

FASHION AND BEAUTY ADVERTISING MODELS' AGE AND
ITS IMPACT ON OVER 50 FEMALE CONSUMERS' PURCHASE
INTENTION

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Dissertation

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DEDICATION

To my grandparents, to whom the academic and professional victories of the generations they have created, have always been their own. To my grandfather and grandmother who were always, far beyond their time and condition, masters of their own wisdom and life.

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INTRODUTORY NOTE

“April, 2013

I always thought being a middle aged woman would be a happier time in my life, without all the insecurities of the younger version of me.

I would be 50 without having to worry about being the prettiest one, having the best body, flawless skin... I hoped I could reach this part of my life with the acceptance and maturity you always read about in Nora Ephron novels or see in movies where Richard Gere can fall in love with a widow with grown children and still find her attractive (of course every 50 year old movie star looks like a perfect 30 year old freak of nature). But nobody tells you the real story. Nobody tells you the truth about being fifty in 2013.

Yes, being 50 should have its perks. One of them should definitely be that you no longer need to look like you are 20 and people would accept you, love you, even find you beautiful and attractive in a way that is suited to your age. My husband should be able to look at the wrinkles around my eyes and love that I have them because of all the times he has made me smile. He should love my bodacious figure because this body bore his children (and, hey, it's not that bad...).

But no... What happens is that a woman in her fifties today is just an old hag with nothing attractive or sexy to offer. And why is that? Because everything around us keeps saying that the prototype of a beautiful, sexy woman is a 15 year old model that has not even had her period yet (and is probably as dumb as a lamp). Why should I feel like every day I have to compete with a child with the curves and femininity of an adolescent boy?! Even when I shut down the stupid voice in my head that tells me I'm not good enough, I open my favorite magazine at lunch and there she is, making fun of me with an ad for a fat reducing cream. How can someone tell if the cream works when the model showing off the results has never had an ounce of fat on her body? You have got to be making fun of me and every other normal, healthy woman in the world...!

Plus, I have to deal with my children. My seventeen-year old daughter starves herself sick, she is always complaining about how fat she is, how she wants to join a gym and be skinny like that girl from that H&M ad. I try to calm her down, I try to tell her that she is beautiful, skinny, healthy and just perfect. But she ignores me every time I try to reason with her (have

you ever tried to reason with a teenage girl?! It is probably the most difficult task I have had to do). All I feel like doing is shaking that little entitled, perfect Barbie and making her understand how wonderful she is, how she should be really happy about her beauty now because her looks won't last forever - her skin won't be flawless and everything will not be so perky and glowing in 20 years because time is a horrible horrible beast that takes away all of your prettiness and leaves you with hot flashes that take you to your kitchen at three AM to eat ice-cream. Now tell me – with a life like this, how can one wake up every day with glowing sun kissed skin and rock hard abs?

Maybe I should join a gym and work out every day. Maybe I should live on a diet of nothing but lettuce and apples for three months before our summer holiday. Maybe then I could be as skinny and perfect as we all dream of being when we see that huge billboard of Kate Moss (it's right outside my office) where she is wearing nothing but a bathing suit... But then again – why bother? I'm not young anymore. And I don't have the time or life for that. (Besides, it's almost dinner time, so I have to put down my issue of Vogue, stop complaining and produce a healthy family meal in 20 minutes).

Am I the only one feeling like this and not even allowed to have time to be depressed...?"

ABSTRACT

The dissertation that is now presented, aims to study a social phenomenon that has gained increasing importance and study it under a commercial perspective, concluding about the impacts that it can bring for some markets. The purpose is to study the impact of the Fashion and Beauty advertisements models' age on the purchase intention of female consumers over 50. This is a segment that has been gaining weight, expression and importance, and it is crucial to understand if it is been addressed with an effective communication strategy.

This research, after identifying some gaps in the literature on this such contemporaneous topic, extracted those that seem to be the most important variables to develop a study and draw conclusions through statistical analysis and validation, about how women over 50 have been seeing the markets communication, and how it impacts on the purchase intention.

In the first part of the study a deep review of the literature is made, providing a structured knowledge of what has already been studied by other authors on this topic, and on other matters related to or involved with this issue. In the second stage, the approach is quantitative. In the presented study 259 people were involved and asked to answer to a series of questions on the topics described above and according to their opinions and feelings towards some advertising images exhibited throughout the questionnaire.

The results revealed that although some values are low to be considered significant almost all the relationships between the variables, suggested by the literature, have occurred. The results are very interesting and highly applicable outputs to the markets concerned. All findings related to this study are adequately summarized in Section 6.

Key-Words: models' age; purchase intention

JEL: M31 – Marketing, M37 - Advertising

RESUMO

A dissertação aqui apresentada pretende estudar um fenómeno social que tem ganho cada vez mais importância e estudá-lo sob a perspectiva comercial, concluindo que impactos podem acarretar para alguns mercados. No caso, o propósito é, então, estudar o impacto que a idade das modelos dos anúncios de Moda e Beleza tem nas intenções de compra das consumidoras com mais de 50 anos. Este é um segmento que tem ganho expressão, volume e importância e importa perceber se está a ser endereçado com estratégia de comunicação mais eficaz.

Tendo identificado alguns gaps na literatura existente sobre este tópico tão contemporâneo, o presente estudo expõe aquelas que parecem ser as variáveis mais importantes para desenvolver esta investigação e tirar conclusões, com recurso à análise e validação estatística, sobre como as mulheres acima dos 50 anos vêm a comunicação, a forma como ela impacta na intenção de compra.

Na primeira parte do estudo é feita uma profunda revisão da literatura, que proporciona um conhecimento estruturado do que já foi estudado por outros autores neste tópico, ou outros estão relacionados ou envolvidos com esta problemática. Na segunda fase, a abordagem é quantitativa. No estudo que agora se apresenta participaram 259 pessoas, às quais foi solicitado que respondessem a uma série de questões sobre os temas acima descritos e, em alguns casos, segundo as suas opiniões e sentimentos face às imagens a que foram expostas ao longo do questionário.

Os resultados revelaram que, apesar de alguns valores se terem mostrado algo baixos para serem considerados significativos, quase todas as relações entre as variáveis sugeridas pela literatura se verificaram, resultando em outputs interessantes e com elevada aplicabilidade para os mercados em causa. Todas as conclusões relacionadas com este estudo se encontram devidamente resumidas na Secção 6.

EXECUTIVE SUMMARY

The concern with the right communication of a brand message to the target audience is something that is very present in the reality of almost all companies, especially in the Fashion and Beauty market, and the choice of the right models is becoming increasingly important. Over the years it has been visible the efforts to adapt the communication to an audience and some topics have earned their place in the discussion: racial diversity, models' thinness, children image exploitation, women's role representation, among others.

With populations aging and incomes tending to be concentrated in the older age, is important to understand whether the market have redirect their efforts to adapt themselves to this reality. This is a trend that necessarily changes the market dynamics that have been concentrating much of its focus into a younger audience. And despite the gradual release of prejudice about the aging process, the truth is that not all the brands seem to communicate with this audience in the best way. More than ever, it is critical to understand the needs, motivations and barriers in the purchase of Fashion and Beauty from the older consumers.

The dissertation that is now presented, aims to study this social phenomenon, that has been increasing gaining such importance, and study it under a commercial and marketing perspective. The purpose is to study the impact of the Fashion and Beauty advertisements models' age on the purchase intention of female consumers over 50. This is a segment that has been gaining weight, expression and importance, and it is crucial to understand if it is been addressed with an effective communication strategy.

Despite being a complex problem that deals with deep dimensions, this study tries to simplify the problematic and make it as practical as possible to study the relationships between some variables identified as most critical: (1) Self Perception ((a) Self Recognition in Fashion and Beauty Advertisements, (b) Self Beauty Perception (c) Overall Self Perception), (2) Identification with the Advertisement Piece, (3) Perceptions about the Advertisement Piece(4) Perceptions of the promoted Promotion (5) Purchase Intentions. All the analysis, tests and measurements of the variables listed before were made in duplicate and parallel using two counterpointing images; one with a younger model and another with an older model. The purpose was to draw some comparative conclusions. The entire analysis is based on the European consumers over 50 years and the Fashion and Beauty market, trying to address the lack of European studies on this matter.

In the first part of this study there is a deep review of the existing literature that provides a structured knowledge of what has already been studied by other authors on this topic, and others are related to, or involved with this issue. Many are the authors who have studied the aging process and the changes that it brings, particularly for women. There are also already some available literature that focuses on the importance of the targeted consumers to feel identified with the brands and the communication pieces that are addressed to them. Topics such the models' race or body shape aroused particular interest by some authors in the past years. Although is still not much the literature that focuses on the theme being developed here, there are some theories and studies which greatly contribute to better understand the variables and phenomena involved in this process.

In the second stage, the approach is quantitative. Seeking to complement all the findings and insights that the literature review could give, there is a field study collecting current and direct data to measure and study the variables and relations previously establish. In the study presented herein involved 259 people, to which they were asked to answer a series of questions on the topics described above and, in some cases, according to their opinions and feelings in relation to the images that have been exhibited throughout the questionnaire.

The results revealed that although some values are low to be considered significant, almost all the relationships between the variables, suggested by the literature, have occurred. The results are very interesting and highly applicable outputs to the markets concerned. All findings related to this study are adequately summarized in Section 6.

This study provides a contribute to the existing literature along several dimensions: namely by being still the only study that is measuring relationships between the defined variables, and once that are still few the studies concerned with the models' age and the impacts for the more mature consumers, this investigation adds to the existing literature important conclusions about the impact on the purchase behavior and about some important drivers in the decision process of this segment. The revalidation in some cases, of the scales used can be an important contribution to future studies, as well as the new issues raised after the conclusions drawn. From a marketing perspective, a deep study on this issue may be what a lot of brands need to adapt their strategies and approaches and succeed in a marketplace that every day proves different. Brands' audiences and targets are more and more comprised by older women that are looking for product and messages, differently than the younger ones and have a more complete and complex understanding of all brands expression.

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1. INTRODUCTION

1.1.Context and Investigation Problematic

1.1.1. Europe is getting old

It's the fact that has worried demographers: the world's population is now aging at an unprecedented rate. A new report from the US Census bureau (2009) says that:

“Fertility decline together with urbanization were the dominant global demographic trends during the second half of the twentieth century, such as rapid improvements in life expectancy characterized the early 1900s. As we move through the first decade of the twenty-first century, population ageing has emerged as a major demographic worldwide trend”

The EU, as the whole world, is also facing unprecedented demographic changes that will have a major impact on the whole society.

Eurostat's latest set of population projections (EUROPOP2010), covering the period from 2011 to 2060, shows that population ageing is likely to affect all EU Member States over this period. According to this projection, the EU's population will be slightly higher in 2060, and the age structure of the population will be much older than it is now.

According to this EUROPOP2010 convergence scenario, the EU-27's population is projected to increase to 525 million by 2035, peaking at 526 million around 2040, and thereafter gradually declining to 517 million by 2060. During the same period, the median age of the EU-27's population is projected to rise to 47.6 years (and was 40.8 in 2010). The working age population is expected to decline steadily, while older persons will likely account for an increasing share of the total population – those aged 65 years or over will account for 29.5 % of the EU-27's population by 2060 (17.4 % in 2010).

Another aspect of this population ageing process is the progressive ageing of the older population itself - as the relative importance of the oldest people is growing at a faster pace than any other age segment of the EU's population - the share of those aged 80

years or above in the EU-27's population is projected to almost triple between 2010 and 2060 (EUROPOP2010).

Concluding, the major outcome will be an ageing EU population, with fewer workers, deteriorating dependency ratios, dwindling economies and diminishing internal markets (Thompson and Thompson, 2009). With the EU working population falling by 20.8m between 2005 and 2030, the impact on European economies is expected to be severe (EUROPOP2010).

Portugal is no exception in this European scenario and is expected to arrive to 2030 below the psychological threshold of 10 million inhabitants – it is predicted to have 9.9 million people, and by 2050, 8.6 million (“Presente no Futuro” conferences, 2012).

In addition to this reduction, by 2030, the population aged over 50 years may represent half the population (it currently represents 38%) (“Presente no Futuro” conferences, 2012). And one in four (1/4) people will be aged 65 and over. In other words, the number of people aged 65 and over will double the number of young people up to 15 years and nearly triple by 2050 (“Presente no Futuro” conferences, 2012). To better illustrate the evolution that took place in this field, one must remember that in 1981 children and young people up to 15 years were more than twice of those over 65 in this country.

1.1.2. Why should markets be aware of these trends?

When looking to the previously exposed data and conclusions, is undeniable that audience's composition is changing for most of the brands and companies, and there are a lot of adaptations that markets have to do to better respond to the new environment where they are acting on.

It is known for a fact that people aged over 50 account for 40 per cent of consumer spending while 95 per cent of advertising focuses on under 35's. In fact, this difference in the proportion of spending, tend for sure to be reinforced in these days (Szimigin and Carrigan, 2000).

Another point supporting the importance of focusing on older people is that this segment has money and is willing to spend it, and that is a key factor in the potential attractiveness of this mature market (Szimigin and Carrigan, 2000).

Another important point is that older people usually have a wide range of savings and that includes premium bonds, stocks and shares, unit trusts and tax-exempt special savings accounts, making them an attractive target for many companies, namely the ones selling financial services, while younger age groups tend to concentrate their savings around bank and building society accounts (Social Trends, 1997).

There is even who defends that, for the next several decades, it is expected that older consumers will increasingly influence the purchasing behaviour of younger market segments (Leventhal, 1997).

Despite the fact that these interpretations and predictions were made several years ago - when Europe was living in a quite different economic and financial circumstantial scenario and no one could predict the crisis we are experiencing it now – the fact is that some of the behavioral patterns that were identified to the older segment seem very current and applicable. In fact, many of the trends that were forecasted at the time (mainly social and demographic) still occur.

Given this information, it is again imperative that marketers start to better understand the mature market and be aware of their wants and needs.

1.1.3. Investigation Problematic

Given the economic scenario and socio demographic trends previously described, it is important to understand if the market has adapted itself at the same speed. Thus, the problematic behind this investigation is exactly on taking conclusions about the market response to these environmental changes and its results.

Are businesses adapting themselves to this customer base that is simultaneously shrinking and ageing? Are they aware that consumers demand is increasingly driven by tastes and needs of older people? Does this segment feel included or neglected by their markets and brands?

It is important to add that although this is a phenomenon that matters and affects all sectors of activity, their differences and operating dynamics do not seem to allow this approach to be simultaneous and widespread. In fact, not all the markets depend or

suffer impacts with equal intensity, from the aging population and that is why there are some sectors that seem particularly interesting for this analysis: as Fashion and Beauty sector. Centered on selling beauty, image and identities to their customers, the companies working in these sectors certainly need to adequate to their audience age.

Although they are two different markets (fashion and beauty) - with different dynamics, growth rates, developments and players – in this approach, that focus on the consumer behaviour towards the advertisement, it seemed appropriate to join the two sectors and do an wider analysis covering the two markets at the same time. The conclusions that are intended to come out from this study appear to be particularly useful and appropriate for both sectors.

Also between men and women there are some differences that require looking at each gender separately. Not only in how they establish their general relations with markets and brands and see products and communication, but also in dealing with the aging process there are great differences between men and women. Supporting these differences there are biological and social phenomena (see topic 2.1.2.) that unable this type of investigations and studies to treat men and women as an undifferentiated audience.

In short, to improve the accuracy of the study- as well as maximize the usefulness and applicability of its results - the investigation will focus on the European female population over 50 market and the Fashion and Beauty sector - thus transforming the problematic of this thesis in understanding specifically this sector, its brands and products, and the interactions with the referred segment (european women over 50 years) by studying their reactions, perceptions and ideas about some of these brands and their communication.

About this topic on how markets adapt to older target, America has been responding more quickly to ageing consumers meaning that most research is US-based. European business and academics have been slower and there remains very little European research into this phenomenon, which represents another lack that this dissertation proposes to help solving.

1.2. Main investigation objectives and questions

From the investigation problematic it is possible to extract the main questions to be answered and the objectives/goals they intend to fulfill:

- Does the segment under study (women over 50) feel included in the target of Fashion and Beauty brands (either in their products or communication?) Or, on the contrary, do they feel excluded / neglected / ignored?

The goal here is to understand to what extent, for these women, the Fashion and Beauty market is inclusive to them? The main purpose is not to evaluate the brands' efforts to produce or communicate to the referred target but their perception, what is really reaching and affecting them.

- Do these women identify themselves with the fact that most of communication in this sector is made using younger models (usually under 30) and mirroring younger scenarios? Or would they feel more identified and represented with advertising models more close to their own age?

In this topic, the goal is to understand more specifically the reaction of these older women to the use of communication with younger models; understand if older women can identify themselves with the pieces of communication and the exhibited products even existing this age gap, or if they respond better to the use of models and pictures that are closer to their age and reality.

- Does the consumer self-perception and confidence affects the level of identification with:
 - a) the models?
 - b) the advertising piece?
 - c) the product?

This topic aims to take some conclusions on if the self-perceptions of these consumers, such as body satisfaction, life satisfaction and self-confidence, can affect the way these women identify themselves with the younger and good looking models, the advertisements and promoted products.

- Does the purchase intention increases when these women feel more identified / included in communication? Or does it increases when they are more closely mirrored in the advertising?

In fact, this issue, combined with the former ones, seeks the answer embodying the main objective of this study. The purpose is to understand the relationship between the degree of identification with the communication pieces, their models (younger or older) and purchase intention (if they increase with the proximity of age, if there is no relationship or if the relationship is reverse). Due to the obvious applicability, these conclusions can give interesting and useful inputs to players on the Fashion and Beauty market.

If the answers to the questions listed above can be found, this study will have achieved some of its aims which will allow to come to some conclusions on what these women are looking for or expecting from the brands, in terms of products but also approaches – allowing some consideration about what may be the best way to reach this segment, the best type of communication and how the players in this Fashion and Beauty market must create and develop an healthy relationship with the women 50+.

1.3. Structure of thesis

Introduction: In this opening chapter there is the description and justification of the theme behind this study, explaining its importance in the current scenario and pointing out what is the problematic supporting this thesis as well defined the research objectives.

Literature Review: At this stage, there is a deep research on the literature about the topic, trying to understand the existing background on the subject or on others that seem related. The choice of this theme, which has very little direct and objective research, aims to understand better the market adjustment (Fashion and Beauty) to an emergence segment of women over 50 years and its requirements, using the literature that seems to explain the maximum phenomena involved on this complex topic.

Contextualization: Approach to the current market situation - Fashion and Beauty - and analysis of some behaviors and relationships with the concerned segment. Also in this chapter is an attempt to better understanding the evolution of the female beauty concept over the years and how this may have been an impact on how they perceive aging and relate to the products of Fashion and Beauty.

Methodology: This chapter presents the study's methodology, defining which research methods and tools were used in data collection, the sample definition and the processes behind the statistical data analysis and validation of the conceptual model.

Results: Implementation of the data statistical treatment, descriptive characterization of the questionnaire and the key variables of the sample, evaluation of the conceptual model and usage of statistical techniques to validate the research hypotheses proposed in the conceptual model.

Conclusions and Recommendations and Limitations and Future Research: The final stage of the dissertation presents the findings and key aspects of the research and the analyzed data, and their theoretical and practical contributions to the marketing field. There are also pointed out the major limitations and recommendations for future studies and research.

2. LITERATURE REVIEW

2.1. Understanding Aging Process

2.1.1. Concepts and definitions

Ageing is a process that affects the entire body. It is a process that begins at the birth and ends with death. Biology defines it as a process where each organ, independently and gradually reduces its function and, eventually, the entire body becomes senile. During the growth, tissue building processes overlap the degenerative changes, but when aging starts, this relation reverses. Aging is a universal process having multidimensional concepts which, though being usually associated to the chronological question, it involves biological, psychological and sociological issues.

The characteristics of aging vary from individual to individual, even within certain social group and thus exposed to the same environmental variables. These aspects have been studied, and even speculated in the pursuit of greater longevity and healthy aging.

As said before, the conceptualizations of aging vary from author to author but, for better understanding, it is necessary to know some of the major definitions about what is aging.

According to Ballstaedt, (1997), the aging process is genetically programmed; it is gradual and brings limitations, resulting in several changes in body systems, both in structural and functional efficiency.

In Beauvoir's understanding (1972), aging is what happens to humans who get old; and it is impossible to terminate this plurality of experiences in just one concept, or even a notion. Beauvoir (1972) also noted that the revelation of our age comes through others, stating that, even weakened, impoverished, exiled in his time, the elderly remains, always, the same human being.

In the opinion of Martins (2002), the phenomena of aging, the old age and the determination of who are elderly, are often restricted to the modifications that occur in the body, in the physical dimension. But it is desirable to realize that, over the years, changes in thinking, feeling and acting of human beings who go through this stage of life are also very important and relevant. The elderly human being, as any other, has

several dimensions: biological, psychological, social, spiritual and others that need to be considered to really approximate the concept covering it.

Also Bobbio (1997) reported that aging is not a split in relation to the previous life, but is actually a continuation of adolescence, youth, maturity that may have been experienced in several ways. For this author, also the historical circumstances which he relates both to private as to public life, have great importance in the determinants of old age.

In the understanding of Lima (2001), aging is now emerging as a chance to think about a new way of being old, justifying this claim with the fact that older people are organizing themselves into group movements that are even taking political advances in discussing their rights. Old age, seen as collective representation, begins, even in a "shy" way, to show another way of life for the elderly: instead of staying at home, alone, are now looking for leisure, going out, travelling, going to theaters, bingo halls, clubs and even studying at universities that are open to Seniors (Lima, 2001).

The aging process, through a physiological point of view, depends significantly on the lifestyle that people assume since childhood or adolescence - such as not smoking cigarettes, exercising, eating healthy foods, type of occupational activity, etc. (Leite, 1990). In this process changes occur in many systems, differing from individual to individual and may also depend on factors such as genetic inheritance. Today, it is known that the normal aging process is not uniform, meaning that the different tissues and organs have different aging speeds (phenomenon that seems to be determined primarily by heredity) (Neri, 1993).

In a more sociological field, the individuals' value in the labor market is also one of the key variables that influence the determination of social aging. The importance of a professional activity in defining the social value of individuals is one aspect that Lenoir (1989) points out when referring to the direct relationship between social hierarchy and the professional hierarchy. The social image of "old age" is based on an apparent confusion between biological aging and social aging. The meaning of "old age" also relies on a sociocultural interpretation of biological aging (Lenoir, 1989).

More recent studies focus on the vital development according to the intersection of biological, psychological and sociocultural aspects that determine the heterogeneity among humans. According to Neri (2001), the prospect of "Life Cycle" believes that

personal and group trajectories that live in a particular historical moment can be different by exposure to specific events that trigger traumatic stress. People are included in age and social classes that determine behaviour and roles performance. The psychoanalysts Erik Erikson and J. M. Erickson (1998) reported that the midlife crisis is characterized by the paradox generativity versus stagnation. Failures in generativity can mean personal stagnation, masked in different attitudes and not always perceptible.

The psychosocial context is characterized by changes that intensify the emotional reactions. Retirement, children leaving home and elderly parents, changes in marital relationship, separations and widowhood are some possible events to be faced, particularly, by old age females. This change in social roles is accompanied by an aesthetics devaluation of the body, which signals and represents the proximity to the end.

One of the first challenges facing the aging psychology was to reconcile the concepts of development and aging, traditionally treated as antagonistic, both by scientists, civil society and family - considering old age as a period without development. This issue can be mitigated with the help of society, particularly media and advertisings as discussed further in this literature review, if the greater focus was on longevity, physical health and an adaptation of the environment to the peculiarities of an older age.

To conclude it is important to retain that, despite conceptualizations trying to be generic and inclusive, aging is a singular process and its determination is given at a symbolic level. Therefore, there will always be differentiated "old age's", regardless of the political and social context where they are inserted.

2.1.2. Gender differences in ageing

As the American Psychological Association states "sex is biological but gender is cultural" (American Psychological Association, 2001) and if sex differences are usually attributed to the biological differences, such as sex chromosomes, sex hormones, emotional make-up and brain lateralization, the truth is that biology just tells part of the story. Social influences are a big part in the two genders growing apart in some topics. The socialization literature points sex-role identification as a central concept and a major factor in the development of gender differences (Putrevu, 2001). These gender

differences can strongly reflect on how both genders, men and women, live and face their life cycle and the changes that aging brings.

The aging process and how one can deal with the years passing and its evident signs (mainly the physical and aesthetic ones) affect men and women very differently. In the explanation of this phenomenon there are, obviously, biological reasons but also strong social factors. The lifestyle of men and women continue to be very different, and the changes that occur throughout the life cycle, are different too.

As Putrevo (2001) states, the identity of women, even one that works outside the home, is strongly anchored on family life since a very early stage: in their roles as homemaker, wife and mother. So when getting older, women suddenly feel relieved from a lot of functions and roles. When these changes are accepted peacefully and in a positive way, women discover a new world beyond caring for others: take care of themselves. They begin wanting to take over the world, traveling, dancing, watching movies, learning new things and to take care of their minds and body. They start investing in themselves, in their beauty and their pleasure.

The same author claims that in men's case, when they age and retire, they lose their major source of construction and enhancement of male identity: work. By withdrawing from the professional world, it can even cause a problem in the home dynamics, once dominated by his wife and children. But as with women, this transition can be seen with happiness too and, if so, men want now to stay home, enjoy family, children, grandchildren, and they start to greatly value quality time with their wives and family. Being more worried in rediscover this new world inside their house, men tend to neglect their image. Their pleasure comes from doing and enjoying what they like to do, and eat and drink what they please, without thinking about the aesthetic consequences. Despite the myths, seems to be false that men age better than women.

Social pressures are also different for men and women. If for some women, aging can be a moment of extreme freedom, for discovering new pleasures, to have space and time for themselves and self-prioritizing, on the contrary, to others – that for some reason are more exposed to social pressures and more sensitive to the opinions of other people - this may be a more complicated phase. They will only look and worry with the natural decay of the body and will be constantly comparing themselves with the references that are “popping up” their everyday life, causing depression and frustration. Despite having

been written in the 19th century the quote “A man’s as old as he’s feeling, A woman as old as she looks” (Mortimer Collins) seems alarmingly current. Men seem not to live and physically age under the same type of pressure that women do.

Although the goal of this thesis is not to go deep in study these behavioral gender differences and their implications, some conclusions drawn by earlier developed studies and theories have proved that men and women cannot be treated as equals when studying behavioral responses, namely to advertising. Treating the two genders as a uniform audience, can even limit the study conclusions and applications – fact that supports the separate approach developed in this study.

2.1.3. Female consumers over 50

To start understanding this segment it is crucial to retain that people in “old age” still have different needs and the identity and behaviour of each individual may depend more on age one feels to have than the actual chronological age (Moschis, 2003, and Slongo *et al.*, 2009). In this sense, Moreno (2008) complements that beauty seems to be always associated with youth, and being beauty is like a presentation card and a prospect of getting positive acceptance, nobody wants to get old. This leads, many times, the individual not to accept their actual conditions, given the exposed and preconceptualized situation by society.

Still in Moreno’s conclusions (2008, p. 57) "old age is considered the last period of the natural evolution of life" and its acceptance seems to be related to the increase of impositions and requirements in the current market coming from this segment, generating demand to meet the existing needs. Specifically on women, the same author also stresses that "aging is inevitable, and our culture requires old women to get used to invisibility and discretion" (Moreno, 2008, p. 59). This represents a mismatch between older values of society and the willingness and current reality of contemporary elderly women.

Barletta (2006) states that today people do not find a specific language to define the Senior market - the image of women presented by other authors simply does not fit the new reality and lives of people in this age group. The elderly women of today know who they are and what they want. They are aware that their experiences are vast and valuable, already had their children and saw them grow, had the chance to build equity over time and have been through many enriching experiences in their lives. They are now in the best phase of life (Barletta, 2006). Solomon (2002) even argues that senior consumers are more experienced, more educated and even more sophisticated than other consumers.

