

Figure 1 Structure of the thesis



Figure 2 Overweight and obesity among the Austrian population (according to gender and age) (Statistik Austria, 2015a)

Category	BMI
underweight	< 18.5
very severely underweight	< 16
severley underweight	16-17
underweight	17 - 18.5
normal weight	18.5 - 25
overweight	> 25
obesity	> 30
obese class I (moderately obese)	30-35
obese class II (severely obese)	35-40
obese class III (very severely obese)	> 40

Table 1: Classification of BMI for adults (WHO, 2013)

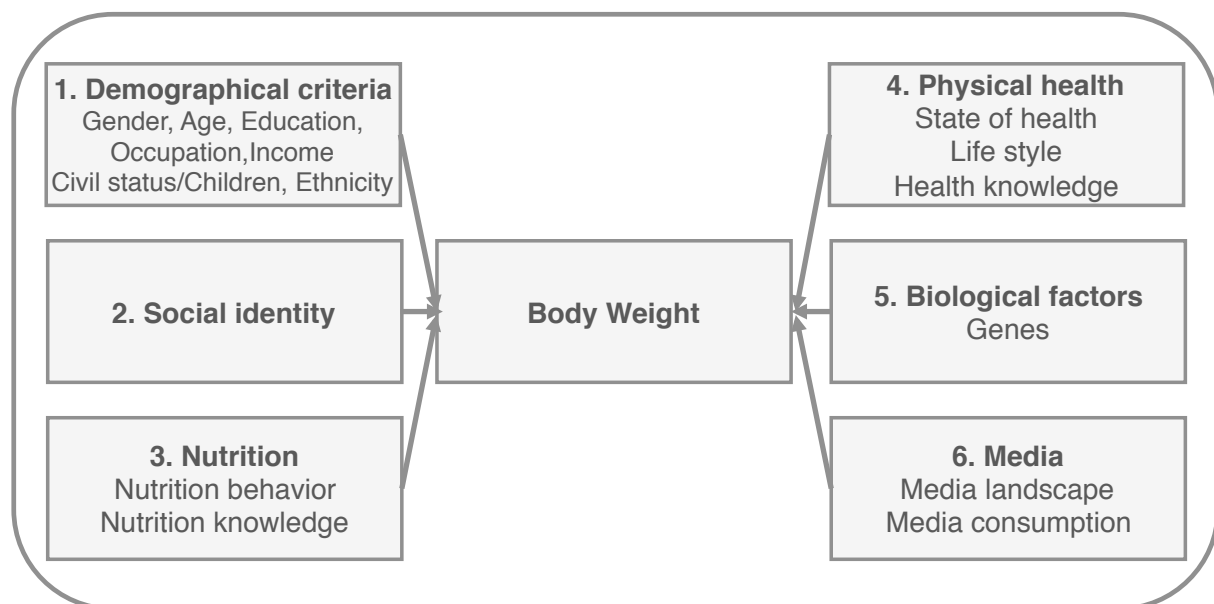


Figure 3: Influencing factors of body weight

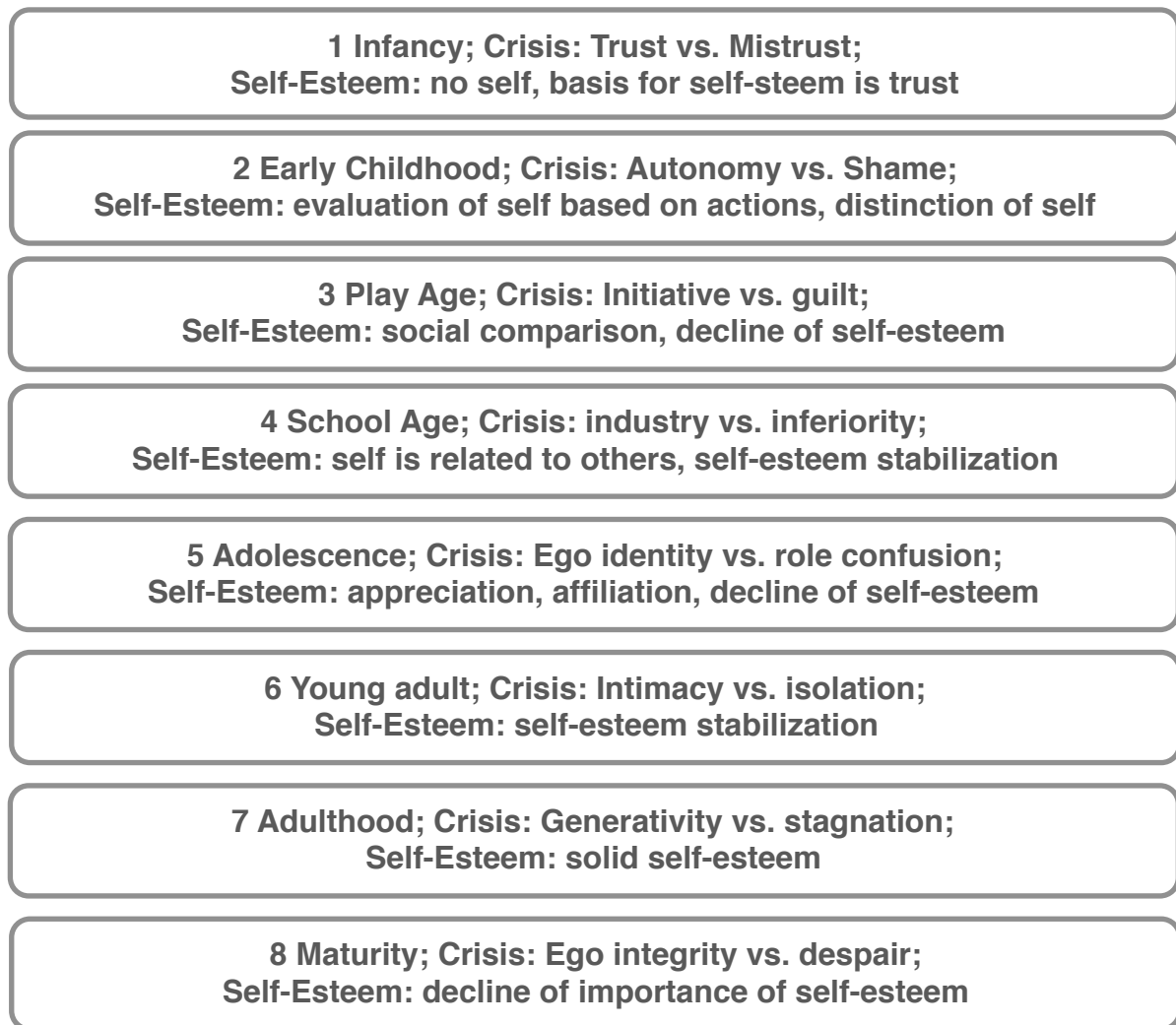


Figure 4: Psychosocial stages with a focus on self-esteem (Erikson, 1982)

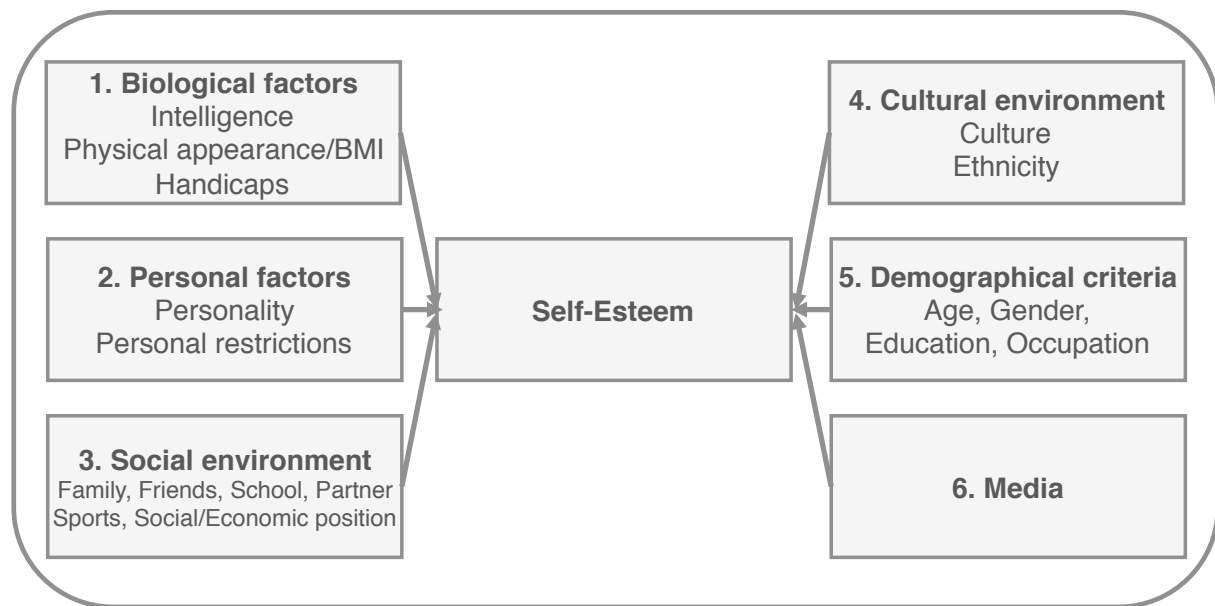


Figure 5: Influencing factors of self-esteem



Figure 6: Psychosocial stages with the focus on skepticism towards advertising (Erikson, 1982)

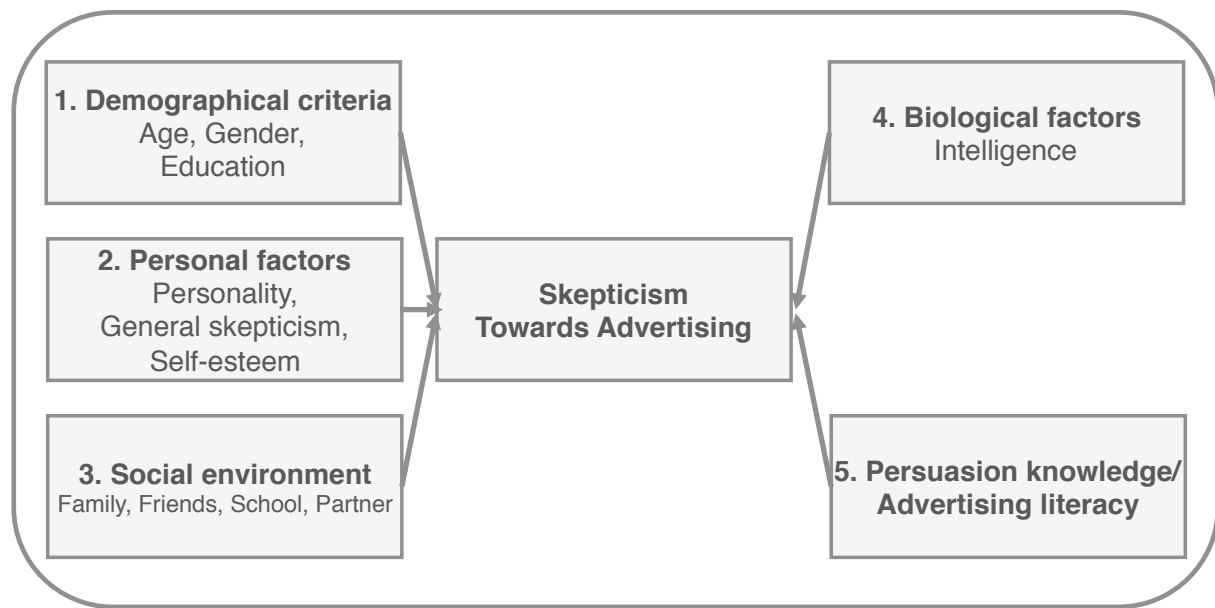


Figure 7: Influencing factors of skepticism towards advertising

Authors	Title	Research questions	Method	Results
Mendelson, White & Mendelson, 1997	Self-Esteem and Body-Esteem: Effects of Gender, Age, and Weight	Is there a connection between self-esteem body-esteem, body weight, gender and age?	3 studies (Elementary school children, teenagers, longitudinal study) in Canada; Questions about self-esteem, measurement of body weight/height	Influence of gender, age and body weight on self-esteem and body-esteem
Geller, Johnston & Madson, 1999	The Role of Shape and Weight in Self-Concept: The Shape and Weight Based Self-Esteem Inventory	Do body shape and weight impact self-esteem?	Survey of 110 female students in Canada; Questions about self-esteem, eating disorders, depression, social desirability, Rosenberg's self-esteem, health	Body shape and weight have a strong influence on self-esteem
Miller & Downey, 1999	A Meta-Analysis of Heavyweight and Self-Esteem	Which general effect does overweight have on self-esteem in 71 different studies?	Analysis of 71 studies; Calculations of correlations of self-esteem and overweight; Calculations of correlation coefficients	Negative correlation of self-esteem and body weight; Influencing factors: age, gender, ethnicity, income, measurement method
Klaczynski, Goid & Mudry, 2004	Culture, Obesity Stereotypes, Self-Esteem, and the „Thin Ideal”: A Social Identity Perspective	Which connection do self-esteem and overweight have? Do negative overweight stereotypes, thin ideals, perceived reasons for overweight, control over overweight and body	Survey of 107 students in the US; Survey about body weight/height, stereotypes, ideals, reasons for overweight, control over overweight and body perception	Self-esteem and body weight correlate negatively; Connection depends on reasons for overweight
Mirza, Davis & Yanovski, 2005	Body dissatisfaction, self-esteem, and overweight among inner-city Hispanic children in adolescents	Which connection do body (dis)satisfaction, self-esteem and body weight have in a Hispanic population?	Survey of 113 children in the US with a Hispanic background; Questions about body weight, desired weight, self-esteem, body satisfaction, health status and nutritional behavior	Self-esteem and body weight correlate negatively; body satisfaction correlates with self-esteem and body weight
Franklin, Denyer, Steinbeck, Caterson & Hill, 2006	Obesity and Risk of Low Self-esteem: A Statewide Survey of Australian Children	Which connection do body weight and self-esteem have?	Survey of 2749 students (aged 9-14 years) in Australia; Questions about body weight/height, self-perception, body satisfaction and self-esteem	Negative connection of self-esteem and body weight; body satisfaction decreases with an increasing body weight; body satisfaction only among underweight participants

