Beauty Ads

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Who is a Beautiful Woman?

Stereotypical

Nonstereotypical

Hypothesis

After receiving treatment, subjects will

H_{1A}: Report feeling more confident

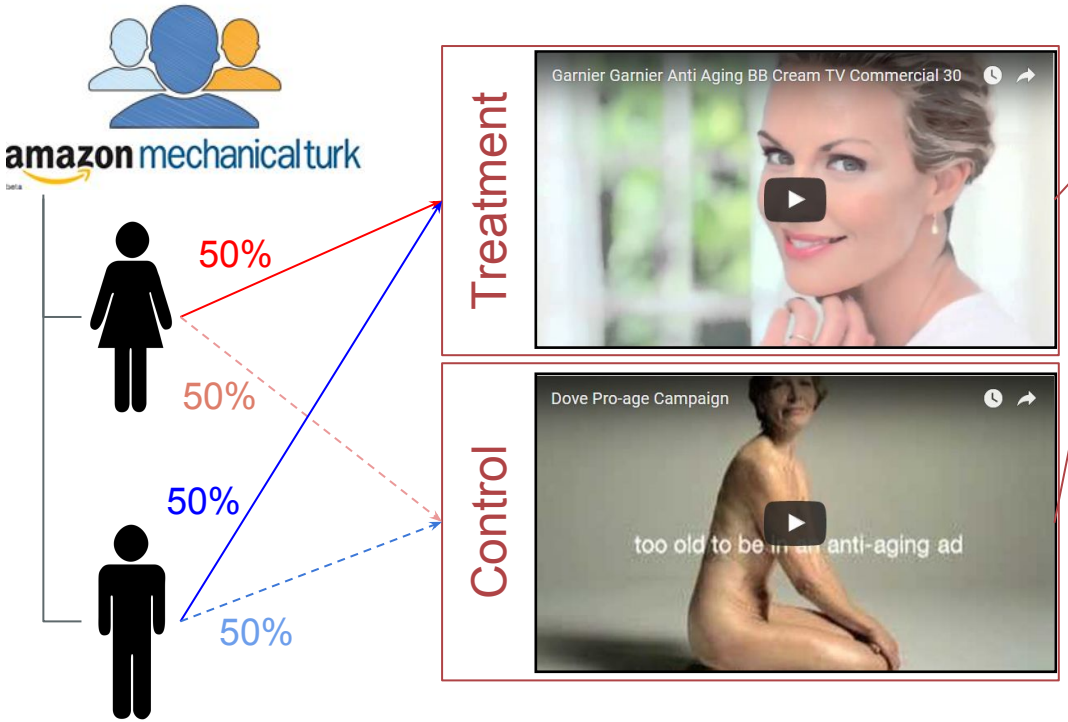
H_{1B}: Report feeling more beautiful

H_{1C}: Report feeling more related to the advertised models

H_{1D}: Prefer advertisements featuring nonstereotypical models

Experiment

Treatment Group	R	X	O
Control Group	R	-	O

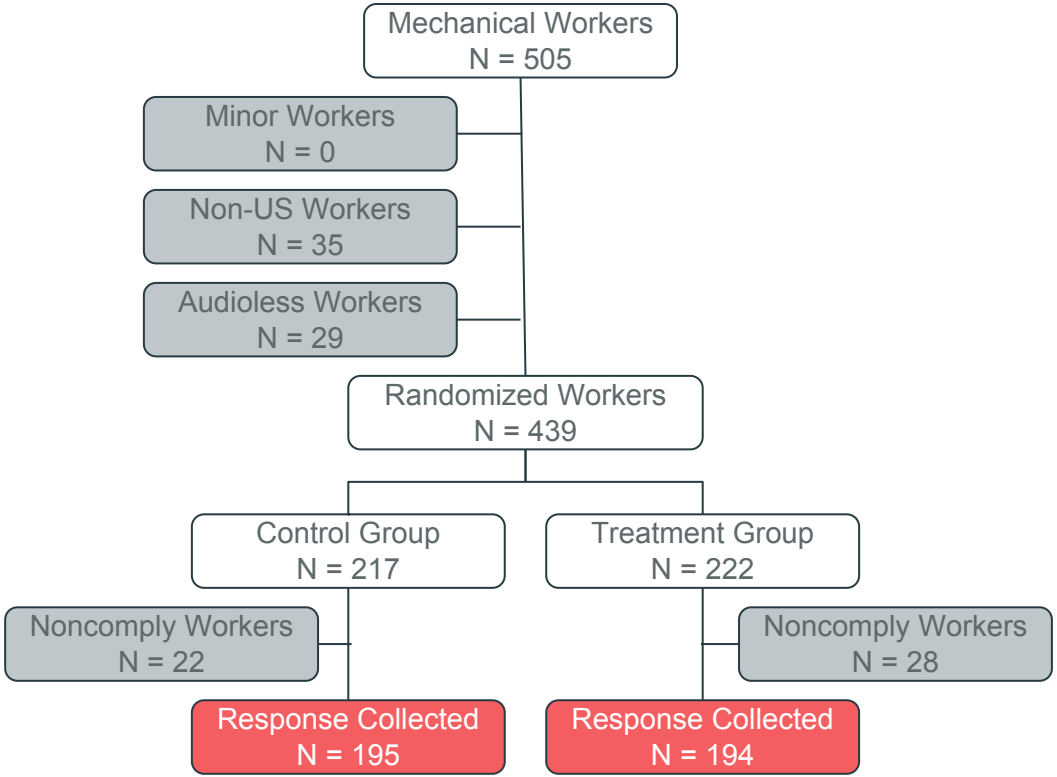


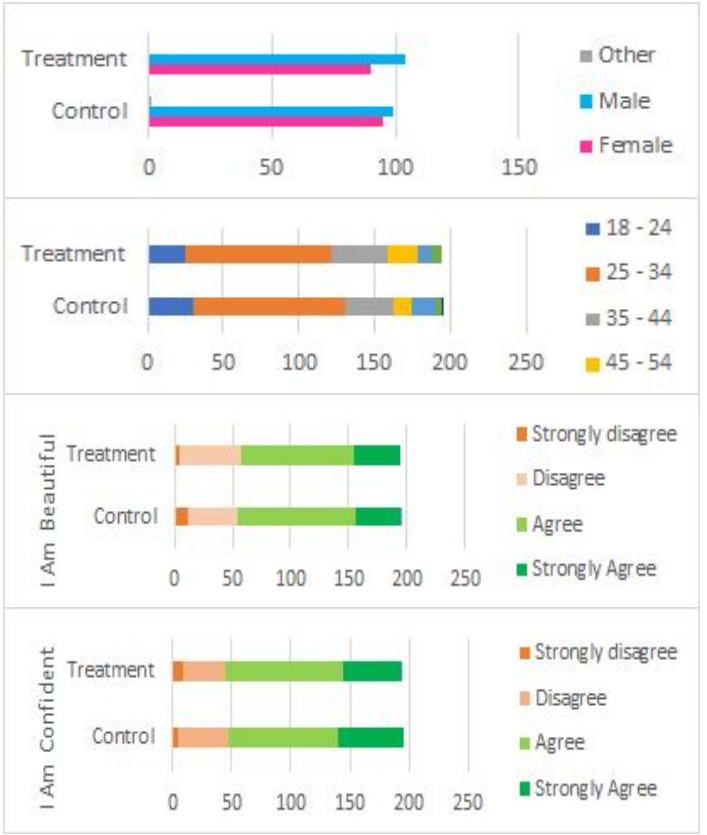
Please indicate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Disagree	Agree	Strongly Agree
I am confident	○	○	○	○
I am beautiful	○	○	○	○
Being beautiful is important.	○	○	○	○
I can relate with the models in the video	○	○	○	○

	Advertisement 1	Advertisement 2
I identify most with the model in...	○	○
I prefer...	○	○
I believe others will prefer...	○	○

Data Collection





Analysis - Statements

First survey collected 390 valid respondents on 2017-07-16

Analysis was run using linear regression and results confirmed with randomization inference

-> Significant results on "**I can relate with the model in the video**"