A summary of the behavioral patterns and key factors of female consumers in old age, is presented in the Table 1– containing the main results and conclusions from the Tongren (1988) and Leventhal (1997) studies.

Table 2.1 - Characteristics and Behaviors of Female Senior Consumers

Characteristics and Behaviors of Female Senior Consumers		
Author	Characteristic	Description
Tongren (1988)	More active consumers	Older women have more awareness and consciousness of fashion and are less price sensitive than adults. They have more disposable income to spend. They react to marketing appeals depending on perceived or cognitive age - which is generally younger than chronological age. They utilize walks in malls as exercise and recreation while taking the opportunity to seek information about products and services.
	Group Purchase Decision	Older consumers, particularly women, are more likely than younger consumers to consume and take decisions in group. They are not very concerned with amenities offered to seniors, as places to rest, bigger signals and more variety

		or privileges in delivery services.
	Dependence on Mass Media	As age increases, the dependence on the mass media to seek for information also increases - as well as the perceived credibility of information. The most appropriate means of communication are magazines and newspapers.
	Reactions and Reactivity on Senior Appeals	Seniors do not like being reminded that they are old and react negatively to ads that use this approach.
Leventhal (1997)	Seek for Independence and Autonomy	For these older people, control becomes crucial because life and nature are acting more intensely against them, affecting and limiting their ability to take control of their bodies and lives. Moreover, autonomy is increasingly important in a scenario that the elderly have to provide their own future in terms of pension and retirement funds, due to cuts that governments have done in this area.
	Seek for Altruism	Mature people demonstrate a strong desire to give back to the world, as well as influencing the behaviour of other people.
	Seek for personal Development	Older people like to be portrayed as human beings who are still developing and learning.
	Seek for Revitalization	Older people like to be active, whether in learning, or in work.

Source: Adapted from Tongren (1988) and Leventhal (1997)

2.1.3.1. Senior Consumers behaviour towards Fashion and Beauty Market

To understand the Fashion and Beauty consumption for older people it is necessary to understand consumers' behaviour and their influencers. According to Assmann (1998)

consumer behavior is the study of the involved processes when individuals, or groups, select, purchase, use, dispose of products, services, ideas and expectations to satisfy needs and desires. Consumer behaviour is a field that has an accelerated dynamics, where new issues constantly arise and change.

Considering specifically the Fashion and Beauty products, their customers are people usually motivated by the socio-cultural and psychological needs, influenced by personality, self-concept, identity and motivation. Once they reach their needs and goals, they immediately develop others - there is therefore a psycho-dynamic consumption, in which Fashion and Beauty is one of the most representative markets (Slongo et.al, 2009). In this market, most aspects focus on the female audience that attaches and is aware of every detail (Lipovetsky, 1989).

When these products and services are designed for older consumers, they may actually be rejected by the "mature" segment for representing stereotypes toward this audience. Products / services must be sold by its "benefits" for this market. Slongo *et al.*, (2009) sought to identify the motivations that encourage the choice for a certain type of "Fashion" or trend for senior females, and the factors identified were: comfort and practicality, vanity and self-esteem, emotional safety, body and age suitability, and the desired self-expression.

The same study identifies as main social factors: peer pressure from friends and family in the purchase decision, appropriateness to the circumstances, desire to please someone and concern about appearance and aesthetics for others. The consumption behavior of the elderly is 'auto challenging' and relies a lot on external factors considered by society. And although undergoing for some changes when compared to other ages, the requisites of choice remain the same strongly associated to acceptance, practicality and comfort over the years (Slongo *et al.*, 2009).

2.2. Self-Perception and Brands

The "Self" concept is a primary research topic in psychology (Brewer & Hewstone, 2004), it can encapsulate personal traits and specific characteristics like personality and self-perceptions. Self-concept is what comes to mind when we think about ourselves, it

comprises how a person perceives himself (Neisser, 1993). The major part of the previous studies about “self” are found in the arenas of psychology and sociology and studies connecting self with consumer behaviour are relatively recent and not many (Wong & Ahuvia, 1998).

Even though, the existing consumer behaviour literature has been increasingly showing that brand attitude or evaluation is not only determined by functional aspects of the brand but also by symbolic criteria (Park *et al.*, 1986; Sirgy, 1982). Consumers' motivation to express their own self is often the driving force that prompts to purchase goods and services (Sirgy, 1986). That said, the identification with the products, brands or their communication pieces can play an important role in starting or developing the relationship between customers and brands.

2.2.1. The effect of self-congruity on relating to brands

Self-image congruence refers to the match between consumers' self-concept (actual self, ideal self, etc.) and the user image (or “personality”) of a given product, brand, store, etc.

Consumers purchase goods that act as a vehicle to express their identity and much research has uncovered this fact (Aaker, 1996). Most brands are considered to have a “personality” that reflect the stereotypic image of the typical user of the brand—brand-user image (Kressmann *et al.*, 2006). Consumers attempt to evaluate a brand by matching the brand-user image (sometimes referred to as “symbolic attributes”) with their self-concept (actual self-ideal self, social self, etc.) and body image or age can be important factors in this identification and evaluation process.

This matching process involving the brand-user image with consumers' self-concept is referred to as self-congruity (Sirgy, 1982, 1986). Self-congruity plays an important role in purchase motivation and brand loyalty (Malhotra, 1988; Sirgy, 1985; Sirgy and Samli, 1985). Self-congruity is guided by self-concept motives such as the need for self-esteem and self-consistency (Aaker, 1997; Biel, 1997; Malhotra, 1981, 1988; Sirgy, 1982).

That is, the greater the match between the brand-user image with the consumer's ideal self-image is, the more likely that consumers implicitly infer that the use of the brand should meet their need for self-esteem (Kressmann *et al.*, 2006). This is because the behaviour that allows people to reduce discrepancies between their actual and ideal self serves to boost self-esteem (Rosenberg, 1979). The need for self-consistency is another self-concept aspect that motivates people to behave in ways which are consistent with how they see themselves—consistent with their actual self (Kressmann *et al.*, 2006).

People have beliefs about their own identities, values, lifestyles, appearance, preferences, and habits. Once their “self theories” (meta-beliefs) are established, they become highly motivated to protect them. Major threats to their self-theories can even account for mental breakdown and psychosis (Lecky, 1945; Epstein, 1980). Consumers' need for self-consistency motivates purchase behavior and brand loyalty (Erickson and Sirgy, 1989, 1992; Malhotra, 1981, 1988; Mangleburg *et al.*, 1998; Sirgy and Samli, 1985).

The stability of this self-concept can be gauged with the construct called self-concept clarity, which is the degree of consistency with which an individual perceives himself (Campbell *et al.*, 1996). A well-developed self-concept is less susceptible to the influence of external factors. Individuals with a lucid self-concept deal better with stress and have healthier behaviours such as positive self-talk and better mental skills (Campbell, 1990; Campbell *et al.*, 1996). Past research establishes a positive relationship between high self-concept clarity and some indices of psychological health and well-being such as high self-esteem and lack of mental problems (Campbell, 1990; Campbell *et al.*, 1996). A poorly developed or ambiguous self-concept may direct people to rely on, and to be very affected by, external sources such as peer pressure, mass media, social consumption motivations, and other values such as materialism, which can influence individuals' attitudes and decision making processes (Gill *et al.*, 2012; Kernis, Paradise, Whitaker, Wheatman, and Goldman, 2000).

Thus, the literature seems to propose the following research hypothesis:

H1a: Consumer's (women 50+) self-recognition has impact on the level of identification with the advertising piece.

H1b: Consumer's (women 50+) overall self-perception has impact on the level of identification with the advertising piece.

H1c: Consumer's (women 50+) self-beauty-perception has impact on the level of identification with the advertising piece.

2.3. Youth-centric Marketing

The late twentieth century was an age of youth but the early twenty-first century is now an age of maturity, and for many, adapting to this new reality will require a major cultural shift (Thompson and Thompson, 2009).

Nowadays, not only most marketing plans are aimed when people are in their 18-34, but also older consumers are frequently not even considered at the product design stage, and on the rare occasions that they appear in advertisements they are unflatteringly portrayed, sometimes are even the target of cruel ageist humor. Older people themselves, dismayed at their portrayal in advertisements, consider them to be patronizing, embarrassing and ageist (Help the Aged, 2003).

Another important point is that, during the 50 years in which advertising was developed to communicate with younger audiences, advertisements evolved beyond simple message structures to complex, unconventional structures that require the active participation of the audience. As Nielson and Curry (1997) concluded, the whole rhythm and cadence of this youth orientated creative style - with its quick-cut editing of television advertisements, short terse, incomplete sentences and quick, choppy, sight and sound bites - exasperates older audiences, and tells them quite clearly that "this is not intended for you". Older audiences have voluntarily or involuntarily, declined to engage with such adverts or to develop the necessary decoding skills, since they are obviously not intended for them (Nielson and Curry, 1997). Furthermore, damages in sight, hearing and information processing can eventually lead to difficulties with the complex, unexpected sequences and the speed of presentation that characterize many advertisements (Pickett, 2002). Given the changing demographic balance, this style of advertising is becoming less viable. Even so, having been so common for so long, it has become the norm, and a habit is hard to change.

According to some authors, it could be assumed that the majority of the over 50 population believes that marketers are equally guilty of not doing enough for older people, given the paucity of recognition the older market receives in most mainstream marketing activities (Mazur, 1993; Mitchell, 1996; Starkey, 1997). The evidence suggests that this is a wealthy, active and growing population, and marketers should be looking to that as new opportunities.

Given the already shown growth and importance of the over 50s in the European population, (and also in countries such as the USA and Canada) it would be acceptable to assume that older models would be increasingly evident in advertising. This was also the hypothesis of several past USA and Canadian authors (Balazs, 1995; Bucholz and Bynum, 1982; Gantz *et al.*, 1980; Greco *et al.*, 1997; Langmeyer, 1993; Milliman and Erffmeyer, 1990; Peterson 1992, 1995; Roberts and Zhou, 1997; Ursic *et al.*, 1986; Zhou and Chen, 1992). However, several studies carried out in the USA and Canada have found that the rise in importance of the 50+ market has not been mirrored by an increased incidence of 50+ (or at least older than the current ones) models in advertising copy (Gantz *et al.*, 1980; Greco, 1989; Langmeyer, 1993; Peterson 1992, 1995; Ursic *et al.*, 1986; Zhou and Chen, 1992).

The previous research and theories on this matter show that there are still arguments both for and against of using 50+ models in advertising, regardless of their growth in number in the general population. And despite this discussion and the variety of arguments (exposed latter on chapter 2.5) it seems important to point out that there is a strong social perspective on this question about using (or not) older models in advertising, and it is based on the role played by mass media, such as newspapers or magazines, in the socialization process (Bandura, 1969; Baumrind, 1980; Korzenny and Neuendorf, 1980) and as a means of social communication (Belk and Pollay, 1985; Leiss *et al.*, 1990) – as will be deeper developed in the next section (2.4).

2.4. The Role of Advertising in Conceptualizing Age

2.4.1. Social, Moral and Ethical Implications

As stated by Robert and Zhou (1997), advertisements provide a visual, symbolic model for learning how to behave, acting as a relatively unchecked tool of consumer socialization. Langmeyer (1993) concluded that race and sex role model influence has shown that there is a strong relationship between self-esteem and role models, and attitudes and role models. The mass media can influence these relationships both positively and negatively and they have been proving it - Roberts and Zhou (1997). The content and format exposed by the media can help to form and/or perpetuate age role behaviour. Therefore, positive depiction of older people in advertisements might prove a creditable influence to deter stereotypical assumptions about the image and behaviour of older people. This does not only apply to younger people minds, but is also important in fighting the disengagement of older people from society (Cumming and Henry, 1961; Watts, 1992). The conclusion, from Carrigan and Szigin studies (1998) is that advertising can play an important role in promoting successful adaptation to later life, and the use of favorable, capable images of older adults must be part of that process.

There are also moral and ethical justifications that would lead to expect to see older people depicted more frequently, and favorably, in advertising. In the past, content analysis has been used to study (by Kassarijian, 1977; Kolbe and Burnett, 1991) the issue of the frequency of appearance and roles of various target groups, for example, of other minority populations in the media (such as women, the various different races and people with disabilities. Negative and stereotypical images are unacceptable, but to under-represent older people in advertising is also an unrealistic reflection of the age composition of the population, and such "ageism" invites criticism from an ethical standpoint, as stated by authors like Carrigan and Szimigin (1998).

Is important to remember that advertising is a familiar backcloth for everyday life that touches almost everyone, and about which everyone has some opinion. Over recent years there have been many issues raised in advertising which reflect concerns in the public domain: the portrayal of women, the use of children to sell products, the depiction and use of people from different ethnic backgrounds, violence and sex

(Szymigin and Carrigan, 2000). Certainly, some advertising such as Benetton's usage of a newly delivered and still bloody, baby on billboards causes a major furor -in this case so many complaints were made that the company in the UK was required to remove the advertisements. But shocking and remarkable examples like Benetton are relatively rare and for most people advertising is a familiar backcloth for everyday life, which just occasionally is amusing or interesting, but rarely worth a reaction (Szymigin and Carrigan, 2000). Since Krugman's early studies on consumers' passive learning from TV advertising (1965 and 1982), it has come to be concluded and accepted that much information is received and processed in a way that makes little impact on the existing cognitive structure, as Szymigin and Carrigan concluded in the same research. The implications of such psychological findings are well illustrated in the work of other authors such as Ehrenberg, (Ehrenberg, 1997; Barnard and Ehrenberg, 1997) whose model of "how advertising works" explains its roles to be, many and varied, but primarily the one of developing awareness for products and brands followed by reinforcement to continue passive learning. Advertising is rarely central to people's lives unless it stirs some fundamental prejudices or is so shocking that consumers cannot ignore it (Szymigin and Carrigan, 2000).

Whatever the arguments concerning how advertising works and its effectiveness, there can be little doubt that it is a part of all our lives, even though for most consumers a not very important part, and that also includes those people over 50 years old (Szymigin and Carrigan, 2000). They too buy cars, washing powder, shampoo and all the millions of products advertised everywhere, but when analyzing most of advertising and communication pieces, it seems easy to believe that these products are exclusive to people under 35s. However, age discrimination is not a legal issue for advertising, at least not for now- for example, the British Code of Advertising Practice tackles discrimination on the grounds of race, gender, religion and disability, but makes no reference to discrimination on the grounds of age. There is no recourse in law for anyone who is discriminated against on the grounds of age. So advertisers cannot be accused of discrimination if their advertisements rarely contain old people, as there is no negative portrayal to blame, as noted by Szymigin and Carrigan in their studies conclusions.

2.4.2. Gender differences

When it comes to human behavior, disciplines have recognized and accounted for significant differences when comparing genders (Sebastinelli et. Al 2008). Several broad marketing and advertising implications come from these observed gender differences, both biological and cultural/social. As in facing life changes, men and women also have different ways of processing information that can lead to different conclusions, decisions, preferences and attitudes towards the same advertisement, product or brand.

There has been prior research on gender differences regarding persuasion processes and that has shown that, in general, men and women respond differently to persuasive messages – concluding that women are usually more easily persuaded than men. Berney-Reddish and Areni studied, in 2006, responses to probability markers in advertising claims and found out that women were, in general, more accepting of advertising claims than men. This research also suggested that women tend to be more persuadable than men. Hence, an expectation is that, in general, women will respond more favorably to advertising than men. This stream of research also has shown that men respond more to visual cues than women, and they also respond less favorably to complex messages (Klaus and Bailey, 2008).

In addition, there has been research that has shown that men are heuristic processors of information and that women are more comprehensive processors of information than men (Darley and Smith 1995; Meyers-Levy and Maheswaran 1991). Recently, Kempf, Laczniak, and Smith (2006) also found that, while women treated ads in a comprehensive manner, men were more likely to look for readily available cues to form brand judgments. This Selectivity Hypothesis also theorizes that gender differences in information processing emerge because, under certain conditions, men are more likely to be driven by overall message themes and women are more likely to engage in detailed elaboration of messages (Putrevo, 2001).

And still in the Biology field, studies say that the specialized hemispheric processing by males suggests that they might benefit from nonverbal reinforcement (e.g. pictures,

music, etc.) of the verbal product information contained in an advertisement. On the other hand, the more integrated and symmetrical processing by females suggests that verbally descriptive messages might be more useful for such an audience (Putrevo, 2001).

Conclusions taken on this matter are many and very applicable when studying consumer behavior and designing marketing strategies, Richard, *et al.* (2007) research added that women engage in a more complex information search process than men and Bailey (2005) found that gender also has an effective impact on perceptions of company credibility, but not brand attitudes, patronage intentions, or switching intentions. The perception of product appearance seems to be gender specific as well. Okoroafo, Koh and Gammoh (2010) also found gender specific differences in perceptions of high priced brands.

Once more it is important to note that this analysis is not the main focus of this thesis but seemed crucial on justifying and reinforcing the reasons on why to separate women from men in this study. As stated before, men and women should not be treated as equals when studying behavioral responses, namely to advertising or that can conduct to biased conclusions.

2.4.3. Management Implications

If older people are an important or large part of a company's market, it matters how they are communicated with in terms of the ages of the models used - and this is a more fundamental management question. While the first approach (topic 2.3.2.) may be considered by some as purely sociological and outside the remit of marketing management - as previously described- , this second analysis clearly shows the economic and managerial implications. As confirmed in some studies (Albin, 1985; Barak, 1987 and Stephens, 1991), some advertisers may wrongly believe that older people do not like to see models of a similar age to themselves in advertisements. Research actually shows that many older people do indeed identify themselves in terms of their cognitive age (which is often 10-15 years younger than their chronological age). Other important conclusion was that the lack of use of older models is related to the advertiser's belief that older models will alienate their most important audience - the

youth market (Deutsch *et al.*, 1986; Mathes *et al.*, 1985; Mazis *et al.*, 1992; Sawchuck, 1995). This has however, not been unequivocally proven and there is some evidence that older models are viewed at the very least neutrally, but positively by younger audiences for many products (Greco *et al.*, 1997; Gubernick, 1996; Milliman and Erffmeyer, 1990; Tréteur, 1998).

Despite the arguments and the contrary rational over the topic of using older models, it is indisputable that older people are currently, and will become increasingly, important consumers. As said before and Sawchuck (1995) supports with his studies, not only does the "Baby Boomer" generation hold a large proportion of economic wealth but they are also known to be major buyers of premium products including cars, alcohol, vacations, financial products and Fashion and Beauty products (particularly premium brands).

2.5.How to approach age?

Being one important objective of this thesis to take some conclusions that could provide guidance on how to achieve women over 50 and what better way to reinforce the relationship between these women and the interested brands, it seemed important to research on developed theories about how better to approach this topic and how to communicate it.

2.5.1. Understanding the transformations

According to some Corlett studies and investigations (1999), there are seven main indicators that transform women from youth into a mature market consumer. This transformations occurrence depend from woman to woman, it can happens in their late forties if children have left the nest and for others in their late sixties - particularly if they started working or had children later in life. As some other authors also defend, the actual age is less important than these women state of mind. But the important part seems to be to understand and retain that the result from this transition is shifting attitudes that brands need to be aware and comprehend before trying to motivate this mature female market. Before represent them on advertisement, or even try to sell them

anything, it is mandatory to get to know these older women minds to better interact with them. The further topics are all included in the seven indicators stated in the published findings from WSL Strategic Retail President's, Corllet (1999).

- **Lifestyles Change**

When something happens and dramatically change their lifestyle, such as: children leaving the nest, the large family home being traded for an easier maintenance home or retirement. Significant changes such as these are catalysts for a new life stage and alterations in perceptions on the rest of the world but also about self-conscience and confidence.

- **The Self Regains Importance**

Somewhere along the road of the aging process a woman stops and decides "It's time for me now." The self becomes more important than the demands coming from the children, community, career and etc. A sense awakens that whispers "Now it's time for me". Wishes can actually be a crucial change in behavior towards some type of products or brands.

- **Spirits are Renewed**

There is something uplifting about "taking time for yourself". Turning 50 or 65 or 70 can be downright depressing, but most people rebound and decide to live full rich senior lives.

- **New Time Needs to Be Filled**

Some people get really anxious about free time: people who are in their 50s and 60s today were used to being busy, over-committed, stressed. Now they are intense about keeping busy, active and involved. They are looking for publications and industry to provide them with ideas on how to fill their time.

- **Money Has New Dimensions**

Also the end of mortgages and tuition payments certainly bring immense financial relief. Having some money left over each week gives people a new sense of freedom to spend.

- **Bodies Send New Messages**

People are very candid about the messages they receive from their bodies. Certain parts just don't work as well as they used to, but that doesn't mean that they stopped doing. Today's mature women (or population in general) counts on medications, exercise, better eating and product innovations to help compensate for an aging body. In general, as long as older people are free from pain, they consider themselves to be in good health.

- **Purchases are Rational**

Age comes to bring release from peer pressure and older consumers need to keep up with no one. They may choose to vacation in a four star resort and then seek out budget motels with the best senior discounts for weekend travel. They lived through the 70's during the birth of consumer activism and protection; now that they have more time available they do comparative shop and seek for more and more information before they complete the purchases.

2.6.Older Models in Advertising: Yes or No?

After the theme contextualization, the analysis and conclusions on the main concepts supporting this study, it now seem crucial to expose the previous theories, studies and respective findings that came closer to answering the problematic question behind this study.

2.6.1. Previous research

As in almost every topic, there are various arguments supporting this market adaptation in advertising models' age, and some other against it. When reading previous considerations and studies' conclusions about this subject, there seems to exist two major arguments against using older people in advertisements. The first is that older, as well as younger, audiences prefer to see young models and it is defended by several authors such as Mazis (1992), Milliman and Erffmeyer (1990) but only limited evidence seems to corroborate this theory.

According to Milles (1998), Dychtwald (1997) and Marrin (1998), older people want to see images which are inspirational in their own terms: live healthy and fit-looking people in their age. This would appear to support the proposition that representing a consumer's cognitive age rather than their chronological age may be appropriate - advertisers representing the age that people feel they are rather than their actual age (generally this tends to be younger than their real age, for example Mathur *et al.* (1998) found in their study of older leisure travelers that, on average, their cognitive age was 10-15 years younger than real age).

Szimigin and Carrigan (2000) say that it is possible that many advertisers are still dealing with a set of subjective judgments about older people that came from historical portrayals rather than the 2000s' version of people with healthier diets, improved life expectancy and a widespread desire to feel younger for longer. This may seem curious when advertisers are supposed to be abreast of such changes but it may also reflect a concern not to alienate their younger audiences (which is, in fact, the second big argument against the use of older models in advertising). However, for older consumers the desire to "feel younger for longer" is not necessarily associated with representations of people who are chronologically younger; one could argue that there are an increasing number and range of role models for the over 50s, 60s and even 70s which might be more appropriate for such consumers: Madonna (55), Andie McDowell (55), Julianne Moore (53), Sharon Stone (55), Twiggy (64), George Clooney (52), Pierce Brosnan (60) and many other examples than everyone can see in today's advertisements. The argument that older people prefer to see younger models may need to be carefully reassessed in the light of the changing lifestyles and priorities of today.

The second argument, as referred before, says that older models will alienate the younger generation from buying products. Previous studies found that younger viewers did judge older models as less attractive than did the older viewers, but these are again far from definitive in their conclusions and reliability. Deutsch *et al.*'s study (1986) was based on drawings rather than ads, and Mathes *et al.* (1985) found the negative reaction to be among younger female viewers but not male (despite the conclusions on females being more important in this literature review). Finally, the study by Mazis *et al.* (1992) did find that using young models appealed to both older and younger viewers but that older models appealed equally well to the older viewers.

But there are some supportive theories for the use of older models in advertising, too. A reason to expect a greater number of older people in advertisements would be the belief that this would encourage the 50+ market to relate to the products being advertised.

From the literature it is possible to extract three research hypotheses:

H2: Consumer identification with the advertising piece influences the consumer perceptions about that advertisement piece.

H3: Consumer perceptions about the advertisement piece influence the purchase intentions on that product.

H4: Consumer identification with that advertising piece influences the consumer perceptions about the promoted product.

It might be assumed that in order to target the 50+ generation, advertisers and marketers should use 50+ models (or models with an age that 50+ women can relate to) to which older people can relate. Balazs (1995) and Greco (1989) both found that elderly oriented products are most effectively promoted when elderly models are used. Greco *et al.* (1997) found that model age, in the case of "age-neutral" products is not significant, and that older consumers can be effectively reached with promotional materials that contain older, trans-generational or younger models if the product does not have a specific age orientation.

According to the same author, younger shoppers are not alienated by the use of older models for "age-neutral" products, and the study did suggest that there may be a favorable appeal for older adults in the use of models ten to 15 years younger than themselves. However, Milliman and Erffmeyer (1990) found that older consumers do find middle-aged and older models significantly more credible and believable than young models used in identical ads.

Moreover, some marketers believe that, being more comfortable in their own skin after years of having lived in it, older women are more likely to buy products when they see faces their own age in ads. A 2012 study by Ryerson University professor Ben Barry

revealed that consumers increased their purchase intentions by over 175 percent when they saw models who reflected their age; in particular, women over the age of 45 increased their purchase intentions by 200 percent when they saw older models. When models didn't reflect their age, consumers decreased their purchase intentions by 64 percent. The benefits of casting older women in ads can even go beyond the direct profits associated with successfully targeting an older age bracket: these images also spark interest in the brand.

Finally, the fifth research hypothesis is proposed by the literature:

H5: Consumer perceptions about the promoted product have an impact on the purchase intentions on that product.

2.6.2. Marketers Passivity towards an Ageing European Population

Literature also points that part of the problem lies in the age profile of people working in advertising companies or departments, and several authors already expressed concern on this issue. Nowadays, advertising is a young person's industry and those people tend to produce advertising that appeals to them and their age group. Too often an agency populated with trendy 20s and 30s years old managers or marketers will produce great ads for up-scale younger audiences but lousy work for other parts of the market (Szmigin and Carrigan, 2000).

Various are the authors who ascribe the unwillingness of the profession to adapt to the ageing of their consumers - to the age gap between mature consumers and marketers - especially advertising agency personnel (Carrigan and Szmigin, 1999; Greco, 1989; Long, 1998; Moschis *et al.*, 1997; Tréteur, 1998, 2002). Most product managers, brand managers and advertising agency employees are young: 94 per cent of people employed in Institute of Practitioners in Advertising (UK) agencies are aged under 50 (Tréteur, 2002), and agencies in the rest of the European Union have similar age structures (Miller, 1998; Tréteur, 1998).

This matters because it is difficult for an individual to empathize with people two generations older than him, after all, a 65 year old knows what it was like to be 30, but a 30 year old does not know what it is like to be 65 (Thompson and Thompson, 2009).

An advertising agency, *Young and Rubicam*, published a booklet explaining why, despite their diminishing number, under-35s were the only people who matter because over-35s (Silvester, 2003):

- Do not like new weird experiences;
- Have fixed tastes
- Cannot cope with new technology;
- Have a fixed brand repertoire; and
- Are not promiscuous consumers.

The rights and wrongs of the under-representation of older people in today's advertising (as the ones shown above) are only part of a bigger picture. Generally the central role of a model in an advertisement is to communicate effectively a message about the product or service to a target audience. It could be argued that fear or complacency leads to well-tried routes which may gradually erode the self-confidence or alienate the interest of at least some of the target audience - older consumers. As already said, the average age of most advertising and marketing executives is below 50 and it is therefore hardly surprising to find a lack of empathy with the over 50s population (Greco, 1989; Bedell, 1998; Flanagan, 1994; Trégeur, 1998).

In their desire to avoid acknowledging demographic realities, and cling to their traditional methods, marketers often resort to similar stereotypes - most frequently, older consumers are characterized as poor and unwilling to try new products (Thompson and Thompson, 2009) - both of these notions can and should be challenged. As Szimigin and Carrigan (2000) suggest, if advertising agencies are already taking advice from other parts of the market (teenagers, ethnic groups, women etc.) they should consider getting input from older consumers too.