Table 2: Overview of the studies investigating the relationship of body weight and self-esteem

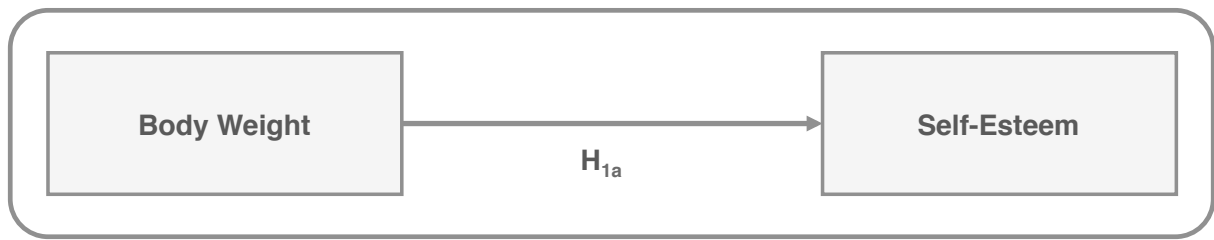


Figure 8: Hypothesis 1a: The connection of body weight and self-esteem

Authors	Title	Research questions	Method	Results
Boush, Friestad & Rose (1994)	Adolescent Skepticism toward TV Advertising and Knowledge of Advertiser Tactics	How do knowledge about advertiser tactics and skepticism towards advertising develop? How are knowledge about advertiser tactics, self-esteem and skepticism towards advertising related?	Study with 426 middle school students (aged 12-14 years); Questions about beliefs about advertiser tactics, attitudes toward television advertising, self-esteem and consumer susceptibility to interpersonal influence	Knowledge about advertiser tactics changes; skepticism towards advertising remains stable; knowledge about advertiser tactics and self-esteem are positively correlated
	A Hong Kong study of advertising credibility	How credible are various product/service types? How credible are various media channels? How are self-esteem and skepticism towards advertising related?	Survey with 200 Hong Kong shoppers; Questions about the evaluation of the credibility of 15 products/services, various media channels, social desirability, self-esteem and skepticism towards advertising	Weight-loss products are the least credible compared to other products/services; Radio and TV are the most credible and the Internet and direct mail are the least credible media channels; Self-esteem and skepticism towards advertising are positively related
Prendergast, Liu & Poon (2009)				

Table 3: Overview of the studies investigating the relationship of self-esteem and skepticism towards advertising

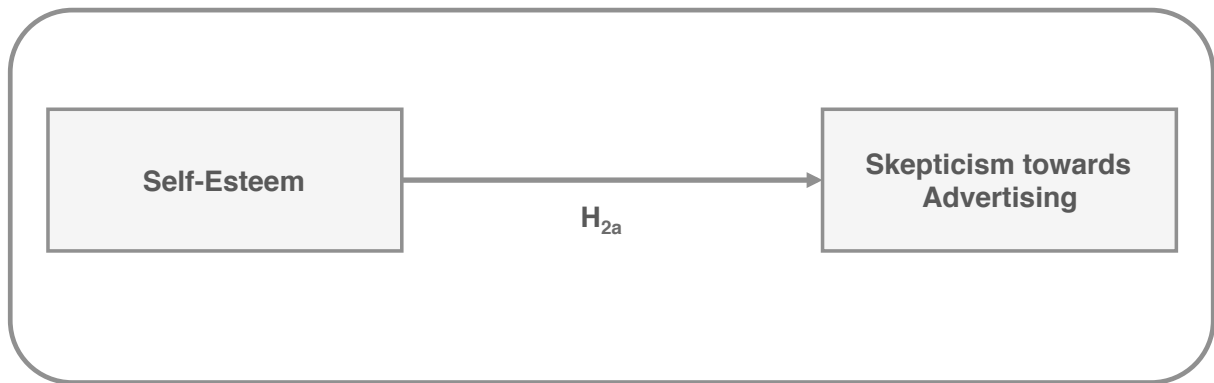


Figure 9: Hypothesis 2a: The connection of self-esteem and skepticism towards advertising

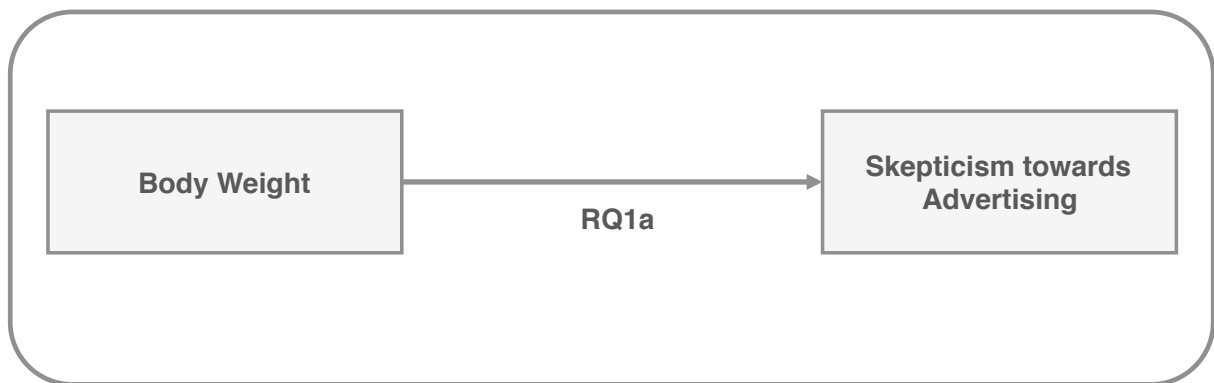


Figure 10: Research question 1a: The connection of body weight and skepticism towards advertising

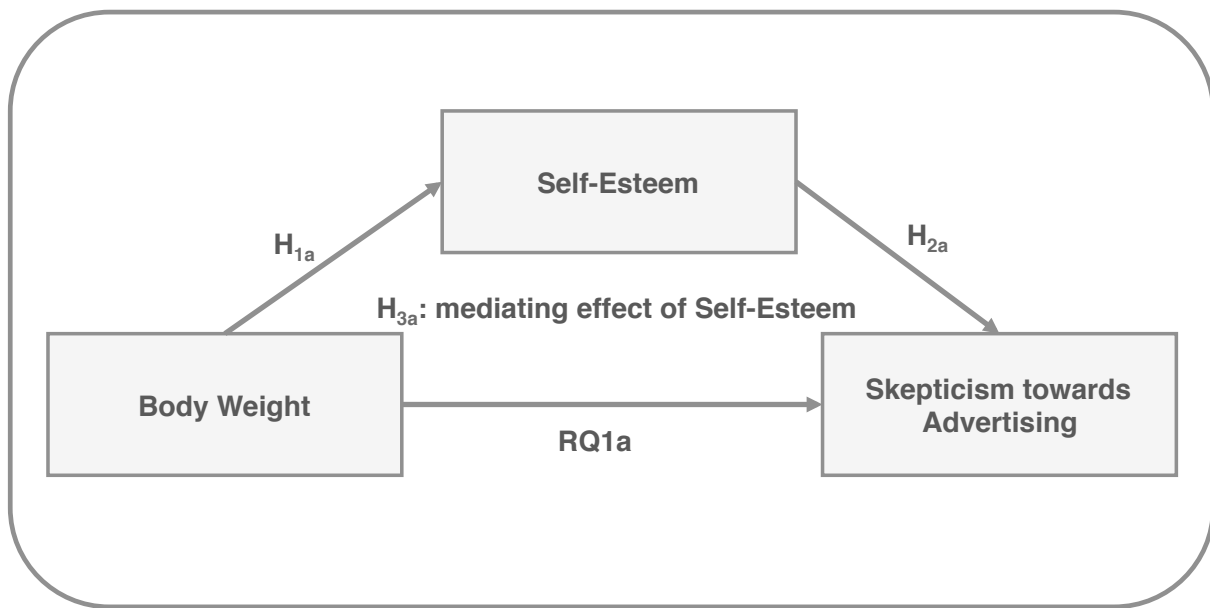


Figure 11: Hypothesis 3a: Mediating effect of self-esteem on the relation of body weight and skepticism towards advertising