	Dependent variable:			
	Beautiful (1)	Confident (2)	Importance (3)	Relate (4)
GroupTreatment	-0.001	0.017	-0.058	0.244**
	(0.094)	(0.090)	(0.102)	(0.110)
GenderMale	-0.217**	0.124	-0.181*	-0.459***
	(0.095)	(0.090)	(0.102)	(0.110)
GenderOther	-2.302**	-1.153	-2.200**	-1.703
	(0.935)	(0.892)	(1.007)	(1.092)
Constant	0.302***	0.153*	0.200**	-0.297***
	(0.082)	(0.079)	(0.089)	(0.096)
Observations	390	390	390	390
R2	0.027	0.010	0.020	0.058
Adjusted R2	0.020	0.002	0.012	0.051
Residual Std. Error (df = 386)	0.931	0.888	1.003	1.088
F Statistic (df = 3; 386)	3.597**	1.280	2.599*	7.954***

Analysis - Image

Analysis grouped results for 5 images by 4 questions:

	Dependent variable:			
	data[[question_average]]			
	Identify (1)	I Prefer (2)	Others Prefer (3)	Validate (4)
data[["Group"]]Treatment	-0.081	-0.154	0.165	-0.011
	(0.139)	(0.131)	(0.147)	(0.008)
GenderMale	0.351**	0.677***	0.584***	0.001
	(0.139)	(0.132)	(0.147)	(0.008)
GenderOther	-0.392	-0.689	2.418*	0.0004
	(1.321)	(1.249)	(1.402)	(0.075)
Constant	1.392***	1.689***	2.582***	5.000***
	(0.123)	(0.116)	(0.130)	(0.007)

- No significant results in the grouped data for treatment
- Out of 20 independant questions, we got significant results on “Passion_i_prefer_”
- Issue here: is this due to chance? Or is this a real effect?
- -> Solution: Run a second independent experiment to confirm the results

Analysis - Image 2

Second survey collected 405 valid respondents on 2017-08-10

Assumption: there is no change in beauty perception between the 1st and 2nd survey

	Dependent variable:			
	data[[question_average]]			
	Identify	I Prefer	Others Prefer	Validate
	(1)	(2)	(3)	(4)
data[["Group"]]Treatment	-0.109	-0.104	-0.267**	0.017
	(0.134)	(0.137)	(0.135)	(0.012)
GenderMale	0.471***	0.609***	0.281**	0.010
	(0.136)	(0.139)	(0.137)	(0.012)
GenderOther	-1.520	-1.870	-0.012	0.028
	(1.293)	(1.321)	(1.306)	(0.116)
Constant	1.520***	1.870***	3.012***	4.972***
	(0.124)	(0.127)	(0.126)	(0.011)

- We got significant results on "_o_prefer_average" , mostly due to chance as unique for this dataset
- Results confirms that "**I can relate with the model in the video**" is still significant

Results

- When exposed to nonstereotypical models respondents (especially female) tend to relate more to the model.
- This effect could be explored by advertisers as a way to improve their ad effectiveness.
- Model's beauty in ads doesn't seem to affect self confidence or beauty perception in respondents. Amongst multiple hypothesis, this could be due to high exposure to advertising fatigue in day-to-day life.
- Alternatively, we had respondents which high self-confidence and self-perception. This may mean we may not have had much head room to improve their opinions.

Open Questions and Future Research

Open Questions

- How could we further concentrate treatment assignment?
- Would treatment of brand imaging or product be better?
- Have you seen other brands using nonstereotypical models?
- Where else to collect results?

Future Research Ideas

- Does it matter if customers can relate to the model?
- Larger sample
- Different sample population which is more representative
- Different treatment advertisements for a more common product

Appendix

Conjoint Analysis Images - Coffee

Stereotypical (Control)

Nonstereotypical (Treatment)

Conjoint Analysis Images - Fitness

Stereotypical (Control)

Nonstereotypical (Treatment)

Conjoint Analysis Images - Couple

Stereotypical (Control)

Nonstereotypical (Treatment)

Conjoint Analysis Images - Passion

Stereotypical (Control)

Nonstereotypical (Treatment)

Conjoint Analysis Images - Business

Stereotypical (Control)

Nonstereotypical (Treatment)