

BAB V

PENUTUP

Pada bab ini akan dijelaskan kesimpulan dari keseluruhan penelitian Analisis Faktor-faktor “Body Image Satisfaction” dan Niat Beli Produk Fashion pada Perempuan Generasi Millennial Pada bab ini juga akan diberikan beberapa saran dan masukan yang diperlukan oleh para pelaku bisnis khususnya bagi para pemasar produk fashion dan penelitian selanjutnya.

5.1. Kesimpulan

Dari hasil analisis data pada bab IV di atas dapat diambil kesimpulan sebagai berikut:

1. Karakteristik responden dalam penelitian ini 57,6% berusia 21-26 tahun atau sebanyak 171 responden, Sebanyak 62% atau sebanyak 184 responden berdomisili diluar Jogja. Karakteristik Responden yang berstatus Mahasiswa sebesar 60.9% atau sebanyak 181 responden. Sebagian besar responden memiliki tinggi badan 151-160 cm. Sebesar 34.3% Responden memiliki berat badan 46-55kg. Berdasarkan status pernikahan sebesar 81.5% responden belum menikah. Diketahui bahwa sebesar 54.9% responden ingin menghilangkan berat badan antara 1-10kg. Olahraga memiliki persentase terbesar dalam program diet yang diikuti responden dengan 68.7%. Karakteristik responden berdasarkan perawatan disalon dengan melakukan “hair treatment” sebesar 30.3%. Sebesar 64% responden memiliki berat badan normal berdasarkan “*Body Mass Index*”.

2. Analisis angka indeks jawaban responden per variabel menunjukkan bahwa keseluruhan variabel menunjukkan hasil diatas rata-rata yaitu angka 3. Dilihat dari rata-rata variabel Persepsi diri (X1) memiliki rata-rata sebesar 3.48 yang artinya responden merasa sehat. variabel kepercayaan diri (X2.1) memiliki rata-rata sebesar 8.90 yang artinya responden merasa percaya diri dengan bentuk tubuhnya saat ini variabel preferensi (X2.2) memiliki rata-rata sebesar 10.92 yang artinya responden sangat setuju jika membeli pakaian berdasarkan kualitas pakaian, variabel Selebriti (X3.1) memiliki rata-rata sebesar 13.99 yang artinya responden membeli pakaian berdasarkan pada pertimbangan sosial media, variabel Kepercayaan (X3.2) memiliki rata-rata sebesar 14.26 yang artinya responden berpakaian sesuai dengan usia.

Variabel Faktor Lingkungan (X4) memiliki rata-rata sebesar 19.94 yang artinya keluarga mempengaruhi responden tentang bentuk tubuh , variabel kepribadian (X5) memiliki rata-rata sebesar 21.99 yang artinya responden menyukai fashion/cara berpakaian yang sesuai dengan keuangan, variabel Citra tubuh (X6) memiliki rata-rata variabel sebesar 20.88 yang artinya responden merasa sangat gemuk (obesitas), variabel Kepuasan (Y1) memiliki rata-rata sebesar 27.15 yang artinya responden merasa puas jika memiliki kaki jenjang, perut rata, lengan kecil dan wajah cantik, variabel Niat beli pasif (Y2.1) memiliki rata-rata sebesar 10.46 yang artinya ketika responden membeli pakaian, akan mempertimbangkan pendapat orang terpenting, variabel niat beli aktif (Y2.2) memiliki rata-rata sebesar 16.63

yang artinya ketika membeli pakaian responden akan membeli baju yang sesuai dengan situasi (daster untuk dirumah, gaun untuk dipesta).

3. a. Persepsi diri pada kesehatan tidak berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa kepuasan citra tubuh tidak dipengaruhi oleh persepsi diri pada kesehatan.
- b. Kepercayaan diri tidak berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa kepuasan citra tubuh tidak mempengaruhi kepercayaan diri.
- c. Preferensi Pribadi tidak berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa kepuasan citra tubuh tidak dipengaruhi oleh preferensi pribadi.
- d. Selebriti berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa dengan mempertimbangkan selebriti dalam hal membeli pakaian sangat mempengaruhi kepuasan citra tubuh.
- e. Kepercayaan tidak berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa Kepercayaan & Moral terkait fashion (cara berpakaian) tidak mempengaruhi kepuasan citra tubuh.
- f. Faktor lingkungan berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa Faktor lingkungan mempengaruhi pemikiran tentang tubuh terhadap kepuasan citra tubuh.

- g. Kepribadian Merek berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa Kepribadian merek yang tepat dapat meningkatkan kepuasan citra tubuh.
- h. Persepsi Citra tubuh berpengaruh terhadap kepuasan citra tubuh pada perempuan millennial. Hal ini menunjukkan bahwa semakin tinggi persepsi citra tubuh seseorang maka semakin tinggi kepuasan citra tubuh.

4. Setiap Perempuan pernah berada diantara keempat kelompok BMI ini pernah mengalami serta merasakan, karena hal itu sehingga Body Image menjadi sangat penting. Hasil uji One Way ANOVA berdasarkan BMI berikut :

a. Underweight (Kekurangan berat badan)

Dalam penelitian ini ditemukan sebanyak 8 responden dari 297 responden yang memiliki kekurangan berat badan (Underweight). Kelompok Underweight memiliki persepsi diri yang tinggi pada kesehatan dengan nilai mean sebesar 3,62 mereka merasa sehat atau sangat sehat ketika mengisi kuesioner penelitian ini bisa juga dikatakan ketika melakukan program diet mereka berorientasi pada kesehatan.

b. Normal Weight (Berat badan normal)

Dalam penelitian ini ditemukan sebanyak 190 responden dari 297 responden yang memiliki berat badan normal. Kelompok Normal Weight memiliki tingkat percaya diri yang tinggi dengan nilai mean sebesar 9,48 mereka percaya diri dengan bentuk tubuh mereka dan bentuk tubuh mereka membuat mereka percaya diri , mereka juga puas dengan dengan bentuk

tubuhnya saat ini. Kelompok normal weight juga memiliki nilai rata-rata citra tubuh yang dirasakan tertinggi sebesar 23,15 mereka puas dengan bentuk tubuh mereka, mereka merasa memiliki citra tubuh yang baik, mereka puas dengan ukuran tubuh mereka, mereka puas dengan komentar orang lain tentang bentuk tubuh mereka, mereka berfikir bahwa ketika usia tua bentuk tubuh mereka akan tetap sama, mereka merasa kekurangan berat badan, mereka beranggapan memiliki berat badan normal, tetapi juga mereka merasa sangat gemuk (Obesitas).

c. Overweight (Kelebihan berat badan)

Dalam penelitian ini ditemukan sebanyak 71 responden dari 297 responden yang memiliki kelebihan berat badan. Kelompok overweight memiliki nilai rata-rata tertinggi niat beli pasif sebesar 10,76 yang berarti bahwa ketika membeli pakaian mereka mendengarkan pendapat orang lain seperti teman, keluarga, dan orang terpenting dalam hidup mereka. Kelompok Overweight memiliki nilai rata-rata persepsi diri pada kesehatan terendah sebesar 3,20 ini berarti ketika mengisi kuesioner penelitian ini responden merasa tidak sehat atau bisa dikatakan kelompok Overweight ketika melakukan program diet tidak berorientasi pada kesehatan. Kelompok Overweight juga memiliki rata-rata percaya diri terendah sebesar 7,77 yang berarti bahwa kelompok Overweight merasa tidak puas dengan bentuk tubuhnya saat ini, dan bentuk tubuh mereka tidak membuat mereka percaya diri.

d. Obese (Gemuk)

Dalam penelitian ini ditemukan sebanyak 28 responden dari 297 responden yang Gemuk. Kelompok obese memiliki nilai rata-rata terendah pada citra tubuh yang dirasakan sebesar 19,46 yang berarti bahwa mereka tidak puas dengan bentuk tubuh dan ukuran tubuh mereka sekarang, mereka merasa memiliki citra tubuh yang tidak baik, mereka tidak puas dengan komentar orang lain tentang bentuk tubuh mereka, mereka berfikir bahwa ketika usia tua bentuk tubuh mereka tidak akan tetap sama, mereka merasa kelebihan berat badan dan memiliki berat badan tidak normal, tetapi mereka justru tidak merasa sangat gemuk (Obesitas). Kelompok obese juga memiliki nilai rata-rata niat beli pasif terendah sebesar 9,32 yang berarti bahwa ketika membeli pakaian kelompok obese tidak mendengarkan pendapat orang lain seperti teman, keluarga dan orang terpenting dalam hidup mereka.

“Body Image” menjadi sangat penting karena perempuan itu kolektif dalam mengambil keputusan dan memilih produk untuk meningkatkan kepuasan diri mereka, pemasar produk fashion harus memperhatikan faktor-faktor apa saja yang dapat mempengaruhi masing-masing konsumen perempuan millennial dalam proses pengambilan keputusan pembelian mulai dari pra pembelian produk fashion hingga keputusan pembelian karena generasi millennial merupakan generasi tersulit untuk diyakinkan dan merupakan generasi konsumen terbesar dalam sejarah.

5.2. Implikasi Managerial

Penelitian ini berhasil menerapkan model yang diadaptasi oleh Rieke *et al* (2016) dan ditemukan faktor signifikan yang mempengaruhi kepuasan citra tubuh dan niat beli. Bukan hanya sikap terhadap perilaku dan norma subjektif, tetapi juga faktor pribadi dan eksternal yang dipengaruhi. Kepuasan citra tubuh dan niat pembelian pakaian konsumen perempuan Millennial. Ini menunjukkan pentingnya memahami karakteristik pribadi dan sosial serta lingkungan secara karakteristik untuk menyediakan lingkungan belanja yang lebih baik bagi konsumen perempuan Millennial. Penelitian ini juga meneliti citra tubuh dan persepsi diri dalam kaitannya dengan konteks pemasaran fashion dan niat membeli, yang sering diabaikan dalam penelitian sebelumnya.

Temuan dalam penelitian ini memberikan implikasi secara praktis bagi pemasar produk fashion untuk mempertimbangkan selebriti, faktor lingkungan, kepribadian merek, citra tubuh yang dirasakan dan niat beli pasif untuk mendorong kepuasan dan niat beli mereka. Temuan dari penelitian ini memungkinkan para penjual untuk memahami bagaimana citra tubuh dapat memengaruhi pelanggan terhadap persepsi toko mereka dan karyawan mereka. Banyak komponen yang termasuk dalam model ini belum digabungkan menentukan kepuasan citra tubuh, dan dengan demikian niat pembelian. Perempuan Millennial dipengaruhi oleh Kepribadian merek dan citra tubuh yang dirasakan yang terkait dengan kepuasan citra tubuh dalam diri mereka lebih dari faktor lainnya. Pengaruh-pengaruh ini mendorong mereka untuk memiliki kepercayaan diri untuk membeli pakaian.

Berdasarkan penelitian ini pemasar dan penjual informasi harus fokus pada pemasaran kepada para wanita Millennial melalui pendekatan yang lebih personal dengan menargetkan apa yang "sesuai", untuk selera konsumen, ukuran tubuh konsumen, tipe tubuh, serta lokasi toko. Wanita millennial mempertimbangkan faktor sosial (selebriti), faktor lingkungan (keluarga & teman), kepribadian merek dan citra tubuh yang dirasakan agar memiliki kepercayaan diri untuk membeli pakaian. Kepuasan terhadap citra tubuh yang dirasakan meningkat yang menyebabkan lebih percaya diri dalam keputusan pembelian mereka. Jadi, penjual produk fashion dan pemasar perlu menyediakan strategi untuk meningkatkan kepercayaan diri dan kepuasan citra tubuh konsumen perempuan Millennial, seperti membuktikan pada konsumen millennial bahwa merek mereka layak digunakan, menciptakan hubungan dengan generasi Millennial melalui interaksi dan pesan yang sangat dipersonalisasi, juga *word of mouth* menjadi saluran komunikasi yang paling kuat dan efisien sehingga akan menyebabkan keuntungan penjualan yang lebih tinggi.

5.3. Keterbatasan penelitian

Keterbatasan penelitian dalam mencari informan konsumen adalah perempuan generasi millennial yang lahir diantara tahun 1981-2000, Ordun dan Akun (2016) yang saat ini memiliki mobilitas yang tinggi sehingga membutuhkan waktu lebih untuk mengisi kuesioner. Disamping itu ada beberapa informan yang kurang tanggap dan tidak menjawab beberapa pertanyaan, sehingga peneliti tidak mengambil kuesioner tersebut untuk diteliti, dari 310 responden yang di terima dan dapat diolah hanya 297 responden. Penelitian ini juga masih

difokuskan di negara Indonesia saja. Ada 2 kelompok BMI yang jumlah respondennya kurang dari 30 orang. Hal ini berpotensi memberikan hasil analisis statistik yang tidak kuat.

5.4. Saran bagi Peneliti Masa Datang

Penelitian selanjutnya diharapkan dapat lebih beragam dari usia, ras/ etnis untuk hasil yang lebih digeneralisasikan. Selain itu perbandingan dengan Generasi Z akan lebih menarik. Memilih negara dengan daya beli akan produk fashion yang tinggi juga membuat penelitian selanjutnya lebih menarik. Penelitian selanjutnya juga diharapkan dapat memiliki minimal 30 responden di masing-masing kategori BMI.

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KUESIONER PENELITIAN

Hallo... perkenalkan saya Arini Chikita, Mahasiswi Program Studi Magister Manajemen Universitas Atmajaya Yogyakarta, saat ini saya sedang dalam proses penulisan Tesis saya, yang berjudul “Faktor-Faktor Yang Mempengaruhi *Body Image Satisfaction* & Niat Beli Produk Fashion Perempuan Millennial” maka dengan kuesioner inilah saya mendapat hasil untuk penelitian saya. Saya membutuhkan anda, perempuan generasi millennial (kelahiran antara 1981 dan 2000) yang pernah atau sedang melakukan program diet atau berusaha melakukan perubahan (mengurangi) ukuran tubuh anda agar terlihat indah. Terimakasih telah berpartisipasi.

Bacalah Pernyataan berikut dengan teliti dan cobalah untuk mengisinya dengan jawaban yang benar. Dengan memberikan tanda centang (✓) pada kolom jawaban yang anda anggap paling sesuai.

Keterangan kolom jawaban:

STS	= Sangat Tidak Setuju
TS	= Tidak Setuju
N	= Netral
S	= Setuju
SS	= Sangat Setuju

Informasi Demografis

Umur : ____th

Domisili Asal : ☐ Jogja ☐ diluar Jogja, sebutkan.....

Pekerjaan : ☐ Mahasiswi ☐ Karyawan swasta ☐ Ibu Rumah Tangga
☐ Wiraswasta

Identitas Responden

1. Tinggi Badan : _____ cm

2. Berat Badan : _____ kg

3. Apakah anda sudah menikah ? ☐ YA ☐ TIDAK

4. Apakah Anda Merasa kelebihan berat badan ? ☐YA ☐TIDAK

5. Jika anda menjawab “YA” pada pertanyaan no.4 diatas,
Berapa “kg” berat badan yang ingin anda hilangkan? _____ kg

6. Program Diet apa yang pernah anda ikuti ? (Boleh centang lebih dari 1)

- | | |
|--|---|
| 1. ☐ Treatment Dokter | 7. ☐ Mayo |
| 2. ☐ Obat-obatan | 8. ☐ Hindari Lemak |
| 3. ☐ Olahraga | 9. ☐ Hindari Karbohidrat |
| 4. ☐ Akupunktur | 10. ☐ Hindari Gula |
| 5. ☐ Minuman Diet | 11. ☐ Hindari Garam |
| 6. ☐ OCD | 12. ☐ Keto |
| 13. ☐ Lain-lain, sebutkan : _____ | |

7. Perawatan apa yang sering anda lakukan ketika anda berada di salon/ klinik kecantikan? (Boleh centang lebih dari 1)

- | | |
|--|---|
| 1. ☐ Body Treatment | 4. ☐ Hair Treatment |
| 2. ☐ Nail Treatment | 5. ☐ Skin Treatment |
| 3. ☐ Face Treatment | 6. ☐ Hand/Foot Treatment |
| 7. ☐ Lain-lain, sebutkan: _____ | |

1). Persepsi diri pada kesehatan

Centanglah pilihan anda sesuai keadaan anda saat ini

Saya merasa tidak sehat	Saya merasa biasa saja (netral)	Saya merasa Cukup Sehat	Saya merasa Sehat	Saya merasa Sangat Sehat
(1)	(2)	(3)	(4)	(5)

2) Faktor Pribadi

a. Percaya Diri

No.	STATEMENT	STS	TS	N	S	SS
1.	Saya percaya diri dengan bentuk tubuh saya					
2.	Saya puas dengan bentuk tubuh saya					

3.	Bentuk tubuh saya membuat saya percaya diri					
----	---	--	--	--	--	--

b. Preferensi Pribadi

Ketika saya membeli pakaian, berdasarkan pada pertimbangan berikut :

No.	STATEMENT	STS	TS	N	S	SS
1.	Kualitas pakaian					
2.	Preferensi Toko					
3.	Merek					

3) Faktor sosial

a. Selebriti

Ketika saya membeli pakaian, berdasarkan pada pertimbangan berikut :

No.	STATEMENT	STS	TS	N	S	SS
1.	Pilihan Selebriti					
2.	Saran Majalah					
3.	Sosial Media					
4.	TV/ Film					
5.	Selera Musik					

b. Kepercayaan & Moral terkait fashion (cara berpakaian) saya :

No.	STATEMENT	STS	TS	N	S	SS
1.	Tren saat ini					
2.	Sesuai usia saya					
3.	Budaya/etnis					
4.	Moral					

4) Faktor Lingkungan

Yang mempengaruhi pemikiran saya tentang bentuk tubuh saya adalah :

No.	STATEMENT	STS	TS	N	S	SS
1.	Sahabat					
2.	Keluarga					
3.	Rekan/kolega					
4.	Partner / pasangan					
5.	Komunitas Sosial					
6.	Aturan lingkungan rumah					

5) Kepribadian Merek

Saya menyukai fashion/cara berpakaian yang berkarakter :

No.	STATEMENT	STS	TS	N	S	SS
1.	Berjiwa muda					
2.	Berani					
3.	Anggun					
4.	Sexy					
5.	Sporty					
6.	Sesuai keuangan saya					

6) Perceived body image

No.	STATEMENT	STS	TS	N	S	SS
1.	Saya puas dengan bentuk tubuh saya sekarang					
2.	Saya memiliki citra tubuh yang baik					
3.	Saya puas dengan ukuran tubuh saya					
4.	Saya puas dengan komentar orang lain tentang bentuk tubuh saya					
5.	Saya berfikir bahwa ketika usia tua bentuk tubuh saya akan tetap sama					
6.	Saya kekurangan berat badan					
7.	Berat badan saya normal					
8.	Saya kelebihan berat badan					
9.	Saya Gemuk					
10.	Saya sangat Gemuk (Obesitas)					

7) Body image satisfaction

No.	STATEMENT	STS	TS	N	S	SS
1.	Saya puas jika bentuk tubuh saya langsing dan tinggi					
2.	Saya puas jika kaki saya jenjang, perut rata, lengan kecil dan wajah cantik					
3.	Saya puas jika memiliki payudara yang besar					
4.	Saya puas jika saya melakukan sedot lemak					
5.	Saya menyukai diri saya					

	ketika di foto					
6.	Saya puas dengan bentuk paha, perut dan berat badan saya					
7.	Saya puas dengan stamina fisik, koordinasi fisik saya					
8.	Saya puas dengan bentuk payudara, wajah, atau organ intim saya					
9.	Saya puas jika melakukan bedah kosmetik pada tubuh saya					

7.a) Niat Beli

Ketika saya membeli pakaian saya mempertimbangkan hal-hal berikut ini :

No.	STATEMENT	STS	TS	N	S	SS
1P.	Pendapat teman saya					
2P.	Pendapat keluarga saya					
3P.	Pendapat orang terpenting dalam hidup saya					
4A.	Membeli baju yang sesuai dengan usia saya					
5A.	Membeli baju yang sesuai dengan bentuk tubuh saya					
6A.	Membeli baju yang sesuai dengan ukuran pakaian saya					
7A.	Membeli baju yang sesuai dengan situasi (daster untuk dirumah, gaun untuk pesta. dll)					

TERIMAKASIH

KUESIONER ASLI

Demographic Characteristics of the Respondent. Berasal dari *Rieke et al, 2016*.

