

신체만족도가 의복 선호에 미치는 영향 연구

배제대학교 의류학부

전임강사 황진숙

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I. INTRODUCTION

Body image is the mental picture one has of one's own body (Gergen, 1971) and has become the important concept in our time. Salem (1990) noted that dissatisfaction with body image appears to be widespread and a major psychological and physical problem of our time. Physical attractiveness is highly valued in American culture, and the media focus on the young and thin body as an important factor of physical attractiveness (Moriarty & Moriarty, 1988). Americans' pursuit of thinness has been cultivated during the past three decades, and this phenomenon has resulted in side effects such as dieting illness and flourishing diet industries (Colburn, 1992; Stephens, Hill, & Hanson, 1994).

Many studies have concerned the relationship between body image and clothing behavior (LaBat, 1988; LaBat & DeLong, 1990; Shim, Kotsiopoulos, & Knoll, 1991; 이수지, 이인자, 1996).

Clothing is an extension of the bodily self (Shim, Kotsiopoulos, & Knoll, 1991) and has important symbolic meanings in social interactions (Eriksen & Sirgy, 1989). However, limited studies exist on the relationships between satisfaction with specific body areas and clothing behavior (e.g., 황진숙, 1997; Kwon & Parham, 1994). The study regarding the effects of satisfaction with specific body areas is important since some studies showed the importance of different body part satisfaction in dimensions of clothing behavior. Also, among the dimensions of clothing behavior, the study on clothing preferences is needed. There have been lack of studies about the impacts of different body part satisfaction on clothing preferences.

Therefore, it is important to investigate the effects of body-cathexis for different body areas on clothing preferences. Since consumer's clothing preference is an important issue in apparel manufacturing, the study on this question can engender meaningful information to apparel marketers and

manufacturers. The purpose of the present research is to determine, for a sample of female college students, the effects of body-cathexis for specific body parts on clothing preferences for fit, color, and design emphasis.

II. LITERATURE REVIEW

Body image

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). It is the mental view one has of one's body (Gergen, 1971). Kalish (1975) noted that body image is one of the most important components of the self-concept. Because awareness of the self begins with experiencing one's body, body image can be considered one of the earliest parts and the basis of self-concept (Burns, 1979; Liskey, 1989).

To evaluate body image, researchers have used body-cathexis, the indication of individuals' satisfaction or dissatisfaction with their different body parts (LaBat & DeLong, 1990). Many studies have supported the idea that body-cathexis is closely related to a person's global self-image, self-esteem, or self-concept (Kaiser, 1990). Some researchers have suggested that dissatisfaction with a particular aspect of self can lead to lower self-esteem, depending on the degree of importance ascribed to that aspect of self (Watkins & Park, 1972). Therefore, if physical attractiveness is important to an individual, poor body image may be expected to have a negative effect on his or her self-esteem.

Body image and clothing behavior

Clothing has been described as a second skin (Horn & Gurel, 1981) or an extension of the bodily self which represents one's nearest environment (Kaiser, 1990). Clothing has long been recognized as having more than just a functional use: numerous studies have indicated the symbolic meaning of clothing and its use in social environments (e.g., Ericksen & Sirgy, 1989). There have been many studies concerning relationships between body image and clothing. To investigate the relationship between clothing and body image, researchers have focused on the relationship between body-cathexis and diverse aspects of clothing behavior (Hwang & Norton, 1994; Shim, Kotiopulos, & Knoll, 1991; 황진숙 1997). LaBat and DeLong (1990) reported a significant relationship between body-cathexis and satisfaction with fit of apparel, especially for satisfaction with apparel fit on lower parts of the body. Hwang and Norton (1994) reported significant correlations between body-cathexis and dimensions of clothing behavior in women aged 55 years and older. Women subjects who had higher satisfaction with their body parts had higher satisfaction with ready-to-wear clothing, had a higher degree of shopping interest, had a higher degree of store patronage, and had higher expenditures on clothing.

In addition, several studies for Korean consumers showed positive relationships between body satisfaction and dimensions of clothing behavior (고애란, 1983; 이수지, 이인자, 1996; 이영운, 강혜원 1982). For example, respondents who were satisfied with their bodies were more likely to

wear mini-skirt (이수지, 이인자, 1996). Also, middle-aged women who were satisfied with their bodies were interested in fashion and tended to prefer fashionable clothing.(이영윤, 강혜원, 1982).

