

노년층 남성과 여성의 인구통계적 특성이 신체만족도와 의복비지출에 미치는 영향

The impact of demographics on body-cathexis and clothing expenditure of elderly men and women

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<Abstract>

The purpose of this study was to determine the impact of demographics on body-cathexis and clothing expenditure of elderly men and women. Data were obtained from 50 men and 58 women aged 55 years and older through a mail survey. Body-cathexis consisted of five areas of body parts: head/upper body, lower body, height, weight, and torso. Clothing expenditure was measured by the total dollar value of annual personal expenditures on personal apparel, including accessories, such as shoes, and clothing services. Demographics included income, age, education, sex, marital status, and social participation. Data were analyzed using multiple regression. The results showed that there were relationships between body-cathexis and four demographic variables (income, sex, education, and social participation). Elderly men were more satisfied with their bodies than were elderly women. The subjects with higher income, education, and social participation had a higher degree of body satisfaction. Also, there was a significant relationship between income and clothing expenditure.

요 약

본 연구의 목적은 노년층 남성과 여성의 인구통계적 특성이 신체만족도와 의복비지출에 미치는 영향을 규명하는 것이다. 설문지를 통하여 나이 55세 이상의 미국 남부에 거주하는 50명의 남성과 58명의 여성이 자료분석에 이용되었다. 신체만족도는 신체 5부위(얼굴, 하체, 신장, 체중, 토르소)로 나뉘어 측정되

었고, 인구통계적 특성은 수입, 결혼여부, 사회참여도, 학력, 나이, 성으로 구분되었다. 결과로 신체만족도는 수입, 성, 교육, 사회참여도에 영향을 받았다. 남성이 여성에 비해 신체만족도가 높았으며, 학력, 수입, 사회참여도가 높을수록 신체만족이 큰 것으로 나타났다. 또한 인구통계적 특성 중 수입이 의복비지출에 큰 영향을 미치는 것으로 나타났다.

I. INTRODUCTION

Spurred by advances in public health, nutrition, and medical care, the number of older people has been increasing significantly. Various authors(e.g., Schewe, 1989; Shim & Bickle, 1993; Goldsberry, 1993) have described the redistribution of Americans toward older ages: the population segment aged 55 years and older has been increasing rapidly, now totals approximately 50 million, and is expected to keep rising in number and percentage beyond the current 20%. Americans of this age bracket are on average more wealthy, more healthy, and better educated, and they lead more active lives than in the past(Schewe, 1989).

However, today's older people may encounter many problems resulting from aging. Changed body image can be one of the problems that older people face. According to Gergen(1971), body image is the mental view one has of one's body. Today, since physical attractiveness is highly valued and the media focus on the young and thin body as an important factor of physical attractiveness(Moriarty & Moriarty, 1988), elderly people may care more about their appearance and body image than did the elderly in the past. According to Feather, Kaiser, and Rucker(1988), changes in the body image can influence the physical and psychological self. As a result of culturally undesirable body changes, elderly people may suffer considerable damage to their body image, particularly if they consider physical attractiveness as a critical component of their self-worth(Bower, 1977).

There are many studies regarding body-cathexis of younger generation; body-cathexis can be defined as an evaluative dimension of body image(LaBat & DeLong, 1990). However, there are very few studies on body-cathexis of older people and on factors influencing the body-cathexis. Research regarding body image of elderly people is important because many elderly people care about their appearance and clothing, but may suffer culturally undesirable body changes. The few studies concerning body-cathexis of elderly people have focused primarily on women(Aldrich, 1974; Hoffman, 1970; Hogge & Baer, 1986). Research on elderly men and on similarities and differences between sexes is needed as well.

