

Gender Differences in the Influence of Sex Roles on Appearance Satisfaction and Self Esteem

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성역할 정체성 및 성역할 불일치가 여성과 남성의 외모만족도와 자아존중감에 미치는 영향 비교

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Abstract

The purpose of this study was to compare the influences of men's and women's sex role identities and sex role discrepancies on their appearance satisfaction and self esteem. Congruency theory, androgyny theory, masculinity theory and self discrepancy theory were used to explore the influence of sex roles on appearance satisfaction and self esteem. Theories suggest that the influence would be different by gender. Data were collected from a convenience sample of 125 men and 197 women aged between 20 and 40 years living in the Seoul metropolitan area. Structural equation modeling was employed to analyze the data. For men, both appearance satisfaction and self esteem were influenced only by their perceived masculinity. For women, however, perceived femininity, femininity discrepancy and masculinity discrepancy had an influence on appearance satisfaction. All the four sex role variables had an influence on women's self esteem. BMI had a negative effect on self esteem for women, but no effect for men. According to the results, unlike men, whose appearance satisfaction and self esteem are only determined by how masculine they are, the women's levels of appearance satisfaction and self esteem are influenced not only by how feminine they are, but also by how masculine and feminine they want to be. The results of this study have implications for body image counselors or practitioners who try to help young women increase their self esteem and satisfaction to their appearance.

Key words: Sex role identity, Sex role discrepancy, Appearance satisfaction, Self esteem; 성역할 정체성, 성역할 불일치, 외모만족도, 자아존중감

I. Introduction

Gender or sex is one of the most essential qualities that define an individual's identity and have a large impact on social interactions. For this reason, sex has been one of the most frequently studied variables in

social psychology(Lenney, 1991). Most of the studies conducted recently focus on the socio-cultural expectations toward gender, or sex roles(or gender roles), assuming that the apparent differences between women and men are more attributable to the socialization or socio-cultural expectations differences than to biological differences. The definitions of masculinity or femininity differ by culture, the idea how desirable it is for a man or a woman to possess such

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characteristics, and the ramifications of possessing or not possessing such characteristics may all be determined by culture.

The sex role definition related to appearance management differs for men and women, especially in terms of intensity. Throughout history, grooming and appearance management have been considered a part of the women's role. Women's worth as an individual was frequently determined by their physical attractiveness. Women were expected by society to constantly observe and monitor their appearance to make sure it was presentable (McKinley & Hyde, 1996). These social expectations led many women to become constantly dissatisfied with their appearance, sometimes falling victim to eating or body image disorders. In comparison, paying too much attention to appearance was considered not very desirable for men. For this reason, an individual's sex role attitude may affect self-evaluation of appearance. Relationship strength between sex role attitude and appearance satisfaction may also differ by gender/sex.

The transition from a male-dominant society to one that is more egalitarian has also caused society to expect masculine traits as well as feminine traits from women (Jones et al., 1978). This change sometimes works unfavorably for women by requiring more conditions for strong self esteem. Individuals' perception of how well one measures up to social expectations and how much they internalize it are likely to influence their self esteem or their judgment of self worth.

These differences imply that men and women from similar cultures might go through different experiences, especially in appearance-related domains. In this regard, examining the sex role expectations in South Korea with the purpose of understanding its influence on male and female appearance satisfaction and self esteem would be a meaningful attempt. Few researchers in the clothing and textiles field have examined the relationships between sex role identity and appearance-related variables, not to mention the gender difference in these relationships.

The purpose of this study is to compare the influence of the identities of men's and women's sex role identities and their sex role discrepancies on their

appearance satisfaction and self esteem. In this study, the relationships among sex role identity, sex role self-discrepancy, body size, appearance satisfaction, and self-esteem were examined using structural equation modeling.

