



UNDERSTANDING THE MEDIATING ROLE OF CELEBRITY IMAGE IN DETERMINING PURCHASING BEHAVIOR DURING PREGNANCY AND POST-PARTUM

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ABSTRACT This study investigates the intricate interplay between body image perceptions, societal influences, and the impact of celebrity images on the purchasing behavior of pregnant and post-partum women. Employing a quantitative approach, data were collected from a diverse sample of women across these pivotal life stages. The findings reveal that behavioral beliefs significantly influence body image perceptions, shaping the purchasing decisions of women during pregnancy and post-partum phases. Celebrity influence emerges as a crucial mediating factor, particularly pronounced during the post-partum period, wherein women exhibit heightened susceptibility to celebrity-endorsed images. The study underscores the need for marketers and policymakers to adopt ethical advertising practices and focus on promoting realistic body images to empower women during these transformative life stages. This research provides a foundational understanding of the complexities surrounding body image perceptions, societal influences, and the role of celebrity images in women's purchasing behavior, offering insights for future research and marketing strategies.

KEYWORDS : Celebrity Endorsement, Pregnancy, Post-Partum, Consumer Behavior, India

INTRODUCTION

The contemporary world is deeply immersed in the pervasive influence of social media in the daily lives of individuals. With the widespread availability of telecommunication services, internet access has permeated various corners of the globe. While social media platforms serve as hubs for communication, networking, and sourcing information from diverse outlets, they also pose several challenges in everyday life (Jain et al., 2021). Pregnancy and the post-partum phase represent pivotal stages experienced by most women. These periods are entrenched with established traditional beliefs that often dictate and limit a woman's conduct during this crucial time (Atkinson & Teychenne, 2019; Roomruangwong et al., 2017). Researchers across various domains have noted changes in women's behaviors during pregnancy and the post-partum period, particularly in their purchasing and shopping patterns (Fazzi et al., 2017; Guardino & Dunkel Schetter, 2014).

In the era preceding technological dominance, a woman's behavior during these stages was primarily influenced by her immediate social circle, particularly family members. However, in today's ubiquitous social media environment, celebrity depictions and opinions on pregnancy and the post-partum phase also hold the potential to exert significant influence. Presently, social media encourages celebrities to exhibit authenticity and relatability, as it can elevate their exposure and further their careers. Nevertheless, while these actions are increasingly promoted, concerns arise about potential negative reactions directed at pregnant and post-partum women. Hence, this study endeavors to comprehend the shifts in behavior among pregnant and post-partum women attributed to celebrity images disseminated on social media. This research seeks to elucidate the behavioral alterations observed in pregnant and post-partum women, considering the prevailing phenomenon of social media.

The study aims to address the following research questions:

RQ 1: What specific behavioral differences are evident in women during pregnancy and in their post-partum stages?

RQ 2: How does social media influence the behavioral changes that occur during pregnancy or the post-partum phase?

The subsequent section provides an overview of existing literature pertinent to this study.

BACKGROUND

Pregnancy and Post-Partum Behavior

A significant body of research has delved into the behavioral changes witnessed in pregnant and post-partum women, focusing on diverse facets. Brown et al. (2019) outlined a study aimed at analyzing post-partum behavior changes to deter smoking, identifying six critical behavior change topics, including social support provision, problem-solving intent, and conveying information about consequences. This

study recommended self-help approaches for better management of such situations. Lim et al. (2020) investigated changes in behavior related to healthy eating and physical activity during the post-partum phase. Their results emphasized the impact of post-partum routines on physical activity involvement while not significantly affecting energy intake. The study highlighted the necessity of a behavioral approach involving self-monitoring, goal setting, goal review, and self-regulation.

