

Preface

I have written the present thesis as part of my university/research assistant occupation at the Department of Marketing and International Management.

First, I would like to thank my supervisor and the head of department Prof. Dr. Ralf Terlutter for suggesting the interesting topic of my thesis and for his support and understanding during the whole process of the compilation of the thesis.

Furthermore, I would like to express my gratitude for the personal and professional support of my second evaluator, Prof. Dr. Sonja Grabner-Kräuter. She has always generously spared time and shared her own opinions with me.

Moreover, I would like to thank the department. I particularly thank my colleagues Johanna Röttl, who always listened and made working on my thesis fun, Manuela Pirker, who always had good advice, and Sonja Bidmon, who always encouraged me.

During my time as a research assistant, I had the chance to spend three weeks as a visiting scholar at the Auckland University of Technology, New Zealand. At this point, I would like to thank Andrew Parsons, head of the Marketing, Advertising, Retailing and Sales Department, for inviting and hosting me, as well as the rest of the department for welcoming and collaborating with me. Martin Waiguny, in particular, dedicated a lot of his time to support me in my research (from the beginning of my scientific career as a Master's student), but also made my time as a visiting scholar unforgettable. Many thanks for that.

I also want to thank my interviewers, who recruited participants for the studies, as well as the participants, who were essential for this thesis.

Moreover, special thanks is dedicated to the institutions that have supported the thesis financially (Verein zur Förderung der Wirtschaftswissenschaften, Stipendium zur Förderung wissenschaftlicher Arbeiten, Forschungsrat: Förderung eines Forschungsaufenthaltes).

Finally, yet importantly, I want to thank my friends, my family and my boyfriend for the unconditional love and support during every single phase of my thesis. Thank you, Manfred Brauneis, for listening; thank you, Ulrike Brauneis, for cooking; thank you, Alexander Brauneis, for giving me advice on more than one occasion; thank you, Kristin Brauneis, for traveling with me; and finally, thank you, Florian Weisskircher, for being there and always believing in me. I would not have made it this far without all of you.

Sabrina Brauneis

The Relationship of Body Weight and Skepticism
towards Advertising

Brauneis, S.

2016, XXI, 197 p. 48 illus., Softcover

ISBN: 978-3-658-14860-7