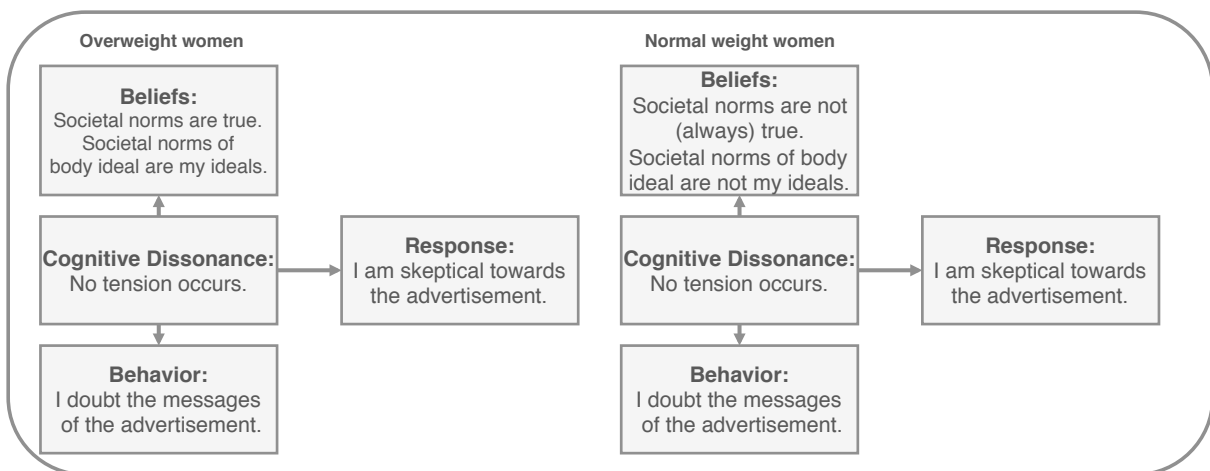


Figure 12: Process of the Cognitive Dissonance Theory: Smartphone

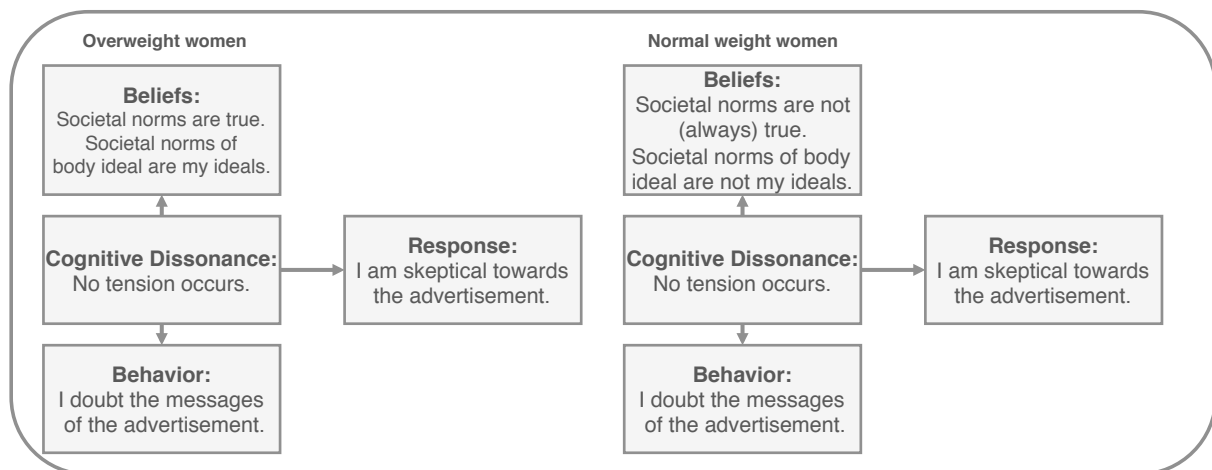


Figure 13: Process of the Cognitive Dissonance Theory: Bottled Water

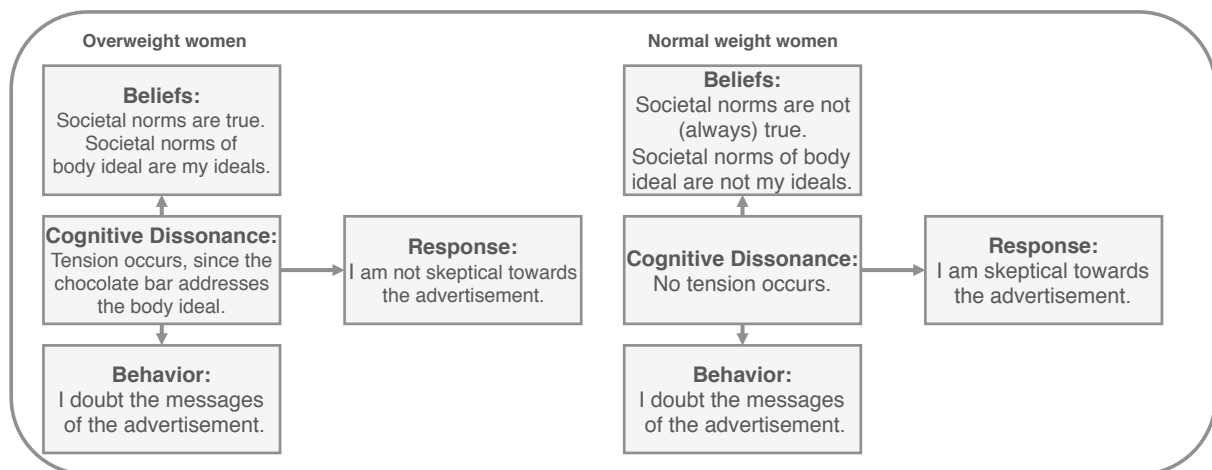


Figure 14: Process of the Cognitive Dissonance Theory: Chocolate bar

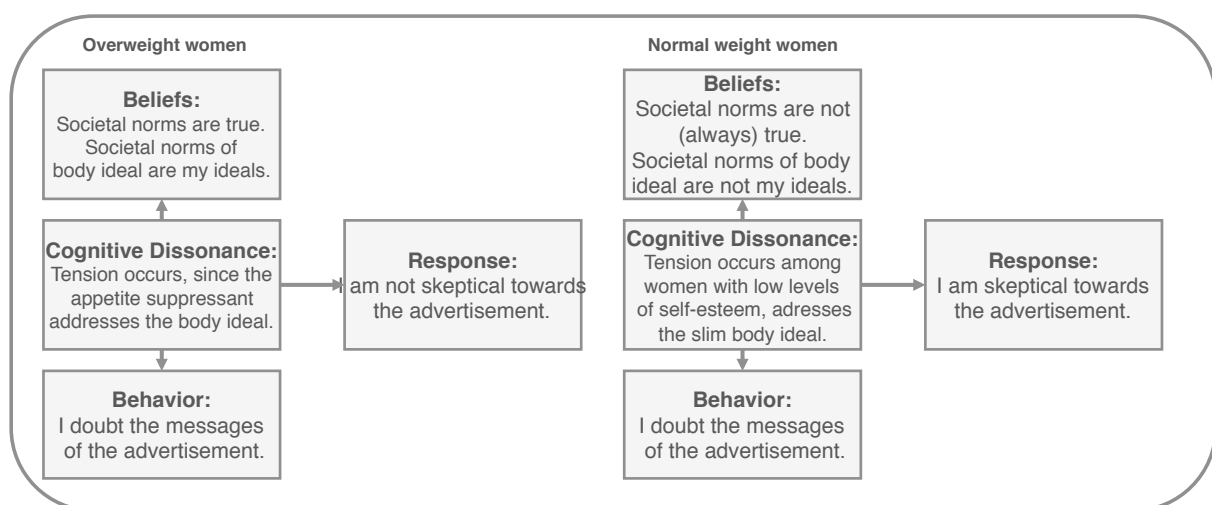


Figure 15: The process of the Cognitive Dissonance Theory: Appetite Suppressant

H _{1a} : Overweight people have lower self-esteem than people of normal weight.
H _{2a} : People with a low level of self-esteem are less skeptical towards advertising than people with a high level of self-esteem.
RQ1a: Is there a direct connection between BMI and skepticism towards advertising? Do overweight people have lower levels of skepticism towards advertising than people of normal weight?
H _{3a} : Self-esteem mediates the relationship between BMI and skepticism towards advertising.
RQ1b: Is there an interaction effect of gender and BMI on skepticism towards advertising? Do overweight women show the lowest levels of skepticism towards advertising?
H _{1b} : There is an interaction effect of gender x BMI on self-esteem. Overweight women have the lowest level of self-esteem.
H _{2b} : There is an interaction effect of gender x self-esteem on skepticism towards advertising. Women with a low level of self-esteem show the lowest level of skepticism towards advertising.
H _{3b} : There is a moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among females than among males.
H _{4a} : There is a moderation of education on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among people with lower education levels than among people with higher education levels.
H _{4b} : Considering people with low levels of education, there is a moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among women than among men.
H _{4c} : Considering people with high levels of education, there is no moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is similar among women and men.
H _{4d} : There is a partial mediation of self-esteem on the relationship of BMI and skepticism towards advertising among women with low levels of education.
H _{4e} : There is a complete mediation of self-esteem on the relationship of BMI and skepticism towards advertising among women with high levels of education.

Figure 16: Summary of the derived hypotheses – Study 1

H _{5a} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a smartphone.
H _{5b} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for bottled water.
H _{5c1} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a chocolate bar.
H _{5c2} : Overweight women show a lower level of skepticism towards the advertisement for the food related product considered to be unhealthy (chocolate bar) than normal weight women.
H _{5d1} : There is a complete mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for an appetite suppressant.
H _{5d2} : Overweight and normal weight women show similar levels of skepticism towards the advertisement for the pharmaceutical related product (appetite suppressant).

Figure 17: Summary of the derived hypotheses – Study 2

H _{6a} : There is a moderation of the season on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising among women.
H _{6b} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards advertising among women in summer.
H _{6c} : There is a complete mediation of self-esteem on the relation of body weight and skepticism towards advertising among women in winter.
H _{6d} : There is an interaction of body weight x season on the skepticism towards advertising level among women. In winter, overweight women have lower levels of skepticism towards advertising than normal weight women. In summer, overweight and normal weight women show similar levels of skepticism towards the advertising.

Figure 18: Summary of the derived hypotheses – Study 3

H_{7a1}: There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone promoted by a slim model.

H_{7a2}: Overweight women show a lower level of skepticism towards the advertisement for the non-food related product (smartphone) with a normal weight model than normal weight women.

H_{7b}: There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone promoted by an overweight model.

H_{7c1}: There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar promoted by a slim model.

H_{7c2}: Overweight women show a lower level of skepticism towards the advertisement for the food related product (chocolate bar) with a normal weight model than normal weight women.

H_{7d}: There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar promoted by an overweight model.

Figure 19: Summary of the derived hypotheses – Study 4

Characteristic	Category	Frequency	Percentage
Gender	Male	249	51.8%
	Female	232	48.2%
Age	20-30	185	38.5%
	31-40	141	29.3%
	41-50	155	31.2%
Education	Compulsory school	32	6.7%
	Vocation learnt	163	33.9%
	School leaving certificate	164	34.1%
	University degree	96	20.0%
	Other	26	5.4%
BMI	Normal weight	221	45.9%
	(BMI < 24.99)	260	54.1%
	Overweight (BMI > 25)		

Table 4: Overview of the sample - Study 1


Measure	Scale origin	Items	Evaluation/ Calculation	Scores	Cronbach's Alpha
Body Mass Index	WHO (2012)	Body height in m Body weight in kg	$BMI = \frac{kg}{m^2}$ ($BMI_{self-reported} + BMI_{estimated}$)/2	Normal weight 18 > BMI > 25 Overweight 25 > BMI < 40	-
Skepticism (towards Advertising) 5-point-Likert scale	Obermiller and Spangenberg (1998)	e.g. We can depend on getting the truth in most advertising. Advertising is a reliable source of information about the quality and performance of products.	Calculation of a composite value of the nine items	Possible scores: 1-5 Lower score indicating a low skepticism level Higher score indicating a high skepticism level	.881
Physical appearance (9 female and 9 male silhouettes in a range from underweight, normal weight, slightly overweight, moderately overweight to obese)	Leonhard and Barry (1998)		1-2 underweight 3-4 normal weight 5 slightly overweight 6-7 moderately overweight 8-9 obese	1-9 Lower score indicating a low body weight/slim silhouette Higher score indicating a high body weight/big silhouette	-
Self-Esteem 5-point-Likert scale	Rosenberg (1965)	e.g. On the whole, I am satisfied with myself. I feel I do not have much to be proud of.	Recoding of inversely coded items Calculation of a composite value of the ten items Classification of groups via median split (low and high self-esteem level)	Possible scores: 1-5 Lower score indicating a low self-esteem level Higher score indicating a high self-esteem level	.912

