신체만족도와 기성복에 대한 만족의 상관관계 연구
The relationships of body-cathexis to satisfaction with ready-to-wear

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Ⅰ. INTRODUCTION

Today, dissatisfcation with body image appears to be widespread and a major psychological and physical problem of our time (Salem, 1990). 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). 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).

When people are not satisfied with their bodies, the roles of clothing as symbols and means in social interactions cannot be underestimated (Belk, 1988; Schouten, 1991; Solomon, 1983). Because clothing is an extension of the bodily self (Shim, Kotsiopulos, & Knoll, 1991) and has important symbolic meanings in social interactions (Ericksen & Sirgy, 1989; Hamid, 1972; Lessig & Park, 1978; Robertson, 1970; Veblen, 1899), many studies have concerned the relationship between body image and clothing behavior (LaBat, 1988; LaBat & DeLong, 1990; Shim, Kotsiopulos, & Knoll, 1991). Yet, very limited studies exist on the relationships between sat-

isfaction with specific body areas and clothing behavior (e.g., Hwang, 1993; Kwon & Parham, 1994). Moreover, few theoretical explanations exist on the relationships between body-cathexis and clothing behavior.

Therfore, it is important to investigate the relationships of satisfaction with specific body areas to clothing behavior, with theoretical explanations. Among clothing behavior dimensions, satisfaction with ready-to-wear has been widely investigated. The possible reason is that the study on satisfaction with ready-to-wear can engender meaningful information to apparel marketers and manufacturers. Research on the relationships between body-cathexis with specific body areas and satisfaction with ready-to-wear may provide insight on the complex 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).

The purpose of the present research is to determine, for a sample of female college students, the relationships of body-cathexis to satisfaction with ready-to-wear. Female college students are a major clothing consumer segment, and they are said to be very conscious about their bodies (Fallon & Rozin, 1985; Katzman & Wolchik, 1984; Kwon & Parham, 1994; Salem, 1990; Wendel & Lester, 1988).

Ⅰ. 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; Secord & Jourard, 1953). 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; Mathes & Kahn, 1975; Secord & Jourard, 1953; Thomas, 1988; Wendel & Lester, 1988).

Several researchers have focused on consumer behaviors related to body image in social and cultural settings. Schneider (1953) suggested that the importance of body image in a culture is obvious from the amount of time and effort to modify the body's appearance. Schneider also asserted that people pursued the ideal body image by means of clothes, bleaches, cosmetics, tattoos, and plastic surgery. Jourard and Secord (1955) reported that females tended to modify their appearance by using clothes or cosmetics to comply with some idealized body image in their culture.

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; Fallon & Rozin, 1985). Lake (1979) contended that the media influence middle-aged women to diet, stay younger-looking through the use of cosmetics, and disguise "figure flaws" through appropriate selection of clothing.

Clothing Behavior Related to Body Image

According to Kaiser (1990), one's self-feeling toward the body plays an important role in clothing preferences and attitudes. To investigate the relationship between clothing and body image, researchers have focused on the relationship between body-cathexis and diverse aspects of clothing behavior. LaBat (1988) reported that higher body-cathexis was associated with more satisfaction with the physical fit of ready-to-wear clothing among female consumers. 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.

Based on the previous studies, the research hypotheses were formulated.

H1: Satisfaction with pant length in ready-to-wear is a direct function of the body-cathexis scores for the lower body and height.

H2: Satisfaction with the fit atthighs/hips/waist is positively related to the body-cathexis score for weight.

H3: Satisfaction with the fit at bust and neckline is positively related to the body-cathexis score for torso.

H4: Satisfaction with the variety in ready-to-wear is a direct function of the body-cathexis scores for height and weight.

For the hypotheses regarding body-cathexis and satisfaction with ready-to-wear (H1 to H4), symbolic interaction theory may support the idea that the current ideal body image of the society is reflected in ready-to-wear clothing (LaBat & DeLong, 1990). When people

wear ready-to-wear clothing, they may compare their body image to the current ideal body image which is reflected in ready-to-wear clothing. As a result of social comparison, the more satisfied one is with certain body areas, the more satisfied she may be with the aspects of garments which are related to those body areas. It means that she will respond to (interact with) the current ideal body image by her degree of satisfaction with the ready-to-wear clothing. She may feel not only physical comfort but also psychological comfort. Individuals who are not satisfied with their body parts may feel frustrated and dissatisfied with ready-to-wear clothing as a result of comparison with ideal standards which are incorporated in the ready-to-wear.

