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Evaluation of advertisements the role of males' self-image and its effect on attitude toward advertisements

Ashley N. Carrel
University of Central Florida



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EVALUATION OF ADVERTISEMENTS: THE ROLE OF MALES' SELF-
IMAGE AND ITS EFFECT ON ATTITUDE TOWARD ADVERTISEMENTS

by

ASHLEY N. CARREL

A thesis submitted in partial fulfillment of the requirements
for the Honors in the Major Program in Marketing
in the College of Business and Administration
and in The Burnett Honors College
at the University of Central Florida
Orlando, Florida

Spring Term 2011

Thesis Chair: Dr. Carolyn Massiah

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ABSTRACT

As consumers, we are bombarded daily with companies advertising their products and services. A growing concern is the unethical use of partially-clothed or nude models and their effects on consumers who often are not even actively searching for information about these products or services. No matter the ethical implications many companies choose this method of promoting their products to the general population. Much research has been done to study the effects that these risqué images have on consumers' self-image and feelings, most commonly though, on females. This research focuses on males as consumers and their attitudes towards advertisements and how it compares to the female consumer. Only when we understand the attitudes toward advertisements can we effectively inform our customer of products and services.

The purpose of this thesis is to explore males and how their self-image and exposure to images in advertising can affect their attitude towards the advertisement. Through the analysis of consumer surveys completed by both males and females, this thesis evaluates how males feel towards authentic advertisements and compare that to their female counterpart. Evidence shows that a consumer's attitude towards an advertisement has an impact on their attitude towards the brand. By discovering how males' attitudes towards advertisements are formed and comparing that to females' attitudes towards advertisements, this thesis aims to make an impact in the marketing discipline to improve advertiser's knowledge and ability to create advertisements that serve a purpose and are considered appealing by consumers- leading them to purchase.

For my mentor, Dr. Carolyn Massiah, for all you have taught me and for being there for me both professionally and personally through this life altering journey,

For my parents and grandparents, thank you for believing in me,

For John Moore, for being a great father to our son and your continued support,

And especially, for my son, Jonathan Moore, for your contagious smile and laughter.

ACKNOWLEDGMENTS

I would like to express my deepest gratitude to all who made this thesis possible. Special thanks to Dr. Carolyn Massiah for serving as my thesis chair and assisting me in finding my purpose in the world of business. I admire your passion for marketing and teaching and am forever grateful for the impact you have made in my life. Thank you Dr. Huifang Mao and Dr. Erin Murdoch for serving on my committee, your advice and guidance are much appreciated. I would also like to thank Denise Crisafi and Kelly Astro for this wonderful opportunity as well as your advice and support.

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INTRODUCTION

In contemporary culture, people come in contact with multiple marketing advertisements through both intentional and accidental exposure on a daily basis. “People are bombarded daily with their culture’s stereotypical images of attractiveness from magazines, television, films, billboards, and other electronic and print media” (Lorenzen 2004, 743). This clutter of advertisements combined with consumers’ busy lifestyles, leads companies to design the most shocking advertisements possible to get noticed quickly. With customer purchase being the goal, these risqué advertisements could actually work against their efforts.

The purpose of advertisements extends beyond grabbing the attention of consumers; they are designed to change attitudes and command behavior (Pollay 1986). Companies, such as a manufacturer of ice-cream, often use sexuality in their advertising to grab the attention of consumers even when it does not directly relate to their product (Elliott, Jones, Benfield & Barlow 1995). While these provocative advertisements capture the attention of consumers, the purpose of changing attitudes and commanding demands can go unfulfilled as offended consumers may refuse to purchase or use these products as a way to show their disapproval of the company. Pollay acknowledged that advertising has an influence on our culture, but its exact effects are unknown (1986).

A considerable amount of research has been done to understand how the use of sexuality in advertising can affect consumers’ level of brand recall and intention to purchase with both favorable and unfavorable conclusions. Belch et al. (1981) found that advertisements with nudity were perceived as more offensive than other types of advertisements. In addition to this finding, females were shown to have stronger negative attitudes towards these advertisements

than males (Belch et al. 1981). On the other hand, Reid and Soley (1983) had slightly contradicting findings in their study that showed a favorable attitude towards advertisements with attractive models of the opposite sex. Reidenbach and McCleary (1983) stated that if these sexual images are too offensive, they may be seen as more unrealistic. However, Severn et al. (1990) found that these sexually implicit images can actually result in favorable attitudes and increase purchase intention. Soley and Kurzbard (1986) stated that in print advertising, sexual images are less effective than those with images of a non-sexual nature.