Table 5: Overview of the scales and measures used in Study 1

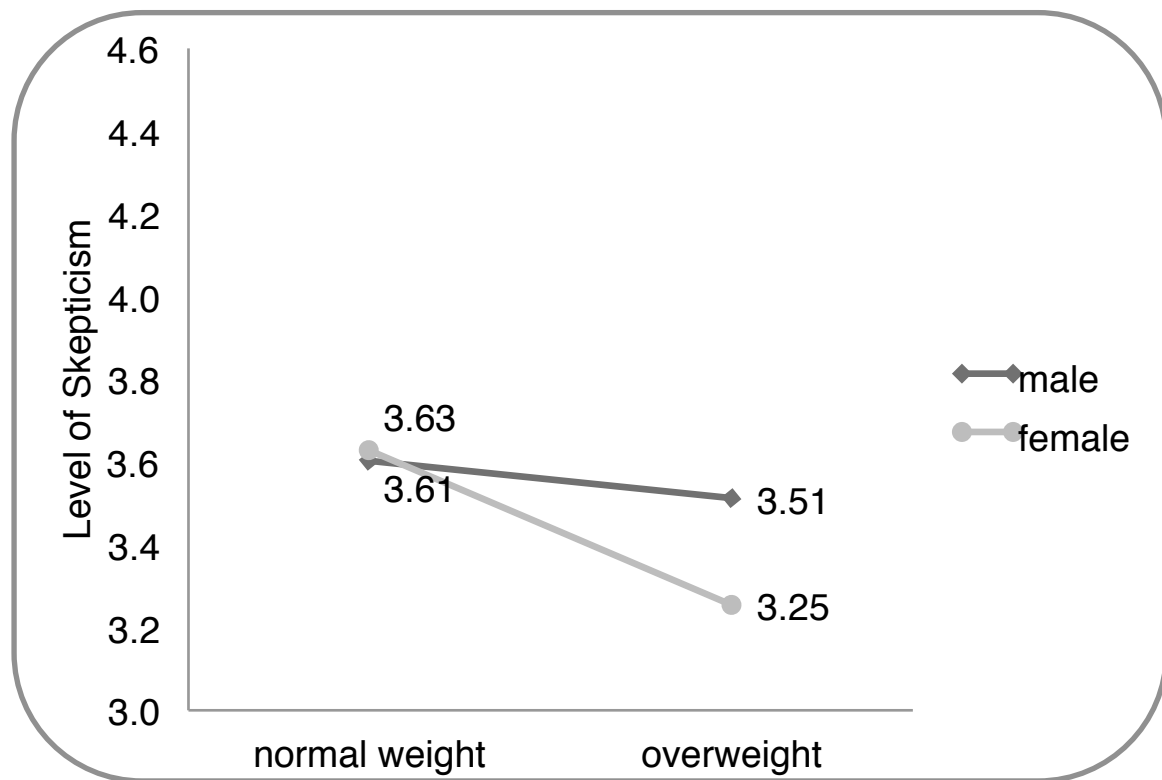


Figure 20: Interaction effects: Gender x BMI on skepticism towards advertising

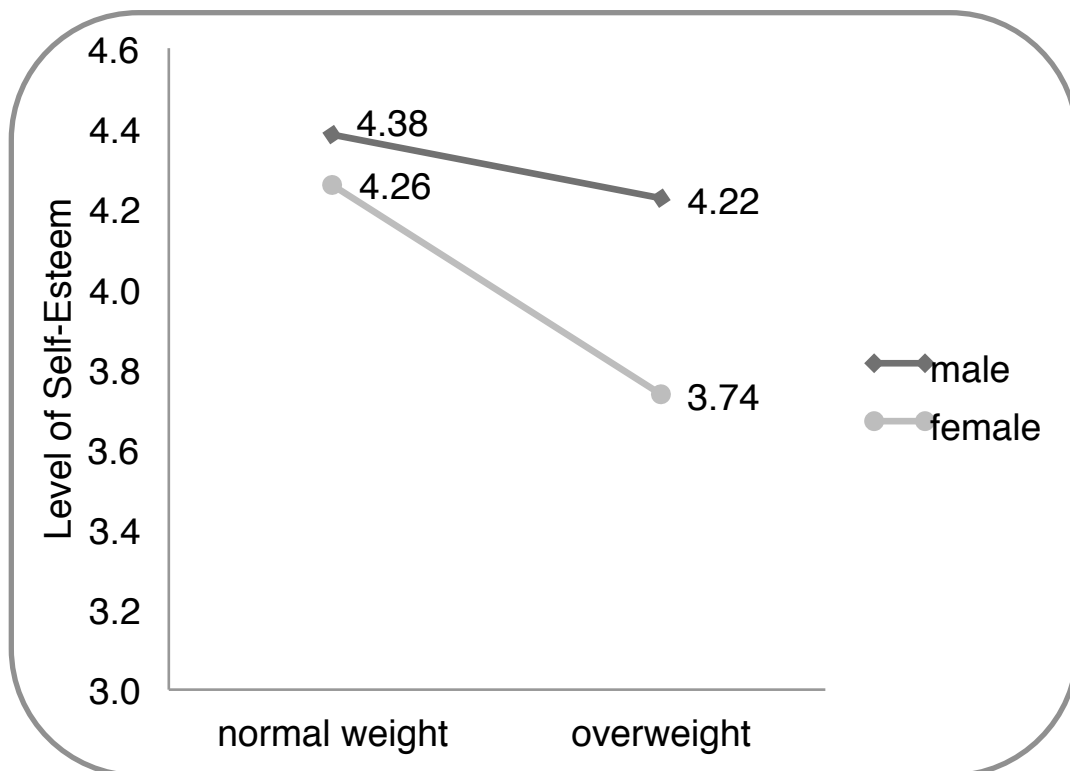


Figure 21: Interaction effects: Gender x BMI on self-esteem

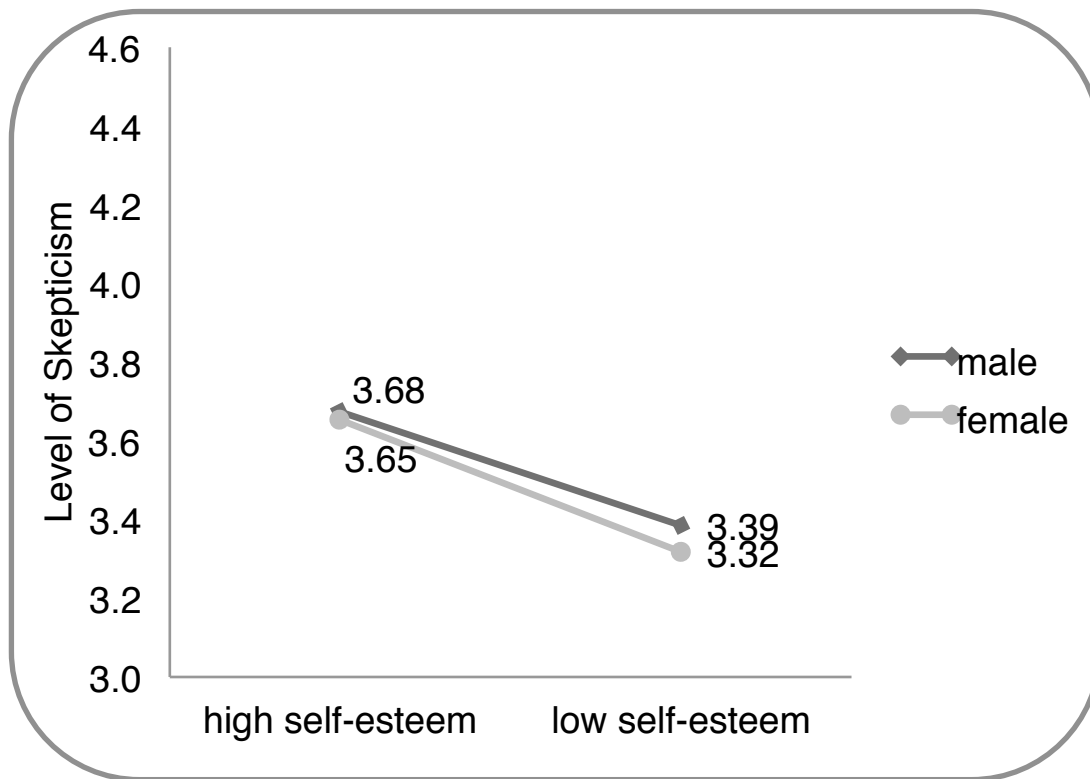


Figure 22: Interaction effects: Gender x self-esteem on skepticism towards advertising

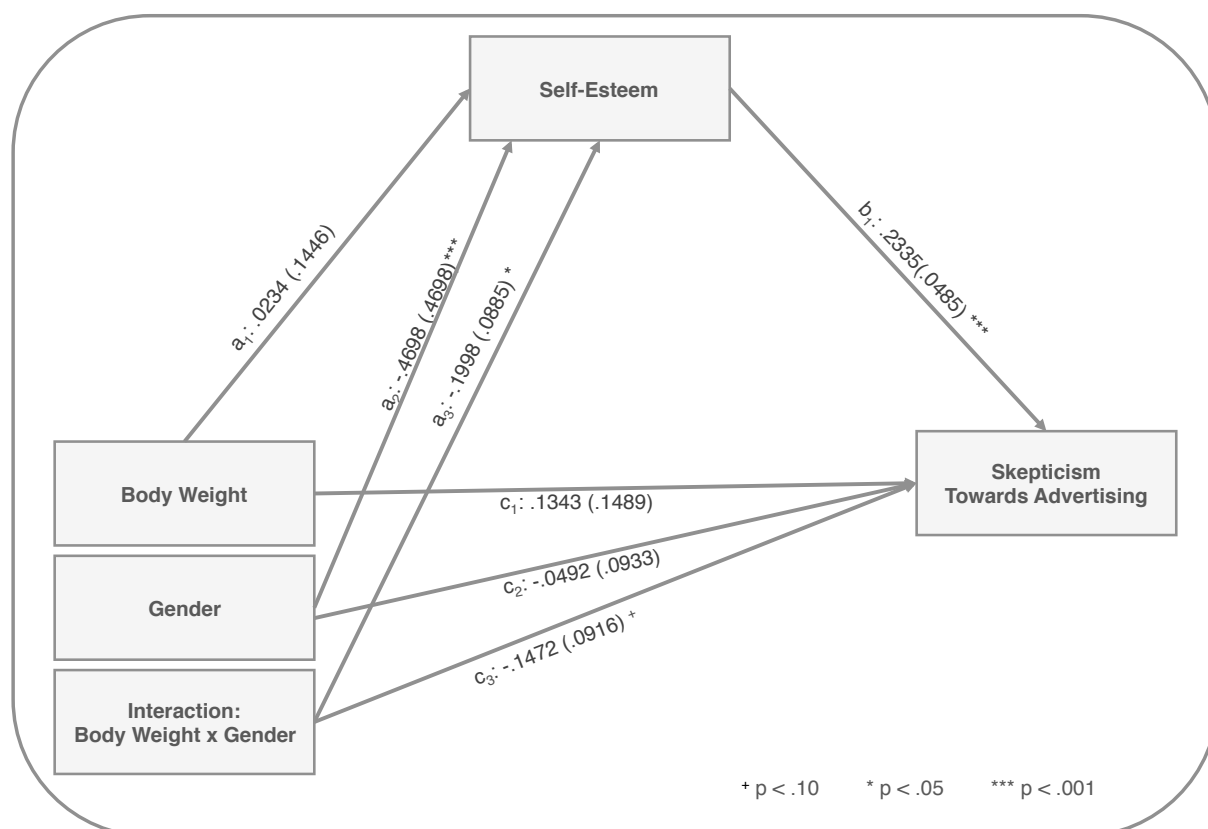
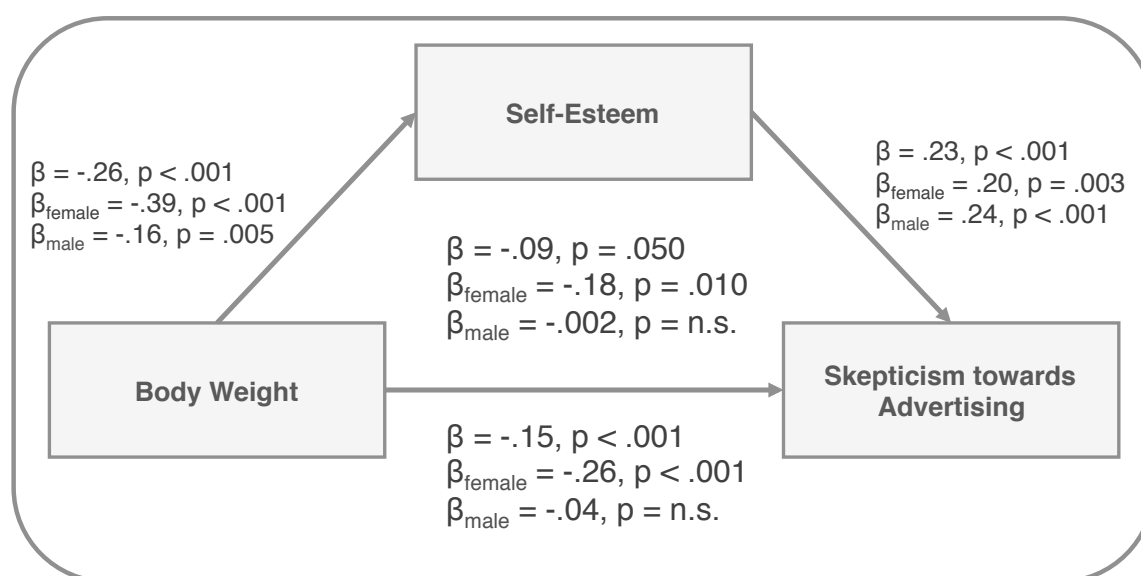


Figure 23: Moderated mediation path coefficients (standard errors) – Gender

Figure 24: Mediation of self-esteem on the relation of body weight and skepticism towards advertising (general, women and men) ($n = 481$; $n_{\text{female}} = 232$; $n_{\text{male}} = 249$)

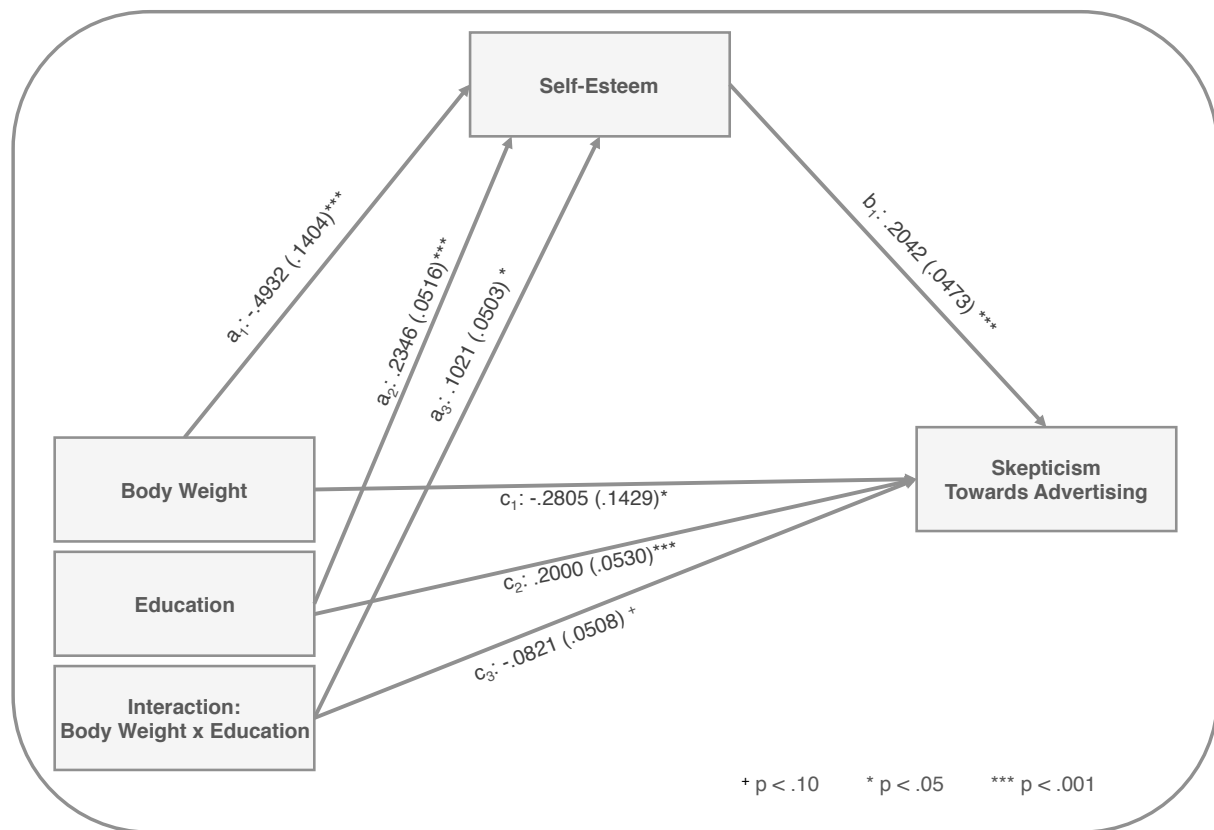


Figure 25: Moderated mediation path coefficients (standard errors) – Education

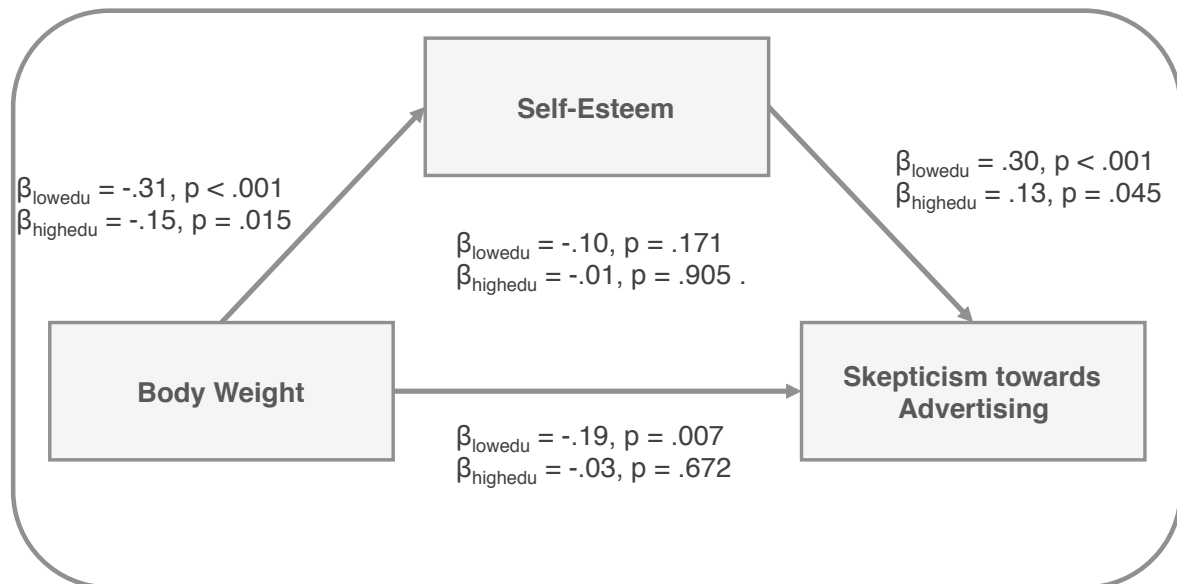


Figure 26: Mediation of self-esteem on the relation of body weight and skepticism towards advertising (people with low and high levels of education) ($n_{lowedu} = 195$; $n_{highedu} = 260$)