The previous studies showed that body-cathexis and dimensions of clothing behavior are closely related, but there are limited studies on the effects of body-cathexis for different body areas on clothing preferences.

III. CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

To explain the relationships of body-cathexis to clothing preferences, the theory of reasoned action and the multi-attribute attitude model may be used. The theory of reasoned action suggests that the best predictor of behavior is the intention to act. A person's intention is a function of attitude toward behavior and subjective norm; in turn, attitude is a function of beliefs (that the behavior leads to certain outcomes) and evaluation of the outcomes (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975).

To apply the theory of reasoned action and the multi-attribute attitude model to the relationships of body-cathexis to clothing preferences, clothing preference for certain styles is determined by the intention to prefer certain styles. This intention is a function of attitude toward preferring certain styles. The attitude toward preferring certain styles is a function of attributes related to clothing preference for certain styles and evaluation of the attributes. Body image is one of the attributes which are related to clothing preference for certain styles. Therefore, the attitude toward

preferring certain styles is a function of body image which is related to those clothing styles and of the evaluation of the body image. The more satisfied one is with body image which is related to those clothing styles, the more she will prefer those styles.

Research Hypotheses

Research hypotheses were formulated to investigate the effects of body-cathexis for specific body areas on clothing preferences for fit, color, and design emphasis.

H1: Clothing preference for tight fit is a direct function of the body-cathexis scores for lower body, weight, and torso.

H2: Clothing preference for dark colors is an inverse function of the body-cathexis scores for lower body, weight, and torso.

H3-1: Clothing preference for leg emphasis is a direct function of the body-cathexis scores for lower body and height.

H3-2: Clothing preference for waist/hip emphasis is positively related to the body-cathexis score for weight.

H3-3: Clothing preference for bust/neck emphasis is positively related to the body-cathexis score for torso.

In H1, the tightness of fit in clothing is generally determined by garments dimensional ease for lower body, weight, and torso-related areas (e.g., bust, waist, hips, thighs). The more satisfied one is with weight, torso, and lower body, the more she will prefer tight fit clothing. In H2, clothing preference for dark colors is

related to body image for weight, torso, lower body area. Bright colors can make objects stand out visually, and can make the objects look larger than do dark colors. The less satisfied one is with weight, lower body, and torso, the more she will prefer dark colored clothing. In regard to H3, clothing preference for a certain body area emphasis is related to body image for the body area. The more satisfied one is with a body area, the more she will prefer clothing that emphasizes that body area.

IV. PROCEDURE

Sample and Data Collection

The subjects were female college students, aged 18 to 25. The researcher distributed 420 questionnaires. There were 182 questionnaires returned, but some questionnaires were not usable because subjects were males or older than 25. The final sample of usable cases was 177 female college students, aged 18 to 25.

The Instrument and the Variables Measured

Body-cathexis is defined as the scores of subjects after rating their satisfaction with five areas of body parts on a 7-point Likert scale as follows: extremely satisfied (7) to extremely dissatisfied (1). The five areas encompassing 19 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, thighs), and torso (bust, neck, muscular strength). The measure of body-cathexis is modified from that of

Shim, Kotsiopoulos, and Knoll (1991).

The original body-cathexis scale was developed by Secord and Jourard (1953), and it has 46 items. Many contemporary studies use modified body-cathexis scales with fewer items (Shim et al. 1991). Shim et al. (1991) used the modified 23-item body-cathexis scale of Mahoney and Finch (1976), and measured body-cathexis by male subjects' indication of their satisfaction with each body area including lower body, head/upper body, height, weight, and torso on a Likert scale, from very positive to very negative.

Clothing preference includes fit, color, and design emphasis. The response format is a 5-point Likert scale ranging from strongly agree (5) to strongly disagree (1).

Fit is measured by subjects' degree of agreement with two items concerning tightness of fit adapted from Kwon and Parham (1994). The two items are "I tend to select clothes that fit tightly to my figure" and "I tend to select loosely fitting clothes." Reversed coding is used, so the higher the score, the more tight fit is preferred.

Color is measured by subjects' degree of agreement with two items concerning darkness of color from Kwon and Parham (1994). The two items are "I tend to select clothes that are dark colored" and "I tend to select clothes that are bright colored." Reversed coding is used, so the higher the score, the more dark colors are preferred.

