〔報 文〕

신체만족도와 이상적인 신체상의 중요성이
의복추구혜택에 미치는 영향

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The Effects of Body-Cathexis and Importance of Meeting
the Ideal Body Image on Clothing Benefits Sought

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Abstract

본 연구의 목적은 신체만족도와 이상적인 신체상의 중요성이 의복추구혜택에 미치는 영향을 규명하는 것이다. 조사대상은 미국 여대생으로 177부의 설문지를 자료분석에 사용하였다. 신체만족도와 이상적인 신체상의 중요성은 신체 5부위(얼굴, 상체, 하체, 신장, 체중) 각각에 대해 측정되었고, 의복추구혜택은 패션 이미지, 체형결점보완, 여성스러움의 표현, 자기향상, 개성표현등의 5분야에 걸쳐 측정되었다.

결과로 신체 각 부위에 대한 이상적인 신체상의 중요성은 각각의 모든 의복추구혜택에 유의한 관계가 있는 반면 신체만족도의 경우 특정 부위에 대한 신체만족이 특정 의복추구혜택과 관계가 있는 것으로 나타났다. 이는 특정 부분의 신체에 만족하면 할수록 또한 이상적인 신체상이 중요하면 할수록 의복혜택을 통해 신체만족을 유지 또는 고양시키려는 소비자의 심리로 설명할 수 있다.

I. INTRODUCTION

Body image 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 self-concept. 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). Dissatisfaction with body image appears to be widespread and a major psychological and physical problem of our time(Salem, 1990). Body dissatisfaction has been described as a "normative discontent"(Rodin, Silberstein, & Striegel-Moore, 1985). In a survey of 33,000 American Glamour readers, 75% of the female respondents considered themselves overweight although fewer than 25% could be categorized as such; only 6% were happy with their bodies(Wooley & Wooley, 1984).

When people are not satisfied with certain aspects of self, the roles of products as symbols and means in social interactions cannot be underestimated(Schouten, 1991). Because clothing is an

extension of the bodily self(Shim, Kotsiopulos, & Knoll, 1991) and has important symbolic meanings in social interactions(Ericksen & Sirgy, 1989), many studies have concerned the relationship between body image and dimensions of clothing behavior. Yet, very limited studies exist on the relationships between satisfaction with specific body parts and clothing benefits sought(e.g., Kwon & Parham, 1994). Some researchers suggested that clothing may compensate for body dissatisfaction and enhance one's self-esteem(Kaiser, 1990; Sontag & Schlater, 1982). Few theoretical explanations exist, however, on clothing compensation for body dissatisfaction and on clothing benefits people seek in relation to body satisfaction. In this context, it is important to investigate how one's body satisfaction is related to clothing benefits sought.

In addition, the relative importance of ideal body image to individual consumers may underlie how people seek clothing benefits in relation to body satisfaction. If consumers do not care about ideal body image regardless of their body satisfaction, they may not care about clothing or other products as means to enhance their body image. From this reasoning, the importance of ideal body image to consumers may be a significant motivator for the benefits consumers seek from clothing in relation to body satisfaction. Although body satisfaction may partially explain some dimensions of clothing benefits sought, body satisfaction alone cannot explain all the complexities of clothing behavior. Importance of meeting the ideal body image may provide an understanding regarding the relationships between body satisfaction and clothing benefits sought; however, almost no research has concerned the influence of the importance of ideal body image on the relationship between body satisfaction and clothing benefits sought.

Research on the effects of body satisfaction and importance of meeting the ideal body image on clothing benefits sought may provide insight on the complex consumer motivations in clothing behavior that could be a basis for marketers to segment and target consumers and make plans for them(e.g., in clothing design, advertising, and distribution). Also, the research has theoretical implications in explaining consumer behavior related to body satisfaction. It has implications for the study of symbolic consumption, for example, why some consumers are motivated to enhance their self-image through symbolic consumption but why others are not.

The purpose of the present research is to determine, for a sample of female college students, the effects of body-cathexis and importance of meeting the ideal body image on clothing benefits sought. Female college students are a major clothing consumer segment, and they are said to be very conscious about their bodies(Kwon & Parham, 1994; Salem, 1990).