II. Theoretical Background

1. Definition and Measurement of Sex Role Identity

Just as much as sex roles have frequently been studied, defining "sex role" is not easy because various definitions exist for this term. Sex role has been defined quite loosely, sometimes as characteristics, attitudes, values or behaviors which were socially and culturally defined by a certain culture or a society, sometimes as the social structure that is related to gender. Other times, it is the social expectation regarding the division of labor (Lenney, 1991). Some scholars instead used terms such as sex role orientation, gender identity, sex role identity, or sex role which has narrower meanings. In this study, among the various definitions of sex role, the definition based on the social and cultural expectation regarding personality traits will be used. The degree to which individuals perceive to possess the socially and culturally expected personalities will be defined as sex role identity.

By and large, the researchers before the 1970s assumed masculinity and femininity were opposing traits. Since the 1970s, however, Bem (1974) and other scholars asserted that masculinity and femininity may be two independent concepts. Bem proposed the concept of androgyny, saying there may be individuals who are both feminine and masculine. She developed a measure for sex roles which comprises separate scales for masculinity and femininity (Bem's Sex Role Inventory, hereafter BSRI). She used the differences between masculinity scores and femininity scores to classify individuals into androgynous, feminine, masculine, and undifferentiated groups. She asserted that androgynous individuals are psychologically advantaged than other people.

Bem's Sex Role Inventory (BSRI) is one of the

most frequently used sex role measures(Lenney, 1991). Respondents are supposed to indicate how much they think they possess the personality traits that are gender typed and considered socially desirable. This measure also includes 20 traits that are desired for both men and women. As a result, it comprises three different sub-scales, each of which consists of 20 items: femininity scale, masculinity scale, and social desirability scale. Overall the masculinity scale includes traits related to analytic and rational characteristics and femininity scale includes traits related to emotional and relational characteristics.

Most scholars who used BSRI classified the respondents into 4 groups using the median split method. However, some scholars measured individuals' ideal sex role identity as well as perceived sex role identity and calculated the resulting discrepancy. These scholars examined the relationship between sex role discrepancy and other variables such as self esteem or bulimic behavior(Borchert & Heinberg, 1996; Johnson & Petrie, 1995). Since ideal sex role identity may be considered an index of an individual's value orientation regarding sex role, ideal sex role identity or sex role discrepancy would allow understandings of sex role and its influence on the individuals from another perspective.

BSRI, from its development process, assumes that sex role is culturally defined. Therefore, its scope of application may be limited to the culture it originated in. Twenge(1997) conducted a meta-analysis of studies that used BSRI from the 1970s to 1990s and found that the sex role expectation in the U. S. has changed: women recently accept more masculine traits than in the past. In the same regard, Jeong(1990) contended that BSRI failed to reflect the sex role stereotypes of Korean society. Jeong developed the Korean Sex Role Inventory(hereafter KSRI) based on a survey with Korean men and women regarding what is considered socially desirable for each gender in Korea. KSRI also has 20 items for femininity, 20 items for masculinity and 20 items for social desirability. Even though this scale borrowed its structure from BSRI, it shares only a few items with BSRI. Just like BSRI, KSRI reflects the sex role stereotypes of society and is based on Bem's(1974) androgyny concept.

2. Influence of Sex Role Identity on Self Esteem and Appearance Satisfaction

1) Sex Role Identity and Self Esteem

There are several theories regarding how sex role identity influences self esteem. Among them, the most traditional perspective is the congruency theory that it is most desirable for women to be feminine and men to be masculine. This theory was the accepted sociological view before the androgyny theory was suggested. Since Bem(1974) introduced the concept of androgyny and asserted that androgynous individuals are more likely to be psychologically advantaged, this androgyny theory was widely accepted by scholars.

A lot of research findings supported this theory. For example, androgyny was found to be related to self esteem, self actualization, affirmativeness, and morality development(Chung, 1986). However, some scholars criticized Bem's idea, insisting her theory had received more support than it actually deserved (Lenney, 1991). These scholars proposed that in a male-dominated society, masculinity may be an important characteristic and they provided empirical evidence supporting this masculinity theory (Jones et al., 1978).