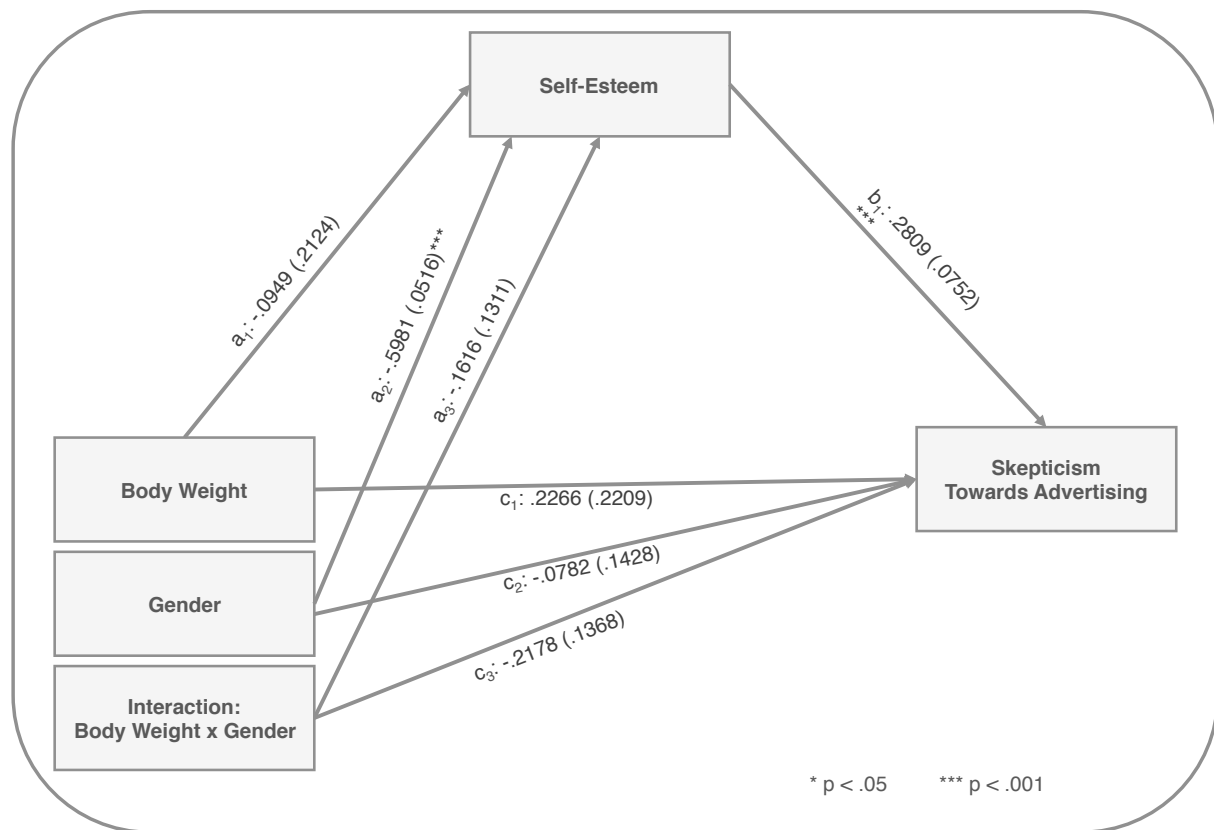


Figure 27: Moderated mediation path coefficients (standard errors) – Gender (among people with low levels of education)

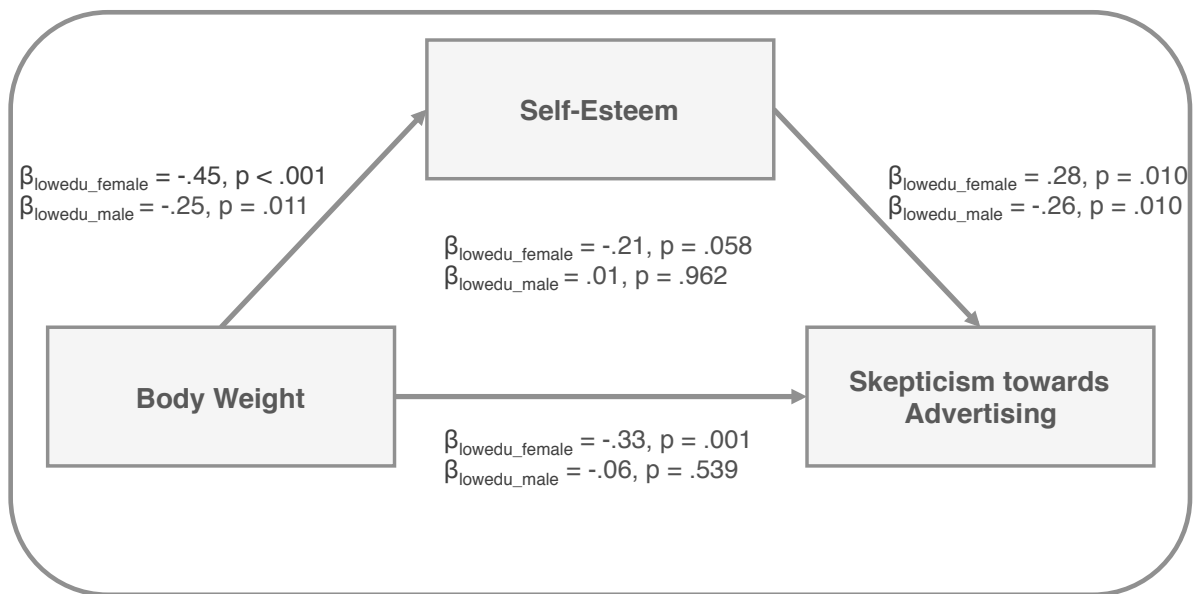


Figure 28: Mediation of self-esteem on the relation of body weight and skepticism towards advertising (men and women with low levels of education) ($n_{\text{lowedu_male}} = 101$; $n_{\text{lowedu_female}} = 94$)

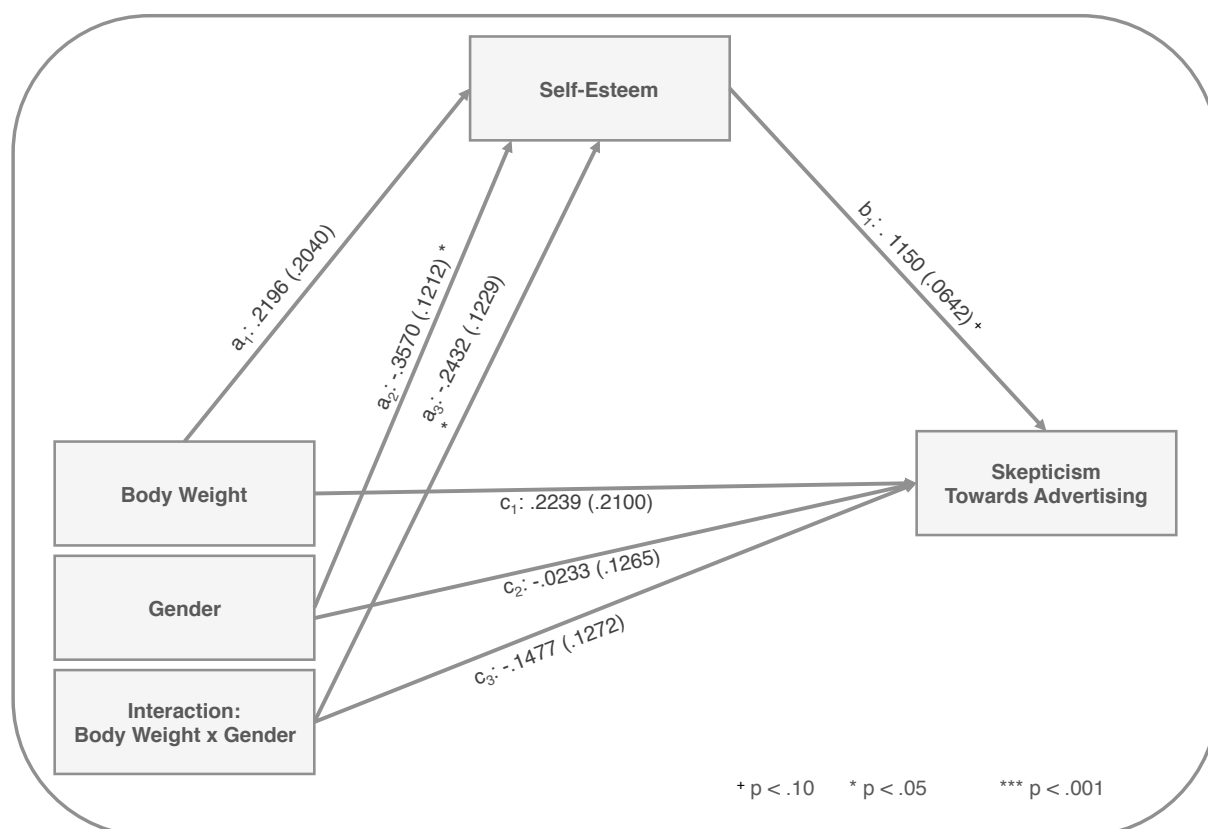


Figure 29: Moderated mediation path coefficients (standard errors) – Gender (among people with high levels of education)

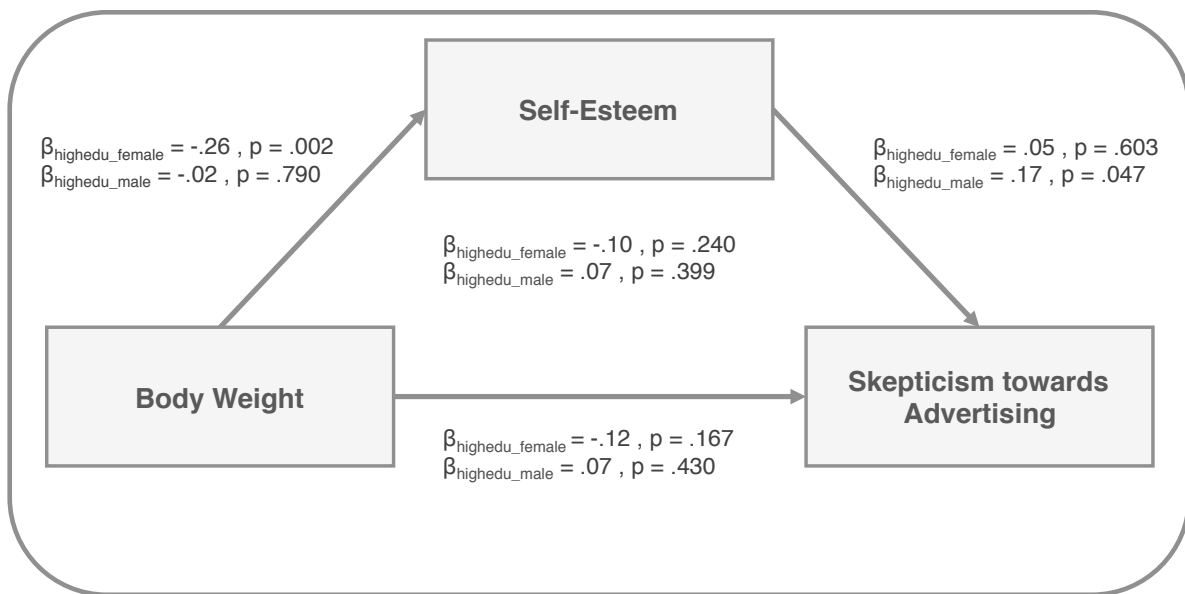


Figure 30: Mediation of self-esteem on the relation of body weight and skepticism towards advertising (men and women with high levels of education) ($n_{\text{highedu_male}} = 139$; $n_{\text{highedu_female}} = 138$)

