

## 바디이미지 연구(제1보)

한·미 여성의 이상적 미(美), 바디이미지와 외모행동에 관한 연구

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### Body Image I: A Comparison of Ideal Beauty, Body Image, and Appearance Management Behaviors Among Korean and American Women

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(2001. 1. 29 접수)

#### Abstract

이 연구의 목적은 사회·문화적 관점에서 한·미 여성의 이상적인 미(美), 바디이미지, 그리고 외모행동을 비교조사 하는 데 있다. Open-Ended Questions에 의한 연구 결과, 이상적인 미(美)로 미국여성이 '키크고 마른 신체 매력성'을 추구한 반면, 한국여성은 '내적인 미'와 '서구적인 신체 매력성'을 추구하는 것으로 나타났다. 이상적인 미(美)를 추구하기 위해 미국여성은 주로 신체의 하체부분, 한국여성은 얼굴부분을 많이 가꾸고 있는 것으로 나타났다. 외모행동으로는 한국여성은 화장이나 피부관리 등에, 미국여성은 exercise나 다이어트 등을 많이 하고 있었다. 사회·문화적 이상적인 미(美)에 비교해 볼 때 두 집단 모두 자신의 외모에 대해 만족하지 못하는 편으로 나타났다. 또한 두 나라 집단의 여성들은 각 나라마다 사회·문화적 이상적인 미가 각각 존재해야 함에도 불구하고 현재에는 이상적 미의 기준이 문화에 관계없이 동일한 편이라고 응답을 하였다. 본 연구에서는 사회·문화적 집단주의와 개인주의 개념을 토대로 이러한 연구결과들이 논의되어진다.

**Key words:** a cross-cultural study, body image, ideal beauty, appearance management behaviors, socio-cultural view, individualism vs collectivism;

비교문화연구, 바디이미지, 이상적인 미, 외모행동, 사회·문화적 관점, 개인주의와 집단주의

#### I. INTRODUCTION

Body image, defined as the mental concept one holds of one's body(Fallon, 1990), is a multifaced construct including one's perceptions, thoughts, feelings, and behaviors regarding one's body, particularly its appearance(Cash & Pruzinsky,

1990). Women are likely to perceive their bodies or appearance as more negatively than men, and they engage in a variety of behaviors related to their appearance such as diet, exercise, make-up, cosmetic surgery(Jackson, Sullivan, & Rostker, 1988). This is evidenced by the several multi-billion-dollar industries which focus on appearance such as diet programs, fitness

equipment, cosmetic surgeries, health books and magazines.

Much research(e.g., Hueston, Dennerstein, & Gotts, 1985) revealed that sociocultural values may affect the development of body image on individuals. Each culture defines its own particular ideals of beauty, and these ideals change constantly, especially for women(Fallon, 1990). Research(e.g., Lee & Rudd, 1998; Lee & Rudd, 1999, Patel, 1994) suggests that Asian women tend to evaluate Caucasian-American women more attractive than Asians. Traditionally, Asian cultures through the centuries have pursued a combination of physical beauty and inner virtue as their own unique idea about beauty. However, recently, Asians' beauty standard has been changing toward thinness, which is the Western standard of beauty. The comparisons to standards of Western beauty may affect Korean women's perceptions regarding the ideal of beauty, body image and appearance management behaviors. Therefore, an investigation of Korean's and American's body image appears to be worthwhile to further understand the influence of cultural values. The purpose of this study was to examine and understand the differences of ideal of beauty, body image and appearance behaviors among Korean and American female students based on cultural ideals of beauty.

## II. LITERATURE REVIEW

### 1. Body Image & Social Comparison Theory

Festinger's(1954) social comparison theory places focus on an individual's self-evaluation in relation to others. According to this theory, people tend to compare their opinions and abilities with others, and evaluate or judge themselves(Festinger, 1954; Morse & Gergen, 1970). Many researchers(e.g., Lee & Rudd, 1999; Lennon & Rudd, 1994) have

applied this theory to the body image, and suggested that people tend to compare their appearance with family, friends, or media. Especially, mass media such as TV or fashion magazines advertisements may be the most powerful and pervasive among women's comparison(Rudd & Lennon, 1994; Richins, 1991). Researchers(e.g., Richins, 1991; Lennon & Rudd, 1994; Rudd & Lennon, 1994) concluded that idealized media images strongly influence "thin" standard of beauty to women.

