

The Impact of Model Pose on Consumer Perceptions of Price: A Perceived-Power Perspective

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Abstract

This study examines how a model's pose that signals power influences consumers' recall ability of price information in advertisements. To extend prior findings on social judgments, we suggest that the direction of consumers' gaze and willingness to pay attention to the model vary depending on the model's pose. Study 1 explores how consumers' perception of the power of the model affects their price recall ability. In particular, consumers demonstrate better price recall for items displayed at the bottom of the ad when the model adopts a powerful pose and items displayed at the top when the model in the ad assumes a submissive pose. Study 2 investigates the influence of the perceived power of a model's pose on price recall depending on the visibility of the model's face and reveals that consumers demonstrate better price recall for items displayed at the top when the model's face is not visible even when the model adopts a powerful pose. Ultimately, this research provides new insights to help marketers identify ideal locations for displaying price information in ads. More theoretical and practical implications are also discussed.

Keywords: Power pose, Gaze aversion, Price recall, Visual merchandising, Advertising

1. Introduction

The dramatic development of internet and mobile technology has driven the growing popularity of social media in individuals' daily lives (Liu, Dzyabura, and Mizik 2020). In particular, the convenience of apps on people's smartphones and high-resolution phone cameras have shifted the popularity from text- to image-centric social media platforms such as Instagram (Li and Xie 2020). Considering that images have become one of the most prevalent forms of online communication (Lee et al. 2015), many scholars and practitioners are becoming interested in the impact of images utilized in social media marketing. For example, Ilicic and Brennan (2020) revealed that when a celebrity had a direct eye gaze on his or her social media, such as Instagram, the self-celebrity connection could be enhanced and, further, it was associated with celebrity authenticity. Hur, Lim, and Lyu (2020) also discovered that a first-person visual perspective in Instagram advertising could produce a more positive attitude toward the brand's Instagram

and a strengthened self-brand connection compared to a third-person perspective.

The utilization of social media in the fashion industry began to surge in 2009. According to Schneier (2014), social media has changed how fashion is not only presented and consumed but also designed. Given that visual and imagery factors are critical in the fashion industry, examining the impact of images on social media in fashion contexts can provide an opportunity to improve the efficacy of marketing communications. In the fashion industry, presenting fashion clothes with a human body is one of the most commonly adopted retail communication techniques in visual merchandising. A human model provides information about the fit and style of the products on a physical body and enables consumers to mentally visualize and evaluate the value of the products (Oh and Petrie 2012; Phillips 1996). Indeed, more than 70% of major US apparel retailers promote their products in online stores using photos of human models and mannequins (Khakimdjanova and Park 2005). Despite the importance of model images, little research

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has investigated how the model is displayed in online environments, especially social media. Most previous research investigating the role of models has focused on the effect of physical attractiveness, such as body shapes, on consumer perceptions (Aagerup 2011; Halliwell and Dittmar 2004; Law, Wong, and Yip 2012).

Beyond consumers' general perceptions of models, the current research investigates the influence of the display of models in social media marketing. More specifically, this study explores the role of *model poses* on consumers' perceptions of the price of displayed products. According to a content analysis based on 150 model poses online, around 40% of model poses can be classified as either "open stance with their limbs outward from themselves" or "closed stance with curving their torso" (Carney, Cuddy, and Yap 2010, p. 1364), which reveals that model poses reflect power differences.

Power refers to the capacity for control and/or influence over others that can cause anxiety (Copeland 1994; John, Raven, and Cartwright 1959). People perceive a high level of power from an expansive pose, whereas they perceive a low level of power from a constricted pose (Carney, Cuddy, and Yap 2010; Hall, Coats, and LeBeau 2005). When people perceive high power from a model, it is expected that they avert their gaze from the face or the upper body of the model to avoid direct conflict with a powerful subject and, thus, their focus is drawn downward (Gordon, Cummings, and Nash 1972; Gobel, Kim, and Richardson 2015). Considering this psychological understanding, this study proposes that when a model's pose represents high power, placing the price information of the apparel on the lower body of the model seems to benefit price recall in an online setting.