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. 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). There-

fore, 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.

Salem(1990) investigated the relationship of several variables, body satisfaction, importance of meeting the ideal body image, perceived discrepancy from ideal body image, and body type discrepancy from the ideal, to depression and self-esteem measures in a sample of 164 female college students. Salem found that importance of meeting the ideal body image was an important variable in self-esteem and depression scores of the subjects; importance of meeting the ideal body image affected the relationship of body satisfaction to depression and self-esteem scores.

Ideal Body Image

Several researchers have focused on consumer behaviors related to ideal body image in social and cultural settings. The current ideal body image in American culture has been expressed as narrow as an arrow or pencil thin(Freedman, 1986). Colburn (1992) noted that Americans' pursuit of thinness has been cultivated during the past three decades, exemplified by fashion models and Miss America pageant contestants becoming steadily thinner. This phenomenon has resulted in side effects such as dieting illness and flourishing diet industries (Stephens, Hill, & Hanson, 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 a more important component of body satisfaction than do men(Brumberg, 1988). Davis(1985) measured college females' perceived somatotype, perceived somatotype-ideal, and body-cathexis. Most subjects in the study selected the slimmest figure as their somatotype-ideal. Subjects' satisfaction with the body decreased as their perceived body build grew "more muscular" and "fatter." It implies that the discrepancy between one's perceptions of actual and ideal body build creates dissatisfaction with

one's own body build.

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. Shim, Kotsiopulos, and Knoll(1991) also found that those who were satisfied with their bodies and had a favorable attitude toward clothing were likely to be satisfied with ready-to-wear and with product variety/store quality; to enjoy shopping; to be confident in choosing proper clothes for themselves; and to be heavy purchasers of clothing.

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

수지, 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).

Clothing Benefits Sought

Compared to general clothing behavior, there have been very few empirical studies concerning clothing benefits sought and its relationship with body image. Limited studies exist which can be viewed as benefit segmentation research. Benefit segmentation is defined as a segmentation by "benefit sought"- the kinds of benefits consumers seek in products and services(Schiffman & Kanuk, 1994). Through benefit segmentation, marketers can acknowledge unmet consumer needs and attempt to measure consumer perceptions of various products (Engel, Blackwell, & Miniard, 1990).

In regard to clothing benefit segmentation, Jenkins and Dickey's(1976) work is one of the most representative studies. Jenkins and Dickey surveyed 224 residents of one geographic area and segmented subjects by the evaluative criteria in clothing choices. On the basis of two dimensions (appearance and practicality) of underlying evaluative criteria, four consumer segments were developed: fashion advocates, quality seekers, frugal aesthetes, and concerned pragmatics. To segment the apparel market by evaluative criteria, Cassill and Drake(1987) identified three evaluative criteria factors that female consumers use for social apparel: appropriateness, economic, and other people directed. Shim and Bickle(1994) investigated clothing benefits sought by female consumers and segmented the consumers in three groups: symbolic/instrumental users of clothing, practical/conservative users of clothing, and apathetic users of clothing.

In regard to motivations underlying clothing practices, Kwon and Parham (1994) related fatness perception states to motivators of clothing functions, and they identified clothing functions for different fatness perception states: when one felt fat or felt to have gained weight, and when one felt slender or felt to have lost weight. The identified clothing functions were fashion, camouflage, assurance, individuality, and comfort. The research results showed motivational differences between clothing functions for fat and slender states. The scores for camouflage and comfort functions were higher in the fat state, while the scores for all other functions were higher in the slender state. Kwon and Parham concluded that perception states of physical self play a significant role in determining the types of clothing and perception of importance of each clothing function.

III. PROCEDURE

The Questionnaire and the Variables Measured

Drawing from existing instruments, a questionnaire was developed to collect data on the variables. After pilot testing with 23 female college students, each question was examined for its clarity and relatedness to the purpose of the research, which resulted in some modifications in the questions. The final questionnaire and the measures of the research variables are described below. Cronbach alpha coefficients for multi-item scales are reported. Cronbach alpha is a measure of internal consistency, with values greater than 0.60 indicating good reliability(Schuessler, 1971).

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 from 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, Kotsiopulos, and Knoll(1991). The

Cronbach alphas for the five body areas ranged from 0.90 for height to 0.74 for torso.

