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True to Size: Missing the Mark on the Marketing of Women's Jeans

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ABSTRACT

Clothing sizes have altered throughout time to reflect the change in women's body shapes. There has also been an expansion in the sizes of clothing offered in conjunction with the increase in women's body sizes. This study examines the effect of role of two visual factors: 1) the presence of a model and 2) the size of clothing depicted on consumer purchase intention in the jean pant category.

Although neither the presence of the model nor the size of the clothing depicted impact consumer purchase intention, likelihood to recommend the jeans, likelihood to share the jeans on social media, feelings of being welcomed to model the jeans, or feels of advertised size inclusivity of the brand, one moderating effect emerged. As the size of the jeans depicted in the advertisement increased, respondents were found to be more likely to advertise the size inclusivity of the brand of jeans if there was a model present versus absent.

The information outlined in the following thesis can be useful to current and future companies in developing marketing campaigns related to the inclusion of varying sizes and the presence of models in women's clothing advertising.

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Chapter 1

Introduction

When a person purchases a clothing item, they seek to buy the size that will most cater to their fit desires and self-identified body shape (Alicke and Sedikes 2009). The most effective way to achieve this is to have all clothing items tailored to the shape and size of individuals. However, many consumers of clothing must determine the best set size for their needs, a size that is made to fit a range of body size measurements.

The shift from tailored clothing to preset sizing started in the United States in the 1940s. To determine women's clothing sizes, different measurements were taken from a group of women who were chosen to represent the various sizes of women nationwide. These measurements, however, were taken on women who had been wearing corsets and waist constraints to develop a slimmer body type (Kennedy 2009). Therefore, initial sizing conventions likely began with these manipulated sizes.

Although the size of women has, on average, increased in the United States over time, the names of different sizes provided by clothing brands have largely remained the same. For example, a size small shirt today is larger than a size small shirt was in 1990, even though the name has remained the same, a concept called vanity sizing (Hoegg et al. 2014).

Vanity sizing has been found to both increase sales of clothing items and increase consumers levels of self-confidence. Regardless of standing self-esteem levels, if an individual purchases a smaller size in clothing, research has shown that they feel as though they are fitting

into societal standards, and thereby experience a boosted confidence level (Aydinoglu and Krishna 2012).

When women are met with vanity sized clothing, their self-related self-concept, or their personal view and opinion on themselves, is positively impacted (Ketron and Williams 2018). Women are more often affected than men by vanity sizing and are more inclined to make purchases of clothing that are vanity sized (Ketron and Williams 2018). Vanity sizing has a high effect on women because regardless of how the clothing item fits, research has shown that the numeric size of clothing is more important than the way the item fits (Dahl et. al 2011).

The different types of clothing offered worldwide also give rise to different sizing conventions across cultures. The United States uses vanity sizing differently across varying retailers (Docketman 2016). For example, a size “2” pair of jeans from the Urban Outfitters brand could be smaller than a size “2” offered by the Good American brand. There is no set of universal sizing standards, so women must learn the different sizes they need to purchase across their set of preferred brands.

The larger the size of clothing needed, the greater the effect of vanity sizing (Kinley 2003). That is to say that a size “2” pair of jeans might have more similar measurements across brands than a size “16,” which is likely to have more inconsistent objective measurements. Vanity sizing can also cause opinions on larger sizes to shift, as smaller sized items have larger measurements to fit larger set women. Women who would more commonly fit into larger sized clothing are more often customers of clothing brands that offer regular as opposed to plus sized clothing for this reason (Ketron and Naletelich 2017). However, although vanity sizing may bring in larger women as consumers to brands with these options, in general, conventional sizing practices have been shown to promote slimmer body types more than heavier ones (Adinoglu

and Krishna 2012). This feeling of belonging is vital for consumers to feel welcome to purchase items from a brand. The decision-making process is narcissistic in nature as the size purchased is chosen to confirm one's own identity of themselves as accepted by society, oftentimes as someone who can fit into smaller- or average-sized clothing (Morf and Rhodewalt 2001). Therefore, women may feel pressure to fit into garments that are not truly representative of their actual sizes.

With more and more brands using vanity sizing, it is important to investigate the impact that those sizes have on consumers likelihood to purchase clothing items from those brands. It is also imperative to investigate the impact that model presence in the various sizes of clothing has on consumers purchase interactions with those clothing items. Lastly, brands usually use a combination of a range of sizes of their clothing with models pictured, or not pictured, in the products. This interaction between model presence and clothing size variability is important to investigate as it might suggest that there is room for brands to enhance their marketing tactics of clothing items towards their desired consumers.

Throughout this report, I will investigate the role that size variability and model presence has on various decision-making variables related to concepts such as consumer purchase intention and likelihood to recommend products to others. I will also investigate the moderating role of model presence on the effects that clothing size has on those dependent variables. Each of these variables will be related to women's jeans, with six different scenarios presented to survey respondents who are prompted to indicate various aspects of their interaction with the image they are randomly presented.

Chapter 2

Conceptual Framework

As with advertising and brand images, businesses aim to create and promote products that are relatable to consumer identities while addressing their needs and wants. The aim is for consumers to see themselves wearing or using the advertised product (Lewis et al. 2019).

