Dittmar study but with new dependent variable; previous history of an eating disorder. Also agrees with McFerran, Dahl, Fitzsimons & Morales (2002) article.
Hesse-Biber, Leavy, Quinn & Zoino (2006)	The mass marketing of disordered eating and eating disorders: The social psychology of women, thinness and culture.	How have eating disorders been affected and controlled by social pressure?	Longitudinal Study: Looked at four main theories to determine results.	Eating disorders stem from a social disorder and the "cult of thin" portrayed by the media.	Similar findings to Dove (2004) in that the media portray unrealistic images of women to create a social need to be thin.
McGrath (2006)	The 'new' male consumer: Appearance management product advertising and the male physical ideal is men's interest magazines from 1965 to 2005.	How has the portrayal of male models changed over the past 40 years?	Content Analysis/Longitudinal Study looking at male models in advertising from 1965 to 2005.	Male models are increasingly represented as more muscular as time progresses to prove their hypothesis that male beauty is formed by a muscular appearance.	Agrees with Pope, Olivardia, Borowiecki & Cohane (2001) that the male body ideal is becoming muscular.
Smeesters & Mandel (2006)	Positive and negative media images effects on the self.	How do different body sizes of models affect female consumer's self-esteem levels?	Experimental Study: Compares underweight images with overweight image using self-esteem measures.	Women had lower self-esteem with underweight images, but did not like seeing the overweight images.	Similar to Diedrichs & Lee (2011) when it comes to self-esteem with underweight models.

Dens, De Pelsmacker & Janssens (2009)	Effects of scarcely dressed models in advertising on body esteem for Belgian men and women.	How does the amount of clothing on models affect advertising consumers in regards to self-esteem?	2x2 Online Study (Male & Female; Dressed & Scarcely Dressed)	Scarcely dressed models in advertisements, have a negative effect on consumer's self-esteem.	Self-esteem issues arise when body ideals are questioned. How would another factor in this method change e.g. 3x2?
Dittmar (2009)	How do "body perfect" ideals in the media have a negative impact on body image and behaviours? Factors and processes related to self and identity.	How do "body perfect" ideals in the media have a negative impact on body image and behaviours?	Theoretical analysis.	Media images of women are unrealistic which leads to a negative effect on the body image and behaviour of female consumers.	Agrees with Halliwell & Dittmar (2004) in that women have lower self-esteem and negative behaviours when viewing thinner models.
Krahé & Krause (2010)	Presenting thin media models affects women's choice of diet or normal snacks.	How does the size of the model presented in an advertisement effect snack choice in regards to regular or diet foods?	2x1 study (Thin model vs. Normal model x Female)	The advertisement with the thin model influenced more participants to choose the diet snack, opposed to the variable group who viewed the normal-sized model.	Goes indirectly against Diedrichs & Lee, as it shows that snack choice was more influenced by thin models; could this relate to self-esteem?
Smeesters, Mussweiler & Mandel (2010)	The effects of thin and heavy media images on overweight and underweight consumers: Social comparison processes and behavioural implications.	How do advertisements containing thin or heavy models influence the self-esteem of overweight, normal and underweight consumers?	2x3 Experimental Study (Thin Models vs. Heavy Models x Overweight Consumer, Normal Weight Consumer, Underweight Consumer)	Different BMI participants had different views but the overall finding was the dissimilarity was what caused the most change in self-esteem levels.	Shows opposite findings to Grogan, Williams & Connor (1996), who said that similar comparison altered self-esteem more severely.
Diedrichs & Lee (2011)	Waif goodbye! Average-size female models promote positive body image and appeal to consumers.	How do average-size models affect consumer's self-esteem and body image, compared to thin models?	3x2 Study (Thin model, Average model, No model x Female, Male)	Female consumers have a more positive body image when viewing average-size models in advertising, opposed to thinner models or no models at all. Male consumers rated all model sizes to be as effective as each other.	Contradicts Halliwell & Dittmar by showing that model size does not change the self-esteem of the consumer. Unclear as to the results with a different study e.g. 2x3 study.

Klos & Sobal (2013)	Weight and weddings: Engaged men's body weight ideals and wedding weight management behaviour.	How do males react to body weight ideals, particularly pre-wedding?	Quantitative: Survey	Men wanted to change their body size and felt more pressured to be a smaller size.	Body ideal is affected. Do males actually go through with weight loss or just aspire to?
---------------------	--	---	----------------------	--	--

The literature review has showed a range of research around body size and gender and how this research has developed over time. Initially the research looked at perception of gender and size as individual attributes and not the interaction effect on each other (Calden, Lundy & Schlafer, 1959; Baker & Churchill, 1977; Garner, Garfinkel, Schwartz & Thompson, 1980; Kervin, 1990). Then the move towards body self-esteem came more into focus and researchers began to study how different sizes affected consumer's self-esteem levels (Grogan, Williams & Conner, 1996; Henderson-King & Henderson-King, 1997; Martin & Gentry, 1997). This research was primarily female orientated and involved female models so researchers began to explore further into the male area of body size (Morry & Staska, 2001; Pope, Olivardia, Borowiecki & Cohane, 2001; Furnham, Badmin & Sneade, 2002).

Unfortunately the research around males and body size was very limited and researchers veered off towards more experimental notions of size. Many of these studies looked at underweight models vs. normal weight models vs. no models in advertising and the notion of overweight models was forgotten (Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Halliwell, Dittmar & Howe, 2005). Finally, until today, researchers have focused on understanding how different model sizes affect consumer's reactions such as levels of self-esteem and likeability of an ad (Krahé & Krause, 2010; Smeesters, Mussweiler & Mandel, 2010; Klos & Sobal, 2013).

The strongest area that came out of the literature review was the effect of body

size on self-esteem levels; however, this area was most often only looked at in singular forms e.g. gender *or* size. Areas from the literature review that were lacking in research and that needed further exploration came down to two things: interaction effect of gender and size, and males and body size. These areas are certainly what needs to be further explored to truly understand the effect that model size can have in advertising.

2.3 Discussion of Literature Review

This literature analysis has shown that there are several areas that need to be further explored around this topic. The notion of males and their body size is something that has been rarely studied and is something of interest to the advertising industry. Also, the notion of all sized females e.g. underweight, normal weight *and* overweight, opposed to just underweight and normal weight is an area that needs to be explored. The concept of size and gender on consumer's recollection is an area that has not been understood and needs to be explored further.

This literature review has raised some important questions: Society may claim to want to see more realistic models (Dove, 2004), but if this factor changed, how would it influence consumer's attitudes and behaviours? Would we pay more attention to an ad if we could relate more to the model, would we pay attention simply because it is different from the norm or would we in fact ignore the ad because, as the advertising world claims, we feel negative towards plus-sized models (Smeesters, Mussweiler & Mandel, 2010)?

From analysing existing literature, it can be broken down into five key groups that will now be individually explored: negative perceptions towards regular-sized

models, attraction towards under-weight models, portrayal of male models in advertising, society's expectations of an ideal beauty, and comparison and self-image in female consumers.

2.3.1 Shape vs. Mirror Debate

An interesting argument that emerged from the literature was that of the shape vs. mirror debate. The shape vs. mirror debate looks at the role that advertising plays in society and which influences the other. It looks at what drives consumers to behave in certain ways and believe in certain things (Wells, Spence-Stone, Crawford, Moriarty & Mitchell, 2011). In regards to the topic of model size, the shape vs. mirror debate plays a prominent role. When it comes to advertisers primarily using underweight models does it come down to advertisers trying to influence an 'ideal' beauty or consumers claiming that that is what they want to see? Ultimately Wells et. al (2011) showed that advertising both shapes and mirrors society. When it comes to portraying underweight models, advertisers show what consumers want to see, and if consumers did not constantly strive to lose weight and be thinner then advertisers may not display these images as much.

All of the themes that have emerged from the literature have had both contradicting and agreeable results. To better understand the literature review and the reference to the shape vs. mirror debate, all of the work will be grouped into five key themes: Negative perceptions towards regular-sized models; Attraction towards under-weight models; Male models in advertising; Society's expectations on an ideal beauty; and Comparison and self-image in female consumers. Each key area will be further

explained to present what existing literature already states.

2.3.2 Negative Perceptions Towards Regular-Sized Models

Initially in the research there is a counter-argument towards using ‘regular-sized’ models as in the industry these models are considered ‘plus-size’. But what is a regular size? In terms of health, a regular sized person would fall within a healthy BMI range. However, in the advertising world, regular can be deemed much slimmer (Wertheim, Paxton, Schutz & Muir, 1999). It is not only the advertising world that creates a social stigma against regular sized models, but consumers themselves. Calden, Lundy & Schlafer (1959) showed that women reported a better attitude towards a smaller body size and that self-satisfaction decreased when body shape deviated from the socially acceptable size. When women are so often unhappy with their own body size, why would they want to see less than the ideal?

As society begins to idealise leaner figures, women become less responsive to an everyday size (Garner, Garfinkel, Schwartz & Thompson, 1980). Yet why exactly are women becoming less responsive to regular-sized models? As literature has shown, often displaying a thinner physique is associated with success and popularity. Garner *et al* (1980) showed that body size of Miss America pageant winners decreased each year, and that the winner was consistently thinner than the runners up. If society is being shown that thinner women are the ideal and more attractive then it is inevitable that female consumers will hold negative perceptions towards regular-sized models. This is particularly apparent when current literature argues that regular-sized models can promote an un-attractive and unhealthy lifestyle (Serdar, 2005). However, others have previously argued that female consumers have simply been misinformed of appreciating

a regular size, because of the pressure to be thinner from the advertising industry (Fallon & Rozin, 1985).

An interesting viewpoint on this area is the level of body satisfaction women feel when viewing regular-sized models. Although it may agree with previous literature, research is now showing that female consumers are experiencing higher levels of self-esteem when viewing average-sized models (Dittmar & Howard, 2004; Halliwell & Dittmer, 2005; Diedrichs & Lee, 2011). Yet this may not be what it appears to be. Female consumers could still be presenting negative perceptions to these average-sized models and exhibiting higher self-esteem because they feel better about their own bodies compared to these average women. It could in fact be the opposite of what it seems in that women are not appreciating seeing average-sized models; but are in fact appreciating they themselves are not average-sized.

Overall, whether it is the advertising industry or women themselves who protest against regular-size models, it is important to understand exactly why this is and what impact it would have if seeing regular-sized models in advertising became the norm. This all leads to the question of what is actually deemed attractive?

2.3.3 Attraction towards under-weight models

Literature has shown that positive comparison occurs when consumers view ads with under-weight models as consumers perceive under-weight females as more appealing and therefore actually prefer ads with thinner models (Hesse-Biber, Leavy, Quinn & Zoino, 2006). This is explained due to the fact that under-weight models are perceived as significantly more attractive than over-weight models (Hesse-Biber,

Leavy, Quinn & Zoino, 2006).

Existing literature has shown that positive comparison and the use of under-weight models could simply be down to the attraction towards a thinner figure. Posovac, Posovac & Posovac (1988) originally showed that women with existing high-levels of self-esteem were not affected by viewing ultra-thin models. Halliwell & Dittmar (2005) then further proved these results and showed that exposure to ultra-thin models did not lead to body anxiety among female consumers. Could it be that women are so used to seeing thin model images that it no longer affects them or is it that women are attracted to under-weight models and therefore their body anxiety is not affected as they are viewing what they strive to achieve?

Other literature shows just how far females are willing to go to achieve the ideal; a thin body. When women are continuously attracted to a thin model and are striving to achieve the same look, their decisions and choices can be altered to fit their goal. Women's choices in regards to a healthier diet and lifestyle can be altered just by seeing an underweight woman (Mc Ferran, Dahl, Fitzsimons & Morales, 2002; Krahé & Krause, 2010); showing that women are happy with the thin images they see and want to attain the 'ideal' image presented in their own lives.

At the end of the day many women now perceive a thinner figure to be the social norm; however, little literature has actually looked at an overweight model. Most current literature focuses on thin and average-sized models and therefore this causes a gap in the literature to analyse.

2.3.4 Portrayal of Male Models In Advertising

Primarily, research into body size has been focused around women. However, men are also becoming more predominantly focused on size as higher expectations are set upon them and weight related appearance norms are becoming more important (Klos & Sobal, 2013). Literature has shown that now both sexes actively compare their weight to others of the same sex (Fallon & Rozin, 1985). Men now aim to look 'ideal' particularly for important occasions in their life such as a wedding (Klos & Sobal, 2013) and even advertisers are appealing to the male fear of appearance and its relation to success (Kervin, 1990). Whether it is for the enticement of female consumers (Pope, Olivardia, Borowiecki & Cohane, 2001) or simply to conform male consumers the same way that females have been conformed, the advertising world is certainly changing its attitudes towards male body size.

So where has this 'ideal' size for men come from? It is important to understand this as in today's world male models are becoming just as objectified and therefore male consumers are becoming more and more concerned with appearance (Rohlinger, 2002). In the advertising world the male 'ideal' body shape has changed and now males' claim to masculinity comes from their physique (McGrath, 2006). The fact is that many males identify themselves as heavier than the ideal male weight (Fallon & Rozin, 1985) and advertisers are beginning to take advantage of this. Messages of fitness and health have significantly increased for men as advertisers aim to push thinner ideals, predominantly targeted at women, onto the male consumer (Petrie, Austin, Crowley, Helmcamp, Johnson, Lester, Rogers, Turner & Walbrick, 1996) and Morray & Staska (2001) have even shown that muscular male models have caused lower self-esteem levels in male consumers. Advertisers have begun to use every trick in the book to capture the body

attention of men. Sexual stimuli in male advertising has only increased over time (Grazer & Keesling, 1995) and male models increasingly appear more objectified and in more erotically-themed advertisements (Rohlinger, 2002).

However, literature has also tried to understand what effect this has on male consumers, if any effect at all. When viewing different sized models, male consumers viewed neither size to be more effective than another (Grogan, Williams & Conner, 1996). Again Diedrichs & Lee (2011) showed this truth and claimed that male consumers viewed did not find differing model sizes to be more effective than others. However, whether it is from the advertising world or the media in general, male consumers are feeling more pressure to be a smaller size and to change their current body size (Klos & Sobal, 2013) and levels of self-esteem are dropping amongst men (Murray & Staska, 2001). Even things such as scarcely dressed models can lower men's self-esteem levels (Dens, De Pelsmacker & Janssens, 2009) which is something that ten years ago would have been thought only of women.

With all the literature emerging around male body size, why have advertisers not aimed to understand how this can affect male consumers? Current male-focused literature seems to focus on specific attributes of males in advertising such as muscles or amount of clothing (Dens, De Pelsmacker & Janssens, 2009; Furnham, Badmin & Sneade, 2002), when maybe it should be focused on the message overall. Therefore, it is vital that the literature is expanded in this area so that advertisers can understand the effect male model-size has on consumers, as well as female model-size.

2.3.5 Society's expectations on an ideal beauty

Although women's body-size has actually increased in recent years, it is widely accepted throughout existing literature that female's 'ideal' body weight has gotten much lower (Wertheim, Paxton, Schutz & Muir, 1997). As people try to compare their attributes with social standards, advertising simply tries to stay current and show what society expects to see (Mussweiler & Strack, 2000). However, as previously shown, this cultural pressure on women to be thin has been linked to the expression of serious eating disorders (Garner, Garfinkel, Schwartz & Thompson, 1980).

Existing studies have shown the change in body size and model presentation in advertisements targeted at both male and female consumers. Pope, Olivardio, Borowiecki & Cohane (2001) showed that male size is now presented in a much more muscular way than in previous years and that advertisers are attempting to use muscularity to represent masculinity. Rohlinger (2002) agreed and showed that over the past forty years, male models have appeared more objectified and eroticised. With female consumers, it is with strong consensus that media images of women are unrealistic (Dittmar, 2009) and that advertisements continuously show models well under their weight category (Dove, 2004).

Yet this literature must be understood; is it the consumer forcing advertisers to change the standard of beauty and portray thinner images, or is the advertisers who are changing consumer's perspectives on the ideal size? Again, this is an argument that always comes back to the shape vs. mirror debate. Mussweiler & Strack (2000) certainly claim that advertisers are simply keeping up with current trend and society's expectations; however, consumers seem to claim that they wish to see more realistic images portrayed in the media (Dove, 2004).

So which is it? Either way, the pressure in society and the media to be thinner is evident everywhere and it is important to understand the effect this is having on consumers. What if consumers are simply used to seeing thinner images and what if advertisers changed to represent more realistic women; would society accept it?

2.3.6 Comparison and Self-Image in Female Consumers

This is undoubtedly one of the largest areas in literature around my topic. The majority of literature looks at model size and the effect it has on consumer's self-esteem and body satisfaction, with extreme articles even claiming that exposure to thin images can have a lasting negative effect on body image, eating habits and self-esteem (Stice, Spangler & Agras, 2001). Literature in this category deals with self-esteem and positive comparison as it is commonly accepted that women compare themselves to other women, particularly with peers and fashion models (Schutz & Paxton, 2002). There is a range of literature that offers arguing points; however, all agree that self-comparison in female consumers definitely occurs (Schutz & Paxton, 2002). However, not all literature agrees on the effect comparison has, particularly when it comes to the size of the model that female consumers are comparing themselves to.

The strongest, and most common, argument that emerges is that a thin model leads to low self-esteem and body dissatisfaction in female consumers (McFerran, Dahl, Fitzsimons & Morales, 2002; Hailwell & Dittmar, 2004; Diedrichs & Lee, 2011; Stice, Spangler & Agras, 2001; Posovac, Posovac & Posovac, 1998; Morry & Stasks, 2001). Posovac, Posovac & Posovac (1988) first showed that exposure to thin media images did increase respondent's levels of body dissatisfaction. Morry & Staska (2001) then replicated these findings and again showed that viewing thin models in magazines lead

to higher body dissatisfaction levels. Halliwell & Dittmar (2004) then explored this area even further and presented a study using an underweight model, a normal model and no model, looking at the effects on self-esteem. They presented findings that showed that the size of the model did not alter the effectiveness of the ad; however, the underweight model did cause lower feelings of self-esteem and a more negative body image. However, there is other literature has shown that exposure to advertising with underweight models can have a positive effect on self-esteem and can improve self-image (Smeesters & Mandel, 2006; Henderson-King & Henderson-King, 1997) or that it is simply dissimilarity that causes the most change in self-esteem levels (Smeesters, Mussweiler & Mandel, 2010).

Other literature looked at self-esteem levels more in regards to comparative images. Brownell (1991) first showed that consumers positively compare themselves to thinner images; however, Grogan, Williams & Conner (1996) then came along and showed that women show a significant decrease in body-esteem when viewing comparative female images. When it came to viewing average-sized models, Dittmar & Howard (2004) showed that females experiences increased self-esteem when viewing average sized models and in 2005, Halliwell & Dittmar presented similar findings and showed that exposure to average-sized models leads to lower reported levels of body anxiety. Diedrichs & Lee (2011) made these findings even stronger, by showing that female consumers had a more positive body image when viewing average sized models, opposed to thin models. All be it a confusing area of research where many articles disagree with each other and present findings that contradict previous research.

Other existing literature delves even further into the effect size can have and looked more at self-esteem shown through choices. Two articles presented similar findings: McFerran, Dahl, Fitzsimons & Morales (2002) showed that the size of your

waitress can determine the healthiness of the food choice you make. Again, Krahé & Krause (2010) showed that after viewing advertisements with thinner models, consumers chose diet snack options. These articles show that the size of the model in the ad can indeed have an effect on your behaviour and pose further research questions: How much effect can be had, how do consumers really feel about thinner images and ultimately how is the size of the model actually affecting brand/ad likeability? From research in this area, it seems that women may spend so much time focusing on the model and their own body image, that they might forget the rest of the ad all together.

