



## Statistical Evaluation of Body Measurements and Body Perception in Leading and Trailing Edge Baby Boomers

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**The purpose of this investigation is to statistically analyze the body measurements and body image perception between trailing-edge and leading-edge female baby boomers.**

The Statistical Package for the Social Sciences (SPSS) was used in the study as a tool to analyze variations in body dimensions and perceptual aspects between the two groups. The variations were analyzed as a function of age and Body Mass Index (BMI) of leading and trailing-edge baby boomers. With the results, marketers gain a better understanding of the baby boomers' body perception and actual body measurements.