In this context, the relationship between satisfaction with a body area and satisfaction with fit of ready-to-wear related to the body area (H1 to H3) may be explained. For example, the fit at thighs/hips/waist is related to body weight. The more satisfied one is with her weight, the more satisfied she will be with fit at the thighs/hips/waist in ready-to-wear. However, the more dissatisfied one is with her weight, the more dissatisfied she will be with ready-to-wear fit at the area which is related to weight as a result of comparison with the ideal weight which is incorporated in thighs/hips/waist in ready-to-wear clothing (H2). Similar arguments apply to H1 and H3 because these hypotheses also deal with satisfaction with certain body areas and satisfaction with the fit of ready-to-wear related to those areas.

In addition to the fit satisfaction, the hypothesis about satisfaction with the variety of ready-to-wear (H4) may be explained by symbolic interaction theory and social comparison theory. Variety of ready-to-wear includes available size range and style selection of ready-to-wear clothing. The sizing and style of ready-to-wear is related to height and weight body areas. For example, size 10 may indicate certain height (e.g., 5'6"-5'7") and waist (e.g., 27"-28") ranges. The more satisfied one is with her height and weight, the more satisfied she will be with the variety of ready-to-wear. However, the more dissatisfied one is with her height and weight, the more dissatisfied she will be with the variety of ready-to-wear which incorporates ideal standard height and weight. One's comparison with the current ideal may make her dissatisfied with ready-to-wear.

Ⅲ. PROCEDURE

Sample and Data Collection

The subjects were female college students, aged 18 to 25, at Virginia Tech. The researcher distributed 420 questionnaires in February 1996. 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 extreme-
ly dissatisfied (1). The five areas encompass-
ing 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 original body-cathexis scale was devel-
oped 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 includ-
ing lower body, head/upper body, height,
weight, and torso on a Likert scale, from very
positive to very negative.

Satisfaction with ready-to-wear includes fit
and variety. The response format is a 5-point
Likert scale ranging from strongly agree (5)
to strongly disagree (1).

Fit is defined as scores obtained by subjects
indicating their degree of agreement with the
items regarding satisfaction with fit of ready-
to-wear. The items come from LaBat and
DeLong (1990) and deal with satisfaction with
pant length and with fit at thighs, hip, waist,
bust, and neckline in ready-to-wear clothing.

Variety is defined as the sum of the scores
obtained by subjects indicating their degree of
agreement with three items regarding satisfac-
tion with the variety of ready-to-wear. The

three items come from Shim and Kotsiopulos
(1991). They are "I am satisfied with the
available size range of ready-to-wear
clothing," "I am satisfied with the available
style selection in ready-to-wear clothing," and
" I am satisfied with the variety of
colors/prints in ready-to-wear clothing."

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

IV. RESULTS AND DISCUS-SION

This chapter presents the results of statisti-
cal 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 satisfaction with the fit of
ready-to-wear clothing, the subjects are gen-
erally more satisfied with the fit at bust and
neck than at thighs, hips, and waist in ready-
to-wear clothing. This finding has a manager-
ial implication for apparel manufacturers by
showing that the weight area is seen as a
problem with the fit in ready-to-wear cloth-
ing. The possible reason behind the finding
will be discussed later in testing the hypothe-
sis about body-cathexis and satisfaction with

〈Table 1〉 Means and standard deviation of variables

Variables	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
Satisfaction with ready-to-wear		
Pant length	2.99	1.11
Fit at thighs	2.80	1.01
Fit at hips	2.70	1.04
Fit at waist	2.87	1.05
Fit at bust	3.11	0.96
Fit at neckline	3.38	0.86
Variety	3.15	0.85

Note. Body-cathexis: 7 point scale, Satisfaction with ready-to-wear: 5 point scale

ready-to-wear.