2.4 Conclusion of Literature Review

From all of the literature that has been presented it is clear that a gap must be bridged, both in attention based on model size and particularly male models, not just females. Although literature has looked at size in advertising, there is still a gap in 'regular-sized' models and in male models. In summary, the notion of males in advertising, overweight body sizes and the effect of size and gender on recollection are three areas that certainly need to be further explored. The most common independent variables throughout the literature seem to be underweight, normal weight and no model or extremes such as overweight. These dependent variables are not as useful for the advertising industry as they do not offer a wide enough study with all three sizes to compare. Interestingly, none of the current literature looks at the three variations of male body size and how this could affect advertising effectiveness. This shows that there is definitely more that advertisers still need to learn to ensure their advertisements are as effective as possible.

Although there is a stronger focus in some areas of the literature such as female

body size and self-esteem levels, it is the less-developed areas that need some more understanding. In terms of real-life application, how can the advertising industry be sure of their decisions? For example, the notion of using underweight female models may be that of shape, opposed to mirror, when in fact consumers want to see more everyday-sized models? If literature does not push for further research in these under-developed areas then it could in fact be that the shape argument is correct and that we have let advertisers get away with pushing their unwanted ideals for too long.

Now that all of the literature has been analysed and looked at in terms of quantity and quality per topic area, three more in-depth research questions have arisen to help better understand and focus this research:

- a) How does male body-size change advertising in regards to perception and effectiveness?
- b) How does the comparison of all three major body types: underweight, normal weight and overweight, affect advertising and its effectiveness?
- c) What effect do size and gender have on consumer's perceptions and recollection of advertisement and is one gender/size ultimately more superior than the others in gaining better consumer perception?

These more in-depth research questions, that have come from the literature review, now raise further questions and therefore more exploration into current theories must be conducted. It is important to have understood the previous literature that has come before this work; however, to determine which path to take forward it is important to understand advertising theory and how it can be applied in a body size context. Advertising theory is the backbone of all advertising research and it is important to understand which theories can be applied to help aid further

research. This is particularly true for this area of research as there are several areas where literature is very light or virtually non-existent such as male body size.

3. Theory Development/Hypotheses

Understanding the difference in model size and its effect is an area that has been under-developed. Also looking at the possibility of portraying overweight models in advertising is an area that is not strongly researched. As the main factors in this research are size and gender, several theories have been analysed in regards to the effect these two dependent variables can have on perception and memory, attitude and likeability, and evaluation of the model. When it came to understanding body size and gender, and their effect in advertising, there was no one theory that could fully explain how these two independent variables interact and cause effect. Particularly as this study incorporates two independent variables of size and gender, there was no one theory that could accurately explain both and all of the possible effects that changing these independent variables can have. Therefore, by understanding several theories around this topic area, we can more easily understand the direction this research can follow in regards to more in-depth research questions and key hypotheses.

A key argument to consider before theory is presented is that again of the shape vs. mirror debate. As this argument looks at whether advertising shapes society or simply reflects it, it is important to understand which side of the coin each theory falls under and how it can affect the research direction and hypotheses presented. Throughout the theories the notion of all three main body types; underweight, normal weight and overweight, have been explored. By looking at all three sizes it gives advertisers a more thorough research result and also ensures that all sizes are looked at fairly to see what effect they can have. In regards to each of the key areas: perception & memory, attitude & likeability, and evaluation of the model, theoretical frameworks will be explained to show understanding of the research direction.

3.1 Theoretical Framework for Perception & Memory

Perception is the initial stage where we evaluate something and form our opinions on it. This perception can often happen immediately and how we perceive an advertisement can occur within the first few seconds of looking at it. If this perception is a positive one, it can lead to better memory. What advertisers ultimately want is a positive perception of their ad/brand and then for consumers to remember it when they go to make a purchase.

Below several theories around perception and memory are presented to help explain how perception and memory can be most effective in advertising. Several theories were explored as there was no one theory which could explain how an interaction effect of size and gender could affect advertising's perception and memory on consumers. These three theories will be focused around perception and memory, but primarily the recall and recollection measures of the study. These recall and recollection measures, along with the theory, will help to understand how size and gender can affect consumer's recall and recollection of advertising. The three theories that will be discussed around this topic are: *Novelty & Collective Attention Theory*, *Theory of Attraction*, and *Inattentional Blindness Theory*. Two hypotheses are then created to fit around these topic areas.

3.1.1 Novelty & Collective Attention Theory

The idea of novelty is that it is something different, and not something we are used to seeing; therefore, we become more interested and more excited. Oxford Dictionary (2013) defines novelty as the quality of being new, original or unusual. An

example of novelty could be looking at a morbidly overweight person in the street, as we are not used to seeing someone of this size and therefore they become novel. However, novelty itself and *Novelty & Collective Attention Theory* do have their differences. *Novelty & Collective Attention Theory* aims to explain why we are drawn to things and why we pay more attention to particular things over others. The key idea *Novelty & Collective Attention Theory* is that we pay greater attention to things when they are non-traditional or out-of-the-ordinary (Wu & Huberman, 2008). The idea of pure novelty is that we will focus our attention on something that is new and different. Although *Novelty & Collective Attention Theory* does agree with this context, it also explains that novelty fades quickly and that novelty and attention can often leave no real recollection behind (Wu & Huberman, 2008). However, Cox & Locander have also previously shown that "novel stimuli can produce more affect or arousal than non-novel stimuli" (1987).

In theory, the idea of novelty works very well. However, in application in an advertising context it has both its positives and negatives. From a positive side, one of the goals of an advertiser is certainly to capture attention, and using novelty images and ideas is a very sure way to do this. However, on a negative side, the notion of novelty, as Wu & Huberman (2008) have shown, is one that quickly fades and then advertisers are left continuously looking for something new and novel to portray in their advertisements. Most certainly for advertisers, getting consumers to remember their ads and their products is something of vital importance, yet *Novelty & Collective Attention Theory* shows that often little recollection even occurs (Wu & Huberman, 2008). In application, the notion of novelty is exciting and attention-grabbing, yet is it enough to get consumers to remember what the real message is all about? In regards to the shape vs. mirror debate, *Novelty & Collective Attention Theory* heads more towards the shape

side. As advertisers shape what society wants to see, it can then control what becomes novelty and which images are new and out-of-the-ordinary for consumers.

In regards to gender and size variations in advertising, we are so used to seeing thin female models (Dove, 2004) that anything that differs from this can have a novelty value and appeal to it. One of the most novel ideas that could be used to combat the everyday underweight model would be an overweight model. Seeing something so different from the norm could certainly scream novelty and consumers and therefore attract huge amounts of attention. The idea of novelty is key to this research to explain the impact of overweight models as previous literature has not delved into the overweight area. Yet, as stated before, how much is the novelty worth when it fades away, leaving no memories with it?

3.1.2 Theory of Attraction

Attraction, put simply, comes down to what we like to look at. Oxford Dictionary (2013) defines attraction as “the action or power of evoking interest in or liking for someone or something.” The *Theory of Attraction* aims to explain attraction and how it is applied in practice. *Theory of Attraction* states that there are four key types of attraction: Interpersonal, physical, social and task attraction. For the purpose of advertising attraction, the most relevant of these four would be physical attraction. *Theory of Attraction* comes down to being physically attracted to someone else. This theory claims that people want to be around more physically attractive people as it stems from the subconscious ideal that attractive people are healthier and are therefore more likely to have healthy children (Singh, 2006; Frenning, 2013). *Theory of Attraction* explains that we can be attracted to others for their physical attributes and

also for similarities that we see in comparison to ourselves (Frenning, 2013) and ultimately that attraction is the first stage of attention. An example for this theory could be that mammals are more attracted to mammals, opposed to say reptiles; showing that we are primarily attracted towards our own kind.

However, in application, attractiveness can often be determined by our perception of something, and not just our level of attraction towards it (Brumbaugh, 1993). Brumbaugh (1993) also states that our attraction towards a person may also come from similarity and personality inferences. If this is the case, then in advertisements, the model needs to not only be attractive, but also be approachable and normal looking. Ultimately, what is beautiful is good (Brumbaugh, 1993) and this is the philosophy that advertisers go by. In application, if attraction is strong then the next logical step is attention and ultimately we are far more likely to remember something we liked and paid attention to, than something we did not like. In regards to the shape vs. mirror debate, *Theory of Attraction* falls on the mirror side as what we deem attractive, according to this theory, is more genetic and therefore only something advertisers can mirror.

When it comes to size and gender, advertisers are certainly already using attractive models; however, they are not necessarily using similar models to ‘regular-sized’ consumers. This could ultimately lead to high attraction levels, but low attention levels as the attraction is not strong enough to keep the consumer interested. Advertisers also need to remember that there are different perceptions of what is attractive.

3.1.3 Inattentional Blindness Theory

Inattentional Blindness Theory explains why we fail to notice something in our

eye line, when we are distracted by something else. Inattentional blindness is most often related to stimuli and when we are fixated on one element, we often ignore others, even if they are directly in our view (Simons, 2000). What can draw us to one particular element can be many things, but if *Inattentional Blindness Theory* comes into play then we spend the majority of our time focusing on one element of something, whilst ignoring everything else. This theory is primarily applied in an everyday context, such as completing daily tasks and being so focused that we unintentionally ignore everything else that is going on around us (Simons, 2000). Whilst this can have its upsides, such as high levels of attention on one element, if in theory, we focus on the *wrong* element intended, then we lose the point of what we are looking at. An example of *Inattentional Blindness Theory* could be use of attractive models in advertising; if we are attracted to the model this could be the element we focus on and therefore we block out the rest of the ad's content.

Inattentional Blindness Theory is primarily explained in the context of completing everyday tasks. However, it can also be applied in a more visual context such as viewing an advertisement. When put in a visual advertising context, *Inattentional Blindness Theory* could explain how consumers focus on one element in an advertisement and therefore ignore the rest of the ad's content. If this theory is applied and consumers do indeed focus on one area it is up to the advertiser how they wish to use it. Do they make the important element the most prominent and therefore the most likely one to capture attention? Or do they simply brighten everything up; thus, making it harder for the consumer to focus solely on one element of the ad? Coming back to the shape vs. mirror debate, *Inattentional Blindness Theory* falls on the side of the mirror. If advertisers mirror the image that society expects to see in an advertisement, then consumers can spend more time focusing on the content and

blocking out the image. Thus, advertisers don't use mirror images as they do not receive high enough levels of attention.

When it comes to exploring this area even further, and thus applying it in a gender context, we can look at the viewing of male and female models and the attention we pay. With the lack of research into male body size, we can only deem that the size of male models is not as prominent a topic as the size of females; thus seeing an overweight male in an advertisement would not cause the consumer to focus specifically on this. However, as women's body size is a much more researched and socially discussed area, seeing a female model would cause consumers to focus on this and therefore ignore the rest of the ad's content.

3.2 Theoretical Framework for Attitude & Likeability

In the advertising industry, likeability is key; as we do not pay attention to that which we do not like. Liking something, or someone, means our attitude becomes more positive and that we are more likely to be supportive of the element we like in the future. The Oxford Dictionary (2013) defines likeability as easy to like. For advertisers, consumer likeability of an advertisement means that they are more likely to purchase the product being advertised and be more supportive of the brand in the future. Also, according to Lutz, Mackenzie & Belch (1986) it is important that your advertisement is liked as simply liking one element, such as the person, can lead to consumers liking all other elements such as brand and product, and therefore having a more positive attitude towards your brand.

Below, several theories around attitude and likeability are presented to help explain how attitude and likeability can strongly influence advertising and to explain the

corresponding hypothesis for this topic area.

3.2.1 Social Influence Theory

Social Influence Theory focuses on societal pressure and explains how we react to the mass opinions and ideals of others. Even if we ourselves have a differing opinion, we will often doubt ourselves or lose confidence in our views if the mass opinions of others disagree (Festinger, 1954). With *Social Influence Theory*, we can see how our thoughts and opinions are so tightly shaped by others and that societal pressure can often lead us to portray an opinion or view, even if it is not entirely what we believe. When a message is so widely spread by mass voices, such as the media, we often ‘jump on the bandwagon’ and announce the same view so as to fit in with the rest of the social group.

In application, *Social Influence Theory* can be seen almost everywhere. Strong messages that come from the media about supposed mass beliefs are shouted at consumers daily. Messages of weight loss, looking good and being a certain size are all issues that have been forced on consumers so that consumers are now claiming to want these things too. In regards to attitude and likeability, *Social Influence Theory* can be seen in practice primarily through mainstream media. Consumers are told what to like even when that comes down to unrealistic and unattainable images of women (Dove, 2004) and this theory explains how consumer attitudes are shaped to suit advertiser’s needs. Coming back to the shape vs. mirror debate, *Social Influence Theory* most definitely agrees with the shape argument in that advertisers are shaping society to form particular attitudes and likeabilities.

In regards to advertising application, *Social Influence Theory* is demonstrated through the mass message to be a certain size. Particularly aimed at females, the message to be thin has been so strongly pushed that it is now a widely-accepted ideal in society; consumers have in fact been taught to like thinner-sized models. When it comes to males, a similar societal pressure to like a particular size is emerging, but more in regards to muscle size (Pope, Olivardia, Borowiecki & Cohane, 2001). Although consumers have been taught to like thinner females more, they have been taught that males should be more muscular, and not of a slimmer build (Pope, Olivardia, Borowiecki & Cohane, 2001). However, as Dove (2004) has shown consumers can break free of *Social Influence Theory* and the message of what we claim to like, is not always what we *actually* like.

3.2.2 Theory of Visual Attention

Theory of Visual Attention explains how we view visual content such as images and advertisements. This theory shows that we view things in two stages: Firstly we view everything as a whole; Secondly we evaluate and focus on one element of that bigger picture. Why we focus on the bigger picture can often come down to what we like; in particular two elements: pictorial attention and likeability (Pieters, Wiedel & Batra, 2010). This theory explains that if consumers do not have images to capture attention they will not focus more on the ad. It also shows the importance of likeability when it comes to moving on to this second stage of focusing. In regards to the shape vs. mirror debate, *Theory of Visual Attention* falls on the side of the mirror. If the areas that we pay attention to come down to likeability (Pieters, Wiedel & Batra, 2010) then surely it is society who has decided what they like, and not what advertisers have

shaped them into liking.

In application, when we move to the second, evaluative, more-focused stage of *Theory of Visual Attention*, we need something that draws us in and makes us like the content more, to ensure we stay focused on it. When it comes to likeability, previous literature has shown that normal-sized models are often more liked and create higher levels of self-esteem (Dove, 2004; Dittmar & Howard, 2004; Halliwell, Dittmar & Howe, 2005; Diedrichs & Lee, 2011). An example of *Theory of Visual Attention* would be reading a magazine. Primarily we may use peripheral processing to flick through the pages; however, when something captures our attention we switch to central processing to examine further and pay more attention.

When related to body size, this theory focuses more on the normal sized models. As previous literature has shown that consumers actually prefer to see normal sized models (Dove, 2004; Dittmar & Howard, 2004; Halliwell, Dittmar & Howe, 2005; Diedrichs & Lee, 2011), then this theory would mean that this likeability would be key in causing a positive attitude with consumers and therefore explains that they would move into the second stage of visual attention and put more focus onto the ad. This would therefore increase both attention and likeability of the ad. This can also be applied to the area of gender. When it comes to female models, consumers are often so busy judging body size and rating their own body size that they do not always like the ad as much (Cohn & Adler, 1992; Martin & Gentry, 1997; Morry & Staska, 2001). However, when it comes to males, consumers do not have these body issues and therefore will spend more time viewing the ad and like it more. Also, as Baker & Churchill (1977) have shown, consumers often rate those of the opposite sex as more likeable, and therefore female consumers should like ads containing male models more

than those containing female models.

3.3 Theoretical Framework for Evaluation of the Model

When the advertising industry puts a strong emphasis on body size, the consumer then pushes this back onto the advertiser. With society constantly hearing messages around beauty and weight loss, consumers are now quick to evaluate models used in advertisements. This does not only come down to looks but comes down to personality perceptions, prior stereotypes of gender, and even personal attributes such as perceived intelligence and friendliness. Therefore, the evaluation of a model, can lead to the make or break of an advertisement. In this study, evaluation of the model will be measured in regards to attributes that participants associate with the model in the ad. These include intelligence, popularity, niceness, level of appeal and the ability to get ahead. By measuring specific attributes, it is easier to understand exactly how size and gender influence consumer's perceptions of attributes and personalities of the models, and also allows us to verify if gender stereotypes are accurate.

Below, several theories around evaluation of the model and people perceptions are presented to help explain how consumers evaluate the model in an advertisement. These theories will also help to explain the concept of evaluation and form the hypothesis for this topic.

3.3.1 Expectation States Theory

Expectation States Theory has two parts: Firstly how we perceive others to act in

certain situations based on our behavioural expectations and secondly how we create expectations of others based on external factors such as gender. *Expectation States Theory* aims to explain why a hierarchy of evaluation is formed based on the gender of those in a group. *Expectation States Theory* comes down to pre-determined thoughts and behaviours and the effect this has on social worthiness and competence (Correll & Ridgeway, 2003). As literature has shown, when it comes to gender, expectations can be based upon previous cultural beliefs as to what men and women are individually better at (Conway, Pizzamiglio, & Mount, 1996; Wagner & Berger, 1997; Williams & Best, 1990).

These cultural, and therefore status beliefs, explained via expectation states theory, simply lead us to expect behaviours and attributes solely based on the gender of another person. In application for example, although cultural beliefs of equality have far progressed, there are still expectations that are historical such as the fact that men are more intelligent than women. In everyday situations, we often make judgements and evaluations of others based on the expectations we have already set on them, and the stereotypes we have already heard or formed in our heads. In regards to the shape vs. mirror debate, *Expectation States Theory* most certainly falls on the side of the shape. If consumers are making immediate judgements on things such as gender and size, then this is due to stereotypes that have been forced upon them by the media and society. Advertisers are in fact shaping consumer attitudes and beliefs in the form of stereotypes.

When it comes to evaluation of models, consumers are usually harsher than on general peers when it comes to evaluation, as the advertising industry sets such unrealistic expectations to begin with (Dove, 2004). Therefore, underweight models, although deemed more attractive, could be deemed to be stereotypically of lower

intelligence, and therefore still evaluated at a lower level.

3.3.2 Social Comparison Theory

In a nutshell, *Social Comparison Theory* explains how individuals evaluate themselves by comparing themselves to others. This is explained by Festinger as a longing to know one's self and therefore, to evaluate against others to understand who we really are (Corcoran, Crusius & Mussweiler, 2011). However, as has been shown in literature, *Social Comparison Theory* can be structured in an upwards or downwards comparative direction. When it comes to model size, *Social Comparison Theory* is most often portrayed as a downward direction (Grogan, Williams & Connor (1996); Martin & Gentry, 1997; Stice, Spangler & Agras, 2001; McFerran, Dahl, Fitzsimons & Morales, 2002; Halliwell & Dittmar, 2004).

In practice, how we compare ourselves to others can strongly correspond to how we evaluate them. If we believe others to be similar to ourselves then we are unlikely to evaluate them in a negative way. However, if we believe others to be very dissimilar to ourselves, then we are more often than not evaluating them in a more negative way. This comparison can also come down to other factors, such as jealousy. For example, we may compare ourselves to someone more attractive and therefore evaluate them as less intelligent to make ourselves feel better. This primarily comes back to self-esteem levels (Halliwell & Dittmar, 2004). Coming back to the shape vs. mirror debate, *Social Comparison Theory* shows similar attributes to the mirror argument. If consumers are rating and comparing themselves to others, that is down to their beliefs and not beliefs that media has laid upon them.