Body image issue has been paid much attention because most women are dissatisfied with their own body(Haimortiz, Lansky, & O' Reilly, 1993) and give serious problems such as eating disorders and other disorders. Today, thinness is considered as the idealized female beauty standard(Irving, 1990). For example, two studies(Garner, Gafinkel, Schwartz, & Thompson, 1980; Morris, Copper, & Cooper, 1989) found, through examinations of fashion models and Miss America contestants, that the ideal body shape for women has become thinner, moving "from a voluptuous, curved figure to the angular, lean look of today"(Garner et al., 1980, p. 483). As a result, many women are concerned about their body weight and may perceive their body weight as greater than their actual weight. In addition, they may have negative feelings about their own failure to meet the standard. For example, according to Cash, Winstead, and Janda(1986), 75% of women are dissatisfied with their bodies. However, some research(e.g., Lee & Rudd, 1999; Lee & Nam, 1999) support that Korean women are more dissatisfied with their body than Americans. For example, Lee & Nam(1999) revealed that although American women were actually heavier or bigger than Koreans, compared to Americans, Koreans perceived themselves as heavier or larger than their actual body size. That is, Koreans had

much bigger self-discrepancy between actual body size and perceived body size than Americans. Also, Lee and Rudd(1999) found that Koreans were more dissatisfied with their weight and all body areas than Americans.

## 2. Cultural Ideal of Beauty and Appearance Management Behaviors

Beauty ideals are cultural bound and have undergone many changes over the centuries (Fallon, 1990). American cultural norms prescribe that women conform to a relative narrow range of body size and shape, pursuing thinness(Garner & Garfinkel, 1982).

As mentioned earlier, some research supports (e.g., Patel, 1994) that both Asian women and American women perceived European Americans to be more physically attractive than Asians. A greater toleration and appreciation for a wider range in body weight and size is evident in many non-Western cultures(Lin, 1988). For example, the Chinese are known to associate fatness with prosperity and longevity, and plumpness as symbolic of fertility and womanhood(Beren, Hayden, Wilfley, & Grilo, 1996; Lee, Chiu & Chen, 1996; Nasser, 1988). However, the standard of beauty has been changing toward being thin in many Asian countries. Asian women who become exposed to the cultural pressure to be thin may be at risk regarding negative body image and eating disorders(Wardle, Bindra, Fairclough, & Westcombe, 1996). It might be the result of Western standards of beauty which is one of the foremost imports embraced in many Asian cultures.

Along with other Asian countries, Korean women's criteria for beauty has shifted to Western standards. For example, traditionally "almond-shaped eyes", "plumpness", and "pale skin" were standards of beauty but, nowadays,

"large eyes", "thinness" and "dark skin" are admired(Chun, 1987; Lee & Rudd, 1999). Korean women are highly interested in their appearance and fashion and engage in appearance behaviors such as exercise, surgery, dieting, or fasting to transform the body into a more desired body form, pursuing a Western look(Lee & Nam, 1999; Lee & Rudd, 1997). For example, Lee & Rudd (1999) found that Korean women had more cosmetic surgeries(e.g., double-eyelid and nose surgeries) than American women, pursuing Western facial features. They may feel pressurized to conform to cultural ideals of beauty and are likely to consider engaging in appearance-related behaviors to change their appearance. This is congruent with Fallon's(1990) suggestion that increased pressure to conform to a shape that is different from one's own leads to taking increased measures to diminish that difference. Exposure to and identification with Western values has been positively associated with Korean women's body image.

While numerous quantitative studies have examined the implication, very few qualitative studies have reported cases in which women discuss their own opinions and cultural perceptions regarding the ideal of beauty and body image. Therefore, this study attempts to understand the differences between Korean and American ideal beauty, body image and appearance behaviors based on cultural ideals of beauty.

## III. METHOD

Subjects for this research were a convenience non-probability sample of 214 college female students. One hundred fifteen undergraduate female students enrolled in textiles and clothing courses at The Ohio State University in the U. S.,

and 99 Korean undergraduate female students majoring in clothing and textiles at Chungnam National University participated in the study during 1999 Spring. Students enrolled in clothing and textiles were used for the samples as they were an obtainable sample in both cultures. The age range of subjects was 20 to 26 years old.

Each subject completed 10 open-ended questions regarding cultural perceptions of and feelings about ideal beauty adopted by the researchers based on Lennon & Rudd(1994). The questions were written in English, then translated by the Korean researcher into Korean for Korean subjects. The Korean-translated instrument was reviewed and discussed by graduate students in U.S. to ensure that the translation was clear and understandable. Another Korean graduate student translated it back into English to establish equivalence of the questionnaire. Every Korean response was translated back into English. For data analysis, investigators in both countries individually analyzed responses for themes. The resulting two sets of themes were compared, negotiated, and thematic categories were identified.

