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„The moderating effect of personal motives (hedonic vs. utilitarian) on the effectiveness of advertisements using models with different body types“

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Abstract

This study examines the influence of personal consumption motives on the evaluation of body types. In practice, there is a trend away from the use of very thin models towards the use of more diverse body types in advertising. Research has also shown that different body types are ascribed different positive attributes. In particular, research based on the Stereotype Content Model ascribes attributes such as warmth and friendliness to overweight people, while underweight people are perceived as competent. However, there has been little research on the potential use and conditions under which advertising with overweight body types is superior to the status quo with very thin models. The present research now aims to show that depending on the personal consumption motives of hedonism and utilitarianism, different body types are also preferred and are therefore differently beneficial in advertising. Since both hedonism and the overweight body type perceived as warm are affectively appealing, it is assumed that hedonism moderates the advertisement effectiveness for this body type. Utilitarianism and the underweight body type perceived as competent address cognitive motivation. For this reason, utilitarianism is assumed to moderate advertisement effectiveness for the underweight body type. I used an online questionnaire to collect data, which 180 participants completed correctly. A multilevel analysis did not show a significant moderating effect for hedonism on the correlation between body type and effectiveness of advertisements using the overweight body type. However, a tendency in the expected direction was demonstrated. The analysis also shows that the influence of the model's gender is equally decisive. In further analyses, it was found that the assumption that hedonism plays a moderating role for the advertising effectiveness of brands using the overweight body type must be considered separately according to the sex of the model. For male models, a tendency in the expected direction was found, but this was marginally non-significant. In the case of female models, it was found that advertising effectiveness is generally higher when

underweight models are used, regardless of the consumption motives. No moderating role was identified for utilitarianism.

Keywords: Body Type, Stereotype Content Model, Advertisement, Consumption Motives, Hedonism, Utilitarianism

Abstrakt

In dieser Studie wird der Einfluss persönlicher Konsummotive auf die Bewertung von Körpertypen untersucht. In der Praxis gibt es einen Trend weg von der Verwendung sehr dünner Models hin zur Verwendung vielfältigerer Körpertypen in der Werbung. Die Forschung hat gezeigt, dass verschiedenen Körpertypen unterschiedliche positive Eigenschaften zugeschrieben werden. Insbesondere die auf dem Stereotype Content Model basierende Forschung schreibt übergewichtigen Menschen Eigenschaften wie Wärme und Freundlichkeit zu, während untergewichtige Menschen als kompetent wahrgenommen werden. Bislang wurde jedoch kaum erforscht, inwieweit und unter welchen Bedingungen Werbung mit übergewichtigen Körpertypen dem Status quo mit sehr dünnen Models überlegen ist. Die vorliegende Untersuchung soll nun zeigen, dass je nach den persönlichen Konsummotiven des Hedonismus und des Utilitarismus auch diverse Körpertypen bevorzugt werden und daher in der Werbung unterschiedlich vorteilhaft sind. Da sowohl Hedonismus als auch der als warm empfundene übergewichtige Körpertyp affektiv ansprechend sind, wird angenommen, dass Hedonismus die Werbewirksamkeit für diesen Körpertyp moderiert. Utilitarismus und der als kompetent wahrgenommene untergewichtige Körpertyp sprechen die kognitive Motivation an. Aus diesem Grund wird angenommen, dass Utilitarismus die Werbewirksamkeit für den untergewichtigen Körpertyp moderiert. Zur Datenerhebung wurde ein Online-Fragebogen verwendet, der von 180 Teilnehmern korrekt ausgefüllt wurde. Eine Multilevel-Analyse ergab keinen signifikanten moderierenden Effekt von Hedonismus auf die Korrelation zwischen Körpertyp und Wirksamkeit der Werbung mit dem übergewichtigen

Körpertyp. Es wurde jedoch eine Tendenz in die erwartete Richtung nachgewiesen. Die Analyse zeigt auch, dass der Einfluss des Geschlechts des Models ebenso entscheidend ist. In weiteren Analysen wurde festgestellt, dass die Annahme, dass Hedonismus eine moderierende Rolle für die Werbewirksamkeit von Marken mit dem Körpertyp Übergewicht spielt, nach dem Geschlecht des Models getrennt betrachtet werden muss. Bei den männlichen Models wurde eine Tendenz in die erwartete Richtung konstatiert, die jedoch geringfügig nicht signifikant war. Bei den weiblichen Models wurde festgestellt, dass die Werbewirksamkeit generell höher ist, wenn untergewichtige Models verwendet werden, unabhängig von den Konsummotiven. Für Utilitarismus wurde keine moderierende Funktion gefunden.

Schlüsselwörter: Körpertyp, Stereotype Content Model, Werbung, Konsummotive, Hedonismus, Utilitarismus

Introduction

For many years, advertisers have relied on the persuasive power of physically attractive and slim models in advertising as a visual incentive (Bower & Landreth, 2001; Micu & Coulter, 2012). This practice is based on the belief that physically attractive models draw the audience's attention to the product. In addition, these models are perceived as credible and likeable, which can have positive impacts on product preference, purchase intention and even actual purchase compared to less attractive models (Bower & Landreth, 2001; Lien et al., 2012; Solomon et al., 1992; Till & Busler, 2000). Halliwell and Ditmar (2004, p. 105) even conclude the use of slim models in advertising as follows: “thinness sells, whereas fatness does not”.

In recent years, the use of unrealistically thin models in advertising has come under increasing criticism for its negative effects on body image, such as body image perception and satisfaction (Betz et al., 2019; Venekat & Odgen, 2002). Given that for example in Austria alone 3.7 million people over the age of 15 are considered overweight and around 17 percent of them already suffer from obesity (Gensthaler et al., 2022), the models used in advertising are not representative for a large part of the population and rather represent an ideal (Paterna et al., 2021). Furthermore the unrealistic ideals in advertising are hard-to-achieve and can even lead to lower self-esteem and body dissatisfaction among consumers (Benton & Karazsia, 2015; Galioto & Crowther, 2013; Gulas & McKeage, 2000). At worst, the constant presence of these models in advertising can contribute to negative emotions, excessive exercise, and eating disorders e.g. anorexia or bulimia (Peck & Loken, 2004; Stice & Shaw, 1994). The term body shaming has strongly influenced the discourse in recent years and is even considered emotional abuse (Schlüter et al., 2021; Willson & Kerr, 2021).

For all these reasons, in recent years there has been a great change in the selection of models in advertising (Clayton et al., 2017). If we look at the models that have been used in

advertising lately, we can see an increasing trend towards more diversity (Anderson et al., 2022). The models have become more heterogeneous in many respects and characteristics, and the body types of the models have never been as diversified as they are today (Camerino et al., 2020). Many advertisers have made attempts to use more realistic body shapes in their campaigns. *The Dove* brand took on a pioneering role here with its "True Beauty" campaign back in 2004 (Wahre Schönheit: Das Dove Versprechen, n.d.). Many other big brands from different sectors are also increasingly using models that do not conform to the slimness ideal, for example Calvin Klein (Calvin Klein, 2021), H&M (H&M, 2021) and Estrid (Bornfight).

According to the meaning transfer model (McCracken, 1989), characteristics of models are transferred to the brand. This effect is well known in research and has been found in various contexts and cultures (Amos et al., 2008; Kutlu, 2022; Rai et al., 2021; Roy & Jain, 2017; Yang et al., 2021). For this reason, it can also be assumed that the use of different and diverse body shapes in advertising leads to the transfer of the characteristics and stereotypes attributed to different body types to the advertising brand or company. However research has shown that characteristics associated with body types are very ambivalent. For example, underweight people are often attributed positive characteristics such as intelligence and competence (Baker & Florack, 2021). But overweight people also trigger positive stereotypes; for example, they are described as friendly and helpful (Vartanian & Silverstein, 2013). Based on the research, it can therefore not be said that only negative characteristics are attributed to one body type and only positive characteristics to another body type, but that both body types are attributed positive characteristics that can be used by the advertising company. However, it remains open when the characteristics associated with the different body types have a positive effect on the advertising effectiveness of a brand or a company that advertises with models with different body types. In this paper, I investigate whether consumers' personal motives influence the advertising effectiveness of different body types. I

assume that the advertising effectiveness of advertising brand using an overweight model is higher when consumers' decision-making motives are oriented towards fun and pleasure. Conversely, I assume that the advertising effectiveness of underweight models is higher when consumers' motives are benefit-oriented.

