Cutting edge:

Consumers' attitudes towards advertisements portraying female models who have undergone cosmetic surgery

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Abstract

Advertisers portray idealized female models who have gained attractiveness from cosmetic surgery in their advertisements without knowing the effects of this decision. This thesis aims to address this unknown point about the portrayal of idealized female images in advertisements. It is a controversial topic, but an important topic, given the prominent use of cosmetic surgery in contemporary society.

Two exploratory studies and five quantitative studies were conducted in Thailand to investigate: female consumer' reactions to models that underwent cosmetic surgery, male consumers' reaction to such models and the influence of cosmetic surgery on Asian beauty types. The results show that cosmetic surgery only enhances perceived attractiveness when the model underwent many cosmetic surgery changes and if female consumers do not perceive these surgery changes. However, both male and female consumers can detect surgery changes when the model has undergone many changes. In sum, cosmetic surgery only affects attractiveness if many procedures have been conducted. But then the probability of detection is high, and detection overrides the positive effect of cosmetic surgery on perceived model attractiveness.

This dark side does not occur amongst male participants in the reported experiments. We found that males believe in the negative news of claiming that the model has undergone cosmetic surgery, but such claims do not affect perceived model attractiveness. However, a claim of no surgery on model's face provides benefit, as it increases perceived model attractiveness amongst male experiment participants, and consequently increases advertising effectiveness.

Concerning the third topic, previous classifications of female models' beauty types are based on a Western perspective. However, we have shown that Asian model beauty types are classified differently from Western perspectives. From an Asian

perspective female model beauty types are classified into three main groups: Natural Cuteness (cute, natural, sweet, and local beauty), Non-Local/Surgery (Western look, Korean style, and surgery beauty), and Sexy Beauty (sexy, cool, and sharp beauty). Our results indicate that cosmetic surgery enhances Non-Local/Surgery beauty and Sexy beauty. However, the most effective beauty type in terms of advertising effectiveness is Natural Cuteness, which cosmetic surgery cannot enhance.

Acknowledgements

I started my PhD with a dream to be a lecturer. After I graduated in the UK, I had to complete two papers with good grades to be able to study for my PhD in New Zealand. Moving to New Zealand was challenging for me. I faced many problems, the toughest of which being that after completing the two papers, I could not find a supervisor. But one person, Aunty Jo (Josephine Wong), told me that "God is good, and he has a plan." That is true as I found the best supervisor for me.

I still remember, in July 2014, I was supposed to enroll in the PhD program as I had completed the required papers, but I still did not have a supervisor. Dr. Andrew Murphy, Prof. Valentyna Melnyk and Prof. Harald van Heerde recommended that I should meet a new professor from the Netherlands who would arrive in the same month. Then, I got the email from Dr. Andrew to have a meeting with Prof. Leo Paas, who became my supervisor. At first, I had not thought about conducting research on models who underwent cosmetic surgery, but I read Prof. Paas's research and found that he investigated thin models. Then, it occurred to me that Thailand also has many models who have undergone cosmetic surgery, so this might be an area in which we shared an interest.

Definitely, the first person I would like to thank is Prof. Leo Paas. For me, he is more than a supervisor. He is my motivator and my inspiration. Many times when I felt like I had no energy to do my research, I just thought that I could not let my supervisor down. I am grateful to my co-supervisor, Dr. Angela McNaught. She always advised and guided me in the development of psychological theories on consumer behavior. I also would like to thank her for giving me good advice, support and flexibility. She shared with me many insightful ideas regarding research and how to process my work. Her patience and strict guidelines about writing helped me to improve my writing a lot.

Table of Contents

List of Figures

x

List of Tables

List of Abbreviations

CS   Cosmetic Surgery

CSR   Corporate Social Responsibility

CS Change   Number of facial parts that are underwent cosmetic surgery

FAM   Female Advertising Model who has not undergone Cosmetic Surgery

FAMUCS   Female Advertising Model who has Undergone Cosmetic Surgery

Chapter 1

Introduction

1.1. Background

1.1.1. Relevant previous research

With extensive competition in the market, firms employ vigorous advertising strategies to attract potential customers. One such strategy involves portrayal of attractive female models (Kaur, Arumugam, & Yunus, 2013). Much marketing literature relates to consumers' reactions towards female models. It has often been suggested that advertisers portray physically attractive models in their communication messages to attain a positive halo effect which ultimately results in better advertising results (e.g., Baker & Churchill Jr, 1977; Englis, Solomon, & Ashmore, 1994; Joseph, 1982). Advertisers believe that attractive persons will be perceived as trustworthy, desirable, and aspirational (Joseph, 1982); have greater social influence (Debevec, Madden, & Kernan, 1986); and are associated with other positive characteristics, such as friendliness, kindness, strength, and independence (Perlini, Bertolissi, & Lind, 1999). Some previous research confirms that model attractiveness positively influences attitudes towards advertisements, messages, and products as a result of a halo effect (e.g., Caballero & Pride, 1984; Reingen & Kernan, 1993).

Attractive advertising models have effects beyond influencing consumers' product purchase intentions; such models may create new standards as females are judged against the beauty standard in advertisements (Kilbourne, 1999). Therefore, portraying physically attractive models has possible caveats. First, females compare themselves to others' beauty to measure their level of attractiveness (Festinger, 1954) because females, more than males, perceive that their own physical attractiveness is important (Markey &

1

Markey, 2012; Martin & Kennedy, 1993). Consequently, Bower (2001) showed that female consumers had a negative emotional response to highly attractive models. This response is considered to result from social comparison jealousy and leads to derogation and consequently lower perceptions of model expertise and negative product argument evaluations, ultimately reducing advertising effectiveness (Bower, 2001). Andersen and Paas (2014) also found social comparison jealousy in female consumers viewing advertisement portraying attractive female models in term of thinness; however, rather than creating negative results. That is, in the study reported by Andersen and Paas (2014) social comparison jealousy resulted in higher purchase intentions amongst the female respondents that were studied. They explained this by pointing out the suggestion from Bower (2001) that, the negative affect might arise from the perceived shortcoming of the self when compared to female advertising models. And, based on the symbolic self-completion theory, to fulfil the consumers' self-completion, consumers acquire products that are related to their shortage characteristics to compensate their feeling of lacking (Dittmar & Drury, 2000); thereby, customers want the products more (Andersen & Paas, 2014). The mixed results reported previously from social comparison jealousy imply that consumers' reactions towards attractive female models who gain their attractiveness are needed to be investigated further.

A second possible downside might arise from unrealistic beauty-ideal stereotypes. Many advertisements portray perfect female beauty ideals (Bissell & Rask, 2010; Harper & Tiggemann, 2008; Yan & Bissell, 2014). Much psychological research has investigated how exposure to idealized female images influences females' and young female' attitudes and perceptions towards themselves (e.g., Becker, Burwell, Herzog, Hamburg, & Gilman, 2002; Bell, Lawton, & Dittmar, 2007; Botta, 1999; Dittmar & Howard, 2004b; Engeln-Maddox, 2006). The beauty ideals concern a thin body, flawless skin, well-styled hair and

attractive facial features (Engeln-Maddox, 2006). One of the ideal beauty areas that many researchers, especially in Western context, have investigated extensively concerns thin female models (e.g., Andersen & Paas, 2014; Apeagyei, 2008; Ashikali & Dittmar, 2012; Bell et al., 2007; Janssen & Paas, 2014). This is because Westerners tend to associate physical attractiveness with the body figure more than facial attractiveness (Frith, Shaw, & Hong, 2005). Therefore, Western females face a strong pressure to conform to the thin ideal of beauty (Harper & Tiggemann, 2008).

Research shows that extremely thin models do not lead to higher perceived attractiveness as the perceived attractiveness will decrease beyond a certain point of thinness (Janssen & Paas, 2014). Furthermore, portraying thin models may create lower ethical judgment of the advertisements (Aagerup, 2011; Andersen & Paas, 2014; Halliwell & Dittmar, 2004). That is, to achieve the ideal thinness, many female models have to reduce their weight far below the recommended weight of good health (Fay & Price, 1994). In line with the latter, young females and females, in general, have been shown to be influenced by media portraying thin-ideal female models, which they are suffering from depression, low self-esteem, body-focused anxiety, body image dissatisfaction, anorexia and bulimia as they compare themselves to female advertising models with unrealistically thin ideals (Dittmar & Howard, 2004b; Stice, Spangler, & Agras, 2001), which has led to negative societal reactions (Andersen and Paas, 2014).

Body size and shape are not the only components of female attractiveness; the overall attractiveness is also affected by facial attractiveness (Bower, 2001; Bower & Landreth, 2001). In fact, some research shows that facial attractiveness influences overall attractiveness more than body attractiveness (Mueser, Grau, Sussman, & Rosen, 1984), particularly in Asian contexts (International Society of Aesthetic Plastic Surgery, 2015). To obtain the ideal facial attractiveness, undergoing Cosmetic Surgery (CS) is one of the

options (Balsamo, 1992; Gao, Niddam, Noel, Hersant, & Meningaud, 2018; Liew et al., 2016). This CS trend influences not only adult females, but also young females. However, the factors driving attitudes towards CS are different amongst various age categories. Adult females seek anti-ageing CS procedures; whereas, young adults seek appearance enhancement through CS procedures (Slevec & Tiggemann, 2010). The number of young females who obtain ideal physical attractive from CS is also increasing (American Society for Aesthetic Plastic Surgery, 2017); especially amongst young advertising models. Young female models are the main group that many advertisements want to hire (MM Model Management, 2017). In the popular press, Dr. Calabrai presumed that many young actors start getting the surgery in their early 20s, and around 40% of young actors in Hollywood had undergone CS to gain ideal physical attractive (Gornstein, 2010). This is because the pressure to carry our public roles leads to the higher motivation for advertising models to undergo CS to obtain physical attractiveness (Honigman & Castle, 2006). We suggest that young female advertising models are also likely to have undergone CS in order to fulfil their public role.

Despite its prominence, the study of idealized female images in advertising has not addressed CS. Furthermore, previous research was conducted in a Western context, and the use of idealized female advertising models has rarely been investigated in Asian context; especially where people value facial attractiveness more (Frith et al., 2005). Therefore, to explore this neglected area, this thesis concentrates on reactions to the facial beauty of advertising models in the economically important Asian context and particular addresses facial beauty resulting from CS.

1.1.2. Cosmetic surgery amongst advertising models in Asia

The psychological literature shows that people perceive others who have attained beauty from CS differently from those individuals who are considered to have non-cosmetic beauty. Previous research show consistent negative findings in stereotype to individuals that underwent CS such low self-esteem (Figueroa, 2003; Tam, Ng, Kim, Yeung, & Cheung, 2012), unnatural (Fraser, 2001; Hurd Clarke & Griffin, 2007; Tam et al., 2012), and fake (Tam et al., 2012). In the Asian context, the negative stereotype is strong as the research of Tam et al. (2012) shows that Asian people tend to avoid forming an intimate relationship with people with CS changes. Based on this information, we propose that consumers may perceive attractiveness that is attained through CS differently from non-CS attractiveness. Therefore, the reactions towards Female Advertising Models who Have Undergone Cosmetic Surgery (FAMUCS) might be different from female advertising models who have not undergone CS because the negative halo effect from CS stereotypes might lead to consumers perceive those who have undergone CS negatively. Additionally, the ethical issue of portraying FAMUCS might be raised as exposing to FAMUCS creates a willingness to undergo CS (Delinsky, 2005; Slevec & Tiggemann, 2010).

To cover the gap of literature and to provide insights into ideal images resulting from CS on the model's face, this thesis aims to investigate consumers' reactions to advertisements portraying FAMUCS. Investigating this research topic might be controversial, but it is an important topic to explore since there is a high use of CS in contemporary society. Previous research about CS focused mainly on satisfaction after surgery (e.g., Ching, Thoma, McCabe, & Antony, 2003; Von Soest, Kvalem, Roald, & Skolleborg, 2009) and attitudes towards others with CS changes (e.g., Hurd Clarke & Griffin, 2007; Tam et al., 2012); research has yet to explore whether or not consumers

can detect CS changes on models' faces and how consumers perceive attractiveness from CS and react to advertisements portraying FAMUCS. Therefore, to extend our knowledge of consumer reactions to idealized female images in advertisements, we aim to investigate those points.

1.2. Main Contributions

1.2.1. Problem Statement

Based on the discussion in section 1.1, the problem statement of this thesis is formulated as:

How do consumers react towards advertisements portraying female advertising models who have undergone cosmetic surgery?

This central question is addressed in the three consecutive chapters of this thesis. Chapter 2 investigates female consumers' ability to detect CS changes and female consumers' reactions towards FAMUCS. Chapter 3 explores male consumers' reactions towards FAMUCS and also investigates the effect of CS information in the media about the models on males' perceived CS. In Chapter 4, we investigate the beauty types of Asian models in conjunction with CS and the effects of these beauty types on advertising effectiveness. The details of research questions in each chapter are in Table 1.1.

Table 1.1 Overview of the research questions in three chapters

	Chapter 2 **Reactions of female consumers to FAMUCS**	**Chapter 3** **Reactions of male consumers to FAMUCS**	**Chapter 4** **Asian Beauty Types and Advertising Effectiveness**
RQ1. Do consumers have the ability to detect CS changes on a FAMUCS's face?	**X**	**X**	
RQ2. Does CS enhance perceived model attractiveness?	**X**	**X**	**X**
RQ3. Why does the negative affect of social comparison jealousy create a positive effect on advertising effectiveness?	**X**		
RQ4. How do news media reports on CS history of models' faces influence consumers' perceptions of CS on female advertising models?		**X**	
RQ5. What are the beauty types of female advertising models in Asian context in conjunction with CS?			**X**
RQ6. How does each beauty type influence advertising effectiveness?			**X**

1.2.2. Contributions

At the most general level, this thesis contributes to the extensive stream of research on consumer reactions to idealized female advertising models. Specifically, the thesis aims to contribute to the research on *female advertising models* in the following ways:

a) We extend the advertising literature on consumers' reactions to perceived attractiveness of female advertising models by investigating consumers' reactions to FAMUCS (chapter 2, chapter 3, and chapter 4).

b) We investigate the cause of creating positive influences of negative affect (envy) on advertisement effectiveness (chapter 2).

c) We test the generalization of the attractive female advertising models theory as we conducted the research in an emerging market; rather than investigate only in the Western countries (chapter 2 and chapter 3).

d) We investigate the effects of news and media reporting model's CS information influences males' perceptions of female advertising models (chapter 3).

Secondly, this research aims to contribute to the research of *reactions to others with CS changes* as we extend the psychological literature by investigating consumers' reactions to a group of models who have undergone CS (chapter 2, chapter 3, and chapter 4). Third, we contribute to the theory of *beauty types*. Whereas, previous research classified beauty types of female advertising models based on only Western perspective (e.g., Englis et al., 1994; Goodman, Morris, & Sutherland, 2008; Solomon, Ashmore, & Longo, 1992), our research shows that beauty types of female advertising models in Asian perspective are different (chapter 4). In details;

a) We explore the influences of CS on the perceived facial beauty types of female advertising models in an Asian context (chapter 4).

b) We investigate Asian female consumers' reactions towards different facial beauty types of models in advertisements (chapter 4).

Managerially, this research provides insight to advertisers on consumers' reactions to idealized female advertising models who gain facial attractiveness from CS. This provides guidelines to advertisers in selecting a model to enhance advertising effectiveness. Contemporary advertisements cannot only focus on model attractiveness but also the perceived cause of attractiveness that the female advertising models might gain from CS. The results provide insights into consumers' reactions to FAMUCS that are relevant for governments or other non-profit organizations for further implications in

term of introducing laws or conducting informative campaigns to control portrayal of FAMUCS in advertisements. At the very least, this research will enhance the overall development having serious societal implications; only then can a fruitful discussion be held on this topic. As an example of research on extremely thin models, researchers such as Andersen and Paas (2014), Dittmar and Howard (2004a), Stice et al. (2001), and Bell et al. (2007) raise awareness of disadvantages in portraying extremely thin models in advertisements, leading to reactions from companies in terms of their advertising, such as the Dove campaigns

1.3. Outline of the Thesis

This thesis consists of three independent papers addressing different aspects of consumers' reactions towards FAMUCS.

Chapter 2 – *"Cosmetic surgery beauty in advertisements: Reactions of female consumers to female advertising models who have undergone cosmetic surgery"* – This chapter investigates female consumers' reactions to FAMUCS, concentrating on female consumers' ability to detect cosmetic surgery changes when models have undergone different levels of facial cosmetic surgery, and the effect of perceived cosmetic surgery on perceived model attractiveness. Furthermore, this research investigates the influences of negative affect (envy) on advertisement effectiveness. Three studies were conducted. Study 1 was conducted to test female consumers' ability to detect CS on models' faces in an exploratory setting and select models' photographs for the two quantitative studies. Study 2 assessed replicability of the Study 1 findings on female consumers' ability to detect CS changes and the effect of perceived CS on perceived model attractiveness in a quantitative setting by portraying the model who had actual CS changes and the model who had not. Model attractiveness was controlled to investigate the unconfounded effect

of CS on advertising effectiveness. In chapter 2, Study 3 manipulated a model's photograph as if she had undergone different levels of CS to assess the influences on model attractiveness, perceived cosmetic surgery by consumers and their reactions to the advertisement. The positive influence of negative affect (envy) was also investigated in this study. Overall, this paper extends the previous literature on consumers' reactions to female advertising models by addressing reactions to FAMUCS. Furthermore, conducting the research outside Western countries helps to validate the existing theories of attractive models. Lastly, this research provides the reason why some previous research found positive influences of negative affect (envy) on advertisement effectiveness.

Chapter 3 – *"She has undergone cosmetic surgery: Reactions of male consumers to female advertising models that underwent cosmetic surgery"* – Rather than focusing on the reactions of same-sex consumers, this chapter investigates male consumers' reactions towards advertisements portraying FAMUCS. Specifically, we investigate males' ability to detect facial surgery changes on female models' faces, and the influences of media reported facial surgery information of female models on males' perceived CS. The two reported empirical studies were conducted in a gift-giving context, in which males dedicate more effort towards the purchase decision. Study 1 in chapter 3 explores male consumers' ability to detect surgery changes and their reactions to advertisements by portraying a female advertising model who has actual surgery changes and female model who has not. Both female models have the same level of attractiveness to test the direct effect of surgery changes on advertising effectiveness. Study 2 investigates the influences of media information on advertising effectiveness by creating a between-subjects design included three conditions of media information (Told nothing, Told she had undergone surgery and Told she had not undergone surgery) on an advertisement portraying a female advertising model. This paper extends the previous literature on

consumers' reactions to female advertising models by addressing opposite sex reactions to FAMUCS. Furthermore, this research investigates the influences of media information about models' surgery information as this issue widely occurs.

Chapter 4 – *"Asian beauty types: Cosmetic surgery and advertising Effectiveness"* – Existing classifications of female adverting models are based on a Western perspective. This chapter explores beauty types among Asian female advertising models and female consumers' reactions to advertisements that portray different beauty types. The reported research also investigates how cosmetic surgery influences both the classification of beauty types and advertising effectiveness. Study 1 uses in-depth interviews with 15 female participants in Thailand to explore the beauty types of Asian female advertising models, using thematic analysis. Study 2 explores quantitatively how female consumers classify the beauty types from Study 1, as well as consumers' reactions to advertisements portraying different beauty types and varying levels of cosmetic surgery. This chapter shows that beauty types in an Asian context are different than in Western countries. Furthermore, we present the first investigation of beauty types in conjunction with cosmetic surgery, an important aspect of contemporary beauty types.

Chapter 5 provides the conclusion of all chapters. The main research results will be summarized, along with academic contributions, managerial implications and directions for future research.

Chapter 1 Introduction

Chapter 2

Cosmetic surgery beauty in advertisements: Reactions of female consumers to female advertising models who have undergone cosmetic surgery[1]

Commercial messages often portray models who have undergone cosmetic surgery, because advertisers expect model attractiveness to enhance advertising effectiveness. This article establishes a boundary condition. Facial attractiveness can only be enhanced when the model underwent more than two surgical changes. This may, however, backfire as this number of cosmetic surgery changes enhances the probability that consumers detect them. Detection of the CS changes neutralizes the positive effect of cosmetic surgery on perceived model attractiveness. We also find that the negative affect caused by viewing attractive models that leads to the positive effect on ad effectiveness is caused by benign envy as consumers want to improve themselves. The paper concludes with a discussion on academic, managerial, and societal implications.

Keywords: Cosmetic surgery, Female advertising model, Benign envy, Advertising effectiveness

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[1] This chapter is based on the following paper; Tipgomut, Pornchanoke, Leo Paas, and Angela McNaught, "Cosmetic surgery beauty in advertisements: Female consumer reaction to cosmetic surgery beauty in advertisements".

2.1. Introduction

In 2016, more than 13 million cosmetic surgery (CS) procedures were conducted in the United States alone—representing a growth of 732% since 1997. Women accounted for approximately 90% of the surgical cosmetic procedures (e.g., eyelid surgery, nose surgery) and non-surgical cosmetic procedures (e.g., botulinum toxin, hyaluronic acid, photorejuvenation) (American Society for Aesthetic Plastic Surgery, 2017). People undergo CS because they want to improve their physical appearance (Hurd Clarke & Griffin, 2007). Facial attractiveness, height, and thinness are major components of attractiveness (Bower, 2001; Bower & Landreth, 2001). Facial attractiveness influences overall attractiveness more than body attractiveness does (Mueser et al., 1984), especially in Asia (Frith et al., 2005). Consequently, Asian people who have undergone CS mostly modify the facial parts (International Society of Aesthetic Plastic Surgery, 2015). However, previous research on the idealized female images in advertising concentrated on body thinness (Andersen & Paas, 2014; Ashikali & Dittmar, 2012; Bell et al., 2007; Dittmar & Howard, 2004b; Janssen & Paas, 2014), neglecting facial attractiveness.

Physical appearance is an important competitive advantage for advertising models in the job market (Honigman & Castle, 2006). Many advertisers prefer using attractive models to promote their products because such models are perceived to be more credible and increase the communication's effectiveness (Joseph, 1982). However, Tam et al. (2012) report that participants described people with CS changes as good looking but also noted several negative attributes such as fake and unnatural. Therefore, we expect that consumers' reactions towards FAMUCS might be different from female advertising models who are perceived to have no CS. More generally, portraying attractive models may cause consumers' negative feelings of jealousy and envy (Andersen & Paas, 2014; Bower, 2001). However, the consumers' responses to the advertisements after having

negative feels are mixed. Bower (2001) found a negative response; whereas, Andersen and Paas (2014) found a favorable response as consumers want products more when they hold social comparison jealousy feelings towards the advertising model portrayed in the advertisement to which participants were exposed. This chapter addresses these gaps in the literature.

Our first and foremost contribution is that we extend the advertising literature on consumers' reactions to idealized female images in advertising by investigating female consumers' reactions to Female Advertising Models who have Undergone Cosmetic Surgery (FAMUCS), a topic largely unexplored to date. Previous research that investigated idealized female images in advertising focus mostly on models with idealized thinness (e.g., Andersen & Paas, 2014; Ashikali & Dittmar, 2012; Bell et al., 2007; Dittmar & Howard, 2004b; Janssen & Paas, 2014) and sex role idealization (e.g., Ferguson, Kreshel, & Tinkham, 1990; Jaffe & Berger, 1994). Furthermore, previous psychological research about CS investigate mainly on people's satisfaction after undergoing CS (e.g., Von Soest et al., 2009) and acceptance of CS (e.g., Sherry, Hewitt, Flett, & Lee-Baggley, 2007; Swami, Campana, & Coles, 2012).

The studies reported in chapter 2 have three main contributions. First, we assess female consumers' ability to detect levels of CS changes on models' faces, and how this affects perceived model attractiveness. Secondly, our research investigates the influence of negative affect (envy) on advertisement effectiveness. Thirdly, the reported studies were conducted in an emerging country, which answers Steenkamp's (2005) call for further research in such markets. Many international companies target emerging countries, noting that more than 80% of consumers live in these countries, and thus it is important to investigate their different behavior and decision-making processes (Steenkamp, 2005). We conducted our studies in Thailand because it was ranked first in

Southeast Asia and fifth in Asia for the number of CS procedures in 2011 (International Society of Aesthetic Plastic Surgery, 2012). Given that Asian people tend to associate physical attractiveness with the face (Frith et al., 2005), our research focused on facial attractiveness resulting from CS.

In terms of managerial implications, this research provides guidelines to advertisers in selecting models to enhance advertising effectiveness. Our study is the first to make advertisers aware of negative and positive consequences of portraying FAMUCS. Next, we discuss our theories and hypotheses; then, we describe our research designs for the pretest and two studies, present the results, and conclude with a discussion.

2.2. Literature and Conceptual Framework

2.2.1. Cosmetic surgery and model attractiveness

Psychological research has demonstrated that a specific face is perceived as more attractive if it is symmetrical, shows secondary sex characteristics as hormone markers, and represents a prototypical face (Thornhill & Gangestad, 1999). Usually, one side of a person's face is not perfectly symmetrical with the other, so cosmetic surgeons aim to make a face as symmetrical as possible (Strasser, 1999). Cosmetic surgeons aim to mimic these characteristics, by altering individual faces using codified measurements based on an aesthetic ideal of symmetry, proportion, and harmony (Balsamo, 1992). A symmetrical face is perceived as more attractive than an asymmetrical face (Perrett et al., 1999; Rhodes, Proffitt, Grady, & Sumich, 1998; Thornhill & Gangestad, 1999), because symmetry demonstrates better phenotypic quality and genome, which resists disease and maintains healthy development (Møller, 1990; Parsons, 1992).

Another factor that influences attractiveness is secondary sex characteristics, which act as hormone markers (Thornhill & Gangestad, 1999). For women, estrogen is the

primary sex hormone, influencing the facial structure and signalling female fertility and reproductive value (Thornhill & Gangestad, 1999; Thornhill & Grammer, 1999). Estrogen helps deposit fat in the upper cheek area, results in fuller lips, and facilitates facial bone growth, which typically results in a smaller lower jaw and nose (Thornhill & Grammer, 1999); all these factors make women more attractive (Thornhill & Gangestad, 1999). Cosmetic surgery, therefore, tends to reshape the face and form narrow and high-bridged noses (Aizura, 2009).