Moreover, Bei et al. (2019) explored a cognitive program aimed at improving behavior during pregnancy and post-partum to enhance women's sleep cycles. Through randomized control trials, the study revealed gaps in providing adequate care for sleep deprivation issues, proposing that cognition-based methods involving relaxation, self-hygiene, mindfulness, and family support could ameliorate these concerns. Sun et al. (2019) conducted research to evaluate a mobile phone-based app designed to train post-partum women's behavior using cognitive techniques. The study highlighted the efficacy of employing technology-based platforms to address behavioral changes during pregnancy and post-partum, providing uninterrupted assistance in a time-efficient manner (Amataiti et al., 2021). A study conducted during the COVID-19 pandemic noted changes in the lifestyle behaviors of pregnant women, highlighting alterations in perception and practices but found no substantial changes in food behavior.

The existing literature demonstrates a comprehensive examination of various aspects of pregnant and post-partum women's behaviors. Notably, while these studies have extensively covered numerous domains, only a few have focused on the purchasing behavior of women during this phase, creating a gap that this study aims to address.

Influence of Social Media and Celebrity Images During Pregnancy and Post-Partum

Research has examined the impact of social media and celebrity imagery on pregnant and post-partum women, revealing intriguing insights. Becker et al. (2022) uncovered a positive relationship between positive body images on social media, improved mood, higher body appreciation, and subsequently better infant and maternal outcomes. Conversely, Steube et al. (2022) identified potential risks associated with pregnancy content on social media, particularly for mothers dealing with eating disorders, gestational diabetes, and obesity.

Rizzo (2020) delved into women's self-objectification during pregnancy and post-partum, connecting social media use to heightened self-objectification during this period. Adomaitis and Johnson (2019) investigated the impact of celebrity images on women's appearance perception during pregnancy and post-partum, concluding that exposure to such images induced feelings of anxiety, jealousy, and frustration in pregnant women. Furthermore, Lapolla and Chen (2022) explored maternity fashion and consumer attitudes, especially during pregnancy, revealing that women during this period gravitated towards clothing that balanced comfort and style preferences.

The collective body of literature has underscored the profound impact of celebrity images and social media on pregnant and post-partum women, influencing their attitudes and behaviors. These insights from both sections of literature pave the way for a comprehensive analysis, intending to elucidate the ramifications of these influences on the subjects under study.

MATERIALS AND METHODS

The current research adopts a quantitative approach to evaluate determinants quantitatively. The selection of this approach serves the purpose of estimating factors within the research context. A structured questionnaire, compiled from existing literature, has been developed for this study. The questionnaire comprises modified statements from diverse scales previously utilized by researchers, tailored to suit the study's specific requirements. All questions in the questionnaire pertain to the study's focus and are structured on a 5-Point Likert Type Scale. Respondents are required to rate their level of agreement, ranging from 1 for the lowest level to 5 for the highest.

This study targets women in India, considering the diverse conditions prevalent in the country concerning pregnancy and post-partum experiences. The research implements a selective population approach, utilizing both purposive and convenience sampling methods. The purposive sampling method enables the selection of respondents either pregnant or in the post-partum stage, while the convenience sampling method accommodates the schedules of women with infants, allowing data collection at their preferred times.

Some researchers have recommended a sample size of a minimum 200 for conducting higher-order statistical analyses such as Multiple Linear Regression, Structural Equation Modeling, etc (Wolf EJ et al). To meet this criterion and considering the study's scope, a sample size of 500 participants has been determined. The sample includes 250 pregnant women and 250 women in the post-partum stage, providing insights into the perspectives of women across both stages.

The hypotheses under investigation are as follows:

- H1: Behavioral factors significantly influence women's body image perception during pregnancy and post-partum.
- H2: Social media, along with associated celebrity images, mediate the impact on women's body image perception during pregnancy and post-partum.
- H3: Changing body image perceptions significantly influence the consumer buying behavior of pregnant and post-partum women.

The subsequent section presents a detailed analysis conducted in this study.

Data Analysis and Interpretation

The first intention of the study is to understand the factors causing a change in the perceptions of both pregnant and post-partum women while considering India's diversities and traditionality. The study has designed a structured questionnaire to collect the responses and to use those items and statistical tools, the factors will be identified in this section.