No.	Characteristics	
1. ✓	Gender	Female
2. ✓	Age	
3. ✕	Ethnicity	Caucasian/White African-American Hispanic Asian-American Pacific Islander Bi-racial Other
4. ✓	Residence	Texas Not in Texas but in the United State Not in the United States
5. ✕	Education	Freshman in College Sophomore in College Junior in College Senior in College Graduate Student Other (High School or College Graduate)
6. ✕	Money Spent on Clothing a Month	\$50 or less \$51-\$100 \$101-\$150 \$151-\$200 \$201-\$250 \$251-\$300 \$301-\$350 \$351-\$400 \$401 or more
7. ✕	Religious Affiliation	Protestant Christian Roman Catholic Evangelical Christian Jewish Hindu Buddhist Other
8. ✕	Family Structure	Married Living Alone

- Living with relatives
Living with unrelated
Individuals
9. ✕ Employment
Status
- Working full time;
paid employment
(35 or more hours per week)
- Working part time;
paid employment (less than
35 hours per week)
- Self-employed
- Not currently in paid
employment
- Other

a). Self Perception on health. Berasal dari *Muda et al, 2015*.

No.	STATEMENT
1. ✓	Very Healthy
2. ✓	Healthy
3. ✓	Moderately Healthy
4. ✓	Not Well

b). Personal Factor

1. Self- Confidence

No.	STATEMENT
1. ✓	Confidence
2. ✓	Satisfaction
3. ✓	Body Shape

2. Personal Preference

No.	STATEMENT
1. ✓	Quality of Apparel
2. ✓	Store Preference
3. ✓	Brand
4. ✕	Labeled Size

c) Sosial Factors

1. Celebrity

No.	STATEMENT
1. ✓	Celebrities Apparel Choices
2. ✓	Magazine Advice
3. ✓	Social Media
4. ✓	TV/Movies
5. ✓	Music

2. Moral and Beliefs

No.	STATEMENT
1. ✓	Trend for the Season
2. ✓	Age Appropriate Attire
3. ✓	Ethnicity/Culture
4. ✓	Morals
5. ✓	Religion

d) Environmental Factors

1. Friends & Family

No.	STATEMENT
1. ✓	Friends
2. ✓	Family
3. ✓	Colleague
4. ✓	Significant Other
5. ✓	Social Class
6. ✓	Household Living
7. ✓	Arrangements

2. Weather

No.	STATEMENT
1. ✕	Occasion
2. ✕	Climate
3. ✕	Weather

4.×	Season
-----	--------

e) Purchase Intent

1. Passive

No.	STATEMENT
1. ×	My Ethnicity
2. √	What My Friends think I should do
3. √	What My Family thinks I should do
4. √	What my significant other thinks I should do
5. ×	What my colleagues think I should do

2. Active

No.	STATEMENT
1. √	Appropriate for my age
2. √	Appropriate for my body type
3. √	Appropriate for my labeled clothing size
4. √	Appropriate for the occasion

f) Brand Image . Berasal dari *Watson et al, 2015*.

1. User Imagery X

No	STATEMENT
1. ×	Successful
2.×	Confident
3. ×	Happy
4. ×	Attractive
5. ×	Values quality
6. ×	Often meets with friends

7. ✕	Goes to chic parties
8. ✕	Tends to stay at home in the evening
9. ✕	Of high social standing

2. Brand Personality

No	STATEMENT
1. ✓	Young
2. ✓	Bold
3. ✓	Elegant
4. ✓	Sexy
5. ✓	Sporty
6. ✓	Brand price

3. Symbolism X

No.	STATEMENT
1. ✕	High quality
2. ✕	Designer
3. ✕	Status symbol

g). Perceived body weight, berasal dari Lam *et al* (2010)

No.	STATEMENT
1.	Underweight
2.	Average
3.	Overweight
4.	Obese
5.	Severely Obese

Perceived body image, berasal dari Hume and Mills (2013)

No.	STATEMENT
1. ✓	Your perceived self-image?
2. ✓	How do you think others perceive you vs yourself description?
3. ✕	Who do you buy for self? Others?
4. ✕	What is luxury consumption?
5. ✕	What items make up your luxury consumption?
6. ✓	Do you think you will be the same when you are ten years older?
7. ✕	Do you think lingerie is a status symbol?
8. ✓	Do you have a good body image?
9. ✓	Your body image perception and dress size?
10. ✓	Does buying luxury item impact yourself-esteem?
11.	Type of consumers and purchase variables Consumerism–feelings toward materialism?
12. ✕	Underwear impact on intimate self and feelings, e.g. comfort, sex appeal?

13. ×	Consumption/usage—who buys, Opinion on receiving lingerie as a gift?
14. ×	Brand awareness, impression and influences on purchase?
15. ×	Level of shopping search?
16. ×	Comparative fashion purchases and behaviour?
17. ×	What else do you buy and why
18. ×	What other items would suggest are similar to buying lingerie?
19. ×	Important attributes of lingerie

h) Body image satisfaction, berasal dari Mooney et al (2010)

No.	Statement
1	I want to be thinner,taller and have atoned up stomach
2	I wish I was thinner, had better legs, flatter tummy, thinner arms, smaller bum and a prettier face”
3.	I want to be skinnier and havebigger boobs
4.	‘I would like to have liposuction, I would needa lot of cosmetic surgery”

Milhausen et al (2015)

No.	Statement
1.	‘I like what I look like in pictures”

Pujols et al (2010)

No.	Statement
1	thighs, appearance of stomach, weight
2.	physical stamina, physical coordination
3.	breasts, face, or sex organs
4.	“During sexual activity, I am worried about how my body looks to my partner



Uji Validitas Correlations

Correlations

		X2.11	X2.12	X2.13	Total_X2.1
X2.11	Pearson Correlation	1	.738**	.728**	.902**
	Sig. (2-tailed)		.000	.000	.000
	N	297	297	297	297
X2.12	Pearson Correlation	.738**	1	.756**	.916**
	Sig. (2-tailed)	.000		.000	.000
	N	297	297	297	297
X2.13	Pearson Correlation	.728**	.756**	1	.910**
	Sig. (2-tailed)	.000	.000		.000
	N	297	297	297	297
Total_X2.1	Pearson Correlation	.902**	.916**	.910**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	297	297	297	297

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

Correlations

Correlations

		X2.21	X2.22	X2.23	Total_X2.2
X2.21	Pearson Correlation	1	.408**	.320**	.702**
	Sig. (2-tailed)		.000	.000	.000
	N	297	297	297	297
X2.22	Pearson Correlation	.408**	1	.524**	.825**
	Sig. (2-tailed)	.000		.000	.000
	N	297	297	297	297
X2.23	Pearson Correlation	.320**	.524**	1	.815**
	Sig. (2-tailed)	.000	.000		.000
	N	297	297	297	297
Total_X2.2	Pearson Correlation	.702**	.825**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	297	297	297	297

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

Correlations

Correlations

		X3.11	X3.12	X3.13	X3.14	X3.15	Total_X3.1
X3.11	Pearson Correlation	1	.568**	.535**	.483**	.382**	.761**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	297	297	297	297	297	297
X3.12	Pearson Correlation	.568**	1	.514**	.594**	.536**	.819**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	297	297	297	297	297	297
X3.13	Pearson Correlation	.535**	.514**	1	.530**	.403**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	297	297	297	297	297	297
X3.14	Pearson Correlation	.483**	.594**	.530**	1	.575**	.809**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	297	297	297	297	297	297
X3.15	Pearson Correlation	.382**	.536**	.403**	.575**	1	.744**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	297	297	297	297	297	297
Total_X3.1	Pearson Correlation	.761**	.819**	.771**	.809**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	297	297	297	297	297	297

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

Correlations

		Correlations				
		X3.21	X3.22	X3.23	X3.24	Total_X3.2
X3.21	Pearson Correlation	1	.230**	.277**	.144*	.631**
	Sig. (2-tailed)		.000	.000	.013	.000
	N	297	297	297	297	297
X3.22	Pearson Correlation	.230**	1	.225**	.334**	.644**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	297	297	297	297	297
X3.23	Pearson Correlation	.277**	.225**	1	.452**	.721**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	297	297	297	297	297
X3.24	Pearson Correlation	.144*	.334**	.452**	1	.709**
	Sig. (2-tailed)	.013	.000	.000		.000
	N	297	297	297	297	297
Total_X3.2	Pearson Correlation	.631**	.644**	.721**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	297	297	297	297	297

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Correlations					
		X4.1	X4.2	X4.3	X4.4	X4.5	Total_X4
X4.1	Pearson Correlation	1	.628**	.594**	.487**	.425**	.792**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	297	297	297	297	297	297
X4.2	Pearson Correlation	.628**	1	.532**	.543**	.402**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	297	297	297	297	297	297
X4.3	Pearson Correlation	.594**	.532**	1	.436**	.637**	.791**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	297	297	297	297	297	297
X4.4	Pearson Correlation	.487**	.543**	.436**	1	.363**	.724**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	297	297	297	297	297	297
X4.5	Pearson Correlation	.425**	.402**	.637**	.363**	1	.713**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	297	297	297	297	297	297
X4.6	Pearson Correlation	.450**	.508**	.409**	.432**	.452**	.716**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	297	297	297	297	297	297
Total_X4	Pearson Correlation	.792**	.802**	.791**	.724**	.713**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	297	297	297	297	297	297

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

Correlations

		Correlations						
		X5.1	X5.2	X5.3	X5.4	X5.5	X5.6	Total_X5
X5.1	Pearson Correlation	1	.326**	.283**	.001	.263**	.193**	.578**
	Sig. (2-tailed)		.000	.000	.990	.000	.001	.000
	N	297	297	297	297	297	297	297
X5.2	Pearson Correlation	.326**	1	.130*	.307**	.327**	.152**	.704**
	Sig. (2-tailed)	.000		.026	.000	.000	.009	.000
	N	297	297	297	297	297	297	297
X5.3	Pearson Correlation	.283**	.130*	1	.104	.036	.091	.489**
	Sig. (2-tailed)	.000	.026		.074	.540	.118	.000
	N	297	297	297	297	297	297	297
X5.4	Pearson Correlation	.001	.307**	.104	1	.050	-.102	.520**
	Sig. (2-tailed)	.990	.000	.074		.394	.079	.000
	N	297	297	297	297	297	297	297
X5.5	Pearson Correlation	.263**	.327**	.036	.050	1	.172**	.555**
	Sig. (2-tailed)	.000	.000	.540	.394		.003	.000
	N	297	297	297	297	297	297	297
X5.6	Pearson Correlation	.193**	.152**	.091	-.102	.172**	1	.395**
	Sig. (2-tailed)	.001	.009	.118	.079	.003		.000
	N	297	297	297	297	297	297	297
Total_X5	Pearson Correlation	.578**	.704**	.489**	.520**	.555**	.395**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	297	297	297	297	297	297	297

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

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Correlations										
		X6.1	X6.2	X6.3	X6.4	X6.5	X6.6	X6.7	X6.8	X6.9	X6.10	Total_X6
X6.1	Pearson Correlation	1	.627**	.814**	.471**	.343**	.312**	.486**	-.389**	-.402**	-.280**	.643**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.2	Pearson Correlation	.627**	1	.592**	.421**	.317**	.238**	.376**	-.241**	-.297**	-.222**	.609**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.3	Pearson Correlation	.814**	.592**	1	.534**	.400**	.296**	.564**	-.350**	-.439**	-.287**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.4	Pearson Correlation	.471**	.421**	.534**	1	.360**	.090	.290**	-.198**	-.347**	-.328**	.485**
	Sig. (2-tailed)	.000	.000	.000		.000	.124	.000	.001	.000	.000	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.5	Pearson Correlation	.343**	.317**	.400**	.360**	1	.343**	.329**	-.182**	-.249**	-.120*	.574**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.002	.000	.038	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.6	Pearson Correlation	.312**	.238**	.296**	.090	.343**	1	.342**	-.359**	-.285**	.098	.478**
	Sig. (2-tailed)	.000	.000	.000	.124	.000		.000	.000	.000	.090	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.7	Pearson Correlation	.486**	.376**	.564**	.290**	.329**	.342**	1	-.451**	-.446**	-.317**	.457**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	297	297	297	297	297	297	297	297	297	297	297
X6.8	Pearson Correlation	-.389**	-.241**	-.350**	-.198**	-.182**	-.359**	-.451**	1	.611**	.243**	.612
	Sig. (2-tailed)	.000	.000	.000	.001	.002	.000	.000		.000	.000	.843
	N	297	297	297	297	297	297	297	297	297	297	297
X6.9	Pearson Correlation	-.402**	-.297**	-.439**	-.347**	-.249**	-.285**	-.446**	.611**	1	.598**	.649
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.398
	N	297	297	297	297	297	297	297	297	297	297	297
X6.10	Pearson Correlation	-.280**	-.222**	-.287**	-.328**	-.120*	.098	-.317**	.243**	.598**	1	.202**
	Sig. (2-tailed)	.000	.000	.000	.000	.038	.090	.000	.000	.000		.000
	N	297	297	297	297	297	297	297	297	297	297	297
Total_X6	Pearson Correlation	.643**	.609**	.677**	.485**	.574**	.478**	.457**	.012	.049	.202**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.843	.398	.000	
	N	297	297	297	297	297	297	297	297	297	297	297

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

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Correlations									
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Total_Y1
Y1.1	Pearson Correlation	1	.512**	-.005	-.046	-.045	-.308**	.017	-.091	-.023	.288**
	Sig. (2-tailed)		.000	.931	.434	.441	.000	.764	.117	.695	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.2	Pearson Correlation	.512**	1	.152**	.120*	-.027	-.272**	-.083	-.117*	.166**	.410**
	Sig. (2-tailed)	.000		.009	.039	.644	.000	.154	.044	.004	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.3	Pearson Correlation	-.005	.152**	1	.202**	.002	.135*	-.117*	.080	.330**	.516**
	Sig. (2-tailed)	.931	.009		.000	.977	.020	.043	.169	.000	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.4	Pearson Correlation	-.046	.120*	.202**	1	-.109	.067	-.179**	-.153**	.586**	.442**
	Sig. (2-tailed)	.434	.039	.000		.060	.251	.002	.008	.000	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.5	Pearson Correlation	-.045	-.027	.002	-.109	1	.235**	.252**	.294**	-.079	.382**
	Sig. (2-tailed)	.441	.644	.977	.060		.000	.000	.000	.176	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.6	Pearson Correlation	-.308**	-.272**	.135*	.067	.235**	1	.070	.142*	.173**	.348**
	Sig. (2-tailed)	.000	.000	.020	.251	.000		.227	.014	.003	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.7	Pearson Correlation	.017	-.083	-.117*	-.179**	.252**	.070	1	.400**	-.167**	.293**
	Sig. (2-tailed)	.764	.154	.043	.002	.000	.227		.000	.004	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.8	Pearson Correlation	-.091	-.117*	.080	-.153**	.294**	.142*	.400**	1	-.117*	.362**
	Sig. (2-tailed)	.117	.044	.169	.008	.000	.014	.000		.043	.000
	N	297	297	297	297	297	297	297	297	297	297
Y1.9	Pearson Correlation	-.023	.166**	.330**	.586**	-.079	.173**	-.167**	-.117*	1	.556**
	Sig. (2-tailed)	.695	.004	.000	.000	.176	.003	.004	.043		.000
	N	297	297	297	297	297	297	297	297	297	297
Total_Y1	Pearson Correlation	.288**	.410**	.516**	.442**	.382**	.348**	.293**	.362**	.556**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	297	297	297	297	297	297	297	297	297	297

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

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Correlations			
		Y2.11	Y2.12	Y2.13	Total_Y2.1
Y2.11	Pearson Correlation	1	.559**	.383**	.809**
	Sig. (2-tailed)		.000	.000	.000
	N	297	297	297	297
Y2.12	Pearson Correlation	.559**	1	.484**	.846**
	Sig. (2-tailed)	.000		.000	.000
	N	297	297	297	297
Y2.13	Pearson Correlation	.383**	.484**	1	.764**
	Sig. (2-tailed)	.000	.000		.000
	N	297	297	297	297
Total_Y2.1	Pearson Correlation	.809**	.846**	.764**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	297	297	297	297

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

Correlations

		Y2.21	Y2.22	Y2.23	Y2.24	Total Y2.2
Y2.21	Pearson Correlation	1	.529**	.441**	.314**	.746**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	297	297	297	297	297
Y2.22	Pearson Correlation	.529**	1	.551**	.411**	.808**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	297	297	297	297	297
Y2.23	Pearson Correlation	.441**	.551**	1	.505**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	297	297	297	297	297
Y2.24	Pearson Correlation	.314**	.411**	.505**	1	.727**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	297	297	297	297	297
Total_Y2.2	Pearson Correlation	.746**	.808**	.802**	.727**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	297	297	297	297	297

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

Uji Reliabilitas Reliability (X2.1)

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	3

Reliability (X2.2)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.682	3

Reliability (X3.1)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.838	5

Reliability (X3.2)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.602	4

Reliability (X4)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.850	6

Reliability (X5)**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.622	6

Reliability (Y1)**Scale: ALL VARIABLES****Reliability (X6)****Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.687	8

Case Processing Summary			
		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.



Reliability Statistics	
Cronbach's Alpha	N of Items
.672	9

Reliability (Y2.1)**Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.



Reliability Statistics	
Cronbach's Alpha	N of Items
.731	3

Reliability (Y2.2)**Scale: ALL VARIABLES**

Case Processing Summary			
		N	%
Cases	Valid	297	100.0
	Excluded ^a	0	.0
	Total	297	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.770	4



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.547 ^a	.299	.279	3.061	2.105

a. Predictors: (Constant), Citra tubuh (X8), Kepercayaan (X3.2), Preferensi (X2.2), Persepsi diri (X1), Keluarga (X4), Kepribadian (X5), Selebriti (X3.1), Kepercayaan diri (X2.1)

b. Dependent Variable: Kepuasan (Y1)

**ANOVA^b**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1149.584	8	143.698	15.340	.000 ^a
	Residual	2697.897	288	9.368		
	Total	3847.481	296			

a. Predictors: (Constant), Citra tubuh (X8), Kepercayaan (X3.2), Preferensi (X2.2), Persepsi diri (X1), Keluarga (X4), Kepribadian (X5), Selebriti (X3.1), Kepercayaan diri (X2.1)

b. Dependent Variable: Kepuasan (Y1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.846	1.940		4.559	.000		
	Persepsi diri (X1)	.282	.189	.078	1.496	.136	.906	1.104
	Kepercayaan diri (X2.1)	.017	.086	.013	.199	.842	.594	1.685
	Preferensi (X2.2)	.010	.090	.006	.112	.911	.899	1.112
	Selebriti (X3.1)	.141	.059	.141	2.399	.017	.700	1.428
	Kepercayaan (X3.2)	-.065	.089	-.041	-.732	.464	.794	1.259
	Keluarga (X4)	.134	.044	.169	3.020	.003	.779	1.284
	Kepribadian (X5)	.395	.073	.294	5.429	.000	.833	1.201
	Citra tubuh (X6)	.211	.053	.261	3.983	.000	.567	1.763

a. Dependent Variable: Kepuasan (Y1)



Correlations

		Niat beli pasif (Y2.1)	Kepuasan (Y1)
Pearson Correlation	Niat beli pasif (Y2.1)	1.000	.144
	Kepuasan (Y1)	.144	1.000
Sig. (1-tailed)	Niat beli pasif (Y2.1)	.	.007
	Kepuasan (Y1)	.007	.
N	Niat beli pasif (Y2.1)	297	297
	Kepuasan (Y1)	297	297

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.144 ^a	.021	.017	2.142	1.976

a. Predictors: (Constant), Kepuasan (Y1)

b. Dependent Variable: Niat beli pasif (Y2.1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.597	1	28.597	6.234	.013 ^a
	Residual	1353.207	295	4.587		
	Total	1381.805	296			

a. Predictors: (Constant), Kepuasan (Y1)

b. Dependent Variable: Niat beli pasif (Y2.1)

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.121	.946		8.588	.000
	Kepuasan (Y1)	.086	.035	.144	2.497	.013

a. Dependent Variable: Niat beli pasif (Y2.1)



Correlations

		Niat beli aktif (Y2.2)	Kepuasan (Y1)
Pearson Correlation	Niat beli aktif (Y2.2)	1.000	.102
	Kepuasan (Y1)	.102	1.000
Sig. (1-tailed)	Niat beli aktif (Y2.2)	.	.040
	Kepuasan (Y1)	.040	.
N	Niat beli aktif (Y2.2)	297	297
	Kepuasan (Y1)	297	297

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.102 ^a	.010	.007	2.126	2.067

a. Predictors: (Constant), Kepuasan (Y1)

b. Dependent Variable: Niat beli aktif (Y2.2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.905	1	13.905	3.076	.080 ^a
	Residual	1333.355	295	4.520		
	Total	1347.259	296			

a. Predictors: (Constant), Kepuasan (Y1)

b. Dependent Variable: Niat beli aktif (Y2.2)