Asian females that undergo CS often prefer an ideal face with large eyes and double eyelids, narrow and a high bridge nose (Gao et al., 2018; Liew et al., 2016), full but not prominent lips (Liew et al., 2016) and an oval or egg-shaped face (V-shaped jawline) (Liew et al., 2016). However, Asian women's facial structures are generally different from this perceived ideal (Liew et al., 2016). Therefore, Asian women with CS changes that aim to achieve the ideal may look very different from most other Asian women. Furthermore, CS-enhanced faces will look perfectly symmetrical, which is different than most other faces (Strasser, 1999). Nevertheless, it is unclear whether consumers can determine if an advertising model underwent CS. Previous research has solely focused on patient satisfaction after surgery (e.g., Ching et al., 2003; Von Soest et al., 2009). Based on the limited previously conducted research, we hypothesize the following:

H1. More CS changes on female advertising models' faces lead to higher ratings of perceived attractiveness.

H2. More CS changes on the female advertising model's face lead to more consumers noticing those changes.

CS recognition may be detrimental for advertising effectiveness. Tam et al. (2012) investigated attitudes towards others who have undergone CS by asking participants in both Western and Asian countries to list the top attributes that best describe people who

have undergone CS. Participants tend to hold negative stereotypes, e.g., unnatural and fake, even though participants typically perceived others with CS changes as good-looking. Female participants in a study reported by Hurd Clarke and Griffin (2007) perceived beauty gained from CS to result in an unnatural appearance resulting in an inauthentic mask, and an unmodified body is considered as authentic and pure. We argue that undergoing CS against indexical authenticity as indexical authenticity refers to "the original" or "real" thing (Grayson & Martinec, 2004). This perceived authenticity also influences credibility (Miller, 2015). Thus:

H3.   Consumers perceive female advertising model attractiveness as lower if they can tell she has undergone CS.

2.2.2. Model attractiveness and ad effectiveness

Previous research has shown that consumers perceive attractive models as more credibility, meaning they are trustworthy and have more expertise (Joseph, 1982; Ohanian, 1990), and result in positive product argument evaluations (Lynch & Schuler, 1994). Thus:

H4.   A higher level of model attractiveness leads to more favorable evaluations of perceived model expertise, model trustworthiness, and product argument evaluation, which will increase advertising effectiveness.

Bower's (2001) study showed attractive models might have a dark side caused by negative feelings (e.g., envy and jealousy). This can lead to derogating the model by reducing the model's perceived expertise and the product argument evaluation, resulting in lower advertisement effectiveness. However, Andersen and Paas (2014) found that when females consumers have such negative feelings, they develop higher purchase

intentions for the advertised product. We argue that this positive outcome may result from benign envy.

Previous research showed that envy and jealousy are different emotions. Jealousy "occurs when a person fears losing an important relationship with another person to a rival —in particular, losing a relationship that is formative to one's sense of self..., envy occurs when a person lacks another's superior quality, achievement, or possession and either desires it or wishes that the other lacked it" (Parrott and Smith 1993, p. 906). We expect that the negative affect arising from comparison with attractive models is envy rather than jealousy because consumers should have no fear of losing an important relationship to a model. Consumers generally will create upward comparisons because advertising models represent a beauty ideal (Martin & Kennedy, 1994). To resolve the envy feeling, the consumer may try to decrease the perceived distance between themselves and an envied person by either pulling down the envied person (malicious envy) or improving their own position (benign envy) (Van de Ven, Zeelenberg, & Pieters, 2009). Wood (1989) comments that an upward comparison can be considered as inspiring or threatening depending on whether or not a person to whom one is comparing is considered a competitor. Advertising models are more likely to be perceived as non-competitors as they are considered as an ideal image of attractiveness (Martin & Gentry, 1997). Therefore,

> *H5.* Benign envy as a mediator increases the effect of model attractiveness on model expertise, model trustworthiness, and product argument evaluation, which will increase advertising effectiveness.

To investigate the hypotheses in our research model (see Figure 2.1), we conducted three studies. Study 1 is an exploratory study assessing whether participants can perceive CS changes on the models' faces (H2). Study 2 also studies H2, and further investigates

the effect of perceived CS on perceived model attractiveness in a quantitative setting (H3). Study 3 studies all hypotheses in conditions of different levels of CS changes on a model's face.

Figure 2.1 Research model of chapter 2
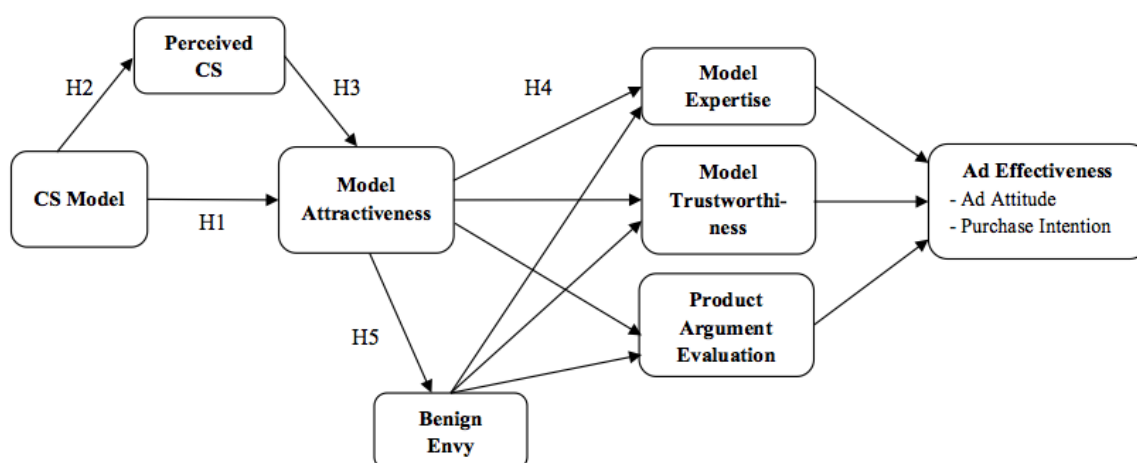
2.3. Study 1: An exploratory research on cosmetic surgery recognition by consumers

2.3.1. Sample and method

Study 1 assesses how well respondents can detect CS on models' faces and to select suitable model photographs that clearly represents a FAMUCS and a Female Advertising Model who has not undergone CS (FAM) for studies 2 and 3. We interviewed 30 female undergraduate students from Assumption University in Bangkok, Thailand, selected using convenience sampling with no compensation. Their age ranged from 18 to 23 years ($M = 20.97$; $SD = 1.52$).

For the research that we conducted, student samples are particularly well suited as: (1) this research focuses on the CS benefit of beauty enhancement which is more related to young females (Slevec & Tiggemann, 2010), (2) advertising agencies generally hire female models aged below 25 years (MM Model Management, 2017), and (3) advertisers

often target young and educated middle-class females in Thailand (Johri & Sahasakmontri, 1998), which often corresponds with being a student.

The stimulus set consisted of ten photographs of unfamiliar Thai models' faces printed in color—five photographs of FAMUCSs and five photographs of FAMs. The selected models were aged 24–29 years and their perceived ages ranged from 20 to 27 years. We purchased the photographs directly from the models themselves, and they confidentially revealed whether they had undergone CS and, if so, the type. We then assessed each model's CS history by asking two surgeons and a dermatologist to verify their claims from the models' photographs, as previous research suggests that Asian people may conceal their CS history (Tam et al., 2012). We selected the model's photograph only if she (1) had been in at least one advertisement, (2) was not a celebrity or a well-known model (to avoid prior knowledge of model and other uncontrolled effects), and (3) agreed to disclose CS history. To focus attention on faces only, we used above-shoulder photographs that clearly showed faces. All models were made up for an everyday look, did not wear colored contact lenses, displayed a smiling expression, had a ponytail hairstyle, and did not wear any jewelry. We disclosed no names or actual CS information to participants, and no photographs used any graphical manipulation.

The interview process began by asking participants to consecutively view randomly selected photographs (see the interview process in Appendix 2.A). All interview questions were in Thai. To avoid information influences and to ensure that we could measure the perceptions of the participants, the screen question was "Have you ever seen the model before?" If the answer was "no," they could continue with the questions. The questions in Study 1 are divided into three groups: (1) control factors, (2) main factors of analysis, and (3) participant information. Control factors are aimed at screening the models' photographs to be used in the main studies. Those factors were perceived age of

the model, ability to be a model and perceived level of attractiveness. We aimed to select models' photographs for which participants perceived that the models had similar ages to young models and participants.

Furthermore, even though the models were real models, we wanted to ensure that the participants believed that the selected models were able to be models as measured by a binary item with categories 'yes' and 'no'. For the perceived level of attractiveness, participants responded to a five-point semantic differential scale ("very unattractive"/"very attractive") to ensure that the selected models had similar perceived levels of attractiveness. The following question intended to measure perceived CS: "Do you think that this model has undergone CS or not? And why?" For perceived CS, participants could answer 'yes', 'no' and 'cannot tell.' After completing this evaluation, the respondents viewed the next random photograph until reaching the last photograph. We implemented single-item scales to reduce the time necessary to complete the survey and to avoid respondent refusal and bias.

2.3.2. Results

There are 30 participants viewing 10 model photographs each; thus, there are 300 times of viewing model photographs. In three times cases the participant did not pass the screening question of "Have you ever seen the model before?" Based on the results reported in Figure 2.2, we find that participants can detect CS changes reasonably well for nine out of 10 models' faces, M7 was classified incorrectly by a majority of participants, i.e., 62.07% of participants incorrectly thought she had undergone CS. Additionally, based on the criteria of actual CS and percentage of perceived CS, the female advertising models could be classified into three groups: no CS, a small amount of CS and extensive amount of CS. More than 50% of participants could notice CS

changes in models who had undergone surgery on more than two parts of the face; whereas, less than 50% of participants could notice one or two CS changes. Hence, we classified one or two parts of CS on the face 'a small amount of CS' and CS on more than two parts of the face as 'extensive amount of CS'.

Figure 2.2 CS recognitions in study 1 chapter 2
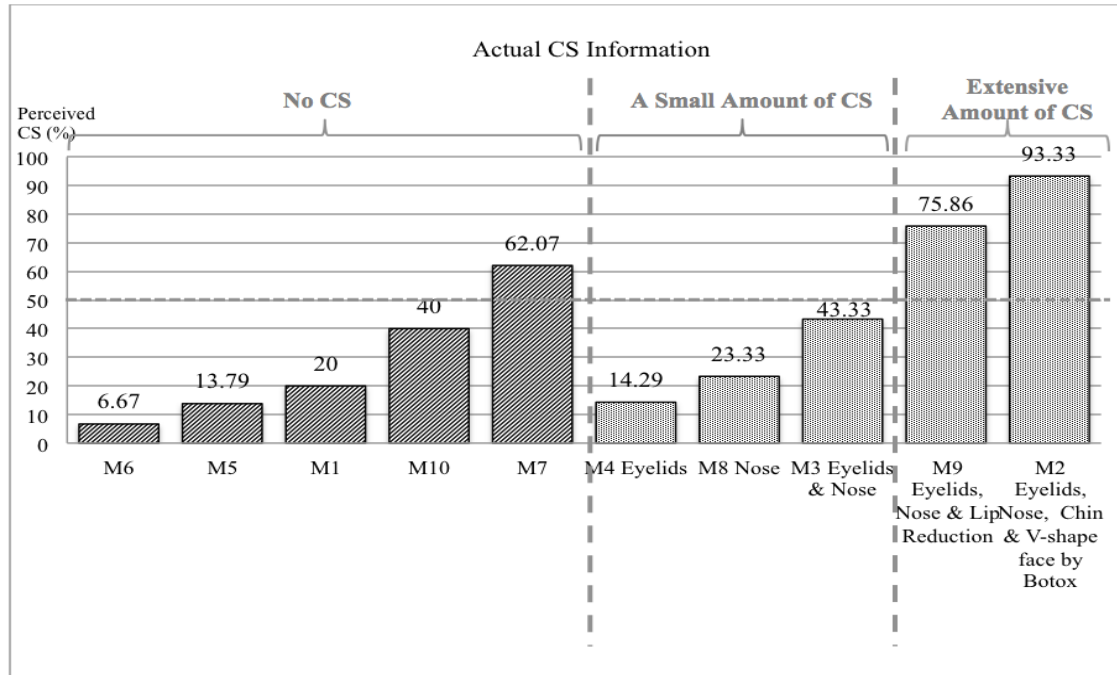
To select the most suitable models, only the models' photographs that clearly represented FAMUCS and FAM were selected, i.e. M5, M6, and M9. Both M5 and M6 were suitable FAMs; that is, respectively 74.41% and 73.33% of the respondents correctly answered "no" for perceived CS. We selected M9 to represent a FAMUCS because she had actually undergone CS and 75.86% of respondents perceived this. At least 50% of the respondents agreed that these three models could be employed as models (M5 = 62.07%; M6 = 66.67%; M9 = 65.52%). And, the selected models had similar perceived levels of attractiveness, $M_{M5} = 3.41$; $M_{M6} = 3.43$; $M_{M9} = 3.31$, $F(2, 85) = 0.20$, $p > 0.10$. For Study 2, we selected M5 to represent a FAM and M9 to represent a FAMUCS to investigate the influences of actual CS. We selected M6 for Study 3 because a surgeon

commented that her face could change a great deal through CS as we aimed to manipulate her photograph into different CS conditions in Study 3.

Overall, this study partially confirms H2 that only undergoing an extensive amount of CS on the model's face (three CS procedures or more) lead to more number of participants who can notice the CS. Participants did not perceive CS changes between the group of FAM and the group of female advertising models who have undergone a small amount of CS (two procedures at the most). For the models that underwent three or more CS procedures a large majority of participants noticed these changes, i.e., 75.86% for M9 and 93.33% for M2. More details of the analysis are provided in Appendix 2.B.

2.4. Study 2: Quantitative study on CS recognition and consequences

2.4.1. Sample and Method

Study 2 assessed replicability of the Study 1 findings on the ability to notice CS changes and the effect of perceived CS on perceived model attractiveness in a quantitative setting. We used an actual FAMUCS$_{(M9)}$ and FAM$_{(M5)}$ from Study 1, with equal levels of perceived attractiveness, to test the un-confounded effect of CS. Two hundred female students from undergraduate programs at Assumption University participated in the conducted paper-and-pencil survey, 100 per model condition. Three questionnaires were incomplete, resulting in n = 197. All participants were Thai, and the average age was 19.87 years (SD = 1.31), ranging from 18 to 24 years.

A graphical expert employed by an advertising agency created two artificial advertisements; one for the image of FAMUCS$_{(M9)}$ and another for the FAM$_{(M5)}$. Both advertisements had the same design, including the model's face, the product and brand (a facial cream), and general product information. Using an artificial brand avoids bias that may arise from brand recognition. All questionnaires were in the Thai language and

validated using back-translation techniques. This process was performed by a Thai marketing lecturer, who grew up in the United States, to avoid misunderstanding the culture and to reduce errors in translation.

2.4.2. Procedure and measures

Participants first answered general demographic questions, including age and student's cohort. Then, we directed them to view the artificial print advertisement. Each participant was exposed to a single advertisement only, resulting in a between-subjects design. Then, participants completed the questionnaire including questions addressing model attractiveness, perceived CS and perceived make-up levels (see Appendix 2.C). Perceived model attractiveness was measured using Ohanian (1990) five-item seven-point semantic differential scale; "attractiveness/unattractive," "classy/not classy," "beautiful/ugly," "elegant/plain," and "sexy/not sexy." We added one additional item, "cute/not cute," because "cute" models are frequently presented in Asia (Frith et al., 2005). The six items on model attractiveness have a coefficient $\propto$ of 0.85. Perceived CS was measured by dichotomous questions, and a perceived make-up level was measured by a four-point Likert scale (none, a little, a moderate amount and a lot).

2.4.3. Results

There is a small albeit significant difference between attractiveness of the FAM$_{(M5)}$ ($M = 3.81$) and FAMUCS$_{(M9)}$ ($M = 3.45$), $t(195) = 2.326$, $p < 0.05$. In support of H2 we found that 70.71% of the participants perceived CS on the FAMUCS face, while this is only 39.80% for the FAM ($\chi^2(1, N = 197) = 19.039$, $p < 0.001$). We also tested the perceived make-up level across two model types by using an independent-samples t-test and found no significant difference ($t(195) = -0.292$, $p > 0.10$). The results supported H3: The

perceptions of female advertising models' attractiveness decreases if the participants believed that the model had undergone CS ($F(1, 193) = 7.237$, $p < 0.01$).

2.5. Study 3: Consequences of CS in a controlled setting

2.5.1. Sample and method

Confounds such as model personalities or other characteristics are a limitation, as the study 2 used two different models. Study 3 aims to replicate the results of the first two studies in a setting without confounds, by manipulating the same photograph. Moreover, study 3 assesses the consequences of model attractiveness, perceived through varying levels of CS, on participant's reactions to the advertisement. We selected participants through convenience sampling at Assumption University, Bangkok, with no compensation. In the sample, ages ranged from 18 to 26 years, $M = 20.60$, $SD = 1.36$, and each CS condition consisted of 100 participants. Five questionnaires were incomplete, resulting in $n = 295$.

We hired a graphical expert working at an advertising agency to manipulate M6's photograph, based on a cosmetic surgeon's recommendations, into three conditions: (1) no CS (nothing modified), (2) a small amount of CS (the photograph was modified as if the model had undergone nose and eyelid surgery), and (3) extensive amount of CS (the photograph was modified as if she had undergone nose, eyelid, lip, and facial bone contouring surgeries). We consulted and cross-checked with two surgeons and a dermatologist in Thailand, and they confirmed that the manipulated photographs were realistic. We superimposed these three photographs onto the same platform of artificial advertisements that were used in Study 2.

2.5.2. Procedure and measure

Participants first answered general demographic questions such as age and number of years that the participants had been at university, see Appendix 2D. Then we exposed them to a single advertisement, leading to a between-subjects design. Next, participants completed a survey, including questions measuring perceived model attractiveness, their feelings of benign envy, perceived model expertise, model trustworthiness, product argument evaluation, advertisement attitude, and purchase intentions. Last of all, they answered whether they perceived CS and use of Photoshop. All surveys were in the Thai language and were validated using back-translation techniques to avoid cultural misunderstandings and translation errors.

To assess the structure of each factor, the factorability was examined. Originally, there were 26 items (see Appendix 2.E, Table 2.E1). However, after running the exploratory factor analysis, we decided to keep 23 items to ensure that the items that we used loaded strongly on their factors (see Appendix 2.E, Table 2.E2 in the factor analysis that was conducted after deleting 3 of the 26 items). It was reasonable to apply factor analysis because the Kaiser-Meyer-Olkin value was 0.90, and Bartlett's test of Sphericity was significant ($p < 0.001$). Principal components analysis was used; followed by Varimax rotation. Overall, most of the items were predominately allocated to factors in an expected manner. This is, most items loaded strongly on one factor only and with other items belonging to the same scale. For example, all model expertise items loaded strongly on the same factor and did not load strongly on any other factor. Such a strong replication of the factor structure in the empirical data implied that the scales were applicable in the Thailand context.

Perceived model attractiveness was measured by the same six-item seven-point semantic differential scale as in Study 2. The coefficient alpha for the model

attractiveness scale is 0.83. We used a single seven-point Likert-type item to assess the specific emotion of benign envy: "After viewing this ad, I want to be as beautiful as this advertising model" We assessed both model expertise and model trustworthiness using the Ohanian (1990) items. Five items based on seven-point semantic differential scales measured perceived model expertise: "expert/not an expert," "experienced/inexperienced," "knowledgeable/unknowledgeable," and "skilled/unskilled (coefficient alpha: 0.90). For model trustworthiness, the five semantic differential items are "undependable/dependable," "honest/dishonest," "reliable/unreliable," "sincere/insincere," and "trustworthy/untrustworthy." We removed one of the items in the perceived model trustworthiness scale, "dependable/undependable," because it had a low item-to-total correlation (0.25). After eliminating this item, the coefficient alpha of the model trustworthiness scale equalled 0.85. We assessed product argument evaluation using Bower's (2001) scale, including "How influential do you believe the advertised product was in improving the model's appearance?" "I believe that advertised product positively affected the model's beauty," and "I think that the beauty of this model improved by using this product" (coefficient alpha: 0.78).

Four items from Holbrook and Batra (1987) measured the participants' attitudes towards the advertisement. But, exploratory factor analysis shows that these items lacked convergent validity in our sample; two of the items ("I dislike the advertisement/I like the advertisement" and "the advertisement is bad/the advertisement is good") loaded on one factor, and the other two ("I react favorable to the advertisement/I react unfavorable to the advertisement" and "I feel positive towards the advertisement/I feel negatives toward the advertisement") loaded on a second factor. This finding is consistent with the Wong, Rindfleisch, and Burroughs (2003) studies showing that negatively coded items do not

converge well as a result from Buddhism's ontology and epistemology making East Asians relatively conformable with apparent contradictions. The two positively coded items in the attitude towards the advertisement scale were therefore used (coefficient alpha: 0.68). We assessed purchase intention using three items from Putrevu and Lord (1994), which had a coefficient alpha of 0.91. Last, we assessed responses to perceived CS and perceived Photoshop using a single question each.

Hence, based on the results of exploratory factor analysis, we excluded one item from the model trustworthiness scale ("undependable/dependable"), and two items of advertising attitude ("I react favorable to the advertisement/I react unfavorable to the advertisement" and "I feel positive towards the advertisement/I feel negatives toward the advertisement"). These three items were excluded across all studies in the thesis as the factor analysis of all studies showed the same results.

We tested the research model (see Figure 2.1) using SmartPLS. The fit indices provided support for the fit of the measurement model (Standardized Root Mean Square Residual (SRMR) = 0.051), as it was lower than the commonly applied 0.08 threshold (Hu & Bentler, 1998). The data fulfilled all criteria of internal consistency, reliability, and discriminant validity (see Table 2.1 and Table 2.2). Cronbach's alpha for all factors was above 0.70, except for advertisement attitude, which was just under this threshold (0.68). All composite reliabilities exceeded the 0.70 thresholds (Nunnally & Bernstein, 1994). All AVEs are above 0.5, which is acceptable and shows internally consistent measures (Fornell & Larcker, 1981). The constructs were empirically distinct, i.e., discriminant validity (Fornell & Larcker, 1981) is met, as the average AVE of each pair of construction was lower than the squared correlation between the same constructs; therefore, the discriminant validity was supported. Thus, we can use this data for further analysis.

Table 2.1 Internal Consistency

Internal Consistency			
Factor	Cronbach's Alpha	Composite Alpha	AVE
Little CS condition	1.000	1.000	1.000
Extensive CS condition	1.000	1.000	1.000
Perceived CS	1.000	1.000	1.000
Model attractiveness	0.828	0.875	0.540
Benign Envy	1.000	1.000	1.000
Model expertise	0.896	0.923	0.707
Model trustworthiness	0.847	0.895	0.681
Product argument evaluation	0.779	0.871	0.693
Advertisement attitude	0.684	0.863	0.759
Purchase intention	0.914	0.946	0.853

Table 2.2 Measurement Model Correlation Matrix

	Ad Attitude	Little CS Condition	Extensive CS Condition	Model Attractiveness	Model Expertise	Model Trustworthiness	Benign Envy	Perceived CS	Product Argument Evaluation	Purchase Intention
Measurement Model Correlation Matrix										
Ad Attitude	0.871									
Little CS Condition	-0.030	1.000								
Extensive CS Condition	0.050	-0.497	1.000							
Model Attractiveness	0.523	-0.002	0.101	0.735						
Model Expertise	0.565	-0.019	0.111	0.637	0.841					
Model Trustworthiness	0.495	0.016	0.078	0.381	0.509	0.825				
Benign Envy	0.391	-0.028	0.076	0.394	0.372	0.248	1.000			
Perceived CS	-0.154	-0.061	0.287	-0.088	-0.143	-0.137	-0.073	1.000		
Product Argument Evaluation	0.473	0.058	0.055	0.332	0.338	0.408	0.370	-0.143	0.833	
Purchase Intention	0.493	0.014	0.021	0.412	0.429	0.377	0.429	-0.164	0.484	0.924

2.5.3. Results

Table 2.3 presents the structural effects in the estimated SmartPLS model. We find that experimental condition affects participants' perceptions of model attractiveness: no CS: 3.59; small amount of CS: 3.72; extensive CS: 3.86. Some CS did not significantly increase model attractiveness ($\beta = 0.079$, $t = 1.259$, $p > 0.10$). However, extensive CS significantly increases perceived model attractiveness ($\beta = 0.179$, $t = 2.453$, $p < 0.05$). Thus, we again find support for H1.

CS changes on the model's face leads to a higher proportion of participants noticing CS, but only if the model had undergone an extensive amount of CS, i.e., for a small amount of CS, $\beta = 0.109$, $t = 1.741$, $p > 0.05$ and for extensive CS, $\beta = 0.342$, $t = 5.251$, $p < 0.001$. In the extensive CS condition, 64.29% of participants reported noticing CS changes. This is 39.80% in the some CS condition and 28.28% in the no CS condition. We also checked the effect of perceived level of Photoshop manipulation and found no significant differences across the three conditions ($\chi^2(2, N = 295) = 0.638$, $p > 0.10$). This partially confirms H2, i.e., participants were only capable of detecting CS if the advertising model had undergone more than two procedures, fewer changes are not detected. In line with H3, if the participant noticed that the model had undergone CS, the model attractiveness was significantly lower ($\beta = -0.135$, $t = 2.270$, $p < 0.05$).