In application in an advertising context, *Social Comparison Theory* can have both upwards or downwards effects. A negative comparison effect between the consumer and the model and can therefore cause low self-esteem issues (Halliwel & Dittmar, 2004). However, there is also an upwards comparison element to social comparison theory in that people can positively compare themselves to others. Martin & Gentry (1997) showed that female consumers rated themselves as more attractive after viewing images of attractive models.

3.3.3 Gender Stereotypes

Stereotypes are assumptions that we make against others based on age, gender, ethnicity, occupation; the list goes on and on. When it comes to gender stereotypes, people have often already made their mind up about particular genders. This is very true when it comes to a person's attributes and there is considerable agreement in the field of psychology that women are perceived as warm, gentle, kind and passive; whilst men are perceived as tough, aggressive and assertive (Huddy & Terkildsen, 1993). Therefore, if the notion of gender stereotyping is true, then we already have pre-conceived ideas of a person's personality and attributes, based on their gender, just by looking at them.

In regards to application of this theory, it is certainly accurate in today's world. One definitive example is that of politicians. Politicians are primarily male, due to the assertive stereotypes put against them. As female politicians attempt to showcase tougher attributes to combat this, they are often ridiculed for going against their gender stereotype of being compassionate and caring, and are accused of being too masculine (Huddy & Terkildsen, 1993). In regards to the shape vs. mirror debate, *Gender Stereotypes* falls within the shape argument as stereotypes are formed from the force of

attitudes and beliefs onto consumers.

When it comes to advertising, stereotypes are not only recognised by advertisers, but are used to sell products. Advertisers push male stereotypes of authority and power by showcasing more muscular male models (Kervin, 1990). Advertisers push the innocence and simplicity of stereotypically beautiful females by portraying them as beautiful but ‘dumb’. These stereotypes are often very close to the truth, but perceptions and stereotypes are not everything, and it may not benefit advertisers as much as they think to showcase these stereotypical projections.

3.4 Theory & Hypotheses Development

Initially from the literature, several areas were shown to need further exploration and research. It was important to analyse several theories as there was no one theory that could offer clear direction of the interaction effect of size and gender in advertising. The below table shows an overview of all of the theories presented.

TABLE 2: Theory Overview

Name of Theory	Main ideals of theory	Applied to which Research Area	Expected Results
Novelty & Collective Attention Theory	An idea of something new and unusual is what captures attention, but it is attention that is short-lived.	Perception & Memory	Overweight models will be receive higher rates of recollection due to their novelty.
Theory of Attraction	People want to be closer and spend more time with those they consider to be attractive.	Perception & Memory	Underweight models will receive the lowest levels of attention.
Inattentional Blindness Theory	We focus on one element, which causes us to unintentionally ignore all other elements.	Perception & Memory	Again, underweight models will receive the lowest attention.

Social Influence Theory	We shape our views and attitudes on the mass opinions and ideals of others.	Attitude & Likeability	Normal sized models will receive the highest rating of likeability.
Theory of Visual Attention	After initially viewing images as a whole, we move in and focus on one particular element which receives the majority of our attention.	Attitude & Likeability	Due to what we focus on, ads containing male models will be more liked than ads containing female models.
Expectation States Theory	We create behavioural expectations of others based on pre-disposed external factors such as gender.	Evaluation of the Model	Underweight models will be deemed as less intelligent, due to gender stereotypes.
Social Comparison Theory	Individual evaluate themselves by comparing themselves to others.	Evaluation of the Model	Normal weight models will be rated more highly across all attributes.
Gender Stereotypes	We make assumptions of others based on pre-disposed stereotypes of gender, size etc.	Evaluation of the Model	Again, underweight models will be deemed as less intelligent, due to gender stereotypes.

The theories presented have now offered a clear pathway to determine all of the research questions previously put forward and to answer one main question: ***Does size matter: How does model size affect consumer recollection and likeability in advertising?*** This main research question, and all of the broader research questions asked before it, can now be answered through primary research that will help to fill in the areas of current literature where work was less in-depth.

From the theories presented and the research question in mind, four hypotheses are presented. Based on perception and memory theories, two hypotheses were formed. Overall perception and memory have been shown to lead down many alleyways: attention, attraction, recollection and focus. *Novelty & Collective Attention Theory*

showed that the norm of using underweight female models may not work as well as something of higher novelty value such as overweight models. *Inattentional Blindness Theory* showed that when it comes to female models, we may focus more on these images as size is a much more prominent issue. However, for males, body size is not as talked about and therefore when we view male ads we could focus more on the rest of the ad, instead of just the model. However, as we are spending more time focusing on the female model, this could lead to higher recollection rates of the advertisement overall.

Finally, *Theory of Attraction* showed us that high levels of attraction based only on someone's looks is not enough to hold us there. We need something more, such as similarity and personality, to keep us attracted and for advertisements, to strengthen our memory in regards to the ad we are viewing. From these three theories, the following two hypotheses are proposed:

H1: Advertisements containing underweight female models, will receive lower attention than advertisements containing normal weight and overweight models when it comes to:

- a) Person
- b) Advertisement overall
- c) Brand
- d) Product

H2: Overall advertisements containing female models will have a higher rate of recollection than ads containing male models; however, more specifically, advertisements containing overweight females will have a higher recollection rate than advertisements containing underweight and normal weight females when it

comes to

- a) **Advertisement**
- b) **Product advertised**

When it came to attitude and likeability, one hypothesis was formed. Overall, attitude and likeability have shown us that often what we portray to others on the outside as our message is not how we actually feel. Consumer's likeability is a goal that advertisers are constantly trying to achieve, so it is important for advertisers to understand what consumers actually like and what their real attitudes are. *Social Influence Theory* showed that often our real views get lost behind those of the mainstream media and that just because we follow along with the notion of being thinner, seeing underweight models is not always what we like. *Theory of Visual Attention* has showed that we often prefer seeing regular-sized models which is what we choose to focus on in advertisements.

From these two theories, the following hypothesis is proposed:

H3: Advertisements containing normal sized models, both male and female, will be rated more highly than advertisements containing underweight and overweight models; however, specifically for gender, advertisements containing male models will be rated more favourably than advertisements containing female models when it comes to:

- a) **Person**
- b) **Advertisement overall**
- c) **Brand**

d) Product

After analysing theories around evaluation of the model, one main hypothesis was formed. Overall, evaluation of the model has been shown to be a key element when it comes to advertising effectiveness. Perception of an advertisement can often come down to likeability and evaluation of the model within the ad. *Expectation States Theory* showed that stereotypes could shape model evaluations and underweight models, although more attractive, could be deemed less intelligent. *Social Comparison Theory* showed that consumers could more positively compare themselves to overweight models and negatively compare themselves to underweight females resulting in more jealous evaluations such as deeming underweight models to have low intelligence.

When it came to evaluation of the model, this area was decided to be included as it forms the first stage of *The Affect Transfer*. When consumers first positively evaluate the model in the ad the rest of the pattern then follows. Liking the person, then leads to liking of the ad, which then leads to liking of the brand, and ultimately liking of the product (Lutz, Mackenzie & Belch, 1986). It is with this first crucial stage of evaluation of the person, that we must understand how and why consumers evaluate the model in advertisements.

From the idea of *Gender Stereotypes*, the following hypothesis is proposed:

H4: In regards to rating of the person in the ad, underweight females will be rated as less intelligent than normal weight or overweight females. In regards to gender, male models will be rated as more intelligent than female models. Overall, normal weight models, both male and female, will be rated with more positive attributes

than underweight or overweight models.

Overall, four hypotheses were presented on perception & memory, attitude & likeability, and evaluation of the model.

4. Study

The following methodology section will explain the design of the experiment, how each research question and measure will be tested, how underweight, normal weight and overweight sizes were deemed to be accurate and showcase how the experiment was actually conducted.

4.1 Design

To test the hypotheses, a 2 (gender) by 3 (body size) experimental study will be conducted with an aim to look at the different groups and how each gender/size affected participant's recollection and likeability of the ad. An experiment was conducted as it is a classic way to test relationships and because it is the purest form of research. Conducting an experiment means that this research can make its own claims based on its own results and can compare and contrast them to previous results.

The study involved both a male and female model. Primarily, studies of this kind have only used a female model, so we added in an extra variable, the male model, to see how this altered previous results. As literature around male body size in advertising is very limited, I also explored this area to hopefully bring to light some new findings for the advertising industry.

We also used three different body sizes. In past literature, studies have primarily used underweight, normal weight and no model. However, with all the hype around using real-sized models, we wanted to explore the effect that overweight models could have in this area.

All in all, this gave us a 2x3 experimental design with six variable groups: underweight female, normal weight female, overweight female, underweight male, normal male, overweight male. Each of the six groups fell into the underweight, normal weight or overweight category of the BMI chart. We did not use extreme underweight or overweight models as we wanted to have comparative models where you could clearly see a difference in size, but they were not wildly different. Also, the prospect of advertisers using a morbidly obese model is something very unlikely; however, advertisers such as *Unilever* are already using overweight models, making the images more realistic and more attainable for the advertising industry.

To determine the different manipulation sizes of each model, we used a BMI scale to ensure they were deemed as underweight, normal weight and overweight (taken from www.dailybeautycare.com). BMI is widely accepted within professional groups as the ‘gold standard’ for determining whether a patient is underweight or overweight (Cook, Kirk, Lawrenson & Sandford, 2005) so was the ideal measure to determine what was underweight, normal weight and overweight. Both images (male and female) were manipulated in size to reflect the three different stages in the BMI. This meant that the model would look the same in regards to appearance and clothing, but would only be altered in size. This ensured that participants were not basing their opinions on different looking models, as the only manipulation was the size.

The BMI chart is a standard measurement worldwide, involving the calculation of a person’s height and weight. The scale ranges from underweight to overweight. To ensure the models replicated correct BMI sizes, they were designed in comparison to images of the BMI scale.

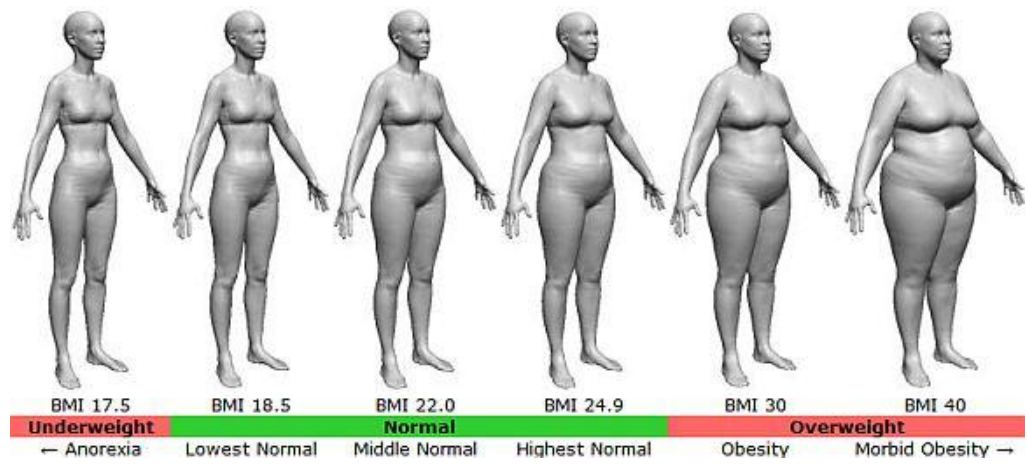


Figure 1: Female BMI Scale

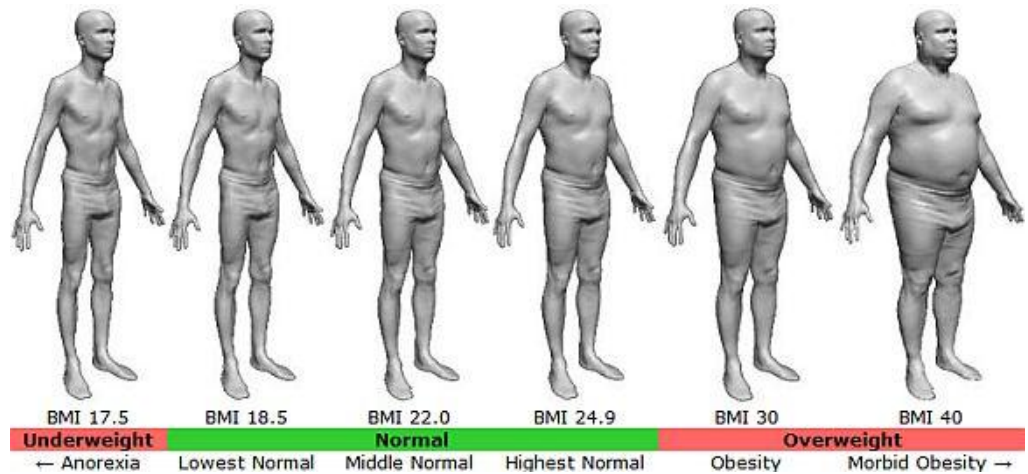


Figure 2: Male BMI Scale

Once we had looked at the range of sizes on the BMI scale, the size of each model was manipulated to reflect each section of the BMI scale. The image of each model was manipulated to reflect the following BMI sizes:

TABLE 3: BMI Scale for each model

	Underweight	Normal Weight	Overweight
Male	17.5	22	30
Female	17.5	22	30



Figure 3: Underweight Models



Figure 4: Normal Weight Models



Figure 5: Overweight Models



FIGURE 6: Example of Gold Star Cinemas Advertisement

Above is an example of the advertisement that was used in the experiment. All features of the ad were the same for each participant; however, each participant saw either a male or a female model, and each model was either underweight, normal weight or overweight. The example advertisement above shows the normal weight female manipulation of the advertisement.

After the experiment had been designed, it was put forward to the Auckland University of Technology Ethical Committee (AUTEC) for ethical approval. The experimental design was approved on Tuesday 5th February 2013 (AUTEC Reference Number 12/327) so that data collection could begin.

All participants in the experiment were current students at AUT University, New Zealand. Students were randomly recruited and there were no pre-requisites to participate. To recruit participants, we entered several lecture theatres during class time

and, with the lecturer's permission, conducted the study in the classroom. This ensured that participants were in a neutral environment and could be easily separated into the six variable groups. Although the experiment was conducted during teaching hours, participants were informed that their participation was entirely voluntary, and that the experiment was impartial to their class and would have no effect on the class that they were taking.

Before providing any responses, participants were asked to read four fictional magazine pages that contained both articles and advertisements. In total, the four magazine pages contained five advertisements. Each participant saw the same four magazine pages; however, one of the advertisements was manipulated with the gender and the size of the model. Figure 7 shows each of the four pages of the magazine that participants viewed. Throughout the magazine, all of the elements were identical, except for the model in the Gold Star Cinemas advertisement who was manipulated. Full-versions of these magazine pages can also be found under Appendix 1 (10.1).



FIGURE 7: Magazine Pages used in experimental study



To ensure that participants did not know they were receiving different advertisements within their magazine pages, they were grouped by the table or row they were seated in. This ensured an even distribution of the six variable groups, but ensured that participants would only see each other's magazine pages, which looked the same, thus eliminating any suspicion of different images.

To determine which participants had seen which advertisement, they were each given a colour-coded survey. Both Survey One and Survey Two, for each participant, contained a coloured dot which represented the manipulated image they had seen. This coloured dot was small and would mean nothing to the participant; however, it enabled the researcher to determine which manipulated image was viewed when it came to analysis. The manipulated images were coded as follows:

- Underweight Female (orange)
- Normal Weight Female (green)
- Overweight Female (purple)

- Underweight Male (blue)
- Normal Weight Male (yellow)
- Overweight Male (pink)

The advertisement that was manipulated was for a fictitious brand Gold Star Cinemas. The area of movies was chosen as it is gender neutral and bears no immediate resemblance to size, beauty or appearance. Each participant saw the advert on the second page of the fictitious magazine, except each participant saw a different model image, depending on their variable group.

Participants were given five minutes to read the four fictitious magazine pages and then were asked to hand them back to the researcher. During this five minutes, participants were told to read all content in the magazine; both articles and advertisements. Participants were then distributed with Survey One, which focused on recollection of the magazine content.

When participants had completed Survey One, they were distributed Survey Two. However, it was clearly explained to participants that they were not alter any answers from Survey One, once they had looked at Survey Two. Survey Two focused more on likeability of the Gold Star Cinemas ad, with particular reference to the likeability of the model in the ad. Survey Two also asked demographic questions and questions about the participant's views on the size of others and themselves.

When participants had completed both Survey One and Survey Two, they were asked to staple both parts together and place them in a box at the front of the classroom.

4.2 Measures

Surveys and scales were based on a range of existing scales that were relevant to the topic and the intended purpose of the research question. These scales were used to ensure the surveys were academically accurate and that the questions were clear.

Recall and recollection were measured in two ways. For recall, participants were asked to list all advertisements and then all products that they remembered seeing in the magazine pages. This recall was unaided and participants were able to respond with any answer. To analyse the data, recall was measured by marking those who listed the brand/product as 1, and those who did not list it as 0. This enabled us to get a percentage margin of participants who could recall the brand/product information. For recollection, participants were provided with a list of brand names and a list of product categories and asked to tick which brands/products they remembered seeing in the magazine pages. This recollection measure was aided, but participants were also offered fictitious brands and brands that were not included in the magazine in this list. To analyse this recollection measure, a five-point scale of how much participants noticed the advertisement was included.

Laczniak, Muehling & Grossbart's (1989) Attention Scale was used to do gather a general perception of attention paid to each area of the advertisement. The statement "How much attention did you pay to..." was used to rate the ad overall, the brand, the product offer and the model on a 5 point scale.

Lutz, MacKenzie & Belch's (1986) Attitudinal Scale was used to measure participants attitudes towards all four areas of the ad: the ad overall, the brand, the product offer and the person in the ad. For each area of the ad, as per the Attitudinal Scale, participants were asked whether each area related to them, whether it fitted in

with the rest of the content, whether it stood out and overall whether they liked it. This 5 point scale measured participant's attitudes towards each area of the ad and the overall mean score was used to publish results.

Ohanian's (1990) Source-Credibility Scale and Osgood, Suci & Tannenbaum's (1957) Differentiating Scale were combined and used to measure the opinions participants had of the model in the ad. These scales were used to understand whether the size or gender of the model could impact other perceived features. Participants were asked to rate several traits on a seven point scale with scales such as modest vs. proud, high intelligence vs. low intelligence, and important vs. insignificant.

Finally, Baker & Churchill's (1977) scale of advertising effectiveness was used to measure the effectiveness of the Gold Star Cinemas ad. This 7 point scale included scales such as interesting vs. dull, and unappealing vs. appealing.

Overall, each scale used brought a different aspect to the study and ensured that proven research methods were used. By using previous scales and methodology approaches, the study was best designed to capture attitudes and opinions on all aspects of the ad.

4.3 Sample

In total there were 132 participants, of which 130 provided their demographic details. In regards to gender, 46.2% (n=61) of participants were male and 52.3% (n=69) were female; so a relatively even gender ratio emerged.

TABLE 4: Participant Demographics

Gender of Participant	Number of Participants	Percentage of Participants
Male	71	50%
Female	69	48 %
Missing	2	2%

In regards to age, there were five groups that participants could align themselves with. The majority of participants fell into the 18-25 age-bracket; primarily because the study was conducted amongst current undergraduate university students. This was to be expected. The range of ages were as follows: 119 participants were 18-25, 189 participants were 26-35; 3 participants were 36-45, and 1 participant was 46+.

142 respondents participated in the experiment. A There were six variable groups. The following table shows the random distribution of participants against each group.