According to the congruency theory, women's self esteem will be influenced positively by femininity yet negatively by masculinity. Men's self esteem will be influenced positively by masculinity, yet negatively by femininity. Conversely, according to androgyny theory, masculinity and femininity will have equal influence on self esteem regardless of gender. Based on the masculinity theory, only masculinity will have a positive impact on self esteem for both genders.

2) Sex Role Identity and Appearance Satisfaction

Although literature on sex role identity and its influence on appearance satisfaction is rare, several studies examined the influence of sex role identity on body esteem or eating disorders(Klingenspor, 2002). Klingenspor proposed sex role identity as a precedent of body esteem. However, she combined body esteem with self esteem during the course of data analysis. Her premise rested on the notion that body

esteem is closely related to self esteem; hence, she precluded the possibility of separating the effects of these two variables. Appearance management, however, has been expected more for women than for men (Mahalik et al., 2005). It is established that women consider it normative to pay constant attention to appearance (McKinley & Hyde, 1996). Therefore, the premise that appearance satisfaction would be influenced in the same pattern as self esteem for both genders does not seem well-grounded.

Since appearance is emphasized more for women, it probably is more related to femininity than masculinity. However, the literature on eating disorders, or bulimic behavior to be more specific, is inconsistent. According to Klingenspor(2002), women who overly internalize femininity are in a high risk group for eating disorders. Other researchers found that the effect of femininity was weak or insignificant, while masculinity had a clear effect on bulimic behavior (Klingenspor, 2002). This may be related to the fact that modern society favors a slim and tubular female body, which is similar to that of a man or a pre-puberty girl. It is also attributable to the sense of control, which is an element of masculinity as well as an important precedent of eating disorders.

Considering these findings from the previous research, the relationship between sex role identity and appearance satisfaction or body esteem seems to be somewhat complex and defies a clear-cut definition. This study, therefore, will only focus on whether sex role identity shows similar patterns of relationship with self esteem and appearance satisfaction for men and women.

3. Sex Role Discrepancy and Self Esteem and Appearance Satisfaction

Along with the influence of sex role identity, the influence of sex role discrepancy on self esteem and appearance satisfaction is also of interest in this study. According to the self discrepancy theory, individuals with a large self discrepancy level show negative self evaluations, tend to be depressed, and are likely to engage in self regulation to reduce the negative effects on themselves(Strauman et al., 1991).

Previous research on sex role discrepancy and eating disorders hypothesized a positive relationship between sex role discrepancy and eating disorders, on the basis that an eating disorder is a consequence of excessive self regulation(Johnson & Petrie, 1995; Klingenspor, 2002; Steiner-Adair, 1990).

The risk was especially higher for women with high ideals regarding both femininity and masculinity, because those who internalize social tendency by favoring masculine traits such as autonomy and individuality would find that these traits conflict with the feminine characteristics they possess(Steiner-Adair, 1990). Therefore, the sex role expectation towards women may be very complex. Klingenspor(2002) asserted that despite the social expectation, various social restrictions keep women from acquiring masculine traits. As a result, women find themselves lacking masculinity, or lacking autonomy and individuality. Therefore, the more women consider masculine traits as ideal, the more likely they fall victim to eating disorders. Klingenspor found for German women that both femininity discrepancy and masculinity influence self esteem, dieting behavior, and bulimic behavior. Other scholars(Johnson & Petrie, 1995) found masculinity discrepancy to be related to bulimic attitudes and behavior.

This study proposed that sex role discrepancies would influence both men's and women's self esteem and appearance satisfaction, but the magnitude of relationships may be different for men and women. For women, the influence of sex role discrepancy on self esteem and appearance satisfaction was expected to be greater and show more complex patterns than for men.

