

Striking a Pose: How Fashion Models' Postures Shape Consumers' Perceptions

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Abstract

This research examines how variations in fashion models' postures operate as cognitive signals that shape consumers' product valuations. Across a field A/B test and two controlled experiments, dynamic (vs. static) poses reliably increased consumer engagement and willingness to pay. Mediation analyses indicate that dynamic poses trigger production-related inferences, heightening perceived effort and production cost, which in turn enhance perceived value. Providing explicit production information attenuated these effects, suggesting that pose-based inferences reflect heuristic processing and weaken when more diagnostic production information is available. By conceptualizing model posture as a systematic visual cue, this research extends theories of visual communication, heuristic judgment, and online product presentation while offering actionable implications for fashion imagery design and management.

Track: Advertising & Marketing Communications