THE INFLUENCE OF MODEL BODY SIZE AND RACE ON BODY IMAGE DISSATISFACTION AND ADVERTISING EFFECTIVENESS AMONG INDONESIAN GEN Y FEMALES

Diani Ayudya Maharani, Darene Christina Dearythee and Artha Sejati Ananda*

Creative Marketing Program, Management Department, BINUS Business School Master
Program, Bina Nusantara University, Jakarta, Indonesia 11480

*Corresponding Author

ABSTRACT

Fashion industry in Indonesia tend to utilize models with certain body size and race characteristics. Many conducted research on negative effects obtained through media exposure of model body size on body image, however, overlooked the importance of model race that turned out to have an influence on customers which when these factors were combined it would form model appearance that could have negative impacts including body dissatisfaction, attitudes toward the ads and purchase intention. This research develops a concept using the theory of social comparison. The study utilizes 180 Indonesian millennial respondents who responded to the web-conducted survey. Results reveal that there is a direct and significant influence of the model look on body dissatisfaction, attitudes toward the ads and purchase intention. Therefore, this research provides knowledge and information that can help the fashion designer, fashion industry, advertising and media to realize the significance of body size and race on models for millennials especially females.

Key words: Body size, body image, model race, body dissatisfaction, attitude, purchase intention

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1. INTRODUCTION

Media including print, electronic and social media holds a significant job in shaping the ideals of social and culture of thin body and beauty (Cash & Pruzinsky, 2002; Tiggemann, 2004) and it has progressively portrayed ideal appearance for women that emphasize thinness (Fouts

& Burggraf, 2000; Seifert, 2005). Results from experimental studies suggest women who have been exposed to thin models images will do a comparison between themselves and others and it is usually done with people they consider better than them, those people tend to feel dissatisfied with their body, tend to have high anxiety and depression on body and self-esteem, and have a great impact on psychological dysfunctions (Cash & Pruzinsky, 2002; Hargreaves & Tiggemann, 2004; Kim & Lennon, 2007; Richins, 1991). Further researches found that average-size models give better results toward the brands which are advertised by them and gives higher purchase intentions compared to thin-ideal models (Bower & Landreth, 2001; Caballero, Lumpkin, & Madden, 1989; Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Tsai & Chang, 2007).

Studying the characteristics and satisfaction of the body for Asian women is important because of the growing trend to have the body much like portrayed by the media, which displays accordingly to the Western standards (Iijima-Hall, 1995; Matsuura, Fujimura, Nozawa, Iida, & Hirayama, 1992). Few research has discussed about cross-racial study despite women from one racial background may react differently to models from different races, they will react more positively looking at models from their own race or the same race as the consumers (Keh et al., 2016). In Western world, people are trying to become slim and have fairer skin, along with the increase of socio-economic status (Furnham & Alibhai, 1983) and it is possible for the population of non-Western countries like Indonesia as they become more affluent and get more exposure from Western media on the internet and will provide a higher risk with the increasing levels of body dissatisfaction as well, regardless of ethnicity or culture.

The fashion industry has the tendency to endorse young Caucasian models with low Body Mass Index (Rodgers, R. F., Ziff, S., Lowy, A. S., Yu, K., & Austin, S. B. 2017). One conducted research in the International Journal of Eating Disorder suggested that 81% of the sample of 85 fashion models had a BMI under 18.5. The same thing goes for Indonesia, Indonesians consider foreigners to be having preferred physical characteristics over their own. A pointed nose, fairer skin tone, and tall height represent the physical characteristics of foreigners that are exceptionally appreciated in Indonesian culture. People with these physical attributes are viewed as better looking and most of the advertisements in Indonesia portray skinny female endorsers with light skin and long locks, as these characteristics are considered attractive (Prianti, 2018). However, in reality, average Indonesian women have medium to tan skin and have a mean BMI of 23.4 according to data in 20114 (WHO, 2014). Hence, this study aims to provide insight regarding the possibility to use more realistic body size and racially more relevant models to accommodate higher ad effectiveness and be more socially conscious for fashion marketing or advertising professionals in developing their strategies.

1.1. Research Problem

Images on mass media are essential factors of the physical look culture and have become an influential aspect in constructing physical appearance norms (Field et al., 1999; Levine, Smolak, & Hayden, 1994). Inside of well-known fashion magazines is found an awful lot of thin models, which leads to the increasing level of thin-idealized model image (Cash & Pruzinsky, 2002; Jung, 2006; Kim & Lennon, 2007). Before the images being advertised, they must go through an editing process using Photoshop to make their waist and thighs look smaller, change the shape of their face to be thinner, and the color of their skin become lighter, because they are considered deficient to represent the brand (Rieke et al., 2016). Despite findings show that idealizing thin models give a negative effect on body image, the use of thin models, which consumers find more interesting, can also increase trust and buying intentions that will ultimately generate profits for the brands (Baker & Churchill, 1977;

Petroshius & Crocker, 1989; Till & Busler, 2000), thus believed to generate higher ads effectiveness.

The use of skinny models turns have an adverse effect on business, especially for the fashion industry as it is often the main cause of body image problems (BBC, 2017), because consumers who saw thin models become dissatisfied with their bodies and have no purchase intent on the products promoted by the model, thus leading in loss of sales and customers. Victoria's Secret, a lingerie brand that frequently uses thin models, faced a serious problem with a decline in sales from $7.8 billion in 2016 and decrease to $7.4 billion in 2017 because the thin models ultimately made consumers not interested to purchase and Victoria's Secret lost their customers (Danziger, 2018). Moreover, brands are insisting to drop the exclusive use of the thin-ideal models in their advertisement (Pounders & Mabry-Flynn, 2019).

Social and cultural elements have dominant impacts on the advancement of body-perception to create a physical look culture that dignifies, fortifies, and models the social norm of aesthetic appearance (Thompson, Heinberg, Altabe, & Tantleff-Dunn, 1999). This suggests that there might be different ideas of ideal body image that shape consumers' response to models with different shapes across the countries and cultures. Asian females which generally have the physical appearance that may be dissimilar to the Western beauty standard, have the tendency to uphold mainstream beauty standards in the same manner to White females, consequently also suffer from higher body dissatisfaction after exposure to common standards of beauty (Chin & McConnel, 2003).