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.998	.939		15.978	.000
	Kepuasan (Y1)	.060	.034	.102	1.754	.080

a. Dependent Variable: Niat beli aktif (Y2.2)



LAMPIRAN 6
HASIL UJI ONE WAY ANOVA
BERDASARKAN BMI

Uji One Way ANOVA
Oneway



Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Persepsi diri (X1)	Underweight	8	3.62	.518	.183	3.19	4.06	3	4
	Normal weight	190	3.59	.931	.068	3.46	3.73	1	5
	Overweight	71	3.20	.995	.118	2.96	3.43	1	5
	Obese	28	3.39	1.315	.248	2.88	3.90	1	5
	Total	297	3.48	.990	.057	3.37	3.59	1	5
Kepercayaan diri (X2.1)	Underweight	8	8.62	2.722	.962	6.35	10.90	5	12
	Normal weight	190	9.48	2.546	.185	9.12	9.85	3	15
	Overweight	71	7.77	2.421	.287	7.20	8.35	3	14
	Obese	28	7.89	2.973	.562	6.74	9.05	3	13
	Total	297	8.90	2.670	.155	8.60	9.21	3	15
Preferensi (X2.2)	Underweight	8	10.62	1.598	.565	9.29	11.96	8	13
	Normal weight	190	11.11	2.038	.148	10.82	11.40	3	15
	Overweight	71	10.44	2.266	.269	9.90	10.97	3	15
	Obese	28	10.96	1.835	.347	10.25	11.68	8	15
	Total	297	10.92	2.077	.121	10.69	11.16	3	15
Selebriti (X3.1)	Underweight	8	15.38	1.996	.706	13.71	17.04	12	18
	Normal weight	190	14.17	3.525	.256	13.66	14.67	5	23
	Overweight	71	13.77	3.799	.451	12.88	14.67	5	25
	Obese	28	12.93	4.073	.770	11.35	14.51	5	25
	Total	297	13.99	3.626	.210	13.58	14.40	5	25
Kepercayaan (X3.2)	Underweight	8	14.75	2.765	.977	12.44	17.06	11	20
	Normal weight	190	14.34	2.282	.166	14.01	14.66	6	20
	Overweight	71	14.32	2.103	.250	13.83	14.82	9	20
	Obese	28	13.46	2.134	.403	12.64	14.29	9	20
	Total	297	14.26	2.245	.130	14.01	14.52	6	20
Keluarga (X4)	Underweight	8	19.38	5.951	2.104	14.40	24.35	12	30
	Normal weight	190	19.62	4.463	.324	18.98	20.26	6	30
	Overweight	71	20.99	4.009	.476	20.04	21.93	12	30
	Obese	28	19.43	5.541	1.047	17.28	21.58	6	30
	Total	297	19.92	4.530	.263	19.41	20.44	6	30
Kepribadian (X5)	Underweight	8	23.75	3.495	1.236	20.83	26.67	19	29
	Normal weight	190	22.11	2.669	.194	21.73	22.49	16	30
	Overweight	71	21.39	2.632	.312	20.77	22.02	16	27
	Obese	28	22.14	2.353	.445	21.23	23.06	18	27
	Total	297	21.99	2.676	.155	21.68	22.29	16	30
Citra tubuh (X6)	Underweight	8	22.38	3.021	1.068	19.85	24.90	19	26
	Normal weight	190	23.15	4.175	.303	22.55	23.74	13	37
	Overweight	71	19.75	3.898	.463	18.82	20.67	11	34
	Obese	28	19.46	4.895	.925	17.57	21.36	11	31
	Total	297	21.97	4.449	.258	21.46	22.47	11	37
Kepuasan (Y1)	Underweight	8	26.88	3.980	1.407	23.55	30.20	21	33
	Normal weight	190	27.58	3.716	.270	27.05	28.11	18	39
	Overweight	71	26.41	3.362	.399	25.61	27.20	16	36
	Obese	28	26.18	2.945	.556	25.04	27.32	21	32
	Total	297	27.15	3.605	.209	26.74	27.56	16	39
Niat beli pasif (Y2.1)	Underweight	8	10.62	2.264	.800	8.73	12.52	8	15
	Normal weight	190	10.51	2.167	.157	10.20	10.82	3	15
	Overweight	71	10.76	1.982	.235	10.29	11.23	6	15
	Obese	28	9.32	2.278	.430	8.44	10.20	3	14
	Total	297	10.46	2.161	.125	10.21	10.71	3	15
Niat beli aktif (Y2.2)	Underweight	8	16.75	1.753	.620	15.28	18.22	15	20
	Normal weight	190	16.77	2.196	.159	16.46	17.09	11	20
	Overweight	71	16.41	1.932	.229	15.95	16.87	12	20
	Obese	28	16.18	2.278	.430	15.30	17.06	12	20
	Total	297	16.63	2.133	.124	16.39	16.87	11	20

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Persepsi diri (X1)	3.622	3	293	.014
Kepercayaan diri (X2.1)	.622	3	293	.601
Preferensi (X2.2)	1.130	3	293	.337
Selebriti (X3.1)	.865	3	293	.460
Kepercayaan (X3.2)	.414	3	293	.743
Keluarga (X4)	1.458	3	293	.226
Kepribadian (X5)	.895	3	293	.444
Citra tubuh (X6)	1.034	3	293	.378
Kepuasan (Y1)	1.015	3	293	.386
Niat beli pasif (Y2.1)	.400	3	293	.753
Niat beli aktif (Y2.2)	1.494	3	293	.216

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Persepsi diri (X1)	Between Groups	8.560	3	2.853	2.969	.032
	Within Groups	281.588	293	.961		
	Total	290.148	296			
Kepercayaan diri (X2.1)	Between Groups	183.768	3	61.256	9.317	.000
	Within Groups	1926.401	293	6.575		
	Total	2110.168	296			
Preferensi (X2.2)	Between Groups	24.236	3	8.079	1.889	.131
	Within Groups	1252.983	293	4.276		
	Total	1277.219	296			
Selebriti (X3.1)	Between Groups	56.233	3	18.744	1.432	.233
	Within Groups	3834.737	293	13.088		
	Total	3890.970	296			
Kepercayaan (X3.2)	Between Groups	21.059	3	7.020	1.399	.243
	Within Groups	1470.456	293	5.019		
	Total	1491.515	296			
Keluarga (X4)	Between Groups	106.785	3	35.595	1.748	.157
	Within Groups	5966.434	293	20.363		
	Total	6073.219	296			
Kepribadian (X5)	Between Groups	53.381	3	17.794	2.523	.058
	Within Groups	2066.565	293	7.053		
	Total	2119.946	296			
Citra tubuh (X6)	Between Groups	791.514	3	263.838	15.253	.000
	Within Groups	5068.150	293	17.297		
	Total	5859.663	296			
Kepuasan (Y1)	Between Groups	101.029	3	33.676	2.634	.050
	Within Groups	3746.453	293	12.787		
	Total	3847.481	296			
Niat beli pasif (Y2.1)	Between Groups	43.414	3	14.471	3.168	.025
	Within Groups	1338.391	293	4.568		
	Total	1381.805	296			
Niat beli aktif (Y2.2)	Between Groups	13.229	3	4.410	.969	.408
	Within Groups	1334.030	293	4.553		
	Total	1347.259	296			





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Exploration of factors influencing body image satisfaction and purchase

intent: millennial females

A consumer's perception of self is a crucial element in developing an intention to purchase and the overall satisfaction with that purchase (Saren, 2007). Many external and internal stimuli - including fit - influence this perception. Although this is a consumer-centric attribute, the implications for retailers and vendors is extremely important as it eventually affects the viability of both retailers and vendors. Fashion marketers must offer products and services designed to improve or enhance the consumer's body image satisfaction to maintain their customer.

Consumers are always searching for products to define themselves as individuals thereby creating a sense of self-identity. Consumers' preconceived ideas of intended purchase determine the consumer's identity and sense of self (Mittal, 2006). Women use clothing to boost their confidence and enhance their overall body image satisfaction. Because of these factors there is an increased interest in body image, as well as, Generation Y women and their purchasing decisions. Few studies have assessed the relationship between women's purchase decisions related to clothing (Kwon and Shim, 1999) and the measurement of the psychological experience of the body (Brown et al., 1990). To fill this gap in the literature and provide insight into the emerging consumer group of Generation Y women, this study investigated the factors influencing Generation Y women to purchase apparel including personal factors evolving from consumers' needs and wants, including societal influences causing females to desire the media stereotype of attractiveness. This study further examines environmental influences, which further defines a woman's perceived body image.

INTRODUCTION

The impetus for this study was the interest in body image as recently manifested in social media and mass media. Recent press indicates celebrities and fashion magazines use Photo Shop to alter the image of the person photographed. They use the software to narrow the waist or thighs of the model or change their facial shape or skin color; the implied message thus is the person isn't quite "good enough" to represent the identity of the individual or the brand. In light of these unrealistic projections of beauty, this study will assess body image in relationship to purchase intent. Women view their bodies in a much more negative way than men. They also have a greater divergence between perceived body image and their actual body type (Bakewell and Mitchell, 2003). Women are more often disappointed when trying on clothing (Kim and Damhorst, 2010). Retailers and vendors must understand how a woman's perception impacts retail sales and brand loyalty. In today's retail market consumers have many choices when choosing retailers and brands which enhance their perception of self, primarily focused on body image.

Fashion marketers focus on products and services designed to improve or enhance the consumer's body image satisfaction. For example, Sara Blakely created Spanx, a multi-million dollar company designed to enhance the silhouettes of women. The stated purpose on the Spanx website is "inventing and enhancing products that promote comfort and confidence for women." (www.spanx.com). A sense of self confidence is often a primary motivator driving consumers to purchase (Saren, 2007). This study will expand upon the factors identified by previous studies to determine female consumers' purchasing decisions (Bakewell and Mitchell, 2003; Brown et al., 1990). In addition, the study will assess consumers' preconceived ideas of intended purchase in relationship to the consumer's identity and sense of self (Mittal, 2006). Women use clothing to

boost confidence and enhance their overall body image satisfaction. Few studies have assessed the relationship between women's purchase decisions related to clothing (Kwon and Shim, 1999) and the measurement of the psychological experience of the body (Brown et al., 1990). However, none of these studies focused on the Millennial Generation.

The current study will focus on Millennial females' personal, social, environmental influences on body image satisfaction. In addition, perceived body image will be explored in regard to consumers' body image satisfaction, and thereby their purchase intent. This study adopted the model developed by Belleau et al. (2007). Based on the theory of reasoned action (TRA) model, Belleau *et al.* (2007) examined the effects of attitude, external variables, and subjective norm on purchase intention. They found the purchase intention can not only be influenced by attitudes toward the behavior and subjective norm, but also by personal and external factors (Belleau et al., 2007). Perceived body image was also used as an antecedent of body image satisfaction to examine the effect of perception on actual satisfaction.

Literature review and hypotheses development

Millennials

With an increased disposable income and presence in the workforce, females are emerging as the most important consumer in the market (Rajput et al., 2012). Men and women hold distinctively different opinions and values in regard to shopping. Females more often enjoy the process of shopping and are happy to spend a considerable amount of time browsing, while men buy quickly and abstain from shopping as much as possible (Falk and Campbell, 1997). Women shop for longer periods of time and enjoy the experience much more than men (Jansen-Verbeke, 1987; Dholakia, 1999).

Millennials have been a significant force in the retail market. In 2003, they were as young as 10 to 23 years of age, they were spending \$97.3 billion annually; of that two-thirds went to clothing and 10% to personal care (Bakewell and Mitchell, 2003). In 2015 they totaled 80 million American consumers. This significant market will spend \$200 billion annually by 2017 and will spend over \$10 trillion during their lifetime (Soloman, 2014).

This study focuses on Millennials in the State of Texas. Although the sample is limited to only one state, Texas houses almost 36% of the United States population (including Alaska and Hawaii). In 2010, Texas had a population of over 25 million. This demographic is significant to most major American retailers. With over 5.4 million Millennial consumers in the State of Texas, ages 20 to 34 years, females made up more than half at 50.4 % or 2.7 million (U.S. Census, 2010). Houston and Dallas were in Forbes top 10 list of best cities for Millennials to live and work in 2012 and 2013 (Jasper, 2012; Lennon, 1992). This cohort will influence the future of retailing for the foreseeable future. Retailers and vendors will need to understand how this generation makes their decisions when purchasing apparel for themselves and in the future for their own families (US Census Bureau, 2010; Bakewell & Mitchell, 2003). In addition to the sizeable population, Texas houses a large number of corporate offices for regional and national fashion and apparel retailers in the United States including Neiman-Marcus, JCPenney, Charming Charlie's, Academy Sports + Outdoors, Zale, Fossil, Dillard's (regional office), Stanley Korshak, Stage Stores, Bailey, Banks & Biddle, Sun & Ski Sports, James Avery and Kendra Scott. This positions the State of Texas as an important contributor to the fashion industry.

The overall purpose of this study was to understand the consumer's perceived body image in relation to their body image satisfaction which then leads to the purchase of apparel.

Personal factors

Many factors influence Millennial females purchasing decision when shopping for apparel, including personal factors evolving from consumers' needs and wants (Rajput et al., 2012). Typically, females like well-designed retail stores and malls; they often express preferences in regard to retailers, or identify with specific retailers. In addition, prior to shopping they establish preferences in regard to brand, style, color, comfort, fit, quality, labeled size, silhouette and price sensitivity. All of these factors influence purchase intentions of females. The selection process for most consumers includes the determination of satisfaction in regard to their evaluation of their reflected image and their assessment of fit prior to developing purchase intent. In addition, price sensitivity plays a significant role in the purchase intention of branded apparel, in addition to the quality and fit of apparel (Rajput et al., 2012). Retailers attract consumers to their stores by offering brands which are desired by their target (Kök and Xu, 2011). In addition, Millennials have developed a desire to purchase designer labels with the belief that a higher purchase price indicates better quality (Bakewell and Mitchell, 2003).

An interesting dichotomy of thought has risen in regard to fit and price sensitivity. When consumers try on expensive apparel and the apparel does not conform to the consumer's body, the consumer feels inadequate thereby manifesting high body image dissatisfaction. However, if less fashionable or inexpensive apparel does not fit, the consumer does not feel inadequate or express dissatisfaction with their body image; instead the manufacturer is blamed for the poor fit (LaBat and DeLong, 1990). Dissatisfaction of fit is closely associated with conformity to the silhouette of the shopper. The most common reason consumers are dissatisfied with the fit of their apparel is that it does not conform to their body. Consumers typically have an emotional attachment to their perceived size. They do not want to purchase a larger size, thus causing

dissatisfaction with their purchase decision and their body image (LaBat and DeLong, 1990). The ideal fit for consumers differ based upon body image satisfaction. Those who are less satisfied are more likely to choose a loose fit for comfort and to camouflage perceived physical flaws, whereas those with a higher level of satisfaction will choose a closely fitted garment (LaBat and DeLong, 1990; Kim and Damhorst, 2010). Although, most manufacturers create patterns from an hourglass female shape (Pisut and Connell, 2006) as the average female shape. Approximately 45% of females have pear-shaped bodies whereas only 33% have hourglass bodies (Pisut and Connell, 2006). An estimated 80% of garments do not fit the consumer (Gazzuolo, 1985; Tamburrino, 1992). Personal factors can be defined as individual's internal characteristics, such as self-confidence and public self-consciousness. In this study, we used self-confidence and personal preference (e.g., quality of apparel, store preference) as personal factors influencing body image satisfaction and buying intention. With these factors in mind the following hypothesis is proposed:

H₁. Personal factors influence female consumer's body image and satisfaction.

Social factors

An individual's personal satisfaction and thereby satisfaction with her body image is impacted by a number of social factors from society, media to family and friends. Proportion, symmetry, and balance are common ways to describe the ideal body, which is constantly changing. In addition to these principles of design, the ideal figure has a proportionate shoulder to hip ratio. Fashion illustrations have slenderized this proportion and created a female figure that is not the average woman, this societal ideal figure is taller, slimmer and has a perfectly skewed proportion (LaBat and DeLong, 1990). These values, and therefore perceptions, are derived from culturally imbedded ideas occurring and often changing during different life stages

(Alessandro and Chitty, 2011). An important component of this perception, and therefore their personality and identity, is closely related to the apparel one uses to define themselves. Apparel is used to improve body image satisfaction or hide negative features as determined by society (Kaiser, 1997; Kim and Damhorst, 2010). Previous studies have shown a majority of girls as young as seven are not satisfied with their bodies; they want to be thinner, prettier, or even want a different body shape (Martin and Peters, 2006). Attractive or slender women are considered to be better at work, dating, and more successful, while overweight people are looked at more negatively. These societal beliefs have negative implications on a female consumers psyche (Alessandro and Chitty, 2011).

The theory of social comparison describes how people evaluate who they are through similar people around them (Festinger, 1954). In other words, people tend to seek reassurance by comparing their own actions to people who share the same characteristics as them in their current environment (Alessandro and Chitty, 2011; LaBat and DeLong, 1990). However, when those similar people are not present, consumers tend to look at magazines, models and advertisements for advice and reassurance (Alessandro and Chitty, 2011). Individuals who are lacking in similar characteristics with the people in their environment tend to compare their level of attractiveness to that of fashion models. This comparison may lead to dissatisfaction of one's body image (Irving, 1990; Martin and Kennedy, 1993; Ritchins, 1991; Kim and Damhorst, 2010).

Females learn what is socially attractive and acceptable through personal experience, group experience and mass media. Further, exposure to extremely thin models from magazines caused guilt, expression, shame, insecurity, and body image dissatisfaction in college age females (Martin and Peters, 2006). Fashion models have increasingly obtained a more slender

figure over the past 30 years. The ideal female body shape has gone from curvy and sexy to lean and slender. Unlike reality, the average woman today has increased in size, therefore increasing the gap between fiction and reality (Alessandro and Chitty, 2011). Therefore the following hypothesis is proposed:

H₂. Social factors influence female consumer's body image satisfaction.

Environmental factors

Demographics, cultural influences, life stage, place of residence, and household structure are essential factors when looking at purchase intent of female consumers (Rajput et al., 2012). A consumer's positive perception of her body image becomes associated with her perception of a successful chance at relationships and a successful career (Martin and Peters, 2006). Different cultural groups have different ideas of what is beautiful according to their cultural standard of body image (Alessandro and Chitty, 2011; LaBat and DeLong, 1990). Molloy and Herzberger (1998) reported that African American women have higher satisfaction with their bodies than Caucasian women. In addition, levels of economic development or social class impacts consumers' opinions of a standard of social acceptability and beauty (Alessandro and Chitty, 2011). According to Martin and Peters (2006), family and friends are the most influential in the purchase intention of apparel followed by advertisements and the Internet.

Martin and Peters (2006) found college age females knowingly compare themselves to other more attractive peers, which causes body image dissatisfaction. These comparisons occur more frequently with females who already have lower body image satisfaction. However, over time it is possible for a woman to become more satisfied with her own body, but not until late adulthood. Since women demonstrate the ability to relate their current life stage to their physical attractiveness, they are more likely to compare themselves to their friends than to their family

(Martin and Peters, 2006). External factors can be defined as social and environmental characteristics that influence people's intention and behavior. Celebrities and morals and beliefs from a society are adopted as social factors, whereas friends and family and weather are used as environmental factors. The following hypothesis was developed:

H₃. Environmental factors influence female consumer's body image satisfaction.

Perceived body image and satisfaction

The perception of body image plays a substantial role in her purchase of apparel, while influencing her confidence in her apparel choice (Kim and Damhorst, 2010). Perceived body image can be defined as a deep emotional generalization of one's own body (Rosa, Garbarino, and Malter, 2006). A women's perceived body image is defined by a subjective picture of one's own physical appearance established both by one's own self-observation and by noting the reactions of others around. Once a female starts to relate their value in the world to their perceived body image the perception engulfs her identity and future ideas about the world (Martin and Peters, 2006). There is a distinct relationship between the reality of one's physical appearance and their perceived body image as well as size (Brown et al. 1990). A major gap between actual and ideal-self developed during the mid-20th Century as societal standards became unrealistic. The standards established by society are used as criteria for one's own perceived body image. Because of these discrepancies, many women face body image dissatisfaction because of perceiving their own bodies as less than adequate (Kim and Damhorst, 2010). In addition, young consumers often define themselves based solely on body image (LaBat and DeLong, 1990).

According to the National Institute of Health, one's Body Mass Index (BMI) can help classify weight based on a relationship between height and weight. More than half of all women

are not satisfied with their body image and/or weight (Krishen and Worthen, 2011). Over two-thirds of adults in the United States are currently considered either overweight or obese. This is an increase of over 36% overweight individuals over the last 30 years, making it crucial to not only look at the ideal body size (size two to four, unrealistic, media perfect bodies) but also the new average body image (size six to eight, waist 37.5 inches) (Krishen and Worthen, 2011). In contrast, roughly 20% of Millennial female consumers have an eating disorder, and 40% of underweight women find their weight to be perfectly normal (Alessandro and Chitty, 2011).

