

Influence of model's body shape on consumer responses: online vs. print ads

Safaa Adil
ESSCA School of Management

Cite as:

Adil Safaa (2020), Influence of model's body shape on consumer responses: online vs. print ads. *Proceedings of the European Marketing Academy*, 49th, (64322)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



Influence of model's body shape on consumer responses: online vs. print ads

Abstract

There exist several studies in marketing and psychology demonstrating the role of perceived body shape in modulating observer's responses. This study aims at investigating how a female advertising model's body size (slim or large) influences consumer memory and evaluations of print and online ads. A folder test procedure was used where ads, with a slim or large body shape, were inserted. Results revealed two key contributions. First, thinner sized models in print ads resulted in consumers memorizing more ads content, expressing more positive attitude and higher purchase intention, whereas large models led to opposite effects. Second, compared to print ads, online ads condition showed hardly any difference between slim and large model ads in term of attitude and purchase intention. These indicate that ads medium can be considered as a useful variable for marketers using large models in advertising.

Keywords: *body shape; advertising; evaluations*

Track: Advertising & Marketing Communications