Purpose of Research

The purpose of this research is to explore males and how their self-image and exposure to images in advertising can affect their attitude towards the advertisement. Through the analysis of consumer surveys completed by both males and females, this research will evaluate how males feel towards authentic advertisements with models in various stages of dress and compare that to their female counterpart. Researching the consumers' self-image level prior to exposure to the advertisement is expected to provide more insight, than has been done in previous research, into how consumer attitudes toward the advertisements are formed. Evidence shows that a consumer's attitude towards an advertisement has an impact on their attitude towards the brand which can affect the likelihood of product purchase. By discovering how males' attitudes towards advertisements are formed and comparing that to females', this research will also provide more insight into creating advertisements that serve their purpose, are tailored to and considered appealing by the targeted consumers, and lead to purchase.

Research Questions

Previous research finds that males do respond differently, with less negative attitudes, towards advertisements with overt sexuality of models than do women. This study is intended to provide more insight into this effect from the perspectives of male consumers and hopes to answer these specific questions:

- Do the perceived self-images of males affect their attitude towards advertisements?
- Are males' attitudes towards the advertisements negatively impacted by the models in various stages of undress?
- Is there a notable difference between males and females and their attitudes towards the advertisements?

LITERATURE REVIEW

Advertisements are designed to program our thoughts and behavior through the art of persuasion. The use of sex appeal in advertising is increasing and becoming more overt as advertisers try to break through the media clutter to capture the attention of consumers and persuade them to purchase their products and services. While female models are used more often than males in these sexually suggestive advertisements, we have seen an increase in the use of male models. "Since the 1980s men's bodies have appeared more frequently in advertising, offering a similarly idealized body to that presented to women" (Elliott & Elliott 2005, 4). Through this advertising, men are being bombarded with images of objectified men in various stages of undress and sexual positioning while showing off unnaturally muscular and lean bodies. Some have likened this objectification of males to that of what females have been facing for decades. However, in spite of the surge in this type of advertising, little research, compared to that focused on women, has explored the exposure of men to the ideal body type (Lorenzen 2004).

While it has been reported that women use models as a point of comparison, it has been assumed that men do not. In a study done by Elliott and Elliott (2005), male respondents attributed body consciousness and vanity to be a female trait. Most males, in the study by Elliott and Elliott (2005), acknowledged the use of males to be just another marketing ploy and that they were not tricked into believing the ideal body type is achievable and therefore realistic. They responded that they understood that advertisers use these images to essentially seduce customers into buying the product by using the shockingly suggestive images. However, many researchers, like Pollay (1986), believe that men are no different from women when confronted

with these ideal bodies in advertising. Pollay (1986) also stated that this use of sexuality in advertising is viewed by some as being pornographic and indecent. This discussion leads to hypothesis H1 and H2.

H1: Consumers will respond more negatively to advertisements with partially-clothed models rather than fully-clothed models.

H2: Males will respond as negatively to the partially-clothed male models used in advertising as females will.

While numerous attributes are utilized to measure the attractiveness of a person, it is body type that is most commonly assessed in men. In advertisements using male models, the ideal image tends to be a strong and physical body type (Kolbe & Albanese 1996). In most instances where a thin male body type is used, the advertisement is for clothing and the male model is most commonly fully dressed. Lorenzen (2004) acknowledges that research conducted with male respondents does show body dissatisfaction amongst men and that the idealized image so common in advertisements today tends to be the muscular physique. Gulas and McKeage said, “Advertising remains largely the realm of beautiful people” (2000, 17, 18). Baird and Grieve (2006) believe that most people compare their bodies to those that they see in advertisements. With this internal comparison of male models’ ideal bodies and male consumers’ self-image, their attitude towards the advertisement can be affected which leads us to H3.

H3: Males with positive self-images will respond less negatively than those with negative self-images in response to the male models used in advertising.