The results also support H4: Model attractiveness increased perceptions of model expertise ($\beta = 0.581$, $t = 13.543$, $p < 0.001$) and model trustworthiness ($\beta = 0.335$, $t = 5.607$, $p < 0.001$) and created positive product argument evaluation ($\beta = 0.221$, $t = 3.612$, $p < 0.001$). Ad attitude was positively influenced by model expertise ($\beta = 0.376$, $t = 7.255$, $p < 0.001$), model trustworthiness ($\beta = 0.195$, $t = 3.028$, $p < 0.01$), and product argument evaluation ($\beta = 0.266$, $t = 5.389$, $p < 0.001$). Moreover, a more positive attitude toward advertising created a greater purchase intention ($\beta = 0.493$, $t = 11.064$, $p < 0.001$). The

support of H4 is not a novel finding, but it does confirm that our data are consistent with a large body of previously reported findings. This supports validity of the more novel results that we report. Note that high t-values and high F-values are quite common for the relationship between attitude and purchase intention in the marketing literature, see for example the high t-values in papers of Grewal, Krishnan, Baker, and Borin (1998) – t-value = 14.28, Kumar, Lee, and Kim (2009) – t-value = 9.26, Lee and Yun (2015) – t-value = 17.59, Ryu, Han, and Kim (2008) – t-value = 15.98, Xu (2006) – t-value = 18.62, and in the high F-value papers of Bower (2001) – F-value = 21.99. As the experimental design used artificial advertisements and brands, the respondents could only rely on the information that is provided in the advertisement that is included in the study. Since, there is no influence from other factors, participants make base their brand attitudes and purchase intentions solely on the attitude towards the advertisement, which results in high t-values and F-values.

Higher model attractiveness ratings led to a higher level of benign envy ($\beta = 0.394$, $t = 8.088$, $p < 0.001$). Benign envy significantly affect perceptions of model expertise ($\beta = 0.144$; $t = 2.987$, $p < 0.01$), model trustworthiness ($\beta = 0.117$; $t = 1.980$, $p < 0.05$) and created more positive product argument evaluation ($\beta = 0.283$; $t = 4.424$, $p < 0.001$. Thus, H5 was accepted.

Table 2.3 Structural model results in study 3 chapter 2

Completely Standardized Path Estimates	
Path	*All (n = 295)*
H1: Little CS condition → Model attractiveness	0.079 ($t = 1.259$, $p = 0.208$) [NS]
H1: Extensive CS condition → Model attractiveness	0.179 ($t = 2.453$, $p = 0.015$)
H2: Little CS condition → Perceived CS	0.109 ($t = 1.741$, $p = 0.082$) [NS]
H2: Extensive CS condition → Perceived CS	0.342 ($t = 5.251$, $p = 0.000$)
H3: Perceived CS → Model attractiveness	-0.135 ($t = 2.270$, $p = 0.024$)
H4: Model attractiveness → Model expertise	0.581 ($t = 13.543$, $p = 0.000$)
H4: Model attractiveness → Model trustworthiness	0.335 ($t = 5.607$, $p = 0.000$)
H4: Model attractiveness → Product argument evaluation	0.221 ($t = 3.612$, $p = 0.000$)
H5: Model attractiveness → Benign Envy	0.394 ($t = 8.088$, $p = 0.000$)
H5: Benign Envy → Model expertise	0.144 ($t = 2.987$, $p = 0.003$)
H5: Benign Envy → Model trustworthiness	0.117 ($t = 1.980$, $p = 0.048$)
H5: Benign Envy → Product argument evaluation	0.283 ($t = 4.424$, $p = 0.000$)
Model expertise → Advertisement attitude	0.376 ($t = 7.255$, $p = 0.000$)
Model trustworthiness → Advertisement attitude	0.195 ($t = 3.028$, $p = 0.003$)
Product argument evaluation → Advertisement attitude	0.266 ($t = 5.389$, $p = 0.000$)
Advertisement attitude → Purchase intention	0.493 ($t = 11.064$, $p = 0.000$)
R^2—Perceived CS	0.091
R^2—Model attractiveness	0.030
R^2—Benign Envy	0.155
R^2—Model expertise	0.424
R^2—Model trustworthiness	0.156
R^2—Product argument evaluation	0.178
R^2—Advertisement attitude	0.435
R^2—Purchase intention	0.243

[NS] = not significant

2.6. Discussion

We found in Study 3 that CS enhances perceived model attractiveness, but only if the portrayed advertising model underwent more than two CS procedures. Hence we find partial support for H1. In partial support of H2, all three studies showed that consumers could recognize CS changes on a model's face, but only when the model underwent more than two CS procedures. Studies 2 and 3 showed that the positive effect of CS on model attractiveness also has a dark side: When participants perceived the CS changes on the models' faces, their perceptions of model attractiveness decreased (H3). Furthermore, the Study 3 results show that a higher rating on model attractiveness leads to greater perceived model expertise, greater perceived model trustworthiness, and a more positive product argument evaluation. These three factors positively affect ad effectiveness (H4). We found that the positive effect of model attractiveness on model expertise, model trustworthiness, and product argument evaluation would be enhanced by benign envy (H5).

Most of the previous research on idealized female advertising models focus on thin models (e.g., Andersen & Paas, 2014; Apeagyei, 2008; Bell et al., 2007; Dittmar & Howard, 2004a). The results show that for advertising effectiveness, moderately thin advertising models are optimal (Janssen & Paas, 2014). Portraying extremely thin models results in a negative effect on advertisements rather than a positive effect (Andersen & Paas, 2014). Our paper shows that the dark side of FAMUCS is more problematic than the previously reported dark side of thin advertising models (e.g., Andersen & Paas, 2014; Dittmar & Howard, 2004a). We found no intermediate optimum represented by a few CS procedures, comparable to models being moderately thin as in Janssen and Paas (2014) where moderately thin models create the best advertising effectiveness. Our empirical findings show that undergoing only a small amount of CS does not significantly enhance

the perceived model attractiveness. Models must undergo extensive amounts of CS (three or more CS changes) to enhance their perceived attractiveness. Our findings suggest that when a model undergoes three or more CS procedures she is perceived to be more attractive. However, undergoing three or more CS leads to a higher probability that consumers will detect the CS changes. Furthermore, if female consumers perceive CS changes on the female advertising model's face, the benefit of attractive enhancement will not be there anymore, as our findings show that the model that underwent three or more CS procedures is only perceived to be more attractive if these procedures are not perceived by the consumers. This is in line with the previous research that people tend to hold negative stereotype connected to CS, such as "unnatural" and "fake" (Delinsky, 2005; Tam et al. 2012). Especially, in an Asian context where this stereotype is contrast to the beliefs of Confucianism that expects women to be modest, pure, and kind (Lin, 2008).

The managerial and societal implications of the reported research are similar to the research of advertisements portraying extremely thin models, i.e., many advertisers avoid the negative consequence by using at least moderately thin models such as Unilever's Dove advertising campaign (Andersen & Paas, 2014).

Many worthwhile avenues exist to investigate idealized female image from CS in advertisements further. First, this research focuses on reactions of consumers in Thailand, where there is a high number of CS procedures (International Society of Aesthetic Plastic Surgery, 2012). Researchers may explore such reactions in different countries, also where CS is less popular. Second, this research focuses on facial CS, because Asian people tend to evaluate physical attractiveness mainly from the face (Frith et al., 2005). However, consumers also evaluate attractiveness of the body (Bower, 2001; Bower & Landreth, 2001), especially in Western cultures (Frith et al., 2005).

Further research could address consumers' reactions to CS on the body. Third, consumers may hear rumors about CS on advertising models, so exploring the impact of word of mouth is another avenue for future studies. Lastly, the impact of portraying idealized attractive models from CS on company's image and reputation should be investigated further. As previous research shows portraying unrealistic female image might be considered as unethical practices (Cohan, 2001). This negative effect might go beyond advertising effectiveness.

2.7. Appendices

Appendix 2.A: Interview script of study 1 chapter 2

Topic: **Beauty in advertisements**

Interviewer: **Pornchanoke Tipgomut**

Department: **School of Communication, Journalism and Marketing**

University: **Massey University**

Remember:

Step 1 Introducing interviewer

In the beginning, welcome the participant and outline the structure of the interview.

- Introduce the interviewer and explain the scope of the interview.

  o "My name is Pornchanoke Tipgomut. I am PhD candidate. As part of the PhD research, I am carrying out face-to-face interviews with a select group of individuals. The information I gather today will be used to help me investigate consumer's attitudes to models in advertising. Your personal information will be kept anonymous. Each participant will be assigned a number code to help ensure anonymity. Here is the information sheet about this study and consent for you to sign after you have read the information sheet."

Step 2 Giving the Information Sheet and ask them to sign the Consent Form

Provide the information sheet to the participants, and ask them if they have any questions. Ensure to cover the following points:

- Make sure they understand that "there are no right or wrong answers, it is your opinion that I am interested in"

- Inform the participant that the interview will take approximately 15 minutes.

- Ask the participant "Are you happy to be involved in the study?"

- Inform the participant that "you are free to withdraw from the interview at any point if you want to".

- Inform the participant that there will be an opportunity at the end of the interview to ask any questions or add any other comments.

- Ask the participant "Is it OK to record our conversation?"

- Ask the participant "Do you have any questions before you begin?"

Then, ask the participant to sign the consent form

Step 3 Starting the interview

Questions Set of Models' Faces for the First 30 Participants

Main Questions: (Show the first model photograph)

Figure 2.A The interview process for study 1 chapter 2

```
                    ┌──────────────────────────┐
                    │ 1. Have you ever seen the│
                    │      model before?       │
                    └──────────────────────────┘
                       │                    │
                ┌──────────┐          ┌──────────┐
                │   Yes    │          │   No     │
                └──────────┘          └──────────┘
                     │                     │
        ┌──────────────────────┐  ┌──────────────────────┐
        │ 2. Where did you see │  │ 2. How old this model│
        │     this model?      │  │        is?           │
        └──────────────────────┘  └──────────────────────┘
                   │                         │
        ┌──────────────────────┐  ┌──────────────────────────────┐
        │  Skip to next        │  │ 3. Do you think that this    │
        │  model's picture     │  │ person can be a model in     │
        └──────────────────────┘  │ print ad or not?             │
                                  │ Why or Why not?              │
                                  └──────────────────────────────┘
```

1. Have you ever seen the model before?

Yes — No

2. Where did you see this model?

2. How old this model is?

Skip to next model's picture

3. Do you think that this person can be a model in print ad or not?

Why or Why not?

4. How attractive do you think this model is?

(5 points likert-scale; 1 = Very unattractive, 2 = Unattractive, 3 = Neither attractive nor unattractive, 4 =Attractive, and 5 = Very attractive)

5. Do you think that this model has undergone CMS or not?

Why or why not?

Cannot Tell — Yes — No

6. Why it is difficult to tell whether she has undergone CMS or not?

6. How much CMS do you think she has?

(3 points likert-scale, 1 = a little, 2 = a moderate amount, and 3 = a lot)

6. How hard it is to tell that the model does not have cms?

(4 points likert-scale, 1 = very easy, 2 = easy, 3 = difficult, and 4 = very difficult)

7. How hard it is to tell that the model has cms?

(4 points likert-scale, 1 = very easy, 2 =easy, 3= difficult, and 4 = very difficult)

Table 2.A Question and scale about models' faces in study 1 chapter 2

Questions	Scales
How much CMS do you think she has?	3 points Likert-scale items (1 = a little, 2 = a moderate amount, and 3 = a lot)
How hard is it to tell that the model does not have CMS?	4 points Likert-scale items (1 = very easy, 2 = easy, 3 = difficult, and 4 = very difficult)
Which level of attractiveness do you think this model has?	5 points likert-scale items (1 = very unattractive, 2 = unattractive, 3 = neither attractive nor unattractive, 4 = attractive, and 5 = very attractive)

Show the next model photograph, and ask the question 4-8 for each photograph until the last model photograph

Following by these questions for every participant

Participant Background Questions:

1. How are old are you?

2. Which year of university are you in?

End of Questions:

- Ask the participant "Do you have any questions related to this interview or would you like to add anything else to your responses?"

- Thank you for participating in this research.

Appendix 2.B: Study 1 results in chapter 2

Selected models for the studies

According to the results of Study 1 in Tables 2.B1 and 2.B2, the suitable models for study 2 are M5, M6, and M9. As can be seen in Table 2.B2, M9 has a very high perceived CS, as 75.86% of participants perceived that she had undergone cosmetic surgery, and she also had undergone cosmetic surgery. Thus, M9 would be used as FAMUCS. For the FAM (non-CS model), M5 and M6 are suitable for this type of model, as they had not undergone CS, and 73.33% of participants answered 'no' for perceived CS. However, as we had to select only one representative, we discussed this issue with a surgeon. He recommended that M6 is more suitable for study 3 because her face can change a lot based on CS. Therefore, we selected the photograph of M5 to be a model in study 2 for FAM, and we selected M6 for study 3.

To ensure that the photographs of M5, M6, and M9 could be used in the studies, we checked the perceived level of attractiveness, perceived age, and ability to be a model of each model in Table 2.B1. The most important variable we aimed to control for is the perceived level of attractiveness. We found that all selected models have similar perceived levels of attractiveness (from 3.20 to 3.43), and no significant difference in perceived level of attractiveness exists among all three models ($df = 2$, $F = 0.199$, $p = 0.820$). They are also perceived to be in the same age range of young models and participants (undergraduate students), which is from 18 to 25 years old. Also, participants said they have the ability to be models, as more than 60% of them answered 'yes' for ability to be a model.

Table 2.B1 Results of control factors in study 1 chapter 2

Model Code	Parts of CS	Average Perceived Age		Ability to be a Model	Perceived Level of Attractiveness	
		Mean	SD	Yes%	Mean	SD
M1	-	27.57	2.70	30.00	2.47	0.78
M2	Double eyelids surgery, nose surgery, chin augmentation, and Botox to make V-shaped face	24.70	2.59	90.00	3.90	0.61
M3	Double eyelids surgery, and nose surgery	24.83	3.32	30.00	2.50	0.94
M4	Double eyelids surgery	23.11	2.67	46.43	2.96	1.04
M5	-	23.10	3.09	62.07	3.41	0.87
M6	-	20.30	2.77	66.67	3.43	0.73
M7	-	22.93	3.32	93.10	4.10	0.67
M8	Nose surgery	26.73	2.30	20.00	2.53	0.73
M9	Double eyelids surgery, nose surgery and lip reduction surgery	23.17	2.17	65.52	3.31	0.81
M10	-	23.73	2.85	80.00	3.20	0.76

Table 2.B2 Results of main factors analysis in study 1 chapter 2

Model Code	Parts of CS	Perceived CS			In case of 'Yes"		In case of 'No'
		Cannot Tell%	Yes%	No%	Perceived amount of CS	Difficulty to tell 'Yes'	Difficulty to tell 'No'
M1	-	6.67	20.00	73.33	1.17	2.17	2.00
M2	Double eyelids surgery, nose surgery, chin augmentation, and Botox to make V-shaped face	3.33	93.33	3.33	2.25	1.86	2.00
M3	Double eyelids surgery, and nose surgery	3.33	43.33	53.33	1.46	2.46	2.06
M4	Double eyelids surgery	0	14.29	85.71	1.25	2.00	1.71
M5	-	13.79	13.79	74.41	1.75	2.75	1.71
M6	-	20.00	6.67	73.33	1.00	2.50	2.14
M7	-	17.24	62.07	20.90	1.89	2.39	1.83
M8	Nose surgery	13.33	23.33	63.33	1.14	2.43	1.79
M9	Double eyelids surgery, nose surgery and lip reduction surgery	6.90	75.86	17.24	2.14	2.23	2.40
M10	-	20.00	40.00	40.00	1.58	2.25	2.25

Actual CS and perceived CS

From the results and Figure 2.2 in the main text, we can classify models into three main groups by using the criteria of actual CS and percentage of perceived CS. The three groups are (1) no CS, (2) a small amount of CS, and (3) extensive amount of CS. As can be seen in Table 2.B2, more than 50% of participants can notice CS change in female advertising models who have undergone surgery on more than two parts; whereas, less than 50% of participants can notice one or two parts of CS change. Therefore, we classify one or two parts of surgery on the face as 'a small amount of CS' and surgery on more than two parts of the face as 'extensive amount of CS'. Based on the participants' perceptions, more than 50% of participants perceived that M7 (62.07%), M9 (75.86%), and M2 (93.33%) have undergone CS. For M9 and M2, most of the participants can notice that they have undergone CS (75.86% and 93.33%, respectively). This might be because of the amount of CS they have done. For models who have undergone CS on only one part of the face (M4 and M8), only a few participants can perceive this, as the majority of the respondents who answered 'no' for perceived CS gave the reason that they look natural. However, for the model who has undergone CS on more parts—such as M3, who has undergone eyelid and nose surgery—more participants can perceive CS (43.33%). Also, for those with an extensive amount of CS, most of the participants can notice this. In sum, it shows that for more parts of surgery, a larger number of respondents can notice. This is also in line with what a surgeon from a clinic in Bangkok (2015) said in a personal interview: If patients have undergone too much surgery, others start to notice and feel it is unnatural[2].

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[2] A surgeon from a famous clinic in Bangkok, Thailand (2015) mentioned: "Females have undergone cosmetic surgery to be more attractive. And, the goal of cosmetic surgery is to look natural; no one knows they have undergone cosmetic surgery. However, there is a certain point to be noticed if patients have undergone lots of cosmetic surgeries. If patients have undergone few cosmetic surgeries, it is difficult for other to notice; however, if they have undergone too many cosmetic surgery changes, then their face will look unnatural and others start to notice easily."

Appendix 2.C: Questionnaire of study 2 chapter 2

Questionnaire about Marketing Communication

This questionnaire was developed by a Doctoral degree student at Massey University, New Zealand. The questionnaire asks about your personal attitudes towards advertising. This study is for academic purposes only, and all data will be treated with the greatest confidentiality. Your participation in this research is completely voluntary. You are free to stop filling in the questionnaire anytime you feel uncomfortable. By completing this survey, you confirm that you are 18 years of age or older. If you have any further questions or any comments related to this research, please feel free to email me: p.tipgomut@massey.ac.nz

Example of answering the question

Please answer the questions on the next pages by marking X on only one answering number for each of the following statements, as is done in the examples on this page.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
A. I enjoy travelling.	1	2	3	4	5	6	X
B. I love going out with my friends.	1	2	3	4	5	X	7

Please identify how you felt during your most recent travel.

Bored	1	2	3	4	5	6	X	Excited
Dangerous	1	2	X	4	5	6	7	Safe

Start Questionnaire in the Next Page

Part 1: Personal Data

1. **Gender**

    ☐ Female

    ☐ Male (Please do not complete this questionnaire and return to the distributor)

2. **Year of University**

    ☐ 1st year   ☐ 2nd year   ☐ 3rd year   ☐ 4th year or above

3. **Age**

    Please state your age _____

*** Please attentively view this advertisement

and answer the questions on the next pages***

[PLACE ADVERTISEMENT ABOUT HERE]

Part 2: Attitude towards Model

4. Please rate the advertising model in this advertisement.

Attractive	1	2	3	4	5	6	7	Unattractive
Classy	1	2	3	4	5	6	7	Not Classy
Beautiful	1	2	3	4	5	6	7	Ugly
Elegant	1	2	3	4	5	6	7	Plain
Sexy	1	2	3	4	5	6	7	Not Sexy
Cute	1	2	3	4	5	6	7	Not Cute

5. Advertising's perspectives

5.1. Do you think this model has undergone cosmetic surgery?

☐ Yes (Go to Question 12.2) ☐ No (Skip to Question 12.3)

5.2. If yes; how much cosmetic surgery do you think this model has had?

☐ A Little ☐ A Moderate Amount ☐ A Lot

5.3. Do you think this advertisement used Photoshop to modify the model's face?

☐ Yes (Go to Question 12.4) ☐ No (Skip to Question 12.5)

5.4. If yes; how much modification using Photoshop do you think was done on the model's face?

☐ A Little ☐ A Moderate Amount ☐ A Lot

5.5. How much makeup do you think this model is wearing?

☐ None ☐ A Little ☐ A Moderate Amount ☐ A Lot

6. Do you have any additional comment about this questionnaire?

_____

_____

_____

Thank you so much for your participation

Appendix 2.D: Questionnaire of study 3 chapter 2

Questionnaire about Marketing Communication

This questionnaire was developed by a Doctoral degree student at Massey University, New Zealand. The questionnaire asks about your personal attitudes towards advertising. This study is for academic purposes only, and all data will be treated with the greatest confidentiality. Your participation in this research is completely voluntary. You are free to stop filling in the questionnaire anytime you feel uncomfortable. By completing this survey, you confirm that you are 18 years of age or older. If you have any further questions or any comments related to this research, please feel free to email me: p.tipgomut@massey.ac.nz

Example of answering the question

Please answer the questions on the next pages by marking X on only one answering number for each of the following statements, as is done in the examples on this page.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
A. I enjoy travelling.	1	2	3	4	5	6	**X**
B. I love going out with my friends.	1	2	3	4	5	**X**	7

Please identify how you felt during your most recent travel.

Bored	1	2	3	4	5	6	**X**	Excited
Dangerous	1	2	**X**	4	5	6	7	Safe

Start Questionnaire in the Next Page

Part 1: Personal Data

1. **Gender**

    ☐ Female

    ☐ Male (Please do not complete this questionnaire and return to the distributor)

2. **Year of University**

    ☐ 1st year   ☐ 2nd year   ☐ 3rd year   ☐ 4th year or above

3. **Age**

    Please state your age _____

*** Please attentively view this advertisement

and answer the questions on the next pages***

[PLACE ADVERTISEMENT ABOUT HERE]

Part 2: Attitude

4. **Please rate the advertising model in this advertisement.**

Attractive	1	2	3	4	5	6	7	Unattractive
Classy	1	2	3	4	5	6	7	Not Classy
Beautiful	1	2	3	4	5	6	7	Ugly
Elegant	1	2	3	4	5	6	7	Plain
Sexy	1	2	3	4	5	6	7	Not Sexy
Cute	1	2	3	4	5	6	7	Not Cute

5. **Consumer's emotions towards advertising**

Please answer by marking X on only one answer for the following statement.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
5.1. After viewing the advertisement, I want to be as beautiful as this advertising model.	1	2	3	4	5	6	7

6. **Model's characteristic**

Please characterise the advertising model in this advertisement.

Expert	1	2	3	4	5	6	7	Not an expert
Experienced	1	2	3	4	5	6	7	Inexperienced
Knowledgeable	1	2	3	4	5	6	7	Unknowledgeable
Qualified	1	2	3	4	5	6	7	Unqualified
skilled	1	2	3	4	5	6	7	Unskilled
Dependable	1	2	3	4	5	6	7	Undependable
Honest	1	2	3	4	5	6	7	Dishonest
Reliable	1	2	3	4	5	6	7	Unreliable
Sincere	1	2	3	4	5	6	7	Insincere
Trustworthy	1	2	3	4	5	6	7	Untrustworthy

7. Product argument evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Uninfluential	Uninfluential	Somewhat Uninfluential	Neither Influential nor Uninfluential	Somewhat Influence	Influence	Extremely Influence
7.1. How influential do you believe the advertised product was in improving the model's appearance?	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
7.2. I believe that the advertised product positively affected the model's beauty.	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
7.3. I think that the beauty of this model gained by using this product.	1	2	3	4	5	6	7

8. Advertising attitude

Please identify your attitude towards this advertisement.

I dislike the advertisement	1	2	3	4	5	6	7	I like the advertisement
I react favorable to the advertisement	1	2	3	4	5	6	7	I react unfavorable to the advertisement
I feel positive toward the advertisement	1	2	3	4	5	6	7	I feel negative toward the advertisement
The advertisement is bad	1	2	3	4	5	6	7	The advertisement is good

9. Purchase intention

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
9.1. It is very likely that I will buy Ultimate-V Facial Cream.	1	2	3	4	5	6	7
9.2. I will purchase Ultimate-V Facial Cream the next time I need a facial cream.	1	2	3	4	5	6	7
9.3. I will definitely try Ultimate-V Facial Cream.	1	2	3	4	5	6	7

10. Advertising's perspectives

10.1. Do you think this model has undergone cosmetic surgery?

☐ Yes (Go to Question 10.2)   ☐ No (Skip to Question 10.3)

10.2. If yes; how much cosmetic surgery do you think this model has had?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

10.3. Do you think this advertisement used Photoshop to modify the model's face?

☐ Yes (Go to Question 10.4)   ☐ No (Skip to Question 10.5)

10.4. If yes; how much modification using Photoshop do you think was done on the model's face?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

10.5. How much makeup do you think this model is wearing?

☐ None   ☐ A Little   ☐ A Moderate Amount   ☐ A Lot

11. Do you have any additional comment about this questionnaire?

_____

_____

_____

Thank you so much for your participation

Appendix 2.E: Measurement model results for all subjects of study 3 chapter 2

Table 2.E1 Exploratory Factor Analysis (Before Factor Reduction)

	Rotated Component Matrix					
	1	2	3	4	5	6
Model Attractiveness 01		0.714				
Model Attractiveness 02		0.782				
Model Attractiveness 03		0.675				
Model Attractiveness 04		0.727				
Model Attractiveness 05		0.614				
Model Attractiveness 06	0.318	0.552				
Model Expertise 01	0.707	0.380				
Model Expertise 02	0.776	0.313				
Model Expertise 03	0.780					
Model Expertise 04	0.723	0.312				
Model Expertise 05	0.760					
Model Trustworthiness 01			0.345			-0.397
Model Trustworthiness 02			0.776			
Model Trustworthiness 03	0.350		0.669			
Model Trustworthiness 04			0.806			
Model Trustworthiness 05			0.767			
Product Argument Evaluation 01					0.826	
Product Argument Evaluation 02					0.842	
Product Argument Evaluation 03			0.314	0.351	0.606	
Ad Attitude 01	0.413	0.354		0.307	0.320	
Ad Attitude 02						0.886
Ad Attitude 03						0.898
Ad Attitude 04	0.302		0.370			
Purchase Intention 01				0.844		
Purchase Intention 02				0.876		
Purchase Intention 03				0.831		

Table 2.E2 Exploratory Factor Analysis (After Factor Reduction)

	Rotated Component Matrix				
	1	2	3	4	5
Model Attractiveness 01		0.714			
Model Attractiveness 02		0.773			
Model Attractiveness 03		0.695			
Model Attractiveness 04		0.715			
Model Attractiveness 05		0.600			
Model Attractiveness 06		0.569			
Model Expertise 01	0.719	0.369			
Model Expertise 02	0.791	0.303			
Model Expertise 03	0.763		0.309		
Model Expertise 04	0.712	0.312			
Model Expertise 05	0.765				
Model Trustworthiness 02			0.762		
Model Trustworthiness 03	0.320		0.694		
Model Trustworthiness 04			0.830		
Model Trustworthiness 05			0.788		
Product Argument Evaluation 01					0.841
Product Argument Evaluation 02					0.844
Product Argument Evaluation 03			0.339	0.356	0.594
Ad Attitude 01	0.385	0.357		0.321	0.300
Ad Attitude 04			0.414		
Purchase Intention 01				0.845	
Purchase Intention 02				0.879	
Purchase Intention 03				0.834	

Appendix 2.F: DRC 16 for chapter 2

MASSEY UNIVERSITY
GRADUATE RESEARCH SCHOOL

STATEMENT OF CONTRIBUTION
TO DOCTORAL THESIS CONTAINING PUBLICATIONS

(To appear at the end of each thesis chapter/section/appendix submitted as an article/paper or collected as an appendix at the end of the thesis)

We, the candidate and the candidate's Principal Supervisor, certify that all co-authors have consented to their work being included in the thesis and they have accepted the candidate's contribution as indicated below in the *Statement of Originality*.

