

A Meta-Analysis of Body Idealization in Advertising

Martin Eisend^{ab*} and Daylan Schuchert^a

^a European University Viadrina, Frankfurt (Oder), Germany

^b Copenhagen Business School, Copenhagen, Denmark

** corresponding author: Martin Eisend, European University Viadrina, Grosse Scharrnstr.*

59, 15230 Frankfurt (Oder), Germany, Tel. +49 335 5534 2870, eisend@europa-uni.de

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Several meta-analyses have shown that body image idealizations in media lead to negative consequences for the audience, such as the increase in negative body image, body dissatisfaction, and corresponding behavioral consequences. At the same time, advertising research suggests that attractiveness and beauty of endorsers have positive effects on consumer behavior including their evaluations of the ad, the brand, and purchase intentions. However, no systematic review has looked at the effects of body image idealization in advertising on both advertising effects and non-advertising effects. The current study presents a meta-analysis on the effects of body image idealization in advertising. It shows that body idealization in advertising has similar negative effects as compared to media in general and does not increase persuasion of advertising, but increases consumer memory. Persuasive effects are stronger for students, but weaker for beauty-related products. Body evaluations are less favorable when female endorsers appear in advertising as compared to male endorsers.

Keywords: Body image, body idealization, advertising effects, meta-analysis