4. Research Hypotheses

- H1-1. Sex role identity and sex role discrepancy do not have any influence on self esteem of men.
- H1-2. Sex role identity and sex role discrepancy do not have any influence on self esteem of women.
- H2-1. Sex role identity and sex role discrepancy do not have any influence on appearance

satisfaction of men.

- H2-2. Sex role identity and sex role discrepancy do not have any influence on appearance satisfaction of women.
- H3. The influence of sex role identity and sex role discrepancy on self esteem and appearance satisfaction are not different for men and women.

III. Research Method

1. Sample Description

Data were collected from a convenience sample of 125 men and 198 women aged 20 to 40 who were living in the Seoul metropolitan area, either in person or online. Among the total of 323 questionnaires, 196

were collected face to face, and 127 were collected online. The online data collection started by first contacting leaders of online communities in online portal sites as Daum, Freechal, and Naver by email. Ten appropriate online communities were chosen based on the member's age composition and their areas of interest. The three community leaders who answered the researchers' email were asked to forward to their fellow members an email requesting them to participate in the research. One of the three communities was related to appearance, while two others were related to DIY or home decoration. In addition, students who were enrolled in an appearance-related general education course in a university also received the same email asking for research participation. In-person surveys were conducted around university campuses in Seoul. All the participants received a

Table 1. Demographic characteristics of respondents

Demographics		Men (N=125)	Women (N=198)	Total (N=323)	Statistics
Age	<i>m (s.d.)</i>	26.23 (5.73)	26.33 (5.18)	26.29 (5.39)	$t=-0.15(n.s.)$
Height	<i>m (s.d.)</i>	174.92 (4.96)	162.95 (4.10)	167.56 (7.34)	$t=5.22^{**}$
Weight	<i>m (s.d.)</i>	68.82 (8.57)	53.27 (6.24)	59.29 (10.47)	$t=11.60^{***}$
Students vs. Adults	Adults	52 (41.6%)	127 (64.1%)	179 (55.4%)	$\chi^2=15.76^{**}$ $d.f.=(1,323)$
	Students	73 (58.4%)	71 (35.9%)	144 (44.6%)	
Residence	Seoul (Gangnam/Seocho)	19 (15.2%)	28 (14.1%)	47 (14.6%)	$\chi^2=3.36(n.s.)$ $d.f.=(2,323)$
	Seoul (Other)	82 (65.6%)	146 (73.7%)	228 (70.6%)	
	Suburban	24 (19.2%)	24 (12.1%)	48 (14.9%)	
Subjective Social Status	Upper High	3 (2.42%)	7 (2.17%)	4 (2.02%)	$\chi^2=1.88(n.s.)$ $d.f.=(5,323)$
	Lower High	10 (8.06%)	19 (5.90%)	9 (4.55%)	
	Upper Middle	45 (36.29%)	122 (37.89%)	77 (38.89%)	
	Lower Middle	49 (39.52%)	128 (39.75%)	79 (39.90%)	
	Upper Low	7 (5.65%)	18 (5.59%)	11 (5.56%)	
	Lower Low	10 (8.06%)	28 (8.70%)	18 (9.09%)	

gift worth 3,000 won.

The average ages of male and female respondents were 26.23 and 26.33, respectively. Since appearance satisfaction would have a high relationship with the individuals' body size, the weight and height of the respondents were collected as a basis to calculate the body mass index (hereafter BMI). The average height and weight of male respondents, respectively, were 174.92cm and 68.82kg; female respondents, 162.95 cm and 53.27kg. The age, height, weight, percentage of students to adults, residence, and subjective social status of research participants are reported in <Table 1>.

For the in-person surveys which were conducted around university campuses, equal numbers of men and women were approached. However, the online communities had more females than males. As a result, the percentage of students replying was higher among men than among women. In order to assure that the male and female samples are comparable, the variance-covariance matrix of male student sample and male non-student sample were compared using Box's test of equality of variance-covariance matrices. The Box's M score was insignificant ($p=.17$), which indicates equality of variance-covariance matrices of the two groups. This difference, however, should be noted when interpreting the results. There were no statistically significant differences in terms of residence or subjective social status.