The current research comprises two studies that explore the effect of model poses on consumers' price recall ability in the context of promotion in the social media environment. Study 1 investigates the interaction effect of power pose and price information proximity on consumers' price recall, and Study 2 identifies the power effect by making the face of the model invisible to test the boundary condition of the research if the face recognition could strengthen perceiving power from the model's pose. Ultimately, the findings obtained across the two studies provide new insights that accentuate the importance of models' poses and contribute to the literature on visual merchandising and pricing by indicating how the perception of the power generated by a model's pose may affect consumers' processing of price information. In addition, the empirical results provide practical implications for retail managers and marketers who seek optimized ways to enhance consumers' price knowledge.

2. Theoretical background

2.1. *Effect of power created by image*

There have been diverse efforts to define power. Dahl (1957) defines power as the ability to force others to do tasks that you want them to do. Gordon, Cummings, and Nash (1972) refer to it in the context of resources and punishments, as involving socially valued materials including food, money, and economic opportunity; physical threats; and social elements such as knowledge, affection, friendship, and decision-making opportunities. In a similar vein, Magee and Galinsky (2008) define power as an asymmetric control over valued resources. One common theme underlying these definitions is that power appears in a relationship between at least two parties in which one party knows that the other can readily access the resources valued by both parties. This exclusive accessibility enables the powerful one to attain the authority of having control over resources and to regulate the other's outcomes (Rucker, Galinsky, and Dubois 2012). In short, power is a driving force that creates control over the outcomes experienced by others.

One interesting power-related aspect of human psychology is that power affects individuals' motivation to pay attention. Powerholders tend to underestimate people with low power because low-power people usually lack material and social resources. By contrast, low-power individuals attentively process information about those who can control them (Vescio, Snyder, and Butz 2003). To recognize power, people tend to pay attention to cues indicating high social or physical power such as expensive jewelry, luxury brands, or tall height (DeWall and Maner 2008). For example, a model wearing a formal suit representing high status can get people's attention more easily compared to a model wearing casual clothes. Thus, a model exhibiting high status more readily receives attention than a model showing low status (Singh 1993).

One notable aspect of the relationship between power and attention is that perceiving someone's power is associated with the amount of available cognitive resources. When a person's attention capacity is constrained, he or she cannot thoroughly process all the available information. In such circumstances, perceivers selectively pay attention to the pose of someone who might strongly influence others based on his or her power. In particular, perceivers pay more attention to a subject who appears to pose more powerfully to protect themselves from possible social dominance (Shepherd, Deaner, and Platt 2006). Hence, people are more likely to direct their attention

to those who are capable of exercising power originating from their social status (Keltner, Gruenfeld, and Anderson 2003). Given that individuals are continuously exposed to various and numerous kinds of content through their social media, we can postulate that they usually lack the time and cognitive resources to process all the information. Therefore, a pose associated with power can influence people's thinking and behaviors.

One important notion is that individuals' primary motivation to attend to a person who conspicuously displays power is to find a way to escape from current threats (Ellsworth and Carlsmith 1973). People who observe this dominant action often exhibit non-verbal behaviors to express their intention of submissiveness to those with high power. Specifically, when individuals are intimidated by a dominant non-verbal behavior such as powerful poses, they may show submissive behaviors such as intentionally averting the gaze and looking down from a dominance-displaying subject to minimize conflicts with him or her, which is known as *civil inattention* (Argyle 1989; Gordon, Cummings, and Nash 1972; Keltner and Robinson 1997). In support of this idea, Gobel, Kim, and Richardson (2015) found that after participants in their experiment were told that their looking behaviors would later be evaluated by reviewers, they made less eye contact with those reviewers during the study.

Conversely, when individuals want to express their confidence or willingness to engage in confrontation with others, they are likely to exhibit their courage through direct looking behavior (Tiedens 2000). In short, the existing literature supports that gaze aversion is an appeasement behavior that prompts people to reconcile or affiliate responses to others who are perceived as dominant. Consequently, when a subject is perceived to be aggressive by others when he or she displays a high-power pose, the subject is perceived to be submissive when he or she exhibits a low-power pose (e.g., De Waal 1986).

Applying this idea to our study context, we propose that when a model assumes a high-power pose, consumers subconsciously avert their gazes from the face and upper body of the model and attend more to the products displayed on the lower body because the model's dominant pose makes the consumer innately display appeasement behaviors to avoid possible conflict. Thus, consumers feel more comfortable processing the price information of lower-placed items and, therefore, better recall prices presented at the bottom rather than at the top.