Name of Candidate: Pornchanoke Tipgomut

Name/Title of Principal Supervisor: Prof. Leo Paas

Name of Published Research Output and full reference:
Cosmetic surgery beauty in advertisements: Reactions of female consumers to female advertising models who have undergone cosmetic surgery

In which Chapter is the Published Work: Chapter 2

Please indicate either:

• The percentage of the Published Work that was contributed by the candidate:

and / or

• Describe the contribution that the candidate has made to the Published Work:

Candidate mostly did the work with the recommendations provided by the supervisors.

Pornchanoke Tipgomut
_____
Candidate's Signature

15 Feb 2018
_____
Date

Leo Paas Digitally signed by Leo Paas
DN: cn=Leo Paas, o=Massey University,
ou=CJM, email=l.j.paas@massey.ac.nz,
o=NZ
Date: 2018.02.16 10:00:47 +13'00'
_____
Principal Supervisor's signature

_____
Date

Chapter 3

She has had cosmetic surgery: Reactions of male consumers to female advertising models who have undergone cosmetic surgery[3]

This research investigates males' reactions toward advertisements portraying female advertising models who have undergone cosmetic surgery, and also the influences of media information on male's perceptions of cosmetic surgery on a female advertising model's face. Two empirical studies were conducted. The results confirm that males can detect surgery changes on models' faces. However, perceived cosmetic surgery does not create any negative consequences, such as lower perceived model attractiveness. Additionally, the media information significantly influences males' perceived cosmetic surgery in the condition of claiming that the models underwent surgery only. Conversely, claiming no surgery on models' faces does not affect males' perception, but it provides benefit to the models as the models are perceived to be more attractive, which portraying attractive models is important to increase advertising effectiveness. The details of the academic, managerial and societal implications are discussed in the paper.

Keywords: Cosmetic surgery, Female advertising model, Male consumers, Media influences, Advertising effectiveness

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[3] This chapter is based on the following paper; Tipgomut, Pornchanoke, Leo Paas, and Angela McNaught, "She has undergone cosmetic surgery: Reactions of male consumers to female advertising models that underwent cosmetic surgery," Plan to submit to *Journal of Economic Psychology* (ABCD 2016 Ranking: A).

3.1. Introduction

Advertisers prefer to portray attractive models in their advertisements because they expect that such models will enhance advertising effectiveness (Joseph, 1982). Research findings show that attractive models are perceived to be trustworthy, desirable, and aspirational (Joseph, 1982); have greater social influence (Debevec et al., 1986); and are associated with other positive characteristics, such as friendliness, kindness, strength, and independence (Perlini et al., 1999).

Reichert, Childers, and Reid (2012) showed that advertisers often portray female advertising models for a wide variety of products. They found that 51% of beauty related advertisements feature human models, of which 43% used female models. The female advertising models can be relevant for both female and male consumers because males may also purchase beauty enhancing products for females for purposes such as gift-giving. The advertising model may even be of increased relevance in this gift-giving context, as purchasing gifts for others involves greater consideration than buying the same product that is used for the self (Belk, 1982). Vincent and Zikmund (1976) found that for gift-giving purposes, consumers feel higher social perceived risk and lower perceived financial risk than buying for personal use; leading to more consideration of the advertising format.

Although males may be highly involved in purchasing gifts for females, they are arguably less knowledgeable about the relevant product categories, such as female beauty enhancing products. Phau and Lum (2000) found that, in case of buying unfamiliar products, consumers more often evaluate the products based on portrayed advertising models. In the case of males buying beauty enhancing products for females as gifts, peripheral cues such as attractive female models in the advertisement potentially impacts their decision making process. However, the results of physical attractiveness gained

from CS might be different. Even if people perceive others with CS changes as attractive, there are various negative stereotypes connected to CS, such as "unnatural" and "fake" (Tam et al., 2012).

With the contradicting findings of positive consumer reactions to attractive female advertising models (e.g., Joseph, 1982; Liu & Brock, 2011; Ohanian, 1990) versus the negative perceptions towards people with CS changes (e.g., Delinsky, 2005; Tam et al., 2012), investigations into males' reactions towards Female Advertising Models who Underwent Cosmetic Surgery (FAMUCS) are necessary. Furthermore, there is much media reporting claiming that many female advertising models have undergone CS (e.g., Celeb Lens, 2015; CNN iReport, 2013; Gornstein, 2010; Helmer, 2017). An important underlying question is whether or not consumers believe such news and media claims, and how this affects their reactions to the portrayed advertising models.

This research investigates: (1) whether males can detect CS changes on the female advertising models' faces; (2) how news and media reports on CS influences males' perceptions of female advertising models; and (3) how male consumers react to FAMUCS. The two reported empirical studies were conducted in a gift-giving context, in which males dedicate more effort towards buying decisions. The studies were conducted in Thailand, ranked first in Southeast Asia for the number of CS procedures in 2011 (International Society of Aesthetic Plastic Surgery, 2012). The results of the effect of presenting personal information on perceived CS will help media understand the impact of their reporting on models, and also how consumers will react to advertisements portraying FAMUCS. Although this research is conducted in a gift-giving context with beauty-related products, our findings may also be relevant to other areas. Female advertising models also appear in other products categories to enhance males' purchasing products such as automobiles, high-tech devices, entertainment, personal hygiene, food

and drinks (Plakoyiannaki & Zotos, 2009). Other contributions and practical implications will be discussed in the concluding section of the paper. Next, the theory and hypotheses are presented; following by the research designs for two studies, results and discussion.

3.2. Literature and Conceptual framework

3.2.1. *Ability to detect CS changes on models' faces*

Previous research mostly investigated aspects of CS such as acceptance by others (e.g., Henderson-King & Henderson-King, 2005; Swami et al., 2012; Swami, Chamorro-Premuzic, Bridges, & Furnham, 2009), customer satisfaction after surgery (e.g., Ching et al., 2003; Von Soest et al., 2009), surgery designed preferences (e.g., Dobke, Chung, & Takabe, 2006; Liew et al., 2016), general perceptions towards people with CS changes (e.g., Tam et al., 2012). These streams of research are related to the current study. However, male consumers' ability to detect CS changes on models' faces and responses to advertisements portraying FAMUCS have not been studied previously.

Facial attractiveness is perceived as an important contribution to overall physical attractiveness (Mueser et al., 1984). In Asia, most advertisements are in the facial beauty category (Frith et al., 2005) and Asian people tend to undergo facial CS rather than CS on other body parts (International Society of Aesthetic Plastic Surgery, 2015). According to the psychological research of Thornhill and Gangestad (1999), attractive faces are symmetrical, represent typical faces, and show the characteristics of sex-hormone markers. In females, oestrogen is the main hormone which makes a face look more feminine. Cosmetic surgeons aim to modify patients' faces based on these characteristics (Balsamo, 1992). Asian females have undergone CS to obtain larger eyes with, for example, double eyelids, narrow and high bridge noses (Aquino & Steinkamp, 2016; Gao et al., 2018; Liew et al., 2016). Consequently, CS reduces the characteristics of their

intrinsic ethnicity-associated structure, which makes females that have undergone CS look atypical from other Asian females (Liew et al., 2016). Moreover, CS aims to achieve natural looks (Carruthers et al., 2007; Hurd Clarke & Griffin, 2007). Therefore, undergoing CS can cause unnatural looks such as overuses or inappropriate use of Botulinum Neurotoxin type A (Carruthers et al., 2007). The unnatural looks that can sometimes occur with CS can also be visible to others. Based on the discussion above, we hypothesize that:

H1:   Male consumers are able to notice CS changes on a FAMUCS's face.

3.2.2. Influences of news media on perceived CS

Originally, agenda-setting, as introduced by McCombs and Shaw (1972), implies that the salience of issues may rise or fall according to the attention of media (McCombs, 2014). News coverage effects how people think about an issue (Dixon, Warne, Scully, Dobbinson, & Wakefield, 2014; Wu & Coleman, 2009). Wu and Coleman (2009) found that the negative news impacts people's perceptions more than positive information, possibly because negative news has a stronger emotional impact and negative news makes people think more problematically about issues (Mutz, 1998). Previous research has demonstrated the influence of the media agenda on consumers' attention, comprehension, and opinions about the information in the news, such as media effects on voting intentions (e.g., Balmas & Sheafer, 2010; Sheafer & Weimann, 2005; Wu & Coleman, 2009), attitude towards health care issues (e.g., Dixon et al., 2014; Ogata Jones, Denham, & Springston, 2006), tourism issues (e.g., Schweinsberg, Darcy, & Cheng, 2017). No previous research addressed the news coverage about perceptions towards CS on advertising models' faces and the resulting attitudes and believes of consumers towards such models.

Various news articles claim that the physical attractiveness of female models is not genuine as they gain attractiveness from CS (e.g., CNN iReport, 2013; Gornstein, 2010; Helmer, 2017). Some of the items even show the face of female models that the editors think that have undergone CS (e.g., Celeb Lens, 2015; Quintana, 2017). Based on the agenda-setting theory, we propose that claims from news media about a model's facial CS history will influence perceived CS on the models' faces, i.e.:

H2:   Males who received media information about CS surgery history of the female advertising model will be more likely to perceive CS changes.

3.2.3. Influences of perceived CS on Model Attractiveness

Based on the evolutionary psychology literature, males and females prefer mates who are physically attractive, youthful and have the ability to earn money (Buss, 1989). Females are more strongly attracted to males with the perceived ability to earn money, which is seen to be indicative of being able to provide for a family. However, males value physical appearance and youth more strongly (Buss, 1989; Stewart, Stinnett, & Rosenfeld, 2000), because this provides cues for good genes and childbearing abilities (Buss, 1989; Thornhill & Gangestad, 1999). However, how males perceive attractiveness from CS is as yet unknown.

People commonly perceive physical attractiveness from CS as unnatural (Fraser, 2001; Hurd Clarke & Griffin, 2007; Tam et al., 2012). Tam et al. (2012) asked both men and women in Hong Kong, Japan, and the United States to list the top five attributes that best describe people who have undergone CS. Each country rated low self-esteem the top attribute. Participants described people with CS changes as beautiful, but also mentioned negative attributes such as unnatural and fake. Furthermore, in the Asian cultures studied by Tam et al. (2012) consumers held more negative stereotypes to others with CS changes

than in the United States. Additionally, participants in all three countries, reporting being less willing to form a romantic relationship or marry people who have undergone CS (Tam et al., 2012). In the U.S. context, Haiken (1997) found media reported people with CS changes as psychologically maladjusted or unhealthy and associated them with negative personality traits. Based on the discussion above the third hypothesis is formulated as follows:

> H3: The perceived model attractiveness will be reduced if male consumers perceive CS changes on the models' faces.

3.2.4. Influences of Model Attractiveness on Advertising Effectiveness

Previous research has shown that portraying physically attractive advertising models enhances advertising effectiveness (e.g., Baker & Churchill Jr, 1977; Joseph, 1982; Lynch & Schuler, 1994; Ohanian, 1990). Furthermore, Baker and Churchill Jr (1977) assessed effects of portraying attractive models to opposite-sex customers and found that attractive female models in print advertisements of attractiveness-related products positively affected behavioural intentions in term of trying, buying and seeking out products in male consumers. In general, it has been found that attractive models enhance advertising effectiveness, because they are perceived to have higher trustworthiness and more expertise (Bower & Landreth, 2001; McGinnies & Ward, 1980) which results in positive product argument evaluations (Bower & Landreth, 2001; Lynch & Schuler, 1994). Therefore, we propose that;

> H4: A higher level of perceived attractiveness in female advertising models (a) leads to more positive evaluations of perceived model expertise and perceived model trustworthiness, and creates more positive product

argument evaluations, (b) which ultimately leads to higher advertising effectiveness.

To investigate the relationship in our hypotheses, two main studies were conducted as described in the following section.

3.3. Study 1: Males' abilities to detect CS and reactions to FAMUCS

3.3.1. Study Design and Sample

Study 1 explores male consumers' ability to detect CS changes on female advertising models' faces and males' reactions to advertisements portraying different types of female advertising models. Male students from an undergraduate program at Assumption University, Bangkok, Thailand, participated in the study, with no compensation provided. Five questionnaires were incomplete; thus, 195 questionnaires were included. All participants were Thai with ages ranging from 18 to 25 years ($M = 20.72$ years, $SD = 1.72$). They were selected through convenience sampling, and all questionnaires were collected through a paper-and-pencil survey technique. The between-subjects design included two conditions: participants were either exposed to a FAM (female advertising model who has not undergone cosmetic surgery) or a FAMUCS. Figure 3.1 summarizes the hypotheses in this study.

Figure 3.1 Research model in study 1 chapter 3
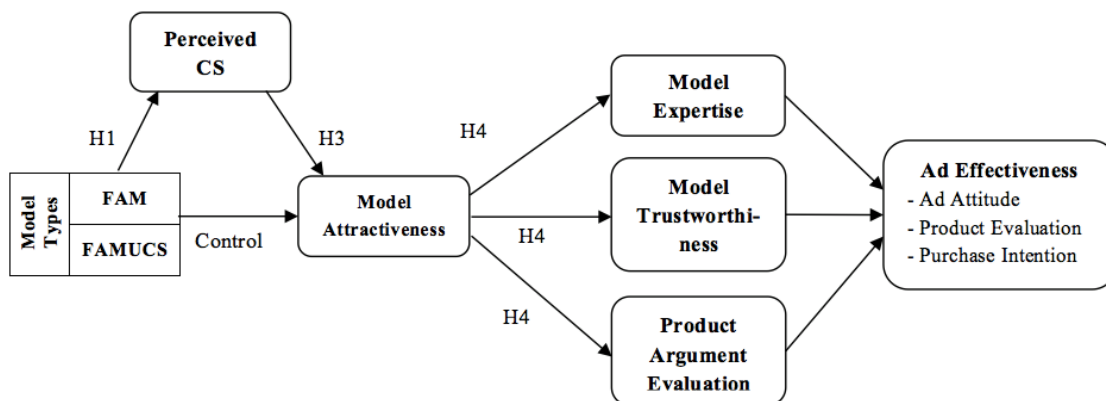
3.3.2. Materials

In the FAM condition, the advertisement portrayed a female advertising model who had not undergone CS and had low perceived CS, i.e., 13.79% of the participants in study 1 of chapter 2 thought that she had undergone CS. The FAMUCS condition portrayed a model who had undergone extensive CS and 75.86% of participants perceived that she had undergone CS. The results of study 1 in chapter 2 shows the two models are similar in terms of perceived model attractiveness ($M_{FAM} = 3.41$, $M_{FAMUCS} = 3.31$; $p > 0.05$). The print advertisement platform and design were the same including the model's face, the artificial product and brand of facial cream, and general product information. The artificial product and brand were used to avoid bias caused by product and brand recognition.

3.3.3. Procedure and Measures

The questionnaire started with general demographic questions including years at the University and age (see Appendix 3.A). Then, participants were asked to imagine they were going to buy a gift for a woman they loved for her birthday, and participants decided that buying a facial cream would be a good idea because she loved taking care of her beauty. Next, participants were asked to view an artificial print advertisement, which was shown to participants randomly; each participant viewed a single advertisement resulting in a between-subjects design. After viewing the advertisement, participants answered questions related to model attractiveness, model expertise, model trustworthiness, product argument evaluation, advertisement attitude, product evaluation and purchase intention. Finally, participants were asked whether they perceived CS on the model's face and perceived any facial manipulations through Photoshop. All questions were in Thai, and

back-translation was used to avoid misunderstandings in terms of cultural and language differences and to reduce translation errors.

The exploratory factor analysis showed similar results to study 3 in chapter 2. The items in model trustworthiness and advertising attitude did not load as expected. Also, the items in product evaluation and purchase intention loaded on the same factor. Other scales could be used in our context as most items loaded strongly on one factor only (see Appendix 3.B, Table 3.B1). The product evaluation and purchase intention items were allocated to the same factor. This is probably due to the research design; there was only product information available to the participants in the advertisement. There was no other information provided, such as for example price. Therefore, participants only evaluated the product based on the information in the advertisements. The previous research of Bower (2001) also had high F-values ($F = 21.99$) between product evaluations and purchase intentions. Also, much research in the marketing area showed high t-values and F-value as mentioned in chapter 2 (page 32). Therefore, we decided to keep these two constructs separately as previous literature (Bower, 2001). Note that this is not our main investigation and not a novel part, so we decided to keep it in line with the existing theory.

Participants evaluated model attractiveness using Ohanian's (1990) seven-point semantic differential scale, which consists of five items: "attractiveness/unattractive," "classy/not classy," "beautiful/ugly," "elegant/plain," and "sexy/not sexy." Another item, "cute/not cute," was added to measure model attractiveness as Frith et al. (2005) found that advertisements in Asian contexts portray cute models the most. The coefficient alpha for the model attractiveness scale is 0.87. Perceptions of model expertise and model trustworthiness were measured using items from the Ohanian (1990) scales. Five seven-point semantic differential items measured perceived model expertise: "expert/not an expert/," "experienced/inexperienced," "knowledgeable/unknowledgeable," and

"skilled/unskilled; the coefficient alpha was 0.88. For perceived model trustworthiness, the five semantic differential items from Ohanian (1990) were used. However, the factor analysis results that are reported in Appendix 3.B Table 3.B1 showed that the "undependable/dependable" item did not load on the same factor as the four other items and it had a low item-to-total correlation (-.01). So, only four items were used, including: "honest/dishonest," "reliable/unreliable," "sincere/insincere," and "trustworthy/untrustworthy," which resulted in a coefficient alpha of 0.88, see Appendix 3.B, Table 3.B2, for the factor analysis results that were obtained after removing these items. To measure product argument evaluation, Bower's (2001) scale items were used, including "How influential do you believe the advertised product was in improving the model's appearance?" "I believe that advertised product positively affected the model's beauty," and "I think that the beauty of this model gained by using this product," which resulted in a coefficient alpha of 0.71.

Attitude towards the advertisement was assessed using the Holbrook and Batra (1987) scale, which consists of four questions answered on seven-point semantic differential scales. These four items loaded into two groups. "I dislike/like the advertisement" and "the advertisement is bad/good" loaded on the first factor; "I react favorable/unfavorable to the advertisement" and "I feel positive/negative toward the advertisement" loaded on an unexpected second factor. This finding is consistent with the results that are reported in Chapter 2, and again we decided to use the items loading on the first factor; resulting in a coefficient alpha of 0.79.

Product evaluation was measured by four items on seven-point Likert scales. Three items were adapted from Bower (2001), i.e., "I believe that using this product will improve the beauty of the woman I give it to", "I believe that using this product will help the woman that I give it to achieve the beauty she wants," and "The woman that I give

this product to will notice that she is more beautiful after using this product." And, the last item derived from Bower (2001), "If used properly, this product could be responsible for a significant improvement in the user's beauty." These four items loaded on the same factor, and the coefficient alpha was 0.89. Purchase intention was assessed using the Putrevu and Lord (1994) three seven-point Likert-type items, and those items were adapted to the gift giving situation – i.e., "It is very likely that I will buy (brand) as a gift". The coefficient alpha equaled 0.77. Finally, perceived CS and perceived any manipulations through Photoshop were asked by using a single question each. The Kaiser-Meyer-Olkin value was 0.916 and Bartlett's test of Sphericity was significant ($p < 0.001$). Hence, factor analysis is applicable to these data.

SmartPLS analysis showed that the Standardized Root Mean Square Residual indices provided support for the fit of the measurement model (SRMR = 0.051), which was lower than 0.08 (Hu & Bentler, 1998). Internal consistency was assessed using Cronbach's alpha, composite alpha and average variance extracted (AVE) estimates. The data fulfilled all criteria of internal consistency, reliability, and discriminant validity (see Table 3.1 and Table 3.2). Cronbach's alphas were above 0.70 for all multiple item scales. All composite reliabilities exceeded the 0.70 thresholds (Nunnally & Bernstein, 1994). All average variances extracted (AVEs) were greater than 0.50, which validates the internal consistency of the measures (Fornell & Larcker, 1981). To test whether the constructs were empirically distinct, we evaluated discriminant validity using AVE (Fornell & Larcker, 1981). We found that the average AVE estimate between each pair of constructs was lower than the squared correlation between the two constructs, and all pairs of constructs met this criterion. Therefore, the data support discriminant validity of the analysed constructs.

Table 3.1 Internal Consistency

Internal Consistency			
Factor	*Cronbach's Alpha*	*Composite Alpha*	*AVE*
CS Condition	1.000	1.000	1.000
Perceived CS	1.000	1.000	1.000
Model attractiveness	0.867	0.900	0.600
Model expertise	0.884	0.915	0.683
Model trustworthiness	0.881	0.918	0.738
Product argument evaluation	0.714	0.840	0.639
Advertisement attitude	0.787	0.904	0.824
Product evaluation	0.887	0.922	0.747
Purchase intention	0.784	0.875	0.705

Table 3.2 Measurement Model Correlation Matrix

	Ad Attitude	CS Condition	Model Attractiveness	Model Expertise	Model Trustworthiness	Perceived CS	Product Argument Evaluation	Product Evaluation	Purchase Intention
	**Measurement Model Correlation Matrix**								
Ad Attitude	0.908								
CS Condition	-0.135	1.000							
Model Attractiveness	0.576	-0.123	0.775						
Model Expertise	0.620	-0.093	0.707	0.827					
Model Trustworthiness	0.622	-0.133	0.579	0.694	0.859				
Perceived CS	-0.159	0.323	-0.008	-0.083	-0.166	1.000			
Product Argument Evaluation	0.528	-0.116	0.407	0.471	0.462	-0.169	0.799		
Product Evaluation	0.708	-0.086	0.551	0.611	0.539	-0.092	0.571	0.864	
Purchase Intention	0.598	-0.132	0.492	0.501	0.445	-0.108	0.513	0.666	0.840

3.3.4. Results

Model Types and Model Attractiveness. To test the direct effect of perceived CS, we controlled for perceived attractiveness, i.e., the results of a One-Way ANOVA show there was no significant difference in perceived attractiveness of the FAM ($M = 3.98$, $SD = 1.07$) and the FAMUCS ($M = 3.73$, $SD = 1.10$) ($F(1, 193) = 2.704$, $p > 0.10$).

CS Detection. The SmartPLS results that are reported in Table 3.3 show male participants perceived the CS change on the female advertising models' face ($\beta = 0.323$, $t = 4.485$, $p < 0.001$). Just over one third (35.42%) of participants perceived CS changes on the FAM's face; conversely, 67.68% of participants perceived CS changes on the FAMUCS's face, supporting H1. Perceived PhotoShop usage did not explain this difference amongst the participants, i.e., there was no significant difference between the two models on this perception ($\chi^2(2, n = 195) = 5.298$, $p > 0.05$).

Perceived CS and Model Attractiveness. The perception of CS in female advertising models did not influence how they perceived model attractiveness ($\beta = 0.035$, $t = 0.425$, $p > 0.10$), implying that H3 is not supported. Note that H2 will be tested in Study 2.

Model Attractiveness and Advertising Effectiveness. The results provide support for H4. When perceived model attractiveness was higher, the participants perceived that the models had higher expertise ($\beta = 0.707$, $t = 22.418$, $p < 0.001$) and higher trustworthiness ($\beta = 0.579$, $t = 13.998$, $p < 0.001$). Also, the model attractiveness created positive product argument evaluations ($\beta = 0.407$, $t = 6.638$, $p < 0.001$). These three factors, model expertise ($\beta = 0.291$; $t = 3.287$, $p < 0.01$), model trustworthiness ($\beta = 0.305$; $t = 3.333$, $p = < 0.01$), and product argument evaluation ($\beta = 0.250$; $t = 3.869$, $p < 0.001$), positively influenced advertisement attitude, which in turn created positive product evaluation ($\beta = 0.708$; $t = 16.397$, $p < 0.001$) and increased purchase intention ($\beta = 0.666$; $t = 14.658$, $p < 0.001$). The high *t*-values were presented again as in the results of chapter 2. This

replicates the common results of high t-values in marketing research as explained in the

chapter 2 page 33.

