

Apparel Fit by Body Perception and Body Satisfaction

Lee, Kyung-Lim* · Park, Sook-Hyun**

*Master Course, Dept. of Fashion Design & Merchandising, Kyungsung University

**Professor, Dept. of Fashion Design & Merchandising, Kyungsung University

The purpose of this study was to find out apparel fit satisfaction according to item (jacket, pants, skirt) by body perception and body satisfaction. This research was done by a survey method. Statistical analysis such as frequency, a percentage, arithmetic average, standard deviation and Pearson's correlation, Crosstabs(Chi-square) were used for data analysis.

The results of this study are as follows.

1. Correlation between body perception and body satisfaction ;

① The subjects were less satisfied with larger or thicker girth of upper body. They were less satisfied with thicker upper arm, lower arm, waist and lower abdomen. They were more satisfied with taller height.

② The subjects were less satisfied with larger or thicker girth of lower body. They were less satisfied with thicker hips, thighs, calves, ankles, and longer crotch length. However, they were more satisfied with longer legs.

2. Apparel fit by body perception and body satisfaction ;

① The subjects who were less satisfied with thicker upper arm, waist, thighs and wider hips were less satisfied with the upper arm area, waist area, hip area of jacket. The subjects who were more satisfied with longer arms were more satisfied with the sleeve

length of jacket. The subjects who were less satisfied with wider shoulder width were less satisfied with the upper back width of jacket.

It means the shoulder width affected more the upper back width of jacket than shoulder width of jacket.

② The subjects who were less satisfied with wider hips were less satisfied with the hip area of pants and skirt. The subjects who were less satisfied with thicker thighs were less satisfied with the thigh area and the hip area of pants and skirt. The subjects who were less satisfied with longer crotch length were less satisfied with the crotch length of pants.

3. Body image distortion degree by Röhrer Index ;

Röhrer Index 1.09 calculated by average of the ideal height(165.83cm) and weight(49.78kg) of the subjects ranged in thin body type (below 1.20). The subjects tended to perceived their bodies fatter than their actual bodies. Also, they tended to perceived their lower bodies fatter than upper bodies.