The study here would use the principal component analysis (PCA) to extract the factors having eigenvalues more than 1 with sampling adequacy being achieved.

The analysis would help categorize the factors based on the items being used in the study. It would use the Kaiser-Meyer-Olkin (KMO) tests and Bartlett's Sphericity test to determine the sampling adequacy. It would use the varimax rotation to identify the significant items.

As stated by (Hair et al., 2006), here factor loadings with values more than 0.4 would be considered for representing the associated items. The process would be conducted twice, once for each group of respondents. The detailed results from the statistical methods conducted are being provided in the tables below.

Bartlett's test shows a p-value of less than 0.05 and the overall KMO value of more than 0.7 shows that the samples are adequate for conducting further studies on the data and items used.

Component Loadings	Component				Uniqueness
	1	2	3	4	
I feel confident about the way I look	0.958				0.0667
Thinking about my pregnant body makes it difficult for me to concentrate on other things	0.660				0.2371
I spend a lot of time thinking about my weight	0.808				0.1925
I feel comfortable with the size and/or shape of my body	0.953				0.0406
I have been sleeping well during pregnancy		0.750			0.4157
I worry about what other people think about my appearance		0.452			0.4151
There are more important things in life than the shape of my body		0.428			0.9507
I feel that the extra weight I have gained due to pregnancy can be reduced by working out or going to the gym			0.573		0.2396
I am concerned about the change in skin tone due to pregnancy			0.405		0.6028
There is no ideal body size for pregnant women as all are different			0.588		0.2905
I have been taking more care of my body during pregnancy				0.789	0.3240
I have been using medications (Oils/Ointments/ Creams/ Lotions) to reduce stretch marks during my pregnancy				0.744	0.3087
I can't wear the clothes that I used to wear before pregnancy due to weight gain				0.531	0.7132
Note. 'varimax' rotation was used					

From the table generated above, it can be seen that a total of 4 factors has eigenvalues of more than 1. Hence, based on the characteristics of the items, their corresponding factors are named as follows-

Factor	Number of Items
Perceptual	4
Cognitive	3
Affective	3
Behavioral	3

The four items being constructed represent the perception, the cognitive process of looking at the pregnancy period, the affective generation of feelings, and the behavior being undertaken during that time. Hence, in relation to the behavioral aspect of pregnant women, a total of 4 factors were identified.

The scale measuring behavioral belief generates the highest mean value of 4.68 and the lowest value of 1.72. Conducting the KMO and

Bartlett's test shows the meeting of sampling adequacy and the PCA conducted with varimax rotation also shows the division of the items into four factors with eigenvalues more than 1. As the components are similar, the study also names the same factors in both sets of responses. Lastly, the scale considered for the celebrity influence section, similar to the pregnancy stage has found three factors representing celebrity influence, brand influence and peer influence.

Hence the list of factors identified as a part of the first objective for both pregnancy and post-partum women include behavioral beliefs inclusive of perceptual, cognitive, affective, and behavioral aspects, the component of normative beliefs, celebrity influence, product preference or product preference, or brand influence and peer influence. The impact caused by these factors on the attitude of the women in both these stages will be analyzed in the next section. In the further stage of analysis, the study understands the role of celebrity influence as a mediator to determine the changes in the relationships observed in the

regression model. The results are as follows- The diagram (Figure 1) above represents the model generated when conducting the mediation analysis with celebrity influence as the mediator. The model generated here has shown some interesting results and is being provided in the form of the tables shown below. Analyzing the indirect and total effects table in the pregnancy datasets, it is found that the indirect effect, which measures the role of celebrity influence as the mediator, is not statistically significant in any of the measured

relationships. The direct effects, comprising the sectional influence of celebrity influence, do show that perceptual, cognitive, affective, normative behavioral beliefs and peer influence are significantly related. Overall, it can be stated that for the set of pregnant women, the impact of celebrity influence as a mediator is absent.