Moreover, model body race is also another attribute in model look that influences consumer evaluations of ads. Globally, skin color is an important factor that is highlighted by someone in carrying out an ethnic assessment (Breland 1998; Brunsma & Rockquemore, 2001; Maddox & Gray, 2002), people with lighter skin tone will be more appreciated almost everywhere (Hochschild & Weaver, 2007), hence most advertisements are dominated by light-skinned models (Kinra 1997). The fashion industry considers that fashion brands and customers will get negative results if the industry does not see the model in a certain way such as body size that must be thin, race, religion and their ability to appear in covers, advertisements, and runways (Dahir, 2019). Based on the Diversity Report, out of the 9,538 models booked in 373 shows that season, among 80% of them were White (Denardo, 2015). According to the interviews conducted by Vogue, one of the models, Candice Huffine, revealed that she had been rejected by almost all of the fashion agencies she met because she had a curvy body and only 1 agency accepted her. As well as Chanel Iman, a dark skin model, she stated that oftentimes fashion agencies did not even take a look at her book because of her skin color (Vogue, 2019). Darker-skinned models have been told by fashion companies that one dark-skinned model is a sufficient representation and they only use one or a couple of members of an underrepresented racial group just to accomplish the absolute minimum of racial diversity (Handa, 2019).

Fashion industry is an important industry in Indonesia, an emerging market. It is the second highest contributor to Indonesia's creative economy at 18.01% with 4.05% GDP growth rate (Shihab, 2019). Most of the advertisements shown in Indonesia mostly use lighter-skinned female models with thin ideal figures and long hair (Prianti, 2013), this can cause dissatisfaction among women because of the discrepancy in their physical appearance and the models in advertisements. White models shown in advertising are often considered more capable of representing Indonesian beauty, however this representation of beauty is considered a practice of racism in the Indonesian context, because the idealized beauty of a white skin figure cannot represent the beauty of Indonesian women, who generally have sawo-matang skin tone (Rovi'atin, 2010). This white-ideal mentality is highly influenced by the Dutch colonialism in Indonesia, as it reinforced the society's glorification of light skin,

where the image of Caucasian white females were viewed as the crown of beauty in advertisements at that moment (Singson, 2017).

The current study is focused on the influence of the fashion model's bodies and race on body perception and advertisement effectiveness level to evaluate the attitude towards the advertising and purchase intention as past studies highly suggest that these constructs are impactful and linked to consumer purchase behavior such as a substantial relationship exists within body image satisfaction and fashion buying intention (Manuel, Connell, Lenda, & Presley, 2010). The problem in the influence of model body size and model race featured on fashion advertisement is widely discussed, however only a few studies are discussed in Indonesia (Ichsani, 2016; Prianti, 2013, 2018). This research is carried out in Indonesia using Generation Y respondents in Indonesia. How the different body type and ethnicities of fashion models affects Indonesian Generation Y female consumers' body-perception corresponding to their body dissatisfaction, attitude toward the ads and purchase intent will be evaluated. The importance of this issue to be discussed in Indonesia is because according to some research, there is a problem regarding the body image of Indonesian women which tends to be negative and one of the forming factors that can influence female body dissatisfaction is media exposure, especially in advertisements (Dittmar, 2009; Kasiyan, 2012; Kim & Lenon, 2007; Mask & Blanchard, 2010).

1.2. Gen Y Females

Millennials are a major power in the retail market, in 2003, they spent $ 97.3 billion per year; of those two-thirds of apparel and 10% for personal care (Bakewell & Mitchell, 2003). Millennial women would spend most of their money on shopping (Rieke et al, 2016) and In Indonesia, this group have the biggest proportion of new clothing; 41% of millennials stated they have purchased more or less half of the garment they own in the past year alone, significantly higher compared to those of the Baby Boomers age group, who stated to only shopped 17% of their garment last year. It is also reported that two thirds of Indonesian millennials have thrown clothes away at some point in the past year and twenty five percent of them have thrown away more than ten pieces of clothing from their wardrobe in the past year.

In addition, young women tend to be seven times more conscious with their body image compared to their careers, it shows how concerned they are regarding their body image (HR News, 2017). Previous research also found that Generation Y are very easily influenced by advertising in the media (Kernan, 2018) and social networks have become vital for Millennials in their decision-making process (Vijay & Varsha, 2013). The selection of models, magazine advice, social media, tv/ film partially influences body image satisfaction in millennials.

1.3. Previous Studies on Body Image Portrayal in Ads

Earlier studies (D'Alessandro and Chitty, 2011; Yu, 2014; Ichsani, 2016; Keh et al., 2016) proposed that the Western media have been intensely delineating thin-ideal models on their commercials for the purpose of gaining the maximum attractions to the shoppers and the media plays an important role in setting the ideal image of beauty, which comprises of being tall, skinny, and fair looking, which are oftentimes depicted by White female models. The presentation of these pictures trigger appearance-related social comparisons among women, which lead to dissatisfaction of their body, dietary problem, and even depression. This problem often occurs in Asian countries as well, where there is a discrepancy between the population's general physical appearance and Western models.

A study on female college students who were presented to thin-idealized model pictures show more elevated level body dissatisfaction and lower advertisements effectiveness contrasted to those who were being given non-idealized model images and the utilisation of more relevant or non-ideal model pictures may generate in better body image in fashion ads (Yu, 2014). Another study on Chinese shoppers indicated that the presentation of Western thin-ideal models affected the confidence of Chinese female buyers and utilising more relevant or normal-sized model pictures in fact produce better promotions effectiveness (Keh, H. T., Park, I. H., Kelly, S., and Du, X., 2016).

Similar finding from a study among 50 Chinese female members from an Australian college suggested that despite the utilization of thin-ideal models creates more attraction in the ads contrasted with heavier models, the impact of an idealized model on body image depends on the character of the social comparison, and it is recommended that the utilization of a more sensible model could be similarly as effective as the skinnier counterpart (D'Alessandro and Chitty, 2011). On account of Indonesian female customers, the familiarity of the model has an effect in the degree of ads effectiveness and they indicated higher buying intent when being presented to the average-sized Indonesian model in contrast to skinnier Indonesian models. In any case, when they were presented to a foreign model, it didn't influence their body satisfaction, as they comprehend that models ought to have engaging physical attributes to make engaging quality to purchasers (Ichsani, 2016).

From the researches referenced above, it can be concluded that generally model body size and racial origin do influence the body image, attitude towards advertisements, and ads effectiveness among females purchasers. More relevant to the audience models (more average body size model, local raced models which implies Indonesian model with a *sawo-matang* or brownies tone) affects the level of body satisfaction, as women feel happier with their bodies when they are being exposed to more relevant models (Ichsani, 2016) while the exposure to ideal model (fair-skinned, thin, Caucasian model) increases women's body dissatisfaction (D'Alessandro and Chitty, 2011). In addition, these researches recommended that the utilization of more relevant models to the audience on advertisements could be as powerful as the idealized ones.