Table 3.3 Structural model results of study 1 chapter 3

Completely Standardized Path Estimates	
Path	*All (n=195)*
CS condition → Model attractiveness	-0.131 ($t = 1.627$, $p = 0.104$) [NS]
CS condition → Perceived CS	0.323 ($t = 4.485$, $p = 0.000$)
Perceived CS → Model attractiveness	0.035 ($t = 0.425$, $p = 0.671$) [NS]
Model attractiveness → Model expertise	0.707 ($t = 22.418$, $p = 0.000$)
Model attractiveness → Model trustworthiness	0.579 ($t = 13.998$, $p = 0.000$)
Model attractiveness → Product argument evaluation	0.407 ($t = 6.638$, $p = 0.000$)
Model expertise → Ad attitude	0.291 ($t = 3.287$, $p = 0.001$)
Model trustworthiness → Ad attitude	0.305 ($t = 3.333$, $p = 0.001$)
Product argument evaluation → Ad attitude	0.250 ($t = 3.869$, $p = 0.000$)
Ad attitude → Product evaluation	0.708 ($t = 16.397$, $p = 0.000$)
Product evaluation → Purchase intention	0.666 ($t = 14.658$, $p = 0.000$)
R^2—Perceived CS	0.104
R^2—Model attractiveness	0.016
R^2—Model expertise	0.500
R^2—Model trustworthiness	0.335
R^2—Product argument evaluation	0.166
R^2—Ad attitude	0.503
R^2—Product evaluation	0.502
R^2—Purchase intention	0.444

[NS] = not significant

3.4. Study 2: Influences of media information

3.4.1. Study Design and Sample

Study 2 investigates the effects of media-information on the participant's perceptions of CS on the female advertising models' faces. Three hundred undergraduate students at Assumption University (Bangkok) participated in this study without compensation provided. There were six conditions (as described subsequently); 50 participations were selected for each condition through convenience sampling. Two questionnaires were incomplete, thus, $n = 298$. All participants were Thai males aged 18 to 27 years ($M = 20.85$ years, $SD = 1.60$) and answered the questionnaires through a paper-and-pencil survey.

3.4.2. Materials

A photograph of a female advertising model was selected from study 1 in chapter 2. This model had not undergone CS and 30 participants in study 1 chapter 2 could not clearly identify her CS history, i.e., 40% of the participants perceived that the model had undergone CS, 40% perceived that the model had not undergone CS and 20% could not tell. An advertising agency designed two artificial print advertisements portraying the photograph of this model. The print advertisements had the same design including an above-the-shoulder model photograph, an artificial brand of facial cream, and general product information. Concerning the manipulation, one advertisement included the following tagline, "You Can Trust Our Natural Ingredients," and a picture of leaves attaching a "natural" detail to the advertisements. This natural ingredients claimed is highly relevant when testing FAMUCS as CS general seems to be perceived against natural concept (e.g., Fraser, 2001; Hurd Clarke & Griffin, 2007; Tam et al., 2012), and the natural claimed also linked to the facial cream as many facial cream advertisements

claimed that they have natural ingredients. Thus, this claim condition included testing the generalizability of the research results.

To investigate how media-information influences perceived CS towards female advertising models, the research model in Figure 3.2 was investigated. Three different information conditions were included in the between-subjects design: (1) told nothing, (2) told NO CS, by providing the participants with artificial news describing that the model HAD NOT undergone CS and (3) told YES CS by providing artificial news describing that the model HAD undergone CS. The artificial news included an original photograph of the model, a fictional name of the model, and artificial news talking about whether or not her beauty resulted from CS. This artificial news was designed as if it had been published on an online news website in Thailand.

Figure 3.2 Research model in study 2 chapter 3
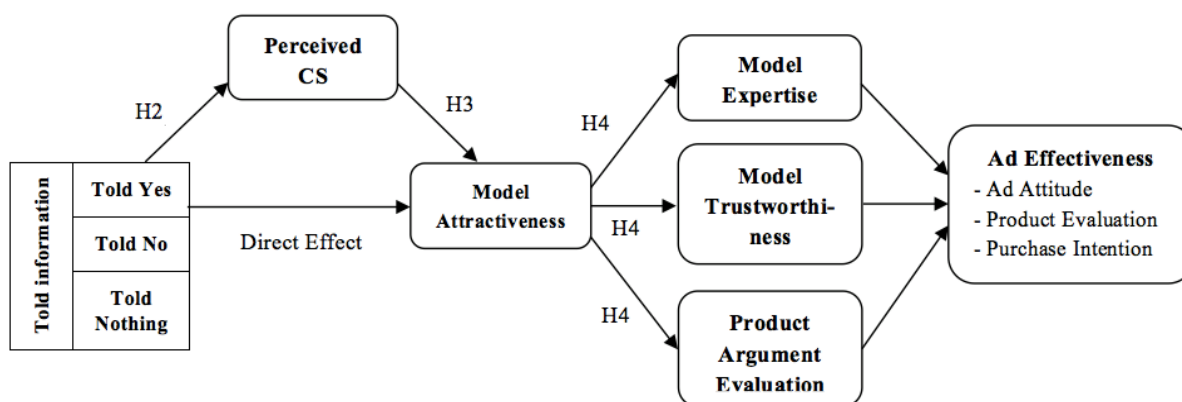
3.4.3. Procedure and Measures

The questionnaire started with general demographic questions including age and number of years that the participants had been at university (see Appendix 3.C). Each participant saw only one advertisement and received the relevant information if they were in the 'told yes' or 'told no' conditions. For the condition of 'told nothing', we only showed the advertisement. Participants consecutively answered questions related to model

76

attractiveness, model expertise, model trustworthiness, product argument evaluation, advertising attitudes, product evaluations, and purchase intentions. Lastly, participants answered questions about whether or not they perceived CS on the model's face and perceived any manipulations through Photoshop. All questions were asked in Thai.

Study 2 is similar to Study 1 of chapter 3 in terms of procedure, survey platform, and the employed scales. Again, the exploratory factor analysis led to the same results as in study 1 (see Appendix 3.D Table 3.D1). The first item from the model trustworthiness scale, "undependable/dependable", had a low item-to-total correlation (-0.12). After deleting this item, Cronbach's alpha increased from 0.69 to 0.86. Also, the four items of advertisement attitude again loaded on two factors. Therefore, we used items one and four as in Study 1, resulting in an alpha of 0.782. The exploratory factor analysis after removing poorly scaling items is reported in Appendix 3.D, Table 3.D2.

SmartPLS analysis showed that the Standardized Root Mean Square Residual indices provided support for the fit of the measurement model (SRMR = 0.046). The results of all analyses indicated that all internal consistency, reliability, and discriminant validity assumptions were met. All Cronbach's alphas and the composite alpha were greater than 0.70. All AVEs were acceptable; they were all higher than 0.50. The average AVE estimate between each pair of constructs was lower than the squared correlation between the two constructs, and all pairs of constructs met this criterion (see Table 3.4 and Table 3.5).

Table 3.4 Internal Consistency

Internal Consistency			
Factor	Cronbach's Alpha	Composite Alpha	AVE
Told No	1.000	1.000	1.000
Told Yes	1.000	1.000	1.000
Perceived CS	1.000	1.000	1.000
Model attractiveness	0.871	0.903	0.610
Model expertise	0.884	0.915	0.682
Model trustworthiness	0.859	0.904	0.703
Product argument evaluation	0.798	0.881	0.713
Advertisement attitude	0.783	0.902	0.822
Product evaluation	0.886	0.922	0.746
Purchase intention	0.781	0.874	0.703

Table 3.5 Measurement Model Correlation Matrix

	Advertisement attitude	Model Attractiveness	Model Expertise	Model Trustworthiness	Perceived CS	Product Argument Evaluation	Product Evaluation	Purchase Intention	Told No	Told Yes
Measurement Model Correlation Matrix										
Advertisement attitude	0.907									
Model Attractiveness	0.537	0.781								
Model Expertise	0.547	0.606	0.826							
Model Trustworthiness	0.507	0.405	0.550	0.838						
Perceived CS	-0.114	0.003	-0.100	-0.168	1.000					
Product Argument Evaluation	0.494	0.359	0.425	0.393	-0.016	0.845				
Product Evaluation	0.662	0.457	0.483	0.481	0.002	0.644	0.864			
Purchase Intention	0.609	0.380	0.439	0.381	-0.070	0.520	0.712	0.838		
Told No	0.002	0.199	0.117	0.033	-0.194	0.014	0.006	0.063	1.000	
Told Yes	-0.153	-0.140	-0.095	-0.159	0.236	-0.087	-0.074	-0.110	-0.497	1.000

3.4.4. Results

Influences of Information. To test generalizability, multiple regression analysis was conducted to explore the effect of natural ingredients claims and media-information on perceived model attractiveness. Overall there were no significant effects of natural ingredients claims and media-information on perceived model attractiveness ($F(3, 294) = 0.531$, $p > 0.10$). Chi-square tests were performed to ascertain the effect of the natural ingredients claimed conditions and media-information conditions on perceived CS. The results showed that only media information conditions significantly influences perceived CS ($\chi^2(2, N = 298) = 18.903$, $p < 0.001$); whereas the effect of natural ingredients claimed and different media-information conditions by natural ingredients claimed condition did not significantly affect perceived CS ($\chi^2(2, N = 298) = 0.868$, $p > 0.10$). These results showed the generalization of the advertisements as this model could be portrayed in both advertising conditions with no significant influences on the advertisements. And, only the given information condition was analyzed further.

SmartPLS analysis provided insights into media-information influences on perceived CS and perceived model attractiveness. The model was perceived to be more attractive if the news information described that the model HAD NOT undergone CS ($\beta = 0.177$, $t = 2.990$, $p < 0.01$) (see Table 3.6). But, if the news describing that the model HAD undergone CS, it did not significantly affect model attractiveness ($\beta = -0.065$, $t = 0.979$, $p > 0.10$). The results of one-way ANOVA also supported as the perceived model attractiveness was highest in the condition of Told NO CS ($M = 4.39$, $SD = 1.03$), following by Told Nothing ($M = 4.00$, $SD = 0.92$) and Told Yes CS ($M = 3.88$, $SD = 1.21$) ($F(2, 295) = 6.360$, $p < 0.01$).

Table 3.6 Structural model results of study 2 chapter 3

Completely Standardized Path Estimates	
Path	*All (n=298)*
Told No CS $\rightarrow$ Model attractiveness	0.177 ($t = 2.990$, $p = 0.003$)
Told Yes CS $\rightarrow$ Model attractiveness	-0.065 ($t = 0.979$, $p = 0.328$) [NS]
Told No CS $\rightarrow$ Perceived CS	-0.101 ($t = 1.558$, $p = 0.121$) [NS]
Told Yes CS $\rightarrow$ Perceived CS	0.186 ($t = 2.860$, $p = 0.004$)
Perceived CS $\rightarrow$ Model attractiveness	0.053 ($t = 0.929$, $p = 0.353$) [NS]
Model attractiveness $\rightarrow$ Model expertise	0.606 ($t = 14.084$, $p = 0.000$)
Model attractiveness $\rightarrow$ Model trustworthiness	0.405 ($t = 6.986$, $p = 0.000$)
Model attractiveness $\rightarrow$ Product argument evaluation	0.359 ($t = 6.179$, $p = 0.000$)
Model expertise $\rightarrow$ Ad attitude	0.303 ($t = 5.375$, $p = 0.000$)
Model trustworthiness $\rightarrow$ Ad attitude	0.233 ($t = 3.236$, $p = 0.001$)
Product argument evaluation $\rightarrow$ Ad attitude	0.274 ($t = 4.342$, $p = 0.000$)
Ad attitude $\rightarrow$ Product evaluation	0.662 ($t = 18.036$, $p = 0.000$)
Product evaluation $\rightarrow$ Purchase intention	0.712 ($t = 24.488$, $p = 0.000$)
R^2—Perceived CS	0.063
R^2—Model attractiveness	0.045
R^2—Model expertise	0.367
R^2—Model trustworthiness	0.164
R^2—Product argument evaluation	0.129
R^2—Ad attitude	0.419
R^2—Product evaluation	0.439
R^2—Purchase intention	0.507

[NS] = not significant

In the perceived CS condition, male participants believed the news-information, i.e., in the Told YES condition perceived CS significantly increased, as might be expected ($\beta = 0.186$, $t = 2.860$, $p < 0.01$). However, in the Told NO CS condition the perceived CS did not significantly change from the Told Nothing condition ($\beta = -0.101$, $t = 1.558$, $p > 0.10$), although the direction of the effect is as expected. In the condition of telling nothing, 42.00% of the participants perceived CS changes. This was 31.31% in the told NO CS condition and 61.62% in the told CS YES condition. The results imply that males reacted more to what they were told than what they saw with their own eyes. The reported results support the H2 as information on news media influence perceived CS of males.

Perceived CS and Model Attractiveness. The results of this study replicated the results of study 1 that perceived CS did not affect perceived model attractiveness ($\beta = 0.053$, $t = 0.929$, $p > 0.10$). Thus, both studies 1 and 2 do not support H3.

Model Attractiveness and Advertising Effectiveness. As in Study 1, this study confirmed H4 implying that higher perceived model attractiveness positively affects adverting effectiveness. Model attractiveness significantly affected perceived models expertise ($\beta = 0.606$, $t = 14.084$, $p < 0.001$), model trustworthiness ($\beta = 0.405$, $t = 6.986$, $p < 0.001$), and product argument evaluation ($\beta = 0.359$, $t = 6.179$, $p < 0.001$) in a positive way. Next, model expertise ($\beta = 0.303$, $t = 5.375$, $p < 0.001$), model trustworthiness ($\beta = 0.233$, $t = 3.236$, $p < 0.01$), and product argument evaluation ($\beta = 0.274$, $t = 4.342$, $p < 0.001$) positively influenced advertisement attitude, which in turn created positive product evaluation ($\beta = 0.662$, $t = 18.036$, $p < 0.001$) and increased purchase intention ($\beta = 0.712$, $t = 24.448$, $p < 0.001$).

3.5. Discussion

This article explores male consumers' reactions towards FAMUCS, as well as the influences of information about models' CS history. Study 1 confirmed that males have the ability to detect CS changes on the models' faces as 67.78% of participants perceive CS changes on FAMUCS's face, compared to only 35.42% of participants perceive the changes on the FAM's face (H1). The news information on CS underwent by the model, Study 2, also influences the perceived CS changes on the model's face amongst male consumers (H2). In the condition with news media claiming that the model has undergone CS, the perceived CS on the model's face significantly increased to 61.62%, compared to 42.00% in the non-information group. In case of the news media claiming that the model has not undergone CS, the perceived CS is reduced to 31.31% but not statistically significant, as compared to the non-information condition. This suggests negative information about CS in the media has more impact than positive information, i.e., suggesting that the model has not undergone CS. This result is supported by the agenda setting theory which suggests that the information presented in the news media influences people's opinions (Dixon et al., 2014; Wu & Coleman, 2009), especially with negative information where there is perceived to be more emotional involvement (Wu & Coleman, 2009).

Study results 1 and 2 show that amongst male participants perceived CS does not significantly influence perceived model attractiveness as we expected (H3). This finding contradicts outcomes of chapter 2 investigating female reactions towards FAMUCS. In chapter 2, we report that once female consumers perceive CS changes on female advertising models' faces, the perceived attractiveness of the models decreased. These differences between males and females are of interest, as physical attractiveness is considered to be an important element for males to select a mate (Buss, 1989; Stewart et

al., 2000; Thornhill & Gangestad, 1999), female consumers may feel that it is unfair to gain physical attractiveness from CS or they may feel it is unnatural; resulting in lower perceived attractiveness. Male consumers may be less concerned if she has had CS because they are more interested in her overall physicality. The research of Tam et al. (2012) also shows that people are not concerned about attractiveness from CS in opposite sex, if they do not intend to form a romantic or marital relationships with that person. In case of advertising, males may not consider them to be their potential partners; therefore, there is no significant influence from perceived CS.

The results of Study 2 also showed that the media information suggesting no CS changes does not significantly reduce perceived CS on the model's face. However, this information does enhance perceived model attractiveness significantly. As a post-hoc explanation for this unexpected finding, we suggest that claiming no CS results in a positive halo effect on perceived model attractiveness. On the other hand, claiming CS changes information increases the perceived CS on the model's face, but does not significantly affect perceived model attractiveness. The reasons behind the contradictory results need to be investigated further.

Overall, our studies found that model attractiveness raises the positive attitudes towards the advertisement, which in turn produces positive product evaluation and leads to higher purchase intention. This result is in line with various previous reports about the benefit of model attractiveness (e.g., Joseph, 1982; Lynch & Schuler, 1994; Ohanian, 1990) and supports H4.

There are many worthwhile avenues for further research. First, this research investigated in the country that has a high prevalence of CS. Investigating males' reactions in countries where there are a lower rate of CS procedures might be of interest. Second, future studies would benefit from examining additional mediator and moderator

effects between perceived CS and model attractiveness. The results we reported were contradictory between the higher attractiveness from claiming no CS when males do not believe in the information and no effect on model attractiveness from claiming CS when males believe in the information. Third, the results of this research investigated only in a gift-giving context with beauty related products; future research should address the general situation where males purchase the products for their own consumption in different product categories. Lastly, this research investigated only on facial beauty, but many products targeted at male purchasers using female models also portray the entire body. Therefore, investigating the impact of CS on the female models' bodies would be important.

3.6. Appendices

Appendix 3.A: Questionnaire of study 1 chapter 3

<div align="center">

Questionnaire about Marketing Communication

</div>

This questionnaire was developed by a Doctoral degree student at Massey University, New Zealand. The questionnaire asks about your personal attitudes towards advertising. This study is for academic purposes only, and all data will be treated with the greatest confidentiality. Your participation in this research is completely voluntary. You are free to stop filling in the questionnaire anytime you feel uncomfortable. By completing this survey, you confirm that you are 18 years of age or older. If you have any further questions or any comments related to this research, please feel free to email me: p.tipgomut@massey.ac.nz

<div align="center">

Example of answering the question

</div>

Please answer the questions on the next pages by marking X on only one answering number for each of the following statements, as is done in the examples on this page.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
A. I enjoy travelling.	1	2	3	4	5	6	**X**
B. I love going out with my friends.	1	2	3	4	5	**X**	7

Please identify how you felt during your most recent travel.

Bored	1	2	3	4	5	6	**X**	Excited
Dangerous	1	2	**X**	4	5	6	7	Safe

<div align="center">

Start Questionnaire in the Next Page

</div>

Part 1: Personal Data

1. **Gender**

   ☐ Female (Please do not complete this questionnaire and return to the distributor)

   ☐ Male

2. **Year of University**

   ☐ 1ˢᵗ year   ☐ 2ⁿᵈ year   ☐ 3ʳᵈ year   ☐ 4ᵗʰ year or above

3. **Age**

   Please state your age _____

Situation: You are going to buy a gift for your beloved female person on her Birthday. You decide that a facial cream would be a good idea as she loves to taking care of herself.

*** Please attentively view this advertisement

and answer the questions on the next pages***

[PLACE ADVERTISEMENT ABOUT HERE]

Part 2: Consumer's Reaction toward the Advertisement

4. Model's Attractiveness

Please rate the advertising model in this advertisement.

Attractive	1	2	3	4	5	6	7	Unattractive
Classy	1	2	3	4	5	6	7	Not Classy
Beautiful	1	2	3	4	5	6	7	Ugly
Elegant	1	2	3	4	5	6	7	Plain
Sexy	1	2	3	4	5	6	7	Not Sexy
Cute	1	2	3	4	5	6	7	Not Cute

5. Model's Characteristic

Please characterise the advertising model in this advertisement.

Expert	1	2	3	4	5	6	7	Not an expert
Experienced	1	2	3	4	5	6	7	Inexperienced
Knowledgeable	1	2	3	4	5	6	7	Unknowledgeable
Qualified	1	2	3	4	5	6	7	Unqualified
Skilled	1	2	3	4	5	6	7	Unskilled
Dependable	1	2	3	4	5	6	7	Undependable
Honest	1	2	3	4	5	6	7	Dishonest
Reliable	1	2	3	4	5	6	7	Unreliable
Sincere	1	2	3	4	5	6	7	Insincere
Trustworthy	1	2	3	4	5	6	7	Untrustworthy

6. Product Argument Evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Uninfluential	Uninfluential	Somewhat Uninfluential	Neither Influential nor Uninfluential	Somewhat Influence	Influence	Extremely Influence
6.1. How influential do you believe the advertised product was in improving the model's appearance?	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6.2. I believe that the advertised product positively affected the model's beauty.	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6.3. I think that the beauty of this model gained by using this product.	1	2	3	4	5	6	7

7. Ad Attitude

Please identify your attitude towards this ad.

I dislike the advertisement	1	2	3	4	5	6	7	I like the advertisement
I react favorable to the advertisement	1	2	3	4	5	6	7	I react unfavorable to the advertisement
I feel positive toward the advertisement	1	2	3	4	5	6	7	I feel negative toward the advertisement
The advertisement is bad	1	2	3	4	5	6	7	The advertisement is good

8. Product Evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
8.1. I believe that using this product will improve the beauty of woman I give it to.	1	2	3	4	5	6	7
8.2. I believe that using this product will help the woman that I give it to achieve the beauty she wants.	1	2	3	4	5	6	7
8.3. The woman that I give this product to will notice that she is more beautiful after using this product.	1	2	3	4	5	6	7
8.4. If used properly, this product could be responsible for a significant improvement in the user's beauty.	1	2	3	4	5	6	7

9. Purchase Intention

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
9.1. It is very likely that I will buy Ultimate-V Facial Cream as a gift.	1	2	3	4	5	6	7
9.2. I will purchase Ultimate-V Facial Cream the next time I need a facial cream as a gift.	1	2	3	4	5	6	7
9.3. The person who will receive Ultimate-V Facial Cream will definitely try it.	1	2	3	4	5	6	7

10. Advertising's Perspectives

10.1. Do you think this model has undergone cosmetic surgery?

☐ Yes (Go to Question 10.2)   ☐ No (Skip to Question 10.3)

10.2. If yes; how much cosmetic surgery do you think this model has had?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

10.3. Do you think this advertisement used Photoshop to modify the model's face?

☐ Yes (Go to Question 10.4)   ☐ No (Skip to Question 10.5)

10.4. If yes; how much modification using Photoshop do you think was done on the model's face?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

10.5. How much makeup do you think this model is wearing?

☐ None   ☐ A Little   ☐ A Moderate Amount   ☐ A Lot

11. Do you have any additional comment about this questionnaire?

_____

_____

_____

Thank you so much for your participation

Appendix 3.B: Measurement model results for all subjects of study 1 chapter 3

Table 3.B1 Exploratory Factor Analysis (Before Factor Reduction)

	Rotated Component Matrix						
	1	2	3	4	5	6	7
Model Attractiveness 01			0.705				
Model Attractiveness 02			0.728				
Model Attractiveness 03			0.736				
Model Attractiveness 04			0.573	0.399			
Model Attractiveness 05			0.623	0.499			
Model Attractiveness 06		0.331	0.579				
Model Expertise 01			0.306	0.701			
Model Expertise 02				0.720			
Model Expertise 03		0.419		0.544			
Model Expertise 04	0.431	0.475		0.450			
Model Expertise 05		0.438		0.614			
Model Trustworthiness 01							0.923
Model Trustworthiness 02		0.760					
Model Trustworthiness 03		0.717					
Model Trustworthiness 04		0.809					
Model Trustworthiness 05		0.712					
Product Argument Evaluation 01						0.715	
Product Argument Evaluation 02	0.337					0.679	
Product Argument Evaluation 03						0.697	
Ad Attitude 01	0.497	0.384					
Ad Attitude 02					0.917		
Ad Attitude 03					0.921		
Ad Attitude 04	0.574				0.309		
Product Evaluation 01	0.680			0.302			
Product Evaluation 02	0.657			0.368			
Product Evaluation 03	0.683			0.390			
Product Evaluation 04	0.756						
Purchase Intention 01	0.763						
Purchase Intention 02	0.757						
Purchase Intention 03	0.554	0.340					

Table 3.B2 Exploratory Factor Analysis (After Factor Reduction)

	Rotated Component Matrix					
	1	2	3	4	5	6
Model Attractiveness 01			0.736			
Model Attractiveness 02			0.685	0.310		
Model Attractiveness 03			0.718			0.303
Model Attractiveness 04	0.323		0.594	0.354		
Model Attractiveness 05			0.669	0.397		
Model Attractiveness 06		0.345	0.612			
Model Expertise 01			0.326	0.680		
Model Expertise 02				0.809		
Model Expertise 03		0.346		0.663		
Model Expertise 04	0.387	0.417		0.487		
Model Expertise 05		0.392		0.653		
Model Trustworthiness 02		0.755				
Model Trustworthiness 03	0.309	0.698				
Model Trustworthiness 04		0.805				
Model Trustworthiness 05	0.315	0.714				
Product Argument Evaluation 01					0.734	
Product Argument Evaluation 02					0.693	
Product Argument Evaluation 03					0.704	
Ad Attitude 01	0.519	0.387				
Ad Attitude 04	0.647					
Product Evaluation 01	0.739					
Product Evaluation 02	0.779					
Product Evaluation 03	0.773					
Product Evaluation 04	0.693					0.345
Purchase Intention 01	0.475				0.303	0.614
Purchase Intention 02	0.439					0.642
Purchase Intention 03						0.754

Appendix 3.C: Questionnaire of study 2 chapter 3

Questionnaire about Marketing Communication

This questionnaire was developed by a Doctoral degree student at Massey University, New Zealand. The questionnaire asks about your personal attitudes towards advertising. This study is for academic purposes only, and all data will be treated with the greatest confidentiality. Your participation in this research is completely voluntary. You are free to stop filling in the questionnaire anytime you feel uncomfortable. By completing this survey, you confirm that you are 18 years of age or older. If you have any further questions or any comments related to this research, please feel free to email me: p.tipgomut@massey.ac.nz

Example of answering the question

Please answer the questions on the next pages by marking X on only one answering number for each of the following statements, as is done in the examples on this page.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
A. I enjoy travelling.	1	2	3	4	5	6	**X** (7)
B. I love going out with my friends.	1	2	3	4	5	**X** (6)	7

Please identify how you felt during your most recent travel.

| Bored | 1 | 2 | 3 | 4 | 5 | 6 | **X** (7) | Excited |

| Dangerous | 1 | 2 | **X** (3) | 4 | 5 | 6 | 7 | Safe |

Start Questionnaire in the Next Page

Part 1: Personal Data

1. **Gender**

   ☐ Female (Please do not complete this questionnaire and return to the distributor)

   ☐ Male

2. **Year of University**

   ☐ 1st year   ☐ 2nd year   ☐ 3rd year   ☐ 4th year or above

3. **Age**

   Please state your age _____

*** Please attentively view this news ***

News Article

[PLACE NEWS ARTICLE ABOUT HERE]

Situation: You are going to buy a gift for your beloved female person on her Birthday. You decide that a facial cream would be a good idea as she loves to taking care of herself.