## IV. RESULTS

### 1. What is your definition of the cultural standard of ideal beauty?

When asked, "What is your definition of the cultural standard of ideal beauty?", The  $\chi^2$ -test analysis revealed statistically significantly difference in self-esteem between both groups. The subjects responded in the following manner (see table 1): Inner beauty was the most reported by 34.0% of Koreans, while physical attractiveness (e.g., thinness and tallness) was the most reported by 30.4% of Americans. Surprisingly, Western physical attractiveness such as tallness or thinness was reported by 28.8% of Koreans, while traditional Korean features such as a round face or light skin was reported by only 3.9% of Koreans. In sum, inner beauty, and Western physical attractiveness were the most popular standards of beauty to Koreans, while physical attractiveness, fitness and hair(e.g., blonde) were to Americans. There were statistically significant differences in inner beauty, pretty face, and

Table 1. Definition of ideal beauty

KOREA		USA		$\chi^2$ -test
Responses	Frequency(%)	Responses	Frequency(%)	
Inner beauty	52(34.0)	Inner beauty	8( 3.9)	42.32***
Attractiveness(thin and tall)	44(28.8)	Attractiveness(thin and tall)	62(30.4)	2.74
Pretty face	7( 4.6)	Pretty face	21(10.3)	7.18**
Balanced features	6( 3.9)	Balanced features	22(10.8)	7.18**
Natural look	7( 4.6)	Natural look	9( 4.4)	0.44
Social acceptance	7( 4.6)	Fitness	34(16.7)	—
Traditional Korean features	6( 3.9)	Grooming	4(2.0)	—
Good personality	9( 5.9)	Hair	24(11.8)	—
Harmony	5( 3.3)	Self-confidence	2( 0.9)	—
Grooming	4( 2.6)	Miscellaneous	18( 8.8)	—
Miscellaneous	6( 3.8)	—	—	—
Total	153(100)	Total	204(100)	

\*\*p<.01 \*\*\*p<.001(Small numbers for the comparison were removed from  $\chi^2$ -test.)

balanced features between both groups. However, physical attractiveness such as thinness and tallness as definition of ideal beauty was not significantly different in both groups: This may mean that although one-third of Korean women hold inner beauty, the standard of beauty in both cultures has been moving toward Western standard such as thinness and tallness.

## 2. Is this standard something you feel you can attain?

The  $\chi^2$ -test analysis revealed that there was not a significant difference in both groups <see Table 2>. 71.7% of Koreans reported that this standard is something they feel they can attain, while 53.0% of Americans did. Although inner

beauty was the most prevalent aspect of beauty to Koreans physical attractiveness was the most popular aspect of beauty to Americans, more than half of Koreans and Americans might feel they can attain their standard through their efforts.

## 3. What efforts do you expend to attain this standard?

As shown in <Table 3>, there were statistically significant differences in mental efforts, exercise/diet, and grooming in both groups. Mental efforts(20.7%) were the most reported to attain their standard of beauty by Koreans(e.g., "improve knowledge", "being smart", "contribute to others"). Also Korean subjects used exercise and diet (15.5%), grooming(11.2%), make-up(10.3%) and cosmetic surgery (9.5%) to attain the standard. On the other hand, Americans used exercise and diet (42.3%) the most, then grooming (17.9%), and eat right (11.3%). This is consistent of question #1 in that Korean subjects who considered inner beauty as a standard of beauty seem to make mental efforts to attain the standard, whereas Americans employed exercise and diet to attain their

Table 2 The standard something you can attain

	KOREA	USA
	Frequency(%)	Frequency(%)
Yes	71(71.7)	61(53.0)
No	28(28.3)	54(47.0)
Total	99(100)	115(100)

$$\chi^2=26.80 \quad df=1$$

Table 3. Efforts to attain the standard

KOREA		USA		$\chi^2$ -test
Responses	Frequency(%)	Responses	Frequency(%)	
Mental efforts	24(20.7)	Mental effort	4( 2.4)	9.08**
Exercise, diet	18(15.5)	Exercise, diet	71(42.3)	34.69***
Grooming	13(11.2)	Grooming	30(17.9)	5.56*
Make-up	12(10.3)	Make-up	8( 4.7)	1.68
Cosmetic surgery	11( 9.5)	Cosmetic surgery	1( 1.2)	--
Personality	10( 8.6)	Tanning	5( 3.0)	--
Smile/camouflage	9( 7.8)	Smile/camouflage	9( 5.4)	--
Self-respect	6( 5.2)	Self-respect	4( 2.4)	--
Hygiene	3( 2.6)	Hygiene	11( 6.5)	--
Eat right	2( 1.7)	Eat right	19(11.3)	--
Miscellaneous	8( 6.9)	Miscellaneous	5( 2.9)	--
Total	116(100)	Total	168(100)	--