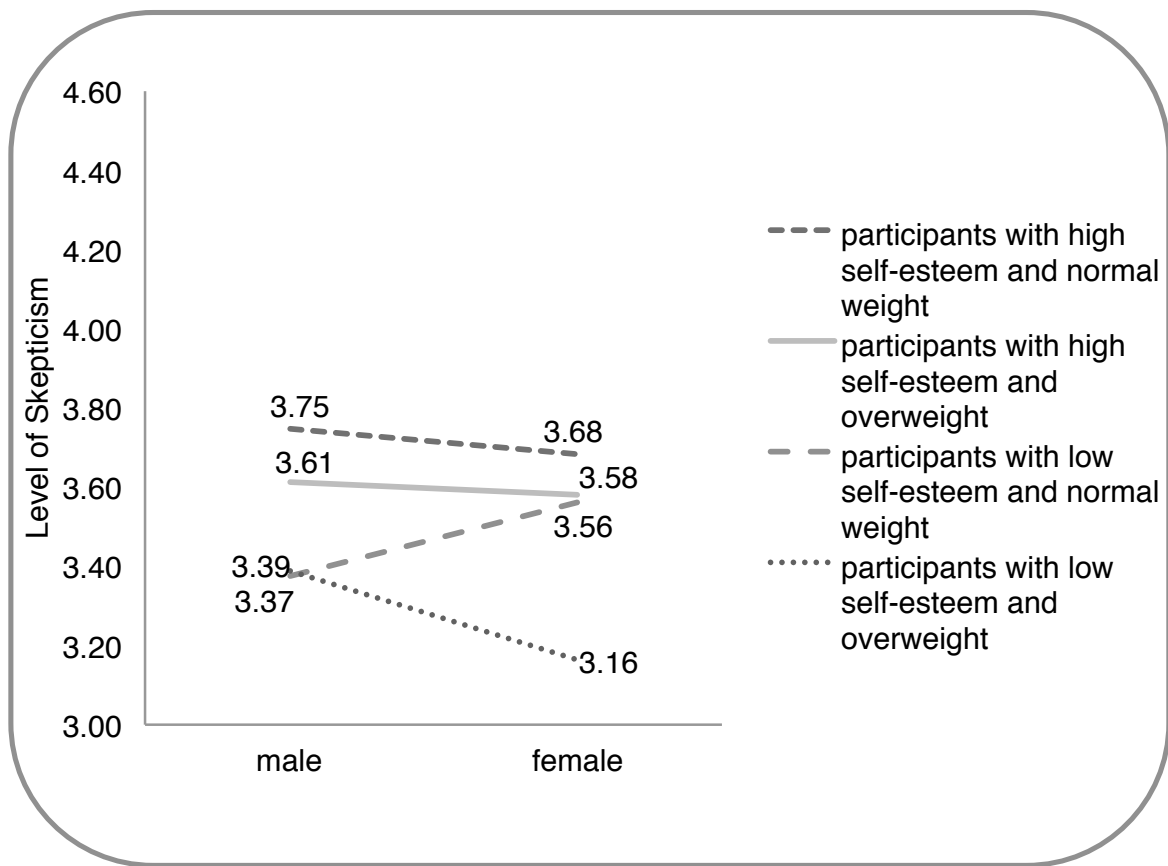


Figure 31: Levels of body weight, self-esteem and skepticism towards advertising (Extension Hypothesis H_{2b})

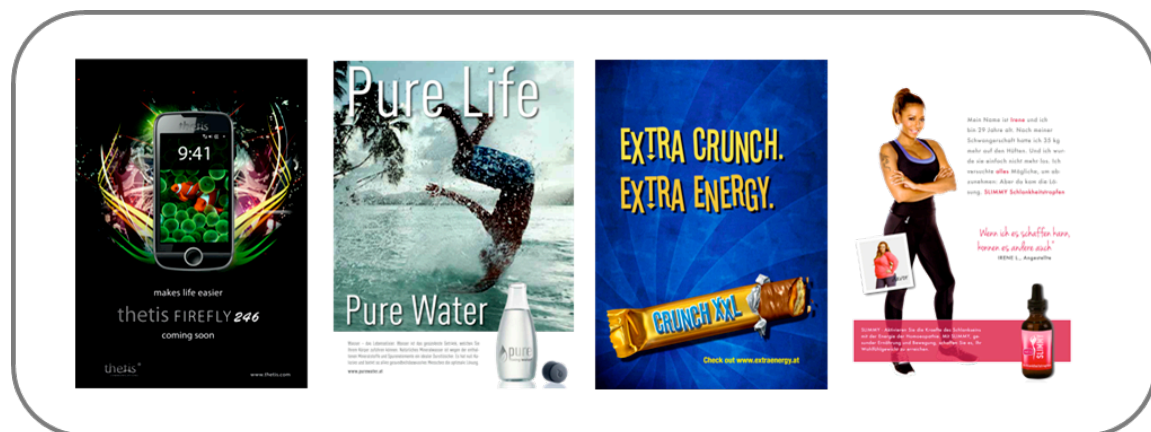


Figure 32: Promoted products – Study 2

Characteristic	Category	Frequency	Percentage
Age	20-30	88	37.9%
	31-40	64	27.6%
	41-50	80	34.5%
BMI	Normal weight (BMI <24.99)	112	48.3%
	Overweight (BMI >25)	120	51.7%
Advertisement	Smartphone	52	22.4%
	Bottled water	71	30.6%
	Chocolate bar	64	27.6%
	Appetite suppressant	45	19.4%

Table 6: Overview of the sample - Study 2


Measure	Scale origin	Items	Evaluation/ Calculation	Scores	Cronbach's Alpha
Body Mass Index	WHO (2012)	Body height in m Body weight in kg	$BMI = \frac{kg}{m^2}$ ($BMI_{self-reported} + BMI_{estimated}$)/2	Normal weight 18 > BMI >25 Overweight 25 > BMI < 40	-
Skepticism (towards the Product/Advertisement) 5-point-Likert scale	Obermiller and Spangenberg (1998)	e.g. We can depend on getting the truth in this advertisement. This advertisement is a reliable source of information about the quality and performance of products.	Calculation of a composite value of the nine items	Possible scores: 1-5 Lower score indicating a low skepticism level Higher score indicating a high skepticism level	.928
Physical appearance (9 female and 9 male silhouettes in a range from underweight, normal weight, slightly overweight, moderately overweight to obese)	Leonhard and Barry (1998)		1-2 underweight 3-4 normal weight 5 slightly overweight 6-7 moderately overweight 8-9 obese	1-9 Lower score indicating a low body weight/slim silhouette Higher score indicating a high body weight/big silhouette	-
Self-Esteem 5-point-Likert scale	Rosenberg (1965)	e.g. On the whole, I am satisfied with myself. I feel I do not have much to be proud of.	Recoding of inversely coded items Calculation of a composite value of the ten items Classification of groups via median split (low and high self-esteem level)	Possible scores: 1-5 Lower score indicating a low self-esteem level Higher score indicating a high self-esteem level	.876

Table 7: Overview of the scales and measures used in Study 2

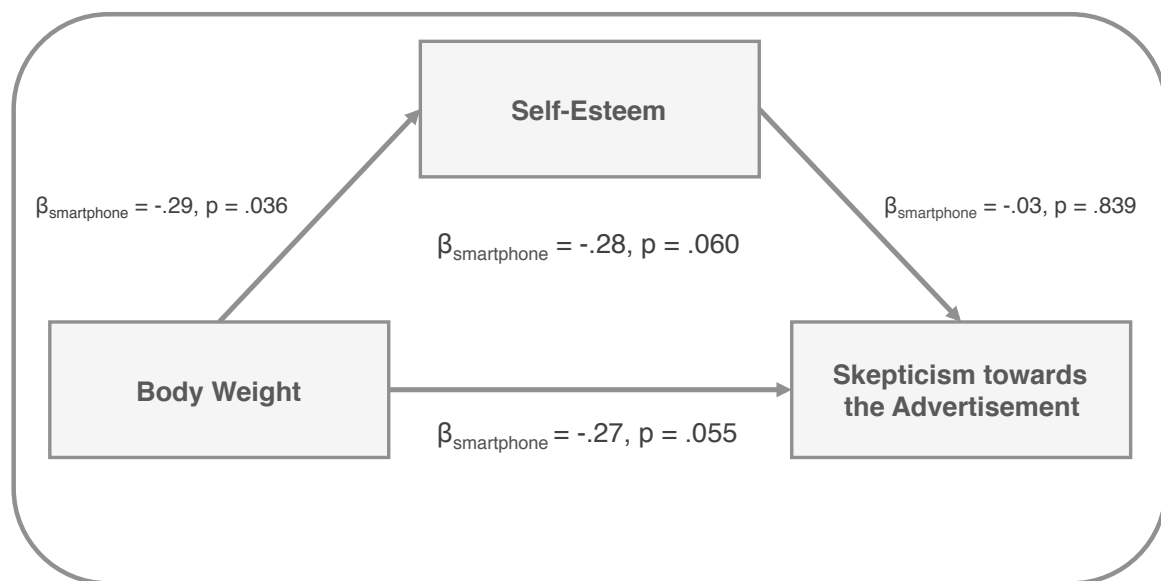


Figure 33: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a smartphone

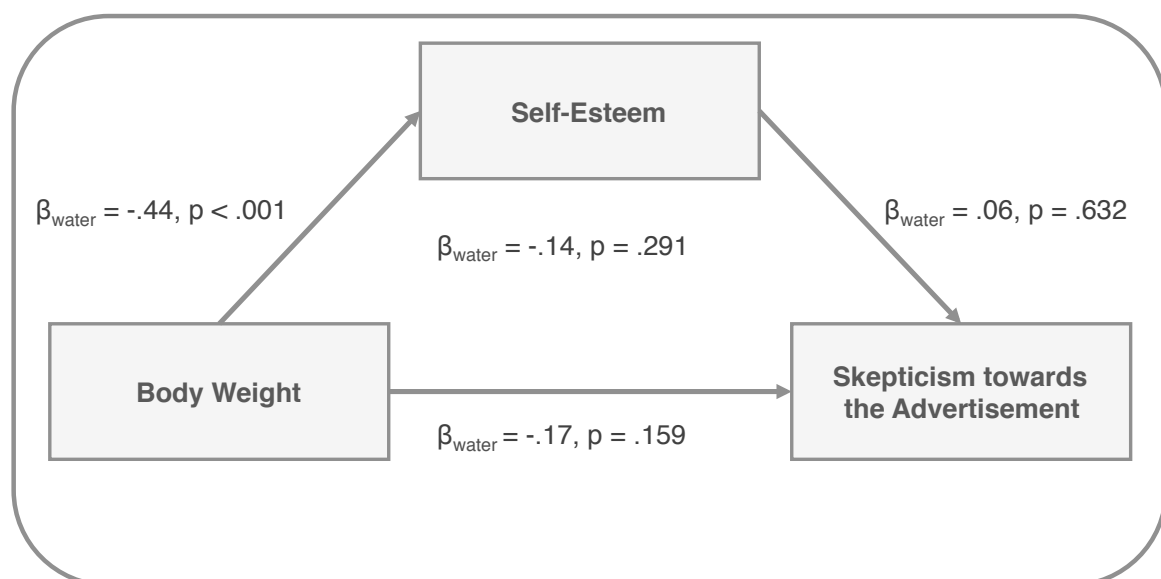


Figure 34: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for bottled water

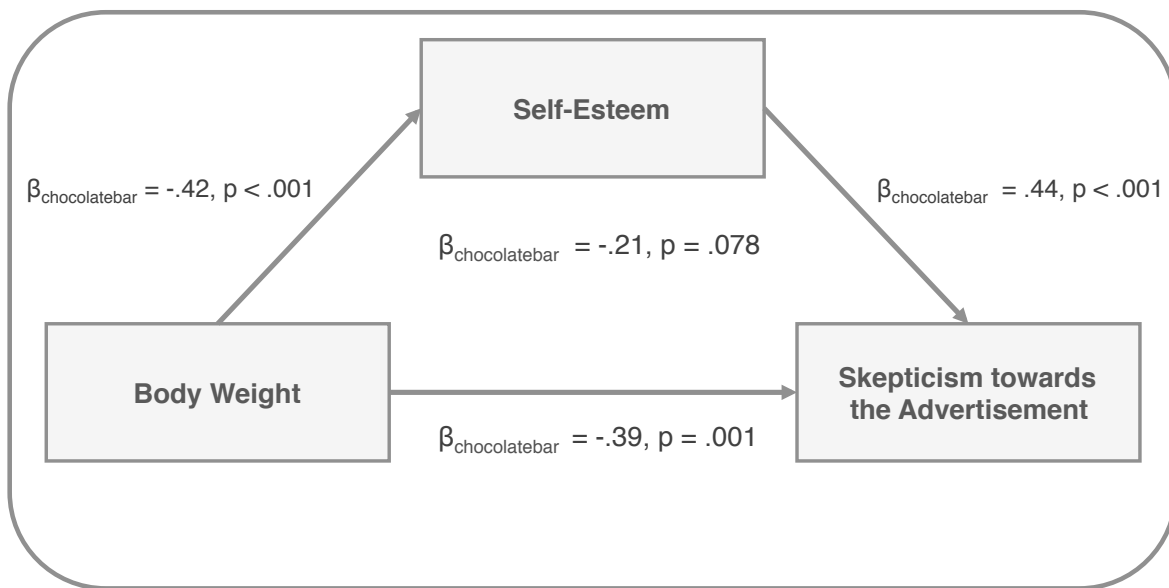


Figure 35: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a chocolate bar

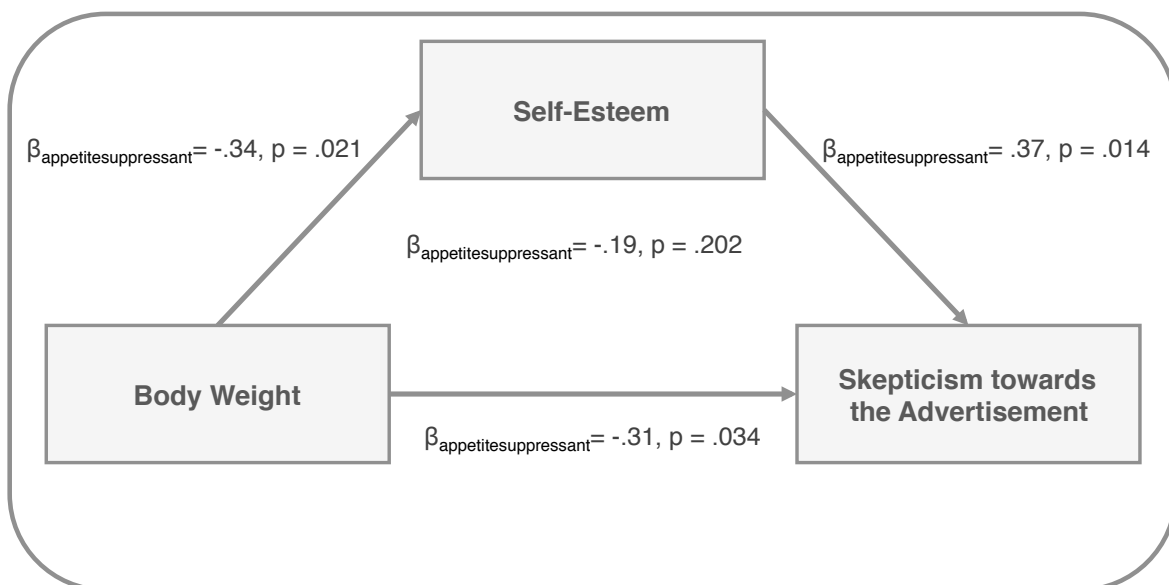


Figure 36: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for an appetite suppressant