Conversely, when a model displays a low-power pose, consumers are less willing to avert their gaze from the submissively posed model; instead, they are more likely to stare directly at the model. Because di-

rect gaze behaviors are perceived as a threat by others in social relationships, direct eye gazing at someone's face and upper body would communicate a cue of dominance to others (Argyle and Cook 1976; Toscano, Schubert, and Giessner 2018). As such, consumers feel more comfortable attending to and processing price information of the product displayed on a submissively posed model's face or upper body. In short, consumers are more likely to store the price information of products displayed at the top than at the bottom and better recall the price of items displayed on the top when the model exhibits a low-power pose. Accordingly, we hypothesize the following:

H1a. *When price information of an item displays at the bottom, consumers show better price recall when a model displays a high-power pose rather than low-power pose.*

H1b. *When price information of an item displays at the top, consumers show better price recall when a model displays a low-power pose rather than high-power pose.*

2.2. The role of model facial information on price recall

Previous evolutionary theories proposed that people tend to identify the intentions of a stranger to decide whether he or she is a friend or enemy, which might increase one's likelihood of survival (Cacioppo 2004). In other words, precise social judgments to determine whether an unknown person is harmful or harmless could be an essential practice to protect oneself (Winston et al. 2002). Particularly, people first pay attention to the subject's pose to assess if the subject is a possible threat. However, many social judgments are also made by perceiving one's face. People may pay attention to faces because the eyes, nose, and mouth each may deliver nonverbal social cues (Toscano, Schubert, and Giessner 2018). Notably, people infer social status according to cues perceived from others' faces because faces may carry much information on the subject and readily draw others' attention (Palermo and Rhodes 2007).

In particular, faces are assessed according to two central aspects: valence and dominance. In terms of valence assessments, faces can disclose information of a person's emotional states, therefore, facial expressions become social cues signaling how he or she is feeling at the moment. Previous studies have shown that gazing someone's face and inferring his or her underlying emotions is an automatic process that helps people judge whether the person is hostile or friendly (Tanner and Maeng 2012). On the other hand, dominance assessments, which are similarly affected by the perception of facial cues, prompt a judgment of others' physical ability. Indeed, people naturally perceive

dominance in someone's face, which can help them infer the physical strength of the person. (Toscano, Schubert, and Giessner 2018). Facial dominance is evaluated as reflecting high masculinity as well as high status in the social hierarchy (Oosterhof and Todorov 2008). Previous research has indicated that people are more likely to associate facial dominance than facial valence with strong physical condition and masculinity. For example, Oosterhof and Todorov (2008) found that while valence perceptions in facial cues can influence people to adopt approach or avoidance behavior, dominance perceptions can affect people to judge someone's physical strength. This means that facial dominance may express a willingness to engage in disputes with others.

Inferences of dominance from the face are related to gaze direction. That is, people infer dominance from direct looking behaviors (Toscano, Schubert, and Giessner 2018). Animals and people perceive a direct eye gaze as a non-verbal cue of warning and threat (Coss 1978). When a person wants to intimidate someone else, he or she attempts to exhibit direct looking behaviors. In many conventional advertisements, diverse power poses often accompany direct eye gazes to heighten the competence of the advertised products or services. Overt cues of dominance from the model's power pose and direct eye gaze significantly invite submissive behaviors (Coss 1978). As such, when a model displays a high-power pose with a direct eye gaze, consumers are more likely to exhibit appeasement behavioral tendencies—e.g., averting their gaze from the model's face or upper body and attending more to the model's lower body.

However, when the face of the model is not clearly visible, consumers are less dominated by the powerful pose and, therefore, less likely to exhibit appeasement behaviors. Accordingly, the face invisibility might attenuate the effect of the power of the pose on the consumers' processing of information about the dominant subject, and consumers may instead increase their visual attention to the upper body to attain more information about the model. As a result, when consumers perceive the image of a model displaying a powerful pose without a visible face, they attend more to the price information of the product when it is displayed on the model's upper body. Previous findings also support this rationale: Lindström et al. (2016) found that whereas people pay more attention to the head area than the dress area of the subject when the face is present, they fixate their eyes most on the dress area when the face is absent.