\*p<.05 \*\*p<.01 \*\*\*p<.001(Small numbers for the comparison were removed from  $\chi^2$ -test.)

standard, placing more importance on physical attractiveness.

#### 4. What body parts are top priority to you as you try to attain this standard?

As <table 4> indicated, there were statistically significant differences in priority body parts between both groups. Face was the top priority for Koreans(45.5%) while only 7.1% for Americans. Americans' top priorities were stomach(17.3%), calves(16.4%), thighs(16.0%), breast(9.0%), and hips(14.2%), all lower body parts. This means that Korean women considered

the face to be the most important part of body, while American women considered lower body parts.

#### 5. What routine appearance behaviors do you practice in relation to these body parts?

The  $\chi^2$ -test showed significant differences between the two groups in that approximately 30% of Koreans responded make-up and skin care as the most routine appearance behaviors, while 42.5% of Americans responded "exercise" as the most routine appearance behavior in relation to their body parts <see Table 5>. In addition,

Table 4. Priority body parts

KOREA		USA		$\chi^2$ -test
Responses	Frequency(%)	Responses	Frequency(%)	
Face	56(45.5)	Face	39(17.3)	43.35***
Calves	16(13.0)	Calves	37(16.4)	7.32**
Stomach	5( 4.1)	Stomach	16( 7.1)	27.13***
Breast	4( 3.3)	Breast	20( 9.0)	23.27***
Hips	5( 4.1)	Hips	33(14.2)	20.37***
Everything	19(15.4)	Thigh	36(16.0)	--
Waist	8( 6.5)	Buttocks	25(11.1)	--
Hair	7( 5.7)	Arms	16( 7.1)	--
Miscellaneous	3( 2.4)	Miscellaneous	4( 1.8)	--
Total	123(100)	Total	225(100)	--

\*\*p<.01 \*\*\*p<.001(Small numbers for the comparison were removed from  $\chi^2$ -test.)

Table 5. Routine appearance behaviors

KOREA		USA		$\chi^2$ -test
Responses	Frequency(%)	Responses	Frequency(%)	
Make-up/skin care	40(29.4)	Make-up	14( 9.6)	22.47***
Exercise	29(21.3)	Exercise	62(42.5)	12.10***
Diet	22(16.2)	Diet	19(13.0)	1.12
Hygiene	14(10.3)	Hygiene	10( 6.8)	1.59
Dress	9( 6.6)	Dress	14( 9.6)	0.53
Smile	13( 9.6)	Hair care	11( 7.5)	--
Hair care	8( 5.9)	Camouflage	15(10.3)	--
Miscellaneous	1( 0.7)	Miscellaneous	1( 0.7)	--
Total	136(100)	Total	146(100)	--

\*\*\*p<.001(Small numbers for the comparison were removed from  $\chi^2$ -test.)

exercise(21.3%), diet(16.2%), and hygiene(10.3%) are commonly used by Koreans, while diet (13.0%), and camouflage(10.3%; e.g., I always cover my legs with dark pants) are used by Americans. This is consistent of question #4; Koreans who regarded the face to be the most important part of body used make-up or skin care as the most common appearance management behavior, while Americans who focus on lower body parts used exercise and diet as body management behaviors.

**6. How frequently or how often do you engage in these behaviors?**

There were not statistically significant differences in both groups. Results <see Table 6> revealed that 41.4% of Koreans compared to 50.4% of Americans responded "daily or very often", and 28.3% of Koreans compared to 28.7% of Americans responded "once a week". This means that both groups tended to engage in appearance behaviors on the daily basis.