Characteristic	Category	Frequency Summer / Winter	Percentage Summer / Winter
Age	20-30	41 / 47	45.0% / 33.3%
	31-40	28 / 36	30.8% / 25.5%
	41-50	22 / 58	24.2% / 41.2%
BMI	Normal weight (BMI <24.99)	49 / 71	53.8% /
	Overweight (BMI >25)	42 / 70	50.4%
			46.2% / 49.6%

Table 8: Overview of the sample - Study 3


Measure	Scale origin	Items	Evaluation/ Calculation	Scores	Cronbach's Alpha
Body Mass Index	WHO (2012)	Body height in m Body weight in kg	$BMI = \frac{kg}{m^2}$ ($BMI_{self-reported} + BMI_{estimated}$)/2	Normal weight 18 > BMI >25 Overweight 25 > BMI < 40	-
Skepticism (towards Advertising) 5- point-Likert scale	Obermiller and Spangenberg (1998)	e.g. We can depend on getting the truth in advertising. Advertising is a reliable source of information about the quality and performance of products.	Calculation of a composite value of the nine items	Possible scores: 1-5 Lower score indicating a low skepticism level Higher score indicating a high skepticism level	.921
Physical appearance (9 female and 9 male silhouettes in a range from underweight, normal weight, slightly overweight, moderately overweight to obese)	Leonhard and Barry (1998)		1-2 underweight 3-4 normal weight 5 slightly overweight 6-7 moderately overweight 8-9 obese	1-9 Lower score indicating a low body weight/slim silhouette Higher score indicating a high body weight/big silhouette	-
Self-Esteem 5-point-Likert scale	Rosenberg (1965)	e.g. On the whole, I am satisfied with myself. I feel I do not have much to be proud of.	Recoding of inversely coded items Calculation of a composite value of the ten items Classification of groups via median split (low and high self-esteem level)	Possible scores: 1-5 Lower score indicating a low self- esteem level Higher score indicating a high self- esteem level	.876

Table 9: Overview of the scales and measures used in Study 3

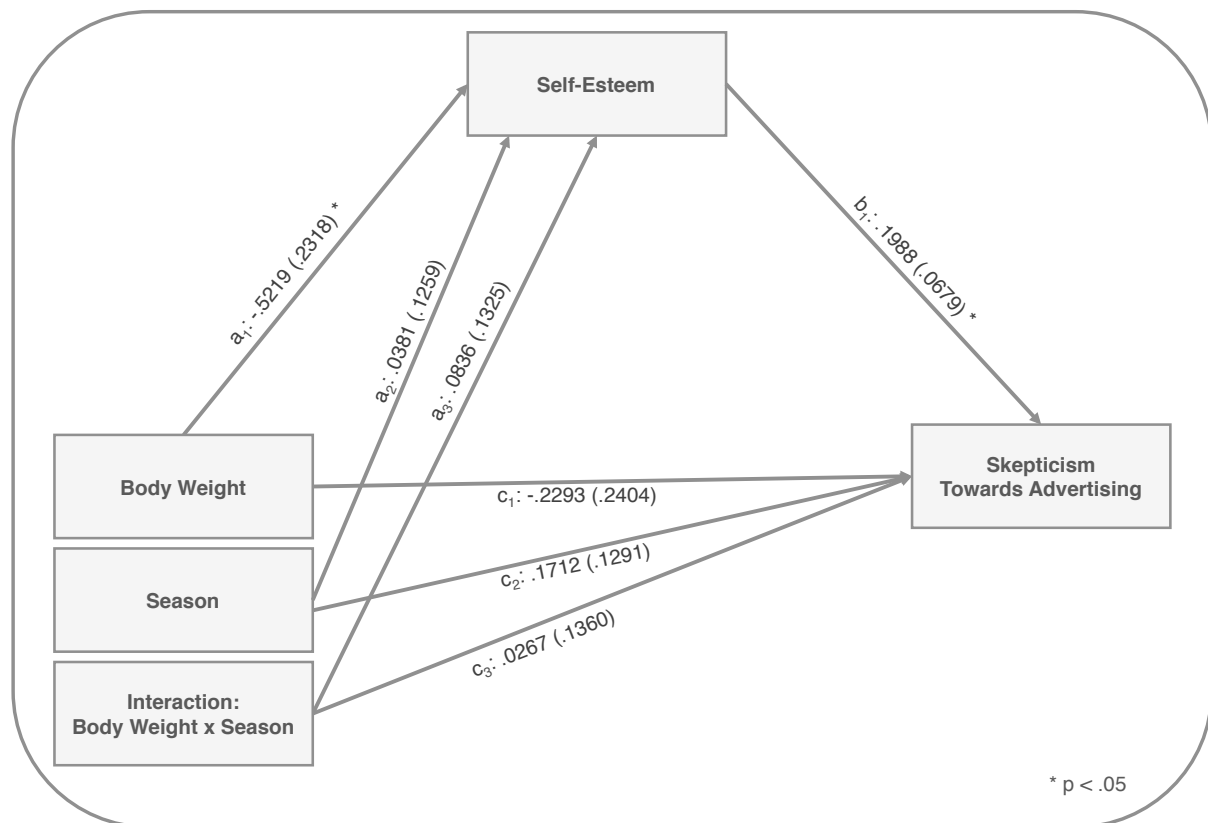


Figure 37: Moderated mediation path coefficients (standard errors) – Seasons (among women)

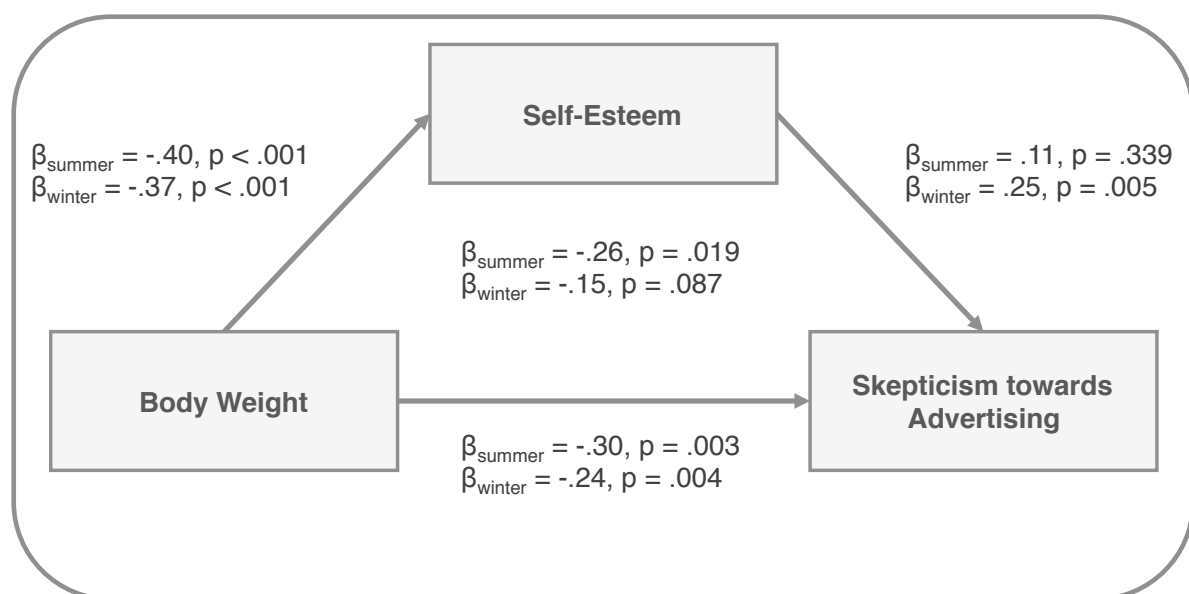


Figure 38: Mediation of self-esteem on the relation of body weight and skepticism towards advertising (winter, summer)

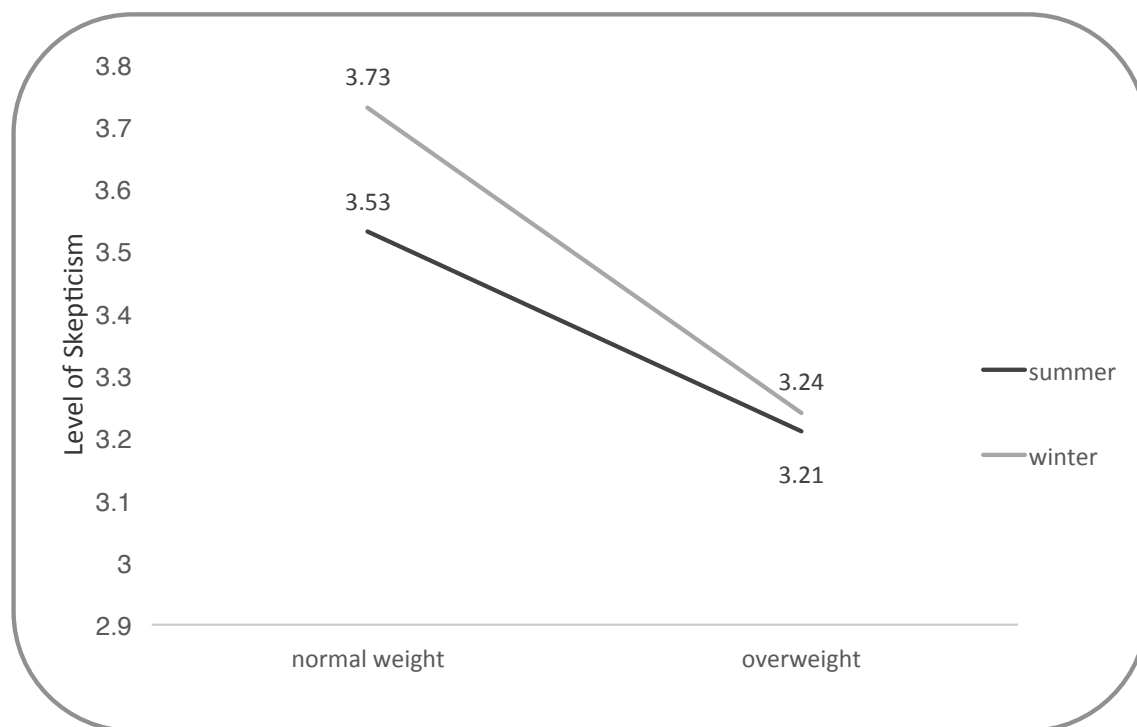


Figure 39: Interaction effects: Season x body weight on skepticism towards advertising

Characteristic	Category	Frequency	Percentage
Age	20-30	155	65.9%
	31-40	23	9.8%
	41-50	57	24.3%
BMI	Normal weight (BMI <24.99)	143	60.9%
	Overweight (BMI >25)	92	39.1%
Advertisement	Smartphone (slim model)	63	26.8%
	Smartphone (overweight model)	71	30.2%
	Chocolate bar (slim model)	50	21.3%
	Chocolate bar (overweight model)	51	21.7%