Results of Hypothesis Testing

H1: Satisfaction with pant length in ready-to-wear is a direct function of the body-cathexis scores for the lower body and height.

Table 2 shows that the independent variables explain 20% of the variance in satisfaction with pant length in ready-to-wear clothing. T-values show that body-cathexis for height was a significant predictor of satisfaction with pant length in ready-to-wear clothing. The more satisfied with height area, the more satisfied with pant length in ready-to-wear. Body-cathexis for lower body was not a significant predictor in the regression model when the height area was included. The effect of body-cathexis for height (beta=0.421) was much stronger than that of body-cathexis for lower body (beta=0.042). In addition to the t-values, Pearson correlation coefficients show that body-cathexis for lower body is also related to satisfaction with pant length in ready-to-wear. Symbolic interaction theory and social comparison theory may provide an understanding for the finding. When people are trying ready-to-wear clothing, the comparison of their body image to the current ideal body image reflected in ready-to-wear clothing may be inevitable. Pant length in ready-to-wear clothing is related to height and lower body. If individuals are satisfied with their height and lower body areas, they may respond to pant length in ready-to-wear clothing with satisfaction. LaBat (1988) reported that higher body-cathexis was associated with more satisfaction with the physical fit of ready-to-wear clothing among female consumers.

H2: Satisfaction with the fit at thighs/hips/

〈Table 2〉 The effect of body-cathexis on satisfaction with pant length

Multiple regression			Pearson Correlation coefficients
Variables	t-value	standardized estimate (β)	
intercept	3.95***	0.000	
lower body	0.51	0.042	0.28***
height	5.13***	0.421	0.44***
F (2, 174) = 21.61***			
R^2 = 0.20			

Note. *** p < 0.001

waist is positively related to the body-cathexis score for weight.

Pearson correlation coefficients (Table 3) show the significant relationships of body-cathexis score for weight to satisfaction with the fit at thighs/hips/waist in ready-to-wear and support H2. In regard to the contribution of body-cathexis for weight, it explains 29% of the variance in the satisfaction with the fit at thighs, 32% for the satisfaction with the fit at hips, and 21% for the satisfaction with the fit at waist.

The results may be explained by the following. The fit at thighs/hips/waist is related to weight area of body. If one is satisfied with the weight area of her body, she may be satisfied with fit at thighs/hips/waist in ready-to-wear. However, if one is not satisfied with the weight area, she will be dissatisfied with the fit at those areas in clothing as a result of comparison with ideal standard weight which is incorporated in thighs/hips/waist areas in

ready-to-wear clothing. LaBat and DeLong (1990) reported a significant positive relationship between body-cathexis and satisfaction with fit of apparel, especially for satisfaction with apparel fit on lower parts (e.g., waist, thighs) of the body. Hwang and Norton (1994) reported significant positive correlations between body-cathexis for weight and satisfaction with ready-to-wear for women aged 55 years and older.

H3: Satisfaction with the fit at bust and neckline is positively related to the body-cathexis score for torso.

Pearson correlation coefficients in Table 4 show the significant relationships of body-cathexis for torso to satisfaction with the fit at bust and neckline in ready-to-wear, and thus supporting H3. In regard to the contribution of body-cathexis for torso, it explains 27% of the variance in satisfaction with the fit at bust and 23% for satisfaction with the fit at neckline. The fit at bust and neckline is related to

〈Table 3〉 The relationsips of body-cathexis to satisfaction with the fit at thighs/hips/waist

	Body-cathexis for weight
satisfaction with the fit at thighs	0.54*** (0.29)
satisfaction with the fit at hips	0.57*** (0.32)
satisfaction with the fit at waist	0.46*** (0.21)

Note. ( ) = variance, r^2 *** p < 0.001

⟨Table 4⟩ The relationships of body-cathexis to satisfaction with the fit at bust and neckline

	Body-cathexis for torso
satisfaction with the fit at bust	0.53*** (0.27)
satisfaction with the fit at neckline	0.48*** (0.23)

Note. ( ) = variance, r^2 *** $p < 0.001$

the torso area of the body. The more one is satisfied with her torso area, the more she may be satisfied with fit at bust and neckline in ready-to-wear.