Theoretical Background

Research provides ambivalent results on the perception of different body types. In a study (Greenleaf et al., 2004) in which participants were asked to assign personality-related terms to different body types, the normal-weight body type was assigned attributes such as motivated, friendly, smart and funny. Overweight individuals, on the other hand, were rated as slow, unfriendly, boring and lazy. There was also a difference between the genders, with overweight men being assigned a particularly large number of negative attributes.

The effect of different body types in advertising has also already been analyzed and cannot provide consistent results. The results in this field are just as ambivalent as the research on the perception of different body types in general. Some studies come to the conclusion that thin models are more effective in advertising (D'Alessandro & Chitty, 2011). This could be due to the fact that thinness is seen as a physical attribute of attractiveness (Bower, 2001) which has a positive influence on ad attitudes (Joseph, 1982). Similarly, physically attractive models are more likely to catch the attention of viewers, are perceived as more credible and have a positive influence on product preference and purchase intention (Bower & Landreth, 2001; Till & Busler, 2000). More recent studies agree with this statement, but limit the positive influence of very thin models and come to the result that moderately thin models are optimal (Andersen & Paas, 2012; Janssen & Paas, 2013).

In addition, a superiority of the male body ideal of a muscular body in terms of advertising effectiveness could not be shown (Diedrichs & Lee, 2010). This contradicts the assumption that attractive models are also particularly effective. Other research also

challenges this assumption and suggests that thin models are not more effective than models having a higher body mass index and are therefore closer to the bodies we encounter in reality (Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Sohn & Youn 2013). It was also found that participants had less body dissatisfaction and better mood after exposure to plus size models but also the social comparisons decreased (Clayton et al., 2017; Hendrickse et al., 2020; Talbot et al., 2021). However, research has found that the use of overweight models in advertising increased brand appeal for women of all sizes, while not increasing it for men (Aagerup & Scharf, 2018). In addition, another study found that the use of plus size models can also lead to frustration among consumers, as models that actually correspond to the average body are declared as plus size, yet the models are not perceived as "real" or advertise an unhealthy body image (Pounders & Mabry-Flynn, 2019).

But not exclusively the body type of the model itself has an impact on the perception of the consumer and the advertising effectiveness of different body types. Also the context in which the body type is perceived might play a role. The context provides possible moderators that may affect the perception of different body types and thus the advertising effectiveness of different bodies used in advertising. Efforts have already been made to identify possible moderators that might influence the perception of body types. Examples are own body mass index, facial attractiveness and social comparison, age, gender, culture and ethnic, own body size, in-group-effect as possible moderators for preference of body types in general (Alessandro & Chitty, 2011; George et al., 2008; Han et al., 2021; Harris et al., 1991; Sohn & Youn, 2013; Swami, 2015; Tiggemann, 2004; Tiggemann & Rothblum, 1988; Tové et al., 2000; Wang et al., 2004; Watson et al., 2019; Yu et al., 2011). Initial variables have also been identified in the field of advertising research that could moderate the effects that different body types have on the viewer. Possible moderators here could be masculinity and dominance, similarity to the model, different kinds of framing, perceived attainability,

extrinsic contingency focus (de Lenne et al., 2021; de Lenne et al., 2023; Knobloch-Westerwick & Romero, 2011; Lou & Tse, 2020; Peck & Loken, 2004; Williams et al., 2013).

In summary, it can be said that the research in this field does not provide a consistent picture. Many results speak for the use of thin models. However, other research concludes that body shapes that deviate from the ideal can also achieve positive effects in advertising and that larger bodies are not always associated with less desirable characteristics. Indeed, it must be considered that larger body sizes are not generally associated with less desirable characteristics than thinner body sizes. One possible explanation for the inconsistent findings in research could be that the different body types are associated with different stereotypes, which can be very ambivalent. Therefore, in the following section, I will look closer at the stereotype content model, which can help to better classify the stereotypes associated with different body types.

Stereotype Content Model

A major contribution to uncovering the attribution of different characteristics to body types has been made by the stereotype content model (SCM; Fiske et al., 2002). This model of stereotype attribution that includes the dimensions of warmth and competence, which are considered fundamental in evaluating people (Abele et al., 2008; Fiske et al., 2002). The model forms four groups based on the two dimensions. People who score low on both dimensions (for example welfare recipients and poor people) fall into the contemptuous prejudice group. A paternalistic prejudice, on the other hand, is felt towards people who are rated high in the warmth dimension and low in the competence dimension (for example elderly people, disabled people and housewives). People who are perceived as competent but less warm, contrarily, elicit envy and jealousy (for example Asians, Jews, rich people, feminists). The last group consists of people who are rated highly on both dimensions; this includes the in-group and close allies. They are met with pride and admiration. The

stereotype content model is suitable for exploring stereotypes towards different body types. Research using the stereotype content model (SCM; Fiske et al., 2002) has shown that thinner people tend to be rated as more competent than heavier people and therefore are linked to attributes such as efficiency, skill and intelligence, but in turn, heavier people are rated as warmer and therefore are linked to attributes such as friendliness, kindness, sincerity and helpfulness. However, this result is only seen in people who are moderately overweight. People who can be classified as obese are rated less favourably and achieve the lowest scores on both dimensions. Normal-weight individuals tend to score high on both dimensions (Baker & Florack, 2021; Bryksina et al., 2020; Fiske et al., 2007; Hoegg & Lewis, 2011; Vartanian & Silverstein, 2013). These stereotypes can already be manifested in children (Durante et al., 2014). Thus, it can be said that positive attributes are associated with both body types, which may be differently attractive to consumers. Since stereotypes are very ambivalent, it may be that the same stereotype has a positive effect at one time and a negative effect at another, depending on the context. An open question now is when which stereotype has a positive influence on the advertising effectiveness of brands that use different body types in their advertising. One influencing factor in this context could be the consumer's motives for consumption.

Utilitarian and hedonic consumption motives

As just mentioned, the consumption motives could have an influence on the advertising effectiveness of different body types, as the stereotypes attributed to the body types can have different effects depending on the consumption motive. In the following, the two most important consumption motives will be explained. In recent research, it has been shown that consumers purchase and consume mainly for two reasons (Batra & Ahtola, 1991). On the one hand, consumption is based on hedonic goals, which are inherently rewarding and considered appealing and enjoyable for example designer clothes, sports cars and luxury

watches. On the other hand, there are utilitarian goals, which are mostly extrinsically motivated and considered effective, helpful, practical and necessary for example microwaves, minivans and personal computers (Dhar & Wertenbroch, 2000; Hirschman & Holbrook, 1982; Kivetz & Simonson, 2002; Lu et al., 2016; Pham, 1998; Voss et al., 2003).

Research aims and hypotheses

In this master thesis, the dual view - slim and thus beautiful is good in advertising and overweight is bad - is to be questioned and placed in a broader context in which consumers' personal consumption motives also play a role. The research gap of the moderating role of personal consumption motives on the advertising effectiveness of different body types will be closed. A better understanding of advertising effectiveness of different body types depending on the context should be obtained, thus contributing to the most optimal use of different body types in advertising. Therefore, it will be asked whether underweight or overweight models have a greater advertising effectiveness to consumers depending on the personal motives of the consumers.

It is well known that the characteristics of a model that advertises a brand or a company are transferred to the brand or company in charge, resulting in a so called brand personality transfer (Ambroise et al., 2014). Overweight models' bodies signal emotional expressiveness; a construct that triggers inferences of warmth, also appeal to the affective aspect in consumers. Hedonic consumption motives of consumers are also derived from affective considerations. It can therefore be concluded that affective aspects play a greater role in advertising effectiveness of a model for people in whom the hedonic motive is pronounced, and that the warmth dimension is therefore determinant for an evaluation. In relation to body types, the warmth dimension is represented by the overweight body type. It can be deduced from this that overweight body types, which are perceived as warm, appeal affective reflections. The warmth dimension attributed to overweight models is transferred by

consumers to the company or brand. Therefore, it can be assumed that the advertising effectiveness of overweight models is greater in situations where the hedonistic motive is decisive for consumers. This means that the stereotype of warmth represented by the overweight body type has a positive effect on the effectiveness of an advertisement that uses an overweight model in the context of hedonistic consumption motives. The following hypothesis can therefore be derived from these considerations:

H1: The higher participants score on a scale associated with hedonism, the higher is the effectiveness of advertising campaigns using an overweight model.