Emphasis at five body parts, waist, bust, neck, legs, and hips, is measured. For each body-part emphasis, preference is measured by subjects' degree of agreement with an item. Each item contains the same wording, for example, "I like

to select clothing which emphasizes my waist.”

Analysis of Data

Hypotheses were tested using the Pearson correlation coefficient and multiple regression.

V. RESULTS AND DISCUSSION

This chapter presents the results of statistical analyses and their implications in relation to the hypotheses.

Results of Measured Variables

Mean values and standard deviations of variables are reported in Table 1. The mean score for body-cathexis for weight is lower than for body-cathexis for other four areas, indicating

that the subjects were less satisfied with the weight area compared to other body areas. In regard to clothing preferences, emphasis on hips was less preferred compared to other body areas.

Results of Hypothesis Testing

H1: Clothing preference for tight fit is a direct function of the body-cathexis scores for lower body, weight, and torso.

Table 2 shows that the independent variables explain 27% of the variance in clothing preference for tight fit. T-values show that body-cathexis for weight was a significant predictor of clothing preference for tight fit: the more one is satisfied with weight, the more she will prefer tight fit clothing.

In addition, Pearson correlation coefficients show that body-cathexis for weight, torso, and lower

Table 1: Means and standard deviation of variables

Variable	Mean	SD
Body-cathexis		
Head/upper body	5.04	1.09
Lower body	4.41	1.16
Height	4.73	1.41
Weight	3.69	1.37
Torso	4.63	1.14
Clothing preferences		
Fit(tight)	2.57	0.81
Color(dark)	3.46	0.79
Waist emphasis	2.71	1.03
Bust emphasis	2.72	1.01
Neck emphasis	2.71	0.78
Legs emphasis	3.01	0.96
Hips emphasis	2.28	0.87

Note, Body-cathexis: 7 point scale, Clothing preferences: 5 point scale

Table 2: The effect of body-cathexis on clothing preference for fit

Multiple regression			Pearson correlation coefficients
Variables	t-value	standardized estimate(β)	
intercept	5.75***	0.000	
lower body	0.18***	0.019	0.39***
weight	5.14***	0.489	0.52***
torso	0.80***	0.073	0.35***
F (3, 173) = 21.54***			
R ² = 0.27			

Note. *** $p < 0.001$

body are positively related to clothing preference for tight fit. Among the body areas, body-cathexis for weight is the most significant predictor in clothing preference for tight fit (standard regression coefficient = 0.48). H1 is supported.

H2: Clothing preference for dark colors is an inverse function of the body-cathexis scores for lower body, weight, and torso.

T-values in Table 3 show that body-cathexis for weight was a significant predictor of clothing preference for dark colors. The less one is satisfied with weight, the more she will prefer dark colored clothing. In addition, Pearson correlation

coefficients show that body-cathexis for weight, torso, and lower body are negatively related to clothing preference for dark colors. However, it should be noted that body-cathexis for weight is the most significant predictor in clothing preference for dark colors (standard regression coefficient = -0.423).

H3-1: Clothing preference for leg emphasis is a direct function of the body-cathexis scores for lower body and height.

According to Table 4, the independent variables explain 31% of the variance in clothing preference for leg emphasis. T-values show that body-

Table 3: The effect of body-cathexis on clothing preference for dark colors

Multiple regression			Pearson correlation coefficients
Variables	t-value	standardized estimate(β)	
intercept	19.70***	0.000	
lower body	0.54***	0.061	-0.34***
weight	-4.29***	-0.423	-0.46***
torso	-1.41***	-0.135	-0.34***
F (3, 173) = 16.20***			
R ² = 0.22			

Note. *** $p < 0.001$

Table 4: The effect of body-cathexis on clothing preference for leg emphasis

Multiple regression			Pearson correlation coefficients
Variables	t-value	standardized estimate(β)	
intercept	3.42***	0.000	
lower body	6.47***	0.493	0.55***
height	1.29***	0.098	0.38***
F (3, 173) = 38.62***			
R ² = 0.31			

Note. *** $p < 0.001$

cathexis for lower body was a significant predictor of clothing preference for leg emphasis. In addition, Pearson correlation coefficients show that body-cathexis for height is also related to clothing preference for leg emphasis. The more satisfied with lower body and height, the stronger the preference for leg emphasis. H3-1 is supported.