The study concerning the impact of demographics on body-cathexis is needed because several studies for the elderly have reported the diverse characteristics existing among elderly people and have emphasized the impact of demographic variables on attitudes and behaviors of elderly people(Hoffman, 1970; Jackson, 1992; Kimmel, 1974). In regard to apparel expenditures of older people, several researchers investigated the influence of demographic variables on expenditures for clothing. Although income was reported as the most important factor in apparel expenditures for older people, there are conflicting results regarding the impact of other demographic variables on apparel expenditures(Hildreth & Kelly, 1984-85; Jackson, 1992; Neal, Schwenk, & Courtless, 1990; Reinecke, 1976).

The purpose of this study was to determine the

impact of demographics(income, education, sex, marital status, social participation, and age) on 1) body-cathexis and 2) clothing expenditure of men and women aged 55 years and older. Research findings regarding the relationships of demographics to body-cathexis and clothing expenditure of elderly people will contribute to the body of knowledge concerning the elderly, informing the importance of demographics to body-cathexis and clothing behavior of the elderly. The information generated can be useful to manufacturers and retailers because it can provide the basis for understanding the elderly and support manufacturers' and retailers' marketing strategies for elderly men and women consumers.

The research hypotheses formulated for this study were the followings:

- H1. There are demographic(income, education, sex, marital status, social participation, and age) influences on body-cathexis of elderly men and women subjects.
- H2. There are demographic(income, education, sex, marital status, social participation, and age) influences on clothing expenditure of elderly men and women subjects.

II. LITERATURE REVIEW

Body Image and Body Changes of the Elderly

Body image is "a term which refers to the body as a psychological experience and focuses on the individual's feelings and attitudes toward his [sic] own body" (Fisher, 1968, p.x). According to Gergen(1971), body image is the mental view one has of one's own body and is a component of self-concept. Kalish(1975) defined self-concept as the total image one has about oneself; it contains one's actual experiences and the interpretations about

those experiences. Kalish noted that body image and self-esteem are the most important components of the self-concept.

The current ideal body image in American culture can be expressed as narrow as an arrow or pencil thin(Freedman, 1986). Colburn(1992) noted that the pursuit of thinness of Americans have been cultivated during the past three decades. Indeed, fashion models and Miss America pageant contestants have grown steadily thinner. As a result of this phenomenon, there are a lot of side effects such as dieting illness and flourishing diet industries(Stephens et al., 1994). Although as many males as females are not satisfied with some parts of their bodies(Cash, 1990), women are more worried about body weight and consider it as a more important component of body satisfaction than are men(Brumberg, 1988; Fallon & Rozin, 1985). Relatedly, Greenwood(1984) reported that women are more humiliated by body changes than are men, and Lake(1979) noted that the media influence middle-aged women to diet, stay younger-looking through the use of cosmetics, and disguise "figure flaws" through appropriate selection of clothing. Also, several studies addressed the importance of body satisfaction in women's clothing choices(이영윤, 강혜원, 1982; 이수지, 이인자, 1996). For example, middle-aged women who were satisfied with their bodies were interested in fashion and tended to prefer fashionable clothing(이영윤, 강혜원, 1982).

In regard to the body changes of elderly people, the changes are negatively valued, and that these changes can influence elderly people's self-concept, confidence, and sense of value(Kimmel, 1974). According to Aldrich(1974), elderly women subjects indicated negative feelings toward changes in their figures, such as heavier weight, thicker waist, unattractive arms, and lower bust. For the

appearance of older people, researchers reported that appearance is valued at every age and that older people care about their appearance and clothing(Baird, 1951; Hoffman, 1970; Kernaleguen, 1978). Indeed, Heyer and Owens(1978) found that elderly women become more interested in their appearances as they age and their bodies change.

Clothing Expenditure of Older People

As the number of older people has been increasing dramatically, many researchers have given attention to diverse aspects of expenditure patterns of older consumers. Several researchers investigated apparel expenditures, one of the major expenditure categories, to find its relationship with aging. Norum(1989) used the Consumer Expenditure Survey(CES), collected by the Bureau of Labor Statistics, to analyze the relationship between age of household head and apparel expenditures among all age groups. In Norum's(1989) study, the independent variables were income, age, marital status, social class, location, and race while the dependent variable was household apparel expenditure. Norum found that apparel expenditures decreased with advancing age of household head.