Advocates believe that advertisers should use realistic shaped models in their advertising to protect both men and women from the implications of negative self-image that plague our culture. Another argument is that advertisers should not use realistic models in their advertising campaigns because it is believed that consumers are happy with the advertisements as they are. In the study by Elliott and Elliott (2005) many of the male respondents had negative reactions such as flipping the advertisements over, making jokes and even swearing when the images were perceived as being “too feminine”, “too overtly sexual”, “not manly enough” or “gay”. Since the muscular body type portrays a level of masculinity and with masculinity being an important trait of an advertisement, from the male perspective, the use of these ideal body types appear to be warranted. Richins (1996) believes that some consumers may even enjoy the fantasy of the commercials like that of television and movies. To determine the validity of the research performed by Richins, one could measure the opinions of males on advertisements using male models in various stages of undress and their level of self-perception. The related hypothesis is H4.

H4: Males exposed to models in advertising will more likely experience a negative reaction to the advertisement when models are partially-clothed.

METHODOLOGY

Participants

A power analysis was conducted to determine the number of participants required for this study (Cohen, 1988). The alpha for ANOVA was set at 0.05. To achieve power of 0.80 and a large effect size of ($f^2 = 0.50$), it was determined that a minimum sample size of 160 was required to detect a significant model.

The research sample for the present study consists of undergraduate students enrolled in a Principles of Marketing course at a major southeastern university. Data were collected from 195 participants. The average age of participants was 21.9 years; 48.7 percent were women and 51.3 percent were men. Participants were provided extra credit in their course for participation in the study.

Research Design

Respondents were asked to participate in a study about advertising. They were then provided the survey instrument which first measured individual self-image levels. The survey instrument then showed one of the four types of advertisements that were used in the study which assessed attitude towards the advertisement. The basic model of this research design is illustrated below.

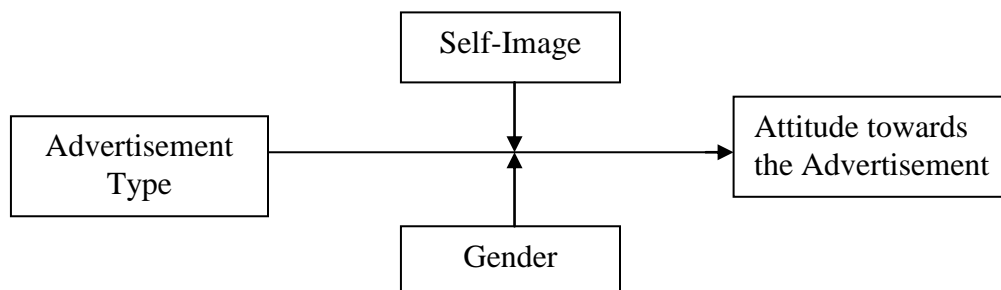


Figure 1: Research Design

Measures

Self-Image. Body self- image was assessed by a subscale of the Offer Self-Image Questionnaire (OSIQ) (Offer, Ostrov, & Howard, 1981). It measures the degree of satisfaction with body image of the respondent on a 7-item scale. Each item is scored on a 6-point Likert scale (1= describes me very well, 6 = does not describe me at all). Marcotte et. al. (2002) report an internal consistency coefficient alpha of .70 with this subset scale. In the present study, the coefficient alpha for the seven-item scale was .79.

Attitude Toward the Ad. Attitude toward the ad was assessed using an 18-item scale designed by Burke and Edell (1986). Each item is scored on a 5-point Likert scale (1 = describes the ad extremely well, 5 = describes the ad not at all well). Burke and Edell (1986) report an internal consistency coefficient alpha of .93 with this scale. In the present study, the coefficient alpha for the 18-item scale was .88.

RESULTS

Analyses of Variance

In order to test the hypotheses, participants were assigned to one of eight conditions. The participants were exposed to one of four different advertisement types. During the analysis, the respondents were categorized in regards to their responses to the self-image questions as having either high or low self-image. The eight conditions include low self-image and fully-clothed male, high self-image and fully-clothed male, low self-image and partially-clothed male, high self-image and partially-clothed male, low self-image and fully-clothed female, high self-image and fully-clothed female, low self-image and partially-clothed female and lastly high self-image and partially-clothed female. Also, gender was considered a key predictor of variance in the dependent variable of interest. The Appendix provides the surveys with the actual stimuli used. The dependent variable was attitude towards the advertisement.