2. Measures

Measures of self esteem, appearance satisfaction, body mass index and perceived and ideal sex role identities were included in the questionnaire. Korean translations of Rosenberg's Self Esteem scale (Rosenberg, 1989) and the appearance subscale of the Extended Satisfaction with Life Scale (Alfonso et al., 1996) was used to measure self esteem and appearance satisfaction, respectively. The Korean Sex Role Inventory (KSRI; Jeong, 1990) was used to measure the levels of perceived and ideal masculinity and femininity. The differences between perceived and ideal scores were considered femininity/ masculinity discrepancies.

3. Data Analysis

Structural equation modeling was employed to analyze the data using SPSS 12.0 and AMOS 5. First, in order to examine the relationships among the variables, an exploratory factor analysis and correlation analysis were conducted. Based on the results, measurement models were suggested and tested by confirmatory factor analysis to assure the validity of the measures. Finally, a test of the structural model was separately conducted for each gender, followed by a multi-group comparison between female and male models.

IV. Results and Discussion

1. Measurement Models

Before the structural model was tested, measurement models were fitted in order to assure the validity of the measures. The measures of sex role identity and discrepancy each consists of 20 masculinity items and 20 femininity items. The Self Esteem scale consists of 10 items. Based on the advice of previous research (Marsh & O'Niell, 1984), these items were combined to form 3 to 4 item parcels in order to obtain indicators with distributions that are closer to a normal distribution and to increase the reliability of the parameter estimations in the confirmatory factor analysis. In order to assure the unidimensionality of each parcel, the results of several rounds of exploratory factor analysis were used in determining which items to combine in a parcel (According to Marsh and O'Niell (1984), when using parcels to infer a latent variable, it is important that the items in a parcel are of a single dimension. However, the parcels do not correspond to the factors resulted from the exploratory factor analyses. The purpose of parceling was mainly to group certain number of items together to reduce the number of indicators.). Parcels for sex role variables were formed by averaging across six or seven items that compose a single dimension. As a result, four parcels for masculinity and three parcels for femininity were created. The Self Esteem scale was reduced to 3 parcels.

Table 2. Confirmatory factor analysis results of measurement models

Latent Variable	χ^2	p	Alpha	GFI	AGFI	NFI	RMR
Perceived Femininity	23.232	.000	.81	.968	.841	.958	.036
Perceived Masculinity*	.	.	.82
Femininity Discrepancy	32.631	.000	.83	.951	.753	.913	.080
Masculinity Discrepancy*	.	.	.74
Appearance Satisfaction	37.043	.000	.69	.952	.762	.886	.049
Self Esteem*	.	.	.69

*Latent variables with three indicators

For appearance satisfaction, which consists of only 5 items, the original items rather than parcels were used to test the fit. An item was excluded to improve the overall fit. The fit indices of confirmatory factor analysis on each latent variable and the Cronbach's alpha statistics are presented in <Table 2>.

2. Structural Model

The structural model was specified to indicate the posited relationships among the latent variables. The sex role related variables (i.e. perceived femininity, perceived masculinity, femininity discrepancy, and masculinity discrepancy) were positioned with BMI in the model as exogenous variables. Double-headed arrows which represent covariance were added between perceived femininity and perceived masculinity and femininity discrepancy and masculinity discrepancy because each pair used the same measures. Similarly, covariances between perceived masculinity and masculinity discrepancy and perceived femininity and femininity discrepancy were posited

because they are related to the same characteristics. BMI was also regarded to have relationship with sex roles, considering the relationship between sex roles and eating disorders. Appearance Satisfaction and Self Esteem were positioned as endogenous variables. The disturbances of the endogenous variables were proposed to influence each other (Fig. 1).