In contrast, the body of underweight models signals self-control, a construct instrumental in drawing competence inferences. They thus appeal more to the cognitive aspect as utilitarian motives do. From these findings, it can be concluded that for individuals guided by utilitarian motives, the cognitive aspects are more important and the competence dimension thus influences the advertising effectiveness to a greater extent.

For consumers with the utilitarian consumption motive in the focus, the advertising effectiveness of brands that use an underweight model in their advertising could therefore be higher, as the underweight body type is seen as more competent and therefore addresses the same aspects as their consumption motives, namely the cognitive ones. The stereotype of competence represented by the underweight model has a positive effect on advertising effectiveness in this case. The following hypothesis can therefore be derived from these considerations:

H2: The higher participants score on a scale associated with utilitarianism, the higher is the advertising effectiveness of campaigns using an underweight model.

Since the literature has often found that normal-weight individuals were rated best in both the warmth and competence dimensions (Baker & Florack, 2021), it can also be concluded that normal-weight models are generally preferred, regardless of personal consumption motives. That's because they are able to address both consumption motives to a higher degree than the other body types, which is due to their higher expression in both dimensions. For this reason, I will additionally explore whether the advertising effectiveness of normal-weight models is generally higher than that of the other body types.

H3 (explorativ): Is the overall advertising effectiveness of brands advertising with normal-weight models higher than the advertising effectiveness of brands advertising with underweight or overweight models?

Material and methods

Study design

Data collection was conducted online using the software *Unipark* (Tivian XI GmbH, 1999-2021). Demographic data, a scale associated with hedonism, a scale associated with utilitarianism and the selection intention for different body types were questioned via the tool (see Appendix). The survey link was shared in various facebook groups, especially in groups for students, in order to get a sufficiently high number of participants in the requested sample.

Participants

To assess an adequate sample size the calculation was performed with the software G-Power (Faul et al., 2009). However to analyze the data, it was necessary to apply multilevel modelling. Sampling and power calculations for these models are complex and there are no universal recommendations (Field, 2017). Nevertheless, in order to obtain an appropriate sample size, the calculation was performed using a linear regression with a small effect size f

= .1, a power of .95 and a significance level of $\alpha = .05$. Based on these calculations, a minimum sample size of $n = 110$ was aspired. Since a large part of the study is based on knowledge of and identification with the Erasmus+ program, only participants who indicated that they were conducting an upright study were included in the sample.

A total of 212 people took part in the online survey. After excluding all persons with invalid data, for example because the attention check was not passed or an invalid value was entered in age, the sample contains 180 participants. Participants ranged in age from 18 to 66 ($M = 26.31$, $SD = 5.97$). More than two-thirds (68.9%) of the participants reported being female, 30% reported being male and 1.1% of the respondents defined themselves as diverse. 19.4% of the participants stated that they had already participated in the Erasmus+ program and 9.4% planned participation in the future. The rest (71.1%) have neither participated in the program nor plan to do so.

Measures

Hedonic motives

To measure hedonic motives, a German version of the *Pleasure* subscale of the *Orientation to Happiness Questionnaire (OTH)* was chosen (Peterson et al., 2005) as it was of importance in the context (e.g., *Life is too short to postpone the pleasures it can provide*). Batra & Athola (1991) were able to show in the course of a factor analysis that one of their factors, which they called *hedonic*, loaded heavily on the attribute *pleasant*. Thus, it can be assumed that a scale that captures pleasure is well suited to measure a person's hedonic orientation. In addition, a positive correlation was found between a high score in the subscale *Pleasure* and the time spent on planning and carrying out leisure activities and with the desire to spend time on such activities (Ruch et al., 2010). The subscale is based on self-evaluation and consists of 6 items. The response options for each item ranged from 1 (*very much like me*) to 5 (*very much unlike me*). Since the scale was later reversed for better conversion, high

values mean high agreement on this scale. The scale showed acceptable reliability (Cronbach's $\alpha = .70$).

Utilitarian motives

A german version of the *Academic Motivation Scale (AMS-C 28*; Vallerand et al., 1992) was chosen to capture utilitarian motives in the context of university attendance. Participants were asked about their motives for attending university using the three subscales *extrinsic motivation – identified* (e.g., *Because eventually it will enable me to enter the job market in a field that I like*), *extrinsic motivation – introjected* (e.g., *Because I want to show myself that I can succeed in my studies*) and *extrinsic motivation – external regulation* (e.g., *in order to obtain a more prestigious job later on*). Only these subscales were included since it is known that utilitarian motives are mainly extrinsically motivated (Dhar & Wertenbroch, 2000). The response options for each item ranged from 1 (*does not correspond at all*) to 7 (*corresponds exactly*). High values represented a strong agreement. The reliability of the scale for the sample was in the acceptable level (Cronbach's $\alpha = .76$).

Advertising effectiveness of different body types

To capture the advertising effectiveness of different body types, an indirect approach was used. When asked about sensitive topics, people tend to mask their true position and respond in a socially desirable manner (Krumpal, 2011). Attitudes towards different body types can be taken as such a sensitive topic, as a negative opinion towards body types that deviate from the norm can be declared as body shaming. Socially desirable response behaviour would be demonstrated here by participants showing more positive attitudes towards overweight models than they actually have. Many people feel it is the norm to avoid expressing negative opinions towards overweight people. The advantage of the used indirect approach is that the social desirability bias can be reduced. The participants were therefore not asked directly how they perceived a body type. Rather, they were asked to imagine that

they were about to start an Erasmus+ semester and therefore to look at advertising posters of different universities. The Erasmus+ context was chosen because an Erasmus+ stay has the potential to fulfil both utilitarian motives (e.g., language skills, advantages when applying for jobs, academic progress, etc.) and hedonic motives (e.g., new friends, fun leisure activities, cultural experiences, etc.). Models with different body types are used on the advertising posters. For each advertising poster shown, the participants were asked three questions to measure the advertising effectiveness of the different body types. The results of those three questions were then used to form the *selection intention* (SI) scale (see appendix). For each item the response options ranged from 1 (*not at all likely*) to 5 (*very likely*) and high values for this scale represent strong agreement. In total, each participant was shown four pictures, for each the selection intention scale was presented. The reliability here was in the good to excellent range (picture 1 Cronbach's $\alpha = .86$; picture 2 Cronbach's $\alpha = .92$; picture 3 Cronbach's $\alpha = .94$; picture 4 Cronbach's $\alpha = .94$).

Stimuli

Body size model and gender model manipulations

With the consent of Olya Bryksina (University of Winnipeg, Canada), the images from one of her studies (Bryksina et al., 2020) were used as stimuli. Within this study, the images of the subjects were already validated as underweight, overweight and normal-weight. The images contain a representation of an underweight and an overweight woman who differ only in terms of body type (see appendix). Clothing, posture and facial expression are absolutely identical. This allows ensuring that all differences in selection intention scores are only due to the differences in body type and are not influenced by any other variables. The same applies to the illustration of the underweight and the overweight man (see appendix). Additionally, there is a representation of a normal-weight woman and a normal-weight man

(see appendix). However, these differ from the other representations in terms of posture, facial expression and clothing.

Background manipulation and randomization

In order to bring the given representations of the body shapes in the already mentioned indirect approach in the context of an advertising campaign of a university, the representations were manipulated with the help of *Photoshop* (Photoshop CC 2019 version 20.0) in front of the image of different universities (see appendix). As background here universities were chosen, which all had a modern look, but had no architectural features and were not from famous universities, in order to reduce recognition and a potential identification with the building, as these should only serve the context in the background. To give the images the appearance of an advertising poster, they were also provided with a neutral advertising slogan that could appeal to both hedonic and utilitarian motives (e.g. "Start your future with an Erasmus semester at our university") and a fictitious email address.