Using the CES, Reinecke(1976) found that, when income was controlled, expenditures for transportation, home furnishings, and apparel decreased with increased age in the longitudinal study of individuals older than 55 years. Reinecke also reported that apparel expenditures decreased with aging more for men than for women. For women, apparel expenditures were stable through the age categories 55 to 74 years, but the expenditures declined after age 75. According to Hildreth and Kelley(1984-85), the apparel expenditures among older people decreased

significantly after retirement. Also, older people indicated that their priorities for apparel expenditures had changed after retirement.

Some studies showed a positive relationship between apparel expenditure and income among older people. Millican(1967) found that apparel expenditures increased as income increased. Jackson's(1992) results supported this finding although Winakor(1993) argued that Jackson should have analyzed the data without grouping and should have controlled for various demographic variables to determine a clearer relationship between income and clothing expenditure. By using data grouped by level of income and apparel expenditures, Jackson(1992) concluded that apparel expenditures of the elderly increased as income rose. The level of apparel expenditure was significantly related to income class. However, as Winakor(1993) pointed out, the relationship between apparel expenditures and income is not definitive since Jackson didn't control diverse demographic variables such as sex, education, and employment which can affect apparel expenditures of older people.

In addition, according to 이성립 and 이기춘(1991), the decrease or loss in income was one of the most common problem that older people face in Korea. As a result of retirement, older people may lose their economical power in various markets including the one for clothing. However, income may not be the sole predictor of clothing expenditure. 김순구(1993) addressed that health status was an important variable in clothing purchases and management of older people. When older people perceived themselves in a good health condition, they tended to participate in many social meetings and considered clothing as an important means in social interactions.

III. METHOD

Sample and Data Collection

The researchers obtained 302 mailing addresses of older people who were residents in a large southeastern U.S. city. The questionnaire with a stamped envelope was mailed to each address during October, 1993; 108 usable questionnaires were returned. The demographic characteristics of 50 men and 58 women respondents are shown in Table 1.

Measurements

Body-cathexis is defined as the scores of subjects after rating their satisfaction with five areas of body parts on a 4-point Likert scale as follows: satisfied(4), somewhat satisfied(3), somewhat dissatisfied(2), dissatisfied(1). The five areas encompassing 18 body parts are lower body(legs,

calves, knees, feet), head/upper body(face, hair, eyes, nose, teeth, voice), height(overall height, leg length), weight(overall weight, waist, hips), and torso(bust, neck, muscular strength).

The five areas of 18 body parts used in this research were adapted from Shim, Kotsiopoulos, and Knoll's(1991) study. Shim et al.(1991) used the modified 23-item body-cathexis scale of Mahoney and Finch(1976). Since Shim et al. focused on male subjects, some of the items are eliminated or modified. In addition, as a result of the pilot test, the number of items of the body-cathexis scale was reduced and the scale was spread over more space. In a reliability test of the 18 items of this study, a Cronbach's alpha coefficient of 0.91 was obtained.

Clothing expenditure is defined as the total dollar value of annual personal expenditures on personal apparel, including accessories, such as shoes, and clothing services(Norum, 1989). As a result of the pilot test, a forced-choice question was needed because some respondents had problems responding to an open-ended question. Clothing expenditure is in one of six ranges from 1 = under \$199 to 6 = \$1,000 and above.