2. THEORETICAL FRAMEWORK: SOCIAL COMPARISON THEORY

Social comparison theory is used for this research as a basis for exploration to find out how women assess their body and race by comparing them with the ideal models (Caucasian models with thin body size and fair-skinned) that are contained in fashion advertisements. Social comparison is the assessment of someone about certain things that they have and compare them with others (Jones, 2001). In this theory, there are two factors that distinguish one from another, upward and downward comparison. The first factor is the Upward comparison, where the social comparison is done by choosing a comparison object which is considered better than them (Coulson, 2010). Different case with Downward comparison, here individuals choose the comparison object which is considered worse than them (Coulson, 2010). Festinger revealed that most individuals tend to make comparisons with objects that they think are better than them, an upward comparison (Festinger, 1954). Based on several researches, compared to extremely thin or highly attractive models, when models with the average size are in the advertising, it generates more positive attitudes, also the purchase intention of consumers is greater than thin models (Bower & Landreth, 2001; Caballero, Lumpkin, & Madden, 1989; Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Tsai & Chang, 2007). A common race between models and consumers also provides more favorable appeal to consumers (Klohnen and Luo 2003), because consumers will do a comparison and have the perception that the model has similarity to their race (Martin et al., 2004).

2.1. Media Influences on Body Image

According to Grogan (1999), in general body image is when individuals have perception and feeling regarding their body and also their physical appearance. Previous studies found that individuals, especially women who have been exposed to thin-idealized models in mass media including magazines and television have a higher body dissatisfaction than women who were not or they were only exposed to non-idealized models (Bissell & Rask, 2010; Hargreaves & Tiggemann, 2004). When hiring models, designers and advertisers focus on the 'look' which refers to their physical appearance that might attract consumers so they will buy products being modeled. There are several aspects of looks that they focus on, including body and clothing size (Mears and Finlay, 2005). When we take a look at The National Organization for Women, they often highlight there is a big gap between the body size which is ideal that is contained in fashion advertising and average body size in reality. Nowadays approximately 23% of fashion model body sizes are lower when compared to average size women, when compared to 20 years ago where the difference was around 8% (Fox, 1997).

Models' racial background is also another important attribute that can hugely affect dissatisfaction of individuals' body, attitude towards advertising, and purchase intent because race or ethnicity is a factor that can trigger the identity salience of an individual. In Indonesia, many brands, whether it is local or foreign, often use foreign models to market their products. Consequently, many Indonesian consumers are ultimately exposed to foreign models and that exposure is raised by Western penetration through global brands which are often seen through multiple media (Keh et al, 2016). However, using local races models has proven to give a positive impact to consumers regarding their body image because they tend to have a satisfying feeling with their bodies after seeing a local ethnic model, regardless of the model's body shape. Consumer familiarity with the model gives positive appeal, so their attitude towards the ad is likely to be positive and tend to have intentions to purchase the product (Martin et al., 2004). These two independent variables were used for this study; model body size and model race were combined into 'model look' in order to generalize and simplify the observed variables.

According to a literature review of the negative impact on body image of the mass media, it can be hypothesized that media exposure to thin-idealized models would give higher negative impacts on body satisfaction than average size models. Women who are exposed to thin models will show more negative attitudes toward the ad because they feel anxious about their body and will not be attracted to the ad and the brand. Contrarily, average-sized models shown in the ad have been found to be more effective for products related to appearance. Compared to thin models, females who are exposed to average-sized models feel more satisfied with their bodies and show more positive attitudes such as being interested in the ad and the brand (Bower, 2001; Halliwell & Dittmar, 2004; Holmstrom, 2004). The exposure to ads using Western or Caucasian models can increase body dissatisfaction among females (D'Alessandro, 2011), including Indonesian females, when they were exposed to idealized-look models (Caucasian look, thin body size with white skin colour), they would have higher body dissatisfaction, however this impact did not occur when exposed to Indonesian models who had average body size and sawo-matang skin tone (Ichsani, 2016).

Consumers purchase intention is one of the main factors that marketing managers use in making estimates for future sales and to estimate the impact of the actions that they will or have done on consumer behavior in making purchases (Morwitz, V., 2012). The reason why marketers need models to advertise their products is that through these models it can influence consumers' purchase intentions because if consumers find the appearance of the model is attractive, it increases purchase intention for the product (Wang et al., 2013). Based on the experimental studies by Groesz et al. (2002), it has been concluded that after seeing images of

thin models, females will give a more negative attitude when compared to after they see images of average or plus size models. Advertisements featuring Asian models have great potential to generate positive reactions and attract attention from Asians (Taylor & Stern 1997), because they can associate their look with the structure of themselves with the models (Martin et al., 2004). There is a positive attraction when consumers see the local ethnic model because consumers feel familiar and it affects their attitude towards advertising which tends to be positive and trigger purchases (Martin et al., 2004).

H1a: Gen Y females exposed to idealized-look model images are more likely to feel dissatisfied with their body

H1b: Gen Y females exposed to idealized-look model images are less likely to show positive attitudes toward the ads

H1c: Gen Y females exposed to idealized-look model images are less likely to purchase the advertised products, compared to those Gen Y females exposed to average look model images in fashion ads

2.2. The Effectiveness of Advertising Regarding Model Look

Advertising effectiveness indicates to what extent an advertisement achieves the intent (Lavidge & Steiner, 1961). This research in accordance with Yu (2014) regarding the ads effectiveness was conceptualized as being controlled by attitude towards the advertisement and buying intention toward the items publicized. In this research, advertising effectiveness was determined by attitudes toward the advertisement and intention to buy toward the products advertised. Attitudes become an important predictor for consumers in determining products or services (Oskamp, 1999). Consumer attitudes toward an advertisement have been defined as a tendency for them to respond, and the response can be a positive or even negative and this can be a profitable or even unprofitable way to stimulate advertising during the situation where they were being exposed (Mackenzie, Lutz & Belch, 1986; Biehal, Stephens & Curlo, 1992). Model appearance does not only affect the attitude toward the ads, but it can also affect a consumer's purchase intention. Purchase intention can be categorized as the cognitive-behavioral element of the consumer on how an individual considers buying a particular brand (Hosein, 2011). An attractive female or male model may fill in as a viable source of information for an item which is attractive related (Kamins 1990). However, more studies revealed that models with an average body size is proven to have a positive impact including giving a positive attitude to the ads and encouraging consumers to make purchases when compared to a thin-model (Bower & Landreth, 2001; Caballero, Lumpkin, & Madden, 1989; Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Tsai & Chang, 2007).