Importance of meeting the ideal body image is measured by the scores on the importance of meeting the ideal scale. Respondents are asked to indicate how important it is that they meet what they consider the ideal standards for the same 19 body parts as on the body-cathexis scale. The response format is a 7-point Likert scale from extremely important (7) to extremely unimportant (1). The measure is adapted from Salem's(1990) study. The Cronbach alpha for height was 0.92, indicating high reliability; those for the four areas ranged from 0.90 for head/upper body and weight to 0.64 for torso.

Clothing benefits sought is defined as scores indicated by subjects' degree of agreement with statements adapted from Shim and Bickle(1994) and Kwon and Parham(1994) reflecting five clothing benefits sought, on a 5-point Likert scale ranging from strongly agree (5) to strongly disagree(1). The five clothing benefits sought are self-improvement, sex appeal, fashion image, figure flaws compensation, and individuality. Shim and Bickle identified nine clothing benefits sought; the five clothing benefits sought in this study were chosen based on their possible association with body satisfaction. Table 1 shows 25 statements grouped by the clothing benefits sought variables measured, along with Cronbach alpha coefficients.

Sample and Data Collection

The final sample used in this study consisted of 177 female college students aged from 18 to 25. The researcher distributed 420 questionnaires to the students who took courses offered in the College of Human Resources at Virginia Tech. There were 182 questionnaires returned, but some questionnaires were not usable because subjects were males or older than 25. The data were collected during February and March 1996.

Table 1. The clothing benefits sought variables

Fashion image (Cronbach alphas 0.85)
- Wearing the latest styles is important to me in order to maintain a fashionable image.
- I try to select updated fashions and accessories.
- I try to select clothes that portray a fashionable image.

Figure flaws compensation (Cronbach alphas 0.75)
- I try to cover my figure flaws with clothing.
- I select clothing that will camouflage my figure problems.
- I use clothing as a tool to make my figure look like the ideal.

Sex appeal (Cronbach alphas 0.80)
- Dressing to appeal to the opposite sex is important to me.
- I dress to impress the opposite sex.
- I buy clothes which will emphasize my femininity.

Self-improvement (Cronbach alphas 0.79)
- The clothing I choose to wear is a way of lifting my self-esteem.
- I select clothing to enhance other people's regard for me.
- I select clothing that I think will enhance my reputation.

Individuality (Cronbach alphas 0.73)
- I am concerned with dressing for individuality.
- I tend to select clothes that are unusual.
- I try to choose clothes that make me look distinctive.

Statistical Analysis of Data

Multiple regression was used to investigate the effects of body-cathexis and importance of meeting the ideal body image on clothing benefits sought. The Pearson correlation coefficients were used in investigating relationships of clothing benefits sought to body-cathexis and importance of meeting the ideal body image.

IV. RESULTS AND DISCUSSION

Multiple regression result and the Pearson correlation coefficients are shown in Tables 2 and 3, respectively. Multiple regression was used in separate analyses with each clothing benefit sought as the dependable variable. The independent variables were importance of meeting the ideal body image for five body areas and body-cathexis scores for the five areas. The Pearson correlation coefficients were calculated to investigate the relationships of each clothing benefit sought to body-cathexis and importance of meeting the ideal body image variables.

Self-improvement.

T-values in Table 2 show that importance of meeting the ideal body image for height and weight are significant predictors in self-improvement. Placing a high importance on meeting the ideal

Table 2. The effect of body-cathexis (BC) and importance of meeting the ideal body image (IMI) on clothing benefits sought: Multiple regression result (N=177)

Clothing benefits sought	IMI and BC	β	t-value	R^2	F
Self-improvement	IMI for height IMI for weight	0.337 0.281	3.44** 2.66**	0.39	10.40***
Figure flaws compensation	BC for weight IMI for height	−0.485 0.186	−4.49*** 1.90**	0.38	10.08***
Fashion image	BC for head IMI for weight	0.234 0.343	2.14* 2.90**	0.23	4.91***
Sex appeal	BC for head IMI for height IMI for weight	0.227 0.344 0.318	2.19** 3.29** 2.82**	0.30	7.28***
Individuality	BC for weight	0.238	1.92*	0.18	3.57**