Tests of Hypotheses

A two-way between-subjects analysis of variance was conducted to evaluate the effect of Advertising Type and Self-Image Level on Attitude Towards the Advertisement. The dependent variable was an Attitude toward the Ad rating of 1 to 5. The between subjects factors were Advertising Type with four levels (fully-clothed male model, partially-clothed male model, fully-clothed female model, partially-clothed female model) and Self-Image with two levels (high self-image and low self-image). The means and standard deviations for Attitude Towards the Advertisement as a function of the two factors are presented in Table 1 of the Appendix. The ANOVA indicated no significant interaction between Advertising Type and Self-Image, $F(3,$

187) = .90, $p = .44$, partial $\eta^2 = .01$. The ANOVA also showed no significant main effect for Self-Image, $F(1, 187) = .61$, $p = .43$, partial $\eta^2 = .00$. There was a statistically significant main effect for Advertising Type, $F(1, 187) = 4.15$, $p = .00$; however, the effect size was small (partial eta squared = .06). Post-hoc comparisons using the Tukey HSD test indicated that the mean score for the advertisement with the fully-clothed male model ($M = 2.77$, $SD = .65$) was significantly different from that of advertisements with the partially-clothed female model ($M = 2.42$, $SD = .49$) and the partially-clothed male model ($M = 2.45$, $SD = .59$). The advertisement with the fully-clothed female model ($M=2.66$, $SD = .42$) did not differ significantly from either of the other groups. The results of this analysis show support for H1. See Table 2 in the Appendix for a summary of the 2-way ANOVA.

A two-way between-subjects analysis of variance was conducted to evaluate the effect of Advertising Type and Gender on Attitude Towards the Advertisement. The dependent variable was an Attitude toward the Ad rating of 1 to 5. The between subjects factors were Advertising Type with four levels (fully-clothed male model, partially-clothed male model, fully-clothed female model, partially-clothed female model) and Gender. The means and standard deviations for Attitude Towards the Advertisement as a function of the two factors are presented in Table 3 of the Appendix. The ANOVA indicated no significant interaction between Advertising Type and Gender, $F(3, 187) = 2.00$, $p = .12$, partial $\eta^2 = .03$. The ANOVA also showed no significant main effect for Gender, $F(1, 187) = .20$, $p = .66$, partial $\eta^2 = .00$. The results of this analysis show support for H2. See Table 4 in the Appendix for a summary of the 2-way ANOVA.

In order to test Hypotheses 3 and 4, the respondents were split into two samples by Gender and then a 4 (Advertising Types) x 2 (Self-Image Levels) between subjects analysis of

variance was performed on the male data set with Attitude Towards Ad as the dependent variable. The means and standard deviations for Attitude Towards the Advertisement as a function of the two factors are presented in Table 5 of the Appendix. The ANOVA indicated no significant interaction between Advertising Type and Self-Image Level, $F(3, 92) = .43, p = .73$, partial $\eta^2 = .01$. The ANOVA also showed no significant main effects for Advertisement Type, $F(1, 92) = 1.15, p = .33$, partial $\eta^2 = .04$ or self-Image level, $F(1, 92) = .00, p = .98$, partial $\eta^2 = .00$. The results of this analysis do not show support for H3 or H4. See Table 6 in the Appendix for a summary of the 2-way ANOVA.

Finally, a 4 (Advertising Types) x 2 (Self-Image Levels) between subjects analysis of variance was performed on the female data set with Attitude Towards Ad as the dependent variable. The means and standard deviations for Attitude Towards the Advertisement as a function of the two factors are presented in Table 7 of the Appendix. The ANOVA indicated no significant interaction between Advertising Type and Self-Image Level, $F(3, 87) = 2.15, p = .10$, partial $\eta^2 = .07$. The ANOVA also showed no significant main effects for Self-Image Level, $F(1, 87) = 1.21, p = .27$, partial $\eta^2 = .01$ or Self-Image Level, $F(1, 92) = .00, p = .98$, partial $\eta^2 = .00$.