With regards to women's clothing, brands are slowly shifting towards a greater level of inclusivity with the human models they use to advertise certain garments. While many brands have transitioned to using a more diverse set of models in terms of skin tone and race, advances in using models who represent larger sizes have been comparatively slower. It would stand to reason that, for brands that offer larger clothing garment sizes, there could be a benefit to using larger models who could accurately represent the body type that typically wears larger sizes.

In short-term purchase decisions, consumers are more likely to purchase from a brand that has a range of sizes modeled in a product than a brand that does not, caused by a combination of downward comparison and visibility (Hendrickse et al. 2021). People are more likely to associate with products that relate most to their character. When the product is a clothing item, consumers relate most to the item that is shown on a model that looks physically like themselves (Loveland et al. 2011).

Current media practices and general societal attitudes related to women's weight are in support of individual or personal definitions of beauty. If brands were to expand their model base to include women who wear larger sized clothing, consumers would have an increased exposure to larger models, which could further reduce the prevalence of anti-fat biases (Smirles and Lin 2018). Even more directly, the use of larger models in advertising campaigns could make those

consumers who relate to the size depicted more likely to purchase from a brand. Current practices often fall short of this practice. Currently, product descriptions often include content that highlights how the clothing garment will hide excess weight and accentuate features that promote a slim shape. Product descriptions emphasizing these “weight-reducing” features are more commonly found among products that are larger in size (Boyd 2011).

Existing research has shown that when women believe that they are overweight or fat, they purchase clothing to make them appear or feel slimmer (Tiggemann and Andrew 2012). This practice, known as camouflaging, increases purchases of clothing items that allow for women to feel as though they fit the standards of size of society, regardless of whether their body fits those same conventions (Tiggemann, Andrew 2012).

Because people associate themselves the most closely with those whom they look most similar to, so there may be a benefit to brands using models in their advertisements that represent the range of sizes of American women (Loveland et al. 2011). The impact of having a wider range of models is significant, as existing research has shown that the easier it is for consumers to relate to model sizes offered and pictured by brands, the higher their purchase intent and the more positive their opinions are of the brand (Lewis et al. 2019). Given that consumers seek products that affirm their perceived self-identity (Alicke and Sedikes 2009), increasing the range of models depicted in advertisements could lead to more positive affect among consumers.

Model Imagery

When consumers are exposed to advertisements that include a human model shown in a product, they are more likely to purchase the item than if there was no model shown wearing the

product. Images of items are more representative and realistic when used to represent a product than if a product is merely described (Dahl et al. 2011). Additionally, if those images showcase a model who is posing in a realistic manner, consumers have the best representation of the product available to them. (Chen et al. 2012). Paired with accurate descriptions of the model and product pictured, consumers are given contextual clues that allow for the best representation of a product they might want to purchase (Chen et al. 2012).

In conjunction with images, mental stimulation provoked using a model allows for a more favorable evaluation of the shown product (Escalas 2013). When consumers are given clues, such as product images and descriptions, they are provoked to create scenarios in which they are the individuals interacting with the product. This occurs in the form of a narration, as the provoked imagery draws on consumers' memory regarding their own interactions with products and allows for the creation of a story related to whether the product a good fit for them (Escalas 2013). It is important to recognize that the effectiveness of this mental stimulation is dependent on the consumers' knowledge of fashion and their relationship with products, with existing research showing that this mental stimulation through model imagery is related to purchase intent (O'Cass and Frost 2002). Additionally, clothing is considered a part of consumers' identity, so products depicted by models that consumers can best identify with cause higher rates of product purchases (Belk 1988).

With models pictured in products, consumers are provoked to follow mental simulation to create a story in which the product would fit best for them. This ties into the cognitive appraisal theory, as positive emotions are linked to items that fit individuals' personality and self-description (Smith and Kirby 2001). If the story that is created in a consumer's mind

regarding a product is positive, they are more likely to be drawn to the product based on this theory.

Representation of Size in Women's Clothing

Consumers best respond to product images that represent the average size or most often used items. With regards to women's selection of products, especially clothing, items are chosen most often for comfort and assurance of one's size because they would like to appear and feel slendrer than their body might be, or they would like to fit into clothing sizes accepted by society (Tiggemann and Andrew 2012). Women often judge their own appearance, and purchase products that camouflage their personally undesired attributes (Tiggemann and Andrew 2012).

Female consumers have emotional and psychological connections to their clothing. In fact, there are benefits tied to clothing items that can segment women consumers into different categories of benefits sought through the purchase of clothing items (Kinley 2009). If a garment does not fit well or the way a consumer expected it to, existing research has shown that women often believe there is something wrong with their body as opposed to seeking a different size (Kinley 2009). When a woman is not satisfied with her body shape, figure flaw compensation emerges, which often leads the conclusion that the woman herself is responsible for not fitting into the item stature (Kinley 2009).

Figure flaw compensation is more prevalent in clothing for the lower body than the upper body, as items for the lower body are more difficult to size (Kinley 2009). As women's concepts for fit are usually driven by comfort, larger framed women are more likely to find the fit of jeans to be undesirable as they are not comfortable around their legs, hips, and stomach area (Kinley

2009). Larger women, therefore, are more likely to experience figure flaw compensation and question their body shape when clothing items do not fit.