*** Please attentively view this advertisement

and answer the questions on the next pages***

[PLACE ADVERTISEMENT ABOUT HERE]

Part 2: Consumer's Reaction toward the Advertisement

4. Model's Attractiveness

Please rate the advertising model in this advertisement.

Attractive	1	2	3	4	5	6	7	Unattractive
Classy	1	2	3	4	5	6	7	Not Classy
Beautiful	1	2	3	4	5	6	7	Ugly
Elegant	1	2	3	4	5	6	7	Plain
Sexy	1	2	3	4	5	6	7	Not Sexy
Cute	1	2	3	4	5	6	7	Not Cute

5. Model's Characteristic

Please characterise the advertising model in this advertisement.

Expert	1	2	3	4	5	6	7	Not an expert
Experienced	1	2	3	4	5	6	7	Inexperienced
Knowledgeable	1	2	3	4	5	6	7	Unknowledgeable
Qualified	1	2	3	4	5	6	7	Unqualified
Skilled	1	2	3	4	5	6	7	Unskilled
Dependable	1	2	3	4	5	6	7	Undependable
Honest	1	2	3	4	5	6	7	Dishonest
Reliable	1	2	3	4	5	6	7	Unreliable
Sincere	1	2	3	4	5	6	7	Insincere
Trustworthy	1	2	3	4	5	6	7	Untrustworthy

6. Product Argument Evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Uninfluential	Uninfluential	Somewhat Uninfluential	Neither Influential nor Uninfluential	Somewhat Influence	Influence	Extremely Influence
6.1. How influential do you believe the advertised product was in improving the model's appearance?	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6.2. I believe that the advertised product positively affected the model's beauty.	1	2	3	4	5	6	7

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6.3. I think that the beauty of this model gained by using this product.	1	2	3	4	5	6	7

7. Ad Attitude

Please identify your attitude towards this ad.

I dislike the advertisement	1	2	3	4	5	6	7	I like the advertisement
I react favorable to the advertisement	1	2	3	4	5	6	7	I react unfavorable to the advertisement
I feel positive toward the advertisement	1	2	3	4	5	6	7	I feel negative toward the advertisement
The advertisement is bad	1	2	3	4	5	6	7	The advertisement is good

8. Product Evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
8.1. I believe that using this product will improve the beauty of woman I give it to.	1	2	3	4	5	6	7
8.2. I believe that using this product will help the woman that I give it to achieve the beauty she wants.	1	2	3	4	5	6	7
8.3. The woman that I give this product to will notice that she is more beautiful after using this product.	1	2	3	4	5	6	7
8.4. If used properly, this product could be responsible for a significant improvement in the user's beauty.	1	2	3	4	5	6	7

9. Purchase Intention

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
9.1. It is very likely that I will buy Ultimate-V Facial Cream as a gift.	1	2	3	4	5	6	7
9.2. I will purchase Ultimate-V Facial Cream the next time I need a facial cream as a gift.	1	2	3	4	5	6	7
9.3. The person who will receive Ultimate-V Facial Cream will definitely try it.	1	2	3	4	5	6	7

10. Advertising's Perspectives

10.1. Do you think this model has undergone cosmetic surgery?

☐ Yes (Go to Question 10.2)　　　☐ No (Skip to Question 10.3)

10.2. If yes; how much cosmetic surgery do you think this model has had?

☐ A Little　　　☐ A Moderate Amount　　　☐ A Lot

10.3. Do you think this advertisement used Photoshop to modify the model's face?

☐ Yes (Go to Question 10.4)　　　☐ No (Skip to Question 10.5)

10.4. If yes; how much modification using Photoshop do you think was done on the model's face?

☐ A Little　　　☐ A Moderate Amount　　　☐ A Lot

10.5. How much makeup do you think this model is wearing?

☐ None　　☐ A Little　　　☐ A Moderate Amount　　☐ A Lot

11. Do you have any additional comment about this questionnaire?

_____

_____

_____

Thank you so much for your participation

Appendix 3.D: Measurement model results for all subjects of study 2 chapter 3

Table 3.D1 Exploratory Factor Analysis (Before Factor Reduction)

	Rotated Component Matrix					
	1	2	3	4	5	6
Model Attractiveness 01		0.747	0.316			
Model Attractiveness 02		0.755				
Model Attractiveness 03		0.603				
Model Attractiveness 04		0.784				
Model Attractiveness 05		0.708				
Model Attractiveness 06		0.718				
Model Expertise 01			0.758			
Model Expertise 02			0.815			
Model Expertise 03			0.664	0.331		
Model Expertise 04		0.307	0.650	0.304		
Model Expertise 05			0.678	0.311		
Model Trustworthiness 01				-0.309		
Model Trustworthiness 02				0.743		
Model Trustworthiness 03				0.656		
Model Trustworthiness 04				0.843		
Model Trustworthiness 05				0.792		
Product Argument Evaluation 01					0.771	
Product Argument Evaluation 02	0.330				0.751	
Product Argument Evaluation 03	0.326				0.666	
Ad Attitude 01	0.526	0.408				
Ad Attitude 02						0.894
Ad Attitude 03						0.907
Ad Attitude 04	0.554					
Product Evaluation 01	0.650				0.402	
Product Evaluation 02	0.704				0.397	
Product Evaluation 03	0.641	0.320				
Product Evaluation 04	0.697					
Purchase Intention 01	0.756					
Purchase Intention 02	0.758					
Purchase Intention 03	0.651					

Table 3.D2 Exploratory Factor Analysis (After Factor Reduction)

	Rotated Component Matrix				
	1	2	3	4	5
Model Attractiveness 01		0.748	0.311		
Model Attractiveness 02		0.761			
Model Attractiveness 03		0.625			
Model Attractiveness 04		0.782			
Model Attractiveness 05		0.692			
Model Attractiveness 06		0.731			
Model Expertise 01			0.764		
Model Expertise 02			0.814		
Model Expertise 03			0.664	0.339	
Model Expertise 04		0.320	0.636	0.324	
Model Expertise 05			0.670	0.320	
Model Trustworthiness 02				0.746	
Model Trustworthiness 03				0.685	
Model Trustworthiness 04				0.848	
Model Trustworthiness 05				0.809	
Product Argument Evaluation 01					0.783
Product Argument Evaluation 02	0.321				0.773
Product Argument Evaluation 03	0.321				0.669
Ad Attitude 01	0.555				
Ad Attitude 04	0.575			0.318	
Product Evaluation 01	0.667				0.386
Product Evaluation 02	0.723				0.382
Product Evaluation 03	0.655	0.326			
Product Evaluation 04	0.658				0.300
Purchase Intention 01	0.789				
Purchase Intention 02	0.804				
Purchase Intention 03	0.620				

Appendix 3.E: DRC 16 for chapter 3

MASSEY UNIVERSITY
GRADUATE RESEARCH SCHOOL

STATEMENT OF CONTRIBUTION
TO DOCTORAL THESIS CONTAINING PUBLICATIONS

{To appear at the end of each thesis chapter/section/appendix submitted as an article/paper or collected as an appendix at the end of the thesis}

We, the candidate and the candidate's Principal Supervisor, certify that all co-authors have consented to their work being included in the thesis and they have accepted the candidate's contribution as indicated below in the *Statement of Originality*.

Name of Candidate: Pornchanoke Tipgomut

Name/Title of Principal Supervisor: Prof. Leo Paas

Name of Published Research Output and full reference:
She has had cosmetic surgery: Reactions of male consumers to female advertising models who have undergone cosmetic surgery (to be submitted for publication soon)

In which Chapter is the Published Work: Chapter 3

Please indicate either:

- The percentage of the Published Work that was contributed by the candidate:
  and / or

- Describe the contribution that the candidate has made to the Published Work:
  Candidate mostly did the work with recommendations provided by the supervisors.

Porncharoke Tipgomut _____
Candidate's Signature

15 Feb 2018
_____
Date

Leo Paas <small>Digitally signed by Leo Paas
DN: cn=Leo Paas, o=Massey University,
ou=CJM, email=l.j.paas@massey.ac.nz,
c=NZ
Date: 2018.02.16 09:57:09 +1300'</small>
_____
Principal Supervisor's signature

15 Feb 2018
_____
Date

Chapter 4

Asian beauty types: Cosmetic surgery and advertising effectiveness[4]

Existing classifications of female adverting models are based on a Western perspective. This chapter explores beauty types among Asian female advertising models and female consumers' reactions to advertisements that portray different beauty types. This research also investigates how cosmetic surgery influences both the classification of beauty types and advertising effectiveness. Study 1 uses in-depth exploratory interviews in Thailand to explore the beauty types of Asian female advertising models, using thematic analysis. Study 2 explores quantitatively how female consumers classify the beauty types from Study 1, as well as consumers' reactions to advertisements portraying different beauty types and varying levels of cosmetic surgery. Ten beauty types emerge from the exploratory interviews; nine are newly established in our research context. These ten types, in turn, constitute three main groups of beauty: Natural Cuteness (cute, natural, sweet, local beauty), Non-Local/Surgery (Western look, Korean style, surgery), and Sexy (sexy, cool, sharp). Cosmetic surgery enhances the latter two groups. However, featuring models who exhibit Natural Cuteness produce the best advertising effectiveness. This paper shows that beauty types in an Asian context are different than in Western countries. Furthermore, we present the first investigation of beauty types in conjunction with cosmetic surgery, an important aspect of contemporary beauty types.

Keywords: Beauty types, Female advertising models, Cosmetic surgery, Advertising effectiveness

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[4] This chapter is based on the following paper; Tipgomut, Pornchanoke, Angela McNaught and Leo Paas, "Asian Beauty Types and Advertising Effectiveness".

4.1. Introduction

Portraying attractive female models in advertising is widely believed to increase advertising effectiveness (Joseph, 1982), because people tend to associate attractive models with socially desirable personality traits (Dion, Berscheid, & Walster, 1972). These qualities produce a positive halo effect toward the advertisement and portrayed product (Baker & Churchill Jr, 1977). However, beauty concepts have primarily been investigated in Western contexts (e.g., Englis et al., 1994; Goodman et al., 2008; Solomon et al., 1992), leading to a lack of knowledge about the beauty types of female Asian advertising models and their influence on advertising effectiveness. These questions provide the motivation for this study.

Western literature classifies the beauty types of female models into six main types: classic beauty/feminine, sensual/exotic, sex kitten, trendy, cute, and girl-next-door (Solomon et al., 1992). Goodman et al. (2008) further suggest that the six types can be grouped into two main sets: Classical Cuteness and Sexiness. According to Solomon et al. (1992), consumers use models' physical features and the qualities they personify to assign the models to different beauty types. Research conducted in Asia has tended to apply these same Western ideals of beauty (e.g., Frith, Cheng, & Shaw, 2004; Frith et al., 2005). But, there are criticisms of applying Western theories and constructs in non-Western contexts due to differences across cultures (Malhotra & McCort, 2001).

The idea that beauty types may differ across Asian and Western contexts seems reasonable to assume, especially considering differences on the Hofstede dimensions, which resonate with Confucian beliefs in many Asian cultures (Burgess & Steenkamp, 2006). Confucian beliefs also influence expectations about women's roles and behaviours (Gao, 2003; Lin, 2008), such that Confucianism seems likely to influence how Asian consumers evaluate women's beauty types. Moreover, evidence indicates that Western

and Asian cultures assign varying levels of importance to the body versus the face when determining beauty. For example, Frith et al. (2005) find that Asian advertising is dominated by facial beauty products, but Western advertising more prominently features clothing, thus focusing on the body to determine beauty. In Asian contexts, beauty may be more strongly based on a person's face. This reasoning is supported by Cosmetic Surgery (CS) data from the International Society of Aesthetic Plastic Surgery (2015) that reveals that most CS procedures undertaken by Asian people involve their face, whereas CS procedures in Westerners settings more often involve the body.

Beyond these differences, new studies of beauty types are necessary because the original research in *Journal of Advertising* (Solomon et al., 1992) is now some 25 years old and beauty perceptions may vary over time (Frith et al. (2005). Expanding uses of CS may have notable effects; in the past 20 years, the number of CS procedures in the United States increased by approximately 680% (American Society for Aesthetic Plastic Surgery, 2015). Similarly, in Asia, the number of CS procedures has increased, notably among young females (Liew et al., 2016). It is unclear if CS procedures reflect existing beauty types or ideals or if they establish new beauty ideals. Therefore, investigations of contemporary beauty types must account for the potential effects of CS changes, and the current research offers some initial insights into these influences.

This research explores (1) how female consumers classify the facial beauty types of female advertising models in an Asian context and whether this classification differs from Western beauty types; (2) how facial CS affects the beauty types of female advertising models; and (3) how Asian female consumers react to different facial beauty types of models in advertisements. The research setting is Thailand, an Asian country that ranked first in Southeast Asia and fifth in Asia for the number of CS procedures in 2011 (International Society of Aesthetic Plastic Surgery, 2012). The findings of this research

can help advertisers understand cultural differences in relation to model beauty types and CS, as well as the impact these differences have on advertising effectiveness.

4.2. Literature and Conceptual Framework

4.2.1. Beauty Types of Female Advertising Models

The original concept of beauty types was developed by Solomon et al. (1992), in the United States, who argued that consumers could recognize, distinguish, and organize beauty of female advertising models into various categories, such that using a single, concrete item (e.g., unattractive/attractive) to assess beauty was not sufficient. They asked fashion magazine editors to select one photograph that represented the best example of a beauty type and give it a label. Then, they were invited to rate these photographs on multiple physical attractiveness dimensions. The fashion editors classified the models' beauty into six categories: classic beauty/feminine, sensual/exotic, sex kitten, trendy, cute, and girl-next-door. However, one key flaw with this study was that the photographs used in the research displayed different parts of the models' bodies—some focused mainly on the face, but others revealed the body too. Therefore, it is unclear whether beauty type perceptions reflect the body, the face, or both.

Englis et al. (1994) expand on Solomon et al. (1992) definitions of the beauty types, though it is unclear how they established their new definitions. By summarizing both these prior studies, Goodman et al. (2008) sought to investigate consumer perspectives with the different beauty types described in Table 4.1. According to a factor analysis, the six beauty types mainly reflected two independent groups: sexual/sensual/sex kitten (abbreviating as Sexiness) and classic beauty/cute/girl-next-door (abbreviating as Classical Cuteness). Trendy beauty was excluded because

participants did not understand its meaning and it loaded approximately equally on both factors.

Table 4.1 Descriptions of model beauty types (Goodman et al., 2008, p. 152)

Model Beauty Type	Description
Classic Beauty/ Feminine	Perfect, symmetrical physical features; soft, romantic look; classic or classy attire; soft makeup
Sensual/ Exotic	Symmetrical facial features; sexual look but still classy and more understated in its sexuality
Sex Kitten	Overtly sexual with a sexual look and attire
Cute	Child-like or youthful physical features and attire; these women tend to look like fresh-faced teenagers
Girl-Next-Door	Natural appearance (doesn't look like they're wearing make-up), simple attire, athletic looking, tend to look a little older than Cute women
Trendy	Offbeat look and attire, perhaps flawed or asymmetrical in contrast to the Classic beauty

Knowledge about model beauty types has been derived from empirical studies of Western consumers (e.g., Englis et al., 1994; Goodman et al., 2008; Solomon et al., 1992). Cross-cultural research reveals though that results from Western contexts rarely capture all the specific aspects of different cultures, leading to the recommendation to undertake EMIC rather than ETIC approaches (van de Vijver, 2010). That is, to study phenomena in different cultures an ETIC approach seeks to describe the different cultures in terms of a universal theory, whereas an EMIC approach aims to explain a theory from a specific cultural perspective (Morris, Leung, Ames, & Lickel, 1999; van de Vijver, 2010). Using universal theory to explain a particular culture may overlook culture-specific aspects (van de Vijver, 2010). For example, Hofstede's cultural dimensions were extended to a fifth dimension (long-term orientation or Confucian dynamism) after researchers took an EMIC approach to investigate cultural dimensions in Eastern Asia (Burgess & Steenkamp, 2006). Therefore, a number of studies used EMIC approaches to explore

research questions in a specific culture (e.g., Malhotra & McCort, 2001; Min Jung, Polyorat, & Kellaris, 2009).

Concerning the topic of interest in the current paper, Frith et al. (2005) assert that Western and Asian consumers construct their beauty perceptions on the basis of different body parts, a notion supported by the CS data that show Asians mainly underwent facial CS, but Westerners submitted more often to bodily surgery (International Society of Aesthetic Plastic Surgery, 2015). Moreover, as mentioned earlier, Confucianism assigns other roles to women than in Western cultures, which may also lead to different perceptions of female beauty. Accordingly, investigating beauty in different cultures requires consideration of the area(s) that conventionally inform evaluations of beauty. This study, therefore, takes an EMIC approach, in accordance with this research question:

Research Question 1: What types of beauty do Thai consumers describe in female advertising models?

4.2.2. Cosmetic Surgery and Model Beauty Types

People undergo CS to enhance their attractiveness (Hurd Clarke & Griffin, 2007). The results in chapter 2 also showed that this goal is indeed achieved only if female consumers do not perceive surgical changes. Because beauty can be classified into various types (Solomon et al., 1992) and CS aims to modify the facial structure to enhance beauty (Balsamo, 1992; Gao et al., 2018; Liew et al., 2016), the relationship between CS and various beauty types requires further exploration. Whereas one stream of literature asserts that Asian women undergo CS to look more Westernized (Balsamo, 1992), another claims that they pursue CS to achieve an Asian beauty ideal (e.g., bigger eyes, double eyelids, narrow nose with a raised bridge, full but not prominent lips, and V-shaped face (Liew et

al., 2016). Regardless of the ultimate aim, the outcome of CS is similar, because both goals require the same surgical procedures.

Additionally, beauty from CS is always discussed in term of naturalness. Previous research claimed that CS procedures aim to achieve natural looks (Carruthers et al., 2007; Hurd Clarke & Griffin, 2007). And, some of overuses or inappropriate CS uses such as Botulinum Neurotoxin may cause unnatural look (Carruthers et al., 2007). Furthermore, people mostly perceive that beauty from CS is classified as unnatural (Fraser, 2001; Hurd Clarke & Griffin, 2007; Tam et al., 2012). Therefore, undergoing CS may change both perceptions of beauty type displayed by the person, because it changes the facial structure. Formally:

Research Question 2: What beauty types are most enhanced by CS?

4.2.3. Model Beauty Types and Advertising Effectiveness

Frith et al. (2005) investigated the frequency with which models with different beauty types were portrayed in advertisements in various countries (U.S., Taiwan, Singapore). Using Western-derived beauty categories, they found that the most frequently portrayed beauty type in both Western and Asian countries concerns classical beauty. The second most frequent type varies across countries through: sensual/sex kitten is more common in U.S. magazines. In Taiwanese magazines, cute/girl-next-door is the second most common type, though sensual/sex kitten is also popular. Research into Taiwanese advertising by Lin (2008) affirms these ideas by showing that domestic women's magazines and management magazines most frequently portray classic beauty models, followed by girl-next-door. In foreign women's magazines, they mainly portray trendy, classic, and sex kitten types.

Such evidence implies that female advertising models who exhibit Classical Cuteness might be more effective in Asian advertising than female models who exhibit Sexiness, likely due to two main reasons. First, Confucianism is a long-standing value rooted in East Asian cultures (Yum, 1988), including Thailand (Rhein, 2011). It defines clear roles for women. That is, women are expected to be good housewives and ensure harmony in the family (Hong, Yamamoto, Chang, & Lee, 1993). Ideal female behaviours include being pure, kind, modest, and quiet (Lin, 2008). Such images likely associate more closely with Classical Cuteness rather than Sexiness beauty types. Second, the attitudes of contemporary women toward their social status have been changing, especially as more women participate in labour markets, function in managerial positions (Benson & Yukongdi, 2005), and demand gender equality (Bolzendahl & Myers, 2004). Yet in advertisements, female models are more frequently presented as sex objects than male models (Lin, 1998). Female consumers might be growing tired of advertising that presents female models solely as sexual objects, especially if it is marketing for non-sexual products (Goodman et al., 2008). This may apply in both Asian and Western contexts. In China, Chan and Ng (2012) found that female adolescents prefer cute female images over sexy ones, and females who were active and career-oriented dislike images of sexy females. Thus:

Research Question 3: Which model beauty types enhance advertising effectiveness?

Next, we conducted studies in both exploratory and quantitative settings to address the three formulated research questions.

4.3. Study 1: Exploring the beauty types of Asian female models in an exploratory setting

4.3.1 Study Design and Sample

Study 1 explores the beauty types of female advertising models in Thailand, according to an EMIC approach, to explain insights gained from a particular culture (van de Vijver, 2010). In-depth interviews were conducted with 15 female undergraduate students at Assumption University (Bangkok, Thailand), with no compensation provided. Participants were selected through convenience sampling, which is suitable because the research topic is broad. Female students on the ground floor of the main university building were approached and invited to participate; the interviews took place immediately, in a waiting area in the same building, and took 15–30 minutes on average. All interviews were conducted by the author of this thesis, whose first language is Thai and whom participants had not previously met. All participants were Thai, aged 18 to 24 (M = 21.4 years, SD = 1.40) - in line with the primary target market of young women aged 18 to 34 years for beauty products (Fung Global Retail & Technology, 2017). A prominent modelling agency in Thailand also requires female models to be 15 to 25 years of age (MM Model Management, 2017).

4.3.2. Procedure

Before the interview commenced, participants received an information sheet, describing the research (see Appendix 4.A). With their consent, all interviews were digitally recorded, then transcribed verbatim (in Thai) by the author of this paper. All data were kept confidential and anonymised.

The interviews comprised of three main parts. First, participants were asked to discuss beauty types demonstrated by female advertising models in Thailand. Thus, none

of the Western beauty types from Solomon et al. (1992) was introduced or mentioned by the interviewer. The interview commenced with a question that asked participants to describe their ideas of beauty types for female models, as well as which factors they used to help them identify different beauty types. Next, they had to think about and describe the model beauty types with respect to the face only. The first part concluded with a question that asked participants how the facial beauty types they had defined differed from their descriptions of overall beauty types.

The second part aimed to explore the relevance of beauty types from Western contexts in Thailand. To determine if participants recognized the six beauty types described by Solomon et al. (1992), the interviewer asked them about any Western beauty types that they had not already mentioned. They indicated whether each of those Western beauty types applied to the facial beauty exhibited by female advertising models in Thailand.

The third part of the interview established clear descriptions of each facial beauty type. Participants were asked to provide an example of a famous woman who represented each facial beauty type and to explain why they selected that example. Then, participants were provided with cardboard pieces that featured the names of the facial beauty types they had identified written on them and were asked to classify these beauty types into groups to reflect how they related. The interviews concluded with general demographic questions.

4.3.3. Results

Facial Beauty Types of Female Advertising Models in Thailand. The analysis of the interview data relied on a thematic approach. All the themes emerged from answers that related specifically to each research question (Braun & Clarke, 2006). The purpose of this

analysis was to identify facial beauty types of female advertising models in a Thai context. Participants described 15 beauty types, but some of the themes were similar and overlapping. Through continued readings of the data, the themes were thus further refined, culminating in 10 beauty themes: cool, cute, Korean style, local beauty (Thai style), natural beauty, sexy, sharp beauty, surgery beauty, sweet, and Western look, each of which is described below.