In order to average out the influence of the background on the selection intention and to determine the actual influence of the body types, the images were randomized to the participants. Each of the six images (underweight male, overweight male, normal-weight male, underweight female, overweight female, normal-weight female) of a body type had two different backgrounds of its own. In half of the cases, the underweight woman was drawn against background 1, and in the other half against background 2. The same applied to the five other body type representations. In order to be able to show both the male and the female models in the study, the randomization was additionally designed in such a way that 50 % of the participants were shown the combination of overweight man and underweight woman and the other half the complementary combination, i.e. underweight man and overweight woman. In addition, the normal-weight man and the normal-weight woman were shown to test the exploratory hypothesis. In total, each participant was shown four advertising posters. In order

to prevent serial position effects such as the primacy or regency effect, the order in which the four pictures were shown was again randomized. Research has shown that the position or sequence in which advertising is presented has a significant influence on its perception and evaluation due to serial position effects (Li, 2009).

Procedure

Data collection was conducted online using *Unipark* software during the period May 2022 to June 2022. After participants agreed to informed consent, a filter question was conducted with regard to a current study. Participants who indicated that they were not studying were excluded from further questioning. Biographical data and participation in the Erasmus+ program were then requested. Subsequently, the participants completed the selected subscales of the OTH (Peterson et al., 2005) and the AMS-C 28 (Vallerand et al., 1992). A question was embedded between the items of the AMS-C 28 as an attention check. The participants were asked the following question: *I was born before 1950. With the help of your response to the statement, you show us that you have read the statement.* Since the target group of study participants were students, it can be assumed that all participants were born after 1950 and therefore state *does not correspond at all* (Shamon & Berning, 2019). On the next page, the Erasmus+ scenario was presented to the participants and they were asked to indicate how well they could imagine this scenario. Afterwards, the participants were shown the four advertising plates of the universities for 10 seconds each. The participants were not able to shorten the 10 seconds and after the time expired they were directly forwarded to the three questions of the selection intention scale.

Results

Analyses

Data were analyzed using IBM SPSS Statistics (Version 27) and PROCESS macro version 3.5 (Hayes, 2013). All individuals who did not pass the attention check were

excluded from further analysis. Furthermore, the age of a person was set to missing because it contained an invalid value. Only completely filled out data sets were included in the analysis.

For testing Hypothesis 1, which stated that high scores in hedonism are linked to higher advertising effectiveness of campaigns using an overweight model, and Hypothesis 2 which stated that high scores in utilitarianism are linked to higher advertising effectiveness of campaigns using an underweight model, I used a multilevel analyses (Model 1). Advertising effectiveness of different body types (selection intention) was set as dependent variable, body size model as within-subject factor with two categories (*underweight* UW and *overweight* OW). Hedonism (OTH) and utilitarianism (AMS-C 28) served as covariates. Of interest was the interaction of hedonism (OTH) and utilitarianism (AMS-C 28) with body size model. Since preliminary analyses showed that the advertising effectiveness (selection intention) is effected by the gender of the model, another model (Model 2) was calculated in which the gender of the model (male and female) additionally was included as a within-subject factor. To further explore the relationships between the collected data, two more models (Model 3 and Model 4) were calculated, which extends the already calculated interactions by the factor gender model. To investigate the improvement of Model 2, Model 3 and Model 4 compared to Model 1, the *Akaike Information Criterion* (AIC) was used. A lower value indicates a better model fit.

To test Hypothesis 3, which wanted to explore whether the overall advertising effectiveness of normal-weight models is the highest, an ANOVA with repeated measures was conducted. The assumption of sphericity was tested by Mauchly test and showed a significant result ($p < 0.001$), see Table 1. Since Field (2017) recommends applying the Huynh-Feldt correction when the Greenhouse-Geisser value exceeds 0.75, the results of the Huynh-Feldt correction are reported here.

Table 1

*Mauchly's Test of Sphericity for Hypothesis 3*Mauchly's Test of Sphericity^a

Within subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse- Geisser	Huynh-Feldt	Lower bound
Body type	.927	13.443	2	.001	.932	.942	.500

Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.

- Design: Intercept
Within Subjects Design: Body type
- May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.

Preliminary analyses

In a preliminary analysis, I investigated whether the gender of the model has an influence on advertising effectiveness (selection intention). A significant difference, $t(718) = 5,788, p < .001$, in selection intention was found between men ($M = 2.17, SD = 1.01$) and women ($M = 2.62, SD = 1.05$). Accordingly, the female models in this study have a higher advertising effectiveness than the male models and the gender of the model seems to be an important factor. The important role of the model's gender is also reflected when looking at the correlations of the variables. The only correlation that shows a small effect is the positive correlation between the model's gender and the advertising effectiveness (selection intention), $r(718) = .211, p = p < .001$. For a presentation of all correlations, see Table 2. I also investigated whether there is a difference between the two body types of the models (underweight and overweight) in terms of the models' advertising effectiveness (selection intention). The average selection intention of the underweight models ($M = 6.63, SD = 1.05$)

was slightly higher than that of the overweight models ($M = 2.59$, $SD = 1.09$). The difference however is not significant, $t(358) = .361$ and $p = .719$.

Table 2

Correlations

Pearson Correlation

	Hedonism (OTH)	Utilitarianism (AMS-C 28)	Advertising effectiveness (selection intention)	Gender model
Hedonism (OTH)	1	.010	.062	.000
Utilitarianism (AMS-C 28)	.010	1	.034	.000
Advertising effectiveness (selection intention)	.062	.034	1	.211**
Gender model	.000	.000	.211**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Main Analyses

The effects of utilitarianism (AMS-C 28), hedonism (OHT) and the body type of the model on advertising effectiveness (selection intention)

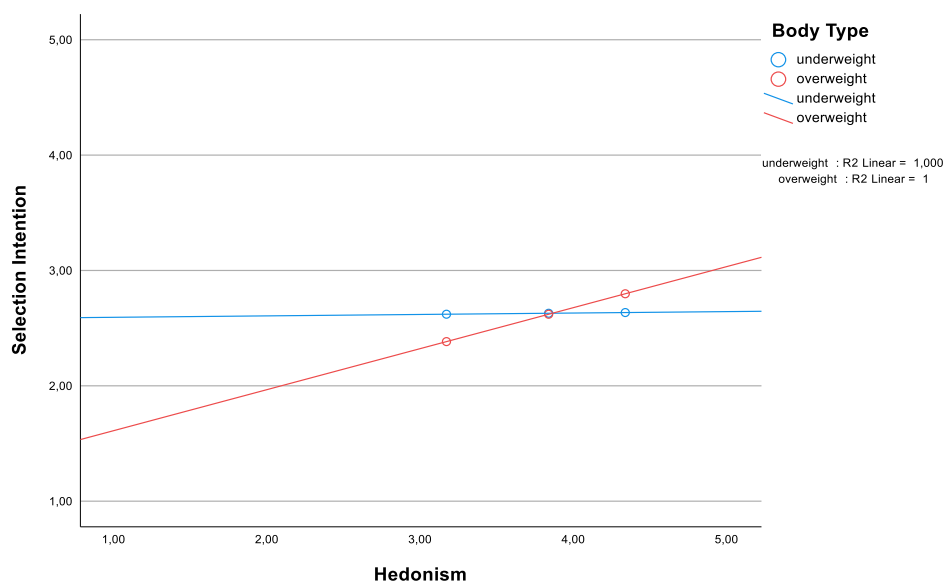
For testing Hypothesis 1, which stated that high scores in hedonism are linked to higher advertising effectiveness of campaigns using an overweight model, and Hypothesis 2, which stated that high scores in utilitarianism are linked to higher advertising effectiveness of campaigns using an underweight model, a multilevel analysis was conducted with advertising effectiveness (selection intention) as the dependent variable and utilitarianism (AMS-C 28), hedonism (OHT) and the body type of the models as predictors.

Hypothesis 1 states that for participants with high scores on the hedonism scale (OTH), the advertising effectiveness (selection intention) of overweight models will be

higher. According to this, the interaction between body type and hedonism was important. The interaction between hedonism and body type was significant $F(1,177) = 4.385, p = .038$. For underweight models there is almost no correlation between increasing hedonism and selection intention. In contrast, for the overweight models, selection intention increases significantly with increasing hedonism, see Figure 1. In summary, for individuals who score high on a scale associated with hedonism (OTH) the advertising effectiveness of advertising with overweight models was stronger. This is consistent with Hypothesis 1.

