

Is it Easy to be Thin? The Effect of the Physical Appearance Concern on the Intention to Use Slimming Products and the Mediation Role of Body Dissatisfaction

Autoria

Rafael Mendes Lübeck - rafael.lubeck@gmail.com

Maestria en Marketing Y Dirección Comercial/Universidad de la Empresa

Clecio Falcao Araujo - clecioa@bol.com.br

Prog de Mestr em Admin e Negócios/Faculdade de Admin, Contab e Economia - PPGAd/FACE/PUCRS - Pontifícia

Universidade Católica do Rio Grande do Sul

Márcia Horowitz Vieira - marcia.horowitz@gmail.com

Prog de Mestr em Admin e Negócios/Faculdade de Admin, Contab e Economia - PPGAd/FACE/PUCRS - Pontifícia

Universidade Católica do Rio Grande do Sul

Resumo

The present study aims to investigate the mediating role of body dissatisfaction in the relationship between physical appearance concern and use of slimming products. This research explores a mediation model built through PLS-SEM technique in a sample of 850 adult women. The results show that body dissatisfaction partially mediates the effect of physical appearance concern on the intention to use slimming products. In addition, the study contributes to extend knowledge around the theme throughout explanation, antecedents, and mediator to intention to use slimming products. Regarding this issue, results point out that physical appearance concern increases women's body dissatisfaction, as it reinforces the relationship and increases intention to use slimming products.