In short, the invisibility of the face may attenuate the degree of perceived power created by the powerful body pose. Consumers are less dominated by a model when his or her face is not visible even though

the model adopts a powerful pose, which encourages consumers to look directly toward the upper body to obtain more information on the subject. As such, when consumers cannot clearly perceive the face of the model displaying a high-power pose, they show better price recall ability when the product is displayed on the model's upper body. However, this effect is not significant when consumers perceive low-power poses, because people are not willing to gaze at or seek more information about a subject when the subject appears less intimidating. Thus, we propose the moderating effect of face visibility on consumers' price recall:

H2a. *When price information of an item displays at the top of the retail marketing communication, consumers show better price recall when a model with an invisible face displays a high-power pose rather than a low-power pose.*

H2b. *When price information of an item displays at the bottom of the retail marketing communication, the type of power pose does not influence consumers' price recall ability.*

3. Method

The current research is composed of two studies. Study 1 explores the relationship between the power induced by a model's pose and consumer price recall. Then, applying the findings from Study 1, Study 2 investigates the effect of face visibility on consumers' assessment of the power displayed by the pose on price recall. Because the two studies employed price as a dependent variable, determining an appropriate price range was critical. Price recall can play an important role in assessing how accurately consumers remember the price they normally pay for the product. Consumers' price recall can influence their value perception by comparing the difference between the advertised price and the recalled price. As perceived value increases, consumers are more likely to purchase the product (Grewal, Monroe, and Krishnan 1998). Through a pretest, we determined the appropriate prices for products used in the two studies to estimate price recall. Through Amazon's Mechanical Turk, we recruited thirty-five participants (54.3% female, $M_{age} = 33.59$ years) and asked them to estimate the prices of the provided products (six products: glasses/jacket/shirt/pants/belt/shoes). Overall, the average prices of the glasses, the jacket, the shirt, the pants, the belt, and the shoes were \$77.69, \$90.83, \$34.54, \$41.57, \$21.91, and \$62.91 respectively.

After examining the average prices for the six items, prices in the stimuli were manipulated for each according to the average value of the item. However,

these prices were adjusted from the average prices to control the task difficulty of choosing the correct answers in the main study's price recognition test. In other words, when the task of finding the actual price among other non-relevant prices is too difficult or too easy, participants might minimize their efforts when comparing with other choices, which may generate biased results. Eventually, the prices for the six items were decided as follows: shirt – \$41.95, jacket – \$92.65, glasses – \$65.95, pants – \$47.65, belt – \$19.95, shoes – \$58.65.

The results of this pretest provided the basis for the design of the main study. The prices for the six items noted above were represented near the model in the main study.

4. Study 1: Testing H1a and H1b

Study 1 tested our foundational hypothesis about the relationship between power and price recall in an advertising context when a model displays high- (vs. low-) power poses. We predicted that perceiving power in the model's pose may influence consumers' attention to and processing of price information. In particular, consumers attend to and process the price information of products displayed on the lower body of the model more when the model adopts a high-power pose. Correspondingly, we predicted that consumers demonstrate better price recall for items displayed at or near the bottom than those displayed at the top. Conversely, when the model adopts a low-power pose, consumers look directly at the model and process the price information of the product that is displayed on the top more. Therefore, we predicted that consumers more accurately recall the price of the product when this information is displayed at or near the top.

5. Method

5.1. Participants and design

Seventy-five participants (52.0% female, $M_{\text{age}} = 34.64$ years) were recruited through Amazon's Mechanical Turk. A single-factor (type of pose: high-power pose vs. low-power pose) between-subjects design was used.

5.2. Stimuli

In this study, the mock advertisement contained advertising copy, clothes worn by a male model, and price information (see [Appendix A](#)). The image of the male model appeared in the center of the mock advertisement. The model wore six products includ-

ing glasses, a shirt, a jacket, a leather belt, pants, and shoes. The price of the item, selected using the results of Pretest 1, was presented below each product (e.g., shirt: \$41.95, jacket: \$92.65, glasses: \$65.95, pants: \$47.65, leather belt: \$19.95, shoes \$58.65). To verify whether people pay attention to the specific location depending on the degree of power they perceive, the prices were displayed at the top and the bottom of the ad. While three of the items (shirt, jacket, and glasses) along with their prices were shown above the image of the model, the other three items (pants, leather belt, and shoes) and their prices were presented below the model. The model's pose was manipulated (high-power pose vs. low-power pose). These power poses were adapted from well-established academic works ([Holland et al. 2017](#); [Tiedens and Fragale 2003](#); [Vacharkulksemsuk et al. 2016](#)). In the high-power pose condition, the male model adopted an expansive pose by keeping his hands to his sides while stretching his legs away from himself. In the low-power pose condition, the model adopted a constricted pose by placing his right hand on his chin and his left hand under the elbow joint of the right hand and his legs together inwards. The brands of the outfits were not displayed in the stimuli to prevent confounding effects of perceiving power from the brand instead of the pose of the model, as consumers often associate power with brand name ([Sundar and Noseworthy 2014](#)).