H4: Satisfaction with the variety in ready-to-wear is a direct function of the body-cathexis scores for height and weight.

Table 5 shows that the independent variables explain 23% of the variance in satisfaction with the variety in ready-to-wear. T-values and Pearson correlation coefficients show that body-cathexis for height and weight are significant predictors of satisfaction with the variety in ready-to-wear clothing, supporting H4.

When people are trying ready-to-wear clothing, the comparison of their body image to the current ideal body image reflected in the clothing may be inevitable. Current ideal standards are reflected in the sizing systems and styles of ready-to-wear clothing. The sizing and style of ready-to-wear are related to the height and weight areas of the body. The more one is satisfied with height and weight areas, the more she may be satisfied with the variety of ready-to-wear.

V. 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 satisfaction with ready-to-wear. Body-cathexis was measured for five areas of body parts: head/upper body, lower body, height, weight, and torso. Satisfaction with ready-to-wear consisted of satisfaction with fit, in several body areas, and variety. Multiple regression and Pearson correlation coefficient were used to test the research hypotheses formulated in this study.

⟨Table 5⟩ The effect of body-cathexis on satisfaction with the variety

Multiple regression			Pearson correlation coefficient
Variables	t-value	standardized estimate (β)	
intercept	8.78***		
height	2.35*	0.188	0.38***
weight	4.32***	0.345	0.45***
F = 25.44***			
R² = 0.23			

Note. *** $p < 0.001$ and * $p < 0.05$

Results showed that subjects were less satisfied with the weight area compared to other body areas. In regard to satisfaction with the fit of ready-to-wear clothing, the subjects are generally more satisfied with the fit at bust and neck than at thighs, hips, and waist in ready-to-wear clothing. They had problems with the fit at areas related weight in ready-to-wear, and this may be due to their low body-cathexis score for weight. This finding has a managerial implication for apparel manufacturers by showing that the weight area is seen as a problem with the fit in ready-to-wear clothing.

In testing the research hypotheses, the results showed positive relationships between body-cathexis for specific body areas and satisfaction with the aspect of ready-to-wear clothing which is related to the area. Specifically, satisfaction with pant length in ready-to-wear is related to body satisfaction for lower body and height areas. Satisfaction with the fit at thighs, hips, and waist is related to body satisfaction with weight area. Satisfaction with the fit at bust and neckline is related to body satisfaction for torso area. Satisfaction with the variety in ready-to-wear is related to body satisfaction for height and weight areas. Symbolic interaction theory and social comparison theory may provide an understanding for the finding. When people are trying ready-to-wear clothing, the comparison of their body image to the current ideal body image which is reflected in ready-to-wear clothing may be inevitable. If individuals are satisfied with their body areas, they may respond to ready-to-wear clothing with satisfaction.

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. Also, more study regarding the measurement of body-cathexis is needed. This study showed the importance of body-cathexis for specific areas of body parts. However, there have been very few studies about how to categorize various body parts. The study on the categorization of body parts with diverse subjects may have a contribution in this aspect.

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요 약

본 연구의 목적은 신체만족도와 기성복에 대한
만족의 상관관계를 규명하는 것이다. 조사대상은
미국 Virginia Tech 여대생으로 177부의 설문지를
자료분석에 사용하였다. 신체만족도는 신체 5 부
위(얼굴, 상체, 하체, 신장, 체중) 각각에 대해 측
정되었고, 기성복에 대한 만족은 기성복의 바지기
장, 허리, 힙(hips), 허벅지(thighs), 가슴(bust), 넥
크라인(neck line)과 다양성에 대한 만족으로 측
정되었다. 결과로 특정 부위에 대한 기성복의 만
족은 그 부위에 관련된 신체만족도와 깊은 관계
가 있었다. 예로 기성복의 바지기장에 대한 만족
은 하체와 신장에 대한 신체만족도와 관계가 있
었다. Symbolic interaction 이론과 social compari-
son이론이 이들 결과를 설명하는데 사용되었다.