The measurement model was fitted separately for each gender and was then compared to the model that assumed invariance in measurement weights. The result indicated there was no statistical difference between the models ($\chi^2=22.44$, $df=15$, $p=.097$). In other words, the measurement models for men and women were not found to be different. Subsequently, nested model comparisons were performed between the measurement weight invariance model and the structural weight invariance model. The structural weight invariance constraints reduced the fit of the model significantly ($\chi^2=48.296$, $df=25$, $p=.003$). Therefore, the structural weight invariance model was rejected.

<Fig. 2> and <Table 3> shows the final model for

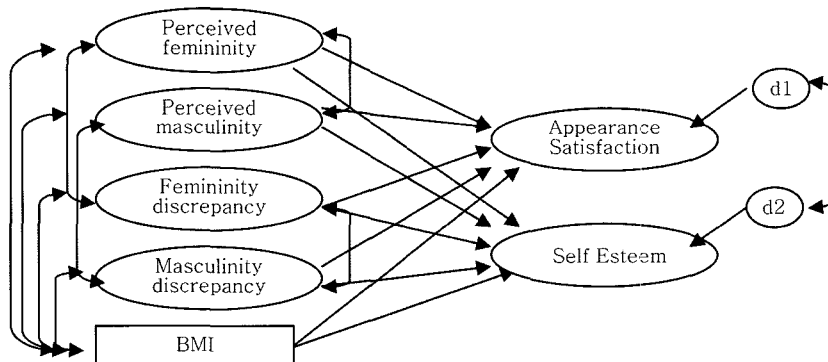


Fig. 1. Structural Model

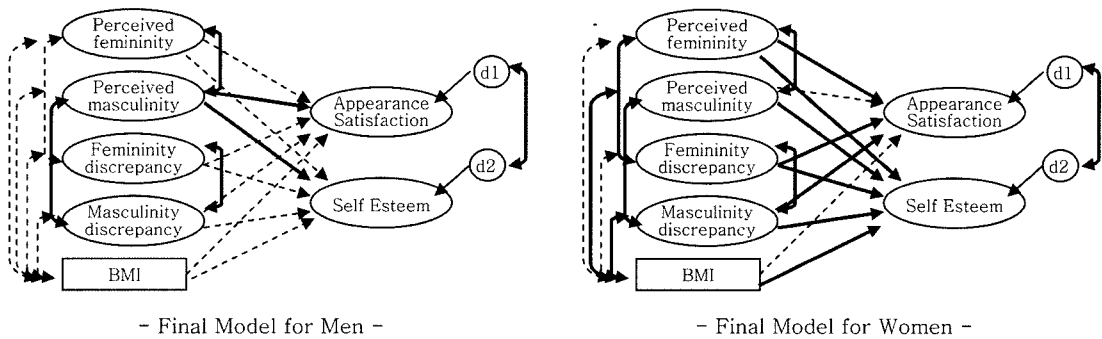


Fig. 2. Final models for men and women

Table 3. Coefficient estimates in the final model ($\chi^2=1013.63$, $d.f.=123$, $p=.000$, $RMR=.106$, $GFI=.784$, $CFI=.855$, $RMSEA=.073$)