Chapter 3

Hypotheses

Hypothesis One: Model Presence

When consumers are exposed to images, they are both representative of real-life situations and of what one might expect if they were to interact with the items in the images (Dahl et al. 2011). Additionally, when items are paired with descriptions that clarify any unknown information or necessary details or make the items easier to interpret in terms of intended use and fit, viewers of the image have a greater chance of understanding and relating to the image (Chen et al. 2012).

In online advertisements of clothing, written descriptions of the garments are provided that include information regarding the fit of the clothing and the size of the item, along with a visual representation of the product itself. However, some brands also opt to add an additional visual element: a human model wearing the item. This additional informative visual representation of the product will likely allow consumers to better visualize how the jeans may fit and look on them. Therefore, it stands to reason that the presence of a model would provide a better representation of the product. Specifically, the presence (versus absence) of a model wearing the jeans will likely increase the purchase intentions of consumers related to the depicted product.

H₁: The presence (versus absence) of a model will increase product purchase intention.

Hypothesis Two: Jean Size

When shopping for clothing, women seek items that fit expectations of fashion, comfortability, and self-image assurance (Tiggemann and Andrew 2011). When the items that women are interested in do not fit as expected, consumers are often led to believe that there is an issue with their own physical composition rather than the size of the clothing item (Kinley 2009). This phenomenon is more prevalent among clothing items that fit the lower body because they are more difficult to size (Kinley 2009). Additionally, sizing issues are more prevalent among larger women who indicate that they are less likely to purchase jeans because they do not typically fit them in ways that allow for comfort (Kinley 2009).

Clothing is a way for women to express their identity, which has become attached to emotions of confidence and self-assurance (Tiggemann and Andrew 2011). However, clothing items have been sexualized and can make women feel objectified externally and internally (Tiggemann and Andrew 2011). Therefore, for women who are more slender, lower body garments which accentuate physical attributes can make them feel objectified. This issue is most prevalent with women who experience figure flaw compensation such that their satisfaction with their own body is often lowered by ideas that they do not fit into clothing that they “should” fit into based on societal expectations (Kinley 2009). Figure flaw compensation occurs most among women who are slimmer, as there is societal expectation that they should fit into the smallest size of clothing (Kinley 2009). Therefore, women with slimmer body shapes would be less likely to interact with a pair of jeans that accentuates their ability, or lack thereof, to fit into expected small sizes.

Women have more positive associations to viewing models of an average size than smaller or larger because it offers for an opportunity for both upward and downward comparison (Diedrichs and Lee 2010). If a consumer of a clothing item wears a smaller size to the pictured item, they downwardly compare and are more attracted to the product than if they were viewing someone more like their own size. Additionally, if a woman sees an average-sized model and is larger in size than the model, she might be more inclined to purchase the average size to foster a greater sense of belonging (Clayton et al. 2021). Furthermore, larger sized women might purchase average-sized clothing items more frequently than larger-sized clothing due to vanity sizing and the fact that measurements that coincide with the clothing items might typically be labeled larger. There are also consumers who fall into the average size category, who benefit from seeing a model in their desired clothing item. It is more likely, then, that consumer purchase intentions will be higher for the average sized item than the larger or smaller sized items.

H₂: There is a curvilinear relationship between the advertised jean size and purchase intention such that purchase intention is higher for average sized depicted jeans than smaller or larger sized depicted jeans.

Hypothesis Three: Moderating Factor of Model Presence

Consumers often rely on media depictions of products to best represent the product and potential self-ideals that could be provoked by purchasing the product (Boyd 2011).

Additionally, exposure to models with larger physical attributes is beneficial to both consumers and brands as it advertises inclusivity and allows for downward comparison (Clayton et al.

2021). Exposure to larger models can also reduce anti-fat bias and increase the prevalence of larger sized models in the fashion industry (Smirles and Lin 2018). Overall, the more realistic and relatable a model is in terms of size, the better the reception will be amongst consumers. Therefore, it stands to reason that the depiction of models who represent the sizes that consumers are more likely to identify with should increase the purchase intention of the depicted pair of clothing.

H₃: As model size in advertisements increases, the positive effect of model presence on consumer purchase intention strengthens.

Chapter 4

Method & Measures

Participants

The participants involved with the study were identified by their enrollment in a Smeal College of Business class at Penn State. Smeal College of Business participants were emailed by a Teaching Assistant for a course of theirs, notifying them of an extra credit opportunity. If the students were interested in obtaining extra credit through participating in the study, they signed up for the study online.

Additional participants were also notified of the opportunity to participate in the study by the researcher through email. Students within the researcher's personal network were recruited using a convenience sampling method and were emailed the electronic questionnaire if they indicated interest in participating in the study.

To be eligible to participate, participants were required to be at least 18 years of age and enrolled in a course at Penn State. At the beginning of the survey, potential participants were asked whether they shopped for women's jeans. If participants responded "yes," they were directed to the remaining questions of the study. If they responded "no," they were directed to the end of the study.