3. CONTEXTUALIZATION

3.1. Market under analysis

3.1.1. Global Overview

The Fashion and Beauty market is of great importance to the economy in terms of trade, employment, investment and revenue all over the world. And more than ever, this is a sector that gives a lot of money to circulation every day. Every month, there seems to be a new product on the market promising youth for older women and glamour for younger women. Every magazine has a huge Fashion and Beauty section and the advertisers are willing to pay high amounts of money for huge glossy ads about eye shadow or lipstick (Derrick, 2012). Despite treated as similar (when analyzing consumer behavior towards advertisement for study purposes in this thesis), inside Fashion and Beauty market there are some sectors evolving at different rates, that have different players and presenting independent growth trends explored below.

3.1.2. Beauty and Cosmetics

In the Beauty and Cosmetics subsector, the anti-aging industry, for example, has been growing at a furious rate. Ten years ago only Oil of Olay was promising to erase fine lines and wrinkles. Nowadays, there are various and different brands and products: microdermabrasion products, Retinoid, antioxidants and peels and nem formula appearing every day. On top of this, there are a whole host of new minor cosmetic procedures that women are trying as early as age 25, constantly enlarging and widening this market (Derrick, 2012). This beauty sector represents a particularly solid market, which is steadily expanding, while proving very resilient when economic conditions are at their most difficult. The cosmetics consumer's behavior has not changed since the beginning of the crisis (L'Oreal Annual Report, 2011). There has been no devaluation, banalization or massification of the market - on the contrary, consumers' aspirations for quality are higher than ever, with a special interest for technology and new ideas (L'Oreal Annual Report, 2011). The cosmetics market remains a supply-led market,

driven by innovation, and consumers are always looking for quality, performance and perceived results (L'Oreal Annual Report, 2011).

For the worldwide cosmetics market, 2011 was the year of luxury. With +7.7% growth, the selective market forged ahead, returning to the proportion of the market it had in 2007 (L'Oreal Annual Report, 2011). It made a 35% contribution to worldwide growth, with Asia and the United States leading the way. From a geographic viewpoint, the Emerging Markets continue to attain increasing levels of growth: excluding Japan, they represented 87% of worldwide market growth in 2011 (L'Oreal Annual Report, 2011). Regarding the consumption patterns, consumers today have a constantly growing need for variety and colour, in hair colorants, nail varnish and make-up in general.

With the acceleration of globalization, the number of potential consumers of modern cosmetics products is rapidly spiraling upwards. Markets everywhere are opening up, redrawing the frontiers of tomorrow's world. Although this globalization process, the patterns of consumption are still far away of being similar: a consumer in France or the United States spends between 80 and 100 Euros on cosmetics products a year, compared with 11 Euros on average for a consumer in the New Markets excluding Japan. There are very clear differences between Brazil, for example, where beauty aspirations are extremely strong (60 Euros per person), and countries such as China, where the average eight-euro spend per person conceals a yawning gap between the major urban centers of Shanghai and Beijing and the rest of the country (L'Oreal Annual Report, 2011).

The New Markets all have something in common: the rapid emergence of an urban middle class, whose beauty needs and desires are growing fast thanks to the combined impact of increased income and advances in urbanization and infrastructures, including sanitation. Furthermore, these countries have very strong traditional beauty rituals, especially in Brazil and India. In these countries there is a powerful aspiration for quality, and there are strong desires for beauty to be fulfilled (L'Oreal Annual Report, 2011)

3.1.3. Fashion and Apparel

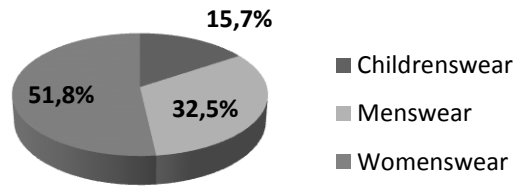
The global apparel retail industry (which includes menswear, womenswear and childrenswear) has shown reasonably strong growth in recent years. The forecast growth rates will continue, albeit at a slightly slower rate. Performance does however, differ from country to country (Datamonitor, 2010).

The performance of the industry is forecast to decelerate, with an anticipated CAGR (Compound Annual Growth Rate) of 2.4% for the five year period 2009-2014, which is expected to drive the industry to a value of \$1,162.8 billion by the end of 2014 (Datamonitor, 2010). Comparatively, the European and Asia-Pacific industries will grow with CAGRs of 1.7% and 3.2% respectively, over the same period (Datamonitor, 2010).

Fashion and apparel industry in particular is characterized by short product life cycles, vast product differentiation and by great pace of demand change coupled with rather long and inflexible supply processes: clothing is essential to consumers who are individuals. Where brand loyalty exists, it is more likely to be to the designer than the retailer, although this is usually towards the top end of the industry. There is a growing demand for discount apparel retails with stores such providing low cost prolific-output fashion. Fashion, by its very nature, is unpredictable. The products are determined by designers, sub-cultures and creative industries and are subject to sharp and unpredictable changes.

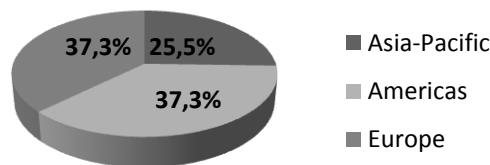
Regarding categories, womenswear leads the market, presenting a market share of 51,8% in 2009 (Datamonitor, 2010) – Figure 3.1 - and when analyzing geographies, Europe and American markets have similar shares, representing together almost 75% of the market in the past 2009 – Figure 3.2 (Datamonitor, 2010).

Figure 3.1 - Global apparel retail industry segmentation by category: % share, by value, 2009.



Source: Datamonitor 2010

Figure 3.2 - Global apparel retail industry segmentation by Geographic zone: % share, by value, 2009.



Source: Datamonitor 2010

3.1.4. The context in Portugal

Due to the current economic and financial crisis that the country (and Europe in general) is facing, the Portuguese government decided to increase austerity measures in an attempt to stabilize the Portuguese public deficit. This, along with the difficult social situation in which the Portuguese territory is living, particularly the high unemployment rate, led to a considerable decline in Portuguese consumer purchasing power (Euromonitor, 2012). Nevertheless, although this environment undermined the performance of Fashion and Beauty sectors (and many other different industries) in terms of value, the volume indicator did not suffer the same negative effects (Euromonitor, 2012). By being increasingly attentive to prices and promotional price campaigns, consumers were able to increase the number of products they purchased.

Over the forecast period, Euromonitor data (2012) expects the Portuguese economy to present a volatile performance with the possibility of economic recovery for 2013 and 2014 already discounted by the Portuguese government and competent European authorities. New austerity measures will certainly be put in place and, in addition, the increase in raw material prices is likely to escalate and force producers and retailers to increase their average sale prices considerably. This adverse outlook is predicted to lead to a drop in consumer purchases, which will have a negative effect on these sectors results (Euromonitor, 2012).

The same Euromonitor study (2012) states that in 2011, local consumers' major priority was to acquire Fashion and Beauty products which presented high-quality standards and modern designs or formulas at affordable prices, leading to a decrease in brand loyalty. Consumers are becoming less concerned regarding the brand of products and more attentive to the best prices as well as to promotional campaigns. This has buoyed an even more competitive environment for these industries.

On other hand, the internet is becoming one of the most important communication channels worldwide. Over the review period (2011), the main goal of apparel-related and some Beauty companies and brands was to have a website to disseminate news and promote new collections. However, this scenario is changing. In order to attain a younger and more modern image and to be at the leading edge of the increasing popularity of internet retailing, players have created exclusive online shops or marketed their brands through multi-brand online retailers (Euromonitor, 2012). This fact has fuelled the emergence of a wide range of online shops in Portuguese Fashion and Beauty Industry.

3.2.Older Consumers and Brands

To better contextualize this study, it is important to understand the current relationship of the segment under analysis with the Fashion and Beauty market, and what has, until this moment, been done by these market players in order to get closer to the women over 50.

3.2.1. Relationship and Loyalty

As stated previously in the literature review, the belief among marketers that older consumers are reluctant to switch brands or try new products is widespread, but the evidence is mixed. Although Tranberg and Hansen (1986) found there is some evidence associating older consumers with a slight tendency to brand loyalty, most published research supports that the brand choice processes of older consumers are just as vigorous as those of the young (Uncles and Lee, 2003; Uncles and Ehrenberg, 1990). According to Foxall *et al.* (1998) innovativeness is not linked to youth, as is commonly thought, but to personality. Consequently, most variation in brand loyalty is not related to age or other demographic differences (Tranberg and Hansen, 1986), and older consumers are hardly less likely to switch than those aged 18-35 (Datamonitor, 2002; TGI Gold, 1998). On the whole, older consumers do try new products but for different reasons to the young, and they are probably less promiscuous.

On other hand, "Help the Aged" (2002) states that older consumers are late adopters and it is hardly surprising. As many other studies and theories agree, these are the consumers who believe that most advertising is not relevant to them, they commonly see their portrayal in television advertising as patronizing, embarrassing and ageist and find many adverts "inane" (Help the Aged, 2002). Of course, they must buy from someone, but marketers are not bothering to influence their purchase decisions.

3.2.2. More Adaptable and Responsive Brands

Despite the problematic and the questions on how markets are responding to this new reality, there are some brands and companies that are more forward thinking and adaptable and that are already beginning to recognize the importance of older consumers. Interbrand (2005) has pointed out that the majority of advertising is still wrongly concentrated on 20 to 40 year olds, warning against ignoring the over 50's who are "patronized and invisible".

Furthermore, more proactive marketers are adapting to the demographic realities, both regarding products and approaches. For example Ford's well known "third age suit" which was designed to emulate the exigencies of age by young designers, has resulted

in improvements to vehicle controls and access that benefit all age groups. Ferrari, recognizing the average age of their customers is now over 50, redesigned the roof and door molding on the Ferrari Enzo to make it easier to get in and out. (Roberts, 2004).

Dove is, probably, one of the most known cases and has long been the exception to the rule, but there are signs that other brands are following suit. Some luxury beauty brands, such as Dior, may shy away from featuring 'real women' in its ad campaigns, but are using actresses like Sharon Stone and Demi Moore, who are in their 50's. "One of the things that Dove has done really successfully is celebrating older women, and I don't think women will get bored of it. As a brand, it very effectively sets aside issues surrounding age and body-shape by celebrating confidence" – says Amanda Wigginton (head of IPC Advertising) in an interview in 2008. More recently, the age range of Lanvin's subjects also suggest that the fashion world may be becoming less obsessed on youth – as one can see in the campaigns with Jacquie "Tajah" Murdock (82 years old), and Tziporah Salamon, (62 years old) . Also Bulgari has chosen the actress Isabella Rossellini (60 years old) as the new face of the campaign that circulated in the past September issue of all the leading magazines in the world. "An older model can communicate something deeper about a brand than someone who has less life experience," – The Guardian (2012).

4. METHODOLOGY

This chapter contains a review of the research hypotheses and their framework. An explanation regarding the method used and the designed approach to this investigation is provided. The chapter also includes an overview of the sampling design and the data collection method and all the procedures covering the applied instruments and a deeper explanation of the variables and their measurement scale.

4.1. Research Hypothesis

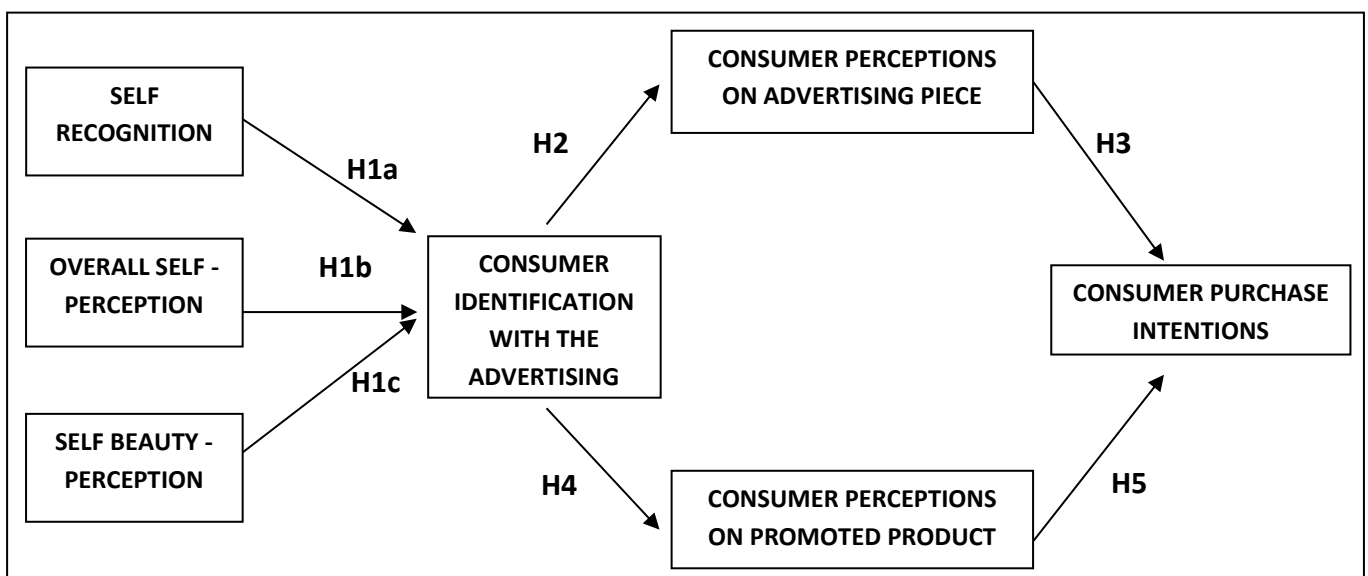
From the exposed publications and theories that support this study, it is possible to extract the major assumptions, the research hypothesis. Due to the lack of homogeneity among all the previous studies on this matter, the outputs were sometimes contradictories. Even though, it was possible to identify the relevant dimensions that were already extracted and exposed along the Literature Review chapter and are now summarized in Table 4.1. To better understand the articulation between variables, dependent and independent, the Figure 4.1 presents the Conceptual Model behind this study. All the independent dimensions flow to the consumer purchasing intentions. Upstream from the central dimensions relation is another variable influencing the entire study: the Self Perception. The purpose is to understand whether different self-perceptions and confidence have, or don't have, impact on the rest of the variables and their relations.

Table 4.1 - Research Hypothesis

H1a	Consumer's (women 50+) self-recognition has impact on the level of identification with the advertising piece.
H1b	Consumer's (women 50+) overall self-perception has impact on the level of identification with the advertising piece.
H1c	Consumer's (women 50+) self-beauty-perception has impact on the level of identification with the advertising piece.
H2	Consumer identification with the advertising piece influences the consumer perceptions about that advertisement piece.

H3	Consumer perceptions about the advertisement piece influence the purchase intentions on that product.
H4	Consumer identification with that advertising piece influences the consumer perceptions about the promoted product.
H5	Consumer perceptions about the promoted product have an impact on the purchase intentions of that product.

Figure 4.1 - Conceptual Model



4.2. Data Collection

4.2.1. Secondary Data

Secondary Data consists on information, collected and reviewed, that has already been gathered for different purposes but might be relevant to the problem at hand (McDaniel and Gates 2008). This Secondary Data is usually classified based on the source - that is internal or external. In this case, only external secondary data were used, meaning that were just used publications from other authors, mainly using Academic Journals from

Management, Marketing, Advertising or even Psychology areas. Besides some books and other related dissertations were reviewed.

Literature Review is a very important part of nearly all research (Bell 1999; Finn *et al.* 2000; Greenfield 1996; Veal 1997). This type of Secondary Data allows the researcher to build knowledge and identify research methodologies and seminal works in the same field. It provides the intellectual context for the study and situates it within the field. Reviewing the previous literature on the subject under study also helps focusing and refining the research questions by articulating the knowledge gap. It is crucial to have background knowledge even to ensure that the new study will not replicate the existing knowledge or reproduce technical errors.

4.2.2. Primary Data

Primary data collection is the process of gathering and measuring information on variables of interest, in an established systematic method that enables the researcher to answer the previously stated research questions, test hypotheses, and evaluate outcomes (Whitney, Lind and Wahl, 1998). The data collection component of a research is common to all fields of studying including physical and social sciences, humanities, business, among others. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. Regardless of the field of studying or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research (Whitney, Lind and Wahl, 1998).

Questionnaires are an important tool for obtaining Primary Data since they allow having responses to a large number of questions, making it possible to collect fine quantitative data that can respond to the relationship between variables.

In this investigation, a survey questionnaire was designed (see Appendix 1) in order to understand what is the effect of the advertisement models' age (of Fashion and Beauty brands) on the purchase intention of over 50 female consumers. The questionnaire also aimed to measure the impact on their identification with the ad and with the product and even if there is some relationship between these effects and the respondent self-perception and confidence level.

The online questionnaires are very suitable for this type of research since this method is the less expensive and faster for obtaining quantitative data and, thus, complementing very well the theoretical work (Bryman and Bell, 2007). Beyond these reasons, the online method also seems more accurate because it does not need intervenient (such as interviewers) that may influence the way the questions are asked to respondents, thus influencing the results.

In this study, the online questionnaire was ad-hoc (one-shot) type (McDaniel and Gates, 2007) in which a sample is selected and the questionnaires are sent to recipients without warning or prior contact by the researcher.

Since the goal was to collect answers within the “women over 50” population, the online collection had not a very high speed and amount of answers in the desired time. Another point is that it can even bias the findings by excluding women with less technological knowledge (often related to the age of respondent) or with less access to internet and computer, for socio-economic or cultural reasons. Thus, trying to contradict these barriers, the same questionnaire was simultaneously distributed in the street, in some places with high concentration of women over 50 years in order to ensure that the sample will mirror as closely as possible the concerned population.

4.3. Sampling Design

4.3.1. Target Population

The target population is the population of individuals, in which we are interested in describing and making statistical inferences about. The target population for this study is composed of all the female individuals over the age of 50 years, living in Europe, with special focus on Portugal.

4.3.2. Sample

McDaniel and Gates (2008) explain sampling as being the process from which the researcher obtains information from a subset of a larger group. The researcher then takes the results from the sample and makes estimations about the characteristics of the

larger group – the target population. The sample can be random or not random (Trochim, 2000). In this case, the chosen method was the non-random sampling.

In this type of sampling it is not possible to compute the probability of a given element belonging to the sample, since it is not possible to obtain an exhaustive list of the elements in the population. The problem with this type of sampling is that the sample may or may not be representative of the population under study. Although the random sampling is usually preferred to the non-probabilistic/random sampling, in many scenarios of social research it is not possible, practical, or even desirable (for limited time and/or costs) to obtain this type (random) of samples.

In this study, the choice prevailed on the non-random and convenience sampling, in which the sample elements are selected for their convenience or desirability and proximity (Marôco, 2011). With the aim of achieving the greatest possible number of respondents, the non-random method that was used was the snowball method (Saunders *et al.* 2,007; Bryman and Bell, 2007). This method is commonly used when the research is exploratory, as in this study.

Snowball method exist when the questionnaire is sent to some individuals classified as a representative sample and these new cases identify other individuals that can also belong to the sample and forward them the questionnaire. This second group also responds to the questionnaire and continues identifying more possible cases. As the name suggests, this method works like a snowball, and the number of responses increases based on the word of mouth and networking of each individual. This network effect is actually the reason why the sample can be biased and misrepresent the population. As in the first phase of this investigation the questionnaires were all applied online, it justifies the use of this sampling method of disseminating and broadcasting by multiple contacts.

Trying to contradict any possible bias and with the aim of increasing the sample size and the variability of responses, the questionnaire was, as referred before, also distributed offline (in paper) during the same period. The questionnaire (online and offline) was available from March 1st until March 30. The total (valid) answers are deemed in proportions of 198 (78.6%) online questionnaires and 54 on paper (21.4%).

For this research, the used sample fell mainly in Portuguese women over 50 years (73,4%), having a small proportion of European (non Portuguese) individuals, also women over 50 years old (26,6%). This majority of Portuguese respondents is easily explained by the chosen sampling method. The snowball effect can also justify some bias in the socio-economic characteristics (like level of education or revenues) of the sample, slightly attenuated from the street random data collection.

In this research, 259 people participated in the survey, but some answers were considered as not valid (respondents that have less than 50 years, despite the questionnaire indications, and some incomplete answers). The considered as not valid respondents were removed, leaving a total sample size of 252 respondents. Were considered as valid for this study all the questionnaires completely answered from women who are 50 or older. Sekaran (2003) stated that sample size larger than 30 and less than 500 are appropriate for most researches, so the sample used in this study can be considered as appropriate.

4.4. Information Collection Instruments and Procedures

4.4.1. Collection Process

The conception and design of the questionnaire had as main structural base other questionnaires from studies that were already published and analyzed in the literature. The scales and items were, almost always, based on previously validated and used scales, as can be read with more detail later in this chapter (see section 4.4.2.). Thus, and because of limited time and resources, the Pre Test was considered as not necessary.

As soon as the questionnaire was defined, it needed a proper tool to be launched and disseminated online. As this study required a questionnaire where the respondents were asked to express feelings and opinions towards different images and also needed to be able to process ilimited answers per month (most of the online tools have limited subscriptions per month/week), the most commonly used tools (such as Google Docs and Surveymonkey) did not present as adequate. The used tool was the freeonlinesurveys.com that, with an upgraded version, showed to fulfill all the requirements.

Another important point is that, as the goal was to collect answers from Portuguese and European (non Portuguese) women, the questionnaire was duplicated and available (in two different links) in a Portuguese and in an English versions. The extracted results were condensed in the same table and analyzed together, as a whole.

The links to the questionnaire were:

-Portuguese version: <http://freeonlinesurveys.com/s.asp?sid=r5ppvg3uq6aj7k1207903>

-English version: <http://freeonlinesurveys.com/s.asp?sid=1uzstxshtzpqbyg207841>

In the first moment, the questionnaire was disseminated to a network of contacts that were relevant to the topic being researched, via email and Facebook, with a short introduction text asking for the respondents to disseminate the questionnaire to all their female family members, friends and colleagues that were also over 50 years old. Thus, the first group made contact with a second group, also included in the representative sample, obtaining a larger number of replies. The existence of a direct link sender to the questionnaire can be a very important factor for increasing the response rate (Malhotra, 2007) and all the sent emails and requests had a direct link to the questionnaire, making it easier to access. The link to the questionnaire as well as the introduction text, were also published in some blogs that seem to be visited by some women over 50 years (fashion, traveling, cooking and some other thematic blogs and forums).

To complement the online collection, the same questionnaire was also distributed on paper, as previously referred. The answers collection took place mainly in shopping centers, streets, schools (teachers and staff rooms) and some specific places with high concentrations of the population concerned: gym, hairdressers, church doors and shopping malls.

4.4.2. Variables and Measurement Scales

The questionnaire was divided into six parts that are intimately related to the different variables being measured.

1. In the first part, the respondent had to answer mainly to demographic questions (about age, nationality, educational background, marital status, professional occupation, family aggregated incomes (monthly and after taxes), and about

having children). There was also a question about shopping habits (frequency) of Fashion and Beauty products.

Since the sample had a special purpose on focusing on Portuguese women, the options in the questions regarding the Educational Background, the Professional Occupation and the Monthly Family Incomes were adapted from the INE (Portuguese Statistical Institute) data.

2. In the second part, the purpose was to take some conclusions on self-perception and confidence of the respondents (with questions about self-recognition, body, image and general satisfaction) and also a question about age perception (respondents had to indicate their feelings towards their own chronological age). Except the question regarding the self-perceived age that had to be created to this study, all the other questions and scales were adapted from other previous validated scales and studies. The two questions regarding satisfaction level were extracted from the BASS (Body-Area Satisfaction Scale) that originally included eight physical attributes measured in distinct body categories (Cash, 2000; Cash and Henry, 1995; Kozar and Damhorst, 2008) and modified to be consistent with the model similarity evaluation scale so that both of the categories (body and life achievements) were measured separately using a seven point Likert Scale.
3. The third section of the questionnaire was related to the identification with the advertisement piece and model. Before the questions, two images from Marks and Spencer catalogue were shown presenting two different models where age was the main differentiator between them and models were wearing similar products. The criteria when choosing the images to compare was mainly based on present a clear and obvious difference in the variable *age*, trying to minimize all the differences in the other variables: no brand identification, anonymous models, similar products and same imagery layout - as clean as possible. The purpose was to eliminate all the noise that could influence or bias the answers and the perceptions.

After seeing the images, respondents were asked to express their agreement with several statements about their perceived similarity to the models on six different

items: overall lifestyle, dressing style, appearance, basic values, attractiveness and body shape, in a Likert Scale from 1 (Strongly Disagree) to 7 (Strongly Agree). This scale has also been tested in previous studies (Appiah, 2001; Kozar, 2004, Whittler, 1989)

In the same section there was also a question evaluating the perceptions on the promoted product. Respondents had to express their level of agreement with four different statements about the outfit the model was wearing in each of the two images. A Likert type scale from 1 (Strongly Disagree) to 7 (Strongly Agree) was used and the attributes used were “fashionable”, “attractive” and “up-to-date”.

4. In the fourth section, another two advertisement images were shown. Once more the obvious difference relied on the model's age. But, in this case, the two images were from Olay campaigns for Anti-aging products. The product and brand were identified and the imagery layout was slightly different between the two campaigns. In this case, the older model, in her 60's, was Twiggy who, being considered an international celebrity, could influence some perceptions on the advertisement or product. Although, Twiggy does not appear on campaigns or public dimensions for some decades (with a few exceptions like the image here in use) so she is not easily recognized by the majority of the respondents, thus, not affecting the results. The decision was to keep this image in the final questionnaire.

This section had the purpose of measuring the perceptions and beliefs on the model and the advertisement piece. Petroschius and Crocker (1989) previously examined consumers' beliefs and attitudes towards ads with spokespersons in a study similar to the current one about the models' age and appearance. Applying the Petroschius and Crocker scale, the study would ask participants to rate the models/advertisement piece on the items: interesting/boring, appealing/unappealing, Impressive/Unimpressive, Eye-Catching/Not Eye-Catching and Attractive/Unattractive using a 7-points ordered scale. The internal consistency of that scale ranged 0.75 to 0.87 when participants were tested by Petroschius and Crocker. For this study, the scale was slightly adapted to include another item measuring Credibility (previously used in a study by Kim (1995)

and keeping the consistency with the measurements in the model, using a 7 point Likert scale of level of agreement.

5. The fifth section aimed at measuring purchase intentions. In this section, respondents were able to review the four images seen in the previous sections, and were asked about the probability of purchasing the promoted products, in each case.

To measure purchase intentions on the products showed in the pictures, a 4-item scale was applied (previously tested by Kozar and Damhorst (2008) with a internal consistency of 0.93) and participants were asked to show how likely they were to purchase the four products based on a 7-point Likert scale.

6. The sixth and last section had the purpose of taking some generic conclusions to reinforce some of the measurements made in the previous sections, but also to allow taking some more direct and global conclusions – such as the feelings of the respondents about inclusion or negligence related to products or communication from the Fashion and Beauty brands. Once more, the measurements were made through a Likert Scale from 1 (Strongly Disagree) to 7 (Strongly Agree) keeping the consistency along the questionnaire.

All the questions made in this questionnaire were mandatory, and the respondents could not pass to the next sections or submit the questionnaire without answering to all the questions.

4.5. Statistical Methods

The statistical analysis of the data collected was done in two phases. The first stage corresponded to the descriptive analysis of the respondents' socio-demographic characterization, as well as a descriptive analysis of the items of the questionnaire and the dimensions of the conceptual model supporting the investigation. This phase of

descriptive statistical analysis and plots was done using the statistical software SPSS (version 20).

In the second phase, the purpose was to conduct confirmatory factor analysis to validate the scales (the measurement component of the model) and also the structural equation modeling to test the research hypotheses and to validate, or not, the proposed model. This second phase was done using the statistical software AMOS (version 20).