H3-2: Clothing preference for waist/hip emphasis is positively related to the body-cathexis score for weight.

Pearson correlation coefficients were calculated for the relationship of body-cathexis for weight to clothing preferences for waist and hip emphasis. The coefficients show significant relationships between body-cathexis for weight and clothing preference for waist emphasis ($r = 0.47^{***}$) and between body-cathexis for weight and clothing preference for hip emphasis ($r = 0.57^{***}$). The more one positively evaluates her weight, the more likely that she will prefer clothing which emphasizes waist and hips (weight area). H3-2 is supported.

H3-3: Clothing preference for bust/neck

emphasis is positively related to the body-cathexis score for torso.

Pearson correlation coefficients were calculated for the relationship of body-cathexis for torso to clothing preferences for bust and neck emphasis. The coefficient shows that the relationship between body-cathexis for torso and clothing preference for neck emphasis ($r = 0.24^{**}$) is significantly related. However, body-cathexis for torso and clothing preference for bust emphasis is not significantly related ($r = 0.11$).

Multicollinearity diagnostics: To examine multicollinearity among the body-cathexis variables, VIF and eigenvalues were examined for H1, H2, and H3-1. The variance inflation for each independent score was less than 10, which is the standard score for comparison. The condition number ranged from 100 to 120, which were less than the standard comparison score of 1,000. Therefore, the collinearity problem was not serious in the regression models.

VI. CONCLUSIONS AND RECOMMENDATIONS

The purpose of the present research was to determine, for a sample of female college students, the relationships of body-cathexis to clothing preferences. Body-cathexis was measured for five areas of body parts: head/upper body, lower body, height, weight, and torso. Clothing preferences consisted of clothing preferences for fit, color, and design emphasis. Multiple regression and Pearson correlation coefficient were used to test the research hypotheses formulated in this study.

The results generally showed positive relationships between body-cathexis for the specific body areas and clothing preferences for fit, color, and design emphasis. The theory of reasoned action may explain the relationships. Specifically, body satisfaction with weight area is positively related to clothing preference for tight fit; clothing preference for bright colors; and clothing preference for waist and hip emphasis. Body satisfaction for lower body and height areas is positively related to clothing preference for leg emphasis. Body satisfaction with torso area is positively related to clothing preference for tight fit; clothing preference for bright colors; and clothing preference for neck emphasis. The findings have implications for apparel marketers; the relationships of body satisfaction to clothing preferences should be incorporated when designing. For example, designers should be concerned that clothing preference for bright colors, tight fit, and waist and hip emphasis are related to weight satisfaction. If they target the consumers who are satisfied with their weight, the clothing needs to incorporate the above design characteristics.

For future research, the study on males and other populations may generate useful findings. Comparison of diverse demographic groups may provide further understanding and meaningful information to retailers and apparel manufacturers. In addition, more study regarding the measurement of clothing preference is needed. Studies need to use more diverse ways in measuring clothing preferences. Also, this study had a limitation in measuring clothing preference for colors. The subjects may have the broad range of color preferences rather than dark vs bright colors. The future study needs to deal with this limitation and measure clothing preference for broad range of colors.

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요 약

The Effects of Body-Cathexis on Clothing Preferences

본 연구의 목적은 의복 스타일 선호에 신체만족도가 미치는 영향을 규명하는 것이다. 조사대상은 미국 여대생으로 177부의 설문지를 자료분석

에 사용하였다. 신체만족도는 신체 5 부위 (얼굴, 상체, 하체, 신장, 체중) 각각에 대해 측정되었고, 의복스타일 선호는 의복이 몸에 타이트하게 끼는 정도에 대한 선호, 어두운 색상에 대한 선호, 허리, 힙 (hips), 가슴 (bust), 목 (neck), 다리에 강조점을 두는 의복에 대한 선호로 측정되었다. 결과로 특정 부위에 대한 신체만족도는 그 부위에 관련된 의복스타일 선호와 관계가 있었다. 예로 응답자가 체중부위에 만족하면 할수록 몸에 타이트하게 끼는 의복과 밝은 색상의 의복, 허리와 힙을 강조한 의복을 선호하였다. 이성적 행동이론이 이들 결과를 설명하는데 사용되었다.