Experimental Method and Stimuli

The study, outlined in Appendix A, utilized a two (model presence: present or absent) by three (size of clothing: size 0, 14, or 24) research design. Participants were asked to imagine that

they were shopping online for a pair of jeans and found one that matched the style they were looking for. Then, they were exposed to one of six different scenarios. In three scenarios, participants saw a model wearing the jeans. In the other three scenarios, only the pair of jeans was presented without a model wearing them. The second manipulated factor was jean size. Participants were told that the jeans depicted were either size 0, size 14, or size 24. In the scenarios in which there was a model present, larger models were used as the size provided increased. In the scenarios in which there was no model present, the jeans were digitally edited to appear larger as the size depicted increased. Following the viewing of the scenario, participants were asked a series of questions regarding their purchase intention related to the pair of jeans depicted. Additionally, subjects were asked a variety of questions to find other factors that could play a role in their intent to purchase the pair of jeans they were exposed to.

Each of the scenarios used in the study are provided below. Of the 127 respondents, 67 were exposed to an image of a pair of jeans pictured on a model. 26 of those 67 viewed scenario one, 23 viewed scenario two and 18 were exposed to scenario three. 60 respondents viewed a pair of jeans without a model, 23 of whom were exposed to scenario four, 19 viewed scenario five, and 18 viewed scenario six.

**Figure 1*****Scenario One:***

The respondents in scenario one were exposed to an image of a model wearing a jean size “0”, and the jeans were described to typically fit a woman who measures 5 feet 6 inches in height.

**Figure 2*****Scenario Two:***

The respondents in scenario two were exposed to an image of a model wearing a jean size “14”, and the jeans were described to typically fit a woman who measures 5 feet 6 inches in height.

**Figure 3*****Scenario Three:***

The respondents in scenario three were exposed to an image of a model wearing a jean size “24”, and the jeans were described to typically fit a woman who measures 5 feet 6 inches in height.



Figure 4

Scenario Four:

The respondents in scenario four were exposed to an image of a pair size “0” jeans that were described to typically fit a woman who measures 5 feet 6 inches in height.



Figure 5

Scenario Five:

The respondents in scenario five were exposed to an image of a pair size “0” jeans that were described to typically fit a woman who measures 5 feet 6 inches in height.



Scenario Six:

The respondents in scenario six were exposed to an image of a pair size “0” jeans that were described to typically fit a woman who measures 5 feet 6 inches in height.

Figure 6

Chapter 5

Data Analysis

During a four-week period of data collection, there were a total of 269 responses. Of those 269, there were 151 completed responses from individuals who indicated that they shopped for women's jeans. Of the 151 responses, 24 were removed due to attention and manipulation check failures. Therefore, of the remaining 151 responses, 127 were included in my analysis. The average age of the respondents was 18.72 years old, with a standard deviation of 0.96 years. Additionally, 96.85% of the respondents identified as women. The average height of respondents was 5 feet and 5 inches tall. Finally, the average jean size of respondents was 7.69, with a large standard deviation of 7.67. The minimum recorded jean size was a 00, with a maximum of 30. Size of jeans vary based on waist measurements of the jeans. For example, a size 00 of Good American jeans has a 24.5-inch waist measurement, compared to a 25.5-inch waist measurement of a size 0, and a 47.5-inch waist measurement of a size 24 pair of jeans (Good American 2022).

The data was analyzed using ANOVA and linear regression. Although the primary dependent variable of interest was the participants' likelihood to purchase the jeans following viewing one of the six advertisements, several additional dependent variables were also examined. These include how likely participants were to recommend the pair of jeans to others, share the pair of jeans on social media, advertise size inclusivity of the jeans, and feel as though the brand would select them as a model for the pair of jeans to which they were exposed.

The Main Effect of Model Presence

The coefficient of model presence on respondent jean purchase intention was not statistically significant at $p < .05$ ($p = 0.23$). Similarly, model presence did not have a statistically significant impact on the likelihood of respondents to recommend the pair of jeans to others ($p = 0.54$). The coefficient representing the relationship between model presence and respondent likelihood to share the jeans on social media was not statistically significant ($p = 0.58$). Additionally, model presence was found to be not statistically significant when related to respondents feeling of welcomeness to become a model for the brand of jeans they were exposed to ($p = 0.19$). Lastly, the relationship between model presence and respondent likelihood to advertise size inclusivity of the brand based on the pair of jeans they saw was also not statistically significant ($p = 0.14$).

The Main Effect of Jean Size

The main effect of jean size on each of the five dependent variables examined was not statistically significant. Of the most importance to this research project, the impact of jean size on purchase likelihood was not significant at $p < .05$ ($p = 0.65$). The size of jeans respondents were exposed to had no significant impact on their likelihood to recommend the pair of jeans to others ($p = 0.32$). Respondents were not more likely to share the pair of jeans they were exposed to on social media depending on the size they saw ($p = 0.35$). The same can be said regarding the size of jeans and respondents' feeling on inclusivity with regards to the potential of being hired as a model for the brand of jeans ($p = 0.19$). Lastly, the main effect of the size of jeans on

participants' likelihood to advertise size inclusivity of the brand was also not statistically significant ($p = 0.11$).