4.5.1. Reliability

Reliability is important when variables developed from summated scales are used in models. To estimate the reliability of a scale it is common to use the Chronbach alpha coefficient. Because intercorrelations among items are maximized when all items measure the same construct, Cronbach's alpha is widely believed to indirectly indicate the degree to which a set of items measures a single one-dimensional latent construct (Chronbach, 2004). The Cronbach alpha coefficient varies between 0 and 1 and is used to describe the reliability of factors extracted from questionnaires or scales (Santos, 1999).

Table 4.2 - Cronbach's Alpha coefficient and Implied Reliability

Alpha coefficient	Implied reliability
Bellow .60	Unacceptable
Between .60 and .65	Undesirable
Between .65 and .70	Minimally acceptable
Between .70 and .80	Good
Between .80 and .90	Very Good
Above .90	Excellent

4.5.2. Confirmatory Factorial Analysis

In the exact sciences it is usual to work with measurable variables or events, but in the social sciences the researcher is often faced with constructs that are not directly observable or uniquely measured. Only its effects and manifestations are possible to

observe. These constructs are not directly measurable, but only "felt" by means of other variables or indicators. Sociometric and psychometric scales, such as those used in the current study, are common examples of instruments that seek to operationalize variables or constructs that are not directly measurable (Marôco, 2010).

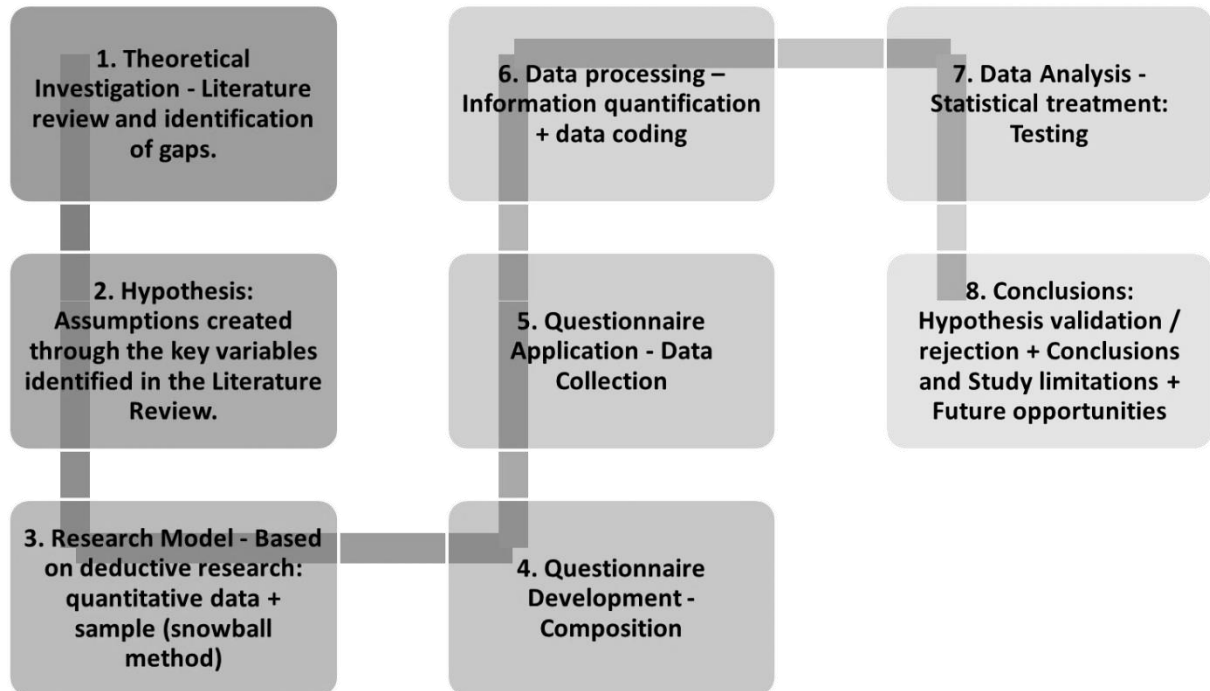
Confirmatory Factorial Analysis (CFA) is usually used to build the measurement of the scale since it includes the latent variable under analysis and its manifest indicators. It is therefore possible to assess the degree to which the postulated model reproduces the correlation structure observed in the sample among the manifest variables (usually items in the questionnaire).

In general, in the CFA model specification, the number of factors is previously established by the investigator according to the theory or previous studies (Marôco, 2010). Unifactorial or single factor CFA models are used to validate each of the proposed scales, one at a time. A CFA with several latent variables measured by various indicators is then used to validate the measurement component of the proposed model.

Factorial validity is usually assessed by the values of the standardized factorial loadings (λ). Most authors argue that standardized factor loadings should have values higher than 0.6 (or 0.7) to ensure factorial validity (Salgueiro, 2012).

4.6. Methodology Summary

In figure 4.2 it is possible to understand the phases of the methodological process described above, and applied throughout the project. The methodology used started with the **Literature Review** and the identification of the main gaps existing in the developed studies and theories, which lead to the identification of the central **variables** - and subsequent construction of the proposed **hypotheses**. Following this phase was the definition of an appropriate **research model**, in this case, based on creating a strategy to test the developed hypotheses. For this type of research, quantitative data is used, which requires **sampling** process to best represent the target population. In order to collect more and primary data, **questionnaires** were developed, and later analyzed by **statistical methods**, seeking to contribute to the theoretical research done in this area, **validating or rejecting** the research hypotheses.

Figure 4.2 – Methodology Summary

5. RESULTS

This chapter presents the analysis on questionnaire data that were carried out, namely the socio-demographics of the sample, a descriptive analysis for each of the variables under study and the use of the statistical techniques to test the research hypotheses formulated earlier in this study. During the results analysis different statistical techniques and different software tools were used.

5.1. Descriptive Analysis

5.1.1. Demographic Characterization

5.1.1.1. Age

In the beginning of the questionnaire (see Appendix 1), respondents were asked about their age, and despite the indication of being 50 or more, the system did not reject none of the introduced numbers. After being removed all the answers considered as not valid (as explained before) the resultant answers were grouped in age groups: "50-55", "56-65", "more than 66". The majority of the respondents belongs to the 50-55 age group, with a proportion of 59.5% corresponding to 150 of the 252 valid answers (see Appendix 2). The youngest respondent (considered valid) were the minimum required 50 years old and the eldest respondent was 78 years old. The age average was 56 years and 85% of the sample referred to women until the 61.

Being the online questionnaire the main tool for collecting answers, and the snowball the applied method, it was expected this concentration in the youngest age group, despite the efforts to contradict it with the offline data collection.

5.1.1.2. Country of Residence

Despite the goal of studying the European women over 50 with special focus on the Portuguese women, the proportion of European and non-Portuguese women ended up to be smaller than what was desired. Once more, due to the convenience sampling method it is understandable that the networking effect resulted in a sample with a majority of Portuguese women.

The sample is constituted by 73,4% (corresponding to 185 respondents) of over 50 Portuguese women, and the remaining 26,6% (67) European and non-Portuguese .

5.1.1.3. Education level

To answer about their education level, the respondents had a five options range and the proportions of responses were: 11,1% of the respondents claim to have completed the Elementary School (28), 26,2% the High School (66), 46,0% answered with Bachelor Degree (116), 11,9% the Master Degree (30) and the remaining 4,8% are related to the individuals that claim to have a Doctoral Degree, corresponding to 12 respondents (see Appendix 2).

5.1.1.4. Marital Status

Respecting to the marital status, 69% of individuals reported to be married or equivalent and 21% divorced. The high weight of these two categories is understandable given the age range of the sample. There is also a percentage of 7% of Single respondents and the remaining 3% of respondents answered to be Widows (see Appendix 2).

5.1.1.5. Professional Occupation

Analyzing the professional occupation of the respondents, the main answered categories were "teacher" and "retired" with, respectively, 21.4% (54) and 14.7% (37) of the respondents. The proportion of retired respondents results from the age group that constitutes the sample, and the high weight of teacher is, once again, related to the collection method applied. Approximately 5.6% (14) were laborers (workers/employees), 8.3% claimed to be Government employees, 9.1% answered they were merchants, 9.1% were housewives, 8.7% claimed to have a Senior Position, 6.3% of respondents stated to be Freelancers, 4.4% unemployed, 7.1% Business managers, and 5.2% of the sample responded with the option "other" that concerns to other categories not included in the above. There was also the option of select the category "Student", but none of the respondents answered with this option (see Appendix 2).

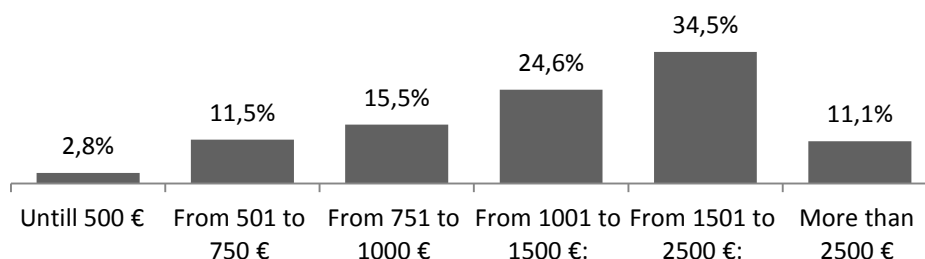
5.1.1.6. Monthly Aggregated Family Incomes (After Taxes)

Still related to the professional occupation analysis, there was a question about the monthly aggregated family income of the respondents. 34,5% of the surveyed women responded with the second highest income category, stating that their monthly family income is between €1500 and € 2500 and 24,6% between €1001 and € 1500. About 2,8% claimed to have under 500 euros per month for the family, 11,5% between € 501 and € 750 euro, 15,5% between € 751 and € 1000. Claiming to have family incomes of more than €2500 per month there were 11,1% of the respondents (figure 5.1).

During the collection in the presence of an interviewer (in paper), some difficulties in understanding the requested information were obvious. Some participants didn't distinguish the values before and after taxes and some others didn't understand the questions related to the incomes were about the family ones. That said, it is possible that some of the online respondents did not also pay attention to the words "family aggregated" and "after taxes" and consequently had answered based on individual incomes, and others, answered ignoring the taxes.

Even taking into consideration eventual misunderstandings of the information being requested, it is normal that these values might be higher than the mean values for the population, due to the main sampling method that can bias the sample or make it include very similar individuals in terms of characteristics, once they belong to the same wide networking.

Figure 5.1 – Sample's Aggregated Family Incomes



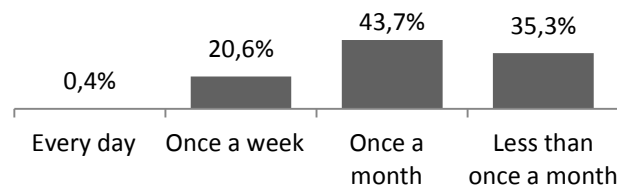
5.1.1.7. Children

Finally, about the children, 88.5% of respondents (223) claim to be mothers and only 11.5% said not to have children (29 respondents). This socio-demographic characteristic is also closely related to the age of the respondents of the sample and the subsequent stage of life where they are.

5.1.2. Consumption Profiles

After the socio-demographic characterization, the questionnaire had a question trying to understand and measure the Shopping habits of the respondents regarding the Fashion and Beauty market. In this question, the respondents had 4 options and the distribution of the answers was: 43,7% (110) of the respondents claim to buy Fashion and Beauty products Once a month, 35,3% (89) Less than one a month, 20,6% (52) Once a week and just 0,4% - corresponding just to one answer – responded Every day (Figure 5.2).

Figure 5.2 – Sample's Shopping Habits (Fashion and Beauty)



5.1.3. Self-Perceptions and Recognitions in the Advertisement

In this first question, it was developed a set of six items that supported the assessment to be made about the way respondents relate themselves with the Fashion and Beauty Advertisement and the respondents' self-satisfaction. The first 4 items were related to the Self Recognition of the respondents on the advertisements they see in their day-to-day life, the fifth item was evaluating Self Beauty Perception and the last item aimed to measure the Overall Perception and satisfaction with life. Answers were given based on a 7-point Likert scale, from 1 = strongly disagree to 7 = strongly agree.

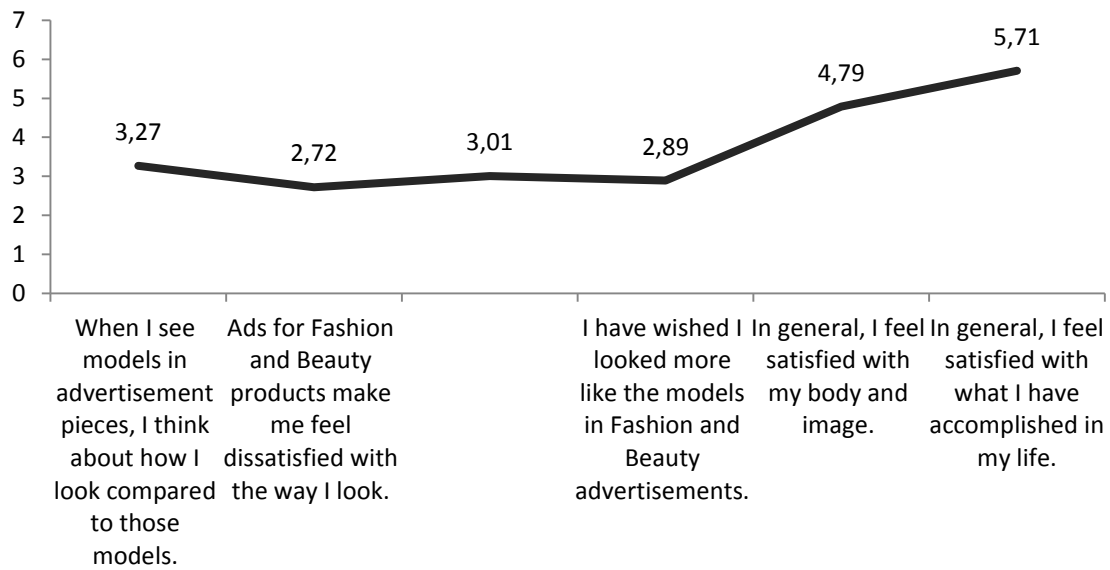
Looking for the medium profile (Figure 5.3), the conclusions for the questions, “When I see models in advertisement pieces, I think about how I look compared to those models.”, “Ads for Fashion and Beauty products make me feel dissatisfied with the way I look.”, “When dressing for a special occasion or buying Fashion and Beauty products, I look at ads to give me ideas about how I should look” and “I have wished I looked more like the models in Fashion and Beauty advertisements” (scoring respectively 3.27, 2.72, 3.01 and 2.89) are that respondents don’t show a high self-Recognition or involvement with these kind of ads, and they don’t perceive its impacts as severe. In fact, when asked if they use to compare themselves with the models, 76,6% of the answers are comprised between 1 (strongly disagree) and 4 (neutral/indifferent); In the question “Ads for Fashion and Beauty products make me feel dissatisfied with the way I look” 53,57% of the respondents answered with 1 (Strongly Disagree) or 2 – meaning that, the majority of the sample, do not feel dissatisfied with their looks when seeing these advertisements, and just 2,78% answered with scores 6 or 7 (Strongly Agree).

Regarding the Fashion and Beauty adds as a source of inspiration and ideas for buying products or dressing for a special occasion, 64,68% of the answers are between 1 (Strongly Disagree) and 3, showing that, for the majority of the respondents, this is not typical behavior. When asked if they had wished to look more like the models in Fashion and Beauty advertisements, 29,76% of the respondents express strong disagreement (see Appendix 2).

Regarding the questions that tried to measure self-satisfaction levels, 71,83% of the respondents express body satisfaction with levels of agreement with the sentence between 5 and 7 (Strongly Agree) (see Appendix 2). The average score was 4,79.

To the question “In general, I feel satisfied with what I have accomplished in my life” respondents almost 90% answered with levels of agreement between 5 and 7 (Strongly Agree), expressing a high level of accomplishment satisfaction (5.71).

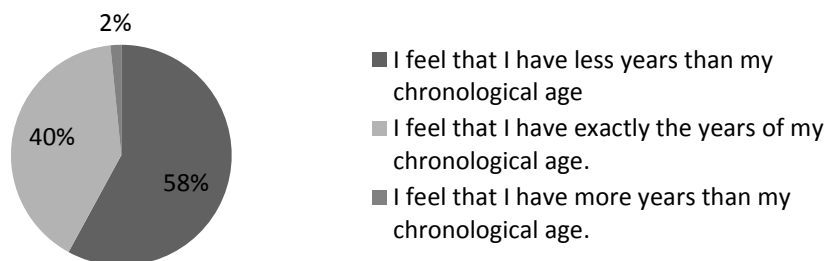
Figure 5.3 – Sample’s average profile - Self Perception



5.1.4. Self-Perceived Age

The question 10 in the questionnaire aimed to understand how the respondents feel about their own age. In this question, participants had to choose one of the three options: “I feel that I have less years than my chronological age”, “I feel that I have exactly the years of my chronological age” and” I feel that I have more years than my chronological age”. The majority of the participants feel younger than they really are (58%), and just 4 from the total 252 of participants claimed they feel more years than they have in reality (Figure 5.4). This information can influence or justify some of the results or scores in other questions.

Figure 5.4 – Sample’s Self Perceived Age



5.1.5. Identification with the Advertisement

Trying to measure the identification of the participant with the advertisement piece, through its model, was question 11. In this question participants were again asked to express their level of agreement to several statements that were affirming similarity to the models characteristics. Respondents had exactly the same items about both images presented bellow (Figure 5.5).

Figure 5.5 – Questionnaire pictures 1 and 2



Looking for the average scores (Figure 5.6), it could be said that, for the Picture 1 (Older Model) the levels of identification in terms of lifestyle, dressing style, appearance, attractiveness and body shape are higher than the ones related to Picture 2 (Younger Model).

The biggest difference in the average scores is in the question about dressing style and despite the attempt to use pictures with the most similar type of outfit possible, the respondents seem to still feel more identified with the dressing style of the model in the picture 1 (Older Model).

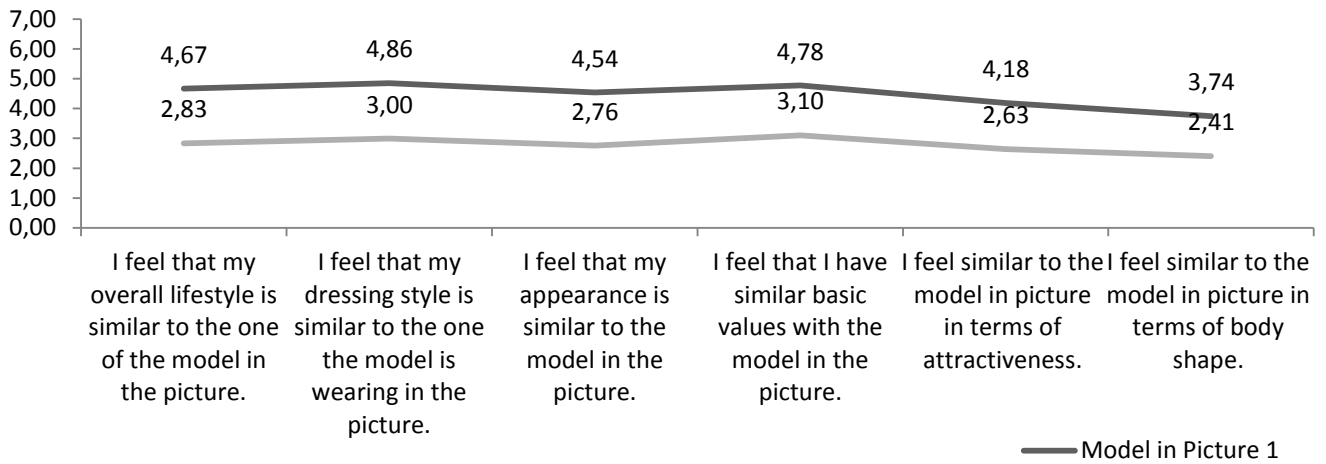
Another topic showing considerable differences between the pictures and models is “attractiveness”. The score of identification in terms of attractiveness with the model in picture 1 is, on average, 4,18 and, for the model on picture 2, just 2.63.

Regarding the perceived lifestyle, the respondents also expressed more identification with the model in the picture 1 (average score of 4,67) and, clearly, less with the model in the picture 2 – the younger one – scoring, on average, 2.83.

About the “appearance”, participants, on average, also expressed an higher level of identification with the model in the picture 1 (4.54) than with the model in the picture 2 (2,76).

Regarding the perceived basic values, the differences are consistent with the other items of identification: with the model of the picture 1 having an average score of 4,78 and the level of identification with the model in the picture 2 scoring, on average 3,10. Being a more subjective judgment or evaluation, representative percentages of respondents expressed neutral feelings/indifference on this topic: about the level of agreement with “I feel that I have similar basic values with the model in the picture” 28% of the participants expressed indifference (score 4) for the model in the picture 1 and 35,32% for the model in the picture 2 (see Appendix 2).

The question that presented closer values between the average scores of the two different models was the “body shape”. In this topic, the average scores are lower than in the other items for both pictures and models, expressing that the respondents' identification with both models in terms of body shape is weak.

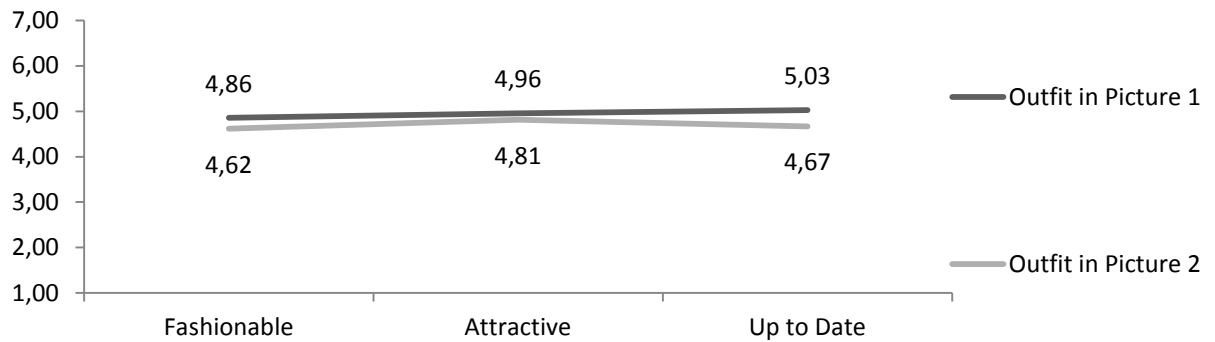
Figure 5.6 – Sample's average profile – Identification with the advertisement

5.1.5.1. Perceptions on the promoted Product

Still based on the same images, questions 12 and 13 were measuring the perceptions on the promoted product through three characteristics regarding the outfits: “The outfit that the model is wearing in the picture is Fashionable”, “The outfit that the model is wearing in the picture is Attractive” and “The outfit that the model is wearing in the picture is Up-to-Date”. Participants were asked about their opinions about the two outfits (picture 1 and picture 2) and through an agreement scale from 1 (Strongly Disagree) to 7 (Strongly Agree), keeping the measurement method consistent with the rest of the questions.

Looking for mean profiles (Figure 5.7), the immediate conclusion is that, the average of the registered scores for the outfit in the picture 1 (Picture with the older model) are higher than the ones registered for the outfit in the picture 2. Although, analyzing the frequencies table, it is important to add that participants did not seem to have very strong opinions on some of the measurements, showing high percentages of neutral answers (score 4) – especially when expressing their opinions for the outfit in the picture 2 (younger model) with neutral/indifferent responses of 38,9% for the attribute “Fashionable”, 35,7% for “Attractive” and 34,9% for “Up-to-Date” (see Appendix 2).

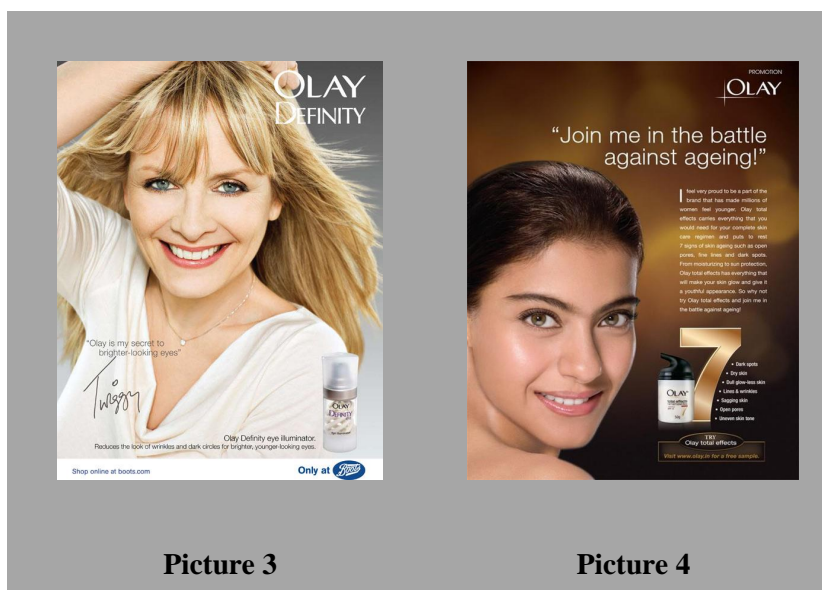
Figure 5.7 – Sample’s average profile – Perceptions about the promoted product



5.1.6. Perceptions on the Advertisement Piece

To answer to this section, questionnaire asked participants to base their answers in the perceptions, opinions and feelings on the presented images. For both images, keeping the same logic of comparing the impressions on the picture with the older model (Picture 3) with the impressions on the picture with the younger model (Picture 4), respondents had to express their level of agreement to 6 statements characterizing the pictures/models under six different attributes: “interesting”, “appealing”, “impressive”, “pretty”, “eye-catching” and “credible”. The used images are the ones presented bellow (Figure 5.8).

Figure 5.8 – Questionnaire pictures 3 and 4

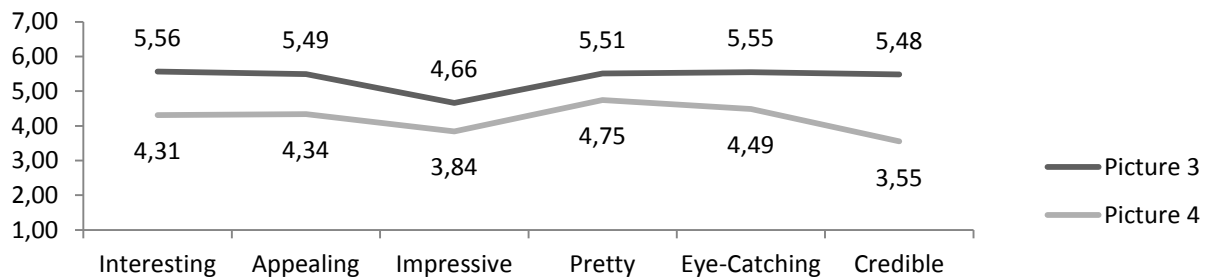


Picture 3

Picture 4

Starting by the average scores (Figure 5.9), it is easy to conclude that all the scores were higher for the Model and Picture 3 (Older) than for the Model and Picture 4 (Younger) meaning that, on average, participants think that the model in the picture 3 is more interesting, appealing, impressive, pretty, eye-catching and credible.

