

The Effects of Exercise Advertising on Self-efficacy and Decisional Balance

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Objectives: To investigate the effects of exercise advertising on self-efficacy and decisional balance for changing exercise behavior. **Methods:** One hundred seventy-four university students (females = 108; males = 66) watched a video that contained health, appearance, or control advertising and completed stage of change, exercise self-efficacy, and decisional balance questionnaires. **Results:** There was a significant

condition by gender interaction indicating that men in the appearance condition had lower self-efficacy than did females. Health promotion advertising did not have any effect. **Conclusions:** This study provides evidence that the message in appearance-based advertising that men should be muscular may be detrimental.

Key words: advertising, self-efficacy, decisional balance, exercise
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