TABLE 5: Division of Participants

	Underweight	Normal Weight	Overweight
Male	20	17	25
Female	28	31	21

However, the allocation of participants to each variable group was random and so the gender of participants vs. the gender of the model in their variable group, was not always even.

TABLE 6: Participant Breakdown per Group

Variable Group	Gender of Participant	Number of Participants
Underweight Female	Male	18
	Female	10
Normal Female	Male	12
	Female	19
Overweight Female	Male	11
	Female	10

Underweight Male	Male	11
	Female	9
Normal Male	Male	9
	Female	8
Overweight Male	Male	13
	Female	10

4.4 Results

For analysis of results, SPSS software (Version 20) was used to analyse the data. ANOVA tests were performed to compare means across different measures of the experiment. When significances were found in the ANOVA, for either size, gender or an interaction effect of size and gender, Independent t-tests were performed to contrast analyses across each of the six groups. For the purpose of contrast analysis, the six groups were defined as:

1. Underweight Male
2. Underweight Female
3. Normal Weight Male
4. Normal Weight Female
5. Overweight Male
6. Overweight Female

4.4.1 Perception & Memory

Throughout the surveys there were two attention measures that participants were tested on. These measures tested overall attention of the Gold Star Cinemas' advertisement, brand, product and model and also measured the attention paid towards the Gold Star Cinemas advertisement in regards to how much respondents noticed the

ad. To test the overall attention towards the four main features, respondents were asked to rate on a 5 point scale (1=No attention at all; 2=A little attention; 3=Neither a lot nor a little attention; 4=A lot of attention; 5=All of my attention) the amount of attention they paid to: the Gold Star Cinemas advertisement, the Gold Star Cinemas brand; the Gold Star Cinemas product offer; and the model in the Gold Star Cinemas ad. The second measure of attention asked participants how much they noticed eight different advertisements; only four of which were included in the magazine pages. Participants were asked to rate their levels of notice/attention of a 5 point scale (1=Did not notice at all; 2=Didn't really notice; 3=Not sure if I noticed or not; 4=Noticed a little; 5=Definitely noticed).

TABLE 7: Mean Scores for Attention Measures

	Attention paid to Advertisement		Attention paid to Brand		Attention paid to Product		Attention paid to Person	
	Male	Female	Male	Female	Male	Female	Male	Female
Underweight	2.35	2.44	2.00	2.20	2.00	2.16	1.78	2.60
Normal Weight	2.83	2.46	2.54	1.79	2.63	2.46	2.38	2.00
Overweight	2.40	2.54	1.90	2.59	2.25	2.74	2.10	2.81

TABLE 8: Mean Scores for Recall Measures

	Recall of Advertisement		Recall of Product	
	Male	Female	Male	Female
Underweight	0.57	0.56	0.35	0.24
Normal Weight	0.52	0.33	0.32	0.13
Overweight	0.40	0.56	0.20	0.41

TABLE 9: Mean Scores for Recollection Measures

	Recollection of Advertisement		Recollection of Product	
	Male	Female	Male	Female
Underweight	0.61	0.56	0.74	0.76
Normal Weight	0.56	0.46	0.64	0.83
Overweight	0.35	0.56	0.75	0.81

To firstly test H1, which states that advertisements containing underweight females will receive lower levels of attention than advertisements containing normal weight and overweight females a 2 (gender) by 3 (size) ANOVA for Attention paid towards the Gold Star Cinemas advertisement (ATNA) was performed. This revealed no significant results for the main effects of gender ($F(1,137)=.22$, $p=.64$), size ($F(2,137)=.83$, $p=.43$) or an interaction effect of gender and size ($F(2,137)=1.83$, $p=.16$).

To secondly test H1 in regards to attention of the brand, a 2 (gender) by 3 (size) ANOVA for Attention paid towards the Gold Star Cinemas brand (ANTB) was performed. Interestingly it revealed a marginally significant ($F(2,137)=4.71$, $p=.10$) interaction effect of gender and size. Single comparisons between the groups found a significant difference for advertisements containing normal weight males (ANTB=2.54) compared to advertisements containing normal weight females (ANTB=1.79, difference=.75, $t=2.27$, $p=.02$). Furthermore, single comparisons found a marginally significant difference between advertisements containing overweight males (ANTB=1.90) and advertisements containing overweight females (ANTB=2.59, difference=.69, $t=1.86$, $p=.06$) when it came to attention paid to the brand. Interestingly, this ANOVA also found a significant difference within the female gender for attention paid to the brand between advertisements containing normal weight females (ANTB=1.79) and advertisements containing overweight females (ANTB=2.59, difference=.80, $t=2.31$, $p=.02$). No other significant differences were observed.

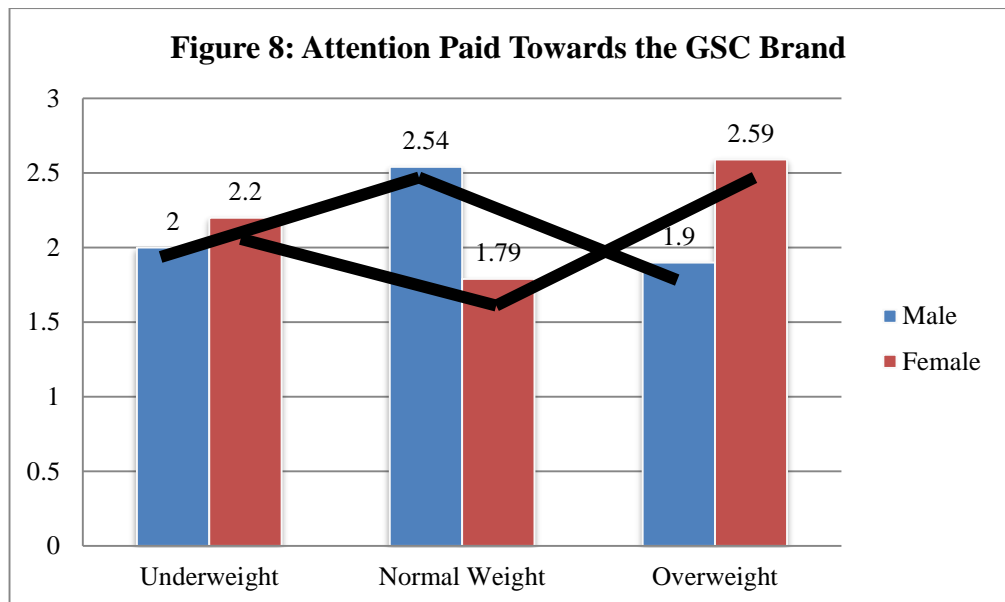


FIGURE 8: Graph for attention paid towards the GSC brand

To thirdly test H1 in regards to attention of the product, a 2 (gender) by 3 (size) ANOVA for Attention paid towards the Gold Star Cinemas product (ANTP) was performed. This ANOVA revealed no significant results for the main effects of gender ($F(1,137)=.67$, $p=.41$), size ($F(2,137)=2.24$, $p=.11$) or an interaction effect of gender and size ($F(2,137)=.92$, $p=.39$).

To fourthly test H1 in regards to attention to the person, a 2 (gender) by 3 (size) ANOVA for Attention for the Person (ATNM) was performed. It revealed a marginally significant ($F(1, 137)=2.99$, $p=.086$) main effect of gender. Female models ($ATNM_{female}=2.49$) received more attention compared to male models ($ATNM_{male}=2.09$). However more interestingly a significant ($F(2, 137)=2.95$, $p=.055$) interaction effect of gender and size was found. Single comparisons between the groups found a significant difference for underweight males ($ATNM=1.78$) compared to underweight females ($ATNM=2.60$, difference=.81, $t=2.52$, $p=.016$) and overweight females ($ATNM=2.81$, difference=1.03, $t=2.84$, $p=.007$). Furthermore normal weight females ($ATNM=2.00$) gained significantly less attention compared to overweight

females (ATNM=2.81, difference=.815. $t=2.12$. $p=.039$). No other significant differences were observed.

To finally test H1, a 2 (gender) by 3 (size) ANOVA for Noticeability of the advertisement (NOTA) was performed. No significant differences were found for the main effects of gender ($F(1,137)=.032$. $p=.85$), size ($F(2,137)=.64$. $p=.52$) or an interaction effect of gender and size ($F(2,137)=2.30$. $p=.12$).

Throughout the surveys there were two recall measures that participants were tested on. These recall measures tested both the recall of the advertisement and the recall of the product and were both unaided recall measures. To test respondent's recall of the advertisement, they were asked to list all advertisements they remembered from the magazine pages. To test respondent's recall of the product, they were asked to list all products they remembered seeing in the magazine pages.

To firstly test H2, which states that ads containing female models will have a higher recollection rate than ads containing male models, and ads containing overweight females will have a higher recollection rate than ads containing underweight and normal weight females a 2 (gender) by 3 (size) ANOVA for recall of the Gold Star Cinemas advertisement (RCLA) was performed. It revealed no significant results for the main effects of gender ($F(1,138)=.021$. $p=.88$), size ($F(2,138)=.90$. $p=.40$) or an interaction effect of gender and size ($F(2,138)=1.37$. $p=.25$).

To secondly test H2, against recollection of the product, a 2 (gender) by 3 (size) ANOVA for recall of the Gold Star Cinemas product (RCLP) was also performed. It revealed a marginally significant ($F(2,138)=2.63$. $p=.07$) interaction effect of gender and size. Single comparisons between the groups found a significant difference for advertisements containing normal weight females (RCLP=0.13) compared to

overweight females (RCLP=0.41). No other significant differences were observed.

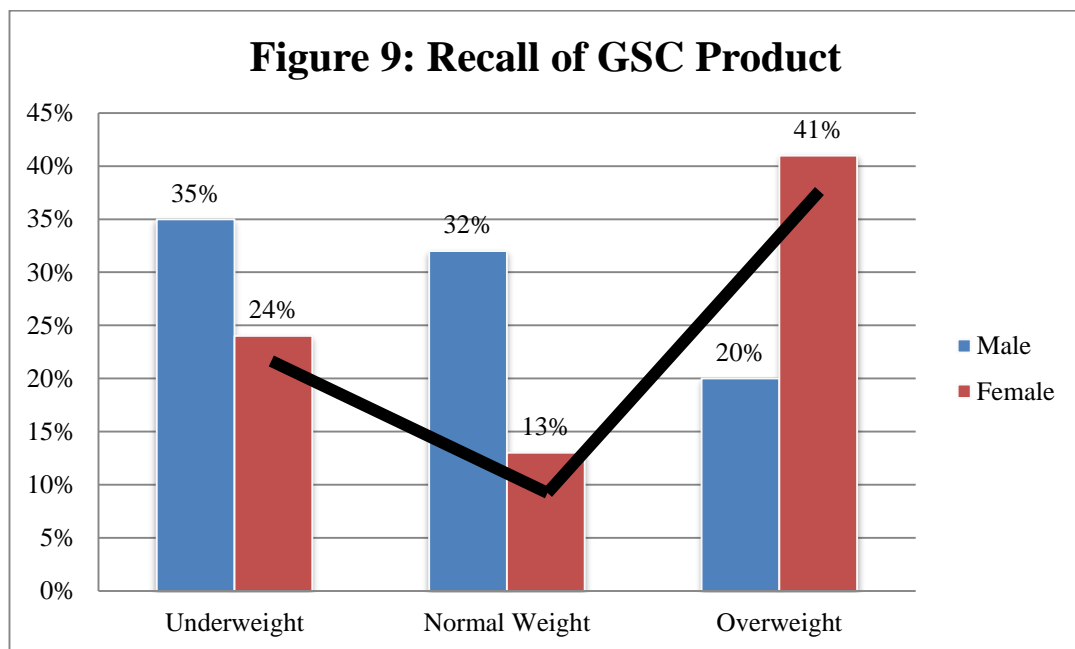


FIGURE 9: Graph for recall of GSC product

Therefore, H1 was not confirmed as it was in fact normal weight female models who received the lowest attention scores and overweight female models who received the highest attention scores (Please refer to TABLE 12: Overview of Hypotheses).

Throughout the surveys there were two recognition measures that participants were tested on. These recognition measures tested both recognition of the advertisement and recognition of the product and were both aided recognition measures. To test recognition of the advertisement, respondents were provided with a list of 15 brand names; only five of which were brands featured in advertisements in the magazine pages. Respondents were then asked to tick any advertisements they could remember seeing. To test recognition of the product, respondents were provided with a list of 14 product categories; only six of which were featured in the magazine pages. Respondents were then asked to tick any products they could remember seeing.

To thirdly test H2, a 2 (gender) by 3 (size) ANOVA for recognition of the Gold Star Cinemas advertisement (RCGA) was performed. It revealed no significant results for the main effects of gender ($F(1,138)=.048$, $p=.82$), size ($F(2,138)=.80$, $p=.44$) or an interaction effect of gender and size ($F(2,138)=1.24$, $p=.29$).

Finally to test H2, a 2 (gender) by 3 (size) ANOVA for recognition of the Gold Star Cinemas product (RCGP) was performed. This revealed no significant results for the main effects of gender ($F(1,138)=1.64$, $p=.20$), size ($F(2,138)=.13$, $p=.87$) or an interaction effect of gender and size ($F(2,138)=.51$, $p=.59$).

Therefore H2 was confirmed as overall, ads containing female models had higher rates of recollection than ads containing male models. Also, it was proved that overweight female models had the highest recollection of any group (Please refer to TABLE 12: Overview of Hypotheses).

4. 4. 2 Attitude & Likeability Results

Throughout the surveys there were four measures of likeability that participants were asked about. These measures tested overall likeability of the Gold Star Cinemas' advertisement, brand, product and model. To test the overall likeability towards the four main features, respondents were asked to rate on a 5 point scale (1=Strongly Disagree; 2=Disagree; 3=Neither Agree nor Disagree; 4=Agree; 5=Strongly Agree) how much they liked the Gold Star Cinemas advertisement, the Gold Star Cinemas brand, the Gold Star Cinemas product and the model in the Gold Star Cinemas ad. The second measure of likeability was an 8 statement scale where respondents were asked to place a cross on a 7 scale line as to where they thought the ad rated. These 8 scales were: interesting vs.

dull; unappealing vs. appealing; attractive vs. unattractive; clear vs. confusing; not eye catching vs. eye catching; favourable vs. unfavourable; very meaningful to me vs. means nothing to me; and interesting vs. non-interesting.

TABLE 10: Mean Scores for Likeability Measures

	Likeability of Advertisement		Likeability of Brand		Likeability of Product		Likeability of Person	
	Male	Female	Male	Female	Male	Female	Male	Female
Underweight	2.45	2.58	2.60	2.88	2.43	2.75	2.52	2.56
Normal Weight	3.16	3.00	3.16	2.83	3.08	2.95	2.75	2.69
Overweight	2.80	3.03	2.80	2.80	2.70	2.96	2.90	2.53

To firstly test H3, which states that normal sized models will be more liked than underweight and overweight models, both male and female, and that male models will be more liked overall than female models, a 2 (gender) by 3 (size) ANOVA for likeability of the Gold Star Cinemas advertisement (LIKA) was performed. Interestingly it revealed a significant ($F(2,139)=4.83$, $p=0.01$) interaction effect of size. Single comparisons between the groups found a significant difference in likeability of the advertisement overall between ads containing underweight models (LIKA=2.52) compared to ads containing normal weight models (LIKA=3.08, difference=.56, $t=3.01$, $p=.003$). Furthermore, single comparisons also found a significant difference between ads containing underweight models (LIKA=2.52) compared to ads containing overweight models (LIKA=3.03, difference=.51, $t=2.08$, $p=.04$). No other significant differences were observed.

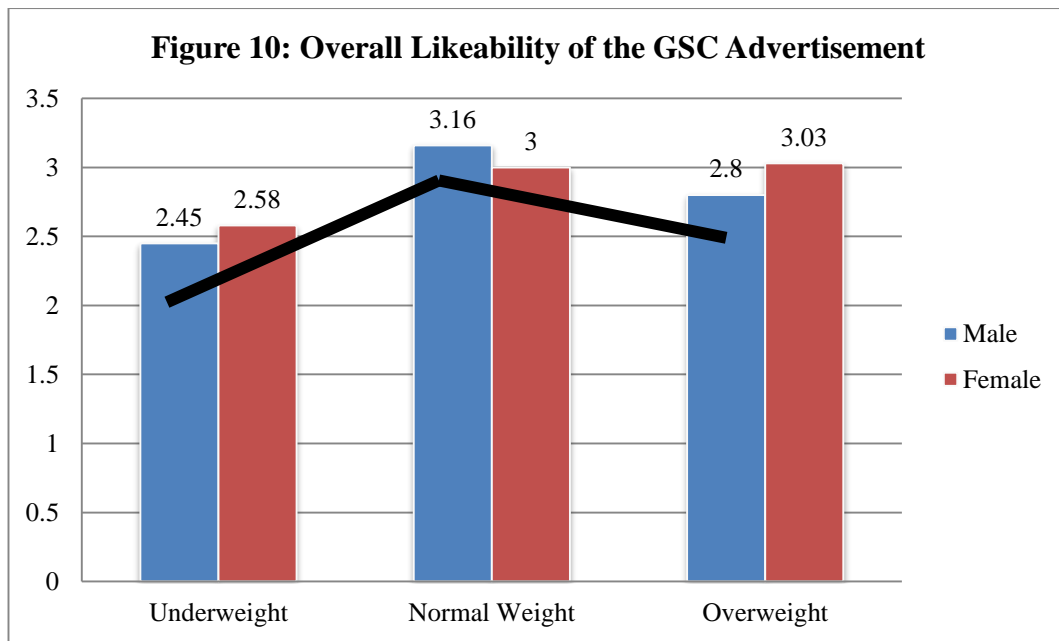


FIGURE 10: Graph for overall likeability of the GSC advertisement

To secondly test H3, a 2 (gender) by 3 (size) ANOVA for likeability of the Gold Star Cinemas brand (LIKB) was performed. This revealed no significant results for the main effects of gender ($F(1,136)=.013$, $p=.90$), size ($F(2,136)=.96$, $p=.38$) or an interaction effect of gender and size ($F(2,136)=1.24$, $p=.29$).

To thirdly test H3, a 2 (gender) by 3 (size) ANOVA for likeability of the Gold Star Cinemas product (LIKP) was performed. This ANOVA revealed a marginally significant ($F(2,134)=2.62$, $p=.076$) interaction effect of size. Single comparisons between the groups found a significant difference in the likeability of the product overall between advertisements containing underweight models (LIKP=2.59) and advertisements containing normal weight models (LIKP=3.02, difference=.42, $t=2.36$, $p=.02$). No other significant differences were observed.

To fourthly test H3, a 2 (gender) by 3 (size) ANOVA for likeability of the model in the Gold Star Cinemas advertisement (LIKM) was performed. This revealed no significant results for the main effects of gender ($F(1,135)=.61$, $p=.43$), size

($F(2,135)=.56$, $p=.56$) or an interaction effect of gender and size ($F(2,135)=.56$, $p=.57$).

To finally test H3, a 2 (gender) by 3 (size) ANOVA was performed for each of the eight likeability statements (LIKS) in regards to likeability of the Gold Star Cinemas advertisement. There were two ANOVAs that produced significant effects: Rate of Appeal ($F(2,128)=3.72$, $p=.02$) with an interaction effect of size; and Rate of Clarity ($F(2,126)=3.09$, $p=.04$) with an interaction effect of size and gender.

In regards to the rate of appeal, single comparisons between the groups found a significant difference in the appeal of the advertisement between advertisements containing underweight models (LIKS=3.43) compared to advertisements containing normal weight models (LIKS=4.18, difference=.75, $t=2.17$, $p=.03$). Also for the rate of appeal, a significant difference was found between advertisements containing normal weight models (LIKS=4.18) and overweight models (LIKS=3.23, difference=.95, $t=2.71$, $p=.008$).