Figure 1

Interaction between hedonism and body type on advertising effectiveness (selection intention)

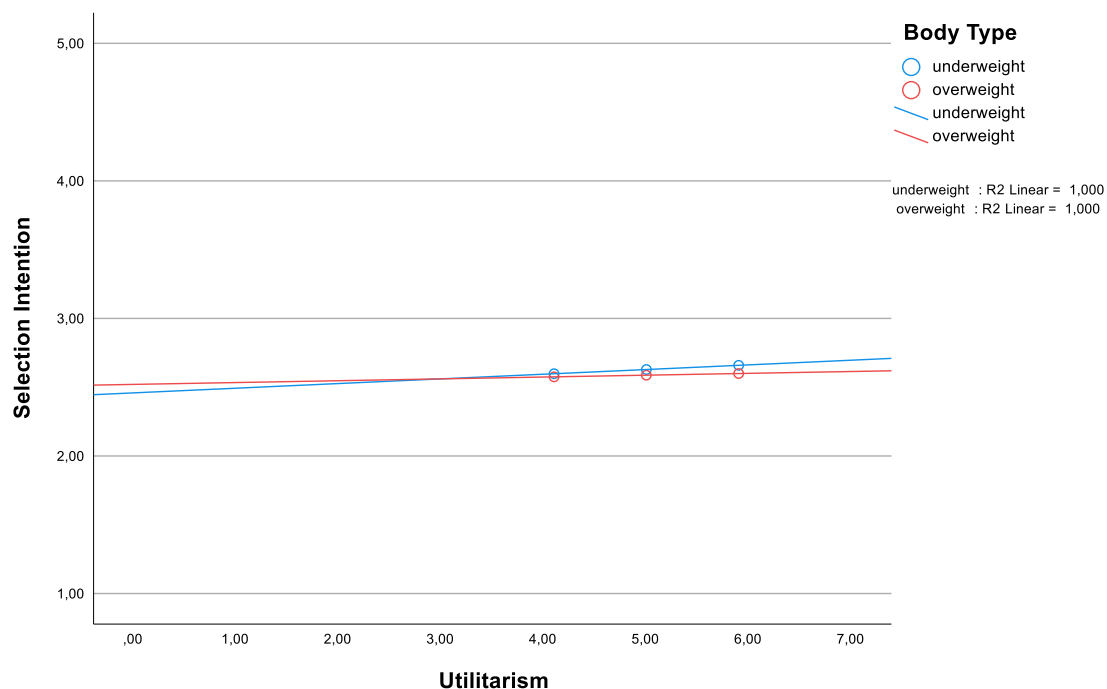


Hypothesis 2 states that for participants with high scores on the utilitarianism scale (AMS-C 28), the advertising effectiveness (selection intention) of underweight models will be higher. Therefore the interaction between body type and utilitarianism was of interest. The interaction between utilitarianism and body type was not significant, $F(1,177) = .045, p = .832$. No significant interaction could be found which means that the relationship between utilitarianism and advertising effectiveness (selection intention) is approximately identical for

both body types, see Figure 2. Accordingly, no support for Hypothesis 2 could be found and it was thus rejected.

Figure 2

Interaction between utilitarianism and body type on advertising effectiveness (selection intention) in model 1



Furthermore, in this analysis body type shows no significant main effect, $F(1,177) = 2.210, p = .139$. The covariates hedonism, $F(1,177) = 3.053, p = .082$ and utilitarianism, $F(1,177) = .108, p = .743$, also show no significant main effect.

Table 3

F-value and significance from Model 1 predicting selection intention

Type III Tests of Fixed Effects^a

	Numerator df	Denominator df	F	Sig.
intercept	1	177.000	12.000	<.001

body type	1	177.000	2.210	.139
hedonism	1	177.000	3.053	.082
utilitarianism	1	177.000	.108	.743
body type * hedonism	1	177.000	4.385	.038
body type * utilitarianism	1	177.000	.045	.832

a. Dependent Variable: advertising effectiveness (selection intention).

The effects of the normal-weight body type on advertising effectiveness (selection intention)

Hypothesis 3 asked whether the advertising effectiveness of brands advertising with normal-weight models is higher than those of brands advertising with other body types. In order to test whether this assumption is significant an ANOVA with repeated measure was conducted. A significant difference was found between the body types, $F = 15.78$, $\eta^2 = .081$, $p < 0.001$. This means that the advertising effectiveness of the different body types varies significantly. A contrast test was carried out to analyze the effects on advertising effectiveness in more detail. The contrast tests show that the advertising effectiveness (selection intention) of underweight and overweight models significantly differ from that of normal-weight models (see Table 4). The advertising effectiveness (selection intention) of normal-weight models is significantly lower than that of overweight models, $F = 30.66$, $\eta^2 = .146$, $p < 0.001$, as well as that of underweight models, $F = 23.96$, $\eta^2 = .118$, $p < 0.001$. These results are inconsistent with Hypothesis 3, which assumed that normal-weight models would have the highest selection intention overall. In this scenario, the effect even goes in the opposite direction and the advertising effectiveness of the normal-weight models is the lowest. Hypothesis 3 therefore must be rejected.

Table 4

Test of within-subjects contrasts overweight and underweight vs. normal-weight

	body type	type III sum of squares	Df	mean square	F	Sig.	partial eta squared
body type	OW vs. NW	35.556	1	35.556	30.656	.000	.146
	UW vs. NW	29.336	1	29.336	23.960	.000	.118
error (body type)	OW vs. NW	207.611	179	1.160			
	UW vs. NW	219.164	179	1.224			

Note: OW = overweight, NW = normal-weight, UW = underweight

Exploratory Analyses***The effects of utilitarianism (AMS-C 28), hedonism (OHT) and the body type of the model on selection intention with gender of the model as additional variable***

Since the preliminary statistics already show that the gender of the model might play a role, this effect was examined more closely. The preliminary analysis demonstrates that the advertising effectiveness was generally higher for female models than for male models. To investigate this in more detail, again the multilevel analysis, that was conducted to test Hypothesis 1 and 2, was used and added the variable gender model (Model 2). In this model, the interactions between body type and hedonism or utilitarianism were again of concern, as their result is linked to Hypothesis 1, which stated that high scores in hedonism are linked to higher advertising effectiveness of campaigns using an overweight model, and Hypothesis 2, which stated that high scores in utilitarianism are linked to higher advertising effectiveness of campaigns using an underweight model. The analyses revealed that there was a significant difference between the genders of the models, $F(1,176) = 12.35, p < 0.001$. This supports the results obtained in the preliminary analysis. Looking at the Akaike-Information-Criterion

(AIC) value also supports including the gender variable in the model. The Akaike-Information-Criterion value of the model with the variable gender (Model 2) is lower than that without gender (Model 1), difference of AIC = -9.14, indicating a better model fit. All other variables are not significant in this model. Accordingly, this further analysis would argue against the acceptance of Hypotheses 1 and 2, as the interactions, which are of interest to support the hypotheses, were not significant. However, although no significance could be shown for the interaction between body type and hedonism, $F(1,176) = 3,71, p = .056$, an effect in the expected direction is shown here.

Table 5

F-value and significance from model 2 predicting advertising effectiveness (selection intention)

Type III Tests of Fixed Effects^a

	Numerator df	Denominator df	F	Sig.
intercept	1	177.000	12.000	<.001
body type	1	176.000	2.096	.149
gender model	1	176.000	12.352	<.001
hedonism	1	177.000	3.053	.082
utilitarianism	1	177.000	.108	.743
body type * hedonism	1	176.000	3.716	.056
body type * utilitarianism	1	176.000	.003	.960

a. Dependent Variable: advertising effectiveness (selection intention).

The effects of utilitarianism (AMS-C 28), gender of the model and the body type of the model on advertising effectiveness (selection intention)

Model 2 provides an indication that the gender of the model may have an effect on the interaction of body type and hedonism (OTH) or utilitarianism (AMS-C 28), which is of interest to support Hypotheses 1 and 2. Hypothesis 1 stated that high scores in hedonism are linked to higher advertising effectiveness of campaigns using an overweight model and Hypothesis 2 stated that high scores in utilitarianism are linked to higher advertising effectiveness of campaigns using an underweight model. In order to analyze the influence of the variable gender on the interaction of body type and hedonism or utilitarianism in more detail, two further models were performed. All existing interactions of all variables from model 2 were calculated and additionally the interactions between body type model, gender model and utilitarianism (model 3) respectively body type model, gender model and hedonism (model 4).