*p<0.05   **p<0.01   ***p<0.001

Table 3. The relationships of clothing benefits sought to body-cathexis (BC) and importance of meeting the ideal body image (IMI): Pearson correlation coefficients (N=177)

	Importance of ideal body image					Body-cathexis				
	HU	L	H	W	T	HU	L	H	W	T
SI	0.52***	0.45***	0.53***	0.52***	0.26***	0.10	−0.12	−0.08	−0.11	−0.14
FF	0.31***	0.19**	0.27***	0.41***	0.05	−0.04	−0.31***	−0.23**	−0.49***	−0.32***
FI	0.35***	0.26***	0.31***	0.38***	0.14*	0.25***	0.06	0.07	0.06	0.03
SA	0.42***	0.35***	0.44***	0.43***	0.23**	0.20**	0.04	0.01	0.01	0.02
ID	0.20**	0.24**	0.26***	0.20**	0.26***	0.18*	0.22**	0.09	0.25***	0.13

*p<0.05   **p<0.01   ***p<0.001

SI: Self-improvement HU: Head/upper body
FF: Figure flaws compensation L: Lower body
FI: Fashion image H: Height
SA: Sex appeal W: Weight
ID: Individuality T: Torso

body image may threaten individuals' self-esteem. The more that meeting the ideal body image is important, the more likely that the individuals seek self-improvement benefit through clothing.

In addition, Pearson correlation coefficients (Table 3) show that importance of meeting the ideal body image for all five areas is significantly related to self-improvement. While the body-cathexis scores for all five areas are not related to self -improvement, importance of meeting the ideal body image for all five areas are significantly related to self-improvement. This comparison shows that self-improvement is better explained by importance of meeting the ideal body image than by body-cathexis.

Figure flaws compensation.

Table 2 shows that body-cathexis for weight and importance of meeting the ideal body image for height are significant predictors of the figure flaws compensation benefit sought. In addition, Pearson correlation coefficients(Table 3) show that figure flaws compensation is significantly related to importance of meeting the ideal body image for three areas and body-cathexis for four areas.

The inverse relationship between body-cathexis and the use of clothing to compensate for figure flaws, in order to approach the ideal, may be understood through the theory of symbolic self-completion. According to Wicklund and Gollwitzer (1982), individuals attempt to achieve and maintain a complete identity. Once a person adopts a partic-ular self-definition, then the individual seeks potential symbols to pursue completeness. Dis-satisfaction with the body may give a sense of incompleteness. The more a person is dissatisfied with her body areas, the more she will seek figure flaws compensation through clothing. Kwon and Parham(1994) found a negative relationship between weight satisfaction and clothing camou-flage function.

In regard to the positive relationship between figure flaws compensation and importance of meeting the ideal body image, the symbolic self -completion theory(Wicklund & Gollwitzer, 1982) may also explain the finding. Placing a high importance on meeting the ideal body image may threaten one's self-esteem and engender a sense of incompleteness. The tension state of incomplete-ness may be explained in terms of ideals of society as integrated and internalized in the self. The more subjects consider meeting the ideal body image important, the more they may seek figure flaws compensation through clothing to reduce the tension state of incompleteness or to reach their goals (to reach ideal body image).

Fashion image.

Table 2 shows that the body-cathexis score for head/upper body and importance of meeting the ideal body image for weight are significant pre-dictors of the fashion image benefit sought. Self -congruity theory(Sirgy, 1982) and socialization theory may explain the finding. According to the self-congruity theory, the individual is likely to experience self-congruity with ideal body image. Experiencing positive self-congruity with ideal body image makes the individual satisfied with her body image, which enhances self-esteem. Ideal body image is likely to be associated with clothing and the body image of fashion models. This is because fashion models are idealized for their fig-ure and considered sex symbols(socialization the-ory). Therefore, the more a person is satisfied with her body the more likely that she will seek to maintain a fashionable image through clothing and to use clothing to enhance her self-esteem. All five body areas may be important in maintaining fash-ion image. However, among the body areas, head/ upper body may be the most prominent and important area; the area may be most frequently and easily noticed. Therefore, the more a person is satisfied with her head/upper body, the more likely that she will seek to maintain a fashionable image

through clothing and to use clothing to enhance self-esteem.