With the female sample, there was a statistically significant main effect for Advertising Type, $F(3, 87) = 5.85, p = .00$, partial $\eta^2 = .17$. Post-hoc comparisons using the Tukey HSD test indicated that the mean score for the advertisement with the fully-clothed male model ($M = 2.91$, $SD = .66$) was significantly different from that of advertisements with the partially-clothed female model ($M = 2.32$, $SD = .46$) and the partially-clothed male model ($M = 2.49$, $SD = .55$). The advertisement with the fully-clothed female model ($M=2.59$, $SD = .43$) did not differ

significantly from either of the other groups. See Table 8 in the Appendix for a summary of the 2-way ANOVA.

DISCUSSION

Conclusions

This study shows that when consumers view advertisements, there is a more positive attitude towards advertisements with fully-clothed models than those advertisements with models that are partially-clothed. While this study suggests that consumers do react more negatively to advertisements with partially-clothed models than to those advertisements with fully-clothed models, it is due to the type of advertisement viewed and not to the consumers' self-images. Interestingly, gender did not play a role in the Attitude Towards the Advertisements as it was found that there was not a significant difference in how males and females reacted to the advertisements shown. It was also found that the Attitude Towards the Advertisement in both males and females were not affected by self-image. However, it was established that females' Attitude Towards the Advertisement was affected by the advertisement type whereas males' attitudes were not.

Implications for Marketing Managers

The conclusions formed from this study are helpful to marketing managers when making decisions regarding the types of advertisements created to not only reach their target markets but to entice them to purchase. In our culture it is becoming ever more common to see advertisements with images of models in little to no dress which are deemed by today's society as "risqué" and unethical; and just as a child who behaves poorly to gain acknowledgement, while successful, the attention received by these actions are negative in nature.

Most marketers understand that success is dependent on many factors, but one key component is a loyal customer. Furthermore, they understand that to sell their company's products, they must build relationships with their customers in order to survive long term. To reach consumers, marketers create advertisements to entice the consumer to desire a product which in turn will lead to purchase of the product or service. With consumer purchasing behavior being dependent not only on external influences but also internal influences such as attitudes, beliefs and feelings, it is important for these marketers to start the relationship building process with their advertisements. If a consumer is disgusted or angered by a company's advertisement there is little chance of purchase and even a smaller chance of that consumer becoming loyal to the company. In cases of intense competition, an advertising mistake can work against the company and drive a consumer in to the "arms" a competitor.

With this research, marketing managers will see that the type of advertisement does have an impact on the attitudes of customers which as stated before is an internal influence that drives customer purchasing behavior. While true that in this study males were shown to be unaffected by both advertisement type and self-image, females were shown to be affected by advertisement type. This is important to note because as Razzouk, Seitz and Capo acknowledged, advertisements should be geared to both sexes rather than one over the other since either may be making the purchasing decision (2007). It is through the initial purchase that a customer can experience the product and brand as a whole which may or may not lead to customer loyalty and repeat purchase. With advertisements being a tool used to promote product adoption and the realization through this study that there was a more positive attitude towards fully-clothed

models than models only partially-clothed one could infer that to have a greater consumer purchase impact, marketers would choose the more ethical option.

APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL



University of Central Florida Institutional Review Board
Office of Research & Commercialization
12201 Research Parkway, Suite 501
Orlando, Florida 32826-3246
Telephone: 407-823-2901 or 407-882-2276
www.research.ucf.edu/compliance/irb.html

Approval of Exempt Human Research

From: **UCF Institutional Review Board #1
FWA00000351, IRB00001138**

To: **Ashley N Carrel**

Date: **March 03, 2011**

Dear Researcher:

On 3/3/2011, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review: UCF Initial Review Submission Form
Project Title: Advertising's Ideal Male and His Effect on the Self-Image of Males
Investigator: Ashley N Carrel
IRB Number: SBE-11-07432
Funding Agency: N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Joseph Bielitzki, DVM, UCF IRB Chair, this letter is signed by:

Signature applied by Janice Turchin on 03/03/2011 12:34:38 PM EST

A handwritten signature in black ink that reads 'Janice Turchin'.

IRB Coordinator

APPENDIX B: FULLY-CLOTHED MALE MODEL AD TYPE

Ad Survey-3

Instructions: Please tell us how much you agree or disagree with the following statements by circling the corresponding number.