Figure 5.9 – Sample's average profile – Perceptions about the advertisement piece



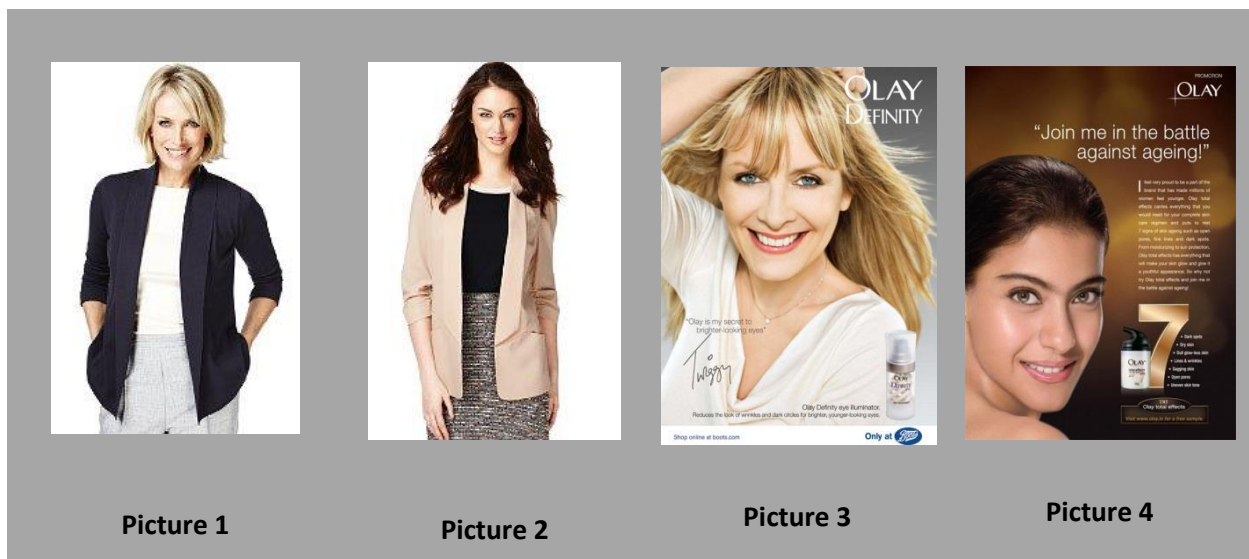
Focusing on the frequency analysis, it is possible to verify that participants did not have such strong opinions on these attributes for Model/Picture 4 (Younger) as the ones they had for the same attributes classifying Model/Picture 3 (Older): almost all the attributes had considerable percentages of indifferent/neutral answers, especially when the characterization was about being “impressive”, with 29% of indifferent/neutral score (4) (see Appendix 2).

The attribute with the biggest and most obvious gap between the two pictures/models in terms of participants' opinions was Credibility. In this topic, respondents showed stronger opinions with almost 2 points of difference between the average responses. For the Picture/Model 3 (Older) 67,9% of participants answers were in the higher scores (6 and 7) meaning that they Strongly Agree with the statement of the model in the picture 3 being credible; for the Picture/Model 4 (Younger) 31,3% of participants answers were in the lower scores (1 and 2) meaning that they Strongly Disagree with the statement of the model in the picture 4 being credible (see Appendix 2).

5.1.7. Purchase Intention

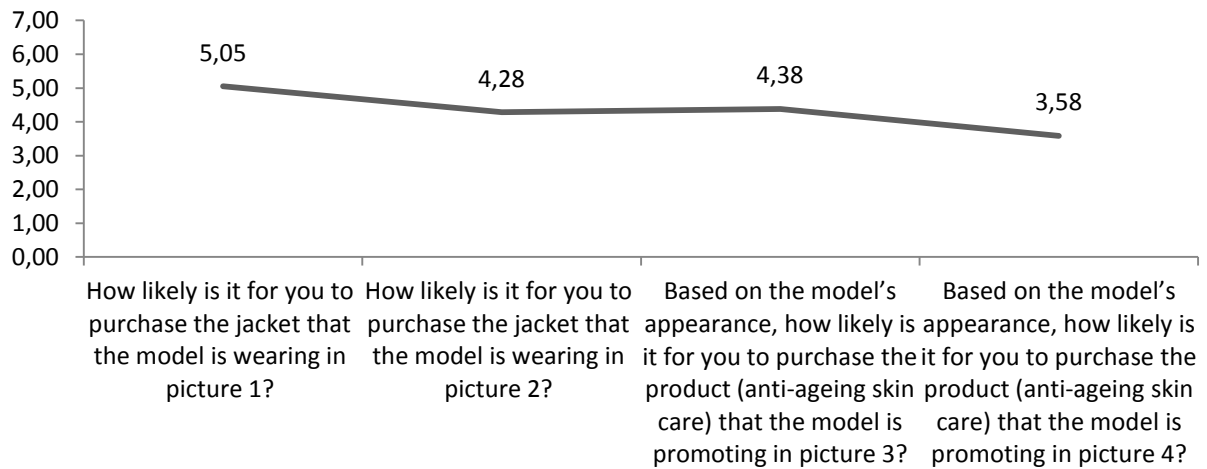
To answer to the question 15, participants could review all the images showed before (Figure 5.10) and were asked to express their likability to buy the 4 promoted products. The purchase intention was measured by product and by picture (clothes in pictures 1 and 2 and beauty products in pictures 3 and 4).

Figure 5.10 – Questionnaire pictures 1, 2, 3 and 4



The average scores express that the probability for the participants to buy the products being promoted in the pictures 1 and 3 (using older models) were higher (5,05 and 4,38 respectively) than the probability of purchase for the products promoted in the pictures 2 and 4 (advertisement using younger models), 4,28 and 3,58 respectively (Figure 5.11). Although this comparison being true, it is important to add that all the scores were too close to the medium value, expressing some neutrality or indifference regarding this topic.

The score that seemed more expressive was for the question “Based on the model’s appearance, how likely is it for you to purchase the product (anti-ageing skin care) that the model is promoting in picture 4?” with 34,1% of the answers concentrated in the lower scores (1 and 2) that expressed that “Not very likely” they would buy that product (see Appendix 2).

Figure 5.11 – Sample's average profile – Purchase Intentions

5.1.8. Feelings towards Fashion and Beauty Brands' Communication and Attitudes

The last question of the questionnaire, Question 17, had the intention of taking general conclusions that could help understanding the results of the other questions and consolidate some of the conclusions.

- a) *“Choosing a younger or older model plays an important role in these ads and can create interest on the product.”*

On this topic, 36.5% of the participants responded with the highest levels of agreement 6 or 7 (Strongly Agree) but level 3 scored 27% of the answers, showing that the opinion on this matter is not consistent (see Appendix 2).

- b) *“When models like the ones in images 1 and 3 are used, my motivation for these ads is bigger.”/ “When models like the ones in images 2 and 4 are used, my motivation for these ads is bigger.”*

Talking about their motivations, and looking for the average profile, one could say that the scores are, for both questions, too close to 4 that expressing indifference or neutrality on that matter. Even being so close, the value for the motivations for ads with

models like the ones in pictures 1 and 3 (older) is slightly higher than the value expressing the motivation for the ads with models like the ones in pictures 2 and 4 (younger) (see Appendix 2).

On other hand, analyzing the frequency distribution to the question about motivations for ads with older models, 30,6% of the participants give the lower scores (1 and 2) expressing strong disagreement to that statement and 25% answered with the options 6 and 7 – that express strong agreement. In the question asking about motivations for ads with younger models, the higher scores (6 and 7) also had considerable percentages (31,8% of the participants), expressing strong agreement that ads with younger models increase their motivation, and 18% answered with the lower values (1 and 2) – expressing strong disagreement (see Appendix 2).

Table 5.1 - Motivation for the Advertisement pieces - Average scores

<i>“When models like the ones in images 1 and 3 are used, my motivation for these ads is bigger.”</i>	4,14
<i>“When models like the ones in images 2 and 4 are used, my motivation for these ads is bigger.”</i>	4,04

- c) *“My ratings about the products are different from advertisements with the young models from the advertisements with the mature models.”*

When asked to analyze their own behavior participants expressed that they were neutral/indifferent to this question, with an average score of 4.83 and 36.5% of the responses on the score 4 (Neutral/Indifferent). The intuition behind these answers may be that they don't believe that the age of the models has an influence on their evaluation on the product (despite they had the option to disagree from the statement with scores like 1 and 2) or that they are not sure or aware if that factor usual influences them or not (see Appendix 2).

- d) *“The presence of an older model makes it more convincing“*

Another topic where respondents were asked to express their opinions was about whether an older model makes the adds more convincing. On this matter, the average answer was a score of 4.74, which is very close to the neutral/indifferent option (4). In fact, 38% gave a neutral response (4) and 25% a slightly agreement response (5) (see Appendix 2).

e) *“The presence of a younger model makes it more appealing“*

About the younger models being more appealing, the average score was even closer to the indifference expression (4.27) with almost half of the sample answering with the option 4 (49,2%) (See Appendix 2).

f) *“I believe products that are advertised by older models are of good quality“*

To relate the perceived quality of the advertised product and the models' age was also asked to the participants and they expressed, on average, a weak disagreement with a 3.71 score. 28.6 % of the participants answered with score 2, which is the second one to express disagreement, and 26,2% with score 4 – which expresses neutrality/indifference to this question (see Appendix 2).

g) *“When I see ads with models closer to my chronological age, I immediately feel more identified with the product“*

The last four topics were truly important to take general conclusions. In these topics, participants could express their feelings about the brands and the communication being done at this moment, clarifying the way they read and feel it.

About this first topic, the average profile of the participants indicates that they agree with this statement, with a score of 5.46. 75% of the answers were concentrated in scores 5 and 6, expressing a solid agreement with the fact of older models increase their level of identification with the promoted product (see Appendix 2).

h) *“When I see ads with models much younger than my chronological age, I immediately feel excluded from that company's target audience“*

Using the same logic, the second of these topics was asking participants about their feelings of exclusion from the brands target audience when very young models are used. Despite the average score being slightly lower than the one in the previous question, (4.87) it was still verified a relatively high concentration in the levels 5 and 6 with a combined proportion of 59,9% (see Appendix 2).

- i) *“In general, I feel neglected by Fashion and Beauty brands when they are creating their products“*

About feeling neglected by Fashion and Beauty brands when the creation of their products, participants expressed, on average, an agreement, though not very strong, with a 4.71 score. In this question, 42.1% of the respondents concentrated their answers with the higher scores for agreement (6 and 7), but a significant percentage concentrated in the neutrality/indifference score (19.8%) ended up attenuating this strength of agreement (see Appendix 2).

- j) *“In general, I feel neglected by Fashion and Beauty brands when they are communicating their products“*

And about feeling neglected by Fashion and Beauty brands when communicating their products, participants expressed, on average, a weak agreement - with a 5.0 score. In this question, 51.2% of the respondents concentrated their answers with the higher scores for agreement (6 and 7), but another relatively significant percentage concentrated in the neutrality/indifference score (17.9%) ended up attenuating also this strength of agreement (see Appendix 2).

5.2. Scales Validation

5.2.1. Reliability

Table 5.3 presents the Cronbach Alpha coefficients that were computed for each of the four scales under analysis.

Table 5.2 - Constructs, Items and Chronbach Alpha

Construct	#items	When using the pictures with older models (1 and 3)	When using the pictures with younger models (2 and 4)
Self-Recognition	4	.715	
Identification with the advertisement	6	.882	.859
Perceptions about the product	3	.911	.952
Perceptions about the advertisement piece	6	.945	.921

For the first construct measuring Self Recognition, the Chronbach Alpha for the four items was 0.715, which is still considered as Good. This value could not be improved by excluding any item and the items correlations vary between 0.343 and 0.475 (see Appendix 2).

The Identification with the Advertisement (construct measured by 6 items), the Chronbach Alpha was, when using the pictures with the older models 0.882 and 0.859 when using the pictures with the younger models. Both values are considered as Very Good. None of the Alphas could be improved by excluding any item and the items correlations vary, when using the pictures with the older models, from 0.394 to 0.683, and for when using the younger models the correlations vary between 0.354 and 0.695 (see Appendix 2).

The Perceptions on the Promoted Product (construct measured by 3 items), the Chronbach Alpha was, when using the pictures with the older models 0.911 and 0.952 when using the pictures with the younger models. Both values are considered as Excellent. For the model using the pictures with the older models, the Chronbach Alpha could not be improved by excluding any item and the items correlations vary from 0.752 to 0.813 (see Appendix 2).

When using the pictures with the younger models, the Chronbach Alpha could be slightly improved if item "Q12.2" (corresponding to the attribute "attractive") was excluded. This difference was considered as insignificant, once the value of the Chronbach Alpha is still "Excellent" when using the three items, and thus, the decision was to keep all the items. The correlations between the three items vary from 0.842 and 0.914 (see Appendix 2).

Finally, for the Perceptions on the Advertisement Piece (construct measured by 6 items), the Chronbach Alpha was, when using the pictures with the older models 0.945 and 0.921 when using the pictures with the younger models. Both values are considered as Excellent. For the model using the pictures with the older models, the Chronbach Alpha could not be improved by excluding any item and the items correlations vary from 0.653 to 0.871. When using the pictures with the younger models, the Chronbach

Alpha could be slightly improved if item “Q14.12” (corresponding to the credibility of the model) was excluded. This difference was also considered as insignificant, once the value of the Chronbach Alpha is still “Excellent” when using the six items, and thus, the decision was to keep all the items. The correlations between these six items vary from 0.528 and 0.846 (see Appendix 2).

Thus, it can be said that all the dimensions do have internal consistency and can be considered as reliable, as far as the Chronbach Alpha coefficient is concerned.

5.2.2. Confirmatory Factorial Analysis

5.2.1.1. Unifactorial Confirmatory Analysis

In a first step a CFA model was tested separately for each of the four scales in the model. The results of these single factor analysis follow.

a. Self-Perception

When measuring Self Recognition, all items are considered as valid since the smallest of the four factor loadings equals 0.59 (see Appendix 2). The other two other variables (related to Overall Self Perception and Self Beauty-Perception) have small correlations with the Self Recognition dimension. For this reason it is not possible to consider a Self-Perception factor measured by six indicators, instead of the proposed CFA model, given the sample under analysis.

b. Identification with the advertisement

To measure Identification with the Advertising when using the pictures with the Older Models, all the items are considered valid since all factor loadings are above 0.60. When using the pictures with the Younger Models, all the items are also considered valid: the smallest factor loading equals 0.58 (see Appendix 2).

c. Perceptions about the promoted product

To evaluate the Perceptions on the promoted Product, when using the pictures with the Older Models, all the items are considered valid as factor loadings are all above even 0.80. When using the pictures with the Younger Models; all the items are also considered valid (see Appendix 2).

d. Perceptions about the advertisement piece

To evaluate the Perceptions about the Advertisement Piece, when using the pictures with the Older Models, all the items are considered valid as the λ are all above even 0.70. When using the pictures with the Younger Models, all the items are also considered valid as the λ are all above 0.60 (see Appendix 2).

5.2.1.2. Measurement Models for the four Latent Variables Under Analysis

In a second step a CFA model for the four scales in the proposed model was tested. The results of the measurement model follow, regarding goodness of fit and obtained estimates.

a) Measurement Models Goodness of Fit

Table 5.3 – Measurement Model Fit Measures (Older Models)

Goodness of Fit Measures	Obtained values (Older Models)
χ^2 (df)	497,263 (146)
Root Mean Square Residual (RMR)	0,165
Goodness of Fit Index (GFI)	0,823
Comparative Fit Index (CFI)	0,893

Table 5.4 - Measurement Model Fit Measures (Younger Models)

Goodness of Fit Measures	Obtained values (Younger Models)
χ^2 (df)	536,080 (146)
Root Mean Square Residual (RMR)	0,188
Goodness of Fit Index (GFI)	0,811
Comparative Fit Index (CFI)	0,879

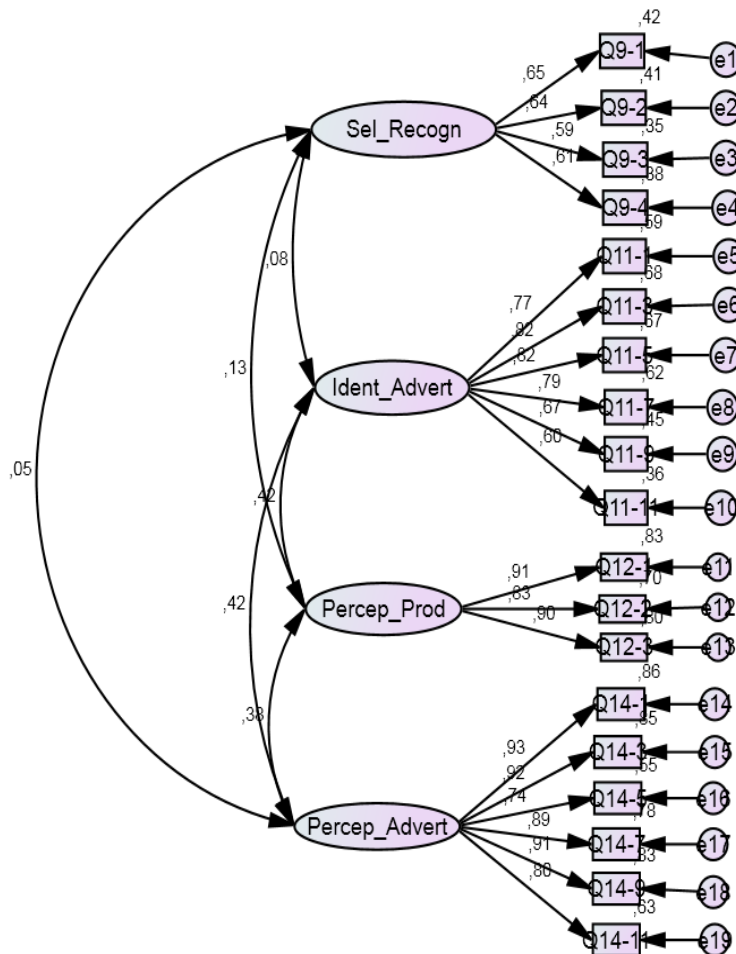
Analyzing the values that were obtained for the goodness of fit measures (see Tables 5.4 and 5.5), using the criteria explained in the Appendix 2, the main conclusions are that both models have an adjustment considered as middling. Some of the indicators present values almost considered as good (high CFI and GFI) but the RMR are still far from a desirable value (< 0.08). Comparing both models, the CFA for measuring the latent variables when using pictures with the older fashion and beauty models has a slightly better adjustment than the one tested with the pictures using younger models.

b) Loadings and Variables

Starting to study the level of explanation that each item (manifested variable) can bring to its latent variable, it is necessary to look at its factor loadings and then, to conclude about the relation between the latent variables, to look at their correlations. Figure 5.12 displays the path diagram of the CFA model when using older models and Figure 5.13 the corresponding diagram with Younger models.

When using pictures with Older models

Figure 5.12 –Measurement Model with Latent Variables (Older Models)



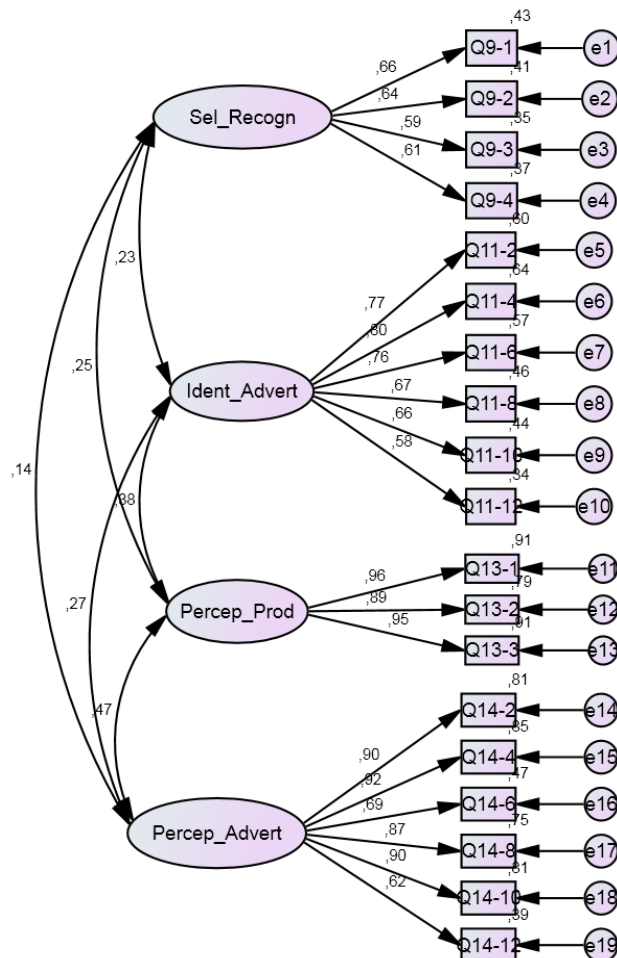
When analyzing this measurement model it is possible to see that all the factor loadings express relatively high values, all above 0,6, as expected from the results of the unifactorial CFA that were previously conducted. The latent variables Perceptions on the Advertisement piece and Perceptions on the Promoted Product show particular high factor loadings for their items, with values near 0,9 (or above) for both cases (Figure 5.12).

About the **correlations** between the latent variables, all the values are positive but some are more relevant than others. The relations **Self Recognition - Identification with the Advertisement** and **Self Recognition - Perceptions about the Advertisement Piece** present almost zero correlation values (0,08 and 0,05 respectively). The highest

correlation is for the relationship **Identification with Advertisement Piece - Perceptions about the Advertisement Piece** (0.42).

When using pictures with Younger models

Figure 5.13 –Measurement Model with Latent Variables (Younger Models)



For the model that was tested using pictures with Younger models, the factor loadings were very similar to the previous model for almost all the latent variables, with some values slightly lower, and others slightly above (Figure 5.13).

About the relations between the latent variables for this model, all the values are also positive but, in general, higher than the ones in the previous model. In this case, all the correlations are between 0,137 and 0,473. This highest value of correlation is between the variables **Perceptions on the Advertisement Piece - Perceptions about the Promoted Product** (see also Appendix 2).

5.3. Global Structural Equation Model

The diagrams of the SEM used to validate the proposed model when using advertisements with Older and with Younger models are presented in Figures 5.14 and 5.15 :

Figure 5.14 – Global SEM (Older Models)

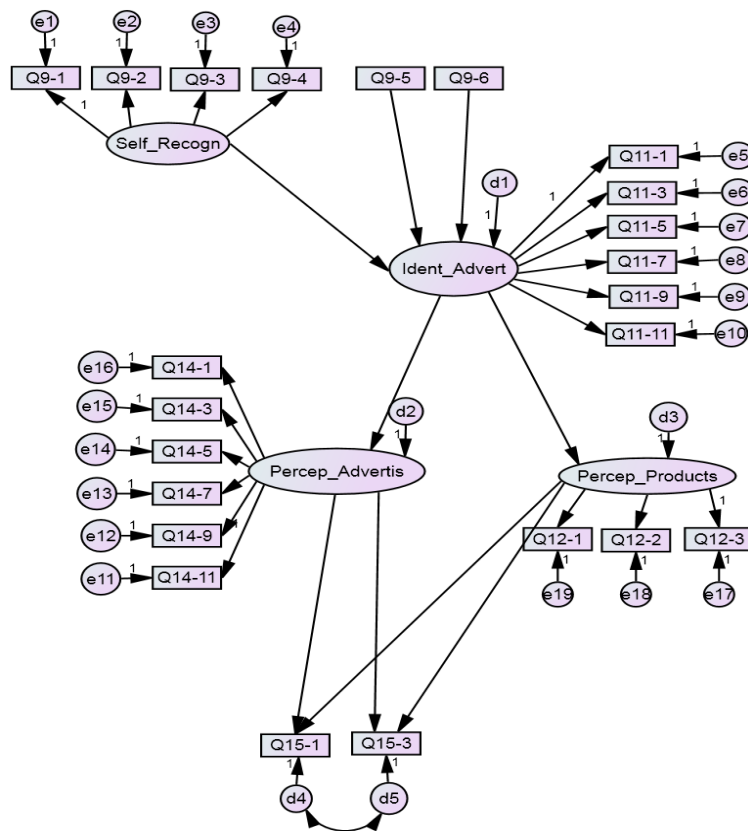
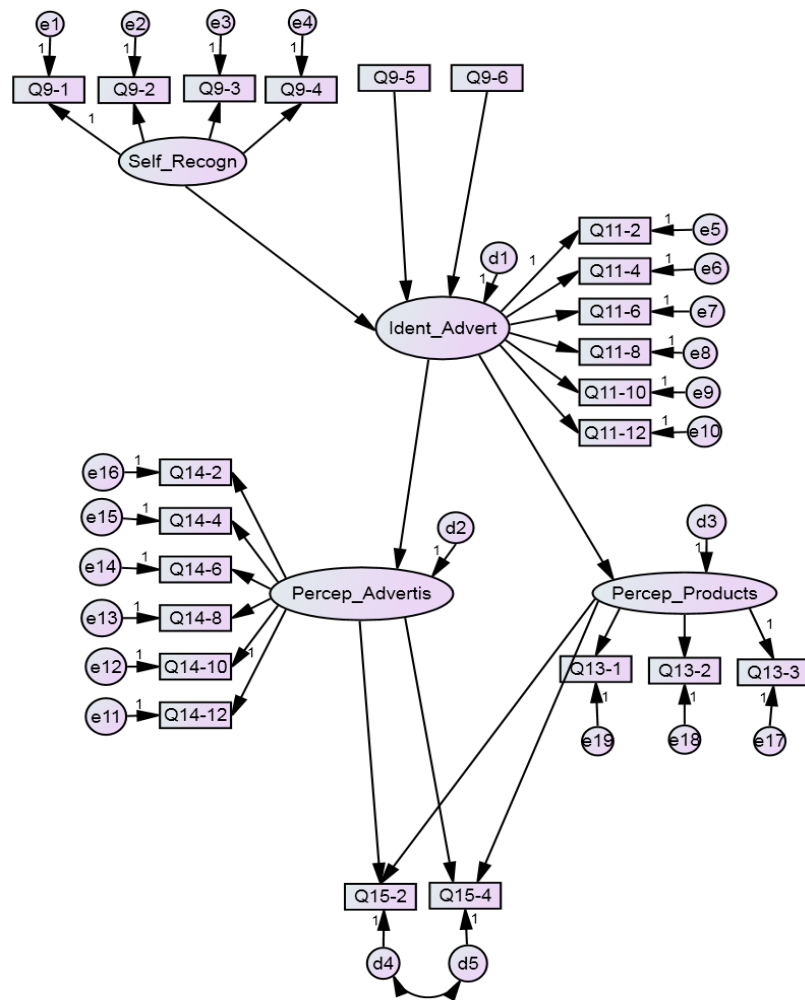


Figure 5.15 – Global SEM (Younger Models)

5.3.1. Global Models' evaluation

The step that evaluates the quality of the global model aims to conclude how well the theoretical model is able to reproduce the correlation structure of manifest variables observed in the sample under study (Marôco, 2010).

The quality of the model is not a consensual topic between the various authors who have been presenting numerous simulation studies and empirical observation that justify different strategies and recommendations for analyze the goodness of fit.

The criteria that were used to evaluate the quality of the goodness of fit of the models are presented in the Appendix 2 (Global Models – Model Fit).

Model's Fit

Analyzing the quality of the model's fit criteria (Tables 5.6 and 5.7), the major conclusion is that the adjustments is not strong for both the models, with a slightly better adjustments for the first model (Older models) when comparing with the second (Younger models).

Table 5.5 - Global SEM Fit Measures (Older Models)

Goodness of Fit Measures	Obtained values (Older Models)
χ^2	780,028
Root Mean Square Residual (RMR)	0,209
Goodness of Fit Index (GFI)	0,788
Comparative Fit Index (CFI)	0,847

Table 5.6 - Global SEM fit Measures (Younger Models)

Goodness of Fit Measures	Obtained values (Younger Models)
χ^2	870,893
Root Mean Square Residual (RMR)	0,289
Goodness of Fit Index (GFI)	0,763
Comparative Fit Index (CFI)	0,816

5.3.2. Global Models' interpretation

To draw conclusions and interpret the results, standardized estimates were used. For the type of measurement scales that were used, the analysis of covariance matrix estimates with the non-standardized values is very difficult to understand and interpret, since the values of these estimates depend on the manifest variables own measurement units – that not necessarily exist. Thus, the non-standardized values do not allow comparing effects between variables with different magnitudes of measurement. Because of that,

the analysis made bellow, in the models' interpretation, is based on standardized estimates.

a. When using pictures with Older Models

Looking for the model's Regression Weights table (see Appendix 2) the first conclusions are that some of the relations between the variables theorized in the model's design seem not to exist in the verified cases of the sample, which leads to some of the hypothesis being rejected.