Body image satisfaction and self-esteem continue to be an important topic in several research fields including, psychology and marketing, consumer behavior, and women's issues. There is a link low self-esteem with increased levels of body image dissatisfaction (Krishen and Worthen, 2011). When societal comparisons lead to dissatisfaction of one's own body image, it indicates the societal norm stated by the media has failed to reach an accurate comparison of the models attractiveness to the consumer's attractiveness. The greater the gap between the two, the more dissatisfied the consumer will be (Alessandro and Chitty, 2011). However, if the gap between the two is minimal the consumer will not feel dissatisfaction (Irving, 1990; Richins, 1991; Alessandro and Chitty, 2011).

Female consumers who are dissatisfied with their body image are more likely to have a negative perception of shopping and feel less confident in their purchasing decisions, causing them to shop less and spend less money (Kim and Damhorst, 2010). People with high satisfaction want to continually ameliorate their physical attractiveness by purchasing new apparel that flatters their figure (Rosa et al., 2006). LaBat and Delong (1990) found a positive relationship between body image satisfaction and fit of clothing. Women who are dissatisfied with their body image tend to rely on clothing to cover their perceived flaws rather than women

who are satisfied with their body image (Kwon and Shim, 1999). With a positive or negative self-esteem image of one's own body as well as other innate factors are crucial aspects to understanding the female consumers' purchase intent (Krishen and Worthen, 2011). Body image satisfaction was studied as a mediator between personal, social, and environmental factors and perceived body image, as passive and active buying intention was investigated as final consequence of the model in this study. Consumers who are not satisfied with their body image are more likely to have negative attitudes about shopping and feel less confident about their buying decisions (Kim and Damhorst, 2010). The following hypothesis is proposed:

H₄: Perceived body image influences female consumer's body image satisfaction.

Purchase Intent

Sproles and Kendall (1986) define a consumer decision as, "a mental orientation characterizing a consumer's approach to making choices", further consumers adopt a shopping "personality" that is established and expected. Developing and understanding these traits will allow marketers and retailers a successful future (Bakewell and Mitchell, 2006). Purchasing decisions are complex as there are many factors leading an individual to purchase apparel (Reddy and Reddy, 2010). Physical comfort as well as psychological comfort plays an essential role in a female consumers purchase intentions (LaBat and DeLong, 1990; Kim and Damhorst, 2010). According to Brown (2005) there are five steps involved in purchasing apparel: (a) Need Recognition (b) Information Search (c) Evaluation of Alternatives (d) Purchase Decision (e) Post Purchase Behavior. Even the simplest purchase uses at least one of these factors (Brown, 2005). Purchase intent is not only influenced by these components but also by many factors falling under the categories of personal, social, and environmental factors as well as perceived body image, which in turn leads to a positive or negative body image satisfaction which then leads to

the purchasing decision (Reddy and Reddy, 2010). Most consumers approach purchase intent with a preconceived idea. When the preferred option is not available, consumers sometimes may need more information in order to make a purchase (Belleau et al., 2007). Thus, this study hypothesized that consumers' body image satisfaction will affect their passive and active purchase intent. Therefore, the following hypothesis is proposed:

H₅: Body image satisfaction influences female consumer's passive and active purchase intent..

Therefore, the model used for this study explains the relationship between body image satisfaction and purchase intent by using the four main variables which have several levels within each component; personal, social, environmental, and perceived body image can be found in Figure 1.

Research design

The study utilized a quantitative approach and used an online survey to collect data. This study examined Millennial female consumers in the State of Texas born between the years of 1980 and 1993, ages 20 to 33 years at the time of data collection. A nonprobability sampling method was used for this study. The link to the survey was distributed to respondents via email and social media creating a snowball effect.

Survey Instrument

The survey was estimated to take 10 minutes to complete. The first two questions were used for screening to verify that the respondents met the criteria for completing the survey, gender and year born. Next, a set of items was included measuring possible predictors of consumer's body image satisfaction – namely, personal, social, and environmental factors - as well as the perceived body image, satisfaction and purchase intent. Following these items was a list of garments and the respondent chose the fit they preferred for each garment. In addition,

each respondent was asked to select the body type they believed best represented their body type using both a diagram (Figure 2) and a description. The survey concluded with demographic questions. Each of the constructs was measured using a seven-point Likert scale, with 6 being strongly agree and 1 being strongly disagree. Table 1 summarizes the demographic data collected.

ANALYSIS AND FINDINGS

The data were analyzed in IBM SPSS Statistics 21. Exploratory factor analysis, reliability, computing variable mean, and linear multiple regression were employed. The variables explored were divided and grouped into major themes/factors.

Measures for personal factors, social factors, environmental factors, perceived body image, body image satisfaction, purchase intent were subjected to exploratory factor analyses with Varimax rotation. Loadings within the rotated factor matrix needed to be at least .40 and cross-loaded items were removed to ensure unidimensionality (Chang, Eckman, and Yan, 2011). If one or more of the variables did not meet the standard of at least .40, they were excluded from further analysis and the matrix was re-computed, until the matrix had all loadings to at least .40.

Variables with more than two components, excluding body image satisfaction, were reduced to two during the analysis by looking at the most significant presence of each component by conducting a reliability statistics test. The two components with the highest reliability were used for further analysis. The new factors within the variables were then defined. After the 10 new factors were defined an average was taken of all items included within each factor and were used for further analysis. The survey included a six-point Likert scale (1 = Not at all important and 6 = Extremely important). The six-point Likert scale was chosen to eliminate

uncertainty and create a forced response. The following subsections consist of the re-defined factors within each variable.

Personal Factors

Ten items were initially listed to evaluate this variable. After the factor analysis, seven items remained. Four components were discovered within this variable, three items loaded onto the first component, four onto the second, two onto the third, and four onto the fourth. These seven items were re-defined into two new factors. Component one and two were chosen due to the strongest presence. These two components combined their items to create one new factor. Component one was re-defined as *self-confidence* and component two was redefined as *personal preference*. Self-confidence combined confidence, satisfaction, and body shape to create one factor. Personal preference combined quality of apparel, store preference, brand, and labeled size to create one factor. The reliability of the self-confidence factor was .75, and the personal preference factor was .74 (see Table 2).

Social Factors

Ten items were listed to evaluate this variable. After the factor analysis, all ten still remained. Two components were discovered within this variable, five items loaded onto the first component, and five onto the second. These 10 items were re-defined into two new factors. Celebrities apparel choices, magazine advice, social media, TV/movies, and music to create one factor labeled *celebrities*. *Morals and beliefs* were the second factor which combined trends for the season, age appropriate attire, ethnicity/culture, morals, and beliefs . The reliability of the celebrities' factor was .94, and the morals and beliefs factor was .75 (see Table 2).

Environmental Factors

Ten items were used to evaluate this factor, and after the factor analysis all ten items still remained. Two components were discovered within this variable - six items loaded onto the first component, and four onto the second. These 10 items were re-defined into two new factors.

Friends and family were the first factor which combined friends, family, colleagues, significant other, social class, and household living arrangements to create one factor. *Weather* was the second factor which combined, occasion, climate, weather, and season. The reliability of the friends and family factor was .91, and the weather factor was .85 (see Table 2).

Perceived Body Image

Factor analysis was not feasible for this variable as it only contained one initial item; thus factor analysis was not conducted. This portion of the survey was designed to identify how Millennial females perceive their body image. Participants were asked to review between six body types and choose which depicted their figure most accurately. Due to the majority of Millennial females' ages 20 to 33 years of age being between the first four body types, body types five and six were eliminated from future analysis (see Figure 3).

Body Image Satisfaction

Nine items were used to evaluate this variable. After the factor analysis was concluded eight remained. Three components were discovered within this variable, three items loaded onto the first component, three onto the second, and two onto the third. All three components were combined to create one factor - body image satisfaction.

Purchase Intent

Sixteen items were used to evaluate this variable. After the factor analysis and redefinition of factors were concluded, nine remained. Four components were discovered within this variable, five items loaded onto the first component, four onto the second, four onto the

third, and three onto the fourth. Passive purchase intent was the first component re-defined combining Purchase intent by 'My ethnicity', 'What my friends think I should do', 'What my family thinks I should do', 'What my significant other thinks I should do', 'What my colleagues think I should do'. Confident purchase intent was the second component re-defined combining Purchase intent by 'What is appropriate for my age', 'What is appropriate for my body type', 'What is appropriate for my labeled clothing size', 'What is appropriate for the occasion'. The reliability of the passive purchase intent factor was .88, and the active purchase intent factor was .78 (see Table 3).

RESULTS

Hypothesis Testing

Hypothesis 1 proposed that personal factors influence female consumer's body image satisfaction. To test H_1 , two re-defined factors - self-confidence and personal preference – as measures of personal factors were entered into a regression model as independent variables. Hypothesis 1 was thus tested separately for self-confidence and personal preferences. Analysis revealed that H_{1a} (for self-confidence) was not significant ($R^2 = .012$, $F = 3.05$, $p > .05$), however, H_{1b} (for personal preference) was significant ($R^2 = .012$, $F = 3.05$, $p < .05$). Thus, personal preference positively influenced body image satisfaction ($\beta = 0.17$). The analysis concluded a partial significance of importance of personal factors on body image satisfaction, determining hypothesis 1 to be partially supported (see Table 4). Therefore, as suggested in the conceptual model, personal factors - specifically personal preference - was found to be an antecedent of body image satisfaction. This suggests that female consumers' body image satisfaction is related to their personal preference of shopping and store.

Hypothesis 2 suggested that social factors influence female consumer's body image satisfaction. To test H_2 , the two re-defined factors - celebrities and morals and beliefs - within the social factors variable were entered into a regression model as independent variables. Analysis revealed that H_{2a} was not significant ($R^2 = .05$, $F = 6.84$, $p > .05$). However, H_{2b} was significant ($R^2 = .05$, $F = 6.84$, $p < .05$), so that morals and beliefs positively influenced body image satisfaction ($\beta = 0.19$). Thus, celebrities were not significant and morals and beliefs were significant. The analysis concluded a partial significance of importance of social factors on body image satisfaction, determining this hypothesis to be partially supported (see Table 5). Thus, morals and beliefs from a society were found to be antecedents of body image satisfaction. This suggests that female consumers' body image satisfaction is significantly related to morals and beliefs from a society.

Hypothesis 3: Environmental factors influence female consumer's body image satisfaction.

Regarding H_3 the two re-defined factors, friends and family, along with weather within the environmental factors were entered into a regression model as independent variables. Analysis revealed that H_{3a} was not significant ($R^2 = .03$, $F = 4.09$, $p > 0.05$), but H_{3b} was significant ($R^2 = .03$, $F = 4.09$, $p < 0.01$). Therefore, weather positively influenced body image satisfaction ($\beta = .19$). This concluded that H_3 as a whole had a partial significance of importance of the environmental factors on body image satisfaction - friends and family were not significant. yet weather was significant (see Table 6).

Hypothesis 4: Perceived body image influences female consumer's body image satisfaction.

Regarding H_4 , the perceived body image factor was entered into a regression model as an independent variable. Analysis revealed that H_4 was not significant ($R^2 = .01$, $F = 2.17$, $p > 0.05$). Thus, perceived body image was found to have no significance of importance on body

image satisfaction; therefore, analysis concluded that this hypothesis was not supported (see Table 7).

Hypothesis 5: Body image satisfaction influences female consumer's purchase intention.

Regarding H_{5a} the body image satisfaction factor was entered into a regression model as an independent variable. Analysis revealed that H_{5a} was not significant ($R^2 = .001$, $F = 1.30$, $p > .05$). Table 8 represents the results of the multiple regression analysis. Regarding H_{5b}, the body image satisfaction factor was entered into a regression model as an independent variable. Analysis revealed that H_{5b} was significant ($R^2 = .12$, $F = 28.41$, $p < .001$) and confident purchase intent positively influenced active purchase intent ($\beta = .35$) (see Table 9).

During data analysis, two new factors stemmed from the initial variable, passive and active purchase intent. Body image satisfaction had no significance of importance on passive purchase intent, but had a significant influence on active purchase intent. The analysis concluded a significance of importance on active purchase intent, not on passive purchase intent, determining this hypothesis was partially supported.

In sums, the objectives of this study were to determine (1) if personal, social, environmental, and perceived body image variables have a significant impact on body image satisfaction, (2) if body image satisfaction has a significant impact on Millennial females confidence of their purchasing decisions, (3) what marketers and retailers' need to know about what drives Millennial females confidence and attitudes towards their purchasing decisions. The following are the answers to these questions:

(1) Personal, social, and environmental factors have a partial significance of importance on body image satisfaction. Perceived body image by itself is not important in regard to body image satisfaction.

(2) Body image satisfaction is not important in regard to passive purchase intent; however, it is extremely important in regard to active purchase intent.

(3) The factors that drive Millennial females to have the confidence to purchase come mainly from personal influences and people or things that engulf their everyday lives. Societal influences do not have a significant impact on Millennial females' confidence to purchase. The main factors that do influence the consumer fall under the active purchase intent variable, which are all questions derived from personal influences, and perceived ideas.

DISCUSSION

Hypothesis 1: Personal factors influence female consumer's body image satisfaction.

The findings for this study were consistent with previous research. Brand, quality of apparel, store preference, and labeled size were found as significant influences on female consumers purchase intentions. Rajput, Kesharwani, and Khanna (2012) found that females will consciously seek out and purchase better quality apparel. They will also patronize retailers who have the proper labeled size for their body and fit (Rajput et al., 2012). Kök and Xu (2011) found one of the main drivers of consumer preference in regard to store patronage is the brand selections offered by retailers (Kök and Xu, 2011). The results of this study also supported this finding by providing that personal preference is a significant antecedent of body image satisfaction, and in turn influencing active buying intention.

Brock (2007) studied tween girls, both normal and plus size. Normal size tween girls found store preference to be the most important, whereas plus size tween girls found fit of apparel to be the most important. Both groups of tweens thought little of comfort, quality, and labeled size. This study shows that over time personal preference of apparel changes with age.

Brock found quality of apparel, store preference, brand, and labeled size were the most important, while fit, comfort, color, style, silhouette, and price sensitivity were not as important.

Hypothesis 2: Social factors influence female consumer's body image satisfaction.

Similar to Alessandro and Chitty's study (2011), this study found female consumers seek information in regard to fashion trends and measure that information with their assessment of the trends that are most flattering to their body types. Further, their most valued ideas in regard to fashion trends and their appearance are those of their closest friends and family. In addition, this study found that morals and beliefs provided by society had significant effects on consumers' body image satisfaction and purchase intent. However, this study didn't support the effect of celebrities on body image satisfaction. This is different from the previous study showing consumers tend to look at celebrities and magazines for advice and are influenced by celebrities (Alessandro and Chitty, 2011).

Hypothesis 3: Environmental factors influence female consumer's body image satisfaction.

In regard to body image satisfaction, friends, family, and colleagues, significant others, social class, and household living arrangements have no significant impact. This appears to be a result of guidance from these sources during the purchase of apparel. For the majority of female consumers, friends and family give positive reinforcement on their decisions. Typically they help the shopper make the best decision in regard to the purchase without lowering the shopper's self-confidence. According to Martin and Peters (2006), family and friends are the most influential factor in the purchase intention of apparel followed by advertisements and the Internet. Although, friends and family do have a significant role in a female consumers purchasing decisions, they are not the ultimate source in the decision. Further, they are no relevant in regard to a female consumer body image satisfaction.

There are many environmental factors impacting decisions when purchasing apparel. They include special occasions, climate, weather, and seasonality. For instance, hot weather means wearing more revealing clothing which may lead to a negative body image satisfaction. In contrast, consumers often wear layers in colder weather which makes the consumer believe they are bigger than reality. In addition, dressing for specific occasions or events often leads to uncertainty about choosing the appropriate dress.

Hypothesis 4: Perceived body image influences female consumer's body image satisfaction.

Perceived body image does not solely influence body image satisfaction, because it is influenced by outside factors. This changes this independent variable into a dependent variable, which could be the focus of future research. An individual's body image satisfaction is not solely a result of the individual's opinion. The concept is determined by external factors. Martin and Peters (2006) stated that once a female starts to relate her value in the world to her perceived body image that begins to engulf their identity and future ideas about the world around them (Martin and Peters, 2006). Therefore, when a customer compares their own perceived body image to outside factors, such as society, their body image satisfaction will be affected. Kim and Damhorst (2010) reinforced this statement by saying that if a woman tries on clothing and believes that she will look great, once she sees a magazine with a model in a similar outfit her self-esteem and satisfaction with her body image will be affected.

Hypothesis 5: Body image satisfaction influences female consumer's purchase intent.

This study found this hypothesis to be partially supported, in that female consumers are driven to purchase apparel through their own personal preferences. Sproles and Kendall (1986) found that consumers adopt a shopping "personality" that is established and expected (Sproles and Kendall, 1986). These embedded ideas are developed over a period of years. Chernev (2003)

mentioned that most consumers go into a retailer with an already preconceived idea of what they are looking for, and most of the time they do not stray from these ideas. Where do these preconceived ideas come from, are they truly a perception of what they think is right for their bodies? Or are these ideas imbedded through societal influences and their everyday environment? Further research is needed to answer these questions. These questions could help marketers to better understand how to target the female consumer. In addition, this study sheds light on the influences on the factors influencing the purchasing behavior of a very large generation, which will impact apparel retailing for the future.

IMPLICATIONS

This study successfully applied model adapted by Belleau et al. (2007) and found significant factors influencing body image satisfaction and purchase intent. Not only attitudes toward the behavior and subjective norms, but also personal and external factors influenced Millennial female consumers' body image satisfaction and purchase intent. This suggests the importance of understanding personal characteristics and social and environmental characteristics to better provide right shopping environments for Millennial female consumers. Also, this study examined the body image and self-perception in relation to the context of fashion marketing and purchase intent, which is often neglected in the previous research. Thus, the finding of this study provides the practical implication to fashion marketers to consider personal preference, morals and beliefs from a society, and weather as important antecedents of their satisfaction and active purchase intent.

Retailers “type” stores based upon many factors including geography, climate, ethnicity of populations, and religiosity. In addition, vendors prepare packs of merchandise based on the dominant sizes within a geographic area. For instance, a left prepack has a predominance of

smaller sizes, a center middle sizes, and a right prepack has a predominance of larger sizes. The findings of this study enable retailers to understand how body image can impact the customers' perceptions of their stores and their employees. Some retailers like Chico's have abandoned the traditional sizing system using a modified system to attract older women without "pinning" them with a specific size. Their apparel is typically loose fitting and forgiving, while other retailers cap their size range at 14. Vendors have developed a size 00 while other use vanity sizing to ameliorate the challenge of body image and satisfaction.

Furthermore, previous research has not provided significant evidence linking perceived body image and body image satisfaction (LaBat and DeLong, 1990; Kim and Damhorst, 2010). This study sought to bridge the gap by assessing three factors influencing individuals' lives (personal, social, and environmental). Millennial females are influenced by their own personal preferences, morals and beliefs, and certain occasions, seasons, climate and the weather. These factors significantly influence body image satisfaction. The model developed in this study presented in Figure 4 provides researchers with a new perspective on body image satisfaction and purchase intent. Many of the components included in this model have not been combined to determine body image satisfaction, and thereby purchase intent. Decision making in regard to apparel is complex. Although, the consumer is largely unaware of the complexity of their own decision making tree, the components of personal preference, morals and beliefs, and weather are significant within this sample. Thus, this study extends the Theory of Reasoned Action (TRA) by identifying specific factors which influence body image satisfaction which leads to the final purchase decision.

Although perceived body image was not significant in regard to body image satisfaction, a woman's positive perception of her body, exhibited through confidence and satisfaction are

crucial to the level of confidence related to purchasing decisions, as long as outside factors do not sway her opinion prior to purchasing. Furthermore, Millennial females are influenced by personal influences and beliefs associated with body image satisfaction in their lives more than any other factor. These influences drive them to have the confidence to purchase apparel. With this information marketers and retailers should focus on marketing to Millennial females through a more personal approach targeting what is “appropriate”, for the consumers size, body type, labeled clothing size, and certain occasions. Millennial females are not looking at celebrities, magazines, or current fashion trends. They are using their own preconceived ideas of what is beautiful in terms of society’s eye to have the confidence to purchase apparel. Body image satisfaction will increase leading to more confidence in their purchasing decisions. Thus, fashion retailers and marketers need to provide strategies to increase self-confidence and body image satisfaction of Millennial female consumers, and in turn this will lead to higher profit margins.