5.3. Procedure

At the beginning of the study, to rule out the possibility of obtaining biased test results, all participants completed a measure of self-esteem that consisted of three items ("I am satisfied with myself"; "I feel that I have a number of good qualities"; "I am able to do things as well as most other people"; $\alpha = 0.91$). The measure was adapted from a scale developed by [Rosenberg \(1965\)](#). Previous research shows that the level of self-esteem may be associated with a person's perception of their own power. Individuals with high self-esteem tend to believe that they can influence others easily and strongly impose their values on group members like those with high power do ([Baumeister et al. 2003](#)). Therefore, participants with high self-esteem may not directly respond to the model's power pose because they are confident in their abilities to resist influence by others.

Participants were told that they would be presented with the advertised clothes and accessories along with their prices. Next, participants were randomly assigned to view the mock advertisement in which a model displayed either a powerful or a submissive pose. After viewing the advertisement, as a filler task,

participants were asked to indicate their most preferred clothing brands and how those brands became their favorite. Following the filler task, participants were told to assess their recall ability. Since asking all the prices in the advertisement could impede participants' accurate price recall, based on Gutenberg Diagram, two prices located in left-top (shirt) and right-bottom (shoes) of the advertisement were asked. The Gutenberg Diagram suggests that that individuals tend to follow the direction from the primary area (top/left) to terminal area (bottom/left; called reading gravity; Eldesouky 2013).

Next, participants rated their perceptions of the power of the model's pose on four 7-point scales ("powerful," "dominant," "submissive" (r), and "confident," with (r) denoting reverse coding; $\alpha = 0.88$). These variables were averaged to generate the index representing the perceptions of power induced by the pose. Finally, participants responded to demographic questions and were debriefed and thanked.

6. Results

Manipulation check. Perceptions of power were measured to identify whether participants actually perceived power in the pose. We anticipated that while consumers perceive high power when they view a model with a dominant, open pose, they perceive low power when they look at a model with a constricted, closed pose. As expected, participants reported perceiving high power when viewing the model displaying an open pose ($M_{\text{high-power pose}} = 5.02$, $SD = 1.26$) and low power when viewing the model with a closed pose ($M_{\text{low-power pose}} = 2.82$, $SD = 1.21$; $t(73) = 7.65$, $p < .01$).

Price recall. The proposed conceptual framework asserts that when people perceive a model exhibiting a dominant and open pose, they pay more attention to and are more likely to process price information that is positioned at the bottom of the ad. However, the opposite pattern is expected when the model displays a submissive and closed pose. To analyze the data and test H1a and H1b, we employed analysis of covariance (ANCOVA). Recall ability of price information was the dependent variable, and the type of power pose was the independent variable. Self-esteem was included in the data analysis as a covariate.

The ANCOVA revealed a main effect of the type of power pose on the participants' recall ability of price information of the product (shirt: $F(1,72) = 3.87$, $p = .05$; shoes: $F(1,72) = 3.33$, $p = .07$). However, the effect of self-esteem on recall ability of price information was not statistically significant ($F(1, 72) < 1.5$,

Table 1. The effect of power pose on price recall in study 1.

Product	Actual price (in \$)	Model's Pose	
		High Power	Low Power
Shirt	41.95	Recalled price (in \$)	Recalled price (in \$)
Shoes	58.65	47.91 (15.34)	41.26 (13.70)**
		58.65 (15.01)*	52.07 (15.78)

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Notes: Each cell represents raw means and standard deviation (in parentheses)

$p > .22$); therefore, this variable was excluded from further analysis.