Self-Recognition -> Identification with the advertisement piece

The relation between these two variables seems to be non-significant and the correspondent hypothesis is rejected, with a p-value of 0.166:

H1a Consumer's (women 50+) self-recognition has impact on the level of identification with the advertising piece.

Question 9.5 -> Identification with the advertisement piece

Another relationship that showed not to be significant for the collected data was between the variables: Identification with The Advertisement and Self Beauty Perception (with the item "In general, I feel satisfied with my body and image")

That said, the hypothesis H1c was rejected, with a p-value of 0.336:

H1c Consumer's (women 50+) self-beauty-perception has impact on the level of identification with the advertising piece.

Perceptions on the promoted Product -> Question 15.3

The relationship between the variables: **Perceptions on the promoted Product and the Purchase intention for the product in the image 3 (anti-aging skin-care promoted by the Older model)** appears as non-significant for the sample in use, partially rejecting the fifth research hypothesis with a p-value of 0.714:

H5 Consumer perceptions about the promoted product have an impact on the purchase intentions on that product.

The remaining Research Hypothesis were not rejected (p-value <0.05) and the structural relations between the variables were considered as significant. Looking for the standardized regression coefficients, the main conclusions are:

H1b *Consumer's (women 50+) overall self-perception has impact on the level of identification with the advertising piece.*

This hypothesis was not rejected expressing a positive standardized regression weight of 0.350. The conclusion is that the respondents overall Self-Perception has an impact on the level of their Identification with an Advertisement piece. A positive value implies that when the Overall Self Perception is higher (higher levels of self-satisfaction) the level of identification with the Advertisement pieces with the Older models also increases.

H2 *Consumer identification with the advertising piece influences the consumer perceptions about that advertisement piece.*

This hypothesis was also not rejected, for a level of significance of 0.05 and presents a standardized regression weight of 0.380. The intuition behind it is that the respondents' level of Identification with the Advertisement Piece has an impact on the perceptions on that same Ad. A positive value for the effect suggests that the more these respondents felt identified with the advertisement piece, the better they will perceive it.

H3 *Consumer perceptions about the advertisement piece influence the purchase intentions on that product.*

Purchase intentions were measured in separate items for each product and the conclusions are not uniform. For the Fashion product (Outfit in the picture 1) this hypothesis was not rejected and presented a standardized regression weight of 0.290. For the Beauty product a value of 0,727 was obtained. The main conclusion is that the consumer perceptions on the advertisement piece reveal to have more impact in the

purchase intentions of Beauty products than for Fashion products. Both values are positive, meaning, that the purchase intentions increase when the perceptions about the advertisement pieces (through these Older models) are more positive.

H4 *Consumer identification with that advertising piece influences the consumer perceptions about the promoted product.*

The hypothesis that related the consumer identification with the advertisement piece and the perceptions on the promoted product was also not rejected, for a level of significance of 0.05. The relation between these variables is positive and shows a standardized regression weight of 0.395. The intuition behind it is that the respondents' level of Identification with the Advertisement Piece has an impact on the perceptions on the Promoted Product and the more these respondents felt identified with the advertisement piece, the better were their perceptions about the Product promoted in the Ads, although the value not being very high, which indicates that this impact is not very strong.

H5 *Consumer perceptions about the promoted product have an impact on the purchase intentions on that product.*

Again, as the purchase intentions were measured for each product, the conclusions are two. For the Fashion product (Outfit in the image 1) this hypothesis was not rejected and presented a standardized regression weight of 0.420. The value is positive, meaning, that the purchase intentions increase when the perceptions about the product (through the Older model in the picture 1) are more positive.

For the Beauty product the relation between these two variables was considered as non-significant – meaning that the results say that the impact that the consumer perceptions on the product has on the purchase intentions on that product is almost null. The main conclusion is that the consumer perceptions on the advertisement piece reveal to have more impact in the purchase intentions of Beauty products than for Fashion products.

b. When using pictures with Younger Models

In the second model (resulted for the measurements using the pictures with the younger models) the Regression Weights table (see Appendix 2) also left some of the hypothesis being rejected with some of the relations between the variables not validated.

Question 9.6 -> Identification with the advertisement piece

The first structural relationship that showed non-significant was between the variables: Identification with The Advertisement and Overall Self Perception (with the item “In general, I feel satisfied with what I have accomplished in my life.”)

That said, the hypothesis H1b was rejected, with a p-value of 0.435:

H1b *Consumer's (women 50+) overall self-perception has impact on the level of identification with the advertising piece.*

Perceptions on the promoted Product -> Question 15.4

Also the relationship between the variables: **Perceptions on the promoted Product and the Purchase intention for the product in the image 4 (anti-aging skin-care promoted by the Younger model)** appears as non-significant, partially rejecting the fifth research hypothesis with a p-value of 0.863:

H5 *Consumer perceptions about the promoted product have an impact on the purchase intentions on that product.*

H1a *Consumer's (women 50+) self-recognition has impact on the level of identification with the advertising piece.*

This hypothesis was not rejected expressing a positive standardized regression weight of 0.233. The conclusion is that the respondents overall Self-Recognition in the Brands Communication has an impact on the level of their Identification with an Advertisement piece. The fact of the value being positive expresses that when Self Recognition increases, the level of identification with the Advertisement pieces with the Younger models also increases.

H1c *Consumer's (women 50+) self-beauty-perception has impact on the level of identification with the advertising piece.*

This hypothesis was also not rejected, with a positive standardized regression weight of 0.266. The conclusion is that the respondents' perceptions of their own beauty and image have an impact on the level of their Identification with an Advertisement piece. The fact of the value being positive expresses that when these beauty perceptions and satisfaction increase, the level of identification with the Advertisement pieces with the Younger models also increases.

H2 *Consumer identification with the advertising piece influences the consumer perceptions about that advertisement piece.*

This hypothesis was also not rejected, for a level of significance of 0.05 and shows a standardized regression weight of 0.360. As for the first model, the intuition behind it is that the respondents' level of Identification with the Advertisement Piece has an impact on the perceptions on that same Ad. The fact of the value being positive express that the more these respondents felt identified with the advertisement piece, the better they will perceive it.

H3 *Consumer perceptions about the advertisement piece influence the purchase intentions on that product.*

As explained before, purchase intentions were measured in separate items for each product and different conclusions were obtained. For the Fashion product (Outfit in the image 2) this hypothesis was not rejected and presented a negative standardized regression weight of 0.319 and for the Beauty product a positive weight of 0,336. The main conclusion is that the consumer perceptions on the advertisement piece reveal to have almost the same impact in the purchase intentions of Beauty products that for Fashion products, but in different directions.

Results suggest that, when the consumers' perceptions on the Beauty advertisement piece with a younger model are more positive, the purchase intentions for the product promoted in the ad, decrease. As the used product in this comparison was an anti-ageing skin care cream the results can express that, when respondents are buying this kind of products and they perceived the model promoting it as too young, beautiful and attractive they feel less identified with the product to solve their own problem, and for that, do not consider the product as effective or appropriate for them.

H4 *Consumer identification with that advertising piece influences the consumer perceptions about the promoted product.*

The hypothesis that related the consumer identification with the advertisement piece and the perceptions on the promoted product was also not rejected, for a level of significance of 0.05. The relation between these variables seems to be positive and shows a standardized regression weight of 0.517. The intuition behind it is that the respondents level of Identification with the Advertisement Piece has an impact on the perceptions on the Promoted Product and the more these respondents felt identified with the advertisement piece, the better their perceptions about the Product promoted in the Ads were. The value not being very high indicates that this impact is not very strong.

H5 *Consumer perceptions about the promoted product have an impact on the purchase intentions on that product.*

Once again, two different conclusions about the relationship between these variables were obtained. For the Fashion product (Outfit in the image 2) this hypothesis was not rejected and it presented a standardized regression weight of 0.425. The value is positive, meaning, that the purchase intentions increase when the perceptions about the product (through the Younger model in the picture 2) are more positive. For the Beauty product the relation between these two variables was non-significant – meaning that the results say that the impact that the consumer perceptions on the product has on the purchase intentions on that product is almost null. The main conclusion is that the consumer perceptions on the advertisement piece reveal to have more impact on the

purchase intentions of Beauty products than for Fashion products. This result can be related with the Beauty product that was chosen. Anti-ageing products seem to need a bigger care when choosing the model to promote the product, and her age.

6. CONCLUSIONS AND RECOMMENDATIONS

As discussed in the Descriptive Analysis, the main conclusion regarding the levels of identification with the advertisement/model is that they were higher when the model was older for all the asked items: lifestyle, dressing style, appearance, attractiveness and body shape.

These findings seem to support the theories presented by Kressmann (2006) and other authors who argued that consumers seek in brands almost a mirror of their own identity, values, lifestyle and appearance. They need and seek this consistency with what they think they are, or ambition to be (Ericksen and Sirgy, 1989, 1992, Malhotra, 1981, 1988; Mangleburg et al., 1998; Samli and Sirgy, 1985).

This study showed that the respondents "mirror" was better represented with the older models than with the younger ones. These women expressed that their actual or ambioned image is not reflected by the younger models but in an equally beautiful and elegant women that are closer to their age and reality.

Another conclusion that can be drawn from this study is that it seems to be a subconscious impact of the models' age on the evaluation of the promoted products (as explored and measured by the variable "perceptions on promoted product") since, on the level of identification with the models' dressing style, responses were on average considerably higher for the picture using the older model. As explained before, the images were chosen for their similarity in all aspects, excluding age but including the outfits. Thus, this may indicate a high importance of the model's age as subconscious criteria when judging the products. Even so, and despite the attempts of eliminating all the noise that could affect these comparisons between the two ads, models or outfits, the products (outfits) are still different, and the opinions can also be based on personal taste on clothes and not exclusively by the model's age influence. The conclusions on the perceptions about the promoted product also concluded that the evaluations expressed more positive perceptions about the outfit worn by the older model.

The relation between these two variables was also confirmed (H4 not rejected) meaning that when the identification with the advertisement piece is higher (which increases when the models age is closer than the respondents' age) the perceptions about the promoted product are more positive, which was an expected conclusion, since the

literature seemed to suggest this relation. Consumers who feel identified and represented in a situation, or with a model in an advertisement piece, can develop a range of emotions that can impact on the way they evaluate the ad, but also the products being promoted. In fact, the perceptions on the advertisement piece also appeared to be more positive when the identification with that advertisement increased (that happens when the models were older). Using the attributes: interesting, appealing, impressive, pretty, eye-catching and credible respondents classified the ad with the older model in a more positive way than the one with the younger model, particularly in the last attribute, which comes to support Milliman and Erffmeyer (1990) findings, that state that middle-aged and older models are significantly more credible and believable than young models used in identical ads.

Credibility seems to be a topic that has proven its great relevance especially when concerning the product that was used to represent the Beauty and Cosmetics Sector. Being an anti-aging product, is understandable that the age of the model is a, even more, critical fact, to create identification with the advertisement and, through it, the best insights about the product's qualities or even the advertisement itself. To better understand whether this conclusion can be extended to other beauty products or only to those most closely linked to the age of the target audience, some measurements would have to be repeated using different products / ads.

The positive relationships between *Perceptions on the Advertisement Piece* (and *Perceptions about the Promoted Product*) and *Purchase Intentions* were also confirmed (H3 and H5 were not rejected). The intuition is that the Purchase Intentions do increase when these consumers have more positive feelings about the ad and the product, and it is important to remember that these feelings showed to be better when using the older model. These conclusions support the results published by Barry (2012) that revealed that consumers increased their purchase intentions by over 175 percent when they saw models who reflected their age; in particular, women over the age of 45 increased their purchase intentions by 200 percent when they saw older models. When models didn't reflect their age, consumers decreased their purchase intentions by 64 percent.

This importance of a right advertising piece is obvious and marketers are fully aware of its power in influencing perceptions about the products being promoted. The conclusions that are taken from this study can help in adjusting an advertising piece to

female consumers over 50 in the way that their perceptions on the promoted products also improve. With these results, marketers should rethink how to relate and communicate with this target, if they do not want to alienate it. The particular conclusions on each attribute that has been used to do this analysis should be taken into account when designing the messages and communication formats to better reach this segment that is gaining more and more importance.

Another question that this study aimed to explore and respond was about whether self-perception has, or has not, impact in the way women over 50 look and read the ads (represented by H1a, H1b and H1c). The purpose was to understand if their identification with the models changed when they are more confident, satisfied or comfortable on their own skin. Measure these types of concepts and perceptions proved to be very difficult and the conclusions were not very strong.

Research on this topic was not many, at least directly related to this question, but literature seems to defend that the greater the match between the brand-user image with the consumer's ideal self-image, the more likely that consumers implicitly infer that the use of the brand should meet their need for self-esteem (Kressmann *et al.*, 2006). This is because the behavior that allows people to reduce discrepancies between their actual and ideal self, serve to boost self-esteem (Rosenberg, 1979). These findings seem to support that the variance on levels of self-satisfaction, and self-esteem, would vary the choices of respondents when evaluating brands, products and choosing their purchases.

In the present study, results ended up not to be consistent for both measurement models neither the relations significant in some cases.

When using the ad with the Older model, the extracted results rejected that the Self Recognition had any impact in the level of identification with the advertisement piece (H1a). The same hypothesis when analyzing the results for the measurements with the ads that used younger models, was not rejected expressing that the respondents overall Self-Recognition in the Brands Communication has an impact on the level of their Identification with an Advertisement piece in a positive way – when the Self Recognition exists and increases its intensity, the level of identification with the Advertisement pieces with the Younger models also increases. As said before, there is limited research on this topic so it is difficult to have an interpretation of this conclusion based on establish literature.

Other hypothesis related to the Self Perception influencing the rest of the measurement model had to do with general Self-perceptions (overall satisfaction with life achievements) (H1b). This relation was concluded as non-significant in one of the models (using ads with younger models) and not rejected for the other (with older models). The conclusion is that the respondents overall Self-Perception has a positive impact on the level of their Identification with an Advertisement piece - translated in higher levels of self-satisfaction conducting to the level of identification with the Advertisement pieces with the Older models also increases.

On the last hypothesis, about the impact of Self-beauty-perception on the identification with the advertisement, the result was the same: not rejected in one of the models (when using younger models) and rejected in the other (when using older models).

The reason behind this lack of consistency in measuring this impact that was one of the extra questions motivating this investigation is probably due to the difficulty in measure this concepts and the small dimension of the sample, that can be important limitations, as described in the next section.

Regarding the last section of the questionnaire, even though questions were not measuring any construct integrated in the model, the questions also brought some insights to the players on this market. The major conclusion extracted from these series of statements was that respondents do state they feel neglected when brands are designing their products, and even more, when communicating them. Moreover, they also affirm that they immediately feel more identified with the product when they see ads with models closer to their chronological age, and even that they immediately feel excluded from a company's target audience when they see ads with models much younger than their chronological age.

All these conclusions seem to be a good contribute in a commercial perspective and can be a valuable insight for companies to redesign their strategies. Sometimes is not even just about the models' age but how that age is represented and mirrored. Older people want to see images which are inspirational in their own terms: live healthy and fit-looking people in their age (Milles, 1998; Dychtwald, 1997 and Marrin, 1998).

Another important conclusion extracted from this investigation is that women tend to feel younger than they really are, which seems to support the studies that state that

representing a consumer's cognitive age rather than their chronological age may be appropriate - advertisers representing the age that people feel they are rather than their actual age (Milles, 1998; Dychtwald, 1997 and Marrin, 1998).

Szimigin and Carrigan (2000) say that it is possible that many advertisers are still dealing with a set of subjective judgments about older people that came from historical portrayals rather than the 2000s' version of people with healthier diets, improved life expectancy and a widespread desire to feel younger for longer.

It's not only about talking about what is interesting to them, or about what they want to listen: marketers should be careful with the formats and attitudes. People are all too familiar with the downside of aging; there is no need for brands to remind them.

How Solomon (2002) concludes, for this type of consumer the ideal situation is a personal approach: one of the most impactful and rewarding actions that can be done is to create a positive relationship with these consumers. The marketing appeals that target this segment should focus on self-concept and identity, their self-perceived age, and in positive messages and approaches.

In a more academic perspective, this investigation contributes with some new scales validation and some conclusions on the variables relation that can be important for future research, with the same or some different purpose, in this area.

7. LIMITATIONS AND FUTURE RESEARCH

The conducted empirical research, as happens with the majority of the studies, has some limitations, which can serve as recommendations for future studies to obtain better results in other investigations made on the same theme.

The first limitation has to do with the sample. On one hand its size, which is not very large, and on the other hand the non-probabilistic sampling method that may be responsible in case of the sample not being representative of the population. Thus, conclusions can only be considered valid for the sample and cannot be directly extrapolated to the population. A convenience sample may skew some characteristics of the sample making it less varied in terms of age, profession, income and other demographic characteristics that may end up influencing the results in the variables being measured. As seen in this study, the sample shows high concentrations in certain professional and income brackets. Ages are also highly concentrated in the early years of the above 50.

Having the right resources, it is important to focus the collection of responses in person, on paper and in the streets, in order to diversify the type of the maximum responses through a greater range of respondents age, cultural background and its educational and all other demographic characteristics, specially working with such specific segment.

Still related with this limitation, the obtained sample is composed, inevitably, by a large proportion of Portuguese women which is pointed by several authors in the area of consumer behavior as a limitation. They argue that, usually when the study is done in only a few countries it cannot capture a generalization of the population. In addition, the results are different depending on the culture in which a society is inserted, which makes the overall understanding of the research problem more difficult (Cheng *et al.*, 2010). Thus it is suggested to perform the same study extending the sample to include women over 50 from more countries, so it can be possible to make a direct comparison between the results and conclusions.

Another topic that may deserve some attention in a future study is about the images used to evaluate the opinions of the respondents. Are already many the studies that had the resources to use images digitally manipulated to eliminate all differences between the two models that were beyond the variable under study (which in this investigation

would be the models' age). This type of study was already used in topics such as model's weight and shape making comparisons between a Thin and a Fat model using the same image (the same model) with the same product for both versions (thin and fat) with picture manipulation. With the proper tools it might be interesting to use these techniques to create, with the same image, two versions (Younger and Older) of the same model – to eliminate all the noise disturbing the analysis. There are also some authors that have reported that television advertisements may improve the study quality, enhancing the reactions with greater intensity than the photographic and/or printed images. Chaiken and Eagly (1983) noted that promotion characteristics are more persuasive when they appear in television ads than in print ads.

The next point has to do with the definition of the theoretical model under analysis. As explained in the previous section, the adjustment of the model was not strong, which can be explained by the size and quality of the sample collected but also by the treatment of the model itself. In a wide study, using larger samples, it is common to split the sample using the bigger part for the model to be properly adjusted and then validate the model with the rest of the sample (randomly selected) to ensure and confirm the proper validation. The fact that this study had to be based in analysis of two models (one using Ads with Older models and other with the Younger ones) also add some difficulties on taking conclusions and making secure comparisons.

There is also a limitation that is very closely related to the topic of research itself. Study a phenomenon that is happening in a particular period of time is considered a cross-sectional investigation (Saunders *et al.* 2007), which means that in the short-term, the constructs can be replaced by more updated versions, better mirroring the society than can be constantly changing its paradigms. Also, this research may not be covering all the factors behind this phenomenon, so the introduction of new variables in the proposed conceptual model should be taken into account in future studies.

On the other hand, the fact that some questions were about personal thoughts and feelings can impair the accuracy of some issues. When asked to talk about their own feelings towards their age, body shape and satisfaction with their own lives, for example, many women could felt this topic some way being too sensitive, or just had some social reservations or even shame of their answers. Therefore, some of the

respondents may have chosen answers that not exactly correspond to how they truly feel, even the questionnaire being completely confidential.

To address this limitation, a study of a qualitative nature, as a focus group, could be a good addition to the exposed quantitative study and contribute with some important inputs that were not incorporated into the current questionnaire.

For last, some of the studies that already explored this topic about the model's age expressed that the marketers motives for not using older models was not to alienate younger generation from buying products. Previous studies found that younger viewers did judge older models as less attractive than did the older viewers, but these are far from definitive in their conclusions and reliability. This study did not aim to address this question and doubt, but it would be interesting to understand it and maybe develop an investigation on this matter and cross and combine its results with the presented ones.

Despite of the exposed limitations, is hoped that this study may encourage further research and deeper analysis on this subject. It is believed that this investigation is the first step in solving the lack of empirical references, especially on European society, about this topic, that has proved to be so current and important.

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9. APPENDIX

Appendix 1

(Section 4 – Methodology)

Questionnaire

Dear Participant:

The purpose of this research is to determine women's attitudes towards the use of models of varying ages in advertisement and communication pieces from the Fashion and Beauty market. If you are **50 or more** years old, you are invited to participate in this study as your responses will provide valuable insight to this relatively unexplored topic.

Your participation in this study will be completely voluntary and you may refuse to participate or leave the study at any time. The questionnaire will take about 10 minutes of your time. Your responses will not be associated with your name or personal information. **This survey is confidential.** Only the researcher and the supervising faculty will have access to the information provided during the survey, and it will be stored in a password protected computer file.

Your participation is greatly appreciated!

Sincerely,

Joana Magalhães de Pinho

Master Science in Marketing Student

ISCTE Business School

Section 1/6

Please check or fill in the appropriate information.

1. Age*

*more than 49

2. Country of Residence:

Portugal	
EU (except Portugal)	
Other	

3. Education Level

Elementary School	
High School	
Bachelor	
Master	
Doctoral	

4. Marital Status

Married or equivalent	
Single	
Divorced	
Widow	

5. Professional Occupation

Labourer	
Government Employee	
Merchant	
Housewife	
Senior Position	
Freelancer	
Unemployed	
Student	
Business Manager	
Teacher	
Retired	
Other	

6. Monthly Aggregated Family Incomes (after taxes)

Untill 500 €	
From 501 to 750 €	
From 751 to 1000 €	
From 1001 to 1500 €:	
From 1501 to 2500 €:	
More than 2500 €	

7. Do you have children?

Yes	
No	

8. How often do you go shopping for Fashion and Beauty products (including clothing, accessories, cosmetic, etc.)? Please select just ONE option.

Everyday	
Once a week	
Once a month	
Less than once a month	

Section 2/6

9. Please indicate the level to which you agree or disagree with the following statements that best describe your own feelings. (Please select just ONE number on each line)

	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
When I see models in advertisement pieces, I think about how I look compared to those models.	1	2	3	4	5	6	7
Ads for <i>Fashion and Beauty</i> products make me feel dissatisfied with the way I look.	1	2	3	4	5	6	7
When dressing for a special occasion or buying <i>Fashion and Beauty</i> products, I look at ads to give me ideas about how I should look.	1	2	3	4	5	6	7
I have wished I looked more like the models in fashion and beauty advertisements.	1	2	3	4	5	6	7
In general, I feel satisfied with my body and image.	1	2	3	4	5	6	7
In general, I feel satisfied with what I have accomplished in my life.	1	2	3	4	5	6	7

10. Please indicate what is the expression that best describes your own feelings towards your age. (Please select just ONE option).

I feel that I have less years than my chronological age	
I feel that I have exactly the years of my chronological age.	
I feel that I have more years than my chronological age.	

Section 3/6

In this section you will see two images / advertising campaigns. Please answer the following questions according to your thoughts and feelings on the images.



Image 1



Image 2

11. Please indicate the level to which you agree or disagree with the following statements to describe your own feelings. (Please circle **ONE** number on each line).

	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
I feel that my overall lifestyle is similar to the one of the model in the picture 1.	1	2	3	4	5	6	7
I feel that my overall lifestyle is to the one of the model in the picture 2.	1	2	3	4	5	6	7
I feel that my dressing style is similar to the one the model is wearing in the picture 1.	1	2	3	4	5	6	7
I feel that my dressing style is similar to the one the model is wearing in the picture 2.	1	2	3	4	5	6	7
I feel that my appearance is similar to the model in the picture 1.	1	2	3	4	5	6	7
I feel that my appearance is similar to the model in the picture 2.	1	2	3	4	5	6	7

I feel that I have similar basic values with the model in the picture 1.	1	2	3	4	5	6	7
I feel that I have similar basic values with the model in the picture 2.	1	2	3	4	5	6	7
I feel similar to the model in picture 1 in terms of attractiveness.	1	2	3	4	5	6	7
I feel similar to the model in picture 2 in terms of attractiveness.	1	2	3	4	5	6	7
I feel similar to the model in picture 1 in terms of body shape.	1	2	3	4	5	6	7
I feel similar to the model in picture 2 in terms of body shape.	1	2	3	4	5	6	7

12. Please indicate the level to which you agree or disagree with the following statements concerning the model's outfit. (Please select just ONE number on each line).

The model's outfit in the image 1 is:	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
Fashionable	1	2	3	4	5	6	7
Attractive	1	2	3	4	5	6	7
Up-to-date	1	2	3	4	5	6	7

The model's outfit in the image 2 is:	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
Fashionable	1	2	3	4	5	6	7
Attractive	1	2	3	4	5	6	7
Up-to-date	1	2	3	4	5	6	7

Section 4/6

In this section you will see another two images / advertising campaigns. Please answer the following questions according to your thoughts and feeling on the images.



Image 3

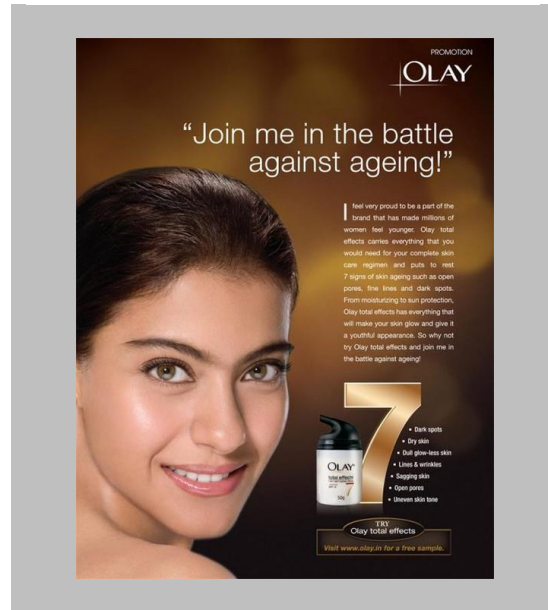


Image 4

13. Please indicate the level to which you agree or disagree with the following attributes concerning the model. (Please select just ONE number on each line)

	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
The model in the image 3 is interesting.	1	2	3	4	5	6	7
The model in the image 4 is interesting.	1	2	3	4	5	6	7
The model in the image 3 is appealing.	1	2	3	4	5	6	7
The model in the image 4 is appealing.	1	2	3	4	5	6	7
The model in the image 3 is impressive.	1	2	3	4	5	6	7
The model in the image 4 is impressive.	1	2	3	4	5	6	7
The model in the image 3 is pretty.	1	2	3	4	5	6	7
The model in the image 4 is pretty.	1	2	3	4	5	6	7
The model in the image 3 is eye-catching.	1	2	3	4	5	6	7
The model in the image 4 is eye-catching.	1	2	3	4	5	6	7
The model in the image 3 is credible.	1	2	3	4	5	6	7
The model in the image 4 is credible.	1	2	3	4	5	6	7

Section 5/6

In this section you will see the previous four images / advertising campaigns. Please answer the following questions according to your thoughts and feeling on the images.



Image 1



Image 2



Image 3

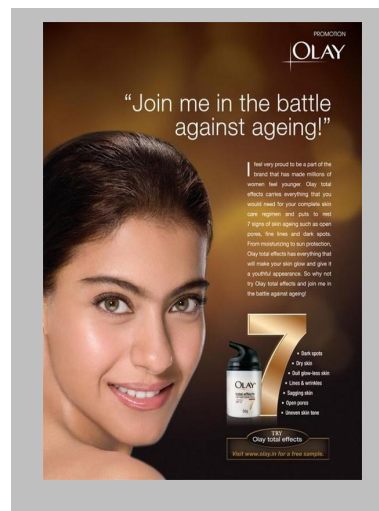


Image 4

14. Please indicate the extent of how likely you would be to complete the following statements. (Please circle ONE number on each line).