The Moderating Role of Model Presence

To examine hypothesis 3, I investigated whether the impact of the size of the jeans depicted on purchase likelihood was moderated by the model presence. I also examined whether model presence was a moderator in the relationship between the size of the jeans depicted and the other four dependent variables of secondary interest. However, model presence was not a significant moderator in the size of jeans depicted – purchase likelihood relationship ($p = 0.22$). Similarly, there was no moderation present with regards to likelihood to recommend the pair of jeans to others ($p = 0.21$), likelihood to share the pair of jeans on social media ($p = 0.22$), or likelihood to be selected as a model for the brand of jeans ($p = 0.39$).

However, model presence was found to moderate the impact of the size of the jeans depicted on the likelihood of respondents to advertise the size inclusivity of the brand of jeans ($p = 0.05$). In other words, the effect of the size of the jeans depicted on the dependent variable increased if a model was present in the advertisement shown. Although the described effect was not hypothesized, it is reported here to provide some evidence that model presence likely has an impact on anticipated consumer behavior.

Additional Preliminary Analyses

In addition to the relevant data collected related to each of the three hypotheses, I also preliminarily analyze additional information acquired through the survey related to the shopping experiences reported by respondents.

Decision Ranking

Following exposure to the pair of jeans in the scenario to which they were randomly assigned, participants in the study were asked to rank a series of factors based on a seven-point Likert scale of varying levels of importance to purchase decisions. Respondents were asked to rank how important they found the cut of the jeans, the size and fit description of the jeans, and customer fit reviews of the jeans on their purchase decision when shopping for jeans.

Additionally, respondents were asked to rank the level of importance on the varied sizes of models shown wearing the jeans, the height of the model, and the model's ethnicity on their decision process towards purchasing jeans.

Outlined in Table 1, the ethnicity of the model pictured wearing the jeans was found to have an average ranked level of importance of 2.86 related to respondents' purchase decisions in the process of shopping for jeans (standard deviation = 1.86). The cut of jeans was also found to be an important impacting factor on the purchase decisions of respondents when shopping for jeans was the cut of the jeans- whether the pair of jeans were skinny, boyfriend or bootcut style (mean = 6.06, standard deviation = 1.00).

Table 1: Decision Ranking Variables

<i>Variable</i>	<i>Responses</i>	<i>Mean</i>	<i>Std. dev.</i>	<i>Min</i>	<i>Max</i>
<i>Jean Cut</i>	127	6.06	1.00	1	7
<i>Model Size Variety</i>	127	4.52	1.68	1	7
<i>Product Size Description</i>	127	5.84	1.12	3	7
<i>Product Fit Description</i>	127	5.91	1.10	1	7
<i>Model Height</i>	127	5.14	1.53	1	7
<i>Customer Fit Reviews</i>	127	6.05	1.21	1	7
<i>Model Ethnicity</i>	127	2.86	1.86	1	7

Consumer Impressions of Depicted Jeans

After viewing the designated pair of jeans to which they were randomly assigned, respondents were asked to indicate their level of agreement with a series of statements related to their personal interaction with the pair of jeans they viewed. Their responses were collected on a seven-point Likert scale.

Respondents were asked if the pair of jeans they viewed represented their typical size of jeans and whether the jean style pictured represented a style of jeans they would typically wear. Additionally, respondents indicated if the image shown in the scenario they were assigned to caused an increase their interest in purchasing the pair of jeans and if it increased their interest in the brand of jeans.

Each of the four variables received mean ratings below 4 which represented a neutral feeling towards representativeness of the jeans in terms of size and interest in the pair of jeans and brand of jeans. Therefore, based on the data represented in Table 2, respondents did not find the images that they were exposed to were representative of their typical size or style of jeans, a positive influencer of a purchase of the jeans, or an image that improved their perception of the brand of jeans.

Table 2: Consumer Impressions of Depicted Jeans

<i>Variable</i>	<i>Responses</i>	<i>Mean</i>	<i>Std. dev.</i>	<i>Min</i>	<i>Max</i>
<i>The Size Depicted Represents My Own Size</i>	127	3.02	2.17	1	7
<i>The Style Represents a Style I Would Wear</i>	127	3.66	2.05	1	7
<i>Image Increased My Interest in Purchasing the Jeans</i>	127	3.19	1.82	1	7
<i>Image Increased My Interest in the Brand of Jeans</i>	127	3.09	1.77	1	7

Usual Shopping Experience

Respondents in the study were asked to evaluate their usual shopping experience for jeans in a series of questions on a seven-point Likert scale. They were asked to indicate the level to which they agreed with a series of statements, including if they enjoy shopping for jeans, whether their size of jeans is usually available for purchase, and if their size of jeans is typically shown on models. Additionally, respondents were asked if most of their jean purchases are made online, if they purchase the same size of jeans regardless of the brand and across various brands, and if they wear jeans at least once a week.

Based on the mean values from the responses on the Likert scale represented in Table 3, respondents generally disagreed that they would be likely to purchase the same size of jeans regardless of the brand they were purchasing them from (mean = 3.30). Therefore, respondents most likely change the size of jeans they purchase based on the brand they are purchasing them from. On the other hand, respondents generally agreed to the statement that their jean size is

usually available for purchase (mean = 5.05). Therefore, respondents most likely can find their desired size of jeans when shopping for a new pair.