FUTURE RESEARCH AND LIMITATIONS

After concluding this study, the topic of further research surfaced. There are many factors out influencing purchase intent. Further, research could benefit determining those factors and conducting further analysis. Focusing on in personal preferences and preconceived ideas can help determine exactly where retailers and marketers need to focus their attention in regard to the drivers influencing Millennial females purchasing decisions. Confidence in decision making while purchasing apparel is an important aspect of shopping. Further research could benefit from focusing on determining the confidence drivers and their origins.

The primary limitation associated with this study was a convenience sampling method. Because of this method of data collection the study might not be generalizable to the entire Millennial population. The sample is a small representative sample in the population with only

Millennial females' ages 20 to 33 years in the State of Texas. Although the study focused on a single state, the state is an extremely large state encompassing 36% of the United States population. Additionally, race/ethnic diversity was also a limitation, as the majority of the sample was Caucasian. Thus, a larger and more diverse sample of age, race/ethnicity, and residence could be added for more generalizable results. In addition, a comparison with the rising Generation Z would be interesting.



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Figure 1: Adaption of “Variables Hypothesized to Influence Purchase Intention” (Belleau et al., 2007)

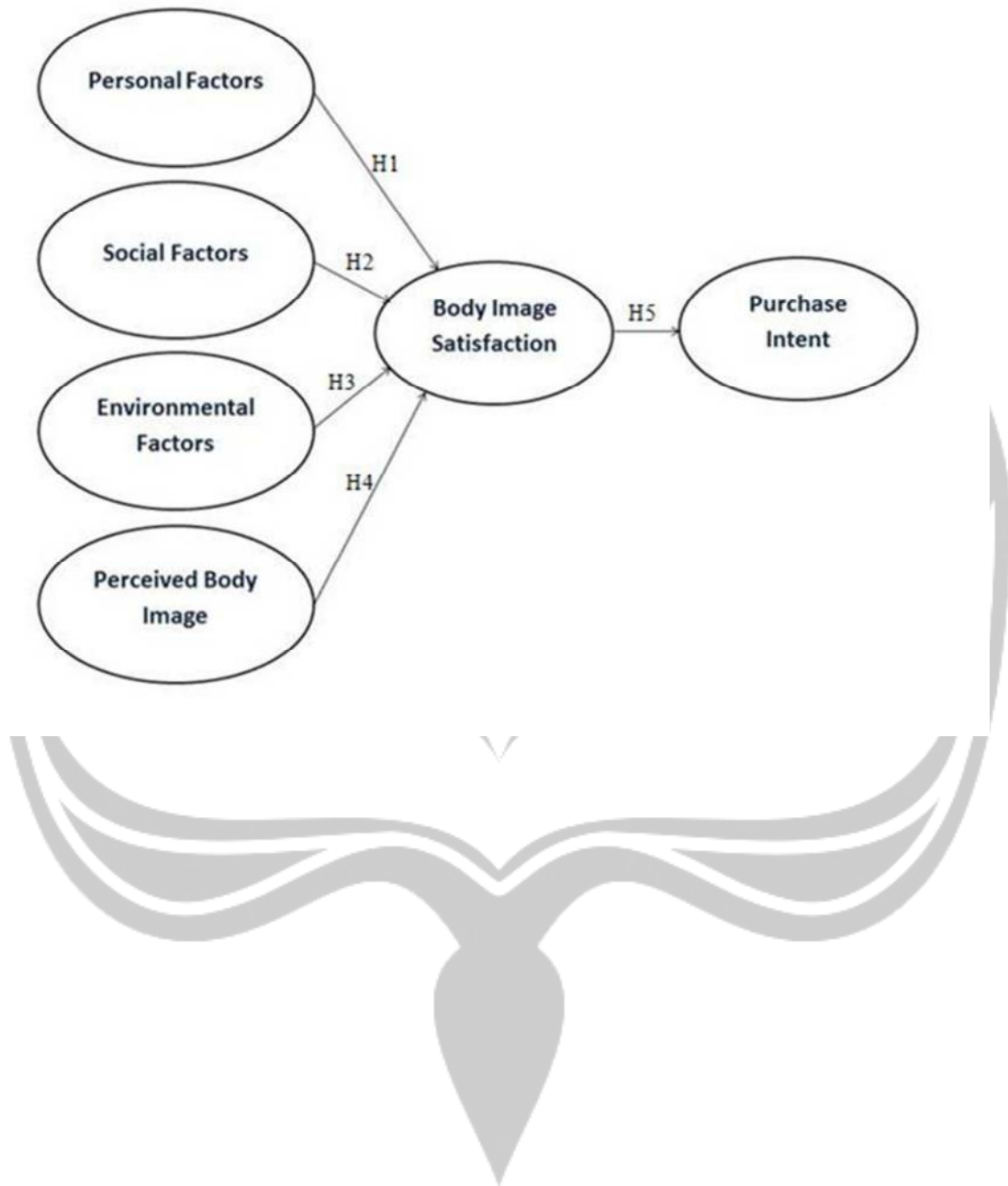


Figure 2: Image of Six Body Types

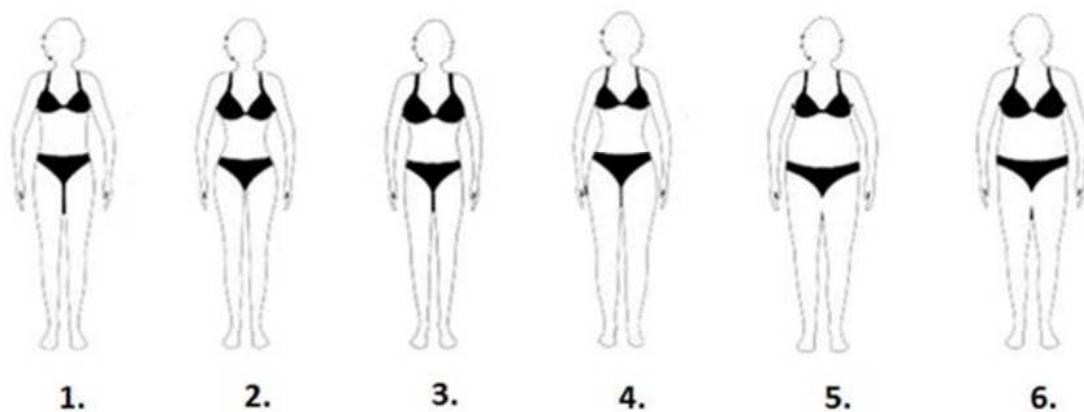


Figure 3: Body Types with Five and Six Eliminated.

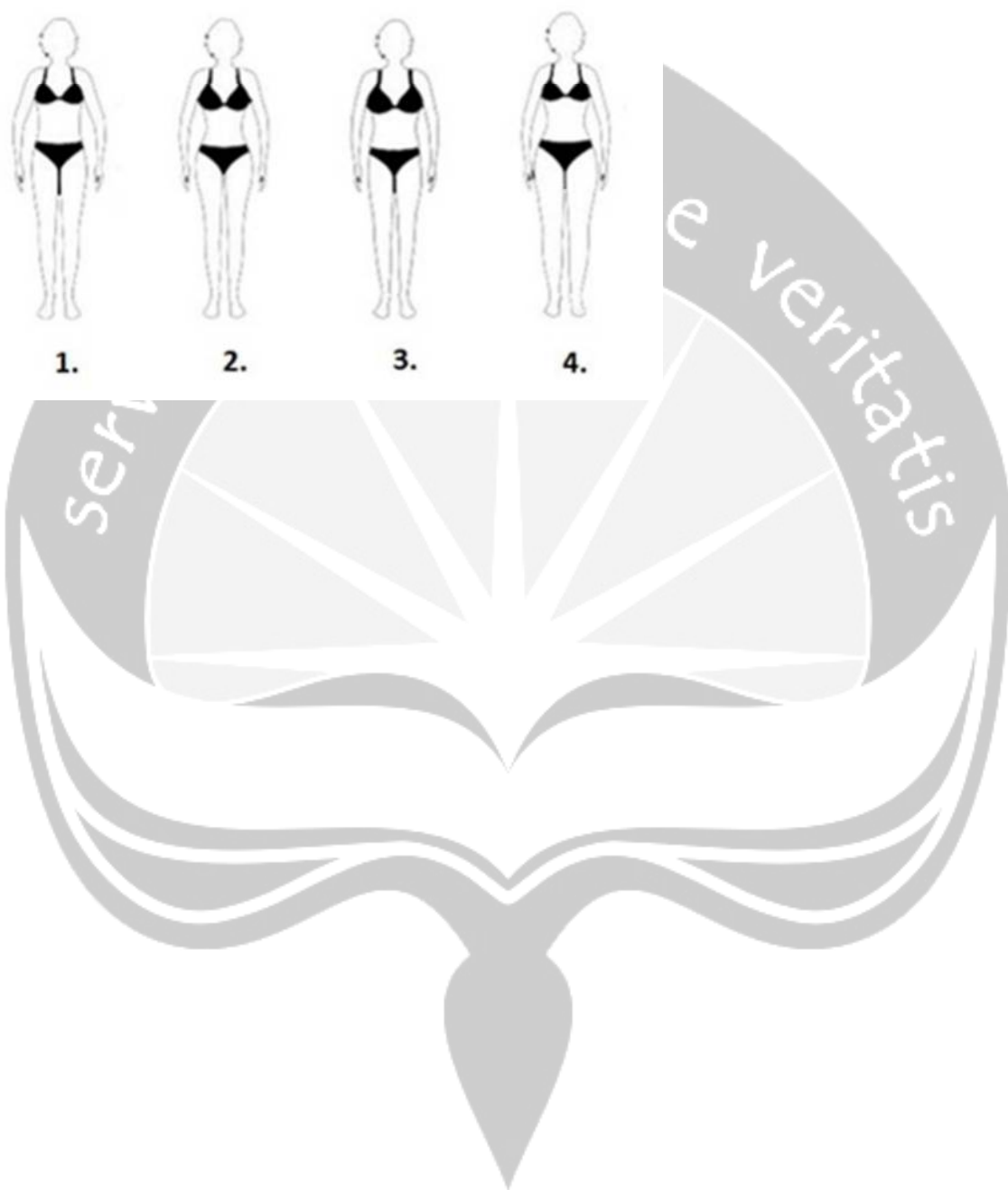
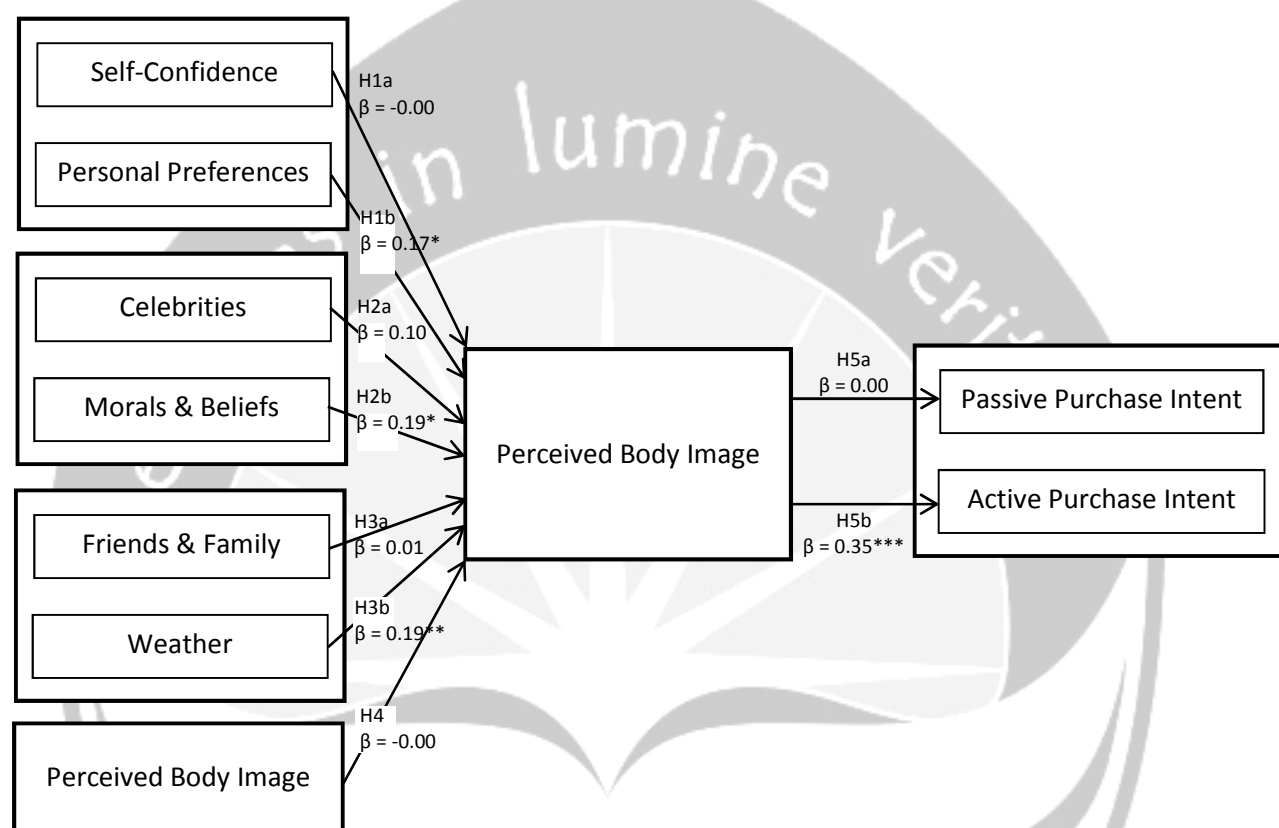


Figure 4: Relationships between Variables in the Research Model



Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table 1. Demographic Characteristics of the Respondents (N=214)

Characteristics		Frequency/Percentage	
Number of Respondents		398	
Valid (usable) Sample Size		214	
Gender		Total	Percentage (%)
	Female	214	100
	Missing	0	0
Age (Mean)		22.14	
Ethnicity			
	Caucasian/White	167	78.0
	African-American	5	2.3
	Hispanic	17	7.9
	Asian-American	10	4.7
	Pacific Islander	1	0.5
	Bi-racial	7	3.3
	Other	4	1.9
	Missing	3	1.4
Residence			
	Texas		88.8
	Not in Texas but in the United States	190	7.3
	Not in the United States	15	3.3
	Missing	7	0.9
Education			
	Freshman in College	2	
	Sophomore in College	3	1.4
	Junior in College	22	10.3
	Senior in College	46	21.5
	Graduate Student	85	39.7
	Other (High School or College Graduate)	17	7.9
	Missing	38	17.8
Money Spent on Clothing a Month			
	\$50 or less	3	1.4
	\$51-\$100	68	31.8
	\$101-\$150	60	28.0
	\$151-\$200	37	17.3
	\$201-\$250	13	6.1
	\$251-\$300	8	3.7
	\$301-\$350	10	4.7
		5	2.3

Table 1. Demographic Characteristics of the Respondents (N=214) (Continued)

Characteristics		Frequency/Percentage	
		Total	Percentage (%)
Religious Affiliation	\$351-\$400	7	3.3
	\$401 or more	5	2.3
	Missing	1	.5
	Protestant Christian	105	49.1
	Roman Catholic	30	14.0
	Evangelical Christian	18	8.4
	Jewish	2	0.9
	Hindu	2	0.9
	Buddhist	3	1.4
	Other	50	23.5
Family Structure	Missing	4	1.9
	Married	18	8.4
	Living Alone	22	10.3
	Living with relatives	21	9.8
	Living with unrelated individuals	150	70.1
	Missing	3	1.4
Employment Status	Working full time; paid employment (35 or more hours per week)	42	19.6
	Working part time; paid employment (less than 35 hours per week)	98	45.8
	Self-employed	6	2.8
	Not currently in paid employment	60	28.0
	Other	6	2.8
	Missing	2	0.9

Table 2. Results of Exploratory Factor Analysis

	Factor Loading	Reliability	Variance Extracted
Personal Factors			
1. Self-Confidence		.75	30.54%
Confidence	.82		
Satisfaction	.80		
Body Shape	.67		
2. Personal Preference		.74	14.94%
Quality of Apparel	.65		
Store Preference	.82		
Brand	.80		
Labeled Size	.47		
Social Factors			
1. Celebrities		.94	51.45%
Celebrities Apparel Choices	.88		
Magazine Advice	.86		
Social Media	.86		
TV/Movies	.88		
Music	.88		
2. Morals and Beliefs		.75	15.50%
Trends for the Season	.56		
Age Appropriate Attire	.72		
Ethnicity/Culture	.52		
Morals	.79		
Religion	.71		
Environmental Factors			
1. Friends and Family		.91	46.81%
Friends	.87		
Family	.89		
Colleague	.87		
Significant Other	.62		
Social Class	.79		
Household Living Arrangements	.81		
2. Weather		.85	22.20%
Occasion	.67		
Climate	.88		
Weather	.86		
Season	.85		

Table 3. Results of Exploratory Factor Analysis: Purchase Intent

	Factor Loading	Reliability	Variance Extracted
Purchase Intent			
1. Passive		.88	33.12%
My Ethnicity	.60		
What my friends think I should do	.85		
What my family thinks I should do	.86		
What my significant other thinks I should do	.81		
What my colleagues think I should do	.81		
2. Active		.78	11.33%
Appropriate for my age	.82		
Appropriate for my body type	.88		
Appropriate for my labeled clothing size	.60		
Appropriate for the occasion	.75		

Table 4. Personal Factors and Body Image Satisfaction (H1)

	df	R ²	F	β	Sig
Dependent variable: Body Image Satisfaction	209	0.012	3.05		
Self-Confidence				-0.003	0.10
Personal Preference				0.17	0.02*

Note: ***p < 0.001, ** p < 0.01, * p < 0.05

Table 5. Social Factors and Body Image Satisfaction (H2)

	df	R ²	F	β	Sig
Dependent variable: Body Image Satisfaction	205	0.05	6.84		
Celebrities				0.10	0.25
Morals and Beliefs				0.19	0.02*

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table 6. Environmental Factors and Body Image Satisfaction (H3)

	df	R ²	F	β	Sig
Dependent variable: Body Image Satisfaction	205	0.03	4.09		
Friends and Family				0.01	0.90
Weather				0.19	0.01**

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

Table 7. Perceived Body Image and Body Image Satisfaction (H4)

	df	R ²	F	β	Sig
Dependent variable: Body Image Satisfaction	210	0.01	2.17		
Perceived Body Image				-0.10	0.14

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$



Table 8. Body Image Satisfaction and Passive Purchase Intent (H5a)

	df	R ²	F	β	Sig
Dependent variable: Passive Purchase Intent	207	0.001	1.30		
Body Image Satisfaction				0.08	0.26

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$



Table 9. Body Image Satisfaction and Active Purchase Intent (H5b)

	df	R ²	F	β	Sig
Dependent variable: Active Purchase Intent	207	0.12	28.41		
Body Image Satisfaction				0.35	0.000***

Note: *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$



RESEARCH

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Self-perception and quality of life among overweight and obese rural housewives in Kelantan, Malaysia

Wan Abdul Manan Wan Muda^{1*}, Dieudonne Kuate^{1,2*}, Rohana Abdul Jalil³, Wan Suriati Wan Nik⁴ and Siti Azima Awang⁵

Abstract

Introduction: Obesity, in the past was perceived to be the problem of the rich, but recent studies have reported that the problem of obesity is a worldwide problem and rural population is no less affected. Self-perceived health and weight appropriateness is an important component of weight-loss and eating behaviors and may be mediated by local, social and cultural patterning. In addition to the quality of life assessment, it should therefore be an important focal point for the design and implementation of clinical and public health policies.

Methods: The present study was carried out to assess the self-perception of weight appropriateness as well as the quality of life of overweight and obese individual among the rural population particularly among housewives. A total of 421 respondents participated in the study which consisted of 36.6% in the overweight and 63.4% in the obese categories.

Results: the analysis of the survey revealed that self-perception regarding obesity among respondents show common similarities, particularly in self reporting on health, dietary habit and also the concept of beauty and a beautiful body. Character and behavior are highly regarded in evaluating a person's self-worth in society. The results on the quality of life using the ORWELL 97 instrument show that the quality of life of respondents was moderate. Most of the respondents were aware of their body weight and indicated an intention to lose weight but also reported themselves as healthy or very healthy.

Conclusion: The results of the survey indicated that perception on obesity did not differed very much between respondents, in fact there existed a lot of similarities in their perception about health, quality of life, personal health and self-satisfaction with own body. However, their quality of life was within the normal or moderate level based on the ORWELL 97 assessment. Even though most of the respondents were aware of their body weight and indicated an intention to lose weight they also reported themselves as healthy or very healthy, suggesting that public health messages intended for rural housewives need to be more tailored to health-related consequences of fatness.