The previous mediation model has shown the role of celebrity influence as the mediating variable in pregnant women. Here, the same

Models Info- Pregnancy								
Mediators Models								
	m1	Celebrity Influence ~ Perceptual Belief + Cognitive Belief + Affective Belief + Behavioral + Normative Belief + Product/Brand Influence + Peer Influence						
Full Model	m2	Attitude ~ Celebrity Influence + Perceptual Belief + Cognitive Belief + Affective Belief + Behavioral + Normative Belief + Product/Brand Influence + Peer Influence						
Indirect Effects								
	IE 1	Perceptual Belief ⇒ Celebrity Influence ⇒ Attitude						
	IE 2	Cognitive Belief ⇒ Celebrity Influence ⇒ Attitude						
	IE 3	Affective Belief ⇒ Celebrity Influence ⇒ Attitude						
	IE 4	Behavioral ⇒ Celebrity Influence ⇒ Attitude						
	IE 5	Normative Belief ⇒ Celebrity Influence ⇒ Attitude						
	IE 6	Product/Brand Influence ⇒ Celebrity Influence ⇒ Attitude						
	IE 7	Peer Influence ⇒ Celebrity Influence ⇒ Attitude						
Indirect and Total Effects- Pregnancy								
Type	Effect	Estimate	SE	95% C.I. (a)		β	z	p
				Lower	Upper			
Indirect	Perceptual Belief ⇒ Celebrity Influence ⇒ Attitude	0.01171	0.01342	-0.01459	0.03800	0.03300	0.8724	0.383
	Cognitive Belief ⇒ Celebrity Influence ⇒ Attitude	-0.00212	0.00257	-0.00717	0.00292	-0.00900	-0.8262	0.409
	Affective Belief ⇒ Celebrity Influence ⇒ Attitude	0.00748	0.00896	-0.01008	0.02503	0.01096	0.8349	0.404
	Behavioral ⇒ Celebrity Influence ⇒ Attitude	-0.01517	0.01747	-0.04940	0.01907	-0.02498	-0.8684	0.385
	Normative Belief ⇒ Celebrity Influence ⇒ Attitude	-1.40e-4	0.00610	-0.01209	0.01181	-9.86e-5	-0.0230	0.982
	Product/Brand Influence ⇒ Celebrity Influence ⇒ Attitude	-0.00150	0.00287	-0.00712	0.00412	-0.00241	-0.5220	0.602
	Peer Influence ⇒ Celebrity Influence ⇒ Attitude	0.00428	0.00522	-0.00595	0.01452	0.00879	0.8204	0.412
Component	Perceptual Belief ⇒ Celebrity Influence	0.21528	0.02368	0.16887	0.26168	0.48105	9.0924	<.001
	Celebrity Influence ⇒ Attitude	0.05437	0.06204	-0.06723	0.17597	0.06861	0.8764	0.381
	Cognitive Belief ⇒ Celebrity Influence	-0.03908	0.01578	-0.07000	-0.00815	-0.13123	-2.4763	0.013
	Affective Belief ⇒ Celebrity Influence	0.13752	0.05011	0.03930	0.23573	0.15973	2.7443	0.006
	Behavioral ⇒ Celebrity Influence	-0.27895	0.04346	-0.36412	-0.19377	-0.36405	-6.4189	<.001
	Normative Belief ⇒ Celebrity Influence	-0.00258	0.11210	-0.22228	0.21713	-0.00144	-0.0230	0.982
	Product/Brand Influence ⇒ Celebrity Influence	-0.02753	0.04237	-0.11057	0.05551	-0.03512	-0.6498	0.516
	Peer Influence ⇒ Celebrity Influence	0.07878	0.03377	0.01260	0.14496	0.12817	2.3331	0.020
Direct	Perceptual Belief ⇒ Attitude	-0.17015	0.02465	-0.21847	-0.12183	-0.47975	-6.9019	<.001
	Cognitive Belief ⇒ Attitude	-0.00488	0.01402	-0.03237	0.02260	-0.02070	-0.3483	0.728
	Affective Belief ⇒ Attitude	0.02580	0.04468	-0.06177	0.11337	0.03782	0.5775	0.564
	Behavioral ⇒ Attitude	0.05314	0.04179	-0.02876	0.13504	0.08751	1.2718	0.203
	Normative Belief ⇒ Attitude	0.42903	0.09811	0.23674	0.62131	0.30198	4.3730	<.001
	Product/Brand Influence ⇒ Attitude	-0.08827	0.03712	-0.16102	-0.01551	-0.14208	-2.3779	0.017
	Peer Influence ⇒ Attitude	-0.09873	0.02995	-0.15744	-0.04002	-0.20266	-3.2960	<.001
Total	Perceptual Belief ⇒ Attitude	-0.15845	0.02081	-0.19924	-0.11765	-0.44674	-7.6125	<.001
	Cognitive Belief ⇒ Attitude	-0.00701	0.01387	-0.03420	0.02018	-0.02970	-0.5052	0.613
	Affective Belief ⇒ Attitude	0.03328	0.04405	-0.05306	0.11962	0.04877	0.7555	0.450
	Behavioral ⇒ Attitude	0.03798	0.03820	-0.03690	0.11285	0.06254	0.9941	0.320
	Normative Belief ⇒ Attitude	0.42889	0.09854	0.23574	0.62203	0.30188	4.3522	<.001
	Product/Brand Influence ⇒ Attitude	-0.08976	0.03724	-0.16276	-0.01676	-0.14449	-2.4101	0.016
	Peer Influence ⇒ Attitude	-0.09445	0.02968	-0.15263	-0.03627	-0.19387	-3.1817	0.001