In regards to the rate of clarity, single comparisons between the groups found a marginally significant difference between advertisements containing underweight males (LIKS=2.85) and advertisements containing underweight females (LIKS=3.87, difference=1.02, $t=1.94$, $p=.06$). No other significant differences were observed.

Although not significant, an interesting pattern of likeability has occurred through these results to show a difference in likeability in regards to gender, particularly for males. Three of the four likeability measures: advertisement, brand, and product have all followed the same pattern for males (see tables below). These triangle patterns have shown that in three of the four measures of likeability, advertisements containing normal weight male models were primarily more liked than advertisements containing underweight or overweight male models.

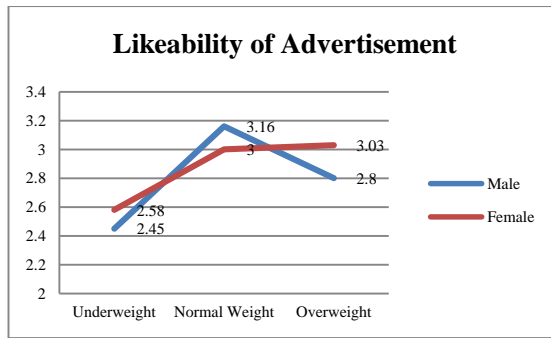


FIGURE 11: Graph for likeability of advertisement

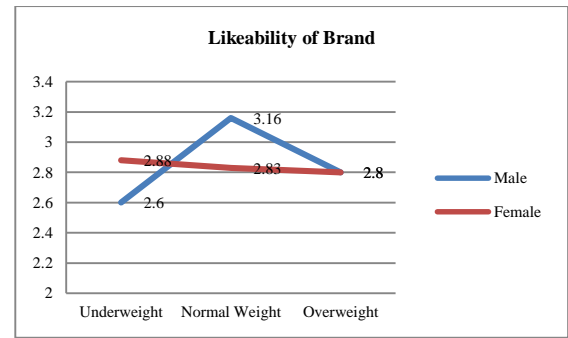


FIGURE 12: Graph for likeability of brand

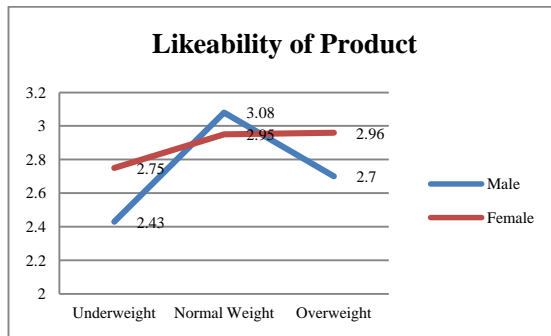


FIGURE 13: Graph for likeability of product

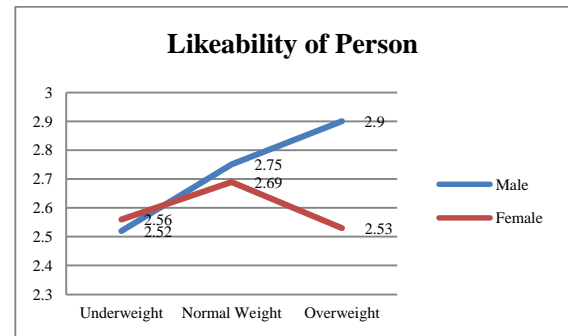


FIGURE 14: Graph for likeability of person

4. 4. 3 Evaluation of the Model

To test H4, which states that underweight female models will be rated as less intelligent than normal weight or overweight female models, and that overall, male models will be rated as more intelligent than female models, two measures were used. Firstly participants were asked to rate on a seven point scale where they would place in the model in regards to different attributes. These attributes were as follows: modest vs. proud; high intelligence vs. low intelligence; popular vs. unpopular; generous vs. ungenerous; important vs. insignificant; and will go far vs. will not get ahead. Usually, these scales would be grouped together to form one overall measure of evaluation of the model. However, as previous theories of gender stereotypes have allocated specific attributes to each gender, I wanted to analyse specific attributes against each gender to see if they matched the stereotypes previously presented in the literature (Huddy &

Terkildsen, 1993; Kervin, 1990).

TABLE 11: Mean Scores of Rateability of the Person in the GSC ad

	Rate of Modesty of the Person		Rate of Intelligence of the Person		Rate of Popularity of the Person	
	Male	Female	Male	Female	Male	Female
Underweight	3.80	4.20	4.05	3.45	4.30	4.29
Normal Weight	4.00	3.80	4.14	4.33	4.50	4.19
Overweight	4.00	3.44	3.21	4.07	3.42	4.14
	Rate of Generosity of the Person		Rate of Importance of the Person		Rate of Likelihood of the Person to get ahead.	
	Male	Female	Male	Female	Male	Female
Underweight	3.80	3.50	3.75	3.75	3.90	3.75
Normal Weight	4.47	4.52	3.95	3.80	4.33	4.38
Overweight	4.00	4.07	3.26	4.03	3.73	3.81

	Rate of Attractiveness of GSC Person		Rate of Appeal of GSC Person		Rate of Niceness of GSC Person	
	Male	Female	Male	Female	Male	Female
Underweight	2.56	2.79	2.60	2.87	2.69	2.87
Normal Weight	2.95	2.95	3.00	3.09	3.39	3.09
Overweight	2.68	2.44	2.63	2.51	3.10	2.85

Secondly participants were asked to rate on a 5 point scale (1=Strongly Disagree; 2=Disagree; 3=Neither Agree nor Disagree; 4=Agree; 5=Strongly Agree) how attractive they thought the person was, how appealing they thought the person was, and how nice they thought the person was.

To firstly test H4, a 2 (gender) by 3 (size) ANOVA was performed for each of the six statements around attributes of the person in the Gold Star Cinemas advertisement. These attributes were: modest vs. proud; high intelligence vs. low

intelligence; popular vs. unpopular; generous vs. ungenerous; important vs. insignificant; and will go far vs. will not get ahead.

A 2 (gender) by 3 (size) ANOVA for rate of modesty of the person in the Gold Star Cinemas advertisement (RMOD) was performed but found no significant effects of gender ($F(1,132)=.18$, $p=.67$), size ($F(2,132)=.39$, $p=.67$), or an interaction effect of gender and size ($F(2,132)=1.1$, $p=.32$).

A 2 (gender) by 3 (size) ANOVA for rate of intelligence of the person in the Gold Star Cinemas advertisement (RINT) was performed and found a significant ($F(2,132)=3.39$, $p=.03$) interaction effect of size and gender. Single comparisons between the groups found three significant interaction effects of size and gender. Firstly, normal weight females (RINT=4.33) were shown to be significantly more intelligent than underweight females (RINT=3.45, difference=.87, $t=2.59$, $p=0.1$). Secondly, normal weight males (RINT=4.14) were shown to be significantly more intelligent than overweight males (RINT=3.21, difference=.93, $t=2.06$, $p=.04$). Thirdly, overweight females (RINT=4.07) were shown to be significantly more intelligent than overweight males (RINT=3.21, difference=.86, $t=2.18$, $p=.03$). Although, not significant, it is still relevant to the H4 to show that underweight females (RINT=3.45) were rated as less intelligent than underweight males (RINT=4.05, difference=+.59, $t=1.44$, $p=.16$). There were no other significant differences observed.

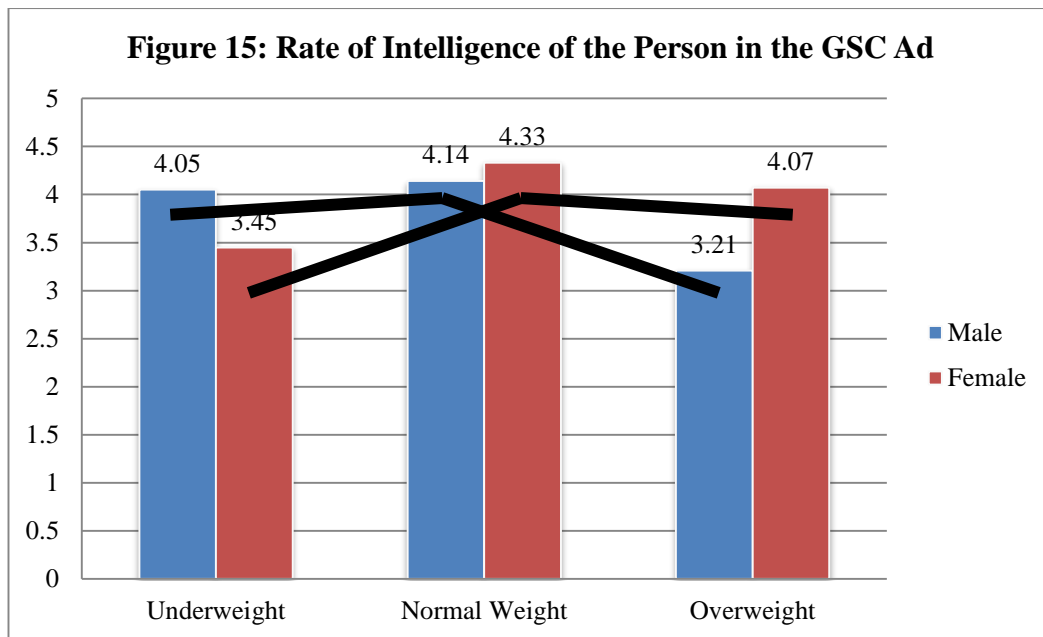


FIGURE 15: Graph for rate of intelligence of the person in the GSC ad.

A 2 (gender) by 3 (size) ANOVA for rate of popularity of the person in the Gold Star Cinemas advertisement (RPOP) was performed. This ANOVA found no significant effects of gender ($F(1,127)=.26$, $p=.60$), size ($F(2,127)=1.85$, $p=.16$), or an interaction effect of gender and size ($F(2,127)=1.36$, $p=.26$).

A 2 (gender) by 3 (size) ANOVA for rate of generosity of the person in the Gold Star Cinemas advertisement (RGEN) was performed. A significant ($F(2,132)=4.07$, $p=.01$) effect of size was revealed. Single comparisons between the groups showed that normal weight models ($RGEN=4.50$) were rated significantly more generous than underweight models ($RGEN=3.63$, difference=.86, $t=2.96$, $p=.004$). No other significant differences were observed.

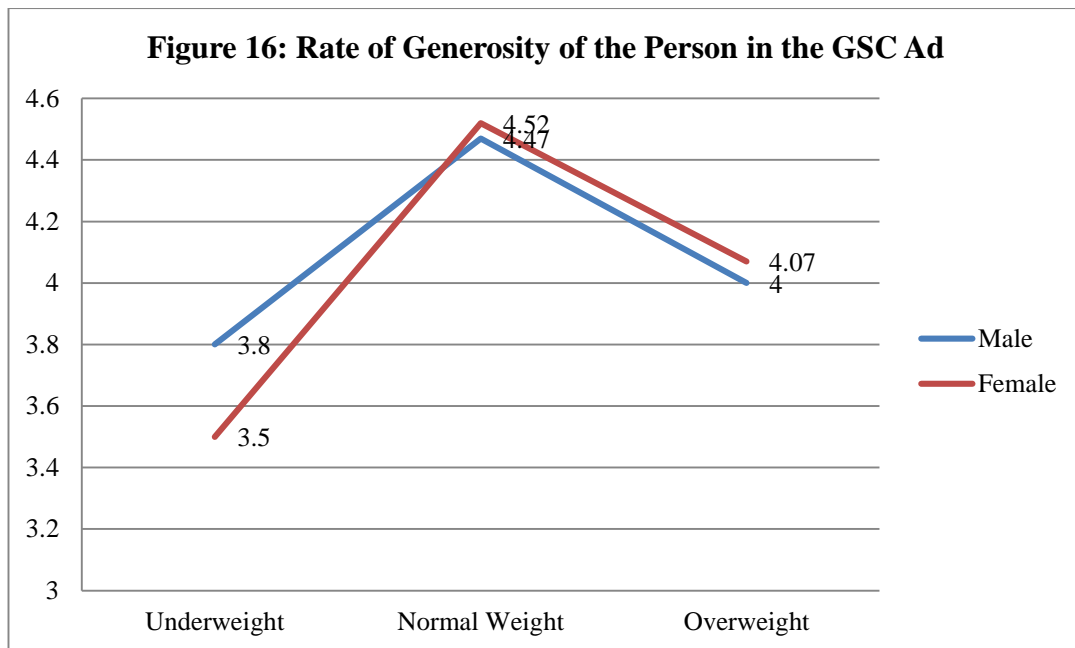


FIGURE 16: Graph for rate of generosity of the person in the GSC ad.

A 2 (gender) by 3 (size) ANOVA for rate of importance of the person in the Gold Star Cinemas advertisement (RIMP) was performed. However, this ANOVA revealed no significant effects of gender ($F(1,132)=.60$, $p=.43$), size ($F(2,132)=.24$, $p=.78$) or an interaction effect of gender and size ($F(2,132)=1.11$, $p=.33$).

Finally for this measure, a 2 (gender) by 3 (size) ANOVA for rate of likelihood that the person in the Gold Star Cinemas advertisement will get ahead (RGAH) was performed. This ANOVA revealed no significant effect of gender ($F(1,132)=.001$, $p=.97$), size ($F(2,132)=2.27$, $p=.10$), or an interaction effect of gender and size ($F(2,132)=.08$, $p=.91$).

To secondly test H4, a 2 (gender) by 3 (size) ANOVA for attractiveness of the person in the Gold Star Cinemas advertisement (ATRP) was performed. This ANOVA revealed no significant interaction effects for gender ($F(1,132)=.01$, $p=.97$), size ($F(2,132)=1.81$, $p=.16$), or an interaction effect between gender and size ($F(2,132)=.62$, $p=.53$).

p=.53).

To thirdly test H4, a 2 (gender) by 3 (size) ANOVA for rate of appeal for the person in the Gold Star Cinemas advertisement (APPP) was performed. This ANOVA showed a marginally significant ($F(2,133)=2.58$, $p=.07$) interaction effect of size. Single comparisons between the groups found a significant difference in the rate of appeal of the person between normal weight models (APPP=3.04) and overweight (APPP=2.53, difference=.51, $t=2.43$, $p=.02$) models. No other significant differences were observed.

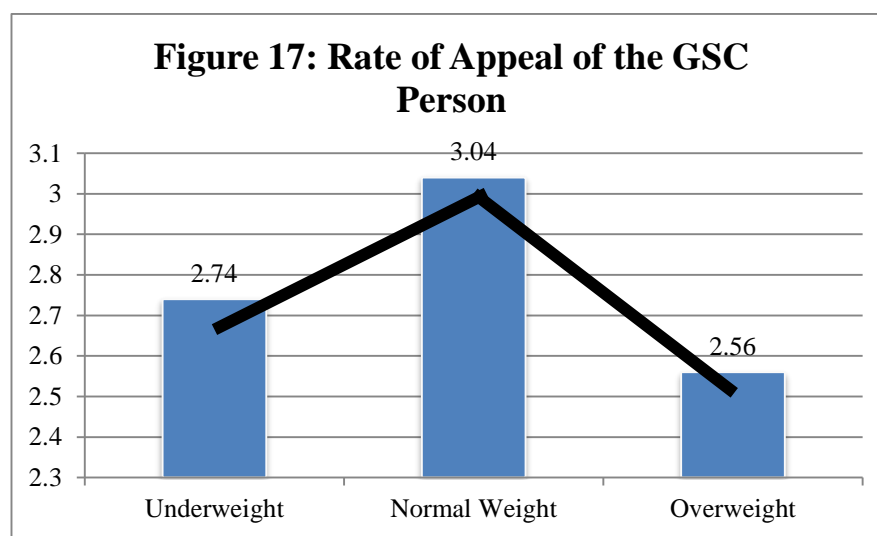


FIGURE 17: Graph for rate of appeal of the person in the GSC ad

To finally test H4, a 2 (gender) by 3 (size) ANOVA for rate of niceness of the person in the Gold Star Cinemas advertisement (NICP) was performed. This ANOVA showed a marginally significant ($F(2,132)=2.33$, $p=.12$) interaction effect of size. Single comparisons between the groups found a significant difference in the rate of niceness of the person between underweight models (NICP=2.78) and normal weight models (NICP=3.24, difference=.45, $t=2.14$, $p=.03$). No other significant differences were observed.

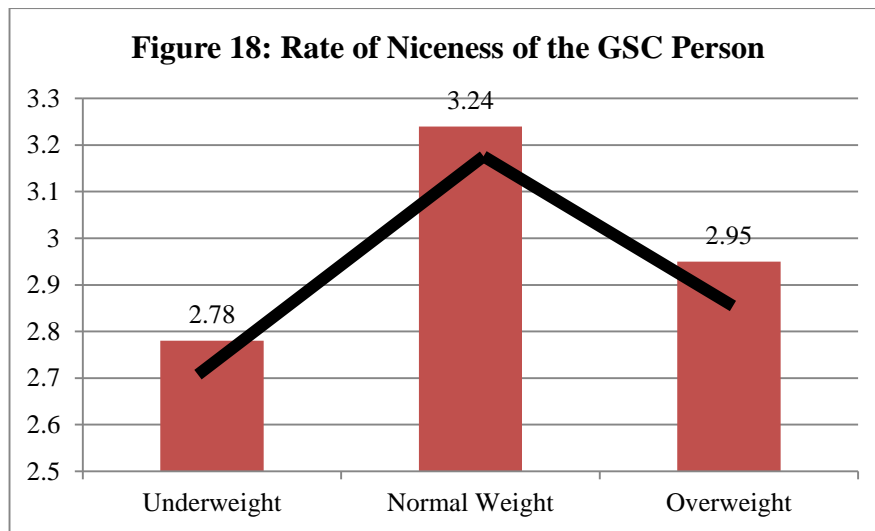


FIGURE 18: Graph for rate of niceness of the person in the GSC ad

Below, Table 12 presents each hypothesis and shows whether it was proved, partially proved or disproved, and what the main findings were from this hypothesis.

TABLE 12: Overview of Hypotheses

Hypothesis	Explanation of Hypothesis	State of Proven-ness	Main Findings	Relation to Theory
H1	Advertisements containing underweight female models, will receive lower attention than advertisements containing normal weight and overweight models when it comes to person in the ad, ad overall, brand and product.	Disproved	It was in fact normal weight female models who received the lowest attention scores and overweight female models who received the highest attention scores.	Agrees with <i>Novelty & Collective Attention Theory</i> but disagrees with <i>Theory of Attraction</i> .
H2	Ads containing female models will have a higher rate of recollection than ads containing male models. More specifically, ads containing overweight females will have higher recollection rates than ads containing underweight or normal weight female models when it comes to advertisement overall and product.	Proved	Overall, ads containing female models had higher rates of recollection than ads containing male models. Also, it was proved that overweight female models had the highest recollection of any group.	Follows the principals of <i>Novelty & Attention Theory</i> , particularly for the novelty of using overweight female models.

H3	Ads containing normal weight models will be rated more highly than ads containing underweight and overweight models. Specifically for gender, ads containing male models will be rated more favourably than ads containing female models when it comes to person in the ad, ad overall, brand and product.	Partially Proved	In regards to size, H3 was proved as normal weight models are more liked across all four elements of the ad. In regards to gender, H3 was partially proved as male models were only liked more for the brand and the person elements.	Goes against <i>Social Influence Theory</i> that society prefers thinner models as a whole; in fact they are going against the societal norm and prefer normal size models.
H4	Underweight females will be rated as less intelligent than normal weight or overweight females and male models will be rated as more intelligent than female models.	Partially Proved	Underweight models were rated as less intelligent than other groups but females were in fact rated more intelligent than males.	Follows the notion of <i>Gender Stereotypes</i> and that we do pre-judge others purely based on gender and size.