Keywords: Overweight, Obesity, Quality of life, Self-perception, Rural housewives

Introduction

The world has experienced enormous health improvement in the last century, particularly in its later half (1950's to 2000). Despite the overall improvement, however, we also have to acknowledge that developing countries benefited unequally from the above health gains, with many countries

continue to have high mortality rate, where in some parts of the world the burden of ill health in the form of infectious and parasitic diseases are still prevalent. Communicable disease is an avoidable disease and avoidable mortality, but due to unequal access to healthcare and preventive remedies within a country can lead to notable number of death as a result of lack of access to effective treatment [1].

Developing countries particularly those in the middle range of GNP are currently facing a double burden of

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malnutrition at both extreme end of the same continuum, undernutrition and obesity [2]. Both undernutrition and obesity have wide ranging health consequences in all age groups. Figure 1 show a few selected developing countries with the double burden of malnutrition. As shown in Figure 1, many countries in Central and Latin America are showing prevalence of overweight above 30% of their population, particularly in Colombia, Chile, Peru, Brazil, Costa Rica, and Cuba. The graph also depicts an increase trend between underweight and overweight in most countries in Latin America and Africa. This problem is not only confining to Latin America or Africa, but is also a common trend in Southeast Asia.

Despite gloomy conditions in terms of global health, the world will at the same time see rapid growth of cities and income in the near future. In 1900 only 10% of the world's population lived in cities, however, today the proportion has increased to nearly 50% [3]. According to the United Nations estimates, almost all of the world's population growth between 2000 to 2030 will be concentrated in urban areas of developing countries, where, if the present trend continues, it is expected that 60% of the developing countries will be urban by 2030. At the same time it is projected that income per person in developing countries will grow at an annual rate of 3.4% between 2010-2015, which is twice that, was registered in the 1990's (1.7%).

Obesity is defined as excess body fat [4]. On the other hand overweight means the body weight is above ideal weight or standard weight for height. A person may be overweight but not necessarily overfat, this is common among athletes or football players [5]. However, normally a person who is grossly overweight will most likely be overfat. The World Health Organization (WHO) defined obesity as those people with the body mass index (BMI) of

equal of greater than 30, and overweight as those whose BMI are between 25.0 to 29.9 [6]. At the physiological level obesity can be referred to as a condition of abnormal or excessive fat accumulation in adipose tissue to the extent that health may be impaired [7]. The normal scientific explanation for obesity has been the imbalance between energy intake and energy expenditure. When input is greater than expenditure, excess fat will accumulate. However, understanding the physiological basis alone is not adequate, as it can be seen today that obesity has become a pandemic, there is a trend towards global obesity or globesity [8]. In western countries the prevalence of obesity is beyond control despite the knowledge and research they have accumulated [9,10]. Being obese is associated with increased blood pressure, elevated total cholesterol, abnormal lipoprotein ratios, hyperinsulinemia, and type 2 diabetes [11]. The most prevalent and immediate consequence from obesity, however, may be its negative impact on quality of life [12].

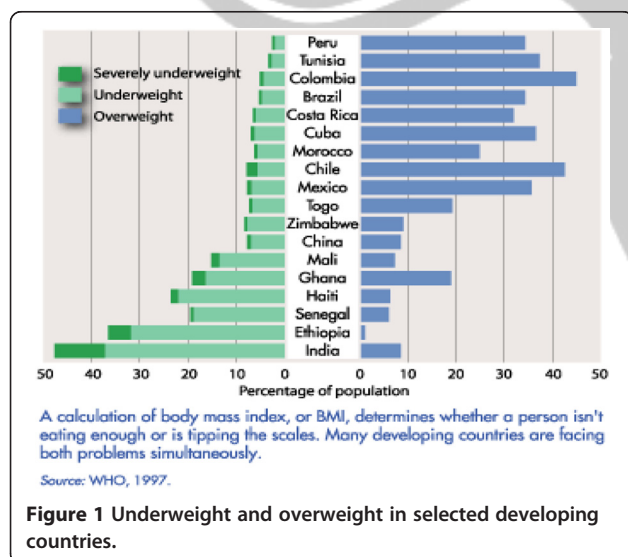
Unfavorable psychological factors, lower self-ratings of health, and worse health-related behavior can be found in overweight and obese individuals. Obese individuals are more likely to be dissatisfied with their body shape and size [13,14]. Weight stigma increases vulnerability to depression, low self-esteem, poor body image, maladaptive eating behaviors and exercise avoidance [15]. Thinness is a beauty ideal in both Europe and the US, so being overweight or obese may contribute to body dissatisfaction and low self-esteem that increases the risk of depression [16]. Some obese people report social anxiety, whereby they are embarrassed to go out because they may not 'fit' into a chair in a restaurant or an airplane, for example. Being obese reduces their self-esteem and the effect on their social life leaves them isolated and vulnerable [17].

This study attempted to assess the self-perception and the quality of life among housewives in rural households in the State of Kelantan, Malaysia, and at the same time solicits people's perception about obesity based on their cultural and socioeconomic context.

Methods

Population Sample- Respondents of this study were selected by cluster sampling from a list of rural villages within a sub-district that were selected by random sampling from 8 subdistricts in the District of Bachok in the State of Kelantan, Malaysia.

Included in the study were female housewives aged 20 years and over, with body mass index above 25. Other inclusion criteria were being healthy and not suffering from any serious diseases, Non-pregnant and giving written consent to be interviewed and taken body measurements. Excluded were those with ages below 20, body mass index below 25 or suffering from serious illnesses or psychiatric problems. Were also excluded



pregnant women and those who did not consent to participate in the study.

The study was approved by The Research Ethical Committee (Human) of Universiti Sains Malaysia (Approval No. USMKK/PPP/JEPeM [207.3.(6)]). The purpose and nature, of the study were explained to all participants, who gave their written informed consent before participation. The study was done in full accordance with the ethical provisions of the World Medical Association Declaration of Helsinki (as amended by the 52nd General Assembly, Edinburgh, Scotland, October 2000).

Sample Size - The sample size for this study was 421 housewives: The primary data was collected using a questionnaire, interview and focus groups methods, where the researcher conducted a field survey among selected groups of respondents in different communities.

The questionnaire focuses on eating habits, body image, quality of life (ORWELL 97) and socio-demography. The focus group discussion touched on globalization of food consumption, lifestyles and socio-cultural perception of obesity.

Quality of Life Assessment - An assessment of quality of life among overweight and obese respondents used the ORWELL97. This questionnaire has been translated into Bahasa Malaysia. **Data Analysis** - Data entry and analysis was performed using the SPSS for Windows software. The analysis consisted of descriptive and inferential findings to describe the underlying factors and predicting variables in modifying body weight among rural housewives in Malaysia. The result also discussed the quality of life of respondents in relation to overweight and obesity.

Results

A total of 421 respondents who were all female housewives from 8 sub-districts in the district of Bachok participated in the study (Table 1). The age of respondents were mostly within the range of 20-59 years old with the majority from the 40-59 age group (69.6%), with the mean age of 45.01 ± 9.01 (Table 1). In terms of marital status, 86.9% were married and the rest were either widows or divorce (Table 1). Household size and number of children are also shown in Tables 1, with a mean of 6.00 ± 2.48 and 5.3 ± 3.0 peoples, respectively. More than 64% of the respondents had secondary education, while less than 10% did have any form of formal education (Table 2). As housewives most respondents (66%) did not have personal income (Table 2), while in terms of household income the majority (82.2%) were in the income bracket of below RM1000 per month (Table 2). About 75% of the respondents spent less than RM 500 per month on food for the household, the mean monthly expenses on food was RM 400.62 (Table 2).

Table 1 Socio-demographic data

Variables	Categories	Frequency	Percent (%)
Numbers of sample population and sub-district (n = 421)	Tanjung Pauh	48	11.4
	Tawang	53	12.6
	Perupok	53	12.6
	Melawi	47	11.2
	Bekelam	54	12.8
	Gunong	50	11.9
	Mahligai	65	15.4
	Telong	51	12.1
Age group of respondents (n = 421) Mean age = 45.01 ± 9.01 years old	20 – 29	23	5.4
	30 – 39	96	22.8
	40 – 49	152	36.1
	50 – 59	141	33.5
	60 and above	9	2.1
Marital status (n = 421)	Married	366	86.9
	Divorce	10	2.4
	Widow	45	10.7
Size of households (n = 421) Mean size of households: 6.00 ± 2.48 peoples	1 – 4	151	35.9
	5 – 9	238	56.5
	>9	32	7.6
Numbers of children living in households (n = 421) Mean numbers of children living in households: 5.3 ± 3.0 peoples	None	18	4.3
	1 – 4	154	36.6
	5 – 9	207	49.2
	10 – 14	39	9.3
	15 and above	3	0.7

The respondents were asked regarding their self-perception of health and physical activities, the findings are shown in Table 3, where 66.7% considered themselves as very healthy or healthy. Almost all of respondents planned to lose weight (96.2%) (Table 3).

The respondents were also asked regarding their priority in life, Table 3 also listed the ranking of priority by respondents. The number one priority in Table 3 is to be physically healthy (54.7%), followed by having a happy family (29.6%), self-happiness, being wealthy, emotionally healthy, modest living, sanity, and earned higher education.

The respondents' current spouse/partners, expectations and preferred sexual partners in relation to body weight are all shown in Tables 3. More than 66% has spouse or partners who are normal weight and only 18% has obese partner (Table 3). More than 70% of respondents expected their current partners to maintain their current weight and about 20% expected them to lose weight (Table 3). Regarding sexual partners, more than 95% preferred sexual partners who are of normal weight (Table 3).

Tables 4 reported the respondents' responses on what do an obese and thin person represent. More than 55%

Table 2 Socio-economic data

Variables	Categories	Frequency	Percent (%)
Education level of respondents (n = 421)	No schooling	38	9.0
	Primary school	111	26.4
	Secondary school	271	64.4
	Higher education	1	0.2
Personal income of respondents (n = 421)	No income	278	66.0
	Below RM 499	105	24.9
	RM500 – RM999	34	8.1
	RM1000 and above	4	1.0
Mean personal income: RM118.8 ± 206.0	No income	278	66.0
Household income of respondents (n = 421)	Below RM499	132	31.4
	RM500 – RM999	214	50.8
	RM1000 – RM1499	43	10.2
	RM1500 – RM1999	16	3.8
	RM2000 and above	16	3.8
Mean household income: RM683.71 ± 456.4	Below RM 499	315	74.8
Food expense (RM)	RM500 – RM999	98	23.3
	RM1000 and above	8	1.9

said that obesity symbolizes happiness, 19.4% said it reflects sickness, 16.1% thought it was laziness and 5.5% said it was a result of lack of control in food consumption, respectively (Table 4). Regarding thinness, 42.2% thought these people were not happy, 22.7% said it was due to fear of eating, 19.8% thought they may be sick and 9.6% said it reflects a weak person (Table 4).

The perception in defining what a beautiful female person is presented in Table 4. Most respondents rated behavior and personality (43.7%) as the most important indicator, followed by facial (31.4%) beauty and the shape of the body (24.2%). In defining a handsome male, behavior and personality also was rated highest (50.4%), followed by body shape (26.1%) and facial attractiveness (23.3%) (Table 4). Table 4 also represents the perception of respondents with respect to a beautiful body or shape. For female, thin or slenderness was considered as the most important attribute (53.4%), followed by height (41.3%) (Table 4). While for males, a beautiful body can be defined as being tall (67.9%), followed by thin (17.6%) and being muscular (10.5%) (Table 4).

On body self-perception, 90.5% are not satisfied with their current body shape (Table 4), the main reason why they are not satisfied is because they perceived they are obese or overweight.

A self-reported measure of obesity –related quality of life questionnaire (ORWELL 97) was administered to the respondents to assess whether their weight affect their quality of life [18]. ORWELL 97 consisted of an 18 item questions and for each item the respondent scored on a 4-point Likert scale the occurrence and severity of

the symptom (occurrence) and the subjective relevance of the symptom-related impairment in the respondent's own life (relevance). The score of the item is calculated as the product of occurrence and relevance. The total ORWELL 97 score is obtained as the sum of the scores of individual items. Higher ORWELL 97 scores mean a lower quality of life.

The results of ORWELL 97 scores for the entire data are shown in Table 5, with the mean total score of 47.7 ± 35.2 . The mean ORWELL 97-O (occurrence) is 25.3 ± 16.3 , and the mean ORWELL 97-R (relevance) is 22.4 ± 18.9 .

Discussion

Understanding community views and perceptions in regards to health and obesity is essential to design and achieve successful health promotion strategies. The actions people take to maintain their health depend on how they perceive the threat of the disease. In other words, when people perceive that they are susceptible to a disease and are likely to suffer serious consequences from it, then they tend to take action to prevent it. This study aimed to explore community perception of obesity and obesity related quality of life among overweight and obese housewives in rural areas in Bachok District, Kelantan, Malaysia. The results of the survey show a common trend regarding the perception of people in relation to health, dietary practices and obesity. Even though more than 66 percent of the respondents perceived themselves as healthy or very healthy, 96.2% said they plan to lose weight, which means that although they are overweight still some of them considered themselves as

Table 3 Self perception on health, weight status of respondents and partners

Variables	Categories	Frequency	Percent (%)
Self perception on health (n = 421)	Very healthy	107	25.4
	Healthy	174	41.3
	Moderately healthy	100	23.8
	Not well	40	9.5
Current weight status of respondents (n = 421)	Planning to lose weight	405	96.2
	Satisfied with current weight	16	3.8
Hierarchy of priority in life of respondents (n = 419)	Physical healthy	229	54.7
	Happy family	124	29.6
	Self-happiness	37	8.8
	Wealthy	14	3.3
	Modest living	10	2.4
	Emotionally healthy	4	1.0
	Higher educational	1	0.2
	Obese	65	17.8
Current status of spouse's body weight (n = 366)	Overweight	3	0.8
	Normal	243	66.4
	Thin	54	14.8
	Very thin	1	0.3
Expectation on spouse (n = 366)	Lose weight	73	19.9
	Maintain current weight	259	70.8
	Gain weight	34	9.3
	TOTAL	366	100.0
	Obese	2	0.5
Preferred body weight of sexual partners of respondents (n = 421)	Overweight	8	1.9
	Normal	403	95.7
	Thin	8	1.9

healthy. This result was unexpected as overweight and obese respondents are more likely to report poorer health in comparison to those with normal weight [19], given that studies have demonstrated that there is no healthy pattern of increased weight [20]. The high percentage of obese and overweight rural housewives in Bachok on higher self-reported health status could be explained by their low socioeconomic status. Indeed, a negative association between high education and poor self-reported health was found in a recent study implying women in St. Petersburg, Estonia and Finland [19]. In St. Petersburg unlike the other two areas, housewives rather than employed women had less often poor perceived health. Housewives in Bachok had low socioeconomic status, and most of them had personal and household income below the current minimum basic wages of RM900 in Peninsular Malaysia, as well as education level

Table 4 Perception of respondents of a beautiful body, obesity and Satisfaction with current body shape

Variables	Categories	Frequency	Percent (%)
Obesity symbolizes by respondents (n = 330)	Rich/affluent	6	1.8
	Strong	7	2.1
	Happy	182	55.2
	Lack of control in food consumption	18	5.5
Thinness symbolizes by respondents (n = 313)	Laziness	53	16.1
	Sickness	64	19.4
	Poor	10	3.2
	Weak	30	9.6
	Unhappiness	132	42.2
	Fear of eating	71	22.7
	Laziness	7	2.2
	Sickness	62	19.8
Defining beautiful women by respondents (n = 421)	Others	1	0.3
	Facial attractiveness	132	31.4
	Shape of the body	102	24.2
	Hair style	1	0.2
	Voice	2	0.5
	Behavior	184	43.7
	Facial attractiveness	98	23.3
	Shape of the body	110	26.1
(Features)	Hair style	1	0.2
	Behavior	212	50.4
	Fat	19	4.5
	Muscular	2	0.5
	Tall	174	41.3
	Short	1	0.2
	Thin	225	53.4
	Yes	40	9.5
Satisfaction with their current body shape (n = 421)	No	381	90.5

below higher education. A quarter of the respondents had spouses who were overweight or obese. Thus considering the respondent's population are already a group of overweight people, about two third of them have spouses who have normal weight.

The results of body self-perception was expected, because the respondents that we selected were mostly overweight or obese (Mean BMI = 32.1) (result under publication elsewhere). It is interesting to also note that even though a whopping 90.5% of the women were not satisfied with their body shape, a high percentage of

Table 5 ORWELL 97 total score for all respondents (n = 421)

Questionnaires	R+ O	R	O
1.	4.27 ± 2.05	2.69 ± 0.76	1.58 ± 1.29
2.	2.69 ± 2.44	1.88 ± 1.21	0.81 ± 1.23
3.	1.20 ± 1.85	0.65 ± 0.94	0.55 ± 0.91
4.	2.41 ± 2.02	1.02 ± 1.02	1.39 ± 1.00
5.	2.06 ± 2.13	0.76 ± 0.94	1.30 ± 1.19
6.	4.44 ± 1.81	2.36 ± 0.90	2.08 ± 0.91
7.	4.46 ± 1.35	2.98 ± 0.20	1.48 ± 1.15
8.	4.56 ± 1.70	2.94 ± 0.39	1.62 ± 1.31
9.	2.41 ± 1.97	1.79 ± 1.14	0.62 ± 0.83
10.	3.36 ± 1.90	0.87 ± 1.02	2.49 ± 0.88
11.	2.23 ± 2.49	0.95 ± 1.21	1.28 ± 1.28
12.	1.08 ± 1.68	0.30 ± 0.76	0.78 ± 0.92
13.	1.86 ± 2.06	0.76 ± 0.97	1.10 ± 1.09
14.	1.86 ± 1.91	1.14 ± 0.96	0.72 ± 0.95
15.	1.36 ± 1.75	0.86 ± 0.97	0.50 ± 0.78
16.	1.50 ± 1.84	0.79 ± 0.90	0.71 ± 0.94
17.	2.85 ± 1.93	0.80 ± 0.90	2.05 ± 1.03
18.	3.06 ± 2.27	1.74 ± 1.10	1.32 ± 1.17
Total	47.7 ± 35.2	25.3 ± 16.3	22.4 ± 18.9

respondents perceived that obesity symbolizes as being happy, which seemingly reflect that it's alright to be obese and only happy people have good appetite. Likewise, thinness symbolized people who are not happy and those who feared or resisted eating, thus avoid eating or lacking in appetite. They are also being perceived as sick and weak. Happiness here is perceived as an obesogenic factor as it is tied to comfort eating and weight gain. This finding corroborates recent study [21] which reported that happier people are more likely to overeat compared to unhappy individuals. On the other hand, a substantial proportion perceived obese people as those who are sick and lazy, people can be sick as a result of imbalances in body metabolism or an indulgence in consumption of food. Lack self-control is also seen as one the characteristics of obese people, lack of control here can mean inability to resist food and eating temptation or people who lack overall self-discipline. In terms of placing their priority in life, the greatest proportion chose physical health as the number one priority, having a happy family is the second priority. The third priority is self-happiness or self-contented, and the fourth placing is being rich. This results show the close relationship between being healthy and having a happy family, including personal happiness.

The results of the perception of beauty show how important is the character or behavior of a person in society, and it has a very powerful influence in determining

the acceptability by the society at large. This may be unique to Malaysia where a person's worth is in his/or her behavior, you are evaluated on how you conduct yourself within a certain norms that is expected in your society. This is also not surprising because the housewives are from one of the most culturally conservative and prudish States in Malaysia where attractiveness and person's worth are socially based on character rather than body shape and facial look as in the western societies. Nevertheless, when it comes to their perceptions of the ideal body size, respondent preferences were highest for the thin figure. This paradox could be linked to the nutritional and cultural transition that is accompanying the globalization and rapid growth of the Malaysian economy with the concomitant acculturation into western societies. Thinness is indisputably a striving for the beauty ideal in modern western societies because of the socially constructed idea that physically attractiveness is one of the women's most important assets. This study suggests that the values associated with self perception on health, thinness and obesity could be influenced by socio-cultural conditions.