	Not likely at all			Indifferent			Very likely
How likely is it for you to purchase the jacket that the model is wearing in picture 1?	1	2	3	4	5	6	7
How likely is it for you to purchase the jacket that the model is wearing in picture 2?	1	2	3	4	5	6	7

Based on the model's appearance, how likely is it for you to purchase the product (anti-ageing skin care) that the model is promoting in picture 3?	1	2	3	4	5	6	7
Based on the model's appearance, how likely is it for you to purchase the product (anti-ageing skin care) that the model is promoting in picture 4?	1	2	3	4	5	6	7

15. Please indicate the age box in which you think each model from each image belongs to. (Please select just ONE option on each column).

	Model in image 1	Model in image 2	Model in image 3	Model in image 4
20-29				
30-39				
40-49				
50-59				
60-69				

Section 6/6

16. Please indicate the level to which you agree or disagree with the following statements to best describe your own feelings. (Please select just ONE number on each line)

	Strongly Disagree			Neutral/ Indifferent			Strongly Agree
	1	2	3	4	5	6	7
Choosing a younger or older model plays an important role in these ads and can create interest on the product.	1	2	3	4	5	6	7
When models like the ones in images 1 and 3 are used, my motivation for these ads is bigger.	1	2	3	4	5	6	7
When models like the ones in images 2 and 4 are used, my motivation for these ads is bigger.	1	2	3	4	5	6	7
My ratings about the products are different from advertisements with the young models from the advertisements with the mature models.	1	2	3	4	5	6	7
The presence of an older model makes it more convincing.	1	2	3	4	5	6	7
The presence of a younger model makes it more appealing.	1	2	3	4	5	6	7
I believe products that are advertised by older models are of good quality.	1	2	3	4	5	6	7
When I see ads with models closer to my chronological age, I immediately feel more identified with the product.	1	2	3	4	5	6	7
When I see ads with models much younger than my chronological age, I immediately feel excluded from that company's target audience.	1	2	3	4	5	6	7

In general, I feel neglected by <i>Fashion and Beauty</i> brands when they are creating their products.	1	2	3	4	5	6	7
In general, I feel neglected by <i>Fashion and Beauty</i> brands when they are communicating their products.	1	2	3	4	5	6	7

Appendix 2

(Section 5– Results)

Demographic Characterization

Figure 9.1 – Age (frequencies)

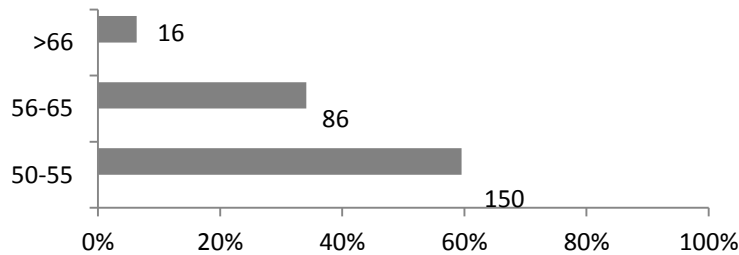


Figure 9.2 - Country of Residence (frequencies)



Figure 9.3 - Education Level (frequencies)

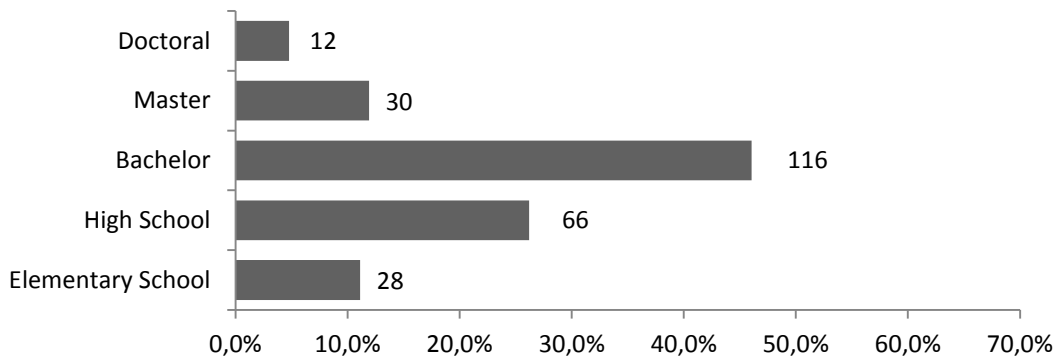


Figure 9.4 - Marital Status (frequencies)



Figure 9.5 - Professional Occupation (frequencies)

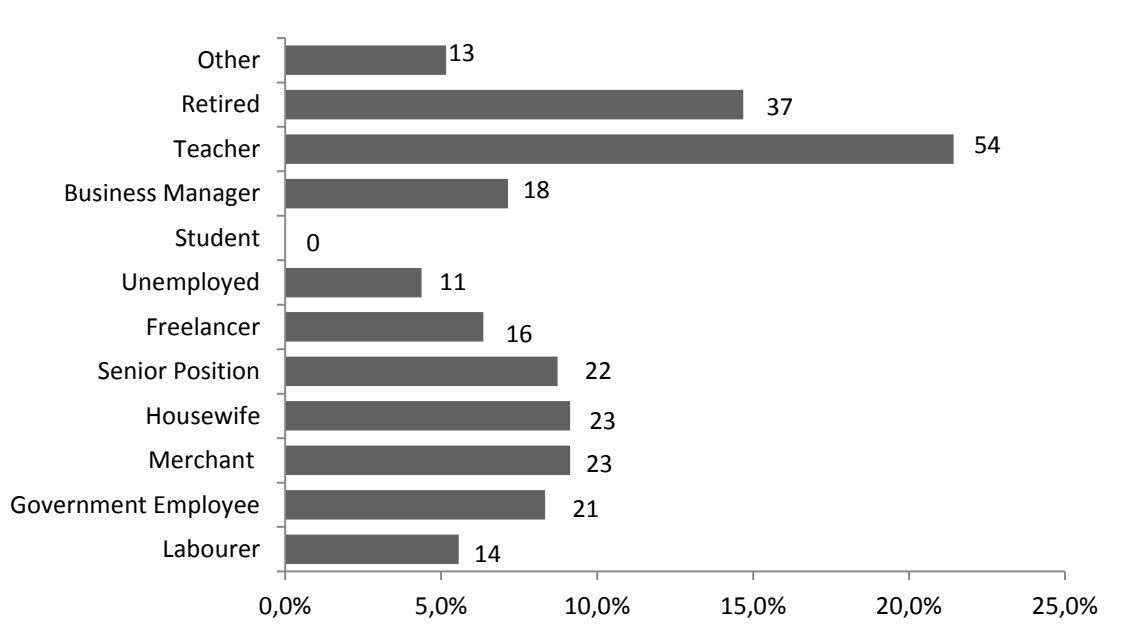
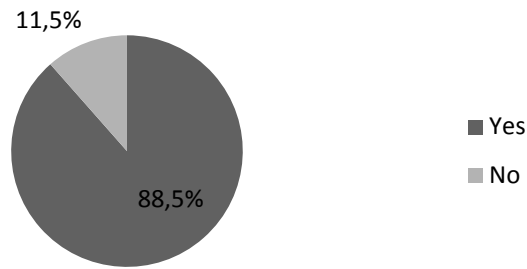


Figure 9.6 – Children (frequencies)



Descriptive Analysis

Figure 9.7 – Self Perceptions and Recognitions in the Advertisement (frequencies)

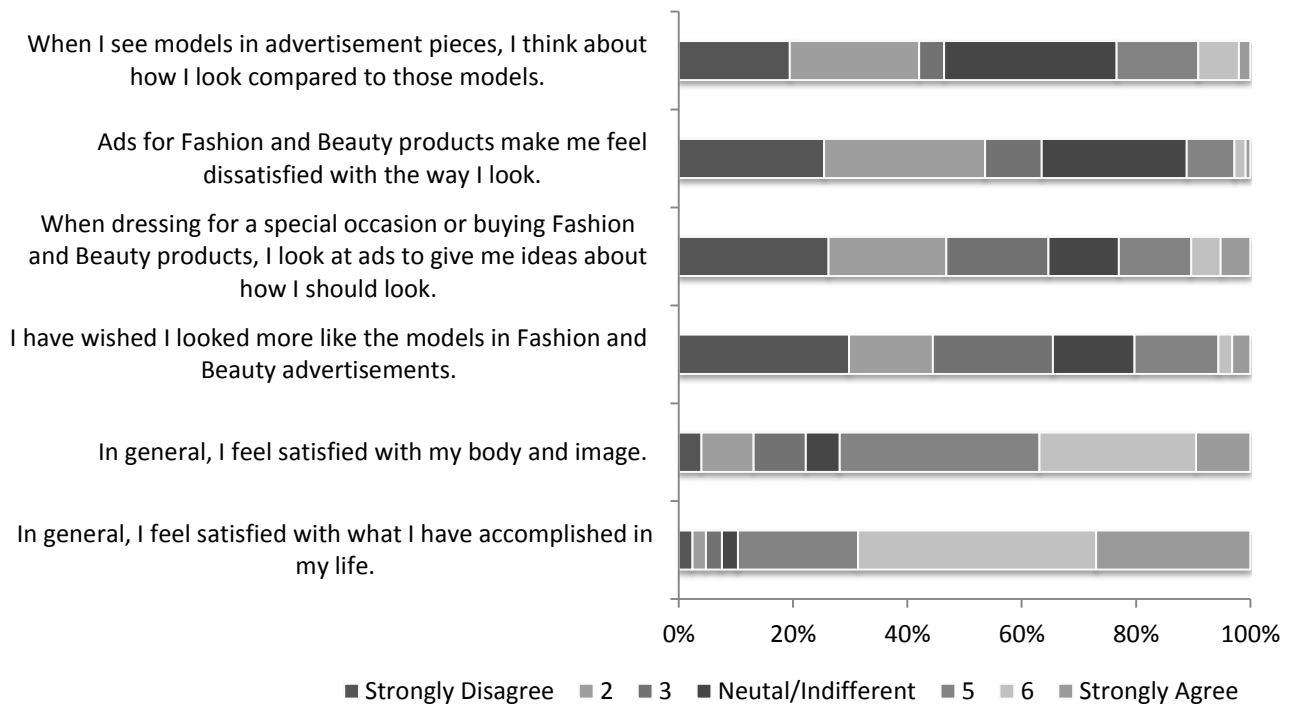


Figure 9.8 - Identification with the Advertisement (frequencies)

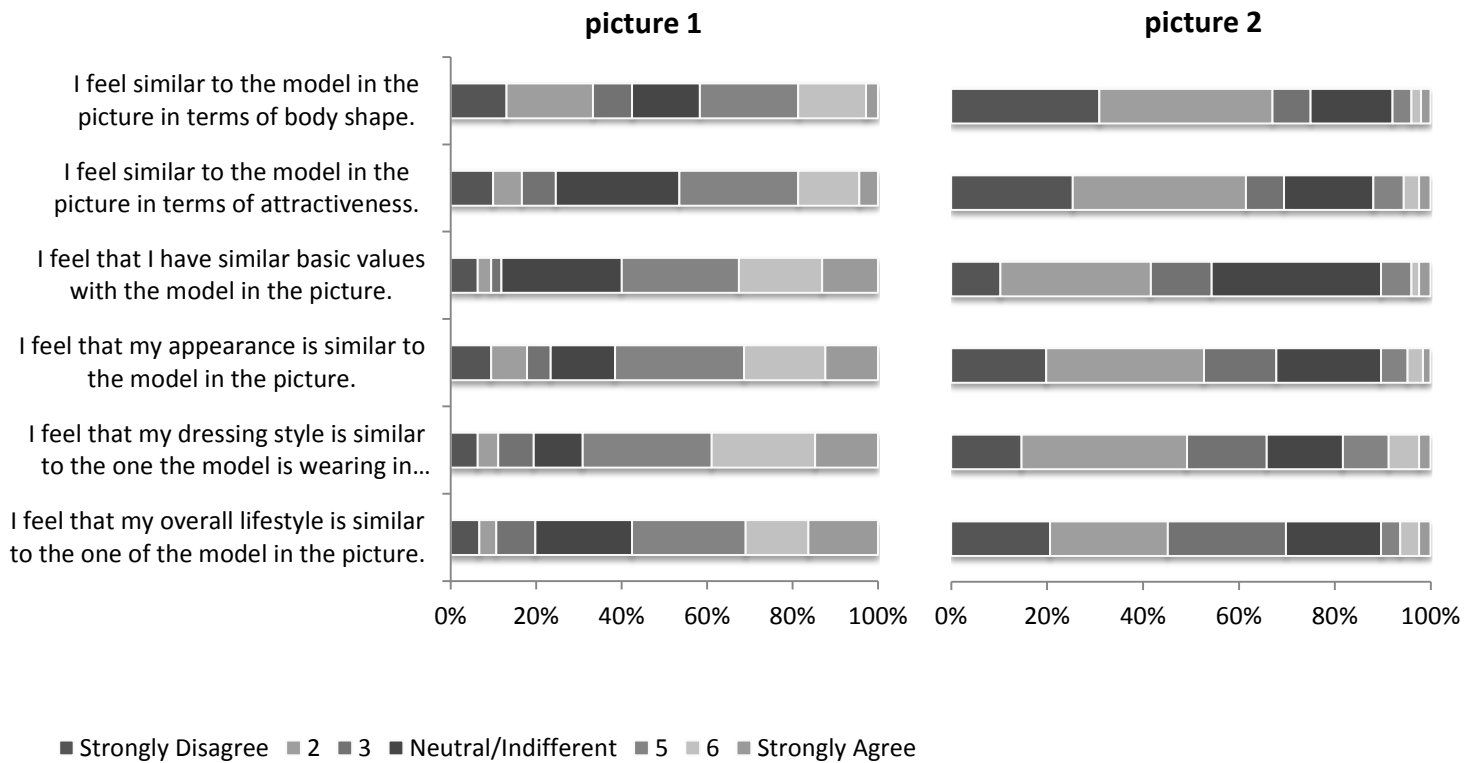


Figure 9.9 - Perceptions on the promoted Product (frequencies)

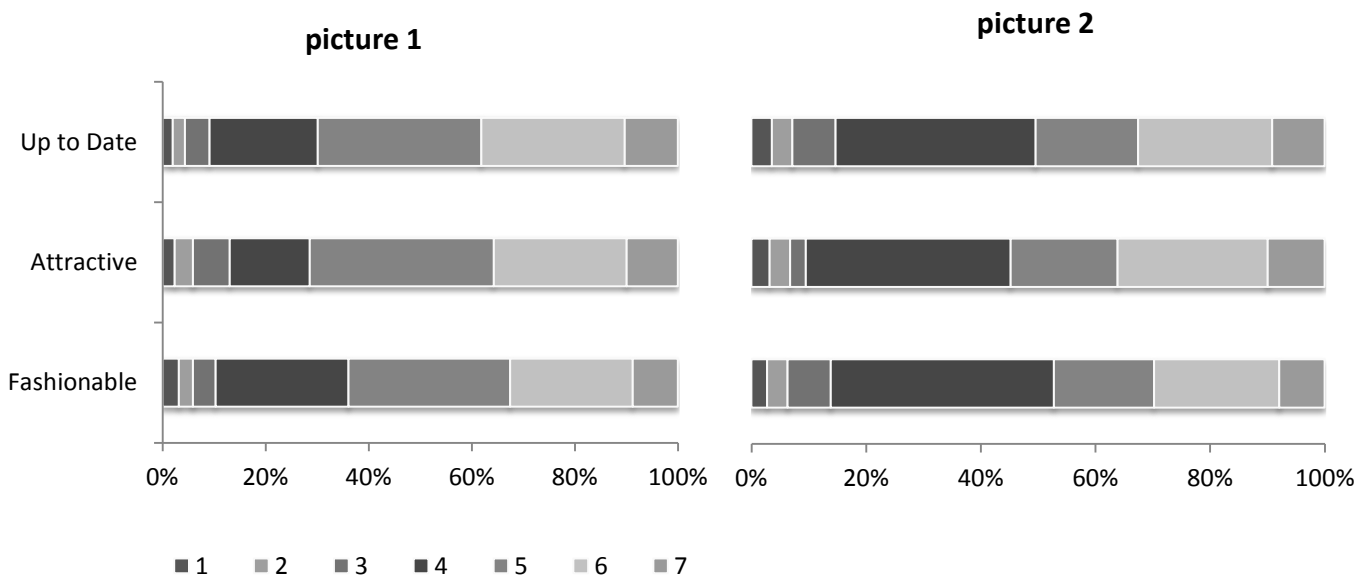


Figure 9.10 - Perceptions on the Advertisement Piece (frequencies)

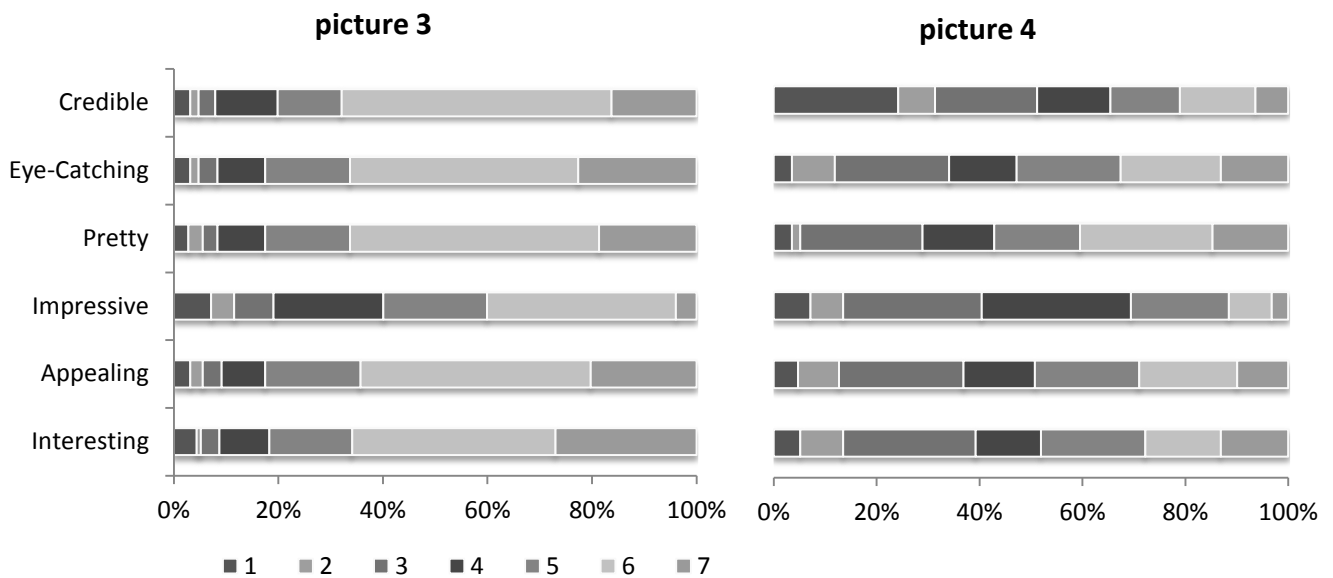


Figure 9.11 - Purchase Intention (frequencies)

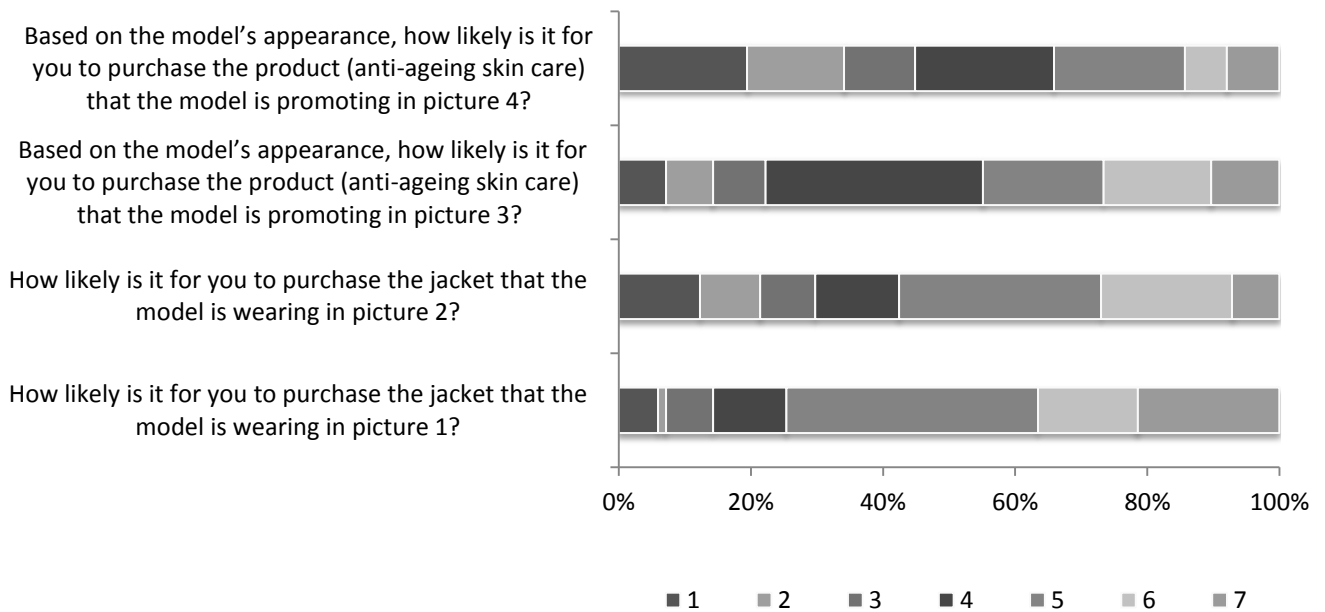
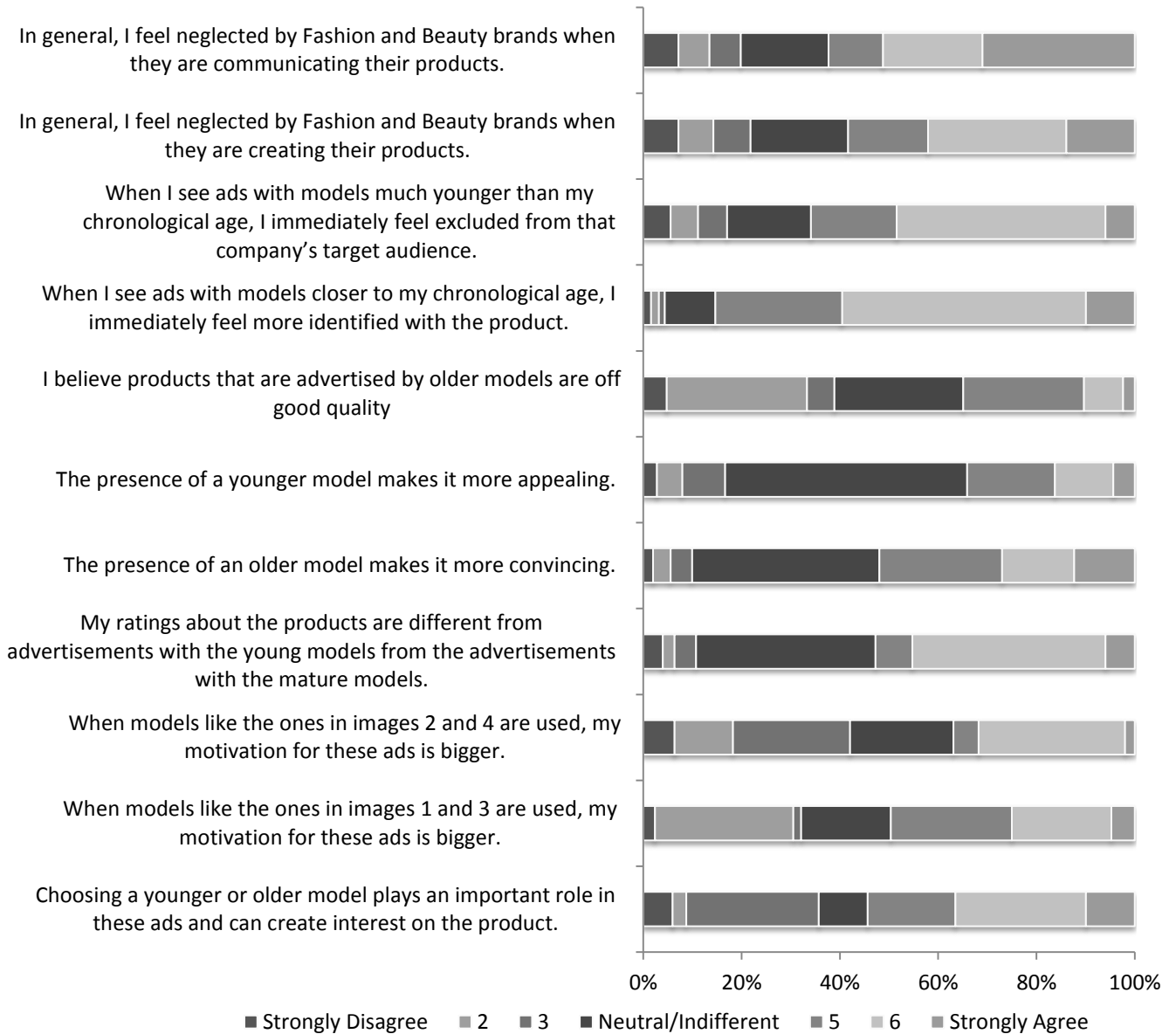


Figure 9.12 -Feelings towards Fashion and Beauty Brands' Communication and Attitudes (frequencies)



Scales Validation

1. Self-Perception
 - a. Self-recognition

Table 9.1 -Reliability Statistics (Self Recognition)

Reliability Statistics	
Cronbach's Alpha	N of Items
,715	4

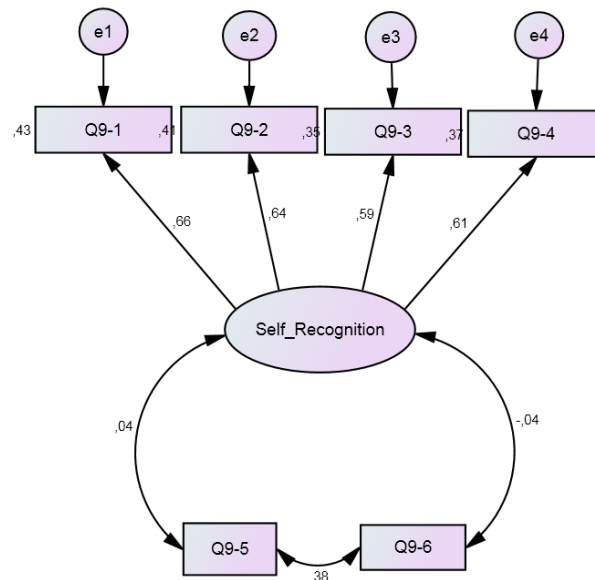
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q9-1	8,62	14,212	,513	,645
Q9-2	9,17	15,414	,516	,648
Q9-3	8,88	13,795	,487	,664
Q9-4	9,00	14,331	,500	,654

Table 9.2 - Items Correlations (Self Recognition)

		Correlations			
		Q9-1	Q9-2	Q9-3	Q9-4
Q9-1	Pearson Correlation	1	,475**	,343**	,377**
	Sig. (2-tailed)		,000	,000	,000
Q9-2	Pearson Correlation	,475**	1	,364**	,350**
	Sig. (2-tailed)	,000		,000	,000
Q9-3	Pearson Correlation	,343**	,364**	1	,423**
	Sig. (2-tailed)	,000	,000		,000
Q9-4	Pearson Correlation	,377**	,350**	,423**	1
	Sig. (2-tailed)	,000	,000	,000	

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 9.13 – Confirmatory Factor Analysis (Self Perception)



2. Identification with the advertisement

a. When using pictures with Older Models

Table 9.3 - Reliability Statistics (Identification with the Advertisement)