Because of the correlation between appeal and source credibility, a skinny model is bound to be a more tenable source than a plus-size model, since she is regarded to be more appealing (Joseph, 1982; Kahle & Homer, 1985; Simon, Berkowitz, & Moyer, 1970). However, recent studies found that when female models with realistic body sizes are used (fairly slim to moderately overweight) and are introduced in a way where the model looks attractive, it would be likely that there will be no distinctions in source credibility and attractiveness versus a skinnier model, and that only body-perception might be influenced (Smeesters & Mandel, 2006). Based on few studies, it was hypothesized that for appearance-related products, the use of idealized-look models in ads may cause higher body dissatisfaction in consumers so that it decreases the effectiveness of the ads as the consumers feel less confident with the way the look (Bower & Landerth, 2001; Halliwell & Dittmar, 2004). According to Yu (2014), women

who indicated a positive attitude toward the advertisements were bound to react with buying intent than women who demonstrated a more negative attitude toward the advertisements.

H2a: Gen Y females with higher body dissatisfaction are less inclined to give a positive attitude toward the advertisement

H2b: Gen Y females with greater body dissatisfaction are less inclined to buy the article on the ads, in comparison with those with less body dissatisfaction.

H3: Gen Y females who show positive attitudes toward the ads are more likely to purchase the advertised products, compared to those who show less positive attitudes toward the ads.

2.3 Conceptual Model
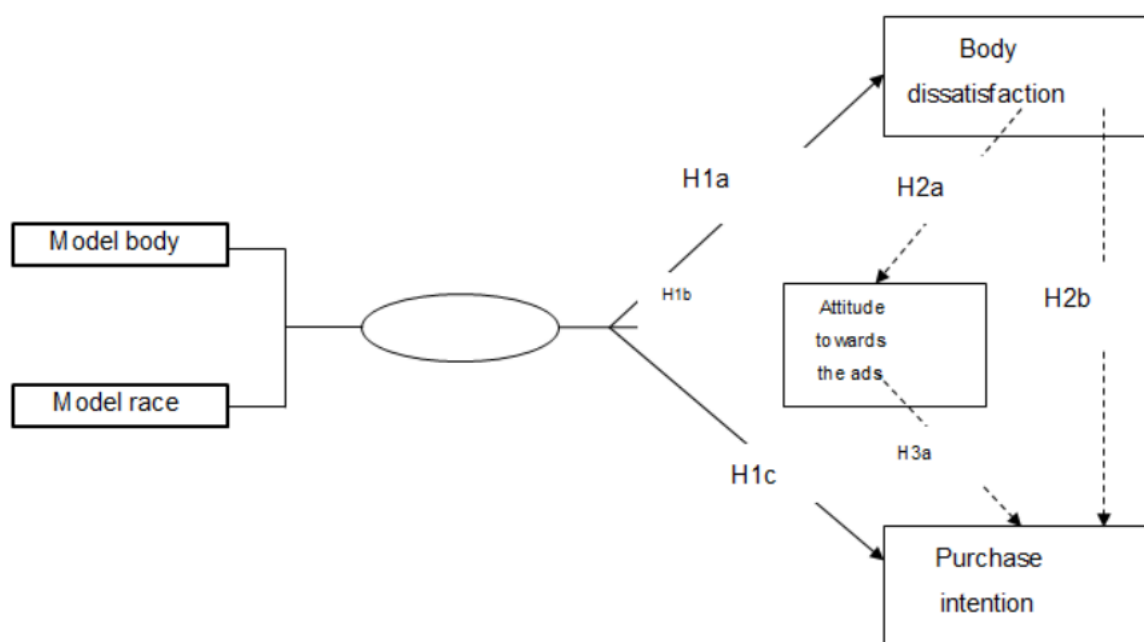

Figure 1 Research framework

3. METHODOLOGY

The survey conducted for this study was web-conducted, using three different model stimuli. The explanation for this chapter is about the chosen methods which are applied to support this research.

3.1. Research Design

In this research, a quantitative causal study methodology is used to delineate one or more factors that are impacting the level of body image satisfaction, attitudes, and purchase intent. From pre-conducted research of 30 participants by the authors, it has shown that the three most preferred model races by Indonesian female Millennials are (1) Caucasian, (2) East Asian, and (3) Indonesian. The experimental study used a 2 (model body size: thin versus average size) × 3 (model race: Caucasian versus East Asian versus Indonesian), as the authors also referred to 2 model body sizes that are being favored in Indonesia.

3.2. Research Scale

For this research, the authors applied questionnaire distribution in order to obtain the desired number of research participants in which, for the questionnaire, the authors implemented 5-point Likert scales. Likert scale method used for ordered scale which makes it easy for respondents to select one option, where that option is the best choice based on their views about a particular issue and through that way it can be measured by the attitude of the respondents by seeking their intensity regarding whether they agree or not with some questions or statements.

The odd scale is used to eliminate the bias caused by abstainers, to allow participants to remain neutral and not forced to express an either-or opinion so that more accurate data analysis can be provided. The questions and statements are arranged on a 5-point Likert scale using the typical scales "Very Disagree, Neutral, Agree, Strongly Agree" and "Very Likely, Somewhat Likely, Neutral, Somewhat Unlikely, Very Unlikely" depending on the context of the question or statement given to respondents.

Numerical rating scale type questions are used in the survey to indicate respondents' subjective opinions of the model stimuli on a five-point numerical scale. Respondents are being asked to rate the level of interest, believableness, and attractiveness of the stimuli given. The scale is composed of 1 to 5 with 1 being the lowest and 5 being the highest.

3.3. Research Stimuli Development

For this research, stimuli are developed by digitally manipulating fashion model images, making the same outfit worn by (1) light-skinned Caucasian model that has a thin body size, (2) light-skinned Caucasian model that has a plus-body sized, (3) light-skinned East Asian model that has a thin body size, (4) light-skinned plus-sized East Asian model, (5) medium tan-skinned thin Indonesian model, and (6) medium tan-skinned plus-sized Indonesian model. Stimuli were developed with research team judgement and agreement. Utilizing different tools on Photoshop CS6 to develop the different appearance of the model, while the outfit and the background remain the same. This method is used to make sure that there are no other characteristics that might influence the attractiveness of the model. As sampled below.

Figure 2 Sample of Stimuli

3.4. Time Horizon

Cross-sectional for the time horizon is performed for this research because of the limited time available to do this research. The study of cross-sectional is used to collect the data in a certain time that researchers do through respondents, only measured once.

3.5. Sampling Method

To test these hypotheses, we performed a non-probability technique to obtain representative data from a sample formed using the convenient sampling method from 180 participants that proportionally represent the characteristics of the underlying population. Selected purpose samples who had agreed to take the survey will be sent a link to the web survey via email or personal messages.

