

The positive influence of larger-sized shoppers on online fashion retailer ratings: The role of consumer gratitude

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Existing studies show that women with larger body sizes prefer online fashion shopping, but how this affects their attitudes and behaviours online remains unclear. This research explores the relationship between consumer body size, seller ratings, and sales for online fashion retailers. Four studies were conducted. First, secondary data from Wish.com (6,509,133 transactions) established links between body size, ratings, and sales. A Prolific study (N=313) replicated these findings, identifying consumer gratitude as a key mechanism. Studies 3 (N=393) and 4 (N=180) tested two moderators: perceived weight stigma and garment colour. Results suggest that larger consumers give higher ratings, driven by gratitude, with those perceiving greater stigma reporting more gratitude. Additionally, we provide some evidence that choosing black clothing can also increase gratitude, likely due to its perceived slimming properties. Our research provides robust evidence that targeting larger-sized consumers benefits retailers through improved ratings, contributing valuable insights on the growing role of consumer body size in marketing.

Keywords: *Larger-sized consumers, Gratitude, Seller ratings, Online fashion retail*

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