An independent sample *t*-test was implemented to identify whether participants who had viewed the model displaying a high-power pose actually recalled the price information of the items at the bottom more accurately than those who had viewed the model exhibiting a low-power pose. Specifically, participants in the high-power pose condition rather than low-power pose condition accurately recognized the price of the item displayed on the bottom (shoes: $M_{\text{recalled price in the high-power condition}} = \58.65 , $M_{\text{recalled price in the low-power condition}} = \52.07 ; actual price = \$58.65; $t(73) = 1.85$, $p = .07$). However, the effect of perception on power pose was marginally significant, and H1a was partially supported. Conversely, participants who had looked at the model exhibiting a low-power pose rather than a high-power pose accurately recalled the price information of the item displayed on the top of the ad (shirt: $M_{\text{recalled price in the high-power condition}} = \47.91 , $M_{\text{recalled price in the low-power condition}} = \41.26 ; actual price = \$41.95; $t(73) = 1.97$, $p = .05$; see Table 1), which supports H1b.

7. Discussion

The results of this study provide initial evidence to support the hypotheses that consumers demonstrate better price recall for items displayed at the bottom than at the top when a model displays a high-power pose. Specifically, a model conspicuously displaying power through a dominant pose drives consumers to engage in appeasement behaviors. In other words, it is more comfortable for them to avert their gaze from the upper body of the model and attend more to the lower body, which, in turn, affects their capability to store price information. Conversely, consumers show better price recall for items displayed at the top when the model displays a low-power pose. The model's submissive pose unconsciously affects consumers to look directly at the model because they are not intimidated by the submissive pose. Therefore, consumers

can pay more attention to the top and are more likely to store the price information of products displayed at the top. This study also finds that consumers' individual level of self-esteem does not have any significant effect, indicating that consumers' power perceptions are solely driven by the pose of the model.

8. Study 2: Testing H2a and H2b

The goal of Study 2 is to investigate the effect of face visibility in assessing the power displayed by a pose and to explore a boundary effect for the power pose on price recall when the model's face is not visible in the advertisement. The invisibility of the face may lead consumers to feel less likely to be dominated by the high-power pose such that they may avoid appeasement behaviors. Thus, consumers pay more attention to the upper body of the model because it is human nature to garner more information about a subject with power or status through a direct gaze when the subject appears to be not so intimidating. However, the effect of the face does not affect consumers' evaluation of power in the case of a low-power pose. The invisibility of the face may discourage consumers from sending a cue of dominance to the model through a direct gaze because they may assume that the invisible head cannot accept the signal of possessing power.

9. Method

9.1. Participants and design

Seventy-three participants (39.7% female, $M_{\text{age}} = 35.70$ years) participated in a single-factor (type of pose: high-power pose vs. low-power pose) between-subjects experiment. Participants were recruited through Amazon's Mechanical Turk in exchange for monetary compensation.

9.2. Stimuli

The same picture of the male model was used as in Study 1, but the face of the model was partially cropped to make the face invisible (see Appendix B). The eye and the nose were not visible in the image such that participants could not possibly identify facial dominance (Toscano, Schubert, and Giessner 2018). The image of the model displaying either the high- or low-power pose was placed in the center of the mock advertisement. Six products and prices were presented in the mock advertisement. Three items, including a watch, jacket, and shirt, and their prices (e.g., shirt: \$41.95, jacket: \$92.65, watch: \$65.95) were displayed at the top of the ad, whereas the other three

items, including shoes, a leather belt, and pants, and their prices (e.g., pants: \$47.65, leather belt: \$19.95, shoes \$58.65) were displayed at the bottom of the ad.

9.3. Procedure

Participants were instructed to review the fashion retail advertisement that included the image of the male model, fashion clothes, and the accessories worn by the model along with their prices. After reviewing the mock advertisement, participants were asked to complete filler tasks using the same measures as in Study 1. Next, participants reported their price recall of the watch and the pants that appeared in the stimuli. Subsequently, participants completed the manipulation check ($\alpha = 0.878$). Finally, at the end of the study, participants reported their demographic information including their gender and age.

10. Results

Manipulation check. As intended, the expansive pose ($M_{\text{high-power pose}} = 5.11$, $SD = 1.36$) was perceived to be significantly more powerful compared to the constricted pose ($M_{\text{low-power pose}} = 3.43$, $SD = 1.26$, $t(71) = 5.53$, $p < .001$). recall ability of price information of the product.