5. Discussion

When this research began, ideas and hypotheses were formed to begin to understand where the data might lead. Results were expected based on prior interest and knowledge the area. However, the results presented have been both happily confirmed and surprising. Results have both worked alongside and counter-argued previous literature in this area and have also shed light on future research endeavours that could be explored. This section of the thesis will explain the results that were found, whilst showcasing their importance to the advertising world and the effects they could have for advertisers in the future. The results were divided into three major sections; memory, attention and likeability, and will thus be discussed in this format.

5.1 Perception & Memory

Results into perception and memory certainly proved an interesting research area and have shown some findings that can be of great contribution to the advertising industry. These results have been categorised into attention and recollection in regards to discussion.

5.1.1 Perception & Attention

Attention was not initially a main focus of this research. Attention measures were included as attention received can have a relation to recall and recollection. Therefore, some interesting results were presented and turned out to be rather significant, particularly as at the beginning there was no interest at all. In regards to

attention, there were two major findings, both with significant interaction effects within then. Firstly it was shown that there was a significant interactional difference for attention paid to the brand. Secondly, results confirmed that there was a significantly interactional difference for attention paid to the person in the ad. Both findings ultimately claimed that there was at least some effect when on attention. For advertisers, attention can make or break a product/brand and therefore it is important to understand exactly what effects model size can have on attention.

Firstly, in regards to attention paid to the Gold Star Cinemas brand, results showed that when an advertisement contained a normal weight male, it gained significantly more attention towards the brand, than when it contained a normal weight female. This could come down to the fact that with primarily female consumers, normal weight females simply do not stir up enough interest; however, female consumers viewing normal weight males may be much more attracted and therefore pay more attention to the ad. What could also be considered, as an alternative thought, is that participants are simply paying less attention to the normal weight male *model*, opposed to the normal weight female *model*, and therefore can spend more time viewing the branding itself.

This finding could also follow similar patterns to Diedrichs & Lee (2011) who showed that females are more positive about their own bodies when viewing average sized models. In relation to this experiment, it could simply be that participants are happier viewing average-sized female models, and therefore spend more of their time and attention on the model, opposed to anything in the else in the ad. This could then explain why average male models received more brand attention, as the body image ideals are not valid.

However, the results also showed that advertisements containing overweight females, received higher attention levels towards the brand, than advertisements containing overweight males. It is interesting to see that when the models are of regular size, males attract more attention to the brand; however, when the models are overweight, it is the females who attract more attention to the brand. As there is a lack of literature in this area, it is difficult to use past academic work to explain this phenomenon; however, there could be several explanations for these conflicting results.

Firstly, it could simply come down to where we are directing our attention. If something is much more every day, i.e. we are used to seeing it regularly, such as normal weight females and overweight males, then we may simply give less attention to the ad in general, as it does not capture our interest as much as something that we see regularly. Again, this can come down to *Novelty & Collective Attention Theory* in that something that is more out of the ordinary such as overweight females, draws us in more and therefore we pay more attention to other features in the ad, such as the branding.

Secondly, however, it could also come down to the principles of *Inattentional Blindness Theory*. It could be as simple as liking normal weight females and overweight males more, and therefore we focus solely on the model, and ignore other elements of the advertisement, such as the branding. If *Inattentional Blindness Theory* does come into play with regards to attention, then using a model that is more liked, such as a normal weight female, could actually distract from the rest of the ad and therefore lose the purpose of the ad itself. Whereas, if advertisers used a model that was not as liked, such as an overweight female, the theory could work in reverse, and consumers could pay more attention the remaining, and more important, elements of the ad.

What was another interesting finding when it came to attention paid towards the brand, was within the female group. Advertisements containing overweight females received significantly more attention to the brand, than advertisements containing normal weight females. Again this could relate back to previous discussion around *Inattentional Blindness Theory* or could in fact again, as was with recall and recollection, be related to *Novelty & Collective Attention Theory*. If it does all really come down to the novelty of what we see, then advertisers are looking at a possible dilemma on their hands; what do they do when the novelty becomes the norm? In regards to this result, the most eligible explanation again seems to be *Inattentional Blindness Theory*. At the end of the day, consumers may simply prefer to look at normal sized females, and therefore, spend less of their time viewing the remainder of the advertisement.

Both encouragement and disprovement of these findings came from the second area of significant results in regards to attention paid towards the model. Results in this area of attention showed that underweight female models received significantly higher attention than underweight male models. This finding most likely relates to attention from likeability, particularly as much of the existing literature states that consumers prefer seeing underweight female models (Calden, Lundy & Schlafer, 1959; Garner, Garfinkel, Schwartz & Thompson, 1980; Serdar, 2005). As males are typically preferred to be muscular and larger, seeing an underweight male, would not encourage consumers to pay attention to it. For advertisers, it is always beneficial to draw attention towards your advertisement, and obviously underweight females can do this; however, as previous attention results have shown, just because someone is paying attention to one element of an advertisement, does not mean they are paying attention to all of it.

Again the idea of novelty arises with attention paid to the model, as normal

weight female models, received significantly lower attention levels than overweight female models. *Novelty & Collective Attention Theory* again plays a part in these results in that the overweight female model, is receiving much higher attention, possibly for the reason that it is simply something we are not used to seeing. What was interesting for overweight females, is that not only did they receive more attention to themselves, but these advertisements received high attention levels across all other aspects of the ad: brand, product and the ad overall. If it is novelty that is drawing consumers to advertisements containing overweight models and is keeping their eye on the ad long enough to provide attention to all other elements in the ad, then it is definitely something that advertisers should consider, even if it is only temporarily until the novelty wears off.

Overall, the area of attention, has proved to be one that is both interesting and a little confusing. Advertisers need to know where exactly to focus their attention, and that they cannot continue to use the underweight female models that they currently do, if they want overall attention. In regards to H2, this hypothesis was partially proved. It was in fact overweight females, and not underweight females, who received the highest levels of attention across all four elements; something that could be of great interest to current advertisers, who only ever seem to use underweight models.

5.1.2. Memory & Recollection

This was one of the most anticipated and exciting areas of this research as it

looked at a topic that has not previously been researched in a body-size/advertising context. The idea that a person's size can alter how we remember an advertisement, and which elements of it we remember, is one that has been key to this research. In regards to memory, specifically recall, there was one major finding: Results showed that overweight females had a significantly higher recall rate than normal weight females when it came to remembering the product advertised. This was firstly interesting because this finding came from unaided recall where participants were asked to simply list all products they remembered. Therefore, we must understand what appeal overweight female models have and what can allow them to increase product recall.

Although in a different context, this finding follows similar patterns to Peck & Loken's article which showed that female consumers reacted more positively to plus-sized models; however, only in a non-traditional context such as a plus-sized magazine (2004). This prior research could partially explain why overweight female models increased product recollection rates as female consumers may prefer seeing ads containing overweight female models, and therefore spend more attention and time viewing the advertisement. Similarly, it runs along the same lines as Dove (2004) who state that women wished the media did a better job of portraying diverse size. If as Dove claims, that female consumers want to see a larger range of model sizes, then female consumers may in fact have enjoyed the advertisement more, and again, spent more time and attention viewing it; thus increasing their recall of the product.

However, this ideal does disagree with other prior literature, where it is shown that women prefer thinner models, and dislike viewing plus-sized models (Calden, Lundy & Schlafer, 1959; Garner, Garfinkel, Schwartz & Thompson, 1980; Serdar, 2005). This alternatively could mean that women spent little to no attention viewing the overweight female model, and therefore spent more time looking at the product; thus

increasing the product recall rate.

What seems to be the most likely explanation of this finding, relates back to a previously discussed area; *Novelty & Collective Attention Theory*. As overweight models are something that we rarely see in print advertisements, it could be that consumers were simply spending time viewing the ad due to the novelty of seeing something that is not the norm. If this were the case, it could explain why consumers had high unaided recall of the product, opposed to advertisements containing normal weight females. However, we must also consider the time frame that this finding can have. If it is indeed *Novelty & Collective Attention Theory* that caused consumers to have higher recall rates, what happens when the novelty wears off? If more advertisers start to use plus-sized models, then the novelty is no longer so, and the purpose of using overweight female models no longer has the recall worth that it started out with.

Whether it is from positive or negative behaviour, or simply the novelty of it all, this finding only presents positive messages for advertisers. This finding shows that if advertisers use overweight female models, they can have a significantly higher recall rate of their product, than if normal weight models are used. As the aim of advertisements is primarily to convince consumers to purchase, an increased recall rate of a product is most likely to increase purchasing. If consumers can enter a store and remember the product they saw, they are more likely to purchase that product over an alternative.

Ultimately, the limitations of this finding must also be considered. When it came to H1, we could only partially prove our hypothesis correct. Advertisements containing overweight female models did have a significantly higher recall rate when it came to the product; however, when it came to the advertisement overall, there were no significant

differences to report. This means that although the product recall was higher, the rest of the ad, such as the brand and the content, were ‘lost’ behind the model. For advertisers, this finding then presents a choice; do you use an overweight female model to increase product recall and risk sacrificing your branding, or do you miss out on the recall opportunities, in sacrifice of using a thinner model?

5.2 Attitude & Likeability

As likeability was already an area that was strongly researched in regards to size (Posovac, Posovac & Posovac, 1998; Morry & Staska, 2001; McFerran, Dahl, Fitzsimons & Morales, 2002), this study aimed to delve further into the ideals of likeability. Whereas previous literature had primarily only studied female models, and often only those of underweight or normal weight (Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Halliwell, Dittmar & Howe, 2005; Krahé & Krause, 2010; Smeesters, Mussweiler & Mandel, 2010; Diedrichs & Lee, 2011), this study expanded those areas of likeability to also understand the effect overweight models could have, both male and female.

In regards to likeability, there were some interesting results presented, some of which challenged previous literature. When it came to likeability of the advertisement overall, results showed that advertisements containing normal weight models were more liked than advertisements containing underweight models. An interesting finding, particularly as when it came to recollection and attention, normal sized models did not rate highly at all. This finding seems to travel a similar path to the findings of Diedrichs & Lee (2011), Dittmar & Howard (2004) and Halliwell, Dittmar & Howe (2005) who all showed that female consumers have a more positive self-body attitude when viewing

average sized models opposed to thin models. These results may in fact interact with each other in that consumers may have increased body attitude and therefore like the advertisement more.

A similar finding was reported for overweight models, with advertisements containing overweight models being significantly more liked overall than advertisements containing underweight models. Again, there is a strong likelihood that this link comes down to raised self-esteem when viewing larger models opposed to thinner models. Interestingly throughout this research, overweight models always seem to be coming out on top in regards to recollection, attention and now likeability.

However, the focus here should not necessarily be on who was more liked, but rather on who was disliked. As both society and the advertising industry continue to obtain/show an 'ideal' body size, it is interesting to see that using a normal sized or overweight model can actually give an advertisement more appeal than the current use of an underweight model. In advertising underweight models are the rule and it is extremely rare to see an overweight model on magazine pages; however, as similarly found by Peck & Loken (2004), using overweight models can entice a more positive reaction from consumers when it comes to advertising.

Again when it came to the Gold Star Cinemas product, results showed higher levels of likeability towards advertisements containing normal weight models opposed to advertisements containing underweight models. To even get consumers to spend enough time viewing an ad is a big task for advertisers, but the fact that you can get consumers to like your product more due to the size of the model you use is fascinating. Again, interestingly, it is normal sized consumers who are the most highly-rated when it comes to likeability. In regards to attention, normal sized models did not encourage high

attention levels from participants; however, it may be that participants are using more of their peripheral vision and are happy to see a more average-sized model, opposed to an underweight one (Dove, 2004).

One of the most interesting results that emerged from likeability measures was that of the rate of appeal. Although not directly asking about likeability, this measure does come from the same area and the amount something appeals to us can often coincide with how much we like it. In regards to the rate of appeal, results showed that advertisements containing normal weight models had a significantly higher appeal rate than both advertisements containing underweight and overweight models. This could come down to a similar argument made by Dove (2004) that women like to see more realistic images in the media; therefore, viewing images of normal sized models has more of an appeal than images of underweight models. This could also come down to similarity being more appealing and that as the normal weight consumer prefers to see other normal weight models in advertising. This is a similar approach to the results of Smeesters, Mussweiler & Mandel (2010) who showed that often the biggest change in self-esteem levels; evidently showing that we like similarity and dislike dissimilarity.

Another interesting results acme from the same group of measures in regards to rate of clarity. Results showed that advertisements containing underweight male models were rated as more confusing than advertisements containing underweight male models. This could come down to two factors: Firstly it could be that magazines so often portray more fit, muscular male models (McGrath, 2006; Pope, Olivardia, Borowiecki & Cohane, 2001) that the sight of an underweight male model causes confusing among consumers as to why advertisers would be breaking the 'social norm'. Secondly this could also come down to the results of both genders. Although rated less confusing than underweight males, underweight females were still rated at the more confusing end of

the scale. It could be that consumers do not like the images of underweight models in general, as has been shown in other likeability results, and therefore find these images confusing and unclear.

The results from likeability, all be it some of them similar to previous studies, have still revealed some interesting findings. One of the main findings is the likeability and preference towards normal sized models, opposed to underweight models.

Again, we have seen a preference for overweight models with advertisements containing overweight models being the most overall liked advertisement. Although previous research areas of recollection and attention in this study have shown this to possibly be down to *Novelty & Collective Attention Theory*, the rate of participant's likeability does not fit in with this theory as well as the other two research areas.

Overall, the area of likeability has proved to have some of the most interesting and relevant results, even though it comes from an area much better previously researched than attention and recollection. It is important for advertisers to get consumers to like their ads and the content within it, and it has been interesting to see that normal sized models may be the way to go. In regards to H3, this hypothesis was partially proved. In regards to normal weight females, results have proven H3 to be correct. In every category, the total rate of likeability was always higher for normal weight models than it was for underweight models, for both the male and female genders. In regards to the second element of H3, that advertisements containing male models will be rated more highly than advertisements containing female models, this was partially proved. In regards to likeability of the advertisement, brand and person advertisements containing male models were always more liked, but not in regards to product. More specifically, it was advertisements containing normal sized male models

that were rated more highly in each of the four measures of likeability compared to normal sized female models; another fight for the corner of using normal sized models.

5.3 Evaluation of the Model

Evaluation of the model was not an area that was initially a large focus of this research until the notion of gender stereotypes came into play. As previous theory and literature have shown that consumers believe specific attributes of others to be true, solely based on their gender (Huddy & Terkildsen, 1993), then it is important to understand how this affects an advertisement, and specifically the model within it. This was certainly the most difficult area to work with as so little literature has been done on male body size and often it is on things such as muscularity or masculinity (Kervin, 1990). However, this area of the research presented some interesting findings that are certainly of use to the advertising industry. Each result came down to a specific attribute. Rather than group all of these measures together to form one variable, each attribute was measured individually to see which attributes were assigned to which gender or size, and how these fitted in with existing stereotypes.

What has to be the most interesting attribute that provided significant results was that of intelligence. The rate of intelligence produced three significant findings. Firstly, normal weight female models were rated as more intelligent than underweight female models. This finding strongly related back to the result that normal weight female models were more liked than underweight female models. In regards to existing literature, this has some interesting comparisons with the thoughts of Brownell (1991). Brownell showed that good health and body size symbolise positive attributes and that bad health and body size symbolise negative attributes. If we follow the rules of the

BMI scale, then being normal weight is actually the more healthy size, and is therefore likely to attract more positive attributes. However, this result could also come back to one of the key gender stereotypes of thin, beautiful women being of lower intelligence, and therefore when put against normal-sized models, they are rated as less intelligent, simply due to their size. This explanation relates more to *Expectation States Theory* and agrees that we are creating behavioural expectations based on external factors such as gender.

However, when it came to male's levels of intelligence, the results veered in a slightly different direction. The normal weight male model was still rated as more intelligent; however, this was compared to the overweight male model. Literature has shown that men are also stigmatised for being overweight (Hebl & Turchin, 2005); however, this result has shown that the stigma can reach across more mediums and can also affect perceived levels of intelligence. Similar to the previous finding for intelligence of females, this could again come down to Brownell's finding that unhealthy body sizes are attributed with more negative features (1991). Literature has also shown that overweight people are perceived to be lazy, stupid and worthless (Schwartz, O'Neal, Brownell, Blair & Billington, 2003) which could most certainly explain why overweight males are perceived to be less intelligent than normal weight males. Ultimately, it comes back to *Social Comparison Theory*. *Social Comparison Theory* explains that we evaluate ourselves by comparing ourselves to others; as the majority of people are of a normal weight, they are more likely to positively identify themselves to normal weight models, and therefore more negatively identify themselves to underweight or overweight models.

The third and final significant finding for intelligence showed that overweight females were rated as more intelligent than overweight males. As both groups here are

overweight, the explanation comes down to gender. Why exactly are overweight females deemed more intelligent than overweight males? Largely, this finding seems to come down to gender stereotypes in that overweight men are often represented as being of low intelligence. For example, White, Brown & Ginsberg (1999) showed that on American television, 35% of males shown were overweight. Often these males are portrayed as the comedic ‘clowns’ of the show, which could explain why overweight men were deemed as less intelligent than overweight women.

There were three other attributes that were measured that released interesting results: generosity, rate of appeal, and niceness. Firstly, in regards to the rate of generosity, normal weight models were rated as more generous than underweight models. Rago & Archer (2011) showed that often underweight or skinny people can be very nasty and unkind, which could explain why normal weight models were deemed as more generous; certainly a quality related to niceness and kindness. Secondly, in regards to the rate of appeal, normal weight models were rated as more appealing than overweight models. Most likely, this result has come down to levels of attraction and reiterates several items of literature that explain that normal size is the most attractive (Brownell, 1991; Dittmar & Howard, 2004; Halliwell, Dittmar & Howe, 2005; Diedrichs & Lee, 2011). Finally, in regards to the rate of niceness, normal weight models were rated as nicer than underweight models. Again this could relate to Rago & Archer’s argument that underweight or skinny people can be deemed nasty and unkind (2011).

What is interesting about each of these measures is that the normal weight model always seems to come out as the most positively rated. This is something that literature has been screaming at us for years (Brownell, 1991; Dittmar & Howard, 2004; Halliwell, Dittmar & Howe, 2005; Diedrichs & Lee, 2011); however, advertisers

continue to use underweight models, who as these results have shown, are often rated as lower intelligence and lower levels of niceness. This positive rating of normal weight models could certainly come back to Brownell's 1991 article. Normal weight models are certainly deemed the most healthy body size according to the BMI scale, so if we follow Brownell's logic, then normal weight models would be awarded with the most positive attributes; something that we have most definitely seen from these results. Overall, studying the evaluation of the model has proved to be an interesting research area and one that has shown the light for current advertisers.

6. Managerial Implications

The advertising industry is one that is ever-changing and diverse and is always looking for new opportunities to impress and attract consumers. However, when it comes to body size, the advertising industry continues to use underweight models,

particularly for the female gender. As society may claim to all aspire to be thin, the shape vs. mirror debate seems to show that overall the advertising industry really is shaping and not mirroring. The results from this experiment have shown that although advertisers may claim to be mirroring what society wants to see with underweight images, this is actually not the case and it is normal weight models who are the most liked and most highly rated.

So what does this mean for advertisers? For a start, the notion of up-sizing some of the models seems like a good idea. This might not be to the extremity of the Dove campaign with overweight models, but in fact models who by their BMI rating are in fact normal sized. Normal sized models may not have the novelty feature or the extreme thinness, but they are more high liked and as *The Effect Transfer* has shown us, liking the model leads to liking every other element of the ad (Lutz, Mackenzie & Belch, 1986).