3.6. Unit of Analysis

This research will represent gen Y female consumers in Indonesia. The population that we are studying is Generation Y Indonesian women, born between 1981 to 1996, it means they are around 23 to 38 years old living in Jakarta (South, West, North, East, Central). This city was chosen because it is the capital of Indonesia, where most of the biggest modern shopping centers are located and have the highest number of online shoppers in the country. According to the most recent data from The World Bank in 2018, 55% of Indonesian live in urban areas, therefore Jakarta may represent different cultures of Indonesia.

3.7. Data Collection Method

Primary and secondary data is used for this research. Primary data is original data which was obtained first by the researchers which can be generated from interviews, observations, surveys, questionnaires (Surbhi, 2016). Primary data used in this research were obtained by creating six stimuli that are developed by digitally manipulating fashion model images. 180 participants who had volunteered to take the survey will be sent a link to the web survey via email or personal messages. The secondary data is used for this research as a second-hand information that has been previously collected and recorded by other people who have their own purposes.

3.8. Data Analysis

From 180 participants we divided them into 6 different groups consisting of 30 individuals which every group was being distributed with a single stimulus in responding to 3 dependent variables; (1) body dissatisfaction, (2) attitude towards the ads, and (3) purchase intention. Results of each group were further analyzed by using SmartPLS to see the general trend of 180 participants.

4. RESULT AND FURTHER DISCUSSION

4.1. PLS Data Analysis

Data processing used in this study is the SmartPLS application. SmartPLS was chosen to simplify the research data analysis by dividing the number of respondents in 6 groups with each of the group being specifically created to respond to one stimulus with three variables; body dissatisfaction, their attitude towards the advertising and the last one is purchase intention. The data that has been filled in by respondents is put together in tabulation data types of CSV (Comma Separated Values). This data processing is aimed to determine the shape of the model, loading factor, the significance of each latent variable. Data processing using PLS is done by running data so that its validity and reliability are met.

Table 1 Results of Exploratory Factor Analysis

| No.	Constructs	Factor Loading	Cronbach's α
1	Body Dissatisfaction		.889
1a	No weight/size dissatisfaction/extreme weight/size dissatisfaction	.667	
1b	No overall appearance dissatisfaction/extreme overall appearance dissatisfaction	.677	
1c	No body shape dissatisfaction/extreme body shape dissatisfaction	.597	
2	Attitude toward the ads		.906
2a	Dull/interesting	.798	
2b	Unappealing/appealing	.815	
2c	Unbelievable/believable	.685	
2d	Unimpressive/impressive	.805	
2e	Unattractive/attractive	.826	
2f	Uninformative/informative	.566	
2g	Confusing/clear	.588	
3	Purchase intention		.895
3a	Would you like to try the products shown in the ads?	.554	
3b	Would you buy the products shown in the ads if you happened to see them in a store?	.568	
3c	Would you actively seek out the products shown in the ads in a store to purchase it?	.551	

4.1.1. Analysis of the measurement model (Outer Model)

Examining individual results which are obtained from convergent validity, average variance extracted, Cronbach's alpha, also composite reliability is an evaluation of the measurement model which can be seen by the value of outer loadings. There are 3 latent variables described in this study with 13 manifests. There are 3 manifest variables found in body dissatisfaction, attitude toward the ads variable consists of 7 manifest variables, and 3 manifest variables in the purchase intention. The measurement model analysis in this study is conducted to examine whether the model really has the required level of validity and reliability. Tests are carried out on indicators forming latent constructs, using Confirmatory Factor Analysis (CFA).

4.1.1.1. Convergent Validity

The measurement model based on convergent validity using reflective indicators is evaluated by correlation between item and construct scores which are projected by PLS. This test shows that there is a fulfillment of the criteria on the indicator loading factor value on validity test, because the loading factor of each indicator (question item) is higher than 0.5. Based on Chin, 1998 (in Ghozali & Latan, 2015), it can be considered sufficient when the measurement scale of loading values is 0.5 to 0.6 at the initial research stage. The figure below is the result of loading factors on each indicator:
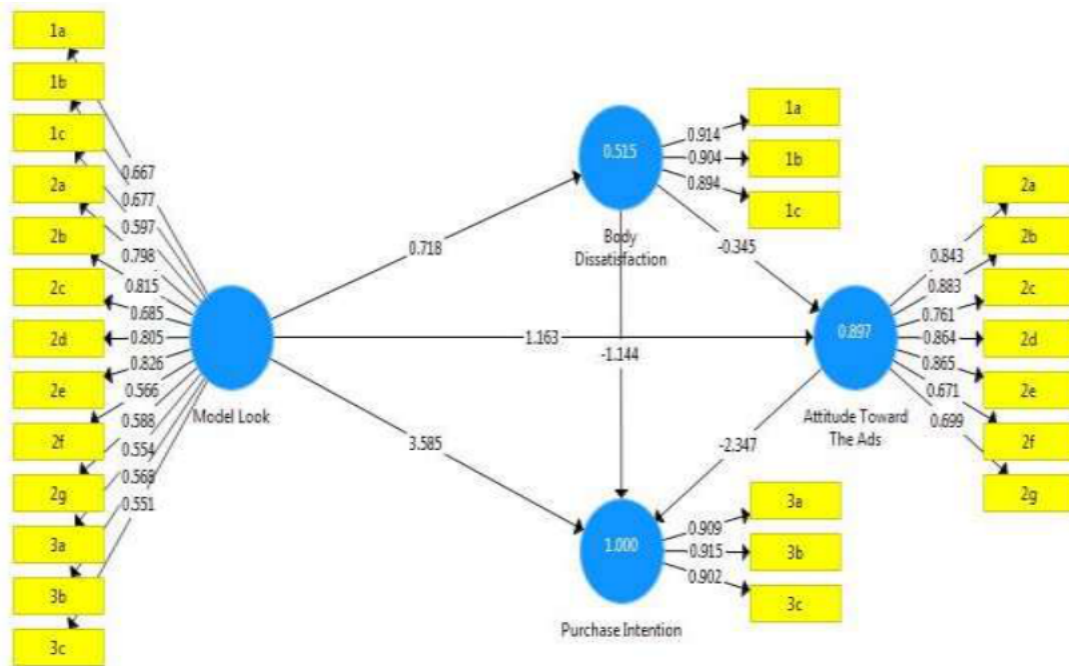
Figure 3 First Order Confirmatory Factor Analysis
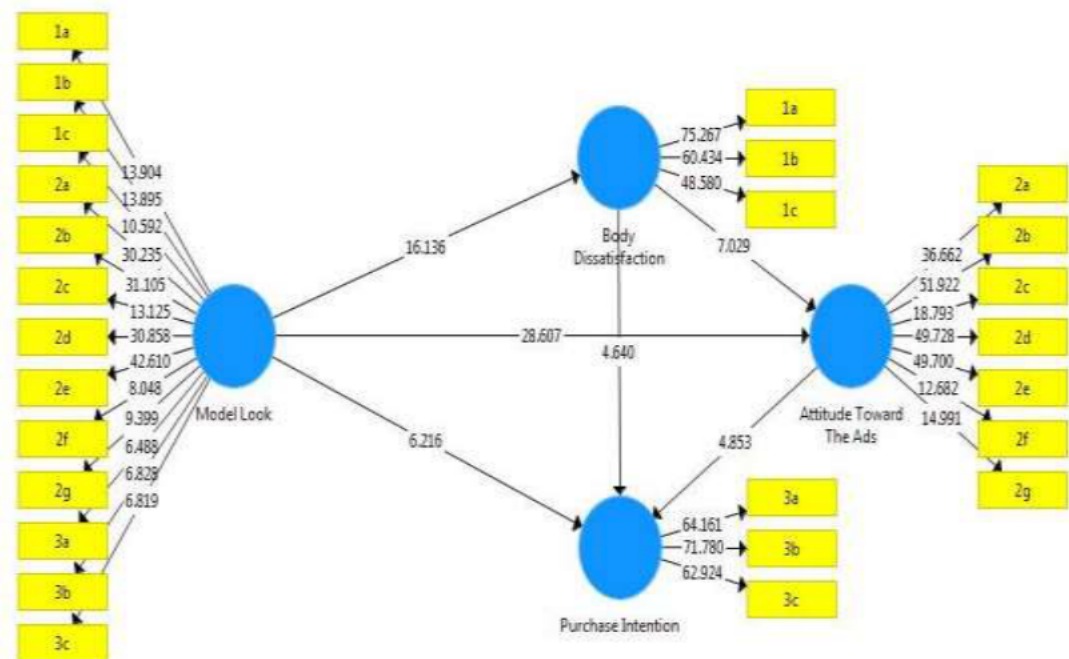
Figure 4 T-statistic Value Path Chart