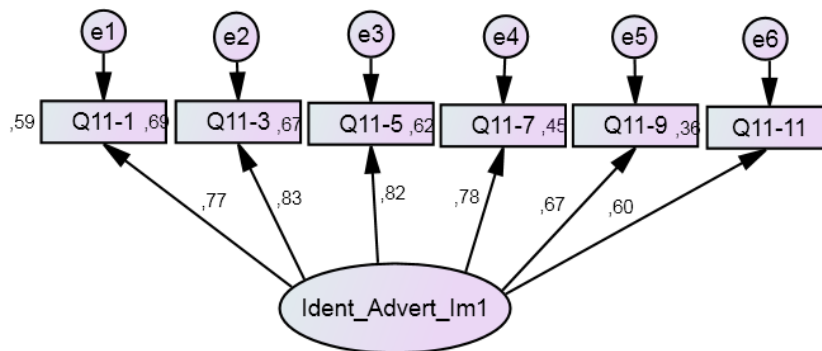
Cronbach's Alpha	N of Items
,882	6

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q111 Q11-1	22,10	44,372	,690	,861
Q113 Q11-3	21,92	43,436	,744	,852
Q115 Q11-5	22,23	41,997	,748	,851
Q117 Q11-7	22,00	44,964	,728	,856
Q119 Q11-9	22,60	45,748	,664	,865
Q1111 Q11-11	23,04	45,222	,585	,880

Table 9.4 - Items Correlations (Identification with the Advertisement)

		Correlation Matrix					
		Q111 Q11-1	Q113 Q11-3	Q115 Q11-5	Q117 Q11-7	Q119 Q11-9	Q1111 Q11-11
Correlation	Q111 Q11-1	1,000	,683	,610	,603	,492	,394
	Q113 Q11-3	,683	1,000	,707	,643	,460	,460
	Q115 Q11-5	,610	,707	1,000	,630	,537	,491
	Q117 Q11-7	,603	,643	,630	1,000	,578	,453
	Q119 Q11-9	,492	,460	,537	,578	1,000	,612
	Q1111 Q11-11	,394	,460	,491	,453	,612	1,000

Figure 9.14 – Confirmatory Factor Analysis (Identification with the Advertisement – Older Models)



b. When using pictures with Younger Models

Table 9.5 - Reliability Statistics (Identification with the Advertisement – Younger Models)

Reliability Statistics

Cronbach's Alpha	N of Items
,859	6

Item-Total Statistics

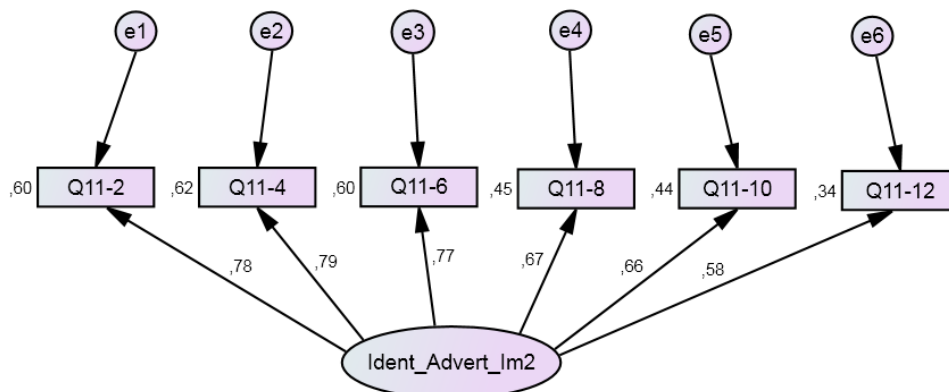
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q112 Q11-2	13,90	32,254	,671	,832
Q114 Q11-4	13,74	31,085	,693	,828
Q116 Q11-6	13,98	32,207	,695	,828
Q118 Q11-8	13,63	34,034	,610	,843
Q1110 Q11-10	14,10	31,774	,660	,834
Q1112 Q11-12	14,33	33,871	,572	,850

Table 9.6 - Items Correlation (Identification with the Advertisement – Younger Models)

Correlation Matrix

		Q112 Q11-2	Q114 Q11-4	Q116 Q11-6	Q118 Q11-8	Q1110 Q11-10	Q1112 Q11-12
Correlation	Q112 Q11-2	1,000	,695	,639	,462	,422	,370
	Q114 Q11-4	,695	1,000	,571	,559	,450	,397
	Q116 Q11-6	,639	,571	1,000	,531	,510	,423
	Q118 Q11-8	,462	,559	,531	1,000	,479	,354
	Q1110 Q11-10	,422	,450	,510	,479	1,000	,705
	Q1112 Q11-12	,370	,397	,423	,354	,705	1,000

Figure 9.15 – Confirmatory Factor Analysis (Identification with the Advertisement – Younger Models)



3. Perceptions about the promoted product

a. When using pictures with Older Models

Table 9.7 - Reliability Statistics (Perceptions about the promoted product – Older Models)

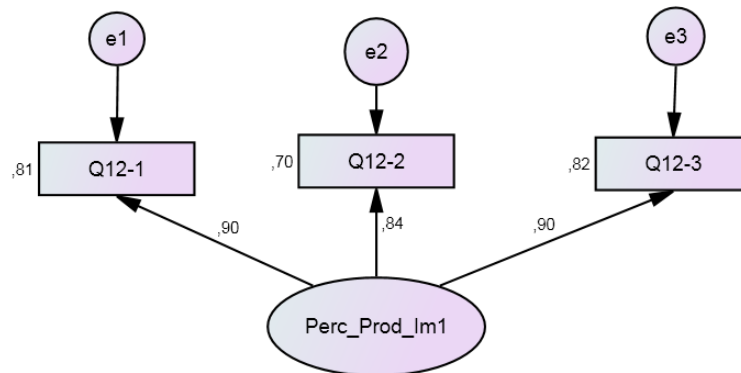
Cronbach's Alpha	N of Items
,911	3

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q121 Q12-1	9,98	6,024	,834	,861
Q122 Q12-2	9,88	6,150	,792	,897
Q123 Q12-3	9,81	6,248	,838	,858

Table 9.8 – Items Correlations (Perceptions about the promoted product – Older Models)

	Q121 Q12-1	Q122 Q12-2	Q123 Q12-3
Correlation Q121 Q12-1	1,000	,752	,813
Correlation Q122 Q12-2	,752	1,000	,756
Correlation Q123 Q12-3	,813	,756	1,000

Figure 9.16 – Confirmatory Factor Analysis (Perceptions about the promoted product – Older Models)



b. When using pictures with Younger Models

Table 9.9 – Reliability Statistics (Perceptions about the promoted product – Younger Models)

Cronbach's Alpha	N of Items
,952	3

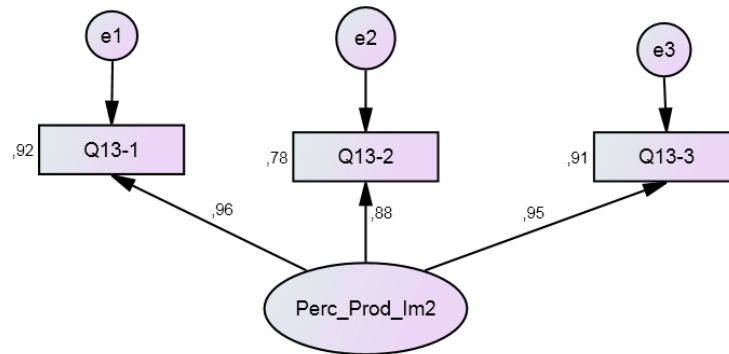
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q131 Q13-1	9,48	7,310	,919	,914
Q132 Q13-2	9,29	7,448	,864	,954
Q133 Q13-3	9,43	6,995	,913	,918

Table 9.10 – Items Correlation (Perceptions about the promoted product – Younger Models)

	Q131 Q13-1	Q132 Q13-2	Q133 Q13-3
Correlation Q131 Q13-1	1,000	,849	,914
Q132 Q13-2	,849	1,000	,842

Q133 Q13-3	,914	,842	1,000
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Figure 9.17 – Confirmatory Factor Analysis (Perceptions about the promoted product – Younger Models)



4. Perceptions about the advertisement piece

a. When using pictures with Older Models

Table 9.11 – Reliability Statistics (Perceptions about the advertisement piece – Olderr Models)

Reliability Statistics

Cronbach's Alpha	N of Items
,945	6

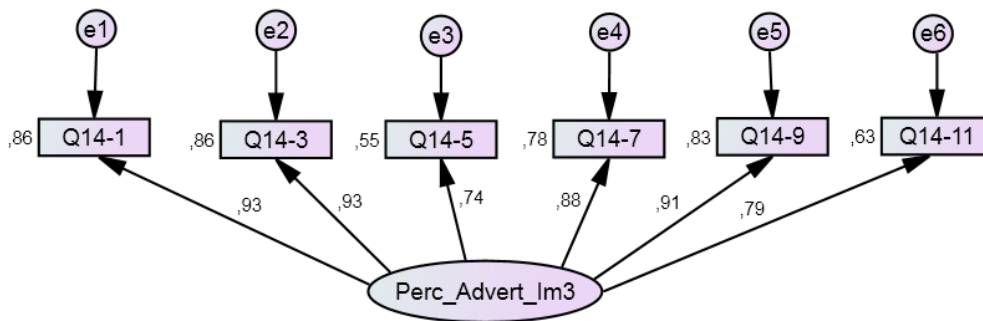
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q141 Q14-1	26,70	38,992	,891	,927
Q143 Q14-3	26,77	39,891	,886	,928
Q145 Q14-5	27,60	40,528	,728	,949
Q147 Q14-7	26,75	40,752	,854	,932
Q149 Q14-9	26,71	40,055	,884	,929
Q1411 Q14-11	26,78	42,142	,770	,942

Table 9.12 - Items Correlation (Perceptions about the advertisement piece – Olderr Models)

		Correlation Matrix					
		Q141 Q14-1	Q143 Q14-3	Q145 Q14-5	Q147 Q14-7	Q149 Q14-9	Q1411 Q14-11
Correlation	Q141 Q14-1	1,000	,871	,653	,827	,816	,775
	Q143 Q14-3	,871	1,000	,686	,797	,853	,709
	Q145 Q14-5	,653	,686	1,000	,667	,709	,600
	Q147 Q14-7	,827	,797	,667	1,000	,823	,686
	Q149 Q14-9	,816	,853	,709	,823	1,000	,711
	Q1411 Q14-11	,775	,709	,600	,686	,711	1,000

Figure 9.18 – Confirmatory Factor Analysis (Perceptions about the advertisement piece - Older Models)



b. When using pictures with Younger Models

Table 9.13 – Reliability Statistics (Perceptions about the advertisement piece – Younger Models)

Reliability Statistics	
Cronbach's Alpha	N of Items
,921	6

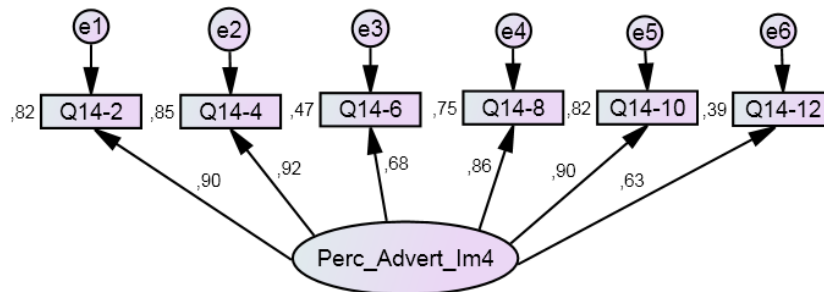
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted

Q142 Q14-2	20,96	48,911	,854	,895
Q144 Q14-4	20,94	49,709	,852	,896
Q146 Q14-6	21,43	56,063	,683	,919
Q148 Q14-8	20,53	50,728	,828	,900
Q1410 Q14-10	20,79	49,476	,850	,896
Q1412 Q14-12	21,72	51,269	,622	,932

Table 9.14 – Items Correlation (Perceptions about the advertisement piece – Younger Models)

	Q142 Q14-2	Q144 Q14-4	Q146 Q14-6	Q148 Q14-8	Q1410 Q14-10	Q1412 Q14-12
Correlation	1,000	,846	,580	,754	,818	,606
	,846	1,000	,611	,795	,830	,528
	,580	,611	1,000	,660	,606	,529
	,754	,795	,660	1,000	,790	,536
	,818	,830	,606	,790	1,000	,558
	,606	,528	,529	,536	,558	1,000

Figure 9.19 – Confirmatory Factor Analysis (Perceptions about the advertisement piece – Younger Models)



5. Purchase intentions

Table 9.15 Items Correlation (Purchase Intentions)

	Q15-1	Q15-3
Q15-1	Pearson Correlation	1
	Sig. (2-tailed)	,000
Q15-3	Pearson Correlation	,387**
		1

Sig. (2-tailed) | ,000 |

** . Correlation is significant at the 0.01 level (2-tailed).

		Q15-2	Q15-4
Q15-2	Pearson Correlation	1	,135*
	Sig. (2-tailed)		,033
Q15-4	Pearson Correlation	,135*	1
	Sig. (2-tailed)	,033	

*. Correlation is significant at the 0.05 level (2-tailed).

Measurement models (with Latent Variables only)

a. When using pictures with Older models

Model Fit Summary

Table 2.16 – CMIN - Measurement Model with Latent Variables (Older Models)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	44	497,267	146	,000	3,406
Saturated model	190	,000	0		
Independence model	19	3466,875	171	,000	20,274

Table 9.16 – RMR, GFI - Measurement Model with Latent Variables (Older Models)

Model	RMR	GFI	AGFI	PGFI
Default model	,165	,823	,770	,633
Saturated model	,000	1,000		
Independence model	,770	,299	,221	,269

Table 9.17 – Baseline Comparisons - Measurement Model with Latent Variables (Older Models)

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,857	,832	,894	,875	,893
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Table 9.18 – Regression Weights: (Group number 1 - Default model) - Measurement Model with Latent Variables (Older Models)

	Estimate	S.E.	C.R.	P	Label
Q91 <--- Sel_Recogn	1,000				
Q92 <--- Sel_Recogn	,868	,125	6,938	***	par_1
Q93 <--- Sel_Recogn	,973	,147	6,637	***	par_2
Q94 <--- Sel_Recogn	,947	,140	6,786	***	par_3
Q111 <--- Ident_Advert	1,000				
Q113 <--- Ident_Advert	1,074	,080	13,422	***	par_4
Q115 <--- Ident_Advert	1,149	,086	13,356	***	par_5
Q117 <--- Ident_Advert	,958	,075	12,778	***	par_6
Q119 <--- Ident_Advert	,829	,078	10,610	***	par_7
Q1111 <--- Ident_Advert	,836	,089	9,354	***	par_8
Q121 <--- Percep_Prod	1,000				
Q122 <--- Percep_Prod	,928	,052	17,770	***	par_9
Q123 <--- Percep_Prod	,946	,048	19,874	***	par_10
Q141 <--- Percep_Advert	1,000				
Q143 <--- Percep_Advert	,947	,036	26,292	***	par_11
Q145 <--- Percep_Advert	,851	,055	15,551	***	par_12
Q147 <--- Percep_Advert	,886	,038	23,160	***	par_13
Q149 <--- Percep_Advert	,925	,037	25,034	***	par_14
Q1411 <--- Percep_Advert	,790	,044	17,905	***	par_15

Table 9.19 – Standardized Regression Weights: (Group number 1 - Default model) - Measurement Model with Latent Variables (Older Models)

	Estimate
Q91 <--- Sel_Recogn	,648
Q92 <--- Sel_Recogn	,644
Q93 <--- Sel_Recogn	,589
Q94 <--- Sel_Recogn	,613
Q111 <--- Ident_Advert	,765
Q113 <--- Ident_Advert	,825
Q115 <--- Ident_Advert	,821
Q117 <--- Ident_Advert	,789
Q119 <--- Ident_Advert	,669
Q1111 <--- Ident_Advert	,600
Q121 <--- Percep_Prod	,909
Q122 <--- Percep_Prod	,834
Q123 <--- Percep_Prod	,895
Q141 <--- Percep_Advert	,928
Q143 <--- Percep_Advert	,923
Q145 <--- Percep_Advert	,741
Q147 <--- Percep_Advert	,885
Q149 <--- Percep_Advert	,909
Q1411 <--- Percep_Advert	,796

Table 9.20 – Covariances: (Group number 1 - Default model) - Measurement Model with Latent Variables (Older Models)

	Estimate	S.E.	C.R.	P	Label
Sel_Recogn <--> Ident_Advert	,109	,108	1,014	,311	par_16
Ident_Advert <--> Percep_Prod	,634	,119	5,324	***	par_17
Percep_Prod <--> Percep_Advert	,623	,119	5,227	***	par_18
Sel_Recogn <--> Percep_Prod	,173	,103	1,680	,093	par_19
Ident_Advert <--> Percep_Advert	,724	,132	5,472	***	par_20
Sel_Recogn <--> Percep_Advert	,077	,112	,685	,493	par_21

Table 9.21 – Correlations: (Group number 1 - Default model) - Measurement Model with Latent Variables (Older Models)

	Estimate
Sel_Recogn <--> Ident_Advert	,080
Ident_Advert <--> Percep_Prod	,417
Percep_Prod <--> Percep_Advert	,379
Sel_Recogn <--> Percep_Prod	,133
Ident_Advert <--> Percep_Advert	,421
Sel_Recogn <--> Percep_Advert	,052

b. When using pictures with Younger models

Model Fit Summary

Table 9.22 – CMIN –Measurement Model with Latent Variables (Younger Models)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	44	536,080	146	,000	3,672
Saturated model	190	,000	0		
Independence model	19	3399,937	171	,000	19,883

Table 9.23 – RMR, GFI –Measurement Model with Latent Variables (Younger Models)

Model	RMR	GFI	AGFI	PGFI
Default model	,188	,811	,755	,624
Saturated model	,000	1,000		
Independence model	,803	,314	,238	,283

Table 9.24 – Baseline Comparisons –Measurement Model with Latent Variables (Younger Models)

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,842	,815	,880	,859	,879
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Table 9.25 – Regression Weights: (Group number 1 - Default model) – Measurement Model with Latent Variables (Younger Models)

	Estimate	S.E.	C.R.	P	Label
Q91 <--- Sel_Recogn	1,000				
Q92 <--- Sel_Recogn	,846	,120	7,039	***	par_1
Q93 <--- Sel_Recogn	,960	,142	6,754	***	par_2
Q94 <--- Sel_Recogn	,929	,135	6,890	***	par_3
Q112 <--- Ident_Advert	1,000				
Q114 <--- Ident_Advert	1,103	,088	12,596	***	par_4
Q116 <--- Ident_Advert	,960	,081	11,905	***	par_5
Q118 <--- Ident_Advert	,813	,077	10,505	***	par_6
Q1110 <--- Ident_Advert	,898	,087	10,271	***	par_7
Q1112 <--- Ident_Advert	,743	,083	8,956	***	par_8
Q131 <--- Percep_Prod	1,000				
Q132 <--- Percep_Prod	,948	,038	25,198	***	par_9
Q133 <--- Percep_Prod	1,046	,032	32,301	***	par_10
Q142 <--- Percep_Advert	1,000				
Q144 <--- Percep_Advert	,986	,042	23,372	***	par_11
Q146 <--- Percep_Advert	,623	,047	13,228	***	par_12
Q148 <--- Percep_Advert	,906	,045	20,365	***	par_13
Q1410 <--- Percep_Advert	,979	,044	22,276	***	par_14
Q1412 <--- Percep_Advert	,785	,068	11,463	***	par_15

Table 9.26 – Standardized Regression Weights: (Group number 1 - Default model) –Measurement Model with Latent Variables (Younger Models)

	Estimate
Q91 <--- Sel_Recogn	,658
Q92 <--- Sel_Recogn	,636
Q93 <--- Sel_Recogn	,601
Q94 <--- Sel_Recogn	,610
Q112 <--- Ident_Advert	,772
Q114 <--- Ident_Advert	,800
Q116 <--- Ident_Advert	,757
Q118 <--- Ident_Advert	,675
Q1110 <--- Ident_Advert	,661
Q1112 <--- Ident_Advert	,599
Q131 <--- Percep_Prod	,956
Q132 <--- Percep_Prod	,888
Q133 <--- Percep_Prod	,954
Q142 <--- Percep_Advert	,901
Q144 <--- Percep_Advert	,920
Q146 <--- Percep_Advert	,688
Q148 <--- Percep_Advert	,869
Q1410 <--- Percep_Advert	,902
Q1412 <--- Percep_Advert	,624

Table 9.27 – Covariances: (Group number 1 - Default model) –Measurement Model with Latent Variables (Younger Models)

	Estimate	S.E.	C.R.	P	Label
Sel_Recogn <--> Ident_Advert	,290	,104	2,788	,005	par_16
Ident_Advert <--> Percep_Prod	,550	,111	4,958	***	par_17
Percep_Prod <--> Percep_Advert	,946	,148	6,377	***	par_18
Sel_Recogn <--> Percep_Prod	,357	,114	3,126	,002	par_19
Ident_Advert <--> Percep_Advert	,473	,127	3,715	***	par_20
Sel_Recogn <--> Percep_Advert	,231	,131	1,760	,078	par_21

Table 9.28 – Correlations: (Group number 1 - Default model) –Measurement Model with Latent Variables (Younger Models)

	Estimate
Sel_Recogn <--> Ident_Advert	,235
Ident_Advert <--> Percep_Prod	,375
Percep_Prod <--> Percep_Advert	,473
Sel_Recogn <--> Percep_Prod	,251
Ident_Advert <--> Percep_Advert	,272
Sel_Recogn <--> Percep_Advert	,137

Global Models

Table 9.29 – Model Fit Criteria

Adjustment Measure	Criteria
X²	The lower the better
Root Mean Square Residual (RMR)	The lower the better; RMR=0 perfect adjustment
Goodness of Fit Index (GFI)	With values below 0.9 models are considered to have poor fit to the data, values between [0.9, 0.95] indicate good adjustment, values above 0.95 indicate a very good adjustment
Comparative Fit Index (CFI)	With values below 0.9 models are considered to have poor fit to the data, values between [0.9, 0.95] indicate good adjustment, values above 0.95 indicate a very good adjustment

a. When using pictures with Older models

Model Fit Summary

Table 9.30 – CMIN – Global Model (Older Models)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	780,028	224	,000	3,482
Saturated model	276	,000	0		

Model	NPAR	CMIN	DF	P	CMIN/DF
Independence model	23	3897,115	253	,000	15,404

Table 9.31 – RMR, GFI – Global Model (Older Models)

Model	RMR	GFI	AGFI	PGFI
Default model	,209	,788	,739	,639
Saturated model	,000	1,000		
Independence model	,699	,302	,239	,277

Table 9.32 – Baseline Comparisons – Global Model (Older Models)

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,800	,774	,849	,828	,847
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Table 9.33 – Regression Weights: (Group number 1 - Default model) – Global Model (Older Models)

		Estimate	S.E.	C.R.	P	Label
Ident_Advert	<--- Self_Recogn	,120	,087	1,386	,166	par_16
Ident_Advert	<--- Q95	-,048	,050	-,962	,336	par_23
Ident_Advert	<--- Q96	,350	,062	5,603	***	par_24
Percep_Advertis	<--- Ident_Advert	,380	,059	6,394	***	par_17
Percep_Products	<--- Ident_Advert	,395	,062	6,319	***	par_18
Q91	<--- Self_Recogn	1,000				
Q92	<--- Self_Recogn	,872	,125	6,956	***	par_1
Q93	<--- Self_Recogn	,975	,147	6,657	***	par_2
Q94	<--- Self_Recogn	,932	,138	6,735	***	par_3
Q111	<--- Ident_Advert	1,000				
Q113	<--- Ident_Advert	1,070	,080	13,339	***	par_4
Q115	<--- Ident_Advert	1,157	,086	13,425	***	par_5
Q117	<--- Ident_Advert	,967	,075	12,892	***	par_6
Q119	<--- Ident_Advert	,844	,078	10,823	***	par_7
Q1111	<--- Ident_Advert	,843	,089	9,453	***	par_8
Q1411	<--- Percep_Advertis	1,000				
Q149	<--- Percep_Advertis	1,162	,066	17,517	***	par_9
Q147	<--- Percep_Advertis	1,115	,066	16,879	***	par_10
Q145	<--- Percep_Advertis	1,070	,081	13,143	***	par_11
Q143	<--- Percep_Advertis	1,191	,066	17,955	***	par_12
Q141	<--- Percep_Advertis	1,264	,069	18,239	***	par_13
Q123	<--- Percep_Products	1,000				
Q122	<--- Percep_Products	,983	,055	17,755	***	par_14
Q121	<--- Percep_Products	1,046	,053	19,838	***	par_15
Q151	<--- Percep_Advertis	,290	,088	3,291	,001	par_19
Q153	<--- Percep_Advertis	,727	,093	7,783	***	par_20
Q153	<--- Percep_Products	-,031	,084	-,366	,714	par_21

		Estimate	S.E.	C.R.	P	Label
Q151	<--- Percep_Products	,420	,085	4,936	***	par_25

b. When using pictures with Younger models

Model Fit Summary

Table 9.34 – CMIN – Global Model (Older Models)

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	52	870,893	224	,000	3,888
Saturated model	276	,000	0		
Independence model	23	3760,580	253	,000	14,864

Table 9.35 – RMR, GFI – Global Model (Older Models)

Model	RMR	GFI	AGFI	PGFI
Default model	,289	,763	,708	,620
Saturated model	,000	1,000		
Independence model	,714	,329	,268	,301

Table 9.36 – Baseline Comparisons – Global Model (Older Models)

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,768	,738	,817	,792	,816
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Table 9.37 – Regression Weights: (Group number 1 - Default model) – Global Model (Older Models)

		Estimate	S.E.	C.R.	P	Label
Ident_Advert	<--- Self_Recogn	,233	,076	3,050	,002	par_16
Ident_Advert	<--- Q95	,266	,046	5,830	***	par_23
Ident_Advert	<--- Q96	-,041	,052	-,781	,435	par_24
Percep_Advertis	<--- Ident_Advert	,360	,081	4,432	***	par_17
Percep_Products	<--- Ident_Advert	,517	,084	6,141	***	par_18
Q91	<--- Self_Recogn	1,000				
Q92	<--- Self_Recogn	,856	,120	7,149	***	par_1
Q93	<--- Self_Recogn	,933	,138	6,738	***	par_2
Q94	<--- Self_Recogn	,872	,130	6,735	***	par_3
Q112	<--- Ident_Advert	1,000				
Q114	<--- Ident_Advert	1,127	,092	12,249	***	par_4
Q116	<--- Ident_Advert	,964	,085	11,395	***	par_5
Q118	<--- Ident_Advert	,841	,081	10,437	***	par_6
Q1110	<--- Ident_Advert	,944	,091	10,371	***	par_7
Q1112	<--- Ident_Advert	,783	,086	9,109	***	par_8

			Estimate	S.E.	C.R.	P	Label
Q1412	<---	Percep_Advertis	1,000				
Q1410	<---	Percep_Advertis	1,231	,105	11,688	***	par_9
Q148	<---	Percep_Advertis	1,133	,100	11,336	***	par_10
Q146	<---	Percep_Advertis	,781	,082	9,499	***	par_11
Q144	<---	Percep_Advertis	1,238	,105	11,829	***	par_12
Q142	<---	Percep_Advertis	1,266	,108	11,728	***	par_13
Q133	<---	Percep_Products	1,000				
Q132	<---	Percep_Products	,905	,036	25,013	***	par_14
Q131	<---	Percep_Products	,956	,030	32,257	***	par_15
Q152	<---	Percep_Advertis	-,319	,095	-3,357	***	par_19
Q154	<---	Percep_Advertis	,336	,100	3,351	***	par_20
Q154	<---	Percep_Products	-,015	,087	-,173	,863	par_21
Q152	<---	Percep_Products	,425	,082	5,153	***	par_25