Advertisers can also apply this normal weight principal to male models. Although this study has not looked at muscle level, and can therefore not make full comment on its effect in advertising, the results have shown that normal weight male models are always more liked and create more likeability towards the brand and the product, and the advertisement overall.

Finally, this experiment has shown advertisers that using overweight models is not necessarily a bad thing and that the novelty of using overweight models, just like the Dove campaign, can actually bring both positive attention to the brand and increased recollection levels; something every advertiser is desperately trying to achieve. Overall, what this study has primarily shown is that current use of underweight models is not working and that thin is really not in.

7. Limitations/Recommendations

As with all academic research, there are always areas that could have been further explored or could have been studied in a different way. To begin with, a key limitation of this research came down to recall and recollection, and the fact that there is

little to no research done in this area in this context. This initially made it much more difficult to set a path and a direction as there was nothing that came before it.

Ultimately, this also worked as a positive for the research, as this research becomes the first of its kind in regards to model size's effect on recall and recollection.

For the experiment itself, there was a strong, and evenly distributed sample base which produced some strong results. A recommendation to take the sample base even further, would have been to use eye-tracking software to see exactly how long participants were focusing on each area of the advertisement. If further research was conducted into this area, it is a tool that I would most definitely utilise.

In regards to limitations, the main restriction of the research was the sample size. In total, the final sample size came to 132 participants. This meant that marginally significant findings (those under .10) were also accepted. However, apart from this I do not believe there are too many areas that could have used more work. On the positive side, there are several recommendations one could make to even further the study and delve even deeper into this interesting research area.

Firstly, as previously stated, eye-tracking software would be an excellent way to further understand attention and if different sized models are indeed capturing more attention. This would also help researchers to further understand if the models were drawing focus from the remaining content of the ad or not.

Secondly, further research could look into a variety of advertisements, set in different contexts. This could include advertisements more targeted towards healthy lifestyles or weight loss, to see what effect different sized models could have. Alternatively, as this study only used print advertisements, the use of other mediums such as television or online advertisements could be explored.

Thirdly, and finally, the area of male body size is one that we have only begun to touch the surface with. As males become more and more involved in societal pressure to look a certain way, it is imperative that future research delves deeper into this topic to understand male body size and the effect it can have on advertising.

As this thesis has shown, there are always new and exciting aspects of advertising to explore. From areas that are new, to areas where we are always contradicting others and finding new paths, advertising research is an area where there is always room for more.

8. Conclusions

When viewed separately the results from this study have proved both thought-provoking and exciting for the field. However, when viewed together, some results have excelled and been proved even further, whilst others have contradicted each other in their own areas. To sum up the results simply would be to say that overweight females

create the most recall, overweight females again would draw the most attention and normal weight models, particularly males, generate the highest levels of likeability. You would think that these three research areas would fall into a similar pattern and that all three areas would produce a similar result; however, it is interesting to see that although they attract little attention and create little recollection, it is normal weight models who generate the most likeability. It is also fascinating to see that it is overweight female models who demand the most attention and recollection when this is something that advertisers usually go against.

Overall, the results have presented some thought-provoking findings, some of which seemed obvious to begin with and others that have been extremely unexpected. From this experiment, there were five key findings that were presented. When it came to attention, overweight females received the highest rate of attention, whereas normal weight females received the lowest amount of attention. With overweight females, the most likely cause of such high attention rates seems to be the novelty of the idea and the fact that viewing an overweight model is something we virtually never see. This finding was extremely unexpected as advertisers are so against using overweight models, and in fact use the opposite extreme of underweight models. In a world where everyone wants to be thin, it is intriguing that overweight models attract the most attention for an ad. However, what advertisers have to consider is that the novelty will eventually fade away (Wu & Huberman, 2008) and if the levels of attention were not sufficient enough, then they are left right back at square one.

Another major finding that tied in with this was that of recollection. Although Wu & Huberman (2008) have shown that novelty can quickly fade, using overweight models in advertisements actually increases recollection across all four measures. This was certainly one of the most interesting and thought-provoking findings as recollection

is an area where body size has not been applied before. Yet why exactly is it that overweight models create higher recollection rates? The Dove *Real Beauty* campaign seemed to attract huge levels of attention and people remembered what they saw. It may possibly come back, once again, to the shape vs. mirror debate. Advertisers may think that they are mirroring society by showing the underweight models that they wish to see, when in fact they are shaping it as consumers pay more attention to and remember overweight models more. Advertisers can now begin to look at other ways to create attention and recollection, and it all comes in one change; the size of the model.

When it came to likeability, there were two major findings: one size effect and one gender effect. Although overweight models may attract more attention, results showed that it is in fact normal weight models, both male and female, who are more liked. This finding was proved even further by the fact that normal weight models were liked more than underweight and overweight models across all four measures: person, ad, brand and product. As we have just seen that overweight models create higher attention levels, it is interesting to see that although we may pay less attention to ads containing normal weight models, when we do the likeability of these models is much higher and projects across all four elements of the advertisement.

One of the biggest areas of this research, and one that I was the most eager to understand, was that of male body size and it was likeability where these findings came through. The area of male body size is extremely limited so it was important to research areas that could be of importance to the advertising industry. When it came to likeability, results showed that overall, advertisements containing male models were liked more than advertisements containing female models when it came to the brand and the person. As advertisers more often use females in advertising and the notion of males forming to a particular size is something relatively new (Klos & Sobal, 2013), it was

interesting to see that it was in fact males who made an ad more likeable. This could come down to self-esteem and comparison in that females are comparing themselves less to male models, and therefore take time to enjoy the advertisement more. Whether this is down to general likeability or a preference for stereotypical male attributes is unknown, but certainly something that should be taken into account.

The final major result that emerged from this study was that of attributes; specifically intelligence, generosity, appeal and niceness. When it came to all four of these attributes, normal weight models, both male and female, were rated more than highly than both underweight and normal weight models. This ties back in with Brownell (1991) who showed that healthy body sizes are more associated with positive attributes. Maybe the time has come where health becomes the biggest priority and in fact being underweight is now deemed just as unhealthy and negative as being overweight?

To sum up the results simply would be to say that overweight females create the most attention and recollection, normal weight models, particularly males, generate the highest levels of likeability, and normal weight models receive the most positive attribute ratings. It then becomes the question of what do advertisers want most; the attention and recollection or the likeability and positivity? Either way these results have shown that existing literature, such as the Halliwell & Dittmar (2004) article, may not have been fully accurate, and that size does in fact alter the effectiveness of an advertisement. So is thin really in? I think not.

9. References

A thank you to all academic sources that were a contribution to my work and whose ideas and findings helped to identify and shape my research question.

Baker, M. J., & Churchill, A. (1977). The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research*, 14. 538-555.

Brownell, K. D. (1991). Personal responsibility and control over our bodies: When expectation

- exceeds reality. *Health Psychology*, 10(5). 303-310.
- Brumbaugh, A. M. (1993). Physical attractiveness and personality in advertising: More than just a pretty face? *Advances in Consumer Research*, 20. 159-164.
- Calden, G., Lundy, R. M., & Schlafer, R. J. (1959). Sex differences in body concepts. *Journal of Consulting Psychology*, 23.
- Cohn, L. D., & Adler, N. E. (1992). Female and male perceptions of ideal body shapes. *Psychology of Women Quarterly*, 16(1), 69.
- Conway, M., Pizzamigilo, M., & Mount, L. (1996). Status, communality, and agency: Implications for stereotypes of gender and other groups. *Journal of Personality and Social Psychology*, 71(1). 25-38.
- Cook, Z., Kirk, S., Lawrenson, S., & Sandford, S. (2005). Use of BMI in the assessment of under nutrition in older subjects: Reflecting on practice. *Proceedings of the Nutrition Society*, 64. 313-317.
- Corcoran, K., Crusius, J., & Mussweiler, T. (2011). Social comparison: Motives, standards and mechanisms. In Chadee, D (Ed.), *Theories in social psychology*. Oxford, UK: Wiley-Blackwell. 119-139.
- Correll, S. J., & Ridgeway, C. (2003). Expectation states theory. In Delameter, J (Ed.), *Handbook of social psychology*. New York, USA: Kluwer Academic. 29-52.
- Cox, D. S., & Locander, W. B. (1987). Product novelty: Does it moderate the relationship between ad attitudes and brand attitudes? *Journal of Advertising*, 16(3). 39-44.
- Daily Mail (2012). *A big plus: Using 'plus size' models would help make women less obsessed about being thin*. Retrieved from <http://www.mirror.co.uk/news/technology-science/science/using-plus-size-models-would-1423427>
- Dens, N., De Pelsmacker, P., & Wanssens, J. (2009). Effects of scarcely dressed models in advertising on body esteem for Belgian men and women. *Sex roles*, 60(5-6). 366-378.
- Diedrichs, P. C., & Lee, C. (2011). Waif goodbye! Average-size female models promote positive body image and appeal to consumers. *Psychol Health*, 26(10). 1273-1291.
- Dittmar, H. (2009). How do “body perfect” ideals in the media have a negative impact on body image and behaviours: Factors and processes related to identity. *Journal of Social and Clinical Psychology*, 28(1). 1-18.
- Dittmar, H., & Howard, S. (2004). Professional hazards: The impact of models' body size on advertising effectiveness and women's body-focused anxiety in professions that do and do not emphasise the cultural ideal of thinness. *British Journal of Social Psychology*, 43. 477-497.
- Dove. (2004). *Campaign for real beauty*. Retrieved from www.mydove.co.nz
- Fallon, A. E., & Rozin, P. (1985). Sex differences in perceptions of desirable body shape. *Journal of Abnormal Psychology*, 94. 102-105.
- Festinger, L. (1954). A theory of social comparison. *Human Relations*, 7. 117-140.

- Frenning, S. (2013). *Attraction theory*. Retrieved July 8, 2013, from <http://samuelfrenning.efoliomn.com/attraction>
- Furnham, A., Badmin, N., & Sneade, I. (2002). Body image dissatisfaction: Gender differences in eating attitudes, self-esteem, and reasons for exercise. *Journal of Psychology*, 136(6), 581-596.
- Garner, D. M., Garfinkel, P., Schwartz, D., & Thompson, M. (1980). Cultural expectations of thinness in women. *Psychological Reports*, 47, 484-491.
- Grazer, W. F., & Keesling, G. (1995). The effect of print advertising's use of sexual themes on brand recall and purchase intention: A product specific investigation of male responses. *Journal of Applied Business Research*, 11(3), 47-57.
- Grogan, S., Williams, Z., & Conner, M. (1996). The effects of viewing same-gender photographic models on body-esteem. *Psychology of Women Quarterly*, 20(4), 569-575.
- Halliwel, E., & Dittmar, H. (2004). Does size matter? The impact of model's body size on women's body-focused anxiety and advertising effectiveness. *Journal of Social and Clinical Psychology*, 23(1), 104-122.
- Halliwel, E., Dittmar, H., & Howe, J. (2005). The impact of advertisements featuring ultra-thin or average-size models on women with a history of eating disorders. *Journal of Community & Applied Social Psychology*, 15, 406-413.
- Hebl, M. R., & Turchin, J. N. (2005). The stigma of obesity: What about men? *Basic & Applied Social Psychology*, 27(3), 267-275.
- Henderson-King, E., & Henderson-King, D. (1997). Media effects on women's body esteem: Social and individual difference factors. *Journal of Applied Social Psychology*, 27(5), 399-417.
- Hesse-Biber, S., Leavy, P., Quinn, C. E., & Zoino, J. (2006). The mass marketing of disordered eating and eating disorders: The social psychology of women, thinness and culture. *Women's Studies International Forum*, 29(2), 208-224.
- Huddy, L., & Terkildsen, N. (1993). Gender stereotypes and the perception of male and female candidates. *American Journal of Political Science*, 37(1), 119-147.
- Kervin, D. (1990). Advertising masculinity: The representation of males in *Esquire* advertisements. *Journal of Communication Enquiry*, 14, 51-70.
- Klos, L. A., & Sobal, J. (2013). Weight and weddings: Engaged men's body weight ideals and wedding weight management behaviours. *Appetite*, 60(1), 133-139.
- Krahe, B., & Krause, C. (2010). Presenting thin media models affects women's choice of diet or normal snacks. *Psychology of Women Quarterly*, 34(3), 349-355.

- Laczniak, R. N., Muehling, D. D., & Grossbart, S. (1989). Manipulating message involvement in advertising research. *Journal of Advertising*, 18(2). 28-38.
- Lee, C. K., Fernandez, N., & Martin, B. A. S. (2001). Using self-referencing to explain the Effectiveness of ethnic minority models in advertising. *International Journal of Advertising*, 21. 367-379.
- Lutz, R. J., Mackenzie, S. E., & Belch, G. E. (1986). The role of attitudes toward the ad as a mediator of advertising effectiveness : A test of competing explanations. *Journal of Marketing Research*, 23(2). 130-143.
- Martin, M. C., & Gentry, J. W. (1997). Stuck in the model trap: The effects of beautiful models in ads on female pre-adolescents and adolescents. *Journal of Advertising*, 19-34.
- McFerran, D., Dahl, D. W., Fitzsimons, G. W., & Morales, A. C. (2010). Might an overweight waitress make you eat more? How the body type of others is sufficient to alter our food consumption. *Journal of Consumer Psychology*, 20. 146-151.
- McGrath, M. D. (2006). *The 'new' male consumer: Appearance management product advertising and the male physical ideal in men's interest magazines from 1965-2005*. Retrieved from <http://diginole.lib.fsu.edu/etd/2552>
- Morry, M. M., & Staska, S. L. (2001) Magazine exposure: Internalisation, self-objectification, eating attitudes, and body satisfaction in male and female university students. *Canadian Journal of Behavioural Science*, 33(4). 269-279.
- Mussweiler, T., & Strack, F. (2000). The “relative self”: Informational and judgemental consequences of comparative self-evaluation. *Journal of Personality and Social Psychology*, 79(1). 23-28.
- Netmeyer, R. G., Burton, S., & Lichtenstein, D. (1995). Trait aspects of vanity: Measurement and relevance to consumer behaviour. *Journal of Consumer Research*, 21(3). 46-60.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3). 39-52.
- Osgood, C. E., Suci, G., & Tannenbaum, P. (1957). *The measurement of meaning*. Urbana, IL: University of Illinois Press
- Oxford Dictionary (2013). *Definition: Attraction*. Retrieved from <http://oxforddictionaries.com/definition/english/attraction>
- Oxford Dictionary (2013). *Definition: Likeability*. Retrieved from <http://oxforddictionaries.com/us/definition/english/likeable>
- Oxford Dictionary (2013). *Definition: Novelty*. Retrieved from <http://oxforddictionaries.com/definition/english/novelty>
- Peck, J., & Loken, B. (2004). When will larger sized female models in advertisements be viewed positively? The moderating effects of instructional frame, gender, and need for cognition. *Psychology and Marketing*, 21(6), 425-442.
- Petrie, T. A., Austin, L. J., Crowley, B. J., Helmcamp, A., Johnson, C. E., Lester, R., Rogers, R., Turner, J., & Walbrick, K. (1996). Sociocultural expectations of attractiveness for

males. *Sex Roles*, 35. 581-602.

- Pieters, R., Wiedel, M., & Batra, R. (2010). The stopping power of advertising: Measures and effects of visual complexity. *Journal of Marketing*, 74(5).
- Pope, H. G., Olivardia, R., Borowiecki, J. J., & Cohane, G. H. (2001). The growing commercial value of the male body: A longitudinal survey of advertising in women's magazines. *Psychother Psychosom*, 70(4).
- Posovac, H. D., Posovac, S. S., & Posovac, E. J. (1988). Exposure to media images of female attractiveness and concern with body weight among young women. *Sex Roles*, 38(3-4). 187-201
- Rago, M., & Archer, G. (2011). *Shut up skinny bitches: The common sense guide to following your hunger and your heart*. USA: Norlights Press
- Rohlinger, D. A. (2002). Eroticizing men: Cultural influences on advertising and male objectification. *Sex Roles*, 46(3-4). 61-74.
- Schutz, H. K., & Paxton, S. J. (2002). Investigation of body comparison between adolescent girls. *Journal of Applied Social Psychology*, 32(9). 1906-1937.
- Schwartz, M. B., O'Neal, H., Brownell, K. D., Blair, S. N., & Billington, C. (2003). Weight bias among health professionals specialising in obesity. *Obesity Research*, 11(9). 1033-1039.
- Simons, D. J. (2000). Attentional capture and inattention blindness. *Trends in Cognitive Science*, 4(4). 147-155.
- Singh, D. (2006). Universal allure of the hourglass figure: An evolutionary theory of female physical attractiveness. *Clinical Plastic Surgery*, 33(3). 359-370.
- Serdar, K. L. (2005). *Female body image and the mass media: Perspectives on how women internalise the ideal beauty standard*. Retrieved from <http://www.westminstercollege.edu/myriad>
- Smeesters, D., & Mandel, N. (2006). Positive and negative media images effects on the self. *Journal of Consumer Research*, 32(4). 576-582.
- Smeesters, D., Mussweiler, T., & Mandel, N. (2010). The effects of thin and heavy media images on overweight and underweight consumers: Social comparison processes and behavioural implications. *Journal of Consumer Research*, 36(6). 930-949.
- Stice, E., Spangler, D., & Agras, W. S. (2001). Exposure to media-portrayed thin ideal images adversely affects vulnerable girls: A longitudinal experiment. *Journal of Social & Clinical Psychology*, 20. 270-288.
- Wager, D. G., & Berger, J. (1997). Gender and interpersonal task behaviours: Status expectation accounts. *Sociological Perspectives*, 40. 1-32.
- Wells, W., Spence-Stone, R., Crawford, R., Moriarty, S., & Mitchell, N. (2011). *Advertising principles and practice* (2nd ed.). Australia: Pearson Australia. 71-73.
- Wertheim, E. H., Paxton, S. J., Schutz, H. K., & Muir, S. L. (1999). Friendship clique and peer influences on body image concerns, dietary restraint, extreme weight-loss behaviours, and binge eating in adolescent girls. *Journal of Abnormal Psychology*, 108(2). 255-266.

- White, S. E., Brown, N. J., & Ginsburg, S. L. (1999). Diversity of body types in network television programming: A content analysis. *Communication Research Reports*, 16(4). 386-392.
- Williams, J. E., & Best, D. L. (1990). *Sex and psyche: Gender and self-viewed cross-culturally*. Newbury Park, CA: Sage.
- Wu, F., & Huberman, B. A. (2008). Novelty and collective attention. *National Academy of Science*, 104(45). 17,599-17,601.

10. Appendices

Attached are a range of appendices which help to support and explain the workings of this thesis. 10.1 includes the four magazine pages that participants were asked to read (used with the example of the normal weight female model manipulation. 10.2 is Survey Part One that participants were asked to fill out. 10.3 is Survey Part Two

that participants were asked to fill out.

10.1 Ethical Approval Letter

5 February 2013

Martin Walguny
Faculty of Business and Law

Dear Martin

Re Ethics Application: **12/327 Does size matter: How does model-size affect consumer recollection and likeability in advertising?**

Thank you for providing evidence as requested, which satisfies the points raised by the AUT University Ethics Committee (AUTEC).

Your ethics application has been approved for three years until 5 February 2016.

Acting under delegated authority and subject to endorsement by AUTEC at its meeting of 4 March 2013, the Executive Secretary approved the satisfactory resolution of AUTEC's conditions.

As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 5 February 2016;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 5 February 2016 or on completion of the project.