In addition, Pearson correlation coefficients (Table 3) show that importance of meeting the ideal body image for all five areas is related to fashion image. However, body-cathexis for head/upper body is only related to fashion image benefit sought. This may imply that satisfaction with all areas of body parts do not explain the benefit sought; satisfaction with specific body parts(e.g., head/upper body) can partially explain the fashion image benefit sought.

Sex appeal.

Table 2 shows that the body-cathexis score for head/upper body and importance of meeting the ideal body image for height and weight are significant predictors of the sex appeal benefit sought. In addition, Pearson correlation coefficients(Table 3) show that importance of meeting the ideal body image for all five areas is significantly related to sex appeal. While body-cathexis for head/upper body is only related to sex appeal, importance of meeting the ideal body image for five areas are significantly related to sex appeal. Sex appeal may be better explained by importance of meeting the ideal body image than by body-cathexis.

Individuality.

T-values in Table 2 show that the body-cathexis score for weight is the only significant predictor of individuality. In addition, Pearson correlation coefficients(Table 3) show that individuality is significantly related to importance of meeting the ideal body image for all five areas and body-cathexis for three areas. Individuality may be explained by both body-cathexis and importance of meeting the ideal body image.

Consumers' need for uniqueness, as noted in motivation theory, may explain the finding about individuality. Self-confidence may motivate people to pursue individuality and distinctiveness(Schiffman & Kanuk, 1994). Weight satisfaction could be an important factor in individuals' self-confidence and then serves as a motive to seek individuality in clothing. Kwon and Parham(1994) showed that seeking individuality is positively related to weight satisfaction.

V. CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study was to determine, for female college students, the effects of body-cathexis and importance of meeting the ideal body image on clothing benefits sought. Multiple regression and the Pearson correlation coefficient were used as statistical analyses.

In regard to the effects of body-cathexis and importance of meeting the ideal body image, the results showed that importance of meeting the ideal body image was a significant predictor of each clothing benefit sought. Also, there were significant relationships between clothing benefits sought and body-cathexis for specific areas of body parts. Among the clothing benefits sought, self-improvement was predicted by importance of meeting the ideal body image only. The relative influence of importance of meeting the ideal body image on self-improvement was much stronger than was that of body-cathexis. Also, importance of meeting the ideal body image was an important predictor of other clothing benefits sought (fashion image, sex appeal, and figure flaws compensation). These benefits sought were predicted by both body-cathexis and importance of meeting the ideal body image. However, importance of meeting the ideal body image was a more important predictor of fashion image and sex appeal benefits sought.

The findings have implications by showing that consumers' clothing benefits sought are related to their body satisfaction. Few previous studies have dealt with the kinds of clothing benefits consumers seek in relation to their body satisfaction. Also, the findings imply that body satisfaction with all five

areas could not explain all five dimensions of clothing benefits sought. Satisfaction with specific body areas partially explained the specific dimensions of clothing benefits sought in this research. In addition, the findings have theoretical implications. Through the self-esteem motive, consumers seek clothing benefits when they consider meeting the ideal body image important. The new variable, importance of meeting the ideal body image, may contribute to the literature on symbolic consumption in consumer behavior since almost no previous studies had dealt with importance of meeting the ideal body image in clothing benefits sought. Body-cathexis alone may not explain complicated clothing benefits sought of consumers. The finding of the study implied that importance of meeting the ideal body image is an important variable in explaining clothing benefits sought.

This study has a limitation in that it did not measure actual and ideal body image. The study only dealt with body satisfaction and importance of meeting the ideal body image for various body parts. Therefore, we are not sure what the subjects' ideal body image was; we only could assume that it may be related to current ideal body image in American society. Therefore, future studies need to measure actual and ideal body image, and their relations to body satisfaction and importance of meeting the ideal body image. Also, for future studies, more study regarding the measurement of body-cathexis and importance of meeting the ideal body image is needed. There have been very few studies about how to categorize various body parts. In addition, importance of meeting the ideal body image needs to be investigated more. The measurements' reliability and validity need to be addressed in other studies and other samples.

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