**Table 6. Frequency of appearance behaviors**

	KOREA	USA
	Frequency(%)	Frequency(%)
Daily or very often	41(41.4)	58(50.4)
Once a week	28(28.3)	33(28.7)
Once a month	8( 8.1)	9( 7.8)
Not often	8( 8.1)	7( 6.1)
None	143(14.1)	8( 7.0)
Total	99(100)	115(100)

$\chi^2=3.917$   $df=4$

**7. How do you think your physical appearance compares with the cultural standard of beauty?**

$\chi^2$ -test indicated that there were significantly differences in both groups <see Table 7>. 17.2% of Koreans compared to 33.0% of Americans

reported that they think their physical appearance compares very good or good with the cultural norm. Also, 39.4% of Koreans compared to 36.5% of Americans reported that they think their physical appearance does not compare favorably with the cultural standard of beauty, while 31.3% of Koreans compared to 19.1% of Americans reported their appearance as being "neutral" or "average". Other responses were "don't care" or "not important". From these results, although approximately one-third of both groups felt they did not compare favorable to the cultural beauty standard, it was found that American women felt they did compare more favorable to the beauty standard than Korean women did.

**Table 7. Comparison with the cultural standard**

	KOREA	USA
	Frequency(%)	Frequency(%)
Very good or good	17(17.2)	38(33.0)
Average	31(31.3)	22(19.1)
Very bad or bad	39(39.4)	42(36.5)
Others(eg, not important)	12(12.1)	13(11.3)
Total	99(100)	115(100)

$\chi^2=8.549^*$   $df=3$

\*p<.05.

**8. Is there a different standard of ideal beauty held within your ethnic identity?**

There were not a statistically significant difference in both groups <see table 8>. Results showed that 34.3% of Koreans compared to 25.2% of Americans reported "yes", there is a different standard of ideal beauty within their ethnic identity. Specific responses included;

"Yes, we look more to inner beauty"(Korean 8).

"Yes, we pursue more quiet and charming beauty than in Western countries"(Korean 14).

"Petite image would be Asian image, while glamorous image would be Western image"

(Korean 25).

"Yes, in our culture round face and single eyelid and pale skin would be the ideal beauty, but in the Western big eyes and large cheek bones are preferred" (Korean 68).

"Yes, I think everyone has their own opinion of beauty" (American 33).

On the other hand, 56.6% of Koreans compared to 67.8% of Americans reported "no", there is not a different standard of ideal beauty;

"No, it's getting similar nowadays" (Korean 10).

"No, because beauty is beauty" (American 49).

"I am white and feel that the standard for most ethnicities is set by the white race", and "No, I think we set the universal standard" (American 101).

**Table 8. There is a different standard within each ethnic identity.**

	KOREA	USA
	Frequency(%)	Frequency(%)
Yes	34(34.3)	29(25.2)
No	56(56.6)	78(67.8)
Miscellaneous	9( 9.1)	8( 7.0)
Total	99(100)	115(100)

$\chi^2=2.887$  df=2

### 9. Should there be a different standard? Why?

The  $\chi^2$ -test analysis revealed that there was not a significant difference in both groups. As seen as <table 9>, 67.7% of Koreans compared to 60.9% of Americans reported "yes", there should be a different standard. Specific responses included:

"Yes, Instead of looking whether or not a person has big eyes, we should focus on the person's real inner beauty" (Korean 21),

"Our tradition is fading away and becoming

more Westernized. So we should keep our own standard" (Korean 38),

"Yes, for people of ethnic backgrounds, I feel the standards should be different, they have different skin, hair, eyes than the white Caucasian American" (American 14),

"Yes, everyone should be able to be happy with who they are" (American 69).

On the other hand, 23.2% of Koreans compared to 28.7% of Americans reported "no", there should not be a different standard. Specific responses included:

"No, instead of following our old tradition, we should try to adjust to the Western style" (Korean 57),

"No, beauty is in the eye of the beholder" (American 54),

"No, because people are all the same regardless of race" (American 76), and "I am a member of the dominant culture so it defines what ideal beauty is" (American 98).

### 10. Do you frequently read magazines? What magazines?

As seen in Table 10, there was a statistically significant difference in the both groups; Almost Koreans (91%) read Korean fashion magazines and American fashion magazines, while 56.1% of Americans read fashion magazines such as Vogue, Glamour, or Self. The means that through the

**Table 10. Magazines**

	KOREA	USA
	Frequency(%)	Frequency(%)
Fashion magazines	112(91)	87(56.1)
Others	6( 4.9)	46(29.7)
No	5( 4.1)	22(14.2)
Total	123(100)	155(100)

$\chi^2=6.653^*$  df=2

\*p<.05

diversity of fashion magazines Korean women have been strongly influenced toward a Western beauty.