Table 3: Usual Shopping Variables

<i>Variable</i>	<i>Responses</i>	<i>Mean</i>	<i>Std. dev.</i>	<i>Min</i>	<i>Max</i>
<i>I Enjoy Shopping for Jeans</i>	127	4.50	1.00	1	7
<i>My Size of Jeans is Often Available for Purchase</i>	127	5.05	1.68	2	7
<i>My Size of Jeans is Often Shown on Models</i>	127	4.66	1.12	1	7
<i>Please Select Somewhat Disagree</i>	127	3.02	1.10	3	5
<i>Most of My Jean Purchases are Made Online</i>	127	3.87	1.53	1	7
<i>I Purchase the Same Size of Jeans Across Brands</i>	127	3.30	1.21	1	7
<i>I Fit in the Same Size of Jeans Across Brands</i>	127	4.79	1.86	1	7
<i>I Wear Jeans at Least Once a Week</i>	127	3.18	1.57	1	7

Feeling Agreements

In relation to the pair of jeans depicted in each of the six scenarios, respondents were asked to rank their level of agreement with a series of statements on a five-point Likert scale. The respondents in the study were asked if they felt their size was represented by the jeans pictured, if the jeans made them feel included as a consumer of jeans, and if the pair of jeans made them feel confident that they would fit into their usual size of the pair of jeans. Also, respondents were asked if the jeans they viewed made them feel confident that they would fit into their desired size of jeans and if the description of the jeans was discouraging. The results related to each of the five statements is outlined in Table 4.

The mean value of responses to the statement that the description of the pair of jeans was discouraging to them as potential jean consumers was below that of the neutral value of 3 (mean

= 2.30). Responses to the statement that the highest level that the pair of jeans respondents viewed made them feel included as a purchaser and wearer of the jeans they viewed was close to that of a neutral sentiment (mean = 3.14).

Table 4: Feeling Agreements

<i>Variable</i>	<i>Responses</i>	<i>Mean</i>	<i>Std. dev.</i>	<i>Min</i>	<i>Max</i>
<i>I Feel My Size is Represented by the Jeans</i>	127	2.46	1.33	1	5
<i>The Jeans Make Me Feel Included as a Consumer</i>	127	3.14	1.08	1	5
<i>I Feel Confident that I Would Fit into My Usual Size of These Jeans</i>	127	3.02	1.13	1	5
<i>I Feel Confident that I would Fit into My Desired Size of These Jeans</i>	127	2.99	1.11	1	5
<i>I Feel Discouraged by the Description of the Jeans</i>	127	2.30	1.07	1	5

Shopping Experience

Following their exposure to one of the six pairs of jeans included in the study, respondents were asked to indicate the level to which they agreed with a series of statements regarding their shopping experience with jeans on a five-point Likert scale, seen in Table 5.

In the series of statements, respondents were asked if models are shown in their size of jeans often. They were also asked if the model heights described are usually close to that of their own height and if they prefer to see models in the jeans that they are shopping for prior to purchasing them. Finally, respondents were asked if they select styles of jeans based on their fit

to the body of the models pictured in the jeans and if they select jeans based on the size and fit descriptions.

In response to the statement that the height of most models that respondents see in their shopping experience are like that of their own, respondents' values did not reach that of the neutral value of 3 (mean = 2.79). Respondents indicated that they did agree with the statement that they select pairs of jeans to purchase based on the size and fit descriptions that are provided regarding the jeans (mean = 4).

Table 5: Shopping Experience

<i>Variable</i>	<i>Responses</i>	<i>Mean</i>	<i>Std. dev.</i>	<i>Min</i>	<i>Max</i>
<i>Models are Shown in my Size of Jeans Often</i>	127	3.40	1.20	1	5
<i>Model Heights are Generally Close to My Own</i>	127	2.79	1.34	1	5
<i>I Prefer to See Models in Jeans I am Shopping for</i>	127	3.88	1.07	1	5
<i>I Select Jean Styles Based on Their Fit to Models Wearing Them</i>	127	3.29	1.24	1	5
<i>I Select Jean Styles Based on Their Size and Fit Descriptions</i>	127	4	0.95	1	5

Jean Purchase Factors

Towards the end of the study, respondents were asked to submit three one-word factors that they found to be most important when choosing a pair of jeans to purchase. Some frequent terms that were submitted include “style,” “length,” “size,” and “fit” of jeans that respondents have interest in purchasing. The most frequently submitted term was “style” with 54

submissions, indicating that most respondents found the style of jeans to be an important factor when searching for a pair of jeans to purchase. The next factor that respondents found important was “fit” of the jeans, and then “size” of the jeans, with 45 and 42 responses respectively. Other pertinent submissions include “customer reviews,” “wash” of the jeans, “stretch” of the jeans, “comfort” of the jeans, and the price of the jeans.