1. The recent changes in my body have given me some satisfaction.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

2. In the past year I have been very worried about my health.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

3. The picture I have of myself in the future satisfies me.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

4. I am proud of my body.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

5. I seem to be forced to imitate the people I like.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

6. Very often I think I am not at all the person I would like to be.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

7. I frequently feel ugly and unattractive.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

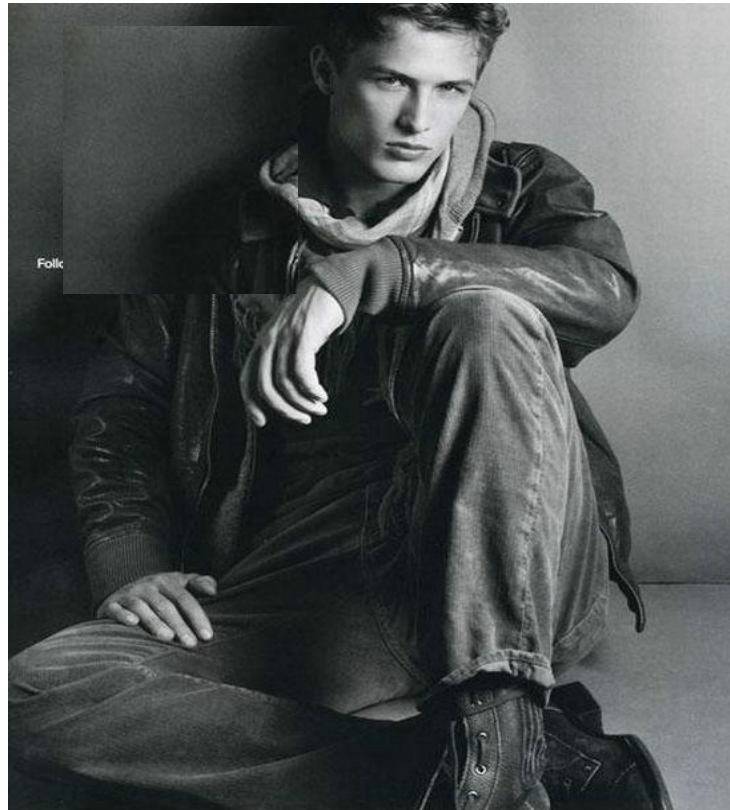
8. When others look at me they must think that I am poorly developed.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

9. I feel strong and healthy.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

Instructions: Please view the following ad and tell us how well you think each of the words listed below describes the ad you have just seen by circling the corresponding number. We are interested in your thoughts about the ad, not the brand or product class.



1. Believable

Not at all
Well
1

Not Very
Well
2

Fairly
Well
3

Very
Well
4

Extremely
Well
5

2. For Me

Not at all
Well
1

Not Very
Well
2

Fairly
Well
3

Very
Well
4

Extremely
Well
5

3. Informative

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

4. Interesting

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

5. Irritating

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

6. Meaningful to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

7. Phony

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

8. Ridiculous

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

9. Terrible

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

10. Valuable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

11. Worth Remembering

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

12. Convincing

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

13. Important to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

14. Stupid

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

15. Realistic Situation

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

16. Original

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

17. Intelligent

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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18. Makes me want to buy

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
-------------------------	-----------------------	---------------------	-------------------	------------------------

Instructions: Please tell us about yourself. This information will help us in our research efforts. Your cooperation is greatly appreciated and your answers will be held in strictest confidence.

1. What is your gender? (please circle one)

Male Female

2. What is your age? _____

3. What is your own yearly income? (please circle one)

- \$0 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$15,000
- \$15,001 - \$20,000
- \$20,001 or more

4. What is your marital status? (please circle one)

Single

Living with Partner

Married

Divorced

5. What is your race? (please circle one)

Caucasian or White

African American or Black

Hispanic

Asian

American Indian or Alaska Native

Other: _____

APPENDIX C: PARTIALLY-CLOTHED MALE MODEL AD TYPE

Ad Survey-4

Instructions: Please tell us how much you agree or disagree with the following statements by circling the corresponding number.

1. The recent changes in my body have given me some satisfaction.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

2. In the past year I have been very worried about my health.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

3. The picture I have of myself in the future satisfies me.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

4. I am proud of my body.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

5. I seem to be forced to imitate the people I like.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

6. Very often I think I am not at all the person I would like to be.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

7. I frequently feel ugly and unattractive.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

8. When others look at me they must think that I am poorly developed.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
---------------------------	---------------	--------------	------------	------------------------

9. I feel strong and healthy.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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Instructions: Please view the following ad and tell us how well you think each of the words listed below describes the ad you have just seen by circling the corresponding number. We are interested in your thoughts about the ad, not the brand or product class.