Price recall. A one-way analysis of variance (ANOVA) revealed a significant main effect of the type of power pose on the recall ability of price information of the product displayed at the top (watch: $F(1,71) = 4.153$, $p = .05$), but no effect was found for the recalled ability of price information of the product displayed at the bottom (pants: $F(1,71) = 0.208$, $p > .65$). Interestingly, the results revealed the opposite pattern of power perception as that found in Study 1. The participants in the high-power pose condition more accurately recalled the price of the item displayed at the top than those in the low-power pose condition (watch: $M_{\text{recalled price in the high-power condition}} = \63.54 , $SD = 16.49$; $M_{\text{recalled price in the low-power condition}} = \55.52 , $SD = 17.03$; actual price = \$65.95; $t(71) = 2.04$, $p = .05$), which supports H2a. Conversely, the accuracy of the recalled price information of the item shown at the bottom did not differ between the high- and low-power pose conditions (pants: $M_{\text{recalled price in the high-power condition}} = \52.03 , $SD = 10.25$; $M_{\text{recalled price in the low-power condition}} = \53.31 , $SD = 13.22$; actual price = \$47.65; $t(71) = -0.46$, $p > .50$). Specifically, participants better recalled the price of the product at the top when they perceived the high-power pose of the model whose face was not visible. However, there were no significant differences in the price recall of the product displayed

Table 2. The effect of power pose on price recall in study 2.

Product	Actual price (in \$)	Model's pose	
		High power	Low power
Watch	65.95	Recalled price (in \$) 63.54 (16.49)	Recalled price (in \$) 55.52 (17.04)*
Pants	47.65	Recalled price (in \$) 52.04 (10.25)	Recalled price (in \$) 53.32 (13.22)

* $p < 0.1$; ** $p < 0.05$; *** $p < 0.01$

Notes: Each cell represents raw means and standard deviation (in parentheses)

at the bottom regardless of the model's pose (see Table 2), which supports H2a and H2b.

11. Discussion

Study 2 provides experimental evidence of a boundary condition for the effect of the type of power pose. Consumers pay more attention to and thoroughly process the price information of products presented at or near the top compared to items displayed at or near the bottom when the face of the model with a powerful pose is not visible. In other words, people are less likely to be dominated and show submissive behaviors when they cannot clearly identify the face of the model even when he or she is displaying a high-power pose. Specifically, instead of averting their gazes from the model as in Study 1, people pay attention to the top of the model with the invisible face to garner more information about the model when the model displays high power. That is, consumers are willing to examine the model rather than engage in submissive behaviors. Conversely, there was no significant difference in the price recall performance of products represented at or near the bottom when the face was not visible regardless of whether the model adopted a high- or low-power pose. That is, the invisibility of the face does not influence consumers much in paying attention to the top of the model when the model displays a low-power pose.

12. General discussion

The results of this paper increase our understanding of how a model's pose influences consumers' price recall ability. In this article, we found that consumers' perception of the power in a model's pose makes them selectively pay attention to the price information. In Study 1, we discovered that consumers are more likely to process price information represented at or near the bottom of an advertisement when a model displays a high-power pose. By contrast, when consumers perceive a model displaying a low-power pose, they more accurately recall price information that is represented at or near the top.

Next, Study 2 revealed the boundary effect for the type of power pose on recalled price information. In particular, the invisibility of the face attenuates the effect of the powerful pose on the consumers' processing of price information. When the model's face is not visible, consumers are less likely to feel dominated by the powerful pose and, therefore, seek more information about the figure who is signaling their power through the pose. In this case, the consumers pay more attention to the upper body of the model who is displaying the high-power pose. However, this effect is not significant when consumers are exposed to a model displaying a low-power pose with a face that is not visible.

13. Theoretical contributions

This research contributes to the advertising literature by investigating how a model's pose can alter the direction of the consumer's gaze and influence the processing of marketing information. Although past research (Holland et al. 2017; Toscano, Schubert, and Giessner 2018) has demonstrated that people avert their gazes from a subject and attend more to the bottom of an advertisement or display when the target conspicuously displays his or her dominance through non-verbal gestures, little research has examined how a power-signaling pose potentially influences consumers' price recall ability. Moreover, while research in marketing has demonstrated the effect of the presence of a model (Poor, Duhachek, and Krishnan 2013) or a model's appearance (Baker and Churchill 1977) on consumers' attitudes and experiences, it has not addressed the effects of pose in the context of processing price information. Our findings uniquely demonstrate that a model's high-power pose makes consumers pay more attention to and retain price information that is displayed at the bottom, whereas a low-power pose causes consumers to look up and, therefore, retain price information that is presented at the top.