Chapter 6

Summary & Recommendations

Throughout the period of data collection, it was found that none of the hypotheses were supported. For the first of the three hypotheses, the main effect of model presence with regards to respondents' purchase decision of the pair of jeans was not supported. The other four dependent variables of respondents' likelihood to recommend the pair of jeans to others, share the pair of jeans on social media, feel welcomed as a model of the pair of jeans for the brand and advertise size inclusivity of the brand were not supported by statistically significant values such that $p < 0.05$. Similarly, the main effect of jean size on each of the five dependent variables was not significant. Therefore, jean size was found to be not statistically significant with regards to respondents' likelihood to purchase the jeans, recommend the jeans to others, advertise size inclusivity of the brand of jeans, feel welcomed as a model for the pair of jeans by the brand or share the pair of jeans with others on social media. Finally, the third hypothesis regarding the moderating role of model presence on the effect that jean size had on purchase intention was not significant. Respondents were not more inclined to purchase the pair of jeans they viewed when the model was shown wearing the pair of jeans than not. The same conclusion was made for the respondents' likelihood to share the pair of jeans on social media, recommend the pair of jeans to others or feel welcomed by the brand to model the pair of jeans. However, as the size of the jeans depicted increased respondents were more likely to advertise size inclusivity of the brand to others if there was a model pictured in the pair of jeans they viewed than if they viewed a pair of jeans without a model.

Research Techniques

In reviewing the insights from the study, there is room for improvement in the manner at which data was collected. The survey had a relatively small number of responses given the number of cells used in the study. A greater number of respondents is likely necessary to better test the hypothesized relationships.

To collect a greater number of responses, the use of Amazon's Mechanical Turk (MTurk) would be useful for future research. To collect MTurk responses, research funding would need to be collected. Another source of responses is other marketing classes. Opening the study to the entire marketing department would increase the number of responses to the study.

Future Research

With regards to the alternative variables that were studied, further research might examine additional variables that have a role in the outcome. Respondents ranked the cut of jeans to be an important factor in their decision-making process when shopping for a pair of jeans. Therefore, further studying the effect of various cuts of jeans, such as boyfriend style, bootcut, or baggy on respondents purchase interaction would be a beneficial addition to research regarding jean size and model presence on consumer purchase intention.

Future research should also investigate the role that size and fit descriptions have as a moderating variable on the interaction between model presence and jean size represented in an

image that potential consumers of jeans view. Respondents on average agreed with the statement that size and fit descriptions were considered during their shopping experience for jeans, leaving room to question if those descriptions play a statistically significant role in their purchase decision for jeans.

With the collection of one-word factors that respondents indicated to be most important with regards to their jean purchase decisions, “style”, “fit” and “size” were the most commonly occurring terms. Therefore, the fit of the jeans is a potential moderating variable on the effect that jean size and model presence have on jean consumer purchase intentions for pairs of jeans they are exposed to. This moderating variable should be examined with future research.

Current advertising factors related to women’s clothing products should be investigated with future research. For example, in this study, the portion of the model’s body related to the product (the lower body in which she was wearing jeans) was the only portion that participants in the study were exposed to. However, this was done intentionally to remove any external variables that might affect participants’ responses in the survey. Some of these external variables that would be included in future studies would be the viewing of the entire model’s body, leaving room to examine if the relatability of the model’s appearance has any effect on the five dependent variables related to brand interaction and purchase intentions in the current study.

In addition to full model pictures, it would also be beneficial to research the effect that different ethnic representations have on varying subcultures of women who participate in the study. Including questions regarding the effect participants perceive model ethnicity and culture to have in the survey can help find a potential connection between their identified cultural identity and the model to which they were randomly assigned to view. The addition of these

factors to future research of the marketing of women's jeans might uncover perceptions of body type and representation of culture in models with relation to women's jeans.

A final relationship that would be beneficial to investigate in future research is the relationship between current vanity sizing effects and self-identities with participants' purchase intentions and brand perceptions related to the pair of jeans they view. There is a historical representation of women in clothing who are thin and tall, which might have caused participants in the current study to be taken aback by the different sized models with more heights and body types similar to the general population of women. The addition of questions that would indicate whether participants were caught off guard by the images they viewed would help examine if their opinions throughout the study or prior online shopping experience related to jeans is skewed by the model types they typically see.

Appendix A

True to Size: Missing the Mark on the Marketing of Women's Jeans Survey

Thank you for your interest and participation in this research study! This study is being conducted for academic purposes, and your responses are confidential. There are no correct answers; we value your responses. Your participation is voluntary. You can exit and stop completing the survey at any point in time and skip questions that make you uncomfortable.

Before responding to each question, please read and consider the information provided. If you would like to continue and participate in this study, please indicate your consent by clicking the arrow below and continuing to the survey.

Filter Question Do you shop for women's clothing?

☐ Yes (1)

☐ No (2)

Skip To: End of Survey If Do you shop for women's clothing? = No

Introduction:

Imagine that you are shopping for a new pair of women's jeans. You are looking for the jeans that will fit best to you and your style. You find a pair of jeans from the brand Jack that fits the style that you were looking for and are in the process of deciding your level of interest in

purchasing them. The webpage that you land on is provided on the next page, along with a description of the product.

Scenario One

This pair of jeans is a size 0 and is typically worn by a woman who is 5'6".

Scenario Two

This pair of jeans is a size 14 and is typically worn by a woman who is 5'6".

Scenario Three

This pair of jeans is a size 24 and is typically worn by a woman who is 5'6".

Scenario Four

This pair of jeans is a size 0 and is typically worn by a woman who is 5'6".