In model 3, neither the 3-way interaction was significant, $F(1,176) = 1.11, p = .736$, nor the other interactions or main effects. The Akaike-Information-Criterion increases compared to model 2, difference of AIC = +4.494, which indicates a worse model fit of model 3. The selection intention is approximately the same for low, medium and high values in the utilitarianism scale (16 percentile, 50 percentile and 84 percentile respectively). This suggests that an orientation towards utilitarian goals has no influence on the advertising effectiveness of models with different body sizes. The advertising effectiveness of all body types is the same in this case. This finding contradicts Hypothesis 2, which indicates that high scores in utilitarianism are linked to higher advertising effectiveness of campaigns using an underweight model and provides a further argument for rejecting this hypothesis. For male models, the advertising effectiveness (selection intention) is slightly higher for the underweight models, and for female models, the advertising effectiveness (selection intention) is slightly higher for the overweight models. However, this difference seems to be minimal and not significant.

Table 6

F-value and significance from model 3 predicting advertising effectiveness (selection intention)

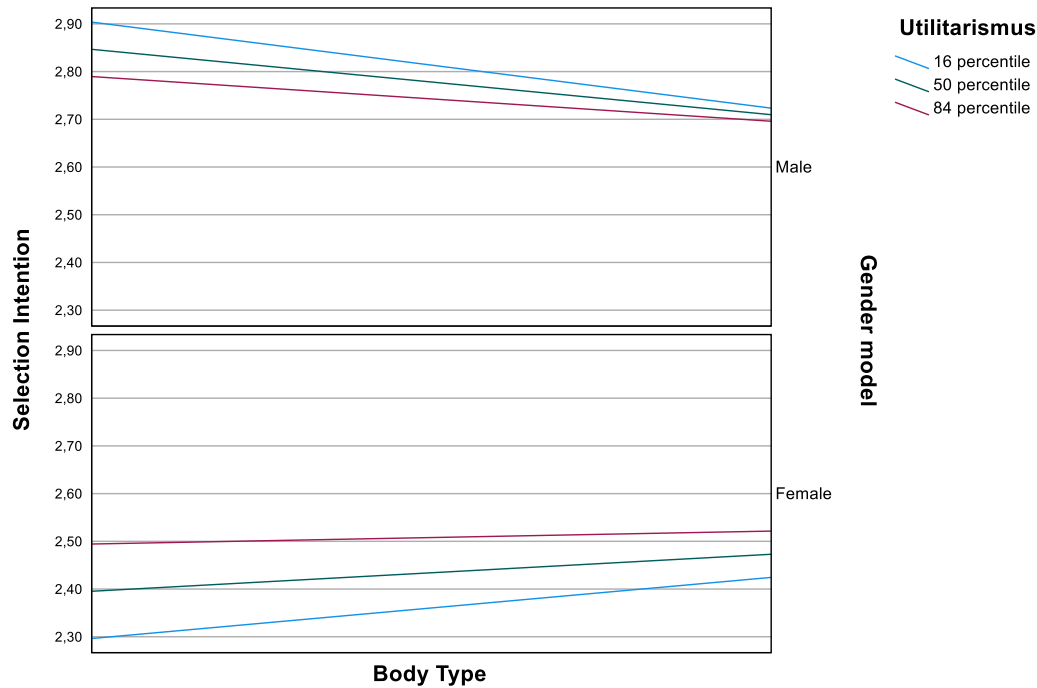
Type III Tests of Fixed Effects^a

	Numerator df	Denominator df	F	Sig.
Intercept	1	176.000	50.665	<.001
body type	1	176.000	.000	.987
gender model	1	176.000	3.218	.075
utilitarianism	1	176.000	.094	.759
body type * utilitarianism	1	176.000	.001	.973
gender model * utilitarianism	1	176.000	1.342	.248
body type * gender model	1	176.000	.222	.638
body type * utilitarianism * gender model	1	176.000	.114	.736

a. Dependent Variable: advertising effectiveness (selection intention).

Figure 3

Interaction between utilitarianism, body type and gender on advertising effectiveness (selection intention) in model 3



The effects of hedonism (OTH), gender of the model and the body type of the model on advertising effectiveness (selection intention)

Hypothesis 1 indicates that high scores in hedonism are linked to higher advertising effectiveness of campaigns using an overweight model and the results from preliminary analyses and model 2 provide a hint that gender might play a role when looking at the interaction of body type and hedonism. Therefore model 4 was set up. This model is an enlargement of model 2, extended by the 3-fold interaction between body type, hedonism and gender model. Accordingly, the 3-fold interaction was of relevance in this model. Looking at the results of model 4, we can see that the interaction between body type, hedonism and gender of the model is just not significant, $F(1,176) = 3.86, p = 0.051$. However, in this model, the main effect of hedonism is significant, $F(1,176) = 4.5, p = .035$. A decrease in

Akaike-Information-Criterion compared to both Model 1, difference of AIC = -19.172 and Model 2, difference of AIC = -10.032, showed an improved model fit of model 4. This suggests that this model is suitable for applying to the existing data. Since the interaction is only just not significant, this interaction should not be rejected but looked at more closely and used as a basis for further research. For female models, the underweight models score a higher advertising effectiveness (selection intention), regardless of the participants' hedonism scale (OTH) expression. This suggests that here the personal motive of hedonism does not play a big role in regard of advertising effectiveness of female models. The model's body type seems to be the more dominant variable in this study design. Among female models, underweight models generally score higher advertising effectiveness (selection intention). Thus, for female models, the data are not consistent with Hypothesis 1, which suggested that for participants with high scores in hedonism the advertising effectiveness of campaigns with overweight models is higher.

For the male models, a more complex situation emerges. For participants with a low hedonism score (16 percentile) a higher advertising effectiveness (selection intention) for the underweight male model appears. Interestingly, the effects are reversed for participants with middle and high scores on the hedonism scale (50 percentile and 84 percentile). If participants achieve middle or high scores on the hedonism (OTH) scale, the advertising effectiveness (selection intention) for the overweight male model compared to the underweight male model is higher. This effect is even more pronounced for high hedonism scores (84 percentile) than for medium scores (50 percentile). For male models these data are consistent with Hypothesis 1, which postulates that for participants with a high hedonism score the advertising effectiveness of campaigns with overweight models is higher. To sum up model 4, an effect that was slightly not significant but in the postulated direction was

found but with the restriction that this effect can only be found for advertising with male models in the present data.

Table 7

F-value and significance from model 4 predicting advertising effectiveness (selection intention)