process is followed to understand the women's post-partum duration (Figure 2). The indirect effects here show that the three components of behavioral beliefs, i.e., perceptual, cognitive and affective along with

product/brand influence and peer influence, are significantly mediated by celebrity influence. This shows that the mediating role of celebrity influence is higher in the case of post-partum women.

Models Info- Post-partum		
Mediators Models	m1	Celebrity Influence ~ Perceptual Belief + Cognitive Belief + Affective Belief + Behavioral Belief + Normative Belief + Product/Brand Influence + Peer Influence
Full Model	m2	Attitude ~ Celebrity Influence + Perceptual Belief + Cognitive Belief + Affective Belief + Behavioral Belief + Normative Belief + Product/Brand Influence + Peer Influence
Indirect Effects		
	IE 1	Perceptual Belief ⇒ Celebrity Influence ⇒ Attitude
	IE 2	Cognitive Belief ⇒ Celebrity Influence ⇒ Attitude
	IE 3	Affective Belief ⇒ Celebrity Influence ⇒ Attitude
	IE 4	Behavioral Belief ⇒ Celebrity Influence ⇒ Attitude
	IE 5	Normative Belief ⇒ Celebrity Influence ⇒ Attitude
	IE 6	Product/Brand Influence ⇒ Celebrity Influence ⇒ Attitude
	IE 7	Peer Influence ⇒ Celebrity Influence ⇒ Attitude