Scenario Five

This pair of jeans is a size 14 and is typically worn by a woman who is 5'6".

Scenario Six

This pair of jeans is a size 24 and is typically worn by a woman who is 5'6".

[illegible]

[illegible]

Display This Question:

If The following questions are related to your usual jean shopping experience. Please indicate the l... != Please select somewhat disagree. [Somewhat disagree]

Failed Att. Check Warning! You have failed an attention check. Please read and answer questions more carefully.

Feeling Agreements: The following questions relate to your thoughts regarding the webpage you saw describing the jeans. Please indicate the level to which you agree with each of the statements.

	Strongly disagree (6)	Somewhat disagree (7)	Neither agree nor disagree (8)	Somewhat agree (9)	Strongly agree (10)
I feel my size is represented by the jeans pictured. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The jeans make me feel included as a jean purchaser and wearer. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The jeans make me feel confident that I will fit into my usual size. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The jeans make me feel confident that I will fit into my desired size. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel discouraged by the description of the jeans. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping Experience The following questions relate to your shopping experience with jeans.

Please select the level to which you agree with each of the following statements.

	Strongly disagree (1)	Somewhat disagree (2)	Neither agree nor disagree (3)	Somewhat agree (4)	Strongly agree (5)
Models are shown in my size of jeans often. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Model heights described are generally close to my own. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer to see models in the jeans I'm shopping for before I purchase it. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I select jean styles based on their fit to the body on the models pictured. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I select jean styles based on their size and fit descriptions. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[illegible]

Decision Factors: Please list three factors that you consider to be the most important when choosing a pair of jeans to purchase.

☐ Factor 1 _____

☐ Factor 2 _____

☐ Factor 3 _____

Factor Explanation: Please describe how each of the factors listed above affects your purchase decision.

Demographics

Manipulation Check 1: What was the size of the jeans that was shown on the webpage you saw?

☐ 0 (1)

☐ 14 (2)

☐ 24 (3)

Manipulation Check 2: Were the jeans you saw worn by a model?

☐ Yes (1)

☐ No (2)

Age: Please indicate your age in years.

Gender: Please indicate the gender category to which you identify.

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)
- ☐ Other (5) _____

Participant Height: Please indicate your height in feet and inches. For example, if you are 5 foot 4, please write "5" next to feet and "4" next to inches.

- ☐ Feet (4) _____
- ☐ Inches (5) _____

Participant Jean Size: Please indicate the jean size that you most typically purchase (i.e., size 12).

You have completed the survey. Thank you for your time and participation! Please click the forward arrow key to the next part of the study.

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ACADEMIC VITA

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EDUCATION

Pennsylvania State University, University Park, PA

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EXPERIENCE

Varsity Swim & Dive Team Student-Athlete

(June 2018- Present)

Pennsylvania State University, *University Park, PA*

- Developed time management skills while balancing a daily schedule of vigorous training and honors-level classes.
- Competed at the B1G Tens, the conference championships, and contributed points to the team's overall score during each year on the team.

Pipoca Brazil LLC. Intern

(January 2021- May 2021)

Pipoca Headquarters, *Jacksonville, FL*

- Developed designs for products and social media posts.
- Balanced class and swim schedule demands with the workload of the internship.
- Developed product descriptions and other organizational tactics for the business.

PepsiCo Intern

(June 2021- July 2021)

Williamsburg Distribution Center, *Brooklyn, NY*

- Developed an understanding for the job position and requirements of a district manager.
- Examined the shelf space and product availability of FritoLay products in a collection of bodegas throughout Brooklyn to develop the best plan to better improve business for the store manager and improve FritoLay sales.
- Presented my findings and suggestions based on field research conducted to the district managers and account development managers to help develop their professional and monetary relationship with the store managers I encountered.

Barista

(December 2021-Present)

Starbucks, 141 South Garner Street, *State College, PA*

- Facilitates a friendly environment for customers to enjoy Starbucks products.
- Demonstrates time management during the busy hours of the day when there's a higher demand for Starbucks products, delivering the products with energy and precision.
- Communicates with customers regarding their product desires and Starbucks experiences, and colleagues regarding better ways to serve customers as a team.

COMMUNITY SERVICE AND INVOLVEMENT

- **Black Student Athletes Association at Penn State (PSBSAA) (*June 2020- Present*):** founder and President; facilitates conversations regarding social issues pertaining to the experience of student athletes, especially Black student athletes, that compete at the collegiate level.
- **Caribbean Student Association at Penn State (*August 2020- Present*):** Conference co-director during the 2020-2021 academic year and Vice President during the 2021-2022 academic year; facilitating community building events for the Caribbean community at Penn State.
- **B1G Anti-Hate Anti-Racism Coalition (*June 2020- Present*):** meets with student-athletes, coaches, and B1G staff, including the commissioner, to work on initiatives to make the conference a more inclusive space for all athletes, no matter their background or identity.
- **Athletic Director's Leadership Institute (*Fall 2019-Present*):** Nominated by coaches and athletic staff to further develop leadership qualities applicable to team and life experiences.
- **THON Pep Rally and Athlete Hour (*February 2019*):** competed during the athlete pep rally as a dancer and interacted with the kids on the dance floor.