## V. DISCUSSION & IMPLICATION

This research goal is to extend our knowledge regarding the association between sociocultural factors and body image, by examining the differences of the ideal of beauty, body image, and appearance behaviors between Korean and American female students on the cultural background. The conclusions are as follows:

Korean females showed two contrasting results which considered inner beauty and Western beauty as the definition of the cultural standard of ideal beauty, while American females considered physical attractiveness. First of all, Korea has been viewed as representative of a collectivist culture (Choi & Choi, 1994). Based on Confucian concepts, which have been the essential thought of collectivistic cultures, Korean women have been encouraged to learn the inner virtues such as submission and endurance (Yoon, 1994). Thus it can be explained why Korean women have considered inner beauty as the ideal of standard. Second, as Kawner and Ogawa (1992) indicated that Western physical attractiveness was one of the foremost imports in Japan, Korean women also have embraced Western physical attractiveness as the ideal beauty due to the influence of Western values. On the other hand, America is representative of individualistic culture. Americans are more concerned with the relation of their behaviors to their own needs, interests, and goals and focus more on self-reliance (Han & Ahan, 1994). They are interested more in themselves than in the group. Thus American women might emphasize self-evaluation of their own appearance.

More than half of Koreans and Americans reported they feel they can attain their standard. Because Koreans tend to place importance on inner beauty, they might feel they can attain their standard more easily through mental efforts such as improving knowledge or learning something than Americans. On the other hand, Americans placed more importance on physical attractiveness such as thinness, and employed exercise or diet to attain their standard.

To attain the standard, Koreans considered the face as the top priority of body parts and tended to use make-up and skin care as routine appearance behaviors in relation to the body parts, while Americans considered lower body parts such as stomach, calves, thighs, hips and buttocks as the top priority of body parts and commonly used exercise, diet, and camouflage as routine appearance behaviors. Korean women considered the face to be the most important part of physical appearance. Both groups tend to engage daily or very often in these routines related to their appearance regardless of the behavior involved. American women concentrated more on lower body parts and used exercise and diet as body management behaviors. This is somewhat evidenced by the growing concern in American society over fitness and the rising flood of diet industry weight-loss programs into American culture.

Approximately one-third of both groups (39.4% of Koreans and 36.5% of Americans) felt they did not compare favorably to the current cultural standard of beauty which is based on thinness and attractiveness. Both groups indicated poor body image compared to the cultural beauty. There is overwhelming evidence that women in general are dissatisfied with their bodies, and this is partly due to the influx of information and messages they receive on a daily basis about

dieting and losing weight, looking good and being fit, and being beautiful. Both Korean(67.7%) and American(60.9%) women agreed that there should be a different standard of beauty based on inner beauty and ethnicity within the two cultures, as well as accepting themselves and others the way they are.

More than half of both groups(91% of Koreans and 56.1% of Americans) read fashion magazines. Magazines have strongly influenced all women toward a cultural standard of beauty; especially, they may have influenced Korean women to prefer Western beauty through the diversity of fashion magazines. This view is supported by many examples, such as the excessive use of Western models, the advertisements of imported Western fashion brands, and the preference of a Western-type face among Korean beauty celebrities.

In collective cultures, people pay more attention to some identifiable in-group and behave differently toward members of that group than they do toward an outgroup. Korea, a collectivistic culture, is now in a transition from the traditional to a more individualistic(Han & Ahan, 1994), that is, Western, culture; in fact, the Korean traditional idea of physical beauty is difficult to discern because of Western influence. However, traditional ideals and values are still apparent in many aspects of Korean society due to the dominance of the Confucian concept which still prevails overall. This is a possible explanation as to why Korean women hold two contrasting values— traditional inner beauty and Western beauty.

On the other hand, America, an individualistic culture, seems more concerned with the relation of their behaviors to their own needs, interests, and goals. Individual cultures are more focused on individual body image. If one is focused on individual appearance, behavior may be more

self-centered. People are apt to spend more money and more time on appearance management and effort in routine beauty regimens, worrying about how they look or how they compare to the standard.

It is very apparent that socially constructed ideas about beauty demonstrate themselves through the way in which individuals and groups create or build their appearances. These data may be useful in understanding body image from world view. In this study, because only one university from each culture was selected and all subjects' major was Clothing Textiles, for further study more diverse students would be needed for the credibility of data. To thoroughly investigate appearance and body image, based on social and cultural constructs, additional research on cross cultures and populations is needed. In this way, a more diverse body of research can allow researchers to further examine these areas and to understand cross cultural views and behaviors regarding appearance, and body image and the manner in which they contribute to one's self-worth.

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