

Study on Correlation between 20s-aged Male's Sex Role and Their Appearance Management Behavior

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I. Introduction

Humans have been traditionally expected to play the sex roles at all times according to their own sex, male or female, and these expectations are learned through the process of sex role socialization(Jung, 2003). As a result, men have sex role characteristics such as strong and tough, and women are characterized as tender and delicate. Also, through the sex role socialization process, women pass through the process of 'physical appearance management.' However, many researches have reported that there are androgynous persons who have both male and female characteristics, and that androgyny help them adapt more easily to the changing modern society. These characteristics allow them to cope more effectively and appropriately. The concept of androgyny emphasizes the importance of recognizing socio-psychological aspects as much as genetic aspects.

In particular, physical appearance is considered a condition for individual happiness and social success, and males pay more attention to their appearance following the trend of 'metro-sexual', which facilitates appearance as a social issue. Recently, a variety of mass media suggests, 'metro-sexualization' s impact on men' s sex roles directly affects their success at work. That is, the image of successful men in the 70-80s used to be a 'physically strong man,' but it is changing into a 'good-looking man' since the 90s (Heraldbiz, 2005). Therefore, men now go through the process of 'physical appearance management' for their happiness or success.

Under this circumstances, this study is aimed at determining the correlation between the sex role characteristics of males in their 20' s and their appearance management behavior. For the purpose of this study we

first grouped males in their 20's based on sex role characteristics, and we further analyzed the differences in appearance management behavior, socio-cultural attitude toward appearance and body image among groups of sex role characteristics.

II. Research Methods

For data collection, we surveyed 393 males in their 20's in the Seoul metropolitan area on the basis of the assumption that they are free from conventional ideas of sex roles and appearance management activities. The instrument measuring appearance management behavior was developed through the pilot study. In-depth interview was conducted on six metro-sexual men for developing various and concrete questionnaires dealing with 20-aged men's appearance management behavior. For the statistical analysis of data, SPSS 12.0 for window program was used with factor analysis and one-way ANOVA.

III. Study Results

As a result of analyzing 393 respondents based on sex role characteristics, 55 were grouped into masculinity(sex-typed), 57 into femininity(cross sex-typed), 146 into androgyny and 135 into undifferentiation, making the androgyny group the majority. We conducted factor analysis on each research variables, and 5 factors of appearance management behavior were identified as Interest in fashion, Proper choice of clothing, Importance of physical attractiveness, Individuality and Complementation of physical weaknesses 2 factors of socio-cultural attitude toward appearance were identified as Internalization and Awareness 2 factors of body image were identified as Cognitive behavioral aspect of body image and Affective aspect of body image. From the results of analyzing differences in socio-cultural attitude toward appearance, body image and appearance management behavior among groups based on sex role characteristics, the androgyny group had the highest scores in each factors among 4 groups. Based on these results, it can be concluded that the androgynous males who take better care of their physical appearance

cope effectively with the social circumstances resulting in happiness and success, and respond more flexibly to the society.

< Table 1 > Difference of Appearance Management Behavior / Socio-cultural Attitude on appearance / Body Image between Groups of 20-aged Male' s Sex role Characteristics

Factor	Sub Categories	Masculine (n=55)		Femininity (n=57)		Androgyny (n=146)		Undifferentiation (n=135)		F value
		M	SD	M	SD	M	SD	M	SD	
Appearance Management Behavior	Interestin fashion	4.30 (c)	1.20	4.71 (b)	1.03	5.11 (a)	.98	4.07 (c)	1.08	24.56***
	Proper choice of clothing	5.15 (a)	.86	4.68 (b)	.80	5.30 (a)	.94	4.16 (c)	1.06	35.74***
	Importance of physical attractiveness	5.27 (ab)	.84	5.19 (b)	.97	5.50 (a)	.85	4.45 (c)	1.04	31.14***
	Pursuit for individuality	4.20 (b)	1.40	4.30 (b)	1.31	4.91 (a)	1.20	3.70 (c)	1.11	23.19***
	Complementation of physical weakness	4.32 (bc)	1.15	4.52 (b)	1.10	4.91 (a)	1.07	4.06 (c)	.95	16.23***
Socio-Cultural Attitude toward Appearance	Internalization	2.83 (c)	.83	3.16 (b)	.49	3.39 (a)	.79	2.83 (c)	.68	16.92***
	Awareness	3.57 (b)	.74	3.76 (ab)	.70	3.91 (a)	.62	3.31 (c)	.72	19.16***
Body Image	Cognitive behavioral	4.56 (b)	.90	4.95 (a)	.93	5.15 (a)	.88	4.13 (c)	1.02	29.21***
	Affective	4.20 (b)	.86	4.39 (b)	1.02	4.87 (a)	1.02	3.72 (c)	.89	34.06***

n=393

A,B:Duncantest (A>B)**: p<.01, *** : p<.001

References

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- Jung, O. B. (2003). Theories of Child Development, Seoul: Hakjisa.