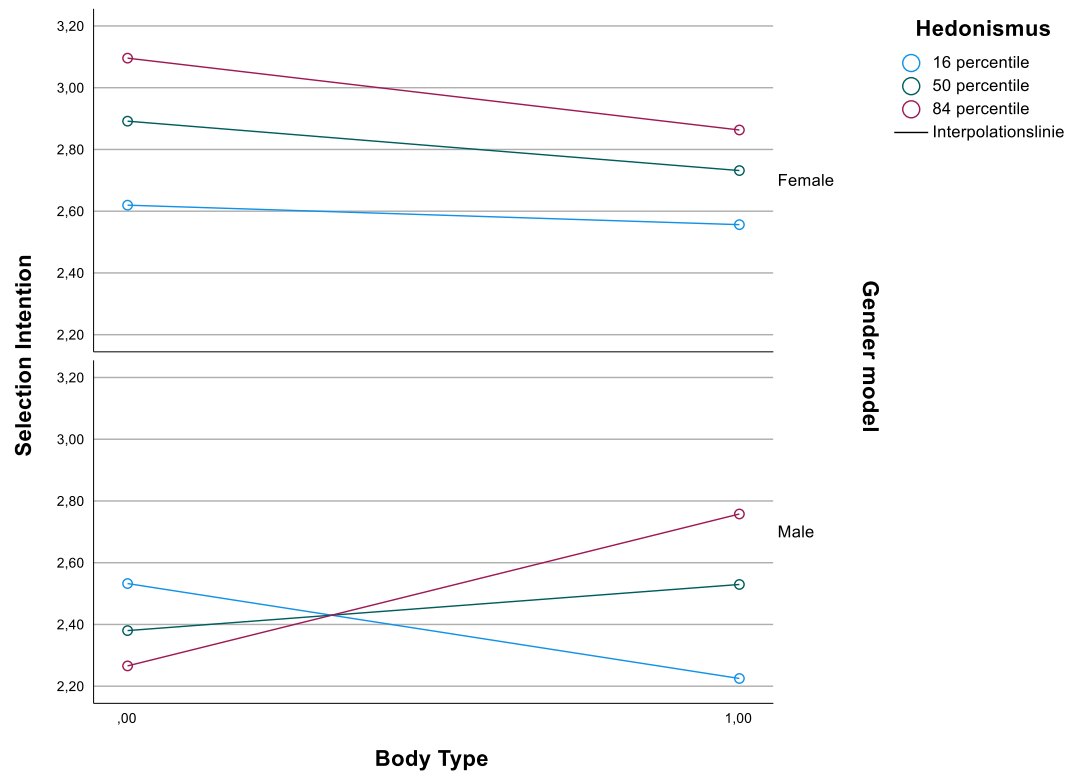
Type III Tests of Fixed Effects^a

	Numerator df	Denominator df	F	Sig.
intercept	1	176.000	19.644	<.001
body type	1	176.000	2.929	.089
gender model	1	176.000	.655	.419
hedonism	1	176.000	4.521	.035
body type *gender model	1	176.000	3.233	.074
body type * hedonism	1	176.000	2.822	.095
gender model * hedonism	1	176.000	1.898	.170
body type * hedonism * gender model	1	176.000	3.860	.051

a. Dependent Variable: advertising effectiveness (selection intention).

Figure 4

Interaction between hedonism, body type and gender on advertising effectiveness (selection intention) in model 4



Discussion

The aim of this study was to show that the advertising effectiveness of a particular body type can also depend on certain contextual conditions and that overweight models are not inferior to the other models in every case. For the first time, the personal consumption motives utilitarianism and hedonism were chosen as contextual conditions in this study and used as moderators for the effect that a body type has on the advertising effectiveness of organizations using different body types in their advertising activities.

Utilitarianism

The assumption that for individuals having high scores in utilitarianism the advertising effectiveness of an underweight model is higher was not supported by the data in

this study (Hypothesis 1). The advertising effectiveness of the different body types showed no difference depending on utilitarianism. A possible explanation for the fact that utilitarianism did not show an effect in this study could be that visual advertising as used here appeals more to emotional affects (Stevens et al., 2014) and is therefore more effective for people with hedonistic motives. Individuals with utilitarian motives might find the visual advertising posters insufficiently persuasive on a cognitive level to make a decision, as information is missing to make a cognitive decision. For example, this could be information about the university's research program or a course selection. Hence, they might not make a distinction between the advertising posters shown. For them, rational arguments would certainly make more sense as a basis for decision-making. It is precisely this lack of rational arguments that could be the reason why, in this study design, high expression in utilitarianism has no impact on the advertising effectiveness of the different body types.

Hedonism

The results of the multilevel analysis could give a first hint to the assumption that for persons with a high degree of hedonism the advertising effectiveness of campaigns using overweight models is higher (Hypothesis 2). Interestingly, however, it turned out that this assumption does not quite fit the data and that the issue is somewhat more complex. Further exploratory analyses showed what has already become apparent in the descriptive analysis: the gender of the model also plays a relevant role in this study design. Across all body types, female models demonstrated a higher advertising effectiveness than male models. If the gender of the model is included in the statistical model, only the influence of the gender of the model on advertising effectiveness is significant. When examined more closely using a 3-fold interpretation, no evidence for Hypothesis 2 was found when the model was female. If, on the other hand, the model was male, then a first indication could be found that high values in hedonism are associated with a higher advertising effectiveness for campaigns with

overweight models. Thus, partial evidence could be found to support Hypothesis 2. However, the effect must be considered in dependence on the gender of the model and for both genders separately, as there are major differences. Furthermore, it must be considered that the tested interaction only points in the direction of significance, $F(1,176) = 3.86, p = .051$, and therefore cannot be seen as a confirmation of Hypothesis 2, but as an approach for further research.

Normal-weight models

In contrast to past research, which assumes that normal-weight individuals have generally a better advertising effectiveness than individuals with other body types (Hypotheses 3), the normal-weight individuals in this study had the lowest advertising effectiveness. Consequently, Hypothesis 3 could not be confirmed. This study did not validate the results of previous research with regard to the fact that normal-weight models have the highest advertising effectiveness of all body types. The results point exactly in the opposite direction. This could be due to the selection of the images. While the underweight and overweight models look directly at the viewer and have a friendly facial expression, the normal-weight models are seen in a half-sided profile and show a neutral facial expression. The clothing also differs. While the underweight and overweight models wear light-colored clothing, the normal-weight models are dressed in black throughout. These aspects may have had a far greater, in this case negative, influence on the advertising effectiveness of the models than body type.

Strengths and limitations

A key strength of the study is the use of an indirect approach. This allows socially desirable response behavior to be counteracted. Thus, the advertising effectiveness of different body types in the context of university campaigns can be expected to be less influenced by social desirability than if asked directly to rate different body types. Studies

have shown that although many people are very careful not to express explicit prejudice against overweight people, they nevertheless have many negative implicit biases (Aagerup, 2021; Anselmi et al., 2013; Teachman et al., 2003). If asked directly, the results could be biased because study participants do not want to engage in body shaming (Schlüter et al., 2021) in the sense of social desirability. This could influence both, the evaluation of the underweight models (skinny shaming) and the evaluation of the overweight models (fat shaming). The indirect approach makes it possible to capture implicit biases as well. The use of the models from the study of Bryksina et al. (2020) also contributes to the quality of the study. Because the underweight models differ from the overweight models only in their body type, any difference found between these models in the study can be directly attributed to body type. Thus, any influence of other factors is ruled out. Another strength is that both, male and female models, were used in the study. This made it possible to show that the gender of the model plays an important role and significantly influences the interaction of body type and hedonism. The direct survey of utilitarianism and hedonism using questionnaires can also be considered a strength. Artificial manipulation into a utilitarian and hedonic condition can lead to a bias in the results, as it relies on the imagination of the study participants, which is not always given. An important role in the present study is played by the randomization performed. The indirect approach was only possible because the randomization was designed in such a way that the effects of the context, in this case the background, could be averaged out. Furthermore, the randomization made it possible to avoid potential confounding factors, such as serial position effects.

The study also has some limitations that should be considered when looking at the results. When reflecting on the results of the study, it should be noted that the study participants engaged in an imaginary hypothetical scenario. It is known from the literature that decisions made in such scenarios are not always congruent with those that participants

would make if they were to make the same decision in a real situation and the decisions made would have real effects on their lives (Bostyn et al., 2018; FeldmanHall et al., 2012; Francis et al., 2016).

One potential limitation is the selective nature of the sample. In an online survey, unlike in the laboratory, it is not possible to control the sample with respect to specific characteristics, for example gender. This could bias the sample and limit the generalizability of the results. Since the majority of participants in this study define themselves as female, this could bias the results. For example, it is known from literature that males have more negative attitudes towards overweight individuals (Brochu & Morrison, 2007; Harris et al., 1991) and females express stronger positive explicit attitudes towards overweight individuals (Aagerup, 2021). The scales for recording the hedonic and utilitarian motives of the participants are based on self-report by the participants and are therefore subjective measuring instruments. Here, it cannot be ruled out that participants may fall into socially desirable response behaviour and answer in the way they think will be seen most favorably by others. A disturbed self-perception can also influence the subjectively collected scales. Another limitation that should be improved in future research is the stimuli in terms of the different nature of the normal-weight models. It cannot be determined whether Hypothesis 3 could not be confirmed because there is no evidence to support this assumption, or because certain characteristics of the models influence the advertising effectiveness more than body type. In future research, it would be beneficial that the manipulation of the models is done in such a way that all models differ only on the basis of body type. It should also be kept in mind that the results of the study are only valid in the context in which they were obtained. Due to the design, all study participants were students from German-speaking countries and the context was also limited to the selection of a university. A valid generalization to the population as a whole and to other contexts such as advertisements for other types of products is not possible.