Demographics include income, marital status, social participation, education, age, and sex. Yearly household income is in one of five ranges from 1 = under \$9,999 to 5 = \$40,000 and above. Other variables are on: age(open-ended); sex; marital status(currently married, not married at this time); and highest education level(grade school or less, some high school or a graduate, beyond high school). Lastly, social participation was gauged by yes/no responses to three questions: Are you a volunteer worker? Are you employed? Are you retired? These were scored as follows: 1 if retired and neither volunteer worker nor employed; 2 if volunteer worker or employed or not retired; 3 if volunteer worker, employed and retired, or if either

<Table 1> Description of respondents

Variables	Respondents Frequency
Age	
55-64	60
65-74	33
75 and over	15
Marital status	
Married	78
Not married	30
Education	
Grade school or less	16
High school	47
Beyond high school	45
Income	
Under \$9,999	9
\$10,000 to \$19,999	13
\$20,000 to \$29,999	24
\$30,000 to \$39,999	25
\$40,000 and above	37

volunteer worker or employed along with not retired; and 4 if volunteer worker, employed, and not retired.

The questionnaire was pilot-tested with fifteen men and women aged 55 years and older. The final questionnaire was modified, based on recommendations from the pilot-test.

Statistical Analysis

Hypotheses were tested using multiple regression. Multiple regression was employed to investigate the influence of each demographic variable on body-cathexis and clothing expenditure because it can hold the other included independent variables constant. All rejection levels were set at the 0.05 significance level. Significance levels at 0.01 and 0.05 were reported.

IV. RESULTS AND DISCUSSION

Results of Measured Variables

Mean values and standard deviation scores of variables for men and women are reported in Table 2. Generally, men subjects have higher body-cathexis(body-cathexis for all five areas together and each area of body-cathexis) than women subjects.

<Table 2> Means and standard deviations of variables

Variables	Men		Women	
	Mean	SD	Mean	SD
Body-cathexis	3.33	0.46	2.93	0.47
Lower body	3.45	0.55	2.89	0.70
Head/upper body	3.34	0.49	3.11	0.51
Height	3.46	0.68	3.18	0.69
Weight	3.06	0.71	2.48	0.79
Torso	3.30	0.57	2.93	0.94

Results of Hypothesis Testing

Demographic influence on body-cathexis. Multiple regression was used to investigate the relationship between body-cathexis(body cathexis for all five areas together, lower body, upper body, height, weight, and torso) and demographics(sex, age, income, marital status, social participation, and education) of the subjects. According to Table 3, there is a relationship between body-cathexis for all five areas together and four demographic variables(sex, income, social participation, and education). It means that elderly are more satisfied with their bodies than are elderly women. Also, the elderly subjects who have a higher income, social participation status, and education are more satisfied with their bodies. The findings can support Wendel and Lester(1988) who addressed sex differences on body satisfaction of younger people.

<Table 3> Body-cathexis/demographics: Regression coefficients

	Body-cathexis	Lower-body	Upper-body	Height	Weight	Torso
Sex	3.44*	1.53**	0.09	0.14*	1.08*	0.58
Income	1.88**	0.59**	0.37	0.09	0.58**	0.24
Age	0.03	-0.06	0.03	0.02	0.06	-0.02
Marital status	0.70	0.79	-0.53	-0.06	0.08	0.42
Social Participation	2.32*	0.10	0.88*	0.23	0.81*	0.29
Education	4.52**	0.68	1.88**	0.88**	0.31	0.77*
R ²	0.39	0.33	0.30	0.19	0.29	0.24

Note. **p<.01 and *p<.05

Also, these findings are related to Hamilton and Chowdhary's(1989) discussion regarding the impact of education and employment on body-cathexis of women.

In addition, there are relationships between subscales of body-cathexis and some demographic variables. Men subjects are more satisfied with lower body and weight than are women. The subjects with higher income are more satisfied with lower body and weight. The subjects with higher degree of social participation status are more satisfied with upper body and weight. The subjects with higher education are more satisfied with upper body, height, and torso. These findings mean that the relative importance of demographic variables on a specific area of body parts are different in the elderly subjects.