The evaluation of the relationship between obesity and quality of life is not always a direct relationship because of the various domains or components of the quality of life measures. For this study the obesity related well-being (ORWELL 97) was used as an instrument for the assessment of the quality of life of respondents [12,18]. Past studies have reported that obese individuals had a poorer physical quality of life than normal individuals [22,23], this condition is also related to the impaired physical well-being among obese individuals. Thus the impact of weight on physical and psychological well-being is a very important area that need further research. The results of the ORWELL 97 of the total score are comparable to the mean total score of the population studied by Mannucci in Italy (1999), which is 47.9. However, the scores for both ORWELL 97 – O and ORWELL97 – R, were lower than the Italian population. According to the interpretation of ORWELL scores a lower scores mean a better quality of life. This results also differed from the total ORWELL 97 findings from Indonesia (57.71 ± 37.60), Philippines (52.61 ± 32.99), and Thailand (50.98 ± 32.14) [24], which may mean that overweight and obese respondents in Bachok have a better quality of life than their counterparts in Thailand, Philippines, and Indonesia.

Conclusion

This study surveyed the perception of rural housewives population regarding health, obesity and impact of weight on quality of life. The results indicated that perception on obesity did not differed very much between respondents, in fact there existed a lot of similarities in their perception about health, quality of life, personal health and self-satisfaction with own body. However, their quality of life

was within the normal or moderate level based on the ORWELL 97 assessment. Even though most of the respondents were aware of their body weight and indicated an intention to lose weight they also reported themselves as healthy or very healthy, suggesting that public health messages intended for rural housewives need to be tailored to health-related consequences of fatness.

This study is a preliminary study, and the results of the study is very encouraging, it challenged the researchers to go into more in depth to untangle the link between nutrition and socio-cultural behaviors and health consequences, particularly obesity. It is hoped that further research can be carried out to provide a more comprehensive findings regarding the factors and variables that are at play in accelerating or slowing down dietary consumption and physical activities.

Competing interests

The authors declare no competing financial, professional or personal interests that might have influenced the performance or presentation of the work described in this manuscript.

Authors' contributions

WAMWM designed the study, supervised interviews, contributed to drafts. RAJ, WSWN, SAA participated in data collection, entered and analyzed the data. DK participated in the manuscript design, data analysis and literature review. All authors approved the final manuscript.

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Does size matter? An exploration of the role of body size on brand image perceptions

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Abstract

Purpose – This paper aims to investigate the role of body size on female consumers' fashion brand image perceptions.

Design/methodology/approach – An experimental design was used whereby the model's body size in a fictitious advert was digitally manipulated to create four advertising images with an underweight, slender, average and obese model size (all other factors remained constant). Through an intercept survey of German female consumers, respondents were exposed to one of the four images, and asked questions pertaining to their brand image perceptions.

Findings – The findings suggest that for older consumers, model body size has no significant impact on their brand image perceptions. For younger consumers (18-25), there was some limited evidence of how a positive brand image affects when a slender model size is used, but there was no evidence that underweight models have a more positive impact on brand image.

Research limitations/implications – The sample was restricted to a single German city (Berlin) with a relatively small sample and, therefore, the generalisability of the findings may be limited. It would be interesting to repeat the study in different cultural contexts. Whilst this paper focussed on potential differences in perceptions between different age groups, future studies could consider other factors, such as fashion involvement or consumer personality on the impact of body size on brand image.

Practical implications – Given the potential link to low self-esteem and eating disorders, it is recommended that fashion brands cease using clinically underweight models. Brands targeting older consumers may benefit from using larger models.

Originality/value – There is limited research to date that looks at the role of body size on brand image, and this is one of the first studies to consider all non-product-related brand image associations, and how perceptions may differ between different age groups, with many previous studies relying on student samples.

Keywords Fashion marketing, Brand image, Brand personality, Body size, User imagery

Paper type Research paper

An executive summary for managers and executive readers can be found at the end of this issue.

Introduction

Increasingly, the advertising and media industries are being critiqued for heavily promoting a thin ideal by using very thin (clinically underweight) models in their campaigns (Halliwell and Dittmar, 2004; Borland and Akram, 2007). Borland and Akram (2007) suggest that the average models' body size is more than 20 per cent underweight. This provides a thin ideal which is essentially unattainable for most women (Spitzer *et al.*, 1999, Borland and Akram, 2007), and as such, has been associated with body dissatisfaction, low self-esteem and eating disorders. Indeed, the BMA (2000, p. 38) suggest that “the media play a

significant role in the aetiology of eating disorders”. Despite these criticisms, the use of very slim models persists – although some brands, notably Dove and Bravissimo have moved to using “real” women. Essentially, brands argue that using larger models would have a negative impact on their brand image. Given thinness can be stereotypically associated with youthfulness, success, happiness and social acceptance (Evans, 2003, Borland and Akram, 2007, Peat *et al.*, 2008), whereas overweight is considered a negative characteristic (Aagerup, 2011), thin models are used to enhance brand image. However, despite the fact that brands (and the media) argue that “thinness sells”, there is little empirical evidence to support this (Halliwell and Dittmar, 2004). Halliwell and Dittmar (2004) further suggest that often research in this area tends to confound attractiveness and weight – that is to say, often the “thin” models used in empirical research are contrasted with less attractive larger models. This research therefore seeks to explore the impact of body size on brand image associations. It does so through an exploration of perceptions of fashion apparel advertising of German consumers, and in keeping with Halliwell and Dittmar (2004) utilises computer imaging software to enable different model sizes to be used, while keeping attractiveness constant. Although previous studies have explored the role of body size on fashion brand personality perceptions (Aagerup, 2011) and advertising

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effectiveness (Halliwell and Dittmar, 2004), this is the first paper to explore German consumer perceptions. Germany is Europe's largest clothing market with total sales of €61.20 billion in 2010 (Mintel, 2014) which makes the market highly attractive for fashion companies. The market is also an interesting context in which to explore this issue, given the major changes in the communication strategy of one of the most popular women's magazines in Germany, *Brigitte*. In 2009, the magazine announced it would only use real women with average clothing sizes in its fashion editorials (The Guardian, 2009). Andreas Lebert, Editor-in-Chief of the magazine, claimed this was in response to reader's complaints that "they had no connection with the women depicted in fashion features and no longer wanted to see protruding bones" (The Guardian, 2009). However, following a 22 per cent reduction in its subscriptions, it has recently reversed this decision (Daily Mail, 2012).

The study builds upon Agerup's (2011) research by considering the impact of body size on other aspects of brand image (beyond brand personality). More specifically, it explores how non-product-based attributes of brand image, namely, user imagery, brand personality, price positioning and brand symbolism, are impacted by model body size, thus furthering our understanding of how body size might influence brand image perceptions. Furthermore, and in contrast to Agerup (2011), the study considers different age groups in response to Halliwell and Dittmar's (2004) call for more research on older women.

The paper begins by exploring the concept of body image, and goes on to consider the role of body image in advertising and brand image, drawing on self-concept theory. Hypotheses are developed, and the methodology is explained. The results of the study are then presented, and the paper concludes with a discussion of the research implications, limitations and future research directions.

Theoretical background and hypotheses development

Body image

The critique of the use of underweight models in fashion imagery essentially centres on the impact this has on the psychology of those repeatedly exposed to the images, and body image perceptions. Our body image is "the picture of our own body which we form in our mind, that is to say, the way in which the body appears to ourselves" (Schilder, 1950, p. 11). This body image plays an important role in social relationships because it actively affects our own behaviour, as well as self-esteem (Gleeson and Frith, 2006; Bailey and Ricciardelli, 2009). A number of authors have suggested that an individual's view of their body image can be influenced by media images where slim, young, successful women are idealised, while stereotypes of obese older figures are negative (see for example Halliwell and Dittmar, 2004; Prendergast *et al.*, 2002; Borland and Akram, 2007). In particular, the thin imagery present in the fashion media may create issues of body dissatisfaction. Whilst there are various forms of body dissatisfaction (Ogden, 2010), of greatest relevance here is the dissatisfaction which results from a discrepancy between an individual's "self-perceived real and ideal body size" (Borland and Akram, 2007, p. 313). This negative affect on body image and body dissatisfaction has been linked with low self-esteem (Tiggemann and Lynch, 2001),

depressive symptoms (Holsen *et al.*, 2001), body-focussed anxiety (Halliwell and Dittmar, 2004; Koyuncu *et al.*, 2010), dietary restraint (Markey and Markey, 2005; Forrest and Stuhldreher, 2007) and eating disorders, including anorexia nervosa and bulimia nervosa (Bruch, 1973; Stice and Shaw, 2002; Midlarsky and Nitzburg, 2008; Vocks *et al.*, 2009). Thus, a negative body image, which can result from body dissatisfaction, represents a high risk factor for several forms of psychological dysfunction (Engeln-Maddox, 2006; Peat *et al.*, 2008), especially in women. It should be noted that Fenton *et al.* (2010) and Vocks *et al.* (2009) highlight that although a relationship between body image disturbance and psychological dysfunction can be identified, the causative path is less clear – that is to say, a negative body image may be the result of low self-esteem or vice versa. However, research evidence from experimental studies does suggest that exposure to very thin models leads to short-term decreases in body image (Grogan *et al.*, 1996; Groez *et al.*, 2002). It would seem that when women are exposed to a thin ideal, which is essentially unattainable (Groez *et al.*, 2002; Strahan *et al.*, 2006), women may experience body dissatisfaction, which in turn causes the psychological dysfunction discussed above.

There is some evidence that the influence of body dissatisfaction on women's self-esteem decreases with age (Tiggemann and Lynch, 2001; Webster and Tiggemann, 2003). Webster and Tiggemann (2003) argue that older women are more experienced and stable in life and, therefore, cognitively reduce the pressure of fulfilling the ideal body image. Borland and Akram (2007) further argue that the societal demands for attractiveness lessen with age and, therefore, women become less anxious about their body image. The evidence from those few studies which have explored older age groups, does suggest that body dissatisfaction is likely to be less for older women. For example, Borland and Akram's (2007) qualitative study of women's attitudes towards media images found that body image issues appear to affect younger women more often and in more negative ways than older women. Further, they conclude that older women often felt that advertising images are unrealistic or irrelevant to their lives. Although Halliwell and Dittmar (2004) found little evidence of differences between older and younger women, the majority of their sample was under 35 years old and, thus, as they suggest, it is still unclear whether negative effects continue throughout adulthood. Such differences may imply that the effectiveness of using different thinner models in fashion advertising may differ between different age groups in terms of creating the desired brand image. These issues are explored in the following section.

Body size and fashion advertising effectiveness

Given the potential negative effects of using very thin models, why do brands (and the media) continue to use them? Self-image congruence theory suggests that consumers prefer brands whose personality is congruent with their self-image (Escalas and Bettman, 2005). Of particular relevance here is the notion of ideal self-image – that is, the image the individual aspires to. Given that fashion is one of the most expressive product categories in existence, fashion brands enable consumers to express their idealised selves through their brand choices. The thin models used in fashion advertising, can be seen as targets for upward social comparison (Englis *et al.*, 1994; Bailey and

Ricciardelli, 2009), as fashion models and celebrities depicted in media images are “assumed to embody current ideals of beauty and success” (Diedrichs and Lee, 2010, p. 219). Thus, it is argued that advertising images using thin models will have greater congruence with the ideal-self and, therefore, will be more effective. Certainly, there is some evidence to suggest that advertising approaches which are consistent with the ideal self-concept, produce a more favourable attitude towards the advertised brand, and are positively associated with purchase intention (Hong and Zinkhan, 1995). However, there is research evidence to suggest (Feldman *et al.*, 1988; Furnham and Radley, 1989; Furnham and Baguma, 1994) that as body sizes become progressively thinner or heavier, attractiveness ratings decrease; thus, the very thin (underweight) models which are often used in fashion media, may in fact be considered as less “ideal” than more moderate model sizes. In addition, the impact of body size on advertising effectiveness is far from clear. Research by Halliwell and Dittmar (2004) found that whilst perceptions of model attractiveness do influence advertising effectiveness, there is no evidence to suggest that the use of thin models impacts advertising effectiveness – essentially as attractiveness ratings of thin vs average size models did not significantly differ. Borland and Akram (2007) found that for older women, using “normal”-sized models was believed to be more effective, although it should be noted that their study utilised three different advertisements with different models and different poses in each image and, thus, did not directly test for the impact of body size. Although research by Aagerup (2011) found that thin models were perceived to project greater “competence” than larger models, across other personality dimensions thin models did not significantly impact brand personality perceptions. However, Aagerup concludes that given the thin model is “best for communicating competence and equal to or better than anyone else at conveying all the other dimensions”, therefore, “there is nothing in the findings [...] that challenges the prevailing thin user imagery of the fashion industry” (Aagerup, 2011, p. 497).

Advertising is a significant tool in creating and communicating brand identity (Gardner and Levy, 1955; De Chernatony and McDonald, 1992; Aaker and Biel, 1993; Keller, 1993; Riezebos, 2003). Thus, the attributes that consumers associate with body size are likely to have implications for the ideal model body sizes that is used in fashion imagery. Evans (2003) suggests that thin figures may be associated with positive attributes such as happiness, social status or beauty, which would that imply that women would also associate these attributes with brand image. Therefore, it could be argued that consumers’ brand associations depend on body sizes of portrayed models in fashion advertisements.

The terms brand image and brand personality are used interchangeably by Aaker (1997), although brand personality is viewed as the soft emotional side of brand image. Aaker (1997, p. 347) defines brand personality as the “set of human characteristics associated with a brand [...]”. These characteristics create strong emotional ties and differentiate the brand among its competitors (Fournier, 1998). In Keller’s (1993, p. 3) view, brand image is defined as “[...] perceptions about a brand as reflected by the brand associations [...]”. Keller (1993) suggests there are three major categories of association, namely, attributes, benefits and attitudes. Keller

(1993) suggests that attitudes are in fact a function of the associated attributes and benefits and, therefore, in considering brand image, this paper focusses on the first two categories – attributes and benefits. The brand attributes are “[...] those descriptive features that characterize a product or service” (Keller, 1993, p. 4). They relate to descriptive elements of a branded product and can be subdivided into intrinsic and extrinsic attributes (Riezebos, 2003). More specifically, intrinsic attributes comprise product-related features and, thus, represent physical core characteristics (Keller, 1993), whereas extrinsic attributes deal with external elements surrounding the product (De Chernatony and McDonald, 1992; Riezebos, 2003), and include price, packaging, user imagery and usage imagery (Keller, 1993). Given, in the context of fashion imagery, an emphasis on non-product-based attributes is of greatest relevance, and only these types of attributes are considered. User and usage imagery can be formed “[...] indirectly through the depiction of the target market as communicated in brand advertising” (Keller, 1993, p. 4), and so are particularly relevant here. User imagery refers to the type of person who uses the product or service, and can be considered in terms of the personality of the user (e.g. sexy, youthful, fun), and evidence (Kressmann *et al.*, 2006) suggests that there is a strong connection between brand personality and the personality of perceived users. Keller (1993) suggests that price is an important attribute association, as consumers often form strong beliefs about the price and value of a brand. As highlighted earlier, there is some suggestion that thinner body sizes have more positive associations and, therefore, using thinner models may create more positive brand attribute perceptions than those using larger models. For example, thinness has been associated with attractiveness, happiness, having lots of friends and success (Crandall, 1994; Greenleaf *et al.*, 2006; Prendergast *et al.*, 2002), whilst obesity has been associated with being unhappy and unlikeable (Crandall, 1994). Therefore, it seems logical that model body size may impact brand personality and price perceptions (given its association with success). However, studies such as Halliwell and Dittmar (2004) question whether body size does in fact impact assessments of attractiveness. Thus, the following research questions will be investigated:

RQ1a. Does the model body size depicted in fashion advertising influence consumers’ perceptions of user imagery personality characteristics?

RQ1b. Does the model body size depicted in fashion advertising influence consumers’ perceptions of brand personality characteristics?

RQ1c. Does the model body size depicted in fashion advertising influence consumer perceptions of the brand’s price positioning?

The other category of brand image associations are brand benefits. These are the “personal value consumers attach to the product or service attributes” (Keller, 1993, p. 4). The functional and experiential benefits both derived from the intrinsic (product related) advantages and, thus, are not considered here. The final form of benefit, as defined by Keller (1993, p. 4) are symbolic benefits which are “[...] the more extrinsic advantages of product of service consumption” and satisfy social as well as

psychological needs such as the desire for enhancing self-esteem (De Chernatony and McDonald, 1992). Additionally, consumers tend to prefer symbolic benefits that relate to their own self-concept (Ross, 1971; Escalas and Bettman, 2005), especially when products are sociably visible (Hughes, 1976; Keller, 1993) such as fashion apparel. Again, given the positive associations with thin body images, it may be that the symbolic benefits associated with a brand will differ between advertisements using thinner as opposed to larger models. Thus:

RQ2a. Does the model body size depicted in fashion advertising influence consumer perceptions of brand symbolism?

As Halliwell and Dittmar (2004) highlight, it is important to consider the impact of model size for both older and younger women, as there is evidence to suggest that older women may find both thin- and average-sized silhouettes as inspiring (Rand and Wright, 2000) and appear to be less affected by body dissatisfaction. Typically, researchers in this area have relied upon student samples, and so in keeping with Halliwell and Dittmar's (2004) call for more research on older women; this study seeks to explore whether the influence of model size on brand image perceptions differs between older and younger women.

Thus, drawing on the brand image dimensions highlighted above, the following research questions will be explored:

RQ3a. Does the influence of model body size on perceptions of user imagery personality characteristics differ for younger and older consumers?

RQ3b. Does the influence of model body size on brand personality characteristics perceptions differ for younger and older consumers?

RQ3c. Does the influence of model body size on perceptions of the brand's price positioning differ for younger and older consumers?

RQ3d. Does the influence of model body size on consumer perceptions of brand symbolism differ for younger and older consumers?

Methodology

An experiment research strategy was chosen, as this enables the researcher to "measure the effect of explanatory variables or independent variables on a dependent variable while controlling for other variables that might confuse one's ability to make causal inferences" (Kinnear and Taylor, 1991, p. 267). Given this study seeks to explore the impact of model body size on brand image perceptions, an experimental design enabled the manipulation of the model body size, whilst keeping other factors constant.

Image stimulus

To explore brand image perceptions, it was necessary to create an advertising image which could be manipulated to enable the body size of model to differ. To ensure that there were no preconceived brand image perceptions, it was decided not to use advertising images from existing fashion brands, but rather to create a hypothetical brand advertisement. The model's

body size was manipulated to enable four different versions of the same advertising image – ranging from very skinny (clinically underweight), slender, normal and obese body silhouette. In contrast to Agerup (2011) who used a single image to depict underweight and normal body shapes, this study used different images to capture clinically underweight and slender body sizes, as, given the prevalence of very thin imagery in fashion advertising, the core focus was to understand if, and how, this affects brand perceptions. Thompson and Gray's (1995) contour drawing scale functioned as a template to help manipulate the model's body silhouette. This approach of digitally manipulating photos to measure attitude effects has previously been used and validated (Lin and Kulik, 2002; Halliwell, and Dittmar, 2004; Agerup, 2011). The model depicted in the advertisement image wore tight clothing (jeans and tight t-shirt, displaying a small amount of midriff) to ensure the body size was clearly visible. In addition to the model, a brand name (fictional) was added, and the phrase Paris 1981 to help ensure that this could not be confused with any existing brand. Apart from the model's body size, all other elements of the advertising image remained constant, including pose and background.

It was decided to measure the impact of different body sizes on brand image rather than advertising effectiveness, as the desirability of particular fashion styles may vary significantly between different age groups. Thus, it would be difficult to isolate body size effects, as advertising effectiveness could be influenced by differences pertaining to fashion tastes among the different age groups.

To create a set of appropriate brand image adjectives to measure brand attributes and benefits, pre-test consumer interviews were conducted with seven German fashion consumers, aged between 18–65, using a snowball sampling method. Although brand image studies have typically used Aaker's (1997) Big Five personality dimensions (namely sincerity, excitement, competence, sophistication and ruggedness), these dimensions might not be very descriptive for other cultures or specific categories (Austin *et al.*, 2003). Indeed, Heine (2010) suggests that for luxury fashion brands, these may not capture relevant personality characteristics. Although Agerup (2011, p. 497) utilised Aaker's traits in his study, as he comments, not all of these may reflect desirable brand personality characteristics – in particular, he suggests that "[...] as ruggedness is comprised of the traits tough, rugged, western, masculine, and outdoorsy, it may constitute a poor fit for ladies fashion". Therefore, to overcome such limitations, this study conducted consumer interviews to generate brand characteristic adjectives that were relevant to the images employed in the final survey. Interviewees were shown each of the images (A, underweight; B, slender; C, normal; D, obese) and asked to identify which image they preferred. For their selected image, they were asked to explain their preference, and then asked what characteristics they would associate with the brand, what they felt the brand symbolised, its value proposition and the type of person they felt the brand represented. This process was repeated for each of the images. From the interviews, the following words were used to describe the different brand image dimensions (Table I).