Cool: Women with cool beauty were seen to have their own style, with a more androgynous appearance. Participants perceived that a woman with this beauty type could achieve anything she wanted. A central feature, which participants stated they would notice at first glance, was her confident eyes, though they struggled to describe this feature further. It contrasted with feminine looks, in that cool beauty was seen as more masculine, with lightly tanned skin and straight, thick eyebrows. The nose bridge tended to be quite high, while their facial shape could be square, heart, or oval, it could not be round. This beauty type was the only one whose description focused on not just facial features but also extended to the presence (confident eyes, style) and behaviour (do anything she wanted), indicate, i.e.:

> *From her face, I feel like she can do many things like a man. She is more masculine, looks like androgynous style.*
>
> *Her face looks like she has high self-confidence. She has her own style and looks cool.*

Cute: Participants described cute beauty as having a child-like face. These models look physically youthful and have puffy cheeks. The eyes could feature either single eyelids or double eyelids with round and big eyes, like a doll. The small mouth was bow-shaped. The nose was small, with a nose bridge that was not very high. The cute type

exhibited a cheerful smile in an adorable face, often with white skin, with only very light make-up. For example:

> *The cute beauty type must look young and like a child. She has only light make-up … the eyes are like a doll.… To be cute, they need to have a small nose and mouth. But, there are many types of cute, such as cute like a child and cute like a Chinese style.*

> *She has a cheerful smile like a child. The eyes are big round eyes, but single eyelids like Chinese styles also look cute.… I think people who are cute have a puffy face.*

Korean beauty: Participants described Korean beauty as derived from CS, which produced unclear double eyelids and a V-shaped, small, narrow face that still had puffy cheeks. The nose was small and narrow, and the nose bridge was moderately high. This beauty type was regarded as sexy and cute at the same time. This facial pattern appears to constitute a common look for Korean celebrities, such that

> *She has puffy cheeks … she has quite big eyes, double eyelids but not too deep eyelids. Normally, Korean people have single eyelids, but they have undergone cosmetic surgery.*

Local beauty: This style reflected traditional Thai standards. Like the cool type, the model's skin colour was tanned. The model had clear double eyelids and a moderately high nose bridge. With a mouth that is not too thin or too full, the face was oval and not an overly narrow V-shape:

> *The skin is tanned. Her eyelids are clear. Her nose is high, but not high like a Westerner …*

> *With her face, everyone can tell that she is Thai.*

Natural beauty: Natural beauty implies light or no make-up, without evidently having undergone CS. The eyes could feature single or unclear double eyelids. This beauty type was similar to the cute and sweet forms but distinct in terms of the nose and mouth. The nose shape was conventional and general for Asian women: not too high or too narrow. The upper mouth was not too thin. The shape of the face could be any, as long as it was not too V-shaped. Participants described natural beauty as the original, untouched face:

> *She does not have to wear make-up. She is beautiful without trying to change anything ... Natural means she does not have to undergo cosmetic surgery. I think beauty gained from cosmetic surgery is not natural beauty.*

Still, another participant realized that it could be difficult to tell whether a person has undergone CS, even when suggesting that woman as a natural beauty:

> *I think it is beauty without make-up or surgery. However, now it is difficult to notice whether a person has or has not undergone cosmetic surgery.*

Thus another participant argued that as long as the CS looked natural, a person could still have natural beauty:

> *Undergoing cosmetic surgery can be natural beauty as well, if the results really look natural.*

Sexy: Sexy beauty implies a sexually attractive look, detailed as eyes that were more almond shaped and a central feature that viewers notice at first glance. This beauty type was also described as having a high-bridged, narrow nose, within a V-shaped face. The shape of the mouth was also considered a key feature in defining sexy beauty, with the lower lip needing to be full. However, there were mixed ideas about the upper lip; some participants thought that the mouth should have a full upper lip, much like a Western

style, but others thought it should be thin and bow-shaped. However, the consensus was that a pouting pose was considered part of sexy beauty:

> *A sexy model has a sexually attractive look, has a high bridge of the nose, V-shape face, and attractive almond-shaped eyes. Sexy depends on the shape of the mouth also ... like she is pouting.*

Sharp beauty: Participants identified this beauty type according to her clear facial structure, such that the nose bridge was high and narrow and the upper cheekbones were prominent and high. This beauty type had almond eyes with clear double eyelids. The lips were not too thin or too full, and the shape of the face did not have to be narrow, so the jaw bone could be visible as well. Sharp beauty was perceived to cross cultural divides, such that it might be found in both Westerners and Thai. For example,

> *The bridge of her nose is high. She has clear double eyelids. The bone structure of her face is really clear ... like having clear and high cheekbone.*

Surgery beauty: Surgery beauty was described as a currently popular facial pattern, easily recognisable as a result of CS. Women with this beauty had very high and narrow nose bridges. Participants identified, as a clear indicator of CS, a nose bridge that looked unnatural, as if shaped by silicone. The face was a very narrow V-shape, too narrow to be natural. The upper lip would be very thin and have a clear bow shape. The smile also looked unnatural, as if the model could not smile broadly. Even though participants could recognise that the models had undergone CS, they still perceived the certain type of beauty:

> *Overall, her face is beautiful, but I know that it is because of cosmetic surgery ... her nose bridge is unnatural. It is the shape of silicone.*

> *The face is really narrow V-shaped and the bridge of nose is high. Her face is very trendy like most models now.*

120

Sweet: A sweet beauty type had a very feminine look, which represented an ideal Thai feminine style. Overall, this beauty was described as lady-like in appearance. The eyes appeared sweet and not aggressive; the nose was quite narrow, but the nose bridge was not too high. The mouth was in a bow shape, not too thin or too full. The shape of the face tended to be oval, with white skin and light make-up, which would make the model look luxurious. For example:

> *The eyes are very feminine look and soft; just like everything on her face is perfect for being a lady.*
>
> *The face looks like a noble lady, looks sweet and feminine. She also looks like an ideal Thai feminine woman.*
>
> *She wears light make-up… Quite white skin and looks luxurious.*

Western look: Participants reported this type clearly sought to look like a Westerner, or a mix of Asian and Western styles. To define looking more Western, participants described bigger eyes with double eyelids like Westerners or small eyes with unclear double eyelids like bi-racial Asians. The nose shape was high and narrow. The shape of the mouth was general, with lips that were not too full or too thin. Overall, the participants considered this look not pure Asian:

> *She is Thai, but she has Western look because she is not pure Thai … she is half Asian and half Western.*
>
> *The eyes are big. Overall, she looks sharp with the high bridge of nose … and looks like a Westerner.*

Summary of Beauty Types. The 10 distinct beauty types suggest two main insights. First, the descriptions of beauty are clearly based on physical, facial features, such as eye shape, eyelid structure, nose height and shape, lip shape, and facial bone structures. No prior literature has described facial beauty types in such ways; studies in Western contexts

tend to discuss overall beauty notions (e.g., Goodman et al., 2008; Solomon et al., 1992). The reported responses support Frith et al. (2005) proposition that Asian people tend to focus on facial beauty. One participant even highlighted its importance:

> *That female model looks cute; even if she dresses in a sexy dress or she is slim or obese, she is still cute.*

Second, the descriptions of four beauty types (cool, cute, sweet, and Thai style) reflected skin colour preferences, which emphasises the importance of this feature in Thailand. According to Li, Min, and Belk (2008), white or light skin is an important element in constructing beauty perceptions from an Asian perspective, largely due to the influences of Western ideologies and traditional beliefs in Asian culture pertaining to Confucianism. Most advertisements in Asia portray models with white skin to signify good skin, because it reflects symbolic beliefs in Asian culture that the colour white implies purity and naturalness (Li et al., 2008). Furthermore, white skin suggests luxury or high-class (Chaipraditkul, 2013; Li et al., 2008).

When participants grouped the 10 facial beauty types by their similarities, the results suggested several pertinent groups. First, participants combined cute, sweet, and natural beauty, which they regarded as related because they all relied on ideas of being young, soft and looking natural. Participants linked Korean and surgery beauty; these types appeared to result from CS, though Korean beauty was more Asian in style, whereas surgery beauty adopted a Western style. Sexy and cool also were grouped together; participants perceived these beauty types as related to self-confidence. However, the local beauty, Western look, and sharp beauty types were difficult to group into any other categories or together; therefore, for the subsequent analysis, they remain ungrouped.

Western vs. Asian Beauty Types. The beauty types identified in this research differ from those produced from a Western perspective by Solomon et al. (1992). First, many

of the beauty types had not arisen from studies in Western contexts, such as cool, Korean beauty, local beauty, natural beauty, sharp beauty, surgery beauty, sweet, or Western look. Second, the participants in this research context classified the facial beauty of the models into various types, such that even small changes in the models' faces could influence which beauty types they represented. Third, no previous research has identified beauty types that reflect the influences of CS. The current research reveals at least three model beauty types (Korean, surgery, natural) that were described in term of CS, suggesting that the growing presence or altered perceptions of CS have changed how people construct beauty types.

Of the six Western beauty types identified by Solomon et al. (1992), cute was the only beauty type that appeared in both contexts, with relatively similar descriptions, though our description focused on facial characteristics. To test if the participants understood the Western beauty types, even if they had not mentioned them, the interview process asked about their knowledge of those beauty types. None of the participants had ever heard of girl-next-door, sex kitten, or exotic types, nor did they understand them. For the sensual type, almost half of the participants had never heard of it and did not understand its meaning, though the other half tried to provide a description. Some asserted that sensual was similar to sexy, but others suggested that it reflected the model's pose and dress. Although many participants had trouble understanding the trendy type, they tried to explain it in accordance with their perception of surgery beauty. Feminine beauty appeared similar to sweet in this research context, in that it described female models appearing soft and lady-like. Most participants understood classic beauty as enduring, with a mature, adult look. Participants suggested that this type of facial beauty generally was not used to describe female models whose ages were similar to those of the participants:

Classic Beauty is forever beautiful… looks like mom style. I do not think we can use this word for young models.

In summary, a comparison of Western and our research's perspectives produces only cute as a consistent beauty type in both cultures. The feminine and sweet beauty types are similar, though the former, in Western contexts, pertains more to overall looks than to facial features. Furthermore, classic and feminine have been combined in Western settings (Solomon et al., 1992), whereas in Thailand, they appear distinct. In Thailand, classic beauty does not relate to a feminine look but instead implies adulthood. Participants did not mention sensual beauty, nor did they completely understand this beauty type. Similarly, the participants expressed a lack of understanding or familiarity with the trendy, girl-next-door, sex kitten, and exotic beauty types. Instead of these Western beauty types, this research reveals nine distinct beauty types that characterise models in advertising: cool, Korean style, local beauty, natural beauty, sweet, sexy, sharp beauty, surgery beauty, and Western look (in addition to cute). Having established these similarities and differences, Study 2 aims to investigate how female consumers in our research context respond to advertisements portraying these 10 beauty types. Because several beauty types involve the impact of CS, Study 2 also explores this idea further.

4.4. Study 2: Quantitative study on classification of beauty types and their effects on advertisements

4.4.1. Study Design and Sample

Using a quantitative perspective, Study 2 explores how consumers classify the 10 facial beauty types of female advertising models, their reactions to advertisements portraying female advertising models with the different beauty types, and the influence of facial CS (i.e., no CS, little CS, or extensive CS) on perceptions of beauty, as well as on advertising

effectiveness. The participants were female undergraduate students at Assumption University, Bangkok (Thailand), selected through convenience sampling with no compensation provided. The six study conditions, as described subsequently, each featured 60 participants. Nine questionnaires were incomplete; thus, $n = 351$. All participants were Thai with ages ranged from 18 to 27 years ($M = 20.85$, $SD = 1.47$). A paper-and-pencil survey collected the data.

4.4.2. Materials

Three advertisements provided the stimuli (from study 3 chapter 2), each of which portrayed a manipulated photograph of a model that represented a distinct CS condition: (1) no CS (nothing on the model's face was modified), (2) little CS (the photograph was modified to make it look as if the model had undergone nose and eyelid surgery), (3) extensive CS (photograph was modified to reveal a model who had undergone nose, eyelid, lip, and facial bone contouring surgery). The original photograph was a female model who had not undergone CS in reality and whom 73.33% of participants in a separate study perceived no CS. The model's perceived age was 20 years.

A professional advertising agency manipulated the model's photograph, following an explanation provided by a cosmetic surgeon about what the three different conditions would look like. The photographs then were placed in a fictional print advertisement designed by the advertising agency. The different scenarios used the same advertising format: an above-the-shoulder model photograph, hypothetical facial cream brand, and general product information. To enhance the generalizability of the test results, the product benefits were manipulated, such that in addition to the three original advertisements, the scenarios included versions that emphasised ideas of naturalness. In these versions, a tagline read, "You Can Trust Our Natural Ingredients," and a picture of

leaves suggested a "natural" detail. Natural claims are common for beauty cream and relevant to investigations of perceptions of CS. Thus, there were six advertisements with three model photographs in total.

4.4.3. Procedure and Measures

The survey started with general demographic questions (see Appendix 4.B). The print advertisement, which each participant saw was assigned randomly, resulted in a between-subjects design. Next, participants answered questions related to the beauty type exhibited by the model they had seen, their advertisement attitudes, product evaluations, and purchase intentions. Finally, participants indicated whether they perceived CS and use of Photoshop. All questions were in Thai; a back-translation method avoided any misunderstandings due to cultural differences across languages and helped reduce translation errors.

The participants evaluated the 10 facial beauty types from Study 1 on separate seven-point semantic differential scales. Advertisement attitude was measured with Holbrook and Batra (1987) four-item scale, on seven-point semantic differential scales. In an exploratory factor analysis, these four items loaded on two factors: "I dislike/like the advertisement" linked with "The advertisement is bad/good" to create the first factor, whereas "I react favourably/unfavourably to the advertisement" aligned with "I feel positive/negative toward the advertisement" as the second factor. The items that loaded onto the first group were used and produced a scale coefficient alpha of 0.70. This result is consistent with previous studies in this thesis. For product evaluation, this study used four items on a seven-point Likert scale. The first item, "If used properly, this product could be responsible for a significant improvement in the user's beauty," came from Bower (2001); three items were adapted from Bower (2001): "I believe that using this

product will improve my own beauty," "I believe that using this product will help me achieve the beauty I want," and "I can notice that I am more beautiful after using this product." These four items loaded on the same factor, with a coefficient alpha of 0.89. Three-question, seven-point Likert-type scale, provided the measure of purchase intentions, with a coefficient alpha of 0.92. Finally, questions about perceptions of CS or Photoshop manipulation each used a single question.

4.4.4. Results

Perceived CS Manipulation Check. A chi-square test of independence revealed a significant relationship between the CS conditions and perceived CS ($\chi^2(2, N = 351) = 18.981, p < 0.01$). When the photograph revealed more CS on the model's face, more participants could perceive these CS changes (no CS = 25.44% of participants perceived CS; little CS = 41.03%; extensive CS = 53.33%). With regard to the potential effect of perceptions of Photoshop manipulations, the results indicate no significant differences in the perceived levels ($\chi^2(2, N = 351) = 0.616, p > 0.10$) across the three CS conditions. Therefore, the manipulations were successful; this manipulation check also is relevant for addressing Research Question 2.

Facial Beauty Types in Thailand. We applied SmartPLS to group the beauty types, according to the comments from the Study 1 participants. Recall that the interview results in Study 1 produced three groups of beauty types - (1) cute, sweet, and natural; (2) sexy and cool; and (3) Korean and surgery beauty - leaving three types (local beauty, Western look, and sharp beauty) outside any specific group. The SmartPLS analysis reported in Table 4.2 supported the loading of each of these three latter beauty types into the three preceding beauty categories. The results indicate that local beauty loaded most strongly with cute, natural, and sweet, so Group 1 was designated Natural Cuteness. Group 2

included Western look, Korean beauty, and surgery beauty; thus, it takes the name Non-Local/Surgery, to represent this new group that did not emerge in a Western context in Solomon et al. (1992). Group 3 takes the name Sexy Beauty; it encompasses sexy, cool, and sharp beauty.

Table 4.2 Factor loading by SmartPLS analysis

Group 1 Natural Cuteness		Group 2 Non-Local/Surgery		Group 3 Sexy Beauty	
Cute	0.833	International Look	0.824	Sexy	0.895
Natural	0.808	Korean Style	0.773	Cool	0.882
Sweet	0.757	Surgery Beauty	0.653	Sharp Beauty	0.723
Local Beauty	0.686				

All internal consistency, reliability, and discriminant validity assumptions were tested. The Cronbach's alphas were greater than 0.70 with the minor exceptions of Non-Local/Surgery (0.62) and attitude toward the advertisement (0.697). According to Nunnally and Bernstein (1994), Cronbach's alphas above 0.60 are acceptable. In terms of composite reliability, all factor values exceeded 0.70. The average variance extracted (AVE) values were acceptable, indicating internally consistent measures, with values above 0.50. The AVE of each pair of constructs was lower than the squared correlation between those same constructs, in support of discriminant validity.

Influence of Cosmetic Surgery on Beauty Types. The structural effects obtained from the estimated SmartPLS model are reported in Table 4.3. The amount of facial CS influenced perceptions of the facial beauty types of the female models. With a small amount of CS, the female consumers in this study assigned the model higher ratings on Non-Local/Surgery ($\beta = 0.335$, $t = 6.172$, $p < 0.001$) and Sexy Beauty ($\beta = 0.169$, $t = 2.827$, $p < 0.01$) but not Natural Cuteness ($\beta = -0.019$, $t = 0.283$, $p > 0.10$). These results parallel those in the extensive CS condition: when the model had undergone extensive CS, participants perceived higher Non-Local/Surgery ($\beta = 0.263$, $t = 4.071$, $p < 0.001$)

and Sexy Beauty ($\beta = 0.255$, $t = 4.191$, $p < 0.001$) in the model's face, but not significantly more, Natural Cuteness ($\beta = -0.111$, $t = 1.597$, $p > 0.10$). Therefore, undergoing CS enhances a model's beauty in term of Sexy Beauty, and the model will be perceived as more representative of Non-Local/Surgery Beauty—the new beauty type identified herein. The different advertising conditions (i.e., natural claims versus no claims) did not significantly affect perceptions of the beauty types, confirming the generalizability of the results.

Table 4.3 Structural model results of study 2 chapter 4

Completely Standardized Path Estimates	
Path	*All (n=351)*
RQ2: Little CS condition → Natural Cuteness	-0.019 ($t = 0.283$, $p = 0.777$) [NS]
RQ2: Little CS condition → Non-local/Surgery	0.335 ($t = 6.172$, $p = 0.000$)
RQ2: Little CS condition → Sexy Beauty	0.169 ($t = 2.827$, $p = 0.005$)
RQ2: Extensive CS condition → Natural Cuteness	-0.111 ($t = 1.597$, $p = 0.111$) [NS]
RQ2: Extensive CS condition → Non-Local/Surgery	0.263 ($t = 4.071$, $p = 0.000$)
RQ2: Extensive CS condition → Sexy Beauty	0.255 ($t = 4.191$, $p = 0.000$)
RQ3: Natural Cuteness → Advertisement Attitude	0.236 ($t = 4.291$, $p = 0.000$)
RQ3: Non-Local/Surgery → Advertisement Attitude	0.091 ($t = 1.394$, $p = 0.164$) [NS]
RQ3: Sexy Beauty → Advertisement Attitude	0.159 ($t = 2.375$, $p = 0.018$)
Advertisement Attitude → Product evaluation	0.642 ($t = 16.788$, $p = 0.000$)
Product evaluation → Purchase intention	0.707 ($t = 24.355$, $p = 0.000$)
R^2 – Natural Cuteness	0.011
R^2 – Non-Local/Surgery	0.091
R^2 – Sexy Beauty	0.049
R^2 – Advertisement attitude	0.128
R^2 – Product evaluation	0.412
R^2 – Purchase intention	0.500

[NS] = not significant

Beauty Types and Advertising Effectiveness. The advertisement portraying the model who was perceived to have a higher level of Natural Cuteness should have better advertising results; this expectation was supported. Natural Cuteness improved attitudes toward the advertisement ($\beta = 0.236$, $t = 4.291$, $p < 0.001$), which in turn prompted positive product evaluations ($\beta = 0.642$, $t = 16.788$, $p < 0.001$) and purchase intentions ($\beta = 0.707$, $t = 24.355$, $p < 0.001$). Sexy Beauty also enhanced advertising effectiveness ($\beta = 0.159$, $t = 2.375$, $p < 0.05$). However, this positive effect was not as strong as that of Natural Cuteness. The model who was perceived to represent Non-Local/Surgery Beauty did not enhance advertising effectiveness ($\beta = 0.091$, $t = 1.394$, $p > 0.10$).

4.5. Discussion

This article explores beauty types represented by female advertising models in an Asian context, as well as female consumers' reactions to advertisements portraying models with these different beauty types. With regard to the facial beauty types of female models in Thailand (Research Question 1), this study adopted an EMIC approach and relied on a thematic analysis of in-depth interviews to identify 10 beauty types: cool, cute, Western look, Korean style, local beauty, natural, sexy, sharp, surgery, and sweet. Nine are new; only one (cute) also appears among the Western beauty types that were previously established by Solomon et al. (1992) and replicated in the Western context. Thus, beauty types appear to differ across Western and Asian contexts, and the results reaffirm the notion that research must be conducted outside Western settings to test the validity of extant theories and research models (Burgess & Steenkamp, 2006).

The Thai participants also noted that they mostly used facial features (e.g., eye shape, nose shape, lip shape) to define beauty types. In contrast, classifications of Western beauty types generally do not specify parts of the models' faces or bodies in defining

beauty (Goodman et al., 2008; Solomon et al., 1992). These results confirm Frith et al. (2005) argument that people from different cultures construct beauty perceptions using different parts of body, showing in particular that Asian consumers focus more on the face.

The quantitative methodology in Study 2 further explores how participants classify model beauty types, producing three main groups: Natural Cuteness (cute, natural, sweet, and local beauty), Non-Local/Surgery (Western look, Korean style, and surgery beauty), and Sexy Beauty (sexy, cool, and sharp beauty). Natural Cuteness and Sexy Beauty parallel ideas of Classical Cuteness and Sexiness, respectively, in the Western beauty type groups (Goodman et al., 2008), though they also indicate some distinct, specific beauty elements. For example, the local beauty element of the Natural Cuteness group is unique to this study. Furthermore, the Non-Local/Surgery group does not appear in prior research, which also does not account for how Korean style and surgery beauty represent such models that underwent CS. What is different is that the beauty obtained through surgery will look more similar to a Western style; whereas, Korean beauty will look more like an Asian style. Aquino and Steinkamp (2016) have argued that Korean people try to avoid an unnatural Western appearance when undergoing CS. So, the face after the surgery might not look as Western as surgery beauty. Accordingly, the participants in this study describe Korean beauty as that gained from CS that seeks Asian standards of beauty. Overall, this new beauty type appears to emerge as a result of the differences in facial features between Asian and Westerners, as detailed previously. Facial features that are distinct from common Asian features may be perceived as more similar to Westerners. Finally, the exponential growth of CS has led to a recognisable, discrete type of surgery beauty that has even become a beauty type on its own.

The results of a closer investigation of the influences of different levels of CS on the model beauty types (Research Question 2) suggest that if a model has undergone CS, she will be perceived as more Non-Local/Surgery and Sexy in her beauty type. However, undergoing CS does not affect perceptions of Natural Cuteness. The three groups of beauty types also influence advertising effectiveness differently (Research Question 3). The most positive effect in this Asian context came from Natural Cuteness: models who exhibit high Natural Cuteness prompt more positive advertisement attitudes, leading to higher product evaluations and enhances purchase intentions. Sexy Beauty models also can generate greater advertising effectiveness, though the effect is weaker. Models representing the Non-Local/Surgery beauty do not increase advertising effectiveness. In summary, undergoing CS will lead consumers to perceive the models' faces as more Non-Local/Surgery and Sexy in their beauty types, but the most relevant beauty type for advertising effectiveness is Natural Cuteness, which CS cannot enhance. This finding is consistent with traditional beliefs in Asian culture. Confucianism expects women to be modest, pure, and kind (Lin, 2008), elements that are closely related to Natural Cuteness. Moreover, as women seek greater gender equality (Bolzendahl & Myers, 2004), they might increasingly reject images of women solely as sexual objects (Goodman et al., 2008).

To create effective advertisements, rather than focusing only on model attractiveness, advertisers should consider the types of model beauty. By realising how beauty types are perceived differently across cultures, advertisers can target their marketing more appropriately. In Thailand, they would do well to portray female models who exhibit Natural Cuteness and avoid Non-Local/Surgery beauties. This research also provides a potential warning to models and advertisers: undergoing CS may cause models to be perceived as more Non-Local/Surgery and Sexy in their type of beauty, which

ultimately is less beneficial for their career advancement or advertising effectiveness than having beauty in the Natural Cuteness category.

Additional notions remain to be investigated in relation to model beauty types. First, this research focused on Thai facial beauty types, in conjunction with CS. But in Western countries, bodily CS is more popular than facial CS (International Society of Aesthetic Plastic Surgery, 2015). Investigating how Western consumers classify and react to beauty types in conjunction with CS thus is important too, especially considering the somewhat out-dated status of extant research into beauty types in Western contexts. Second, it could be of interest to explore ideas of beauty across other cultures and begin to understand what cultural factors influence perception of beauty in conjunction with CS. Third, this study investigated consumers' reactions to advertisements for facial cream, portraying models with different beauty types. Consumers' reactions might differ in various product categories, such that continued research might explore how model beauty types influence consumer perceptions in different product categories.

4.6. Appendices

Appendix 4.A: Questionnaire of study 1 chapter 4

Topic: **Beauty in advertisements**

Interviewer: **Pornchanoke Tipgomut**

Department: **School of Communication, Journalism and Marketing**

University: **Massey University**

Objectives:

1. To cross check the definitions of each beauty types from previous research.

2. To test whether the beauty types in Asian culture are difference from the original beauty types in western culture.

3. To test how consumers recognize the beauty types from faces.

Remember:

<u>Step 1 Introducing interviewer</u>

At the beginning of the interview, welcome the participant and outline the structure of the interview.

- Introduce the interviewer and explain the scope of the interview.
  - "My name is Pornchanoke Tipgomut. I am PhD candidate. As part of the PhD research, I am carrying out face-to-face interviews with a select group of individuals. The information I gather today will be used to help me investigate in consumers attitudes to female advertising models. Your personal information will be kept anonymous. Each participant will be assigned a number code to help ensure anonymity. Here is the information sheet about this study and a consent for you to sign after you have read the information sheet."

Step 2 Giving the Information Sheet and ask them to sign the Consent Form

Provide the information sheet to the participants, and ask them if they have any questions. Ensure to cover the following points:

- Make sure they understand that "there are no right or wrong answers, it is your opinion that I am interested in."

- Inform the participant that the interview will take approximately 20 minutes.

- Inform the participant that "you are free to withdraw from the interview at any point if you want to".

- Inform the participant that there will be an opportunity at the end of the interview to ask any questions or add any other comments.

- Ask the participant "Are you happy to be involved in the study?"

- Ask the participant "Is it OK to record our conversation?"

- Ask the participant "Do you have any questions before you begin?"

Then, ask the participant to sign the consent form

Step 3 Starting the interview

Main Questions:

Overall Female Beauty Types Questions (not specific to the face)
1. Please tell me all of the female beauty types that you can think of.
2. Please describe for me (each answered female beauty type).
3. What are the factors or things that you use to help you identify these different female beauty types?
Facial Beauty Types Questions
4. If I ask you to think about only facial beauty, would you please tell me all of the facial beauty types that you can think of?
5. Please describe for me (each answered female facial beauty type) of the females.
6. Do you think that facial beauty types are different from overall beauty types? If yes, why do you think so? If no, why do you think not?
7. Would you please tell me which factors or thinks you use to tell you that she has (each provided beauty type) face?   Why do you think that these factors are important?
8. Please give me an example of a famous female who has (each answered beauty type) face. Please explain why you think she is (each answered beauty type).
Repeat asking Q4 to Q8 until completing each answered beauty types
(RANDOMLY SHOW MODEL PHOTOS FROM M1 TO M10)
9. Would you please classify the beauty types of this model's face?
10. Why do you think that this model is (answered beauty type)?
CONTINUE UNTIL COMPLETE 10 MODEL PHOTOS
Asking of the rest of beauty types
11. Please see all of your beauty types; do you think it can be combined together?
12. Do you have any other thoughts about female facial beauty types that we have not covered today?

Following by these questions for every participant

Participant Background Questions:

1. How are old are you?

2. Which year of university are you in?

End of Questions:

- Ask the participant "Do you have any questions related to this interview or would you like to add anything else to your responses?"