Indirect and Total Effects- Post-partum								
Type	Effect	Estimate	SE	95% C.I. (a)		β	z	p
				Lower	Upper			
Indirect	Perceptual Belief ⇒ Celebrity Influence ⇒ Attitude	-0.12323	0.0233	-0.1689	-0.07759	-0.2124	-5.292	<.001
	Cognitive Belief ⇒ Celebrity Influence ⇒ Attitude	-0.08403	0.0216	-0.1264	-0.04165	-0.1373	-3.887	<.001
	Affective Belief ⇒ Celebrity Influence ⇒ Attitude	0.06923	0.0197	0.0306	0.10789	0.1188	3.510	<.001
	Behavioral Belief ⇒ Celebrity Influence ⇒ Attitude	0.00952	0.0180	-0.0258	0.04487	0.0185	0.528	0.598
	Normative Belief ⇒ Celebrity Influence ⇒ Attitude	-0.04212	0.0521	-0.1442	0.05992	-0.0261	-0.809	0.418
	Product/Brand Influence ⇒ Celebrity Influence ⇒ Attitude	-0.18809	0.0267	-0.2405	-0.13566	-0.3611	-7.032	<.001
	Peer Influence ⇒ Celebrity Influence ⇒ Attitude	0.09905	0.0159	0.0679	0.13016	0.2718	6.241	<.001
Component	Perceptual Belief ⇒ Celebrity Influence	0.52883	0.0816	0.3690	0.68868	0.3299	6.484	<.001
	Celebrity Influence ⇒ Attitude	-0.23302	0.0254	-0.2829	-0.18315	-0.6439	-9.157	<.001
	Cognitive Belief ⇒ Celebrity Influence	0.36061	0.0840	0.1959	0.52527	0.2132	4.292	<.001
	Affective Belief ⇒ Celebrity Influence	-0.29708	0.0782	-0.4503	-0.14384	-0.1844	-3.800	<.001
	Behavioral Belief ⇒ Celebrity Influence	-0.04086	0.0773	-0.1923	0.11058	-0.0287	-0.529	0.597
	Normative Belief ⇒ Celebrity Influence	0.18076	0.2226	-0.2554	0.61695	0.0406	0.812	0.417
	Product/Brand Influence ⇒ Celebrity Influence	0.80716	0.0735	0.6630	0.95127	0.5608	10.977	<.001
Peer Influence ⇒ Celebrity Influence	-0.42506	0.0498	-0.5228	-0.32737	-0.4222	-8.528	<.001	
Direct	Perceptual Belief ⇒ Attitude	0.17464	0.0323	0.1114	0.23792	0.3010	5.409	<.001
	Cognitive Belief ⇒ Attitude	-0.15630	0.0316	-0.2182	-0.09438	-0.2553	-4.947	<.001
	Affective Belief ⇒ Attitude	0.24467	0.0291	0.1876	0.30177	0.4197	8.398	<.001
	Behavioral Belief ⇒ Attitude	-0.07815	0.0278	-0.1327	-0.02362	-0.1517	-2.809	0.005
	Normative Belief ⇒ Attitude	0.25563	0.0802	0.0984	0.41286	0.1585	3.187	0.001
	Product/Brand Influence ⇒ Attitude	0.21969	0.0335	0.1540	0.28534	0.4218	6.558	<.001
	Peer Influence ⇒ Attitude	-0.02693	0.0209	-0.0680	0.01412	-0.0739	-1.286	0.199
Total	Perceptual Belief ⇒ Attitude	0.05141	0.0351	-0.0173	0.12011	0.0886	1.467	0.142
	Cognitive Belief ⇒ Attitude	-0.24033	0.0361	-0.3111	-0.16956	-0.3926	-6.656	<.001
	Affective Belief ⇒ Attitude	0.31389	0.0336	0.2480	0.37975	0.5385	9.341	<.001
	Behavioral Belief ⇒ Attitude	-0.06863	0.0332	-0.1337	-0.00354	-0.1333	-2.067	0.039
	Normative Belief ⇒ Attitude	0.21351	0.0957	0.0260	0.40099	0.1324	2.232	0.026
	Product/Brand Influence ⇒ Attitude	0.03160	0.0316	-0.0303	0.09354	0.0607	1.000	0.317
	Peer Influence ⇒ Attitude	0.07212	0.0214	0.0301	0.11411	0.1979	3.366	<.001

Note. Confidence intervals computed with method: Standard (Delta method)

Based on the above analyses, the status of the hypotheses formulated for the study is shown below.