Table I Words used to describe brand image dimensions

Brand user imagery	Brand personality	Symbolism
Successful; confident; happy; attractive; values quality; often meets with friends; loves to attend chic parties; tends to stay at home in the evening; of high social standing	Elegant; bold; young; sexy; sporty	Quality; designer; Status symbol

Survey instrument

Participants were randomly assigned a survey containing one of the four advertising images, and asked to indicate the extent to which they felt the brand exhibited/represented the attributes listed above, using a five-point Likert scale. For example, respondents were asked to indicate on a scale of 1 (strongly disagree) to 5 (strongly agree) the extent to which they agreed “the brand appears sporty/bold/elegant/young/sexy”. Keller (1993) suggests that brand image is closely related to a consumer's previous experience with a brand. Therefore, a screening question was asked at the beginning of the survey, as to whether the respondents were familiar with the brand. As in fact the brand was fictitious, respondents who suggested they were familiar with the brand were excluded from the analysis, in case they had confused the brand with an existing one and would therefore have preconceptions about it. Respondents were also asked questions related to their demographics (age, occupation, income).

Sample

Survey data were collected from female respondents in the German city of Berlin, using an intercept approach in seven different shopping locations (streets and malls) within the city between the hours of 12 pm and 7 pm. To ensure the different images were evenly distributed among respondents, the image shown was changed after every five respondents. In the final sample, each advertisement image was seen by a similar number of respondents, ranging from 45 (Ad B) to 49 respondents (Ad C). A total of 198 useable questionnaires were received from respondents between the ages of 18–65, with just fewer than 60 per cent of the sample aged between 18 and 30 and a little over 40 per cent of the sample aged 30–65. Respondents were asked about their annual gross income. Of those that responded, approximately 40 per cent had an annual income of less than €15,000, and 40 per cent had an income of between €15,000 and €30,000. Compared with women's average annual gross wage in Germany of €34,332, this suggests that lower income groups are over represented in the sample in comparison with the overall population – presumably, a function of the relatively young age profile of the respondents.

Reliability and validity

To enable the research questions cited earlier to be investigated, the questionnaire included 19 items measured on an interval scale from 1 to 5 where 1 refers to “Strongly disagree” and 5 refers to “Strongly agree”. The reliability of the responses was evaluated through the Cronbach's alpha coefficient method. The reliability score for all items was above 0.7 and further checks

indicated that no item needed to be removed as all the alpha scores when any item was removed were above 0.7.

The greatest potential threat to internal validity primarily related to the manipulation of the advertising image. In particular, it was important to establish that the images related to different body sizes, and also that the images were not noticeably digitally manipulated. From the interviews, all informants could identify differences in the model's body shape, and ranked all four images in the right order on Thompson and Gray's (1995) contour drawing scale. Further, only two out of seven of the interviewees identified the right advertising image (C) as the original, suggesting manipulation was not obvious. In the survey, respondents only saw one image and, thus, consistent with Aagerup (2011), this prevented respondents being able to infer the research question. External validity may be compromised, given the study was limited to a single German city. Thus, the extent to which the results can be generalised across the German female population may be limited.

Results

The normality of the data was tested through the Kolmogorov–Smirnov and Shapiro–Wilk tests. The *p*-values for all variables and tests were extremely small, indicating that the variables are not normally distributed (See Table II) and, therefore, parametric statistical tests were excluded to test the hypotheses. The non-parametric Kruskal–Wallis one way analysis of variance by ranks test was, therefore, employed to enable differences in perceptions between the different advertising images to be explored. The means and standard deviations of the brand image dimensions are shown in Table III.

As can be seen from Table IV, in relation to non-product-related brand attributes, no significant differences were found in perceptions of brand personality or brand user imagery across the different advertising images ($p > 0.05$). Thus, in relation to RQ1a and RQ1b, we can conclude that the size of the model used in the advertising image does not significantly impact perceptions of the brand users' imagery, or of the brand personality. Brand price perceptions (RQ1c) displayed some differences. Pairwise comparisons (Table V) of advertising images, found that image A (underweight model), and B (slender model) were perceived to represent a higher price point than image C (normal size) ($p = 0.016$ and 0.061 , respectively). No significant differences were found with respect to other image pairings.

With respect to RQ2 (Table IV), differences were found in perceptions relating to the quality and designer positioning of the brand. Pairwise comparisons (see Table V for mean ranks of significant variables) suggest that advertisement C (normal size) was found to have a lower brand quality perception than advertisement A (underweight model) ($p = 0.059$), although this difference was only of marginal significance. In addition, advertisement A (underweight model) was significantly more likely to be believed to symbolise a designer brand in comparison with advertisement C (normal size) ($p = 0.049$). No other pairings showed significant differences. In relation to the statement that the brand represented a status symbol, no significant differences were found across the different advertising images.

To explore research questions RQ3a–RQ3d, the analysis was rerun separating the data into five age groups, broadly speaking

Table II Results of normality tests

Brand image item	Kolmogorov–Smirnov ^a			Shapiro–Wilk		
	Statistic	df	Significance	Statistic	df	Significance
Brand appears young	0.289	187	0.000	0.724	187	0.000
Brand appears bold	0.253	187	0.000	0.888	187	0.000
Brand appears elegant	0.253	187	0.000	0.878	187	0.000
Brand appears sexy	0.329	187	0.000	0.798	187	0.000
Brand appears sporty	0.228	187	0.000	0.870	187	0.000
Perception of brand value	0.290	187	0.000	0.796	187	0.000
Designer clothes	0.263	187	0.000	0.869	187	0.000
Represents status symbol	0.198	187	0.000	0.906	187	0.000
High quality	0.294	187	0.000	0.859	187	0.000
Women appears successful	0.215	187	0.000	0.906	187	0.000
Women appears confident	0.261	187	0.000	0.852	187	0.000
Women appears happy	0.488	187	0.000	0.454	187	0.000
Women appears attractive	0.209	187	0.000	0.866	187	0.000
Attaches importance on quality	0.208	187	0.000	0.899	187	0.000
Often meets friends	0.217	187	0.000	0.872	187	0.000
Goes to chic parties	0.223	187	0.000	0.882	187	0.000
Often stays at home	0.394	187	0.000	0.638	187	0.000

Note: ^aLilliefors significance correction

Table III Descriptive statistics

Brand image item	Mean	SD
User imagery		
Successful	2.88	0.993
Confident	3.88	0.806
Happy	4.74	0.663
Attractive	3.78	0.885
Values quality	3.33	0.952
Often meets with friends	3.71	0.892
Goes to chic parties	3.73	0.990
Tends to stay at home in the evening	1.42	0.685
Of high social standing	3.29	0.977
Brand personality		
Young	4.26	0.754
Bold	3.35	1.151
Elegant	2.73	1.133
Sexy	3.94	0.943
Sporty	2.79	1.187
Brand price	2.52	0.641
Symbolism		
High quality	3.53	0.908
Designer	3.03	1.180
Status symbol	2.99	1.201

Table IV Kruskal–Wallis test results for differences in brand image perceptions between difference advertising images (total sample)

Brand image item	p-value
User imagery	
Successful	0.102
Confident	0.077 ^a
Happy	0.510
Attractive	0.192
Values quality	0.589
Often meets with friends	0.973
Goes to chic parties	0.434
Tends to stay at home in the evening	0.946
Of high social standing	0.246
Brand personality	
Young	0.122
Bold	0.623
Elegant	0.745
Sexy	0.252
Sporty	0.342
Brand price	0.013 ^{**}
Symbolism	
High quality	0.029 ^{**}
Designer	0.064 [*]
Status symbol	0.247

Notes: ^aAlthough the Kruskal–Wallis suggested marginal differences between the groups, pairwise comparisons revealed no statistically significant differences between the images; ^{**}significant at the 5 % level; ^{*}significant at the 10 % level

into 10-year age groups, given Garner's (1997) assertion that for every decade of age, women tend to increase in weight by 5–10 lbs, although weight declines slightly after the age of 60. All respondents over 55 were categorised in a single group, given the small number of respondents in this age group (14). Thus, the respondents were divided into 18–25, 26–35, 35–45, 45–55 and over 55. As can be seen from Table VI, no significant differences were found in brand image attributes across any of the tested

dimensions (user imagery personality, brand personality, brand value) for the three older age groups (36–45, 46–55, over 55). For the 26–35 age group, although no significant differences were found in relation to user imagery/brand personality or brand

Table V Mean ranks of significant brand image items

Advertising image	A	B	C	D
Brand price	107.25	103.39	77.37	92.84
Brand symbolism				
High quality	105.82	105.04	79.23	90.77
Designer	107.70	98.30	79.66	94.86

symbolism, there were significant differences in brand value perceptions (see Table VII for mean ranks), where image C (normal) was ranked significantly lower than image A (underweight). Interestingly, for the youngest age group, more differences were found in brand image perceptions between the different advertising images; the 18-25 age group rated image A (underweight) significantly more highly with respect to the user imagery characteristic of valuing quality (in relation to all other images), and although of marginal significance, image B (slender) was found to be perceived more “confident” than image D (obese) ($p = 0.053$). There was some evidence to suggest that this age group rated the brand personality characteristic of “sexy” of image A more highly than image D ($p = 0.067$), although again, this was of marginal significance. However, no significant differences were found in relation to brand price or brand symbolism perceptions: indeed, no significant differences were found in perceptions of brand symbolism across the different advertising images for any of the age groups.

Research questions *RQ3a-RQ3d* were further explored by comparing perceptions of the five age groups for each advertising

Table VII Mean ranks for significant brand image items between different age groups

Advertising image	A	B	C	D
User imagery				
Confidence (18-25)	32.19	37.04	28.12	21.04
Values quality (18-25)	40.09	24.96	26.38	24.73
Brand personality				
Sexy (18-25)	34.62	31.00	30.79	20.12
Brand Price (26-35)	39.00	37.97	24.33	37.44

image (see Table VIII for the results of the Kruskal-Wallis analysis, and Table IX for the mean ranks of significant variables). With respect to image A (underweight), the youngest age group (18-25) rated the user imagery personality characteristic of “of high social standing” significantly more highly than 36-45 year olds ($p = 0.032$). With respect to image B, there were significant differences in perceptions of “boldness” between the youngest age group and the 46-55 group, where the youngest age group rated the image as having a bolder personality ($p = 0.019$). For image C, the 46-55 age group rated the image significantly more highly in terms of the user imagery characteristic “successful” than 36-45 year olds ($p = 0.022$), but across all other brand image dimensions, no differences were found between the age groups. Finally, with respect to the obese image (D), significant differences in the user imagery characteristics of confidence and attractiveness were found, with the oldest age group (over 55) rating confidence more highly than the two youngest age group (18-25, 26-35), ($p = 0.011$ and

Table VI Kruskal-Wallis test results for differences in brand image perceptions between difference advertising images (A, B, C, D)

	18-25	26-35	36-45	46-55	55+
User imagery					
Successful	0.533	0.391	0.298	0.584	0.890
Confident	0.056*	0.065 ^a	0.992	0.784	0.091 ^a
Happy	0.593	0.146	0.453	0.509	0.609
Attractive	0.089 ^a	0.736	0.164	0.575	0.289
Values quality	0.020**	0.302	0.687	0.921	0.338
Often meets with friends	0.726	0.859	0.851	0.062 ^a	0.304
Goes to chic parties	0.573	0.286	0.610	0.892	0.279
Tends to stay at home in the evening	0.960	0.816	0.873	0.679	0.637
Of high social standing	0.078 ^a	0.953	0.662	0.351	0.931
Brand personality					
Young	0.752	0.338	0.298	0.117	0.324
Bold	0.725	0.064 ^a	0.282	0.308	0.083 ^a
Elegant	0.857	0.539	0.449	0.901	0.267
Sexy	0.075*	0.446	0.836	0.302	0.271
Sporty	0.927	0.578	0.108	0.413	0.589
Brand price	0.134	0.037**	0.833	0.764	1.00
Brand symbolism					
High quality	0.082 ^a	0.298	0.679	0.894	0.720
Designer	0.073 ^a	0.167	0.868	0.352	0.476
Status symbol	0.676	0.191	0.669	0.239	0.226

Notes: ^a Although the Kruskal-Wallis suggested marginal differences between the groups, pairwise comparisons revealed no statistically significant differences between the images; ** significant at the 5 % level; * significant at the 10 % level

Table VIII Kruskal–Wallis test results for differences in brand image perceptions between respondents aged 18-25, 26-35, 36-45, 46-55, 55+

Advertising image	A	B	C	D
User imagery characteristic				
Successful	0.641	0.996	0.034**	0.647
Confident	0.927	0.743	0.900	0.012**
Happy	0.569	0.624	0.729	0.256
Attractive	0.818	0.919	0.171	0.021**
Values quality	0.135	0.649	0.143	0.059 ^a
Often meets with friends	0.174	0.706	0.814	0.149
Goes to chic parties	0.375	0.959	0.836	0.111
Tends to stay at home in the evening	0.904	0.996	0.881	0.519
Of high social standing	0.029**	0.635	0.277	0.526
Brand personality				
Young	0.467	0.347	0.584	0.113
Bold	0.396	0.005***	0.386	0.031**
Elegant	0.896	0.299	0.287	0.699
Sexy	0.406	0.382	0.831	0.012**
Sporty	0.632	0.094 ^a	0.532	0.919
Brand price	0.721	0.775	0.764	0.639
Brand symbolism				
High quality	0.574	0.692	0.864	0.343
Designer	0.703	0.787	0.515	0.110
Status symbol	0.520	0.488	0.854	0.089 ^a

Notes: ^a Although the Kruskal–Wallis suggested marginal differences between the groups, pairwise comparisons revealed no statistically significant differences between the images; *** significant at the 1 % level; ** significant at the 5 % level

Table IX Mean ranks for significant brand image items between different images

Advertising image	18-25	26-35	36-45	46-55	Over 55
User imagery					
Successful (C)	23.82	25.56	18.00	36.90	–
Confident (D)	20.65	20.94	28.00	23.19	44.50
Attractive (D)	18.19	27.41	16.80	22.62	40.12
Of high social standing (A)	31.38	21.08	11.20	28.30	24.25
Brand Personality					
Bold (Image B)	14.38	27.53	11.88	32.31	23.92
Bold (Image D)	19.85	20.53	26.00	28.38	41.00
Sexy (Image D)	14.58	25.62	27.30	27.00	37.62

0.009, respectively), and attractiveness more highly than the youngest age group ($p = 0.032$). A significant difference was also found for the brand personality characteristic of sexy, where again, the oldest age group (over 55) rated this more highly than the youngest ($p = 0.014$). Similarly, the oldest age group also rated image D as more “bold” than 18-25 and 26-35 year olds ($p = 0.040$ and 0.042 , respectively). No significant differences were found in relation to brand symbolism or price perceptions.

From the two sets of analysis pertaining to research questions *RQ3a–RQ3d*, the results appear to suggest that user imagery perceptions do differ for younger and older consumers (*RQ3a*), where younger consumers are more likely to rate the obese image lower. For the other age groups (25 and over), the size of the model appears to have little impact on user imagery perceptions. *RQ3b* asked whether the influence of model body size on brand personality characteristics differed for younger and older consumers. For most personality characteristics, no differences

were found, although the youngest age group (18-25) viewed the underweight image more favourably in terms of sexiness than the obese one, and older consumers had more positive perceptions of the personality characteristics “bold” and “sexy” for the obese image than 18-25 year olds. No clear evidence was found of differences in perceptions between older and younger consumers with respect to influence of model body size on brand value (*RQ3c*) or brand symbolism (*RQ3d*).

Discussion and conclusion

The advertising and media industries and the fashion industry in particular have long been critiqued for using very thin (clinically underweight) models in their campaigns (Halliwell and Dittmar, 2004) due to the association with body dissatisfaction, low self-esteem and eating disorders. The industry has argued that “thinness sells” to justify their continuing use of very thin models.

The findings here appear to contest this assertion. By exploring the impact of body size on brand image perceptions using an experimental design, the results here suggest a very limited impact on brand image perceptions, and, for older age groups (defined here as over 35), it would appear that body size has no significant impact on German consumers, and very little impact for 26–35 year olds. These results can perhaps be explained by drawing on previous studies (for example, Webster and Tiggemann, 2003), which have argued that older women perceive less pressure to fulfil the ideal body image and that they are more confident with their bodies (Tiggemann and Lynch, 2001; Webster and Tiggemann, 2003). Further, Rand and Wright (2000) found that older women still perceive average-sized models as attractive and appealing. Thus, older women do not necessarily seek inspiration in skinny models (Borland and Akram, 2007). The results here suggest that for older target age groups, fashion brands could use a variety of body shapes without detriment to the brand image. Indeed, Borland and Akram (2007, p. 324) recommend that fashion companies would benefit from addressing the older target group by offering a variety of body shapes in fashion advertisement campaigns because it would facilitate consumers “to choose brands [...] more easily”.

For the youngest age group investigated here (18–25), the results are less definitive. Differences were found with respect to two of the brand user imagery characteristics – namely, “values quality”, and “confident”, although no significant differences were found with respect to the other seven characteristics. Furthermore, differences were found in relation to the brand personality characteristic “sexy”. Previous studies have found some evidence that younger age groups find thinner imagery to be more visually appealing (Borland and Akram, 2007) and Aagerup (2011) found that a thinner model is best for communicating “competence” to young consumers. The results here, taken with those of previous studies, perhaps suggest that fashion brands which target a younger consumer may benefit from continuing to use slender models in their promotions. However, it should be noted that no significant differences were found in any pairwise comparisons between images A (clinically underweight) and B (slender), with the exception of the brand user imagery characteristic of “values quality”. This suggests that the brand image is unlikely to be damaged if brands ceased to use underweight models to promote their brands. Thus, the authors would strongly endorse recent moves to ban the use of underweight models, such as those introduced in Israel in 2013. Furthermore, the overall results suggest that where perceptions are influenced by body size, it is the “normal” body size which performs worse, suggesting that fuller models could be used without damaging brand image, especially where the target is women over the age of 25.

The present study contributes to both the field of body image and brand image by investigating the impact of female consumers’ perceptions towards varying model body figures in fashion apparel advertisements on brand image. Whilst Aagerup (2011) investigated the impact of body size on brand perceptions, his study just explored a single dimension of brand image, namely, brand personality, and focussed on young consumers. Thus, this is the first study to consider all non-product-based attributes of brand image, namely, user

imagery, brand personality, price positioning and brand symbolism and, thus, enables a greater understanding of how body size may influence different components of brand image for fashion brands. Moreover, in contrast to previous studies, perceptions across a number of age groups were explored, enabling insights to be gained into the relationship between age and female consumers’ perceptions, and responds to Halliwell and Dittmar’s (2004) call for more research on older women. The results suggest that for young consumers (18–25), body size may hold greater influence, and highlight the need for further research on a wider range of age groups. Self-image congruence theory suggests that consumers prefer brands which are congruent with their self-image, or more specifically, with their ideal-self (Hong and Zinkhan, 1995). The findings here suggest that this may not necessarily be the case. It could be that negative emotions (body dissatisfaction) created by using very thin models, militates against the aspirational benefits of using very slender models. This may be accentuated by age, where very thin imagery may be seen as irrelevant, and contrary to industry perceptions, may not be considered “ideal”.

From a methodological perspective, a detailed structure in regard to the experimental research strategy is provided to enable replication for future studies. In this context, four advertisement images were created in which the body sizes of the model represent the only changing variable.

Limitations

The present study faces a limitation on the generalisation of its findings, as external validity is considered through a limited timeframe of three weeks and data collection in a single German city. Hence, the sample is not necessarily representative in terms of the whole research population. It would be interesting to expand the study with a larger sample size to include other regions within Germany, and indeed across different cultural contexts. Crandall (1994) suggests that attitudes towards fat people are influenced by culture and, thus, future studies could extend this research by exploring different cultural contexts.

In contrast with previous studies, perceptions of older consumers were explored, and the results suggest that older consumers may be less influenced by body size. However, a larger sample of older consumers, in particular in the 55+ range, would enable this to be further investigated. Whilst this study focussed on the potential differences in perceptions between different age groups, future studies could consider other factors which might influence how body size impacts brand image perceptions. For example, the role of fashion involvement/consciousness, consumer personality or body size, could all be fruitful areas to explore. It could also be interesting to expand the work to consider male consumers. Much research in this area has focussed on women, with limited research on male consumers (Elliott and Elliott, 2005). However, with increasing concerns about male eating disorders (Strother *et al.*, 2012) research which explores the effects of male model body size could be timely.

Previous brand image studies have typically used Aaker’s (1997) Big Five personality dimensions, but given concerns that these may not be relevant for fashion brands (Heine, 2010), this study used consumer interviews to generate appropriate brand characteristic adjectives. Future studies could build upon this

approach, employing a larger and more representative sample to generate brand characteristics which could be used to measure brand image dimensions to ensure that the attributes assessed are those valued by consumers for the particular type of product/service.

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