- Thank you for participating in this research

Appendix 4.B: Questionnaire of study 2 chapter 4

Questionnaire about Marketing Communication

This questionnaire was developed by a Doctoral degree student at Massey University, New Zealand. The questionnaire asks about your personal attitudes towards advertising. This study is for academic purposes only, and all data will be treated with the greatest confidentiality. Your participation in this research is completely voluntary. You are free to stop filling in the questionnaire anytime you feel uncomfortable. By completing this survey, you confirm that you are 18 years of age or older. If you have any further questions or any comments related to this research, please feel free to email me: p.tipgomut@massey.ac.nz

Example of answering the question

Please answer the questions on the next pages by marking X on only one answering number for each of the following statements, as is done in the examples on this page.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
A. I enjoy travelling.	1	2	3	4	5	6	X
B. I love going out with my friends.	1	2	3	4	5	X	7

Please identify how you felt during your most recent travel.

Bored	1	2	3	4	5	6	X	Excited
Dangerous	1	2	X	4	5	6	7	Safe

Start Questionnaire in the Next Page

<u>Part 1: Personal Data</u>

1. **Gender**

   ☐ Female

   ☐ Male (Please do not complete this questionnaire and return to the distributor)

2. **Year of University**

   ☐ 1st year   ☐ 2nd year   ☐ 3rd year   ☐ 4th year or above

3. **Age**

   Please state your age _____

*** Please attentively view this advertisement

and answer the questions on the next pages***

[PLACE ADVERTISEMENT ABOUT HERE]

Part 2: Attitude

4. Please rate the advertising model in this advertisement.

Cute	1	2	3	4	5	6	7	Not cute
Cool	1	2	3	4	5	6	7	Not cool
International look	1	2	3	4	5	6	7	Not international look
Korean style	1	2	3	4	5	6	7	Not Korean style
Natural	1	2	3	4	5	6	7	Unnatural
Sexy	1	2	3	4	5	6	7	Not sexy
Sharp beauty	1	2	3	4	5	6	7	Not sharp beauty
Surgery beauty	1	2	3	4	5	6	7	Not surgery beauty
Sweet	1	2	3	4	5	6	7	Not sweet
Thai style	1	2	3	4	5	6	7	Not Thai style

5. Advertising Attitude

Please identify your attitude towards this advertisement.

I dislike the advertisement	1	2	3	4	5	6	7	I like the advertisement
I react favorable to the advertisement	1	2	3	4	5	6	7	I react unfavorable to the advertisement
I feel positive toward the advertisement	1	2	3	4	5	6	7	I feel negative toward the advertisement
The advertisement is bad	1	2	3	4	5	6	7	The advertisement is good

6. Product Evaluation

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
6.1. I believe that using this product will improve my own beauty.	1	2	3	4	5	6	7
6.2. I believe that using this product will help me achieve the beauty I want.	1	2	3	4	5	6	7
6.3. I can notice that I am more beautiful after using this product.	1	2	3	4	5	6	7
6.4. If used properly, this product could be responsible for a significant improvement in the user's attractiveness.	1	2	3	4	5	6	7

7. Purchase Intention

Please answer by marking X on only one answer for each of the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
7.1. It is very likely that I will buy Ultimate-V Facial Cream.	1	2	3	4	5	6	7
7.2. I will purchase Ultimate-V Facial Cream the next time I need a facial cream.	1	2	3	4	5	6	7
7.3. I will definitely try Ultimate-V Facial Cream.	1	2	3	4	5	6	7

8. Advertising's Perspectives

8.1. Do you think this model has undergone cosmetic surgery?

☐ Yes (Go to Question 8.2)   ☐ No (Skip to Question 8.3)

8.2. If yes; how much cosmetic surgery do you think this model has had?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

8.3. Do you think this advertisement used Photoshop to modify the model's face?

☐ Yes (Go to Question 8.4)   ☐ No (Skip to Question 8.5)

8.4. If yes; how much modification using Photoshop do you think was done on the model's face?

☐ A Little   ☐ A Moderate Amount   ☐ A Lot

8.5. How much makeup do you think this model is wearing?

☐ None   ☐ A Little   ☐ A Moderate Amount   ☐ A Lot

9. Do you have any additional comment about this questionnaire?

_____

_____

_____

Thank you so much for your participation

Appendix 4.C: DRC 16 for chapter 4

MASSEY UNIVERSITY
GRADUATE RESEARCH SCHOOL

STATEMENT OF CONTRIBUTION
TO DOCTORAL THESIS CONTAINING PUBLICATIONS

(To appear at the end of each thesis chapter/section/appendix submitted as an article/paper or collected as an appendix at the end of the thesis)

We, the candidate and the candidate's Principal Supervisor, certify that all co-authors have consented to their work being included in the thesis and they have accepted the candidate's contribution as indicated below in the *Statement of Originality*.

Name of Candidate: Pornchanoke Tipgomut

Name/Title of Principal Supervisor: Prof. Leo Paas

Name of Published Research Output and full reference:
Asian beauty types: Cosmetic surgery and advertising effectiveness (to be submitted asap, journal not definite yet)

In which Chapter is the Published Work: Chapter 4

Please indicate either:

- The percentage of the Published Work that was contributed by the candidate:

  and / or

- Describe the contribution that the candidate has made to the Published Work:

  Candidate mostly did the work with recommendations provided by the supervisors.

Pornchanoke Tipgomut

—————————————————
Candidate's Signature

15 Feb 2018

—————————————————
Date

Leo Paas Digitally signed by Leo Paas
DN: cn=Leo Paas, o=Massey University,
ou=CJM, email=l.j.paas@massey.ac.nz,
c=NZ,
Date: 2018.02.16 09:58:23 +13'00'

—————————————————
Principal Supervisor's signature

15-2-2018

—————————————————
Date

Chapter 5

Conclusion

Various advertisers portray the idealized female image in their commercial messages to persuade consumers to buy products (Richins, 1991). However, some of the idealized female images in advertisements may backfire, e.g., thin models. Many females and young females are suffering from exposure to thin models as they try to reduce their weight to below the healthy standard (Dittmar & Howard, 2004b; Fay & Price, 1994). Thereby, rather than getting the positive halo effect from portraying idealized thin models, portraying extremely thin female models harms the advertisement in terms of decreased ethical judgments (Aagerup, 2011; Andersen & Paas, 2014; Halliwell & Dittmar, 2004). Furthermore, consumers do not perceive that those thin models are perceived to be more attractive. That is, the perceived model attractiveness will be dropped at a certain point (Janssen & Paas, 2014).

Contemporary advertisements also portray other types of idealized female images. Some female models gain attractiveness from CS. Dramatic increases in the number of CS procedure and the importance of facial beauty in the Asian context drive the interest of this thesis to contribute to filling the knowledge of reaction to ideal beauty models by investigating how consumers react to advertisements portraying FAMUCS. At the outset of the thesis, we aimed to enhance our knowledge about how consumers react to idealized female images in advertising in conjunction with CS in the following ways: 1) consumers' ability to detect CS changes on model's face, 2) the effect of facial CS recognition on the model's face on perceived model attractiveness, 3) the reason behind the positive effect of negative affect from social comparison jealousy, 4) the effect of news media claim on

model, 5) Asian beauty types of female advertising models in conjunction of CS, and 6) the effect of each beauty types on advertising effectiveness.

This chapter discusses the summary findings of each research-based chapter, along with the summary of the academic contributions and the managerial implications of this thesis, the discussion of limitations and further research recommendation.

5.1. Summary of Findings

This thesis consists of three research-based chapters. Below, we answer the research questions in chapter 2, chapter 3 and chapter 4 as outlined in Table 1.1 in chapter 1. Next, the summary findings of research questions are discussed, combining the results of chapter 2 to 4.

Do consumers have the ability to detect CS changes on a FAMUCS's face?

In chapter 2, we find that more CS changes on the FAMUCS's faces lead to higher number of female consumers who can notice the CS changes. We classified CS into three levels; no CS, a small amount of CS and an extensive amount of CS. The majority of female consumers (64.29%) can notice CS changes on the models who have undergone an extensive amount of CS, which is significantly different from the model who has no CS change (28.28%) ($p < 0.001$). In the condition of a small amount of CS, 39.80% of female participants can perceive CS changes; whether the percentage of participants who perceive the changes is higher than no CS condition, but that increment is not significant ($p > 0.05$). Chapter 3 investigates in males' reactions showing that males also have the ability to detect CS changes as up to 67.68% of male participants can detect CS changes on CS face, compared to only 35.42% of participants perceiving CS changes on the non-

CS face ($p < 0.001$). In sum, we found that consumers can often detect CS when the model underwent more than two procedures.

Does CS enhance perceived model attractiveness?

The results reported in chapter 2 show that CS on female advertising model's face enhances perceived model attractiveness, only if female consumers do not realise that the model underwent CS. In chapter 4, the specific beauty types that CS enhances are Non-Local/Surgery and Sexy Beauty. In male consumers, we did not investigate the benefit of CS on model attractiveness enhancement. But, our study shows that even if males perceive CS changes on the FAMUCS's faces; they do not perceive that the models are less attractive. That is the male reaction is different from the female reaction.

Our research in chapter 2 in female consumers group shows that based on the three CS conditions (no CS, a small amount of CS and extensive amount of CS), the female advertising model's attractiveness can only be enhanced if the model has undergone an extensive amount of CS (three procedures or more) then we found perceived model attractiveness to be significantly higher (see Chapter 2). We also found a boundary condition of using FAMUCS targeting female consumers is that CS enhances female advertising model attractiveness only if consumers do not perceive the surgical changes. But, as mentioned earlier, many females can notice CS changes if the model underwent an extensive amount of surgery. In sum, CS can only enhance perceived model attractiveness when the model underwent three or more CS procedures and only amongst those consumers who do not detect that the model underwent CS.

The research in chapter 4 investigates beyond the general attractiveness by exploring the CS benefit on beauty type enhancement. The results show that among the three main groups of Asian beauty types (Natural Cuteness, Non-Local/Surgery, and Sexy

Beauty), undergoing CS enhances only two beauty types which are Non-Local/Surgery and Sexy Beauty. Interestingly, the most relevant beauty type for advertising effectiveness, classical cuteness, is not enhanced by CS.

Why does the negative affect of social comparison jealousy create a positive effect on advertising effectiveness?

Chapter 2 also investigated the social comparison jealousy effect on advertising effectiveness and found that the reason that the negative affect from social comparison jealousy that drives advertising effectiveness is benign envy. Higher model attractiveness ratings led to a higher level of benign envy ($p < 0.001$), which positively affects perceptions of model expertise ($p < 0.01$), model trustworthiness ($p < 0.05$) and created more a positive product argument evaluation ($p < 0.001$). That is, rather than derogating the compared persons, females develop benign envy to resolve the envy feeling by improving their own position (Van de Ven et al., 2009). Thereby, this makes consumers want the products more.

How do news media reports on CS history of models' faces influence consumers' perceptions of CS on female advertising models?

Our research results show that the news-information of CS history on models' faces influences consumers' perceptions of CS on the models' faces (chapter 3). In case of claiming CS on the models' faces, male consumers significantly believe that the models have undergone CS ($p < 0.01$). However, in the condition of claiming no CS on the news-information, male consumers do not significantly believe that the model does not have CS ($p > 0.10$).

Although male consumers are less likely to belief claim of no CS, this information enhances perceived model attractiveness significantly. This might be because of the positive halo effect from claiming no CS. However, when claiming CS changes on models' faces, male likely believe; we find no significant effect on model attractiveness.

What are the beauty types of female advertising models in Asian context in conjunction with CS?

Our interviews with consumers in the Asian context found that the beauty types in an Asian perspective are different from previous Western perspectives (chapter 4). Western consumers classify the models' beauty into six categories: classic beauty/feminine, sensual/exotic, sex kitten, trendy, cute, and girl-next-door (Englis et al., 1994; Goodman et al., 2008; Solomon et al., 1992). The six beauty types mainly reflected two independent groups: Sexiness and Classical Cuteness (Goodman et al., 2008). However, we found that Asian consumers classify beauty types into 10 beauty types: cool, cute, Western look, Korean style, local beauty, natural, sexy, sharp, surgery, sweet, which are classified in three main groups: Natural Cuteness (cute, natural, sweet, and local beauty), Non-Local/Surgery (Western look, Korean style, and surgery beauty), and Sexy Beauty (sexy, cool, and sharp beauty). Interestingly, Non-Local/Surgery does not appear in prior research. This implies that Asian consumers identify the beauty that is less likely to look like local people into the different group. Additionally, the growth of CS influences how consumers perceived beauty type, as surgery beauty has become a distinct beauty type. Interestingly, in chapter 2, the research results show that undergoing a little amount of CS does not significantly increase perceived model attractiveness, but it does influence beauty types. The results in chapter 4 found that even a little amount of CS is strong

enough to enhance Non-Local/Surgery and Sexy Beauty. This implies that CS plays a direct role to the details of beauty, which will influence overall attractiveness at the end.

How does each beauty type influence advertising effectiveness?

Undergoing CS also affects the perceived models' beauty types (chapter 4). More CS on the model's face leads to a higher perception of Non-Local/Surgery and Sexy on models' faces. But, there is no significant effect on perceived Natural Cuteness. The three groups of beauty types also influence advertising effectiveness differently. Natural Cuteness models are the most effective models to portray in advertisements in an Asian context; followed by Sexy Beauty models. However, Non-Local/Surgery beauty models do not increase advertising effectiveness. Thus, we find that CS cannot enhance Natural Cuteness beauty, which is the most important type to create advertising effectiveness.

In summary, undergoing CS enhances Non-Local/Surgery and Sexy Beauty, but the most important beauty type for increasing advertising effectiveness is Natural Cuteness which CS cannot enhance.

Overall, the main research question in this thesis is: ***How do consumers react towards advertisements portraying female advertising models who have undergone cosmetic surgery?***

Both males and females have the ability to detect CS changes on the FAMUCS's faces even they have not seen the models. However, male consumers and female consumers react to advertisements portraying FAMUCS differently. Undergoing CS has an obvious dark side if advertisers use FAMUCS in advertisements targeting female consumers, i.e., facial CS enhances female advertising model attractiveness only if female consumers do

not perceive the surgical changes. However, more CS changes lead to a higher number of female consumers perceiving that the model underwent CS, thereby reducing the positive effect of enhanced attractiveness, as portraying attractive female models increases the effectiveness of commercial communications. However, males clearly react positively to advertisements portraying FAMUCS; even when males perceive CS changes on the FAMUCS's faces. These males' reactions are different from females' reactions as males do not perceive that the models are less attractive if they perceive that the model has undergone CS. Additionally, the news-information that there is no CS on the model's face create the better effect to the advertising effectiveness as it enhances perceived model attractiveness.

Female consumers also form negative feeling from envy after viewing attractive female models. However, rather than reducing advertising effectiveness, the envy feeling creates a higher level of advertising effectiveness because female consumers want to achieve the same level of beauty as the models. This is considered as the effect of benign envy, which makes female consumers want to buy the product to be like the model.

Beyond the general attractiveness, CS has a different effect on each beauty type. Undergoing CS enhances only two groups of beauty types, i.e., Non-Local/Surgery and Sexy Beauty. Note that we found beauty types in an Asian perspective are different from a Western perspective. Asians classify beauty into 10 types, and those beauty types are classified into three main groups; Natural Cuteness (cute, natural, sweet, and local beauty), Non-Local/Surgery (Western look, Korean style, and surgery beauty), and Sexy Beauty (sexy, cool, and sharp beauty). The most important group to enhance advertising effectiveness is Natural Cuteness, which CS cannot enhance.

5.2. Academic Contributions

The results of the three research chapters of this thesis contribute new knowledge to the consumers' reactions to idealized female images in advertisements, which extend the literature in advertising and psychology. This thesis has implications and offers important guidelines for advertisers, governments and non-profit organizations in their social responsibility.

Advertising and psychology literature has been explored the role that exposure to idealized images of advertising models plays on consumers' reaction. However, previous research seems to be limited mainly to idealized thin female models (e.g., Andersen & Paas, 2014; Ashikali & Dittmar, 2012; Bell et al., 2007; Dittmar & Howard, 2004b; Janssen & Paas, 2014), idealized thin female images from Photoshop (e.g., Krawitz, 2014), masculine male models (e.g., Martin & Gnoth, 2009), and ideal life types (e.g., Ferguson et al., 1990; Jaffe & Berger, 1994). Especially the research investigating reactions to idealized thin models are widely investigated in a Western context (Andersen & Paas, 2014; Bell et al., 2007; Dittmar & Howard, 2004b; Janssen & Paas, 2014). This is because Westerners focuses on body attractiveness more than facial attractiveness (Frith et al., 2005). However, in the Asian context, facial attractiveness is more important than body attractiveness (Frith et al., 2005), leading to more number of Asian people have undergone CS modifying mainly facial structure (International Society of Aesthetic Plastic Surgery, 2015).

Concerns go beyond attractiveness from thin idealization; there is much evidence that highlighting one characteristic of the beauty ideal, as represented by the media, is females advertising models who obtain attractiveness from CS (Celeb Lens, 2015; CNN iReport, 2013; Gornstein, 2010; Helmer, 2017). Many females and young females are more willing to undergo CS because of media influences (Delinsky, 2005; Markey &

Markey, 2009, 2012; Slevec & Tiggemann, 2010). However, none of the research investigates how consumers react to idealized models gained attractiveness from CS. Therefore, this thesis extends the advertising and psychology literature on consumers' reactions to idealized female models in advertisements by providing insights into idealized female advertising models who gained attractiveness from CS in the Asian context.

Existing literature on CS suggests that people decide to undergo CS to gain physical attractiveness (Hurd Clarke & Griffin, 2007), and they are satisfied with CS results (Ching et al., 2003; Von Soest et al., 2009). However, people have undergone CS without knowing that the actual results of CS whether it can enhance physical attractiveness in other's perception. Our research firstly extends the literature in term of CS benefit and the effect of CS recognition by proving that CS can enhance physical attractiveness. But, the benefit of attractiveness enhancement has a limitation as if consumers perceive CS on the models' faces, perceived model attractiveness may decrease. And, more CS changes lead to a higher number of people who can notice the CS changes. Results indicate that, even previous advertising research shows that portraying attractive female advertising models tends to enhance advertising effectiveness (e.g., Baker & Churchill Jr, 1977; Englis et al., 1994; Joseph, 1982), we cannot ignore the sources of attractiveness. The influence of sources of attractiveness is strong enough to change perceptions towards model attractiveness in the female group. The reported results show that if female consumers perceive that female advertising models obtained attractiveness from CS, the perceived model attractiveness will decrease. This is in line with the results of portraying thin models because portraying extremely thin models does not lead to higher perceived attractiveness as the perceived attractiveness will be dropped at a certain point of thinness, which will lead to lower advertising effectiveness (Janssen & Paas, 2014). This implies

that thinness has an optimal point. Our results show there is no such optimal point for CS. To enhance perceived attractiveness, many CS changes are needed. However, as the number of procedures increases the changes of detection will increase, and this will lead to decreased perceived attractiveness.

This research confirms the generalization of the positive effect of model attractiveness on advertisements found in the Western context (e.g., Joseph, 1982; Ohanian, 1990) by showing that perceived model attractiveness also enhance advertising effectiveness in the Asian context. This research also further investigates the positive results of social comparison jealousy theory. The research of Andersen and Paas (2014) found that the negative affect from social comparison jealousy produces positive effects on advertising effectiveness as it generates higher purchase intentions. Our results show the reason behind a negative affect driving positive outcomes is benign envy as consumers want to improve themselves to be like the model. Thereby, consumers want to buy the product more.

Also, our study explores the effect of media information as, in the real world, the personal information related to CS, whether it is true or untrue, is presented more in the media. Our results indicate that the media articles claim associated with CS information of the models also influences male consumers' perceptions. That is, the negative information in the media claiming that models have facial CS has more impact than positive information, i.e., suggesting that the model has not undergone CS. This research confirms the generalization of the extended agenda setting theory to an Asian context as the theory suggests that the negative information on media has a stronger influence on people's opinions as there is perceived to be more emotional involvement (Wu & Coleman, 2009).

Lastly, previous research ignores Asian beauty types and the notable effects of CS. Models' beauty types were originally found in a Western context (Solomon et al., 1992). And, much research applied the Western beauty types when investigated in Asian context (e.g., Chan & Cheng, 2012; Frith et al., 2004; Frith et al., 2005). However, our results show that how Asian identified and classified beauty types is different from Western's perspective. Existing literature shows that Western beauty types are identified into six types, and are classified into two main dimensions: Classical Cuteness (classic beauty/feminine, cute, and girl-next-door) and Sexiness (sensual/exotic, and sex kitten) (Goodman et al., 2008). Whereas, our research found that Asian beauty types are identified into ten main types and are classified into three main dimensions: Natural Cuteness (cute, natural, sweet, and local beauty), Non-Local/Surgery (Western look, Korean style, and surgery beauty), and Sexy Beauty (sexy, cool, and sharp beauty). One entirely new beauty dimension that we found only in Asian context is Non-Local/Surgery. This highlights the suggestion of Steenkamp (2005) to conduct research outside Western context to check cross-national generalizability in theory, and the suggestion of Frith et al. (2005) that beauty types change over time. Our results indicate that using the Western beauty types to investigate research in Asian context might not be accurate. Furthermore, our results suggest that CS can enhance Non-Local/Surgery and Sexy Beauty, but the essential group of beauty type to create advertising effectiveness is Natural Cuteness, which CS cannot enhance.

5.3. Managerial Implications

This research has clear managerial implications for advertising agents and governmental or other non-profit organizations. Those organizations should be more critical in selecting female advertising models – questioning how those attractive female

models have obtained their attractiveness. The results of this thesis provide an awareness of negative consequences caused by portraying idealized female models who have undergone CS to advertisers. Advertisers could not select the female advertising models by using level of perceived attractiveness criteria only, but they should also check perceived CS by consumers from, such as information reported on media and CS historical information. The sources of attractiveness that consumers perceive have enough capability to reduce perceived model attractiveness, which is an important factor to create advertising effectiveness. And, in the real world, there are many media information sources, and there may be rumors about CS history of a model, regardless of whether the information is true or not. Contemporary consumers consider ethical practice and cooperate social responsibility in advertisements (Brown & Dacin, 1997; Klein & Dawar, 2004; Maon, Lindgreen, & Swaen, 2009). Portraying unrealistic female images in the advertisement is considered as unethical practices because it creates negative consequence to the society (Cohan, 2001), such as many females and young females experience negative feelings from exposing to idealized models (Dittmar & Howard, 2004b; Stice et al., 2001). In such consequences, (young) females are suffering from anorexia (Fay & Price, 1994) and pressure to undergo CS (Sarwer et al., 2005). Ignoring this possible impact might damage organization at large as failure to maintain CSR creates negative product evaluation and companies' reputations (Maon et al., 2009). This connection with CSR requires further research, as will be pointed out in more detail in section 5.4.

Our findings have clear implications for multinational companies in terms of selecting suitable female advertising models for Asian countries. Rather than running global advertisements by using the same female advertising models, companies should consider using different female models in the Asian context. The female advertising

models who can enhance the effectiveness of marketing communication campaigns are models with Natural/Cuteness beauty types, which CS cannot enhance.

Lastly, this research also contributes to societal implications. It provides insights into consumers' reactions to FAMUCS. This information is important to government or other non-profit organizations. This idea is similar to the research of advertisements portraying extremely thin models. As many companies avoid the negative consequence by not using such models in their advertising such as Unilever's Dove advertising campaign (Andersen & Paas, 2014). And, the negative consequence from portraying extremely thin models drives governments in many countries such as France and Spain to launch the laws to prohibit portraying extremely thin models in media (Andersen & Paas, 2014). For our research, it also provides insights to government or other non-profit organizations regarding introducing laws or conducting informative campaigns to control the portrayal of FAMUCS in advertisements.

5.4. Limitations and further research

This research is not without limitations. First, our studies were conducted in Thailand, a country where CS is popular. Thailand is a popular country for CS tourism (AEC Tourism Thailand, 2015; Pullawan & Sinhaneti, 2008); thereby, many media advertise about CS (TAT News, 2014). Previous research found that exposing to media, such as TV programs, advertisements, or articles related to CS, significantly affect the acceptance of CS and likelihood of consumers to undergo CS (Swami et al., 2008). The negative results from perceived CS might be even stronger in the countries where CS is less popular. Further research should consider conducting consumers' reactions in those countries to investigate how consumers react to FAMUCS.

Second, as already pointed out previously, this thesis focuses on facial CS because people in Asian countries people tend to evaluate physical attractiveness mainly from the face (Frith et al., 2005). However, attractiveness is also gained from body figure (Bower, 2001; Bower & Landreth, 2001). Given the evidence of the importance of body attractiveness, especially in a Western context (Frith et al., 2005), future research in this area should examine consumers' reactions towards idealized models who have undergone body surgery.

Third, we found differentiation in consumers' reactions towards FAMUCS between female consumers in Chapter 2 and male consumers in Chapter 3. The negative effect from perceived CS on female model's face is only found in female consumers. Further research should investigate the reason behind this result as it might be some mediator(s) or moderator(s) that make the results between gender differentiation.

Fourth, in Chapter 3, we investigate only males' reactions to media-information about model's CS history. But, our research does not investigate this media-information effect on female perception. Future studies should explore females' reactions to the media-information about model's CS history. The effect of negative media-information might influence advertisement even more.

Fifth, this research focuses primarily on how consumers react to FAMUCS. How consumers perceive FAMUCS in terms of a company's ethical practices and Corporate Social Responsibility (CSR) is also important. Portraying unrealistic images of female advertising models is considered as unethical, because it negatively impacts society at large (Cohan, 2001). Such negative consequences give rise to the social concerns (Dittmar & Howard, 2004b; Stice et al., 2001) and have led to discussions on ethical standards in advertisements (Tian, 2015). Contemporary companies cannot ignore such social

responsibility pressures because the failure to maintain Corporate Social Responsibility (CSR) will damage the companies' reputations (Maon et al., 2009).

Despite these limitations, this research shed light on knowing the sources of attractiveness. We have only begun to explore one type of idealized image in advertisements, which is FAMUCS. This topic is important due to the increasing occurrence of CS procedures. However, additional ideal model types are also portrayed in contemporary advertisements and important to check the effect from perceived sources of attractiveness such as female images that are gained facial attractiveness from Photoshop and masculine models who gain muscle from steroids. And, those sources of attractiveness may also lead to negative results. Researcher should also investigate consumers' reactions towards those idealized models and psychological consequences causing negative affect towards perceived attractiveness.

Chapter 5 Conclusion

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