The results of the test contained in Figure 3 and 4 are recapitulated and explained as follows are recapitulated and explained as follows:

Table 2 Confirmatory Factor Analysis (CFA) Body Dissatisfaction

Indikator <- Variabel	Original Sample	T Statistics	P Values	Result
1a <- Body Dissatisfaction	.914	75.267	.000	Valid
1b <- Body Dissatisfaction	.904	60.434	.000	Valid
1c <- Body Dissatisfaction	.894	48.580	.000	Valid

Based on the table above, it appears that the overall CFA first order loading factor shows that the variable meets the requirements of convergent validity because the original sample which is the loading factor is higher than 0.5 and the value of t-statistic is higher than 1.96. The meaning of this evaluation is that all indicators are considered valid as a measurement to their respective variables in the body dissatisfaction variable.

Table 3 Confirmatory Factor Analysis (CFA) Attitude Toward The Ads

Indikator <- Variabel	Original Sample	T Statistics	P Values	Result
2a <- Attitude Toward The Ads	.843	36.662	.000	Valid
2b <- Attitude Toward The Ads	.883	51.922	.000	Valid
2c <- Attitude Toward The Ads	.761	18.793	.000	Valid
2d <- Attitude Toward The Ads	.864	49.728	.000	Valid
2e <- Attitude Toward The Ads	.865	49.700	.000	Valid
2f <- Attitude Toward The Ads	.671	12.682	.000	Valid
2g <- Attitude Toward The Ads	.699	14.991	.000	Valid

Based on the table above, it appears that the overall CFA first order loading factor shows the requirements of convergent validity have been met by the model because the value contained in the loading factor is greater than 0.5 and the value of t-statistic is more than 1.96. The understanding is that all indicators can be used as a measurement tool for each variable in the attitude variable towards advertising because the indicators are valid.

Table 4 Confirmatory Factor Analysis (CFA) Purchase intention

Indikator <- Variabel	Original Sample	T Statistics	P Values	Result
3a <- Purchase Intention	.909	64.161	.000	Valid
3b <- Purchase Intention	.915	71.780	.000	Valid
3c <- Purchase Intention	.902	62.924	.000	Valid

According to the table above, it appears that the overall CFA first order loading factor shows that the value of loading factor is greater than 0.5 also the value of t-statistic is more than 1.96. It means the model meets the requirements of convergent validity. All indicators are declared as valid to be a measurement tool for every variable in the purchase intention variable.

4.1.1.2 Average Variance Extracted (AVE)

Discriminant validity is stated to be sufficient on the model which can be seen from the value of AVE, it is considered to be valid when the value contained in AVE is calculated higher than 0.5 (Yamin & Kurniawan, 2011). From the data processing the following results are obtained:

Table 5 Average Variance Extracted (AVE)

Variable	(AVE)
Body Dissatisfaction	.818
Attitude Toward The Ads	.643
Purchase Intention	.826

The table 5 shows that all of the values which contained in AVE are calculated to be greater than 0.5, explaining that all variables contained in the estimated model have met the criteria in discriminant validity (valid).

4.1.1.3 Composite Reliability

For our understanding, when the value of composite reliability output is more than 0.7 then it shows that the construction is reliable (Yamin & Kurniawan, 2011). Here are the outputs from Composite Reliability and Cronbach's Alpha:

Table 6 Composite Reliability and Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability
Body Dissatisfaction	.889	.931
Attitude Toward The Ads	.906	.926
Purchase Intention	.895	.934

The results of construct reliability testing as presented in the table above, indicates the Composite Reliability and the values of Cronbach's Alpha through all latent variables > 0.70. Therefore, all dimensions in measuring latent variables in the estimated model are stated to be reliable. Thus testing the structural model which is the inner model can be continued.

4.1.2. Structural Model Analysis (Inner Model) Model

R^2 and the value of the path coefficient are used to evaluate the structural model contained in the PLS for the dependent and independent variables where the dependent variable uses R^2 and the independent variable uses the path coefficient which its significance can be assessed based on the values contained in the t-statistics for each path. The inner model or called a structural model is tested to evaluate the relationship between variables, R^2 also the significance values of this research model. Bootstrapping resampling methods are used to test the hypothesis. The test statistic used for this research is the t-test statistic.