The next contribution of this research is that it extends the findings of current studies to the pricing literature by examining the effect of power on the processing of price information. Prior pricing research on power has only documented how different levels of power influence the perception of price discrepancy (Jin, He, and Zhang 2014). However, the current research enriches the understanding of how power causes consumers to selectively process price information according to its location on a display. Consumers are possibly dominated by a model with a powerful pose, which can limit their processing of pricing information. Specifically, the findings of this research propose that consumers may have to expend

more cognitive effort to store the price information of products displayed at the top of an advertisement compared to the bottom.

14. Managerial implications

Although human models and mannequins are extensively used in print and online advertising as well as in-store displays, little attention has been paid to the effect of their poses on the gathering and processing of information about the displayed products. Therefore, the main goal of this research is to provide insightful implications for marketers who want to communicate with consumers in terms of offering economic value. Indeed, finding an ideal location to present price information to highlight sale prices may be a critical issue for marketers. Recently, many brands and companies have employed social media platforms as their major marketing communication tools. In particular, social media influencers have played important roles as brand or product endorsers (Janssen, Schouten, and Croes 2022). For instance, prior studies have demonstrated that influencers' eye gaze could enhance consumer–influencer connections and parasocial relationships (Ferchaud et al. 2018; Ilicic and Brennan 2020). Beyond this relationship perspective, the findings of this research empirically reveal that poses can influence consumers' cognitive thinking (i.e., price recall); therefore, this study can be a guideline for social media promotional message design. More specifically, depending on the type of pose, marketers can determine the optimal location in which to present the price information of the product worn by the model. When the model adopts an expansive and open pose, it is better to present the prices at the bottom to capture consumers' attention. By contrast, displaying the prices at the top might be more effective in making the price salient when the model adopts a more constricted and closed pose. Our findings also suggest that placing price information at the top of an advertisement might better enhance consumers' price recall ability when the model displays a high-power pose and their face is invisible.

15. Limitations and future research

The major limitation of this paper is that potential confounding factors of face perceptions including eye gaze, head posture, and smile were not controlled in the results. In addition, the observed effect in this research might have been affected by the appearance of the model. We also tested the effect using the image of the model in the mock advertisement. We can definitely increase the generalizability of our findings

if we observe the same pattern of results when using a mannequin in an actual store.

Also, to emphasize the different powers of the model poses, two different copies were employed in the experiment. The tagline was used to enhance the effect of power perceptions towards participants. Even though the manipulation check for the powers were successful, the different copies might influence participants in the process of perceiving power from the model's pose, which could have produced confounding effects to the results of the study.

In addition, this research raises several questions for future research. First, this paper investigates only the context in which price information is represented either at the top or the bottom of an advertisement or window display. Recently, some retail stores have displayed price information in the middle, attached to the apparel worn by the mannequin. Accordingly, research could delve deeper by examining how the power conveyed by a pose affects consumer perceptions of the price when it is placed in such a location. Second, we should examine how color moderates the effect of the power of a pose. To this point, prior research has shown that color affects the cognition process (Stone 2003). Interestingly, colors affect cognitive task performances differently depending on a person's association with the colors as determined by the social norm. For example, green and blue are often associated with peace and tranquility, whereas red and orange are often associated with aggression and dominance (Bagchi and Cheema 2013; Mehta and Zhu 2009). Therefore, it would be interesting to explore whether a particular color can enhance or mitigate the effect of the power of a pose on price perceptions, given that fashion items are often highlighted by their color to attract visual attention from consumers. Third, in this research, the impact of brand was not considered. Given that consumers tend to be heavily influenced by brand power, a future research investigating the interaction effect of brand power and model power can enhance the findings from this research.

Conflict of interest

The authors declare that they do not have any conflicts of interest.

Appendix A

Stimuli and measures in study 1.

Stimuli

In the next few pages, you will be presented with Instagram apparel advertisement. We are interested

in your opinions about the advertised clothes, accessories and their prices. Please review the advertisements carefully and answer all questions.

1) High-power pose:



2) Low-power pose:



Appendix B

Stimuli and measures in study 2.

Stimuli

In the next few pages, you will be presented with Instagram apparel advertisement. We are interested in your opinions about the advertised clothes, accessories and their prices. Please review the advertisements carefully and answer all questions.

1) High-power pose:



2) Low-power pose:



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