Table 10: Overview of the sample - Study 4



Figure 40: Promoted products – Study 4


Measure	Scale origin	Items	Evaluation/ Calculation	Scores	Cronbach's Alpha
Body Mass Index	WHO (2012)	Body height in m Body weight in kg	$BMI = \frac{kg}{m^2}$ ($BMI_{self-reported} + BMI_{estimated}$)/2	Normal weight 18 > BMI > 25 Overweight 25 > BMI < 40	-
Skepticism (towards the Product/Advertisement) 5-point-Likert scale	Obermiller and Spangenberg (1998)	e.g. We can depend on getting the truth in this advertisement. This advertisement is a reliable source of information about the quality and performance of products.	Calculation of a composite value of the nine items	Possible scores: 1-5 Lower score indicating a low skepticism level Higher score indicating a high skepticism level	.860
Physical appearance (9 female and 9 male silhouettes in a range from underweight, normal weight, slightly overweight, moderately overweight to obese)	Leonhard and Barry (1998)		1-2 underweight 3-4 normal weight 5 slightly overweight 6-7 moderately overweight 8-9 obese	1-9 Lower score indicating a low body weight/slim silhouette Higher score indicating a high body weight/big silhouette	-
Self-Esteem 5-point-Likert scale	Rosenberg (1965)	e.g. On the whole, I am satisfied with myself. I feel I do not have much to be proud of.	Recoding of inversely coded items Calculation of a composite value of the ten items Classification of groups via median split (low and high self-esteem level)	Possible scores: 1-5 Lower score indicating a low self-esteem level Higher score indicating a high self-esteem level	.870

Table 11: Overview of the scales and measures used in Study 4

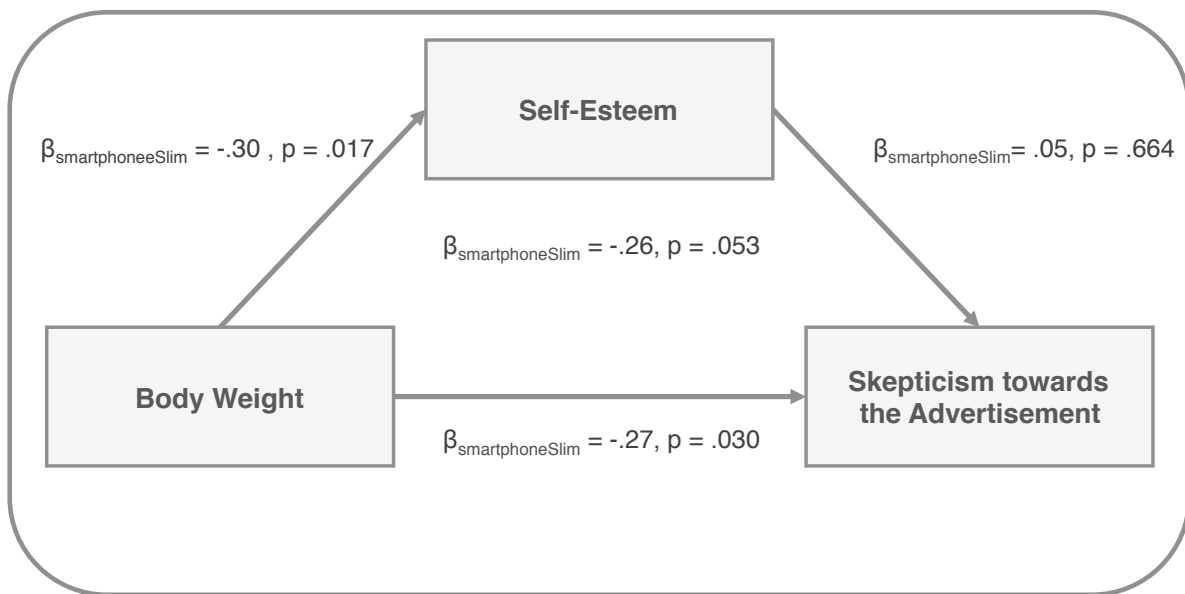


Figure 41: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone with the slim model

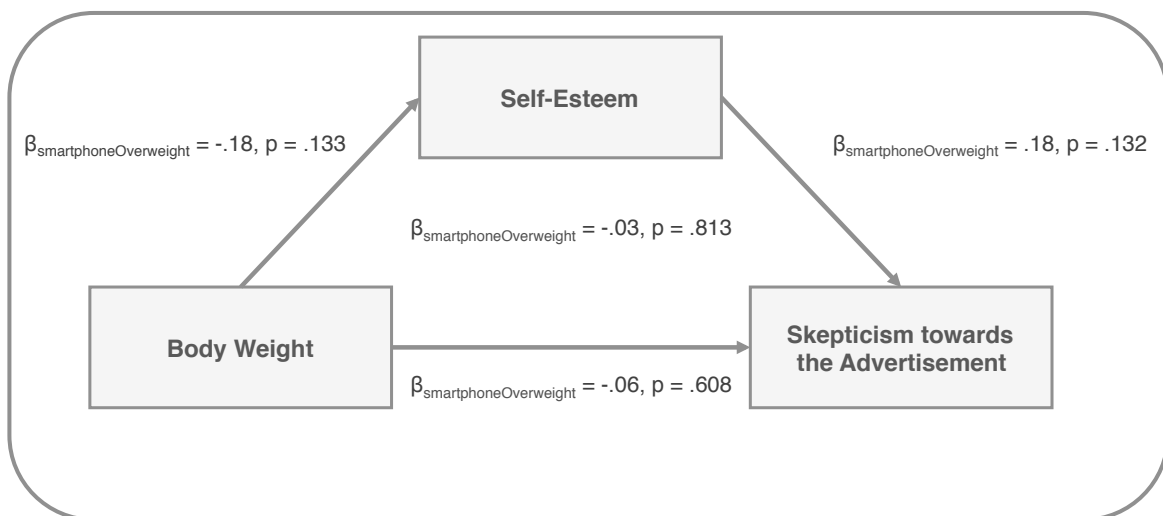


Figure 42: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone with the overweight model

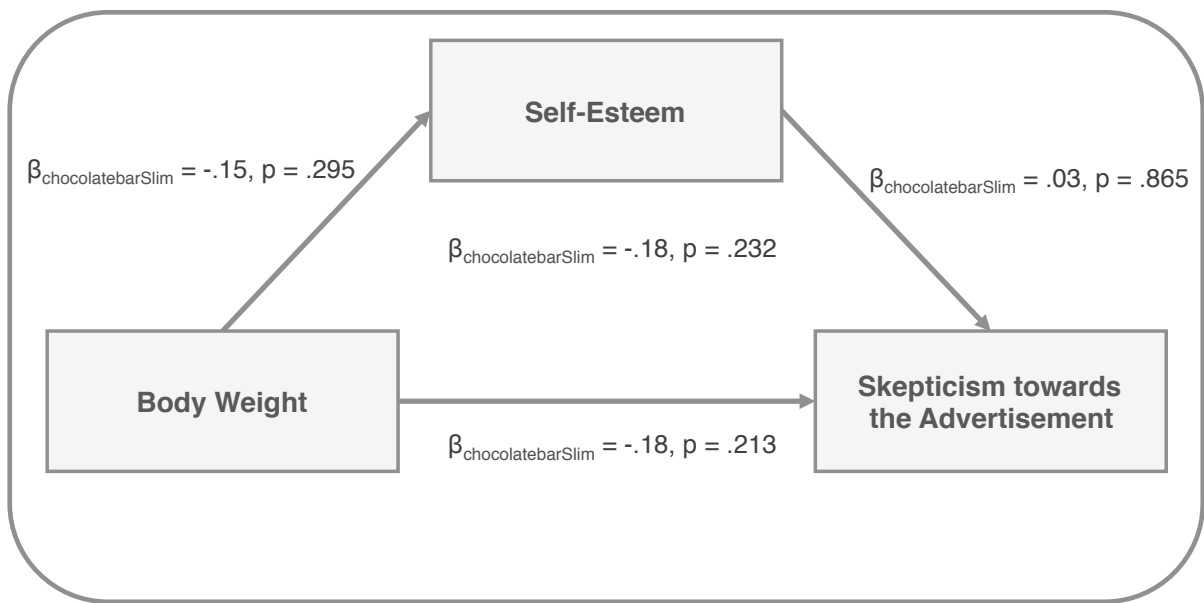


Figure 43: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar with the slim model

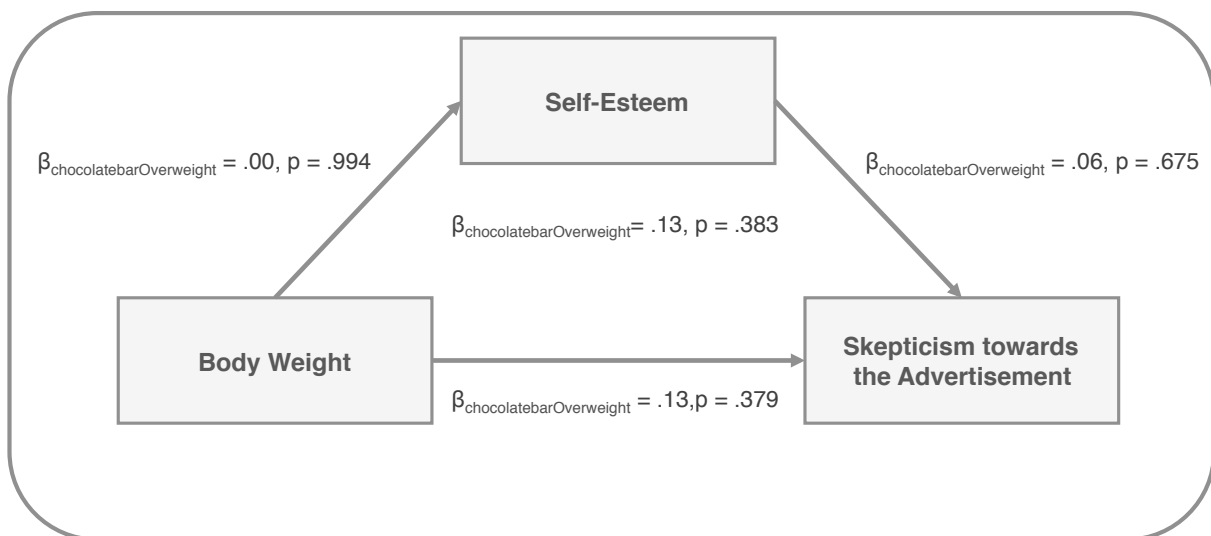


Figure 44: Mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar with the overweight model

H _{1a} : Overweight people have lower self-esteem than people of normal weight.	✓
H _{2a} : People with a low level of self-esteem are less skeptical towards advertising than people with a high level of self-esteem.	✓
RQ1a: Is there a direct connection between BMI and skepticism towards advertising? Do overweight people have lower levels of skepticism towards advertising than people of normal weight?	✓
H _{3a} : Self-esteem mediates the relationship between BMI and skepticism towards advertising.	✓
RQ1b: Is there an interaction effect of gender and BMI on skepticism towards advertising? Do overweight women show the lowest levels of skepticism towards advertising?	✓
H _{1b} : There is an interaction effect of gender x BMI on self-esteem. Overweight women have the lowest level of self-esteem.	✓
H _{2b} : There is an interaction effect of gender x self-esteem on skepticism towards advertising. Women with a low level of self-esteem show the lowest level of skepticism towards advertising.	✗
H _{3b} : There is a moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among females than among males.	✓
H _{4a} : There is a moderation of education on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among people with lower education levels than among people with higher education levels.	✓
H _{4b} : Considering people with low levels of education, there is a moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is stronger among women than among men.	✓
H _{4c} : Considering people with high levels of education, there is no moderation of gender on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising. The mediation is similar among women and men.	✓
H _{4d} : There is a partial mediation of self-esteem on the relationship of BMI and skepticism towards advertising among women with low levels of education.	✗
H _{4e} : There is a complete mediation of self-esteem on the relationship of BMI and skepticism towards advertising among women with high levels of education.	✗

Figure 45: Summary of the outcomes of the hypotheses of study 1

H _{5a} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a smartphone.	✓
H _{5b} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for bottled water.	✓
H _{5c1} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for a chocolate bar.	✗
H _{5c2} : Overweight women show a lower level of skepticism towards the advertisement for the food related product considered to be unhealthy (chocolate bar) than normal weight women.	✓
H _{5d1} : There is a complete mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for an appetite suppressant.	✓
H _{5d2} : Overweight and normal weight women show similar levels of skepticism towards the advertisement for the pharmaceutical related product (appetite suppressant).	✓

Figure 46: Summary of the outcomes of the hypotheses of study 2

H _{6a} : There is a moderation of the season on the mediating effect of self-esteem in the relationship between BMI and skepticism towards advertising among women.	✓
H _{6b} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards advertising among women in summer.	✓
H _{6c} : There is a complete mediation of self-esteem on the relation of body weight and skepticism towards advertising among women in winter.	✓
H _{6d} : There is an interaction of body weight x season on the skepticism towards advertising level among women. In winter, overweight women have lower levels of skepticism towards advertising than normal weight women. In summer, overweight and normal weight women show similar levels of skepticism towards the advertising.	✗

Figure 47: Summary of the outcomes of the hypotheses of study 3

H _{7a1} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone promoted by a slim model.	✗
H _{7a2} : Overweight women show a lower level of skepticism towards the advertisement for the non-food related product (smartphone) with a normal weight model than normal weight women.	✗
H _{7b} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the smartphone promoted by an overweight model.	✓
H _{7c1} : There is a partial mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar promoted by a slim model.	✗
H _{7c2} : Overweight women show a lower level of skepticism towards the advertisement for the food related product (chocolate bar) with a normal weight model than normal weight women.	✗
H _{7d} : There is no mediation of self-esteem on the relation of body weight and skepticism towards the advertisement for the chocolate bar promoted by an overweight model.	✓

Figure 48: Summary of the outcomes of the hypotheses of study 4

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Brauneis, S.

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

ISBN: 978-3-658-14860-7