Table 7 Structural Model Evaluation

Variable	R Square	Percentage
Body Dissatisfaction	.515	51.5%
Attitude Toward The Ads	.897	89.7%
Purchase Intention	1.000	100%

The results obtained through the test that can be seen in table 6 shows the value of R^2 in body dissatisfaction is calculated as 0.515 > 0.5 is moderate, as it were, the variable of body dissatisfaction is affected by the variable of model look with a percentage of 51.5%, while the rest (48.5%) factor is not analyzed in this investigation. The variable of attitude towards the

ads has an R Square value of 0.897> 0.75 which is classified as strong, in other words that the attitude variable towards advertising is praised by the model look and body dissatisfaction of 89.7%, while the remaining 10.3% is a factor that is not examined in the study. While the R-square value of purchase intention of 1.00> 0.75 is classified as strong, this indicates that the variable of purchase intention is influenced by model look, body dissatisfaction and attitude towards the advertising, which is 100%.

4.1.2.1 Direct Effect Hypothesis Testing

By the results obtained through the experimental research, then this research tested it using several hypotheses that have been written to see whether there is a significant relationship between variables and connected to the previous studies.

4.1.2.1.1 The Effect of Model Look to Body Dissatisfaction

To see the significance of this direct effect, hypothesis testing is performed through the bootstrapping procedure with the following results:

H1a: Gen Y females exposed to idealized-look model images are more likely to feel dissatisfied with their body

H_a: There is a significant direct effect between the model look on body dissatisfaction.

H_o: There is no significant direct effect between the look model on body dissatisfaction.

Table 8 Test Result of Direct Effect and Statistical Significance Test of Model Look on Body Dissatisfaction

	Original Sample	T Statistics	P Values	Result
Model Look -> Body Dissatisfaction	.718	16.136	.000	Significant

The test results shown in table 8 show a path coefficient of 0.718 significant at t-statistic 16,136> t-table 1.96 and at P-value 0.000 is lower than the significance level of 0.05. Through these values it can be stated that the H1a which says *Gen Y females exposed to idealized-look model images are more likely to feel dissatisfied with their body* can be accepted, or in other words the model look has a significant effect on body dissatisfaction. This is in line with the research conducted by Yu (2014), which found that model body size positively affected body dissatisfaction after the model exposure. Also in accordance with past studies which found that individuals especially women who have been exposed to thin-idealized models and Caucasian models with white fair skin in advertisements, mass media including magazines and television they have a higher dissatisfaction on their body than women who were were only exposed to non-idealized models (Bissell & Rask, 2010; Hargreaves & Tiggemann, 2004; Ichsani, 2016) and agrees with a research from Ichsani (2016) which found Indonesian females who were exposed to idealized-look models (Caucasian look, thin body size with white skin colour) has given the body dissatisfaction, however this impact did not occur for those who were exposed to Indonesian models who had average body size and sawo-matang skin tone (Ichsani, 2016).

4.1.2.1.2 The Effect of Model Look on Attitudes toward the Ads

To test the significance of the direct effect, hypothesis testing is performed through the bootstrapping procedure with the following results:

H1b: Gen Y females exposed to idealized-look model images are less likely to show positive attitudes toward the ads

H_a: There is a direct effect between the model look on the attitude towards the ads.

H_o: There is no direct effect between the model look on the attitudes toward the ads.

Table 9 Direct Effect Testing and Significance Test of Model Look to Attitude Towards the Ads Result

	Original Sample	T Statistics	P Values	Result
Model Look -> Attitude Toward The Ads	1.163	28.607	.000	Significant

The test results shown in table 9 show a path coefficient of 1,163 significant at t-statistics 28,607 > T-table 1.96 and at P-value 0.000 < significance level of 0.05. Thus, the *H1b: Gen Y females exposed to idealized-look model images are less likely to show positive attitudes toward the ads* can be accepted, or in other words there is an impact given by the model look on attitude toward the advertisements. The result of this research is in line with the research of Yu (2014), which found that model body size negatively influenced attitudes toward the ads. It means that the exposure of idealized-look model images has a negative impact on the consumer's attitude toward the ads, they become disinterested in the ads. From the results that have been obtained, this research also agrees with the research conducted by Taylor and Stern (1997) regarding advertisements featuring Asian models give a great potential to generate positive reactions and attract attention from Asians.

4.1.2.1.3 The Effect of Model Look on Purchase Intention

To see whether this direct effect is significant or not, hypothesis testing is performed through the bootstrapping procedure with the following results:

H1c: Gen Y females exposed to idealized-look model images are less likely to purchase the advertised products, compared to those Gen Y females exposed to average look model images in fashion ads.

H_a: There is a direct effect between the look model on purchase intention.

H_o: Direct effect does not exist between the model look on purchase intention.

Table 10 Direct Effect and Significance Test of Model Look to Purchase Intention Result

	Original Sample	T Statistics	P Values	Result
Model Look -> Purchase Intention	3.585	6.216	.000	Significant

The test results shown in table above, it appears that the path coefficient of 3,585 is significant at the t-statistic 6,216 < t-table 1.96 and also the P-value is 0.000 < 0.05 which is the significance level. With this explanation, it can be concluded that the H1c which contains

Gen Y females exposed to idealized-look model images are less likely to purchase the advertised products, compared to those Gen Y females exposed to average look model images in fashion ads can be accepted, or in other words the significant effect of the model look is found on the purchase intention. So, this research is in accordance with the exploratory investigation by Ichsani (2016), which found that the body shape and familiarity of the model is relied upon to build promotional appeal and buying intent and this impact does not occur to those who are exposed to Caucasian look models (Ichsani, 2016). This research also in line with the past researches regarding models that have an average body size is proven to have a positive impact including giving a positive attitude to the ads and encouraging consumers to make purchases when compared to a thin-model (Bower & Landreth, 2001; Caballero, Lumpkin, & Madden, 1989; Dittmar & Howard, 2004; Halliwell & Dittmar, 2004; Tsai & Chang, 2007).

4.1.2.1.4 The Effect of Body Dissatisfaction on Attitudes toward The Ads

To check the direct effect is significant or not, the hypothesis testing is performed through bootstrapping procedure with the following results:

H2a: Gen Y females with higher body dissatisfaction are less inclined to give a positive attitude toward the advertisement

Ha: There is a significant effect between body dissatisfaction on attitude toward the ads.

Ho: Direct effect does not exist between body dissatisfaction and attitude toward the ads.