Demographic influence on clothing expenditure. Multiple regression was performed to investigate the relationships between demographics (income, age, sex, education, social participation, and marital status) and clothing expenditure of the elderly men and women subjects. According to Table 4, there is a positive relationship between income and clothing expenditure. This is consistent with Jackson's(1992) study which showed that the level of apparel expenditure was significantly related to income class. As Norton and Park(1987) noted that income is the most important variable affecting clothing expenditure, this study reassures that income is the most important indicator of clothing expenditure in mature consumers. Also, the result may be related to the discussion of 이성립 and 이기춘(1991) who addressed the decrease in income and the loss in market power of older people in Korea. If older people have enough income, they could be a powerful consumer segment in clothing market.

However, other variables such as age, sex, marital status, social participation, and education

have no significant influence on clothing expenditure of mature consumers when controlling for the other variables in this study. This is inconsistent with the findings of several researchers(Dardis, Derrick, & Lehfeld, 1981; Nielson, 1978; Norum, 1989) who reported the relationships between clothing expenditure and other demographic variables(age, sex, marital status, and education) in the general population. Also, it may be conflicting with the study of 김순구(1993) who addressed that health status was the important variable in clothing purchases and management of older people. Since perceptions of good health status may be related to high levels of social participation and involvement, the result of this study was not consistent with the one for Korean older people. One of the possible explanations for this discrepancy may be that this study used data grouped by level of apparel expenditures instead of actual dollar values. Another possible explanation is that there may be differences among the definitions and measurements for demographic variables in those studies. Also, there may be differences between young and old populations in regard to demographic influences on clothing expenditure.

<Table 4> Clothing expenditure/demographics: Regression coefficients and t-values

	Regression coefficients	t-values	R ²
Income	0.94	9.90***	0.58
Sex	-0.37	-1.75	
Age	-0.00	-0.18	
Marital status	-0.03	-0.14	
Social participation	-0.01	-0.08	
Education	0.14	0.69	

Note. ***p<0.001

V. CONCLUSIONS AND RECOMMENDATION

This study investigated the relationships of demographics to body-cathexis and clothing expenditure of men and women 55 years and older. To test hypotheses formulated for this study, multiple regression was used. The results showed that there was a relationship between body-cathexis and four demographic variables (sex, income, social participation, and education). Elderly men were more satisfied with their bodies than were elderly women. The elderly subjects who had higher income, social participation status, and education were more satisfied with their bodies. These findings imply that these demographic variables are important in body satisfaction of older people. Also, the findings imply that the relative importance of demographic variables is different in regard to areas of body parts satisfaction. In addition, results showed that income was the only significant predictor in clothing expenditure of older people. Other demographic variables were not related to clothing expenditure.

From these findings, marketers and apparel manufacturers need to develop marketing strategies for the elderly population. As we can see the results, the elderly population is not an isolated segment; diverse characteristics exist in this consumer bracket. Since demographics are important variables in body satisfaction and clothing expenditures of older people, demographic variables may be used in segmenting the elderly population. Also, family practitioners and educators should be concerned that demographic characteristics influence the body satisfaction of older people. The educational programs and assistances are needed to help older people recognize how they can accommodate and

negotiate their body changes to achieve high self-esteem.

As a result of lack of previous studies concerning body image of older people, there are limitations of the study and suggestions for future research. The study on dimensions of body-cathexis is needed. In this study, there were relationships between specific areas of body parts and demographics. Although each area of body-cathexis has its own special characteristics, there are very few studies regarding dimensions of body-cathexis. In addition, according to this study, income is the only indicator in clothing expenditure. This finding is consistent with some studies, but is not consistent with other studies which showed other demographic influences on clothing expenditure. Because this study used data grouped by level of income and clothing expenditure rather than their actual dollar values, studies on actual values of income and clothing expenditure, with larger samples are needed to investigate clearer relationships between demographics and clothing expenditure.

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