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this. If your research is undertaken within a jurisdiction outside New Zealand, you will need to make the arrangements necessary to meet the legal and ethical requirements that apply there.

To enable us to provide you with efficient service, please use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,



Dr Rosemary Godbold
Executive Secretary
Auckland University of Technology Ethics Committee

Cc: Sarah Kelly sarahkelly_89@hotmail.com

10.2 Appendix 1: Four Magazine Pages



international stars

October's featured star **Sian Howland** talks to us about adjusting to fame in **London**.

The latest big trend in the UK isn't fashion or music. No, it's a person; Sian Howland to be precise. Sian Howland is the latest big buzz in both Hollywood and her hometown of London after starring in several blockbuster movies this year. We flew to London to speak to Sian about what seems to be her overnight success.

So Sian, tell us about your hometown and where you grew up.

Well I've been living in London ever since I can remember and I'm a true English girl. I've always been a huge movie lover and used to spend my Saturdays as a kid going to the movies with my friends.

So you've always known movies were your passion?

Ah yeah! I mean I've always watched movies from the oldies with my old man, right through to the alternative films with friends. I love everything about movies and the places they can take you.

So how did you get into acting?

Actually it's a funny story. When I was still at school my parents forced me to take Drama, seen as they knew I loved movies so much. So I reluctantly chose it and ended up with Russell Brand as my drama partner. Ten years later and we still work together, although filming *Ten Days Too Soon* was a lot more exciting than the home-made movies we starred in as kids!

So you enjoyed filming *Ten Days Too Soon*?

It was amazing! All the brilliant actors I got to work with, especially after being such a small-scale actor for so long. And everything is just so inspiring. It's really helped prepare me for my future roles.

Ah yes; you're starring in some pretty big roles in 2013.

Yes I'm really excited. In January I start filming *Hurt* with Robert Pattinson and Michelle Phipper and then in May I start filming an action movie with Matt Damon called *Rise*

of the Earth. I'm really excited and just so lucky to be part of this incredible world.

We heard you're already fitting in quite well, particularly with some of the Hollywood celebs.

I have been over in the US a lot to promote *Ten Days Too Soon* so I've had a few invites from Hollywood. It's been great to visit the US and meet some amazing actors but I'll always be a London girl at heart.

So no plans to take the US by storm?

Haha not at this stage but you never know. Anyway you know the saying, you can take the girl out of London, but you can't take London out of the girl.

Well we can't wait to hear more from such an up and coming star. Any secrets you wanna dish before we go?

Erm... I secretly have a crush on Matt Damon so watch out for us in *Rise of the earth*! Haha joking!

Pizza and a Movie... the Perfect Night Out...



Show us your movie ticket and grab any 14" Pizza for only \$10 from any Angelinos store*



ANGELINOS

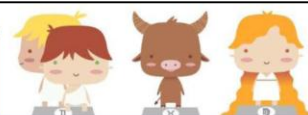
WWW.ANGELINOS.COM

Valid Sunday - Thursday only. \$10 pizza may only be redeemed on same day of movie.

RB

www.rayburn.com **13**

Horoscopes



LIBRA Sep 24 – Oct 23

Try not to take so much personally this month, as those around you deal with their own issues. You're sometimes easily offended, so it's important that you take people by their actions and not their words. Words don't always say much, but the way someone acts around you is what you should be looking out for. Maintaining high standards in your friendships is key – you need friends that will be as supportive to you as you are to them!

Celebrity Libran Birthdays

Cameron Diaz – 30 September
Ashlee Simpson – 3 October
Zac Efron – 18 October
Kim Kardashian – 21 October



SCORPIO

Don't let a stressful family or domestic issue get under your skin. A special meeting will set a new tone in a growing relationship. Fun outings will be opportunities to let down your hair, but watch you don't overspend.

Oct 24 – Nov 22

SAGITTARIUS

A friendship will be hard work but the process will deepen your relationship. A nagging problem will take self-control at home. A challenging situation at work will shine a light on your talents and raise your professional profile.

Nov 23 – Dec 21

CAPRICORN

Inconvenient requests, tough tasks and special plans will fill your world this week. Pace yourself carefully or you'll be overwhelmed. Use your initiative to clear up a misunderstanding with a close friend or colleague.

Dec 22 – Jan 20

AQUARIUS

An opportunity or experience that breaks dramatic new ground will challenge you to push past an old fear. Financially, it's time to pin down a matter that's been bothering you for a while.

Jan 21 – Feb 19

PISCES

Being practical will go out of the window this month for Pisceans. Try to lay down some concrete plans and rules for the future to help you stay grounded.

Feb 20 – Mar 20

ARIES

Where and what and who – concentrate on the details this month. Don't let yourself get swept away with the faeries, if you want something to happen. Remember that actions, not wishes are the key.

Mar 21 – Apr 20

TAURUS

Don't pay attention to flashy people or flashy places this month. What you need around you are honest people who have your best interests at heart. Flash doesn't last so seek out something more long-term.

Apr 21 – May 21

GEMINI

No astrology sign likes talking more than Gemini's, but it's a good month to watch what you say and where you say it. Don't fall into the trap and spill that gossip. Learn to keep your mouth shut and it will pay off!

May 22 – Jun 21

CANCER

There's a lot coming that you're going to be dealing with so batten down the hatches and prepare to face the coming storm. Don't be afraid to turn to friends and family for help this month.

Jun 22 – Jul 23

LEO

Whatever you've been looking for, it's about to arrive. The key is to relax, don't worry and have faith in the powers that be. Believe in it, and you'll find it becomes much easier to go with the flow.

Jul 24 – Aug 23

VIRGO

You need to be the support system for someone close to you this month. Don't fiddle around with gifts – your time and comfort is what is needed most in this situation.

Aug 24 – Sep 23

FEEL LIKE A MOVIE ST★R...

NEW! RENT OUT YOUR OWN PRIVATE MOVIE SCREEN!!!

GOLD ST★R Cinemas

www.rayburn.com **14**



This Month's *Reviews*



This month's what's **hot**, what's **not** and those **special** finds you should keep an **eye** out for.



TAKEN 2 ★★★★★

Definitely one of the must-see movies this winter. With the amazing Liam Neeson doing what he does best, this movie combines action, suspense and excitement all in two hours. This is a good movie to go and see with friends and is perfect for a guys night out. Either way, not one to miss!!



PARANORMAL ACTIVITY 4 ★★★★★

Once again, we're up to who-knows-what number-sequel and quite frankly when it comes to Paranormal Activity; it's getting old! I'd like to say it was scary but when you've been scared by the same thing in the past three movies, you tend to get over it. Maybe wait for DVD if you're really keen??



SILENT HILL: REVELATION ★★★★★

Since one of the best Playstation games ever, Silent Hill, was launched in 1999, there have been many adaptations of both games and movies. But Silent Hill: Revelation has to take the prize. Both thrilling and intriguing, this movie is one to have you sliding down your seat but unable to look away. A serious contender for movie of the year!!



DOWNLOAD OUR NEW XR APP

**RATE XR MUSIC, PHOTOS, VIDEOS,
SLEEZE, LISTEN LIVE & MUCH MORE**



AVAILABLE NOW FOR IPHONE & ANDROID

XR
Today's Hit Music

RB

www.rayburn.com **15**

Page 3



Who needs to watch a movie when you can live in one...

This month, Rayburn reviewer Lisa Watkins travelled down under to Australia's Gold Coast to learn all about what it's like to live in a movie.

Matt went to Australia's Movie World, a place filled with fun and adventure and all your favourite movie characters. From the Looney Tunes parade, to the Superman

Rollercoaster this place has it all. You can take a ride through a haunted house with Scooby Doo and the gang or go on a 3D adventure with Shrek. The possibilities are endless. With stunt car shows and Batman exhibitions there really is something for everyone. My favourite part had to be Diagon Alley where Harry Potter

stores lined the street (I may have done a bit too much shopping here!). All up, a magical holiday that really brought to life some of my favourite movie characters! So if you're a movie lover and you're thinking of a holiday anytime soon, then there's only one place to visit; Movie World!

My latest souvenir!!



WANT MOVIE STAR HAIR?



NURTURE COLOUR

Get hair like your favourite movie star with Nurture Colour...
Fabulous hair colour that nurtures your hair and leaves it looking fabulous...
In twelve shades, Nurture Colour is your door to a head of fame and fortune!

AVAILABLE AT ALL LEADING PHARMACIES

WIN A DVD GIFT PACK

Thanks to **FATSO**

Simply tell us what is the name of the American beauty who stars in **DRIVE**?

Write your answer above and send in to Rayburn Magazine, 19 Ghunzer St. Philidelphia



RB

www.rayburn.com

13

10.3 Survey Part One



The aim of this research is to investigate how the different advertisements in the provided magazine are remembered and liked. We will be asking you a few simple questions; please answer them as openly and honestly as possible. There is no right or wrong answer. Please indicate your feelings and/or recall. To thank you for your time and participation you can participate in a draw for 3x \$100 Westfield Vouchers. A competition entry form will be handed to you after you have completed the survey. The data from the survey and the entry in the draw are not related to each other. All the data of the survey will be kept and analysed anonymously. The winners of the draw will be notified by email after the data collection process is conducted. Before completing the questionnaire, please make sure that you agree with the following points.

- ☐ I have had an opportunity to ask questions and to have them answered.
- ☐ I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.
- ☐ If I withdraw before completion of data collection, I understand that all relevant information, including completed surveys, will be destroyed.
- ☐ By completing this survey, I agree to be a part of the research.

By completing this questionnaire, you are giving your consent to be a part of the research.

If you have any further questions or concerns regarding the research feel free to contact:

Dr. Martin K.J. Waiguny
Dept. of Marketing Advertising, Retailing and Sales
Faculty of Business and Law
Auckland University of Technology
42 Wakefield St
Auckland 1010
Martin.waiguny@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on 5th February 2013

AUTEC Reference number 12/327

Example Responses

For scale questions, you will receive a list of options and five possible responses. The response go from 1) Strongly Disagree to 5) Strongly Agree. For these questions, please rate each statement as to how much you agree with a circle around the number. Please only circle one response per statement.

Example 1. For the following statements, please circle the response on the scale that relates most to you. (Please circle one answer only)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I enjoy shopping for clothes	1	2	3	4	5
Clothing stores play music that relates to me	1	2	3	4	5
I shop for clothes at least once a week	1	2	3	4	5

For list questions, you will be asked to list items as your response. Here, you can simply write as many possible responses as you would like.

Example 2. Please list all the clothing stores you have purchased from in the past month.

- a) Glassons
- b) Dotti
- c) Kmart
- d) Cotton On

This survey will be done in two parts. For the first part, please answer the questions below as honestly as possible. Once you have completed the questions, please ask the researcher for the second part. Once you have completed the second part, please staple them both together and place both parts in the box at the front of the class.

PART ONE

1. For the following statements, please circle the response on the scale that relates most to you. (Please circle one answer only)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The content in the magazine was interesting	1	2	3	4	5
The adverts in the magazine were related to the content	1	2	3	4	5
Overall, I enjoyed reading the magazine pages	1	2	3	4	5

2. Please list all the articles that you remember from the magazine pages:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

3. Please list all advertisements you remember from the magazine pages:

- a) _____
- b) _____
- c) _____
- d) _____

4. Please list all products you remember seeing in the magazine:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

Thank you for taking the time to answer Part 1 of this survey. Please ask the researcher
Part 2. Do not amend any responses in this survey after receiving Part 2.

10.4 Survey Part Two



PART TWO

Example Responses

For scale questions, you will receive a list of options and five possible responses. The responses go from 1) Strongly Disagree to 5) Strongly Agree. For these questions, please rate each statement as to how much you agree with a circle around the number. Please only circle one response per statement.

Example 1. For the following statements, please circle the response on the scale that relates most to you. (Please circle one answer only)

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I enjoy shopping for clothes	1	2	3	4	5
Clothing stores play music that relates to me	1	2	3	4	5
I shop for clothes at least once a week	1	2	3	4	5

For ticking questions, you will be asked to tick all of your responses. Here, you can tick as many or as few responses as you would like.

Example 2. 1. Please tick all department stores you have visited in the past month.

- ☐ Farmers
- ☒ Kmart
- ☒ Smith & Caugheys
- ☐ The Warehouse

For cross-scale questions, you will be asked about a particular topic, and to rate how you found it in regards to different scales. For each line, there are seven possible spaces to mark. Please place a cross on each line to indicate how you feel.

Example 3. Going shopping for clothes is:

Interesting ☒ _ _ _ _ _ Dull

Unappealing _ _ _ _ _ ☒ Appealing

PART TWO

You are now starting Part 2 of the survey. Please answer all questions as openly and honestly as possible.

1. Please tick all advertisements that you can remember seeing in the magazine pages:

- ☐ Angelinos Pizza
- ☐ Gold Star Cinemas
- ☐ Dr. Oetker Pizza
- ☐ XR Music
- ☐ Apple Store
- ☐ Syoss Hair Colour
- ☐ Apple iPhone
- ☐ Warner Brothers Movie World
- ☐ Nurture Hair Colour
- ☐ Samsung Galaxy
- ☐ Fatso DVD Gift Pack
- ☐ www.rayburn.com
- ☐ Disneyland
- ☐ Cineplexx Movies
- ☐ Metro Radio

2. Please tick all the product categories that you remember seeing advertised in the magazine pages:

- ☐ Pizza
- ☐ Sausages
- ☐ DVDs
- ☐ Cinema
- ☐ Opera
- ☐ Computer Games
- ☐ Body Lotion
- ☐ Hair Colour
- ☐ Smartphone App
- ☐ Smartphone
- ☐ TV channel
- ☐ Radio station
- ☐ Toys
- ☐ Books

Please remember the Gold Star Cinemas Ad and answer the following questions.

3. How much attention did you pay to... (Please circle one response per statement).

	No attention at all	A little attention	Neither a lot nor a little attention	A lot of attention	All of my attention
... the Gold Star Cinemas ad	1	2	3	4	5
... the Gold Star Cinemas brand	1	2	3	4	5
... the Gold Star Cinemas product offer	1	2	3	4	5
... the person in the Gold Star Cinemas ad	1	2	3	4	5

4. Please rate the following statements in regards to the branding of the ad. The brand was 'GOLD STAR CINEMAS'. (Please circle one response per statement).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The brand stood out to me.	1	2	3	4	5
This is a brand I would remember.	1	2	3	4	5
The brand fitted well with the rest of the ad.	1	2	3	4	5
Overall, I liked the brand	1	2	3	4	5

5. Please rate the following statements in regards to your overall likeability of the Gold Star Cinemas ad. (Please circle one response per statement).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The Gold Star Cinemas ad was related to me.	1	2	3	4	5
The Gold Star Cinemas ad fitted in well to the magazine	1	2	3	4	5
The Gold Star Cinemas ad stood out from the magazine pages	1	2	3	4	5
Overall, I liked the Gold Star Cinemas ad	1	2	3	4	5

6. In regards to the Gold Star Cinemas ad, please place a cross on the dotted line for each statement, to show how you felt about the ad.

Interesting Dull

Unappealing Appealing

Attractive Unattractive

Clear Confusing

Not Eye Catching Eye Catching

Favourable Unfavourable

Very Meaningful to Me Means Nothing to Me

Interesting Not Interesting

7. Please rate the following statements in regards to the product in the ad. The product was 'FEEL LIKE A MOVIE STAR: RENT OUT YOUR OWN PRIVATE MOVIE SCREEN' (Please circle one response per statement to show how you feel).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The product stood out to me.	1	2	3	4	5
This is a product I would remember.	1	2	3	4	5
The product fitted well with the rest of the ad.	1	2	3	4	5

This is a product I would buy.	1	2	3	4	5
Overall, I liked the product.	1	2	3	4	5

8. Please rate the following statements in regards to the person in the Gold Star Cinemas ad. (Please circle one response per statement to show how you feel).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I liked the person in the ad.	1	2	3	4	5
The person made me notice the ad.	1	2	3	4	5
The person convinced me to purchase the product.	1	2	3	4	5
The person made me feel happy.	1	2	3	4	5
I was interested in the ad because of the person.	1	2	3	4	5

9. In regards to the person in the Gold Star Cinemas ad, please place a cross for each statement, to show you feel about the person.

Modest _ _ _ _ _ Proud

High Intelligence _ _ _ _ _ Low Intelligence

Popular _ _ _ _ _ Unpopular

Generous _ _ _ _ _ Ungenerous

Important _ _ _ _ _ Insignificant

Will go far _ _ _ _ _ Will not get ahead

10. For each statement, please circle one response to indicate to which extent you agree or disagree (Please circle one response per statement to show how you feel):

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The person in the Gold Star Cinemas ad was attractive	1	2	3	4	5
The person in the Gold Star Cinemas ad was appealing	1	2	3	4	5
The person in the Gold Star Cinemas ad was nice.	1	2	3	4	5

11. How much did you notice the following advertisements in the magazine pages?
(Please circle one response per statement only to show how you feel):

	Did not notice at all	Didn't really notice	Not sure if I noticed or not	Noticed a little	Definitely noticed
Angelinos	1	2	3	4	5
Le Tan	1	2	3	4	5
Designer Brands	1	2	3	4	5
Gold Star Cinemas	1	2	3	4	5
Nurture Colour	1	2	3	4	5
XR	1	2	3	4	5
Pepsi Max	1	2	3	4	5
Student Card	1	2	3	4	5

Demographics

12. What is your age? (Please tick one box only)

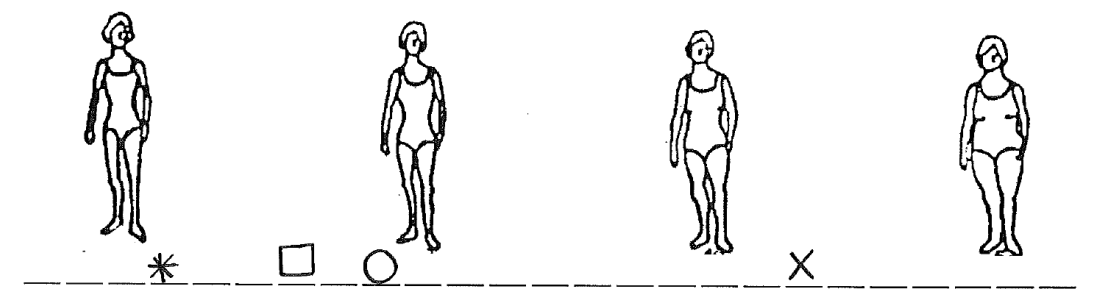
☐ Under 18 ☐ 19-25 ☐ 26-35 ☐ 36-45 ☐ 46+

13. What is your gender? (Please tick one box only)

☐ Male ☐ Female

14. The following scale is based on body size and goes from slim to overweight. Please rate the four items below on the scale by drawing the appropriate symbol. Draw the symbol where you believe each item to be. Please only rate the female scale if you are a female respondent, and the male scale if you are a male respondent.

EXAMPLE:



- a) Your Ideal Weight (draw a circle – ○)
- b) What your peers think is the ideal weight (draw a star - ★)
- c) What an attractive weight is (draw a square - □)
- d) What your current weight is (draw a cross – X)

FEMALE



MALE



15. How would you rate yourself based on the following statements? (Please circle one response only per statement to show how you feel).

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
The way I look is extremely important to me.	1	2	3	4	5
It is important that I always look good.	1	2	3	4	5
My looks are very appealing to others.	1	2	3	4	5
I have the type of body that people want to look at.	1	2	3	4	5

Thank you for taking the time to complete this survey. Once you are ready, please staple both Part 1 and Part 2 of this survey together, using the stapler provided. Please then place both parts in the marked box at the front of the classroom. Again, please ensure that they are stapled together.