For example, it was shown that thin models in advertising have a different influence on black women than on white women (Capodilupo, 2015). The type of product must also be considered in a differentiated way. The success of using plus-size models differs depending on whether a product is body-relevant or not (Cinelli & Yang, 2016). The product advertised in this study was an Erasmus+ semester, and therefore not body-relevant. A transfer of the results to body-relevant product types such as fashion should therefore not be made. It must also be considered that the study participants had an average age of $M = 26.31$ due to the design. However, there are indications in research that preferences for certain body types change with age (Han et al., 2021). Thus, again, the results of the study cannot be applied to all age groups.

Implications and Conclusion

However, the study provides first indications that, especially for male models, the slimmer model is not necessarily the better choice in every context. Personal consumption motives can influence the decision. On the one hand, this finding is relevant for practical application and can be one point of reference among several that helps to select the right model for an advertising campaign. On the other hand, the results of the study can contribute to a better understanding of body perception. They provide the first indications that different motives, which lie within the viewer himself, can have an influence on his perception for a certain body type. This provides an important building block for understanding the extremely complex human perception and evaluation of different body types. Future research should explore a wide range of other variables that may influence this preference. Subsequently, knowledge of the successful use of models in advertising that do not conform to common standards can make an important contribution to the wider dissemination and normalization of the use of models, that do not confirm to the common ideals of beauty. This leads to a greater acceptance of these models and can contribute to reducing body shaming.

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Appendix A

Online questionnaire

Informed Consent

1 Informed Consent

Liebe Teilnehmerin, lieber Teilnehmer,

herzlichen Dank für Ihre Bereitschaft, an unserer kurzen Studie teilzunehmen.

Die Studie wird vom Arbeitsbereich Angewandte Sozialpsychologie und Konsumentenverhaltensforschung der Universität Wien durchgeführt.

Die Studie dauert ca. 15 Minuten.

Es ist für uns wichtig, dass Sie alle Fragen beantworten. Wenn Sie sich bei einer Frage nicht ganz sicher sind, kreuzen Sie einfach das Feld an, das am ehesten zutrifft. Es geht um Ihre persönliche Einschätzung, es gibt keine richtigen oder falschen Antworten.

Die Studie dient ausschließlich wissenschaftlichen Zwecken. Die Befragung wird vom Institut für Arbeits-, Wirtschafts- und Sozialpsychologie der Universität Wien durchgeführt. Alle Informationen, die wir von Ihnen erhalten, werden vertraulich behandelt und anonymisiert ausgewertet, sodass keine Rückschlüsse auf Ihre Person möglich sind.

- Im Rahmen der Studie werden Ihre Daten kodiert, d.h. im Falle der Abfrage von persönlichen Daten (z.B. Name; IP-Adresse; etc.), werden diese strikt von den Untersuchungsdaten (z.B. Fragebogendaten) getrennt. Durch diese Kodierung wird im Rahmen der wissenschaftlichen Auswertung kein Unbefugter Ihre persönlichen Daten erhalten. Nach Beendigung der Untersuchung werden alle Daten gelöscht, die einen Bezug zu Ihrer Person erlauben. Die Daten werden nicht an Personen weitergegeben, die an der Studie nicht beteiligt sind. In eine mögliche Veröffentlichung der Resultate der Untersuchung gehen die Daten anonymisiert ein. Wir sichern Ihnen zu, dass alle von uns erhobenen Daten entsprechend dem Datenschutzgesetz geschützt werden.

Mit dem Klicken des "Weiter"-Buttons, bestätigen Sie, die Einleitung gelesen zu haben, und willigen ein, an dieser Studie teilzunehmen:

"Ich bin damit einverstanden, dass meine Angaben ausschließlich für wissenschaftliche Zwecke am Institut für Arbeits-, Wirtschafts- und Sozialpsychologie aufbewahrt und ausgewertet werden. Nach Beendigung des Forschungsvorhabens werden alle Daten gelöscht, die einen Bezug zu meiner Person erlauben."

Vielen Dank für Ihre Teilnahme an der Studie!

Filter question and biographical data

2 Soziodemografische Angaben

Sind Sie derzeit in einer Hochschule eingeschrieben?

(Öffentliche sowie private Universitäten, Fachhochschulen)

- ☐ Ja, ich habe ein aufrechtes Studium
- ☐ Nein, ich studiere nicht

Mit welchem Geschlecht identifizieren Sie sich?

- ☐ männlich
- ☐ weiblich
- ☐ divers

Bitte geben Sie Ihr Alter an.

Bitte nur ganze Zahlen angeben!

Alter in Jahren

Haben Sie bereits am Erasmus+ Programm teilgenommen oder planen Sie eine Teilnahme?

- ☐ Ja, ich habe bereits teilgenommen
- ☐ Ja, ich plane im Rahmen des Studiums am Erasmus+ Programm teilzunehmen
- ☐ Nein, weder absolviert noch geplant

3.1 Ausschluss: kein Studium

Liebe/r Teilnehmer/in,

diese Studie richtet sich ausschließlich an Personen, die ein aufrechtes Studium aufweisen, weshalb die Befragung für Sie hier nun endet.

Sie können das Fenster nun schließen.

Viele Grüße,
Ihr Studienteam

Orientation to Happiness (OTH)

4 OTH Skala Pleasure

Nun folgen einige Fragen zu Ihren Einstellungen.

Bitte geben Sie an, inwieweit die folgenden Aussagen auf Sie zutreffen.

	trifft sehr auf mich zu	trifft meistens auf mich zu	trifft etwas auf mich zu	trifft wenig auf mich zu	trifft gar nicht auf mich zu
Das Leben ist zu kurz, um die Freuden, die es bietet, aufzuschieben.	☐	☐	☐	☐	☐
Ich tue alles dafür, um mich in Hochstimmung zu versetzen.	☐	☐	☐	☐	☐
Bei der Auswahl von Aktivitäten ist es mir wichtig, dass sie Spaß machen.	☐	☐	☐	☐	☐
Ich stimme der Aussage zu: "Das Leben ist zu kurz - iss das Dessert zuerst".	☐	☐	☐	☐	☐
Ich tue gerne Dinge, die meine Sinne anregen.	☐	☐	☐	☐	☐
Für mich bedeutet ein gutes Leben ein Leben, das Vergnügen bereitet.	☐	☐	☐	☐	☐

[illegible]

Selection Intention

8.1 Bild+Frage

Stellen Sie sich vor, Sie planen im kommenden Studienjahr ein Erasmus-Semester im Ausland und schauen sich dazu folgende Werbebilder an.

	überhaupt nicht				sehr wahrscheinlich	
Wie wahrscheinlich ist es, dass Sie die gezeigte Universität wählen würden?	☐	☐	☐	☐	☐	☐
Wie hoch schätzend Sie Ihre Zufriedenheit mit der gezeigten Universität ein?	☐	☐	☐	☐	☐	☐
Wie hoch ist die Wahrscheinlichkeit, dass Sie die gezeigte Universität Ihren Freunden empfehlen würden?	☐	☐	☐	☐	☐	☐

Appendix B

Stimuli



Male overweight	Male underweight
 A photograph of a man with a larger build, wearing a light blue short-sleeved button-down shirt and dark blue trousers. He is standing with his hands in his pockets, smiling slightly.	 A photograph of a man with a leaner build, wearing the same light blue short-sleeved button-down shirt and dark blue trousers as the man in the previous image. He is standing with his hands in his pockets, smiling slightly.

Male normal-weight	Female normal-weight
 A photograph of a man with a normal build, wearing a black long-sleeved shirt and dark trousers. He is standing with his left hand on his hip, looking towards the camera.	 A photograph of a woman with a normal build, wearing a black long-sleeved top and dark leggings. She is standing with her left hand on her hip, looking towards the camera.

Appendix C

Background manipulation

Female underweight – background 1	Female underweight – background 2
	
Female overweight – background 1	Female overweight – background 2
	
Male underweight – background 1	Male underweight – background 2
	

Male overweight – background 1**Male overweight – background 2****Female normal-weight****Male normal-weight**