1. Believable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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2. For Me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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3. Informative

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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4. Interesting

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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5. Irritating

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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6. Meaningful to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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7. Phony

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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8. Ridiculous

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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9. Terrible

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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10. Valuable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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11. Worth Remembering

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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12. Convincing

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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13. Important to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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14. Stupid

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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15. Realistic Situation

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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16. Original

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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17. Intelligent

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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18. Makes me want to buy

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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Instructions: Please tell us about yourself. This information will help us in our research efforts. Your cooperation is greatly appreciated and your answers will be held in strictest confidence.

1. What is your gender? (please circle one)

Male Female

2. What is your age? _____

3. What is your own yearly income? (please circle one)

- \$0 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$15,000
- \$15,001 - \$20,000
- \$20,001 or more

4. What is your marital status? (please circle one)

Single

Living with Partner

Married

Divorced

5. What is your race? (please circle one)

Caucasian or White

African American or Black

Hispanic

Asian

American Indian or Alaska Native

Other: _____

APPENDIX D: FULLY-CLOTHED FEMALE MODEL AD TYPE

Ad Survey - 1

Instructions: Please tell us how much you agree or disagree with the following statements by circling the corresponding number.

1. The recent changes in my body have given me some satisfaction.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

2. In the past year I have been very worried about my health.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3. The picture I have of myself in the future satisfies me.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

4. I am proud of my body.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

5. I seem to be forced to imitate the people I like.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

6. Very often I think I am not at all the person I would like to be.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

7. I frequently feel ugly and unattractive.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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8. When others look at me they must think that I am poorly developed.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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9. I feel strong and healthy.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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Instructions: Please view the following ad and tell us how well you think each of the words listed below describes the ad you have just seen by circling the corresponding number. We are interested in your thoughts about the ad, not the brand or product class.



1. Believable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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2. For Me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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3. Informative

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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4. Interesting

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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5. Irritating

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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6. Meaningful to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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7. Phony

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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8. Ridiculous

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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9. Terrible

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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10. Valuable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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11. Worth Remembering

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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12. Convincing

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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13. Important to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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14. Stupid

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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15. Realistic Situation

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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16. Original

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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17. Intelligent

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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18. Makes me want to buy

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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Instructions: Please tell us about yourself. This information will help us in our research efforts. Your cooperation is greatly appreciated and your answers will be held in strictest confidence.

1. What is your gender? (please circle one)

Male Female

2. What is your age? _____

3. What is your own yearly income? (please circle one)

- \$0 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$15,000
- \$15,001 - \$20,000
- \$20,001 or more

4. What is your marital status? (please circle one)

Single

Living with Partner

Married

Divorced

5. What is your race? (please circle one)

Caucasian or White

African American or Black

Hispanic

Asian

American Indian or Alaska Native

Other: _____

APPENDIX E: PARTIALLY-CLOTHED FEMALE MODEL AD TYPE

Ad Survey - 2

Instructions: Please tell us how much you agree or disagree with the following statements by circling the corresponding number.

1. The recent changes in my body have given me some satisfaction.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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2. In the past year I have been very worried about my health.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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3. The picture I have of myself in the future satisfies me.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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4. I am proud of my body.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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5. I seem to be forced to imitate the people I like.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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6. Very often I think I am not at all the person I would like to be.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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7. I frequently feel ugly and unattractive.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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8. When others look at me they must think that I am poorly developed.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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9. I feel strong and healthy.

Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
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Instructions: Please view the following ad and tell us how well you think each of the words listed below describes the ad you have just seen by circling the corresponding number. We are interested in your thoughts about the ad, not the brand or product class.



1. Believable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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2. For Me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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3. Informative

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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4. Interesting

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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5. Irritating

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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6. Meaningful to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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7. Phony

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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8. Ridiculous

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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9. Terrible

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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10. Valuable

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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11. Worth Remembering

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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12. Convincing

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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13. Important to me

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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14. Stupid

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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15. Realistic Situation

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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16. Original

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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17. Intelligent

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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18. Makes me want to buy

Not at all Well 1	Not Very Well 2	Fairly Well 3	Very Well 4	Extremely Well 5
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Instructions: Please tell us about yourself. This information will help us in our research efforts. Your cooperation is greatly appreciated and your answers will be held in strictest confidence.