Path	Male		Female	
	Coeff.	S.E.	Coeff.	S.E.
Appearance Satisfaction ← Perceived Masculinity	.28***	.08	-.04	.07
Appearance Satisfaction ← Perceived Femininity	.04	.09	.23***	.07
Appearance Satisfaction ← Masculinity Discrepancy	.06	.07	-.23**	.09
Appearance Satisfaction ← Femininity Discrepancy	-.11	.09	.14*	.07
Appearance Satisfaction ← BMI	-.04	.02	-.02	.02
Self Esteem ← Perceived Masculinity	.36***	.08	.20**	.07
Self Esteem ← Perceived Femininity	.05	.09	.37***	.07
Self Esteem ← Masculinity Discrepancy	.12	.06	-.22*	.09
Self Esteem ← Femininity Discrepancy	-.13	.09	.28***	.08
Self Esteem ← BMI	-.02	.02	-.05*	.02
Covariances	Male		Female	
	Coeff.	S.E.	Coeff.	S.E.
Perceived Masculinity ↔ Perceived Femininity	.16**	.05	.13**	.05
Masculinity Discrepancy ↔ Femininity Discrepancy	.38***	.09	.31***	.06
Perceived Masculinity ↔ Masculinity Discrepancy	-.33***	.10	.48***	.09
Perceived Femininity ↔ Femininity Discrepancy	-.15*	.06	-.36***	.07
Perceived Masculinity ↔ BMI	-.19	.18	.45**	.16
Perceived Femininity ↔ BMI	-.21	.21	-.12	.14
Masculinity Discrepancy ↔ BMI	-.14	.27	-.38*	.16
Femininity Discrepancy ↔ BMI	-.20	.21	.18	.16
d1 (Appearance Satisfaction) ↔ d2 (Self Esteem)	.17***	.04	.15***	.03

each gender and the path coefficients. The fit indices for the model were moderate ($\chi^2=1013.63$, $d.f.=123$, $p=.000$, $RMR=.106$, $GFI=.784$, $CFI=.855$, $RMSEA=.073$). Even though the modification indices suggested additions of some covariance paths

among error terms, this model was considered acceptable considering its parsimony and theoretical legitimacy.

To summarize, both appearance satisfaction (.28, $p<.001$) and self esteem (.36, $p<.001$) were influ-

enced in the case of men by only perceived masculinity. In comparison, the model for women was, as expected, more complicated. The model for women indicated a significant positive influence of perceived femininity(.23, $p < .001$) and femininity discrepancy (.14, $p < .05$) and a negative influence of masculinity discrepancy(-.23, $p < .01$) on appearance satisfaction. In other words, women who perceive themselves to be more feminine but want to become less feminine than they are currently are more likely to be satisfied with their appearance. Self esteem, unlike appearance satisfaction, was related to perceived masculinity, not only perceived femininity.

For self esteem, perceived femininity(.37, $p < .001$), perceived masculinity(.20, $p < .01$), and femininity discrepancy(.28, $p < .001$) had positive effects, while masculinity discrepancy had negative effects(-.22, $p < .05$). To be specific, women who perceive themselves to be both feminine and masculine and want to become less feminine than they are currently are more likely to have higher self esteem.

Contrary to what was expected, BMI had no influence on appearance satisfaction for either gender. However, BMI had a negative effect on self esteem (-.05, $p < .05$) for women, but no effect for men. In other words, the larger body size did not necessarily bring a negative evaluation of one's appearance. However, it still led women to perceive themselves negatively.

Differences between men and women were found regarding the covariances as well. For example, BMI did not have a relationship with any of the sex role variables for men, but was related positively to perceived masculinity(.45, $p < .001$) and negatively to masculinity discrepancy(-.38, $p < .05$) in case of women. Specifically, women whose body sizes are larger seem to perceive themselves as more masculine and want to become less masculine than they currently are. The disturbance terms of appearance satisfaction and self esteem had significant relationships for both men(.17, $p < .001$) and women(.15, $p < .001$). The critical range index for the pairwise parameter comparison test was .36, which indicates no significant gender differences in the size of the covariance at .05 level.

V. Conclusion and Implications

In this study, the relationships of men's and women's sex role identity and sex role discrepancy to one's self esteem and appearance satisfaction were examined. These relationships help better understand the differences in appearance-related experiences of men and women.