Hypothesis	Status for Pregnant Women	Status for Post-partum Women
H1: Behavioral factors significantly influence women's body image perception during pregnancy and post-partum.	Reject	Accept
H2: Social media, along with associated celebrity images, mediate the impact on women's body image perception during pregnancy and post-partum.	Reject	Accept

H3: Changing body image perceptions significantly influence the consumer buying behavior of pregnant and post-partum women.	Accept	Accept
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RESULTS AND DISCUSSION

The research revealed multifaceted insights into the impact of celebrity images on the purchasing behavior of pregnant and post-partum women. The data indicated a significant interplay of various factors affecting the decision-making processes during these pivotal life stages.

Behavioral Beliefs and Body Image Perceptions

Behavioral beliefs emerged as a critical factor influencing body image perceptions among both pregnant and post-partum women. The expectations regarding body image, especially during the post-partum period, were found to be substantially influenced by the perceived societal norms, personal ideals, and the psychological adjustments women undergo during this phase. These beliefs directly shaped their purchasing behavior, with women seeking products and clothing aligned with their ideal self-image.

Celebrity Influence and Mediation Effects

The mediation analysis revealed intriguing patterns. While celebrity influence mediated the relationship between body image perceptions and purchasing behavior in both pregnant and post-partum women, the effects were notably stronger during the post-partum period. Post-partum women exhibited a heightened susceptibility to the influence of celebrity images on their buying choices, aligning with the emotional and psychological adjustments occurring during this phase.

The results indicate that the post-partum period might be a more vulnerable time for women concerning body image concerns, making them more receptive to external influences, particularly those propagated by celebrities and social media. This may be attributed to the desire to regain confidence and a sense of self, driving them to seek products that resonate with the image portrayed by these influential figures.

CONCLUSION

The research culminates in a comprehensive understanding of the intricate dynamics between body image perceptions, societal influences, and the mediating role of celebrity images on the purchasing behavior of pregnant and post-partum women. It is evident that these life phases bring about distinctive emotional, physical, and social changes, significantly impacting women's perceptions of themselves and their purchasing decisions.

The results emphasize the necessity for marketers and policymakers to approach product marketing and promotion strategies during these phases with greater sensitivity and awareness. Acknowledging the heightened susceptibility of post-partum women to external influences, especially through celebrity-endorsed images, is crucial. Marketers should adopt ethical advertising practices and focus on promoting realistic body images to foster positive self-perception among women.

Recommendations and Future Research

While this study provides valuable insights, it opens avenues for further exploration. Future research should delve deeper into the specific types of celebrity endorsements and social media platforms that have a more pronounced influence on the purchasing behavior of pregnant and post-partum women. Additionally, employing qualitative methodologies, such as in-depth interviews or focus group discussions, could provide a more nuanced understanding of the individual experiences and personal perspectives of women during these critical life stages.

This study serves as a foundational step toward comprehending the complex relationship between body image perceptions, societal influences, and the impact of celebrity images on purchasing behavior. It underscores the importance of designing marketing strategies that empower women during these transformative life stages rather than contributing to unrealistic beauty standards.

Data availability statement

The datasets generated and/or analyzed during the current study are not publicly available due to the study's adherence to ethical standards of consent, confidentiality, anonymity, sensitization, and participant safety and well-being (Approved by the NREC committee, NIFT Delhi). However, the datasets are available from the corresponding author upon reasonable request.



Figure 1: Model Diagram - Pregnancy

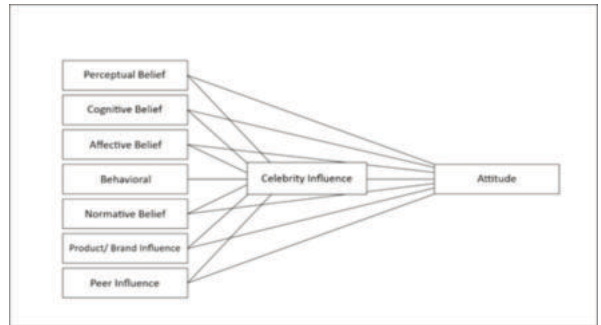


Figure 2: Model Diagram - Post-partum

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