1. What is your gender? (please circle one)

Male Female

2. What is your age? _____

3. What is your own yearly income? (please circle one)

- \$0 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$15,000
- \$15,001 - \$20,000
- \$20,001 or more

4. What is your marital status? (please circle one)

Single

Living with Partner

Married

Divorced

5. What is your race? (please circle one)

Caucasian or White

African American or Black

Hispanic

Asian

American Indian or Alaska Native

Other: _____

APPENDIX F: RESEARCH RESULTS TABLES

TABLE 1**Means and Standard Deviations for Attitude Towards Advertisement**

Advertising Type	Self-Image Level	Mean	SD
Fully-Clothed Female Model	High	2.64	.51
	Low	2.68	.35
Partially-Clothed Female Model	High	2.37	.52
	Low	2.47	.45
Fully-Clothed Male Model	High	2.86	.67
	Low	2.65	.63
Partially-Clothed Male Model	High	2.54	.65
	Low	2.37	.54

TABLE 2**Two-Way Analysis of Variance (DV = Attitude Towards the Advertisement)**

Source	S.S.	df	F-value
Advertisement Type (AT)	3.73	3	4.15
Self-Image (SI)	.18	1	.61
AT x SI	.81	3	.90
Error	56.01	187	

Corrected Model: $R^2 = .08$; $F = 2.41$; $p = .02$

TABLE 3**Means and Standard Deviations for Attitude Towards Advertisement**

Advertising Type	Gender	Mean	SD
Fully-Clothed Female Model	Female	2.60	.43
	Male	2.71	.42
Partially-Clothed Female Model	Female	2.32	.46
	Male	2.49	.50
Fully-Clothed Male Model	Female	2.91	.66
	Male	2.59	.60
Partially-Clothed Male Model	Female	2.49	.55
	Male	2.39	.66

TABLE 4**Two-Way Analysis of Variance (DV = Attitude Towards the Advertisement)**

Source	S.S.	df	F-value
Advertisement Type (AT)	3.91	3	4.41
Gender (G)	.06	1	.20
AT x G	1.77	3	2.00
Error	56.01	187	

Corrected Model: $R^2 = .10$; $F = 2.85$; $p = .01$

TABLE 5**Means and Standard Deviations for Attitude Towards Advertisement***

Advertising Type	Self-Image Level	Mean	SD
Fully-Clothed Female Model	High	2.64	.57
	Low	2.75	.30
Partially-Clothed Female Model	High	2.47	.52
	Low	2.52	.50
Fully-Clothed Male Model	High	2.66	.58
	Low	2.43	.66
Partially-Clothed Male Model	High	2.36	.71
	Low	2.44	.60

**Male Respondents Only*

TABLE 6**Two-Way Analysis of Variance (DV = Attitude Towards the Advertisement)***

Source	S.S.	df	F-value
Advertisement Type (AT)	1.04	3	1.15
Self-Image (SI)	.00	1	.00
AT x SI	.39	3	.43
Error	27.55	92	

Corrected Model: $R^2 = .06$; $F = .83$; $p = .57$

**Male Respondents Only*

TABLE 7**Means and Standard Deviations for Attitude Towards Advertisement***

Advertising Type	Self-Image Level	Mean	SD
Fully-Clothed Female Model	High	2.65	.46
	Low	2.54	.42
Partially-Clothed Female Model	High	2.06	.46
	Low	2.43	.43
Fully-Clothed Male Model	High	3.10	.71
	Low	2.76	.60
Partially-Clothed Male Model	High	2.76	.51
	Low	2.33	.53

*Female Respondents Only

TABLE 8**Two-Way Analysis of Variance (DV = Attitude Towards the Advertisement)***

Source	S.S.	df	F-value
Advertisement Type (AT)	4.97	3	5.85
Self-Image (SI)	.34	1	1.21
AT x SI	1.83	3	2.15
Error	24.62	87	

Corrected Model: $R^2 = .22$; $F = 3.56$; $p = .00$

*Female Respondents Only

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