Table 11 Direct Effect and Significance Test of Body Dissatisfaction Against the Attitudes Toward The Ads Result

	Original Sample	T Statistics	P Values	Keterangan
Body Dissatisfaction -> Attitude Toward The Ads	- .345	7.029	.000	Significant

The test results shown in table 11 show a path coefficient of -0,345 significant at t-statistic 7,029 > t-table 1.96 and at P-value 0.000 is lower than the significance level of 0.05. H2a which reveals that *Gen Y females with higher body dissatisfaction are less inclined to give a positive attitude toward the advertisement* can be accepted, or in other words body dissatisfaction has a significant influence on attitude toward the ads. Thus, this research contradicts with Yu (2014), who based on the research found that females' body dissatisfaction after model exposure did not affect their attitude toward the ads. However, according to the result then this research agrees with Bower & Landreth (2001); Halimar and Dittmar (2004) which revealed the exposure to skinny models in commercials may result in the increase of body dissatisfaction and subsequently reducing ads effectiveness for buyers that are unsatisfied about the way they look.

4.1.2.1.5 The Effect of Body Dissatisfaction on Purchase Intention

To check the significance of the direct effect, hypothesis testing is performed through the bootstrapping procedure with the following results:

H2b: Gen Y females with greater body dissatisfaction are less inclined to buy the article on the ads, in comparison with those with less body dissatisfaction.

Ha: There is a significant effect between body dissatisfaction on purchase intention.

Ho: There is no significant effect between body dissatisfaction on purchase intention.

Table 12 Test Result of Direct Effect and Test of Significance towards Body Dissatisfaction on Purchase Intention

	Original Sample	**T Statistics**	**P Values**	**Result**
Body Dissatisfaction -> Purchase Intention	-1.144	4.640	.000	Significant

The test results shown in table 12 show a path coefficient of -1,144 significant at t-statistic 4,640> t-table 1.96 and at P-value 0.000 is smaller than the significance level of 0.05. Thus the H2b which states that *Gen Y females with greater* body dissatisfaction *are less inclined to buy the article on the ads, in comparison with those with less body dissatisfaction* can be accepted, or in other words the body dissatisfaction has a significant effect on purchase intention. Through these results it can be concluded that this research is consistent with Halliwell and Dittmar (2004), revealing that the exposure to skinny models in commercials has led to higher body dissatisfaction and was not any more effective than average size models on attitude towards the advertisements and purchase intention. However, this result is contrary to the research conducted by Yu (2014), who found that females' *body* dissatisfaction after model exposure did not have a significant impact on purchase intent.

4.1.2.1.6 *The Effect of Attitude Towards the Ads on Purchase Intention*

To see whether this direct effect is significant or not, hypothesis testing is performed through the bootstrapping procedure with the following results:

H3: Gen Y females who show positive attitudes toward the ads are more likely to purchase the advertised products, compared to those who show less positive attitudes toward the ads.

Ha: There is a significant influence between attitude towards the ads on purchase intention.

Ho: There is no significant effect between attitude towards the ads on purchase intention.

Table 13 Direct Effect and Significance Test of Attitude Towards the Ads to Purchase Intention Result

	Original Sample	**T Statistics**	**P Values**	**Result**
Attitude Towards the Ads -> Purchase Intention	-2.347	4.853	.000	Significant

The test results shown in table above, it appears that the path coefficient of -2,347 is significant at the t-statistic 4,853 > t-table 1.96 and also the P-value is 0,000 < 0.05 which is the significance level. With this explanation, it can be concluded that H3 that contains *Gen Y females who show positive attitudes toward the ads are more likely to purchase the advertised products, compared to those who show less positive attitudes toward the ads* can be accepted, or in other words attitude towards the ads has a significant effect on purchase intention. This outcome supported the findings of Yu (2014) that exhibited attitude towards the advertisements has a significant and positive effect on purchase intention. The respondents

that indicated positive attitudes toward the advertisement were bound to react with purchase intent than respondents that demonstrated more negative attitudes toward the advertisements.

5. CONCLUSION AND SUGGESTION FOR FURTHER RESEARCHES

Based upon the findings, formulation, and research objectives of this study, it may be inferred that all of the hypotheses are proven to be correct, which means there is a significant relationship between the model body size and race on body dissatisfaction, attitudes toward the ads and purchase intention. There is also a significant relationship between body dissatisfaction with attitudes toward the ads and purchase intention, and attitudes toward the ads with purchase intention. The discoveries prove prior research that acknowledge a more positive ads effectiveness of more realistic model body size images (Bower & Landreth, 2001; Caballero et al., 1989; Dittmar & Howard, 2004; Halliwell & Dittmar, 2004) and support the study by Yu (2014) that found that higher levels of body dissatisfaction after the exposure of idealized-looking model advertising did not have a substantial influence on buying intent.

The findings of this research show that there are limitations which provide ideas or insights for further studies. The present research discusses the effect of the model look with millennial female respondents in Jakarta which does not provide certainty that all millennials will have the same effect, so more respondents are needed to represent it. This strategy focuses on advertising in the fashion industry, different effects might be seen from different industries. More diverse models also can be used for future research including model age, height, skin color to see whether adding these variables will still affect the body dissatisfaction, attitudes toward the advertisement and intention to buy towards consumers.

5.1. Theoretical and Managerial Implications

This research contributes to the understanding of body image by looking at it from the body size and race of the models that have an impact on body dissatisfaction, attitudes toward the ads and purchase intention through the study of Indonesian fashion consumers. With the social comparison theory, this research agrees with the explanation of this theory that indeed people often make comparisons between themselves and others. This theory makes this research find a new factor, where it turns out that model body size is not only the one factor that makes the consumers compare themselves with models but model race is also an important factor that they use to compare themselves with the models. For individuals, especially millennials it is proven that they tend to feel body dissatisfaction, giving attitudes which are negative for the ads and does not encourage them to make purchase intentions for products advertised by the objects that they think are better than them, which is considered as ideal. The findings of this studies can be used as a material for consideration and evaluation for the fashion industry or business because this research focuses on the fashion industry, however it should be kept in mind that other industries may not have the same exact problems, impacts and implications.

This research gives information and knowledge which can be applied regarding the choice of model look in fashion ads. Furthermore, with the problems that have been identified, the results suggest that the use of idealized model look do not necessarily give the positive effect as expected, therefore this study provide a reference for improvements in the selection of model look for the fashion advertisements, which means fashion marketers should be more open minded and socially responsible in choosing models because of the major impact it has on consumers and also on the business. Through theories explained and survey results from respondents, it can help the fashion industry to be more selective and reconsider about the selection of model to advertise the brand and be more open minded in regard to the possibility

of using more diversely appearance model that are more suitable to their target market which can reduce the negative impacts including body dissatisfaction. This research can also be used as a comparison, to provide a solution by identifying the strengths and weaknesses that exist then the improvements can be made through the business development. For those who aspire to enter the fashion business, especially those who are likely to use models in their advertisement, the findings of this research can be used as literature to understand the ins and outs of the fashion business that have an impact on the body image through real experience.

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