The sex role variables had differential effects for men and women on self esteem and appearance satisfaction. For men, only the perceived masculinity had a positive effect on both self esteem and appearance satisfaction. For women, however, the relationship patterns were rather complex. According to the results, it seems that being more masculine leads men to have a higher degree of self esteem and be satisfied with their appearance. In comparison, the women's levels of appearance satisfaction are influenced not only by how feminine they are, but also by how discrepant their perceived and ideal femininity and masculinity levels are. For higher degrees of self esteem, in addition to their perceived sex role identities, the discrepancies between their perceived and ideal femininity and masculinity also have an influence. Specifically, women who perceive themselves to be high in both femininity and masculinity yet want to be less feminine and more masculine than they perceive to be are more likely to have a higher degree of self esteem. This seems to reflect the complex expectations our society holds toward women.

The results of this study seem to support masculinity theory rather than the congruency theory or androgyny theory for self esteem, in that perceived masculinity influenced both men's and women's self esteem positively. For women, on the other hand, femininity levels also influenced their self esteem, which in part supports the congruency theory. This double standard may better be explained with a combination of masculinity theory and congruency theory rather than with androgyny theory, because androgyny theory assumes that for both men and women, androgyny can be advantageous. For appearance satisfaction, the congruency theory seems to prevail: women who perceived themselves as more feminine and men who perceived themselves as more mascu-

line had higher levels of satisfaction.

Body size also seems to have more meanings for women than for men. BMI had no influence on men's self esteem or appearance satisfaction, but did have a negative influence on women's self esteem. Contrary to what was expected, BMI had no influence on women's appearance satisfaction. On the other hand, BMI had a positive relationship with perceived masculinity and masculinity discrepancy. Women with larger body sizes perceived themselves to be more masculine, yet they wanted to become less masculine than they currently were. The disturbance terms of appearance satisfaction and self esteem had a significant positive relationship for both men and women, indicating the relationship between these variables. This result supports the findings of previous research (Davidson & McCabe, 2005; Stowers & Durm, 1996) which also found the correlation between appearance satisfaction and self esteem.

The results of this study have implications for body image counselors or practitioners who try to help young women build higher levels of self esteem and satisfaction to their appearance. For example, some body image related disturbances such as eating disorders or plastic-surgery-addictions may be prevented by instilling more egalitarian sex role attitudes to young women to decrease their sex role discrepancies. This would help them focus less on the sex role expectation, reducing the influence of sex role identities or sex role discrepancies.

This study has limitations in that a convenience sample was used. Thus, the results may not be generalized to the general population. Especially, there were more students in the male sample than in the female sample. Even though the variance-covariance matrices for students and non-students among the men were found not to be statistically different, some of the differences between genders may be attributable to this different composition of the two samples. Also, the sample size, especially male, was smaller than what is generally recommended for a structural equation modeling, which could have lowered the analysis power.

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요 약

본 연구는 성역할 정체성 및 성역할 불일치가 남성과 여성의 외모만족도와 자아존중감에 미치는 영향을 비교하는데 목적이 있다. 일치이론, 양성성 이론, 남성성 이론, 자아불일치 이론 등이 성역할이 외모만족도와 자아존중감에 미치는 영향의 예측을 위해 고찰되었다. 자료수집을 위해서는 서울과 수도권에 거주하는 20-40세의 남성 125명과 여성 197명이 편의표집 되었다. 공변량 구조분석으로 분석한 결과, 남성의 경우, 외모만족도와 자아존중감 모두 지각된 남성성만이 영향을 미쳤다. 이에 비하여, 여성들의 경우, 외모만족도에는 지각된 여성성, 여성성 불일치, 남성성 불일치가 영향을 미쳤으며, 자아존중감에는 지각된 여성성, 지각된 남성성, 여성성 불일치, 남성성 불일치가 영향을 미쳤다. 신체질량지수는 여성 경우에만 자아존중감에 영향을 주었다. 본 연구의 결과는 여성과 남성에 대한 사회적 기대의 차이를 반영하는 것으로, 신체이미지 카운슬러 등의 실무자들이 젊은 여성들의 자아존중감과 외모만족도를 고양하는 데 중요한 시사점이 될 수 있을 것이다.
