

남녀 노년층의 자아존중과 기성복만족에 대한 신체만족도의 관계

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The Relationships of Body-Cathexis to Self-Esteem and Satisfaction with Ready-To-Wear of Elderly Men and Women

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Abstract

본 연구의 목적은 노년층 남성과 여성의 자아존중과 기성복만족에 대한 신체만족도의 관계 및 남녀의 차이점을 알아보는 것이다. 나이 55세 이상의 미국 남부에 거주하는 302명의 남성과 여성에게 설문지가 배부되었고, 50명의 남성과 58명의 여성이 자료분석에 이용되었다. 신체만족도는 신체 5부위(얼굴, 하체, 신장, 체중, 토르소)로 나뉘어 측정되었고, 자아존중은 Rosenberg의 자아존중 척도가 사용되었으며, 기성복에 대한 만족은 기성복의 맞는 정도와 스타일에 대하여 측정되었다. 그 결과 노년층 남성과 여성 모두에게 있어 자아존중은 신체만족도와 관련이 있었지만 남성보다 여성에게 있어 자아존중은 신체만족도와 더 깊은 관련이 있는 것으로 나타났다. 또한 신체만족도와 기성복에 대한 만족은 노년층 남성과 여성 모두에게 있어 관련이 있었으나 여성이 남성보다 체중에 대한 만족이 기성복만족과 더 깊은 관련이 있었다.

I. INTRODUCTION

The number of older people has been increasing significantly (Schewe, 1989; Shim & Bickle, 1993; Goldsberry, 1993). Indeed, over the past two decades, the elderly population has increased twice as fast as the rest of the population (Schewe, 1989). According to the U.S. Bureau of the Census, every fifth American will be at least 65 by the year 2040 (Harrison, 1986). In addition, according to Schewe (1989), today's older people are different from the

stereotypes in the past. Economically, they are considerably more wealthy. Many have jobs, and they have half the nation's discretionary income. Physically, they are much more healthy. They are optimistic about their health and want more active lifestyles. In addition, they are better educated. Their interests and activities are varied and broad.

Although today's older people are wealthier, healthier, and better educated than older people in the past, they may encounter many problems resulting from aging. Changed body can be one of the problems that older people face. Among the

various common changes are added weight and altered body proportions (Bower, 1977; Goldsberry, 1993). Individuals who have experienced body changes with advancing age may have negative body images. Body image is the mental view one has of one's body and is a component of self-concept (Gergen, 1971). American culture places a high value on physical attractiveness, and the young and thin body is an important factor of attractiveness (Moriarty & Moriarty, 1988; Stephens, Hill, & Hansen, 1994). Jackson and O'Neal (1994), in their analysis of the research literature on perceptions of aging and dress/appearance/adornment behaviors, noted that in our culture both the young and the old hold a negative image of aging and that this perspective may lead to elderly women's negative self-assessments. Kimmel (1974) and Bower (1977) made similar observations about the elderly in general.

There are many studies regarding the impact of body-cathexis on self-esteem; body-cathexis can be defined as an evaluative dimension of body image (LaBat & DeLong, 1990). However, there are very few studies regarding body image of older people, and impacts of body image on their self-esteem. In addition, compared to younger generation, there are limited studies concerning ready-to-wear problems of older people. As aging is accompanied by physical changes, it is important to investigate the impact of body-cathexis on satisfaction with ready-to-wear of older people. Research regarding body image of elderly people is important because many elderly people care about their appearance and clothing, but may suffer culturally undesirable body changes. Since many studies regarding the general population have shown a positive impact of body-cathexis on self-esteem and satisfaction with ready-to-wear, it is important to explore the impact of body-cathexis on self-esteem and satisfaction with ready-to-wear of elderly people.

The few studies concerning body-cathexis and clothing of elderly people have focused primarily on women (Aldrich, 1974; Hoffman, 1970; Hogge & Baer, 1986). Research on elderly men and on similarities and differences between sexes is needed as well.

Research findings regarding the relationships among body-cathexis, self-esteem, satisfaction with ready-to-wear of elderly men and women will contribute to the body of knowledge concerning the elderly. Research on similarities and differences between elderly men and women can inform scholars and practitioners concerning the relative importance of body-cathexis to self-esteem and satisfaction with ready-to-wear of elderly men and women. The information generated can be useful to manufacturers and retailers because it can provide the basis for understanding the elderly and support manufacturers' and retailers' marketing strategies for elderly men and women consumers.

The purposes of this study are to determine, for the sample of men and women aged 55 years and older, 1) the relationships of body-cathexis to self-esteem and satisfaction with ready-to-wear and 2) similarities and differences between men and women for those relationships.

II. LITERATURE REVIEW

Conceptual Framework

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). According to Gergen (1971), body image is the mental view one has of one's own body and is a component of one's self. Because body image plays an important role in one's self, some researchers identified body-cathexis, the indication of individuals' satisfaction or dissatisfaction with their different body parts, to evaluate body image (LaBat & DeLong, 1990;

Secord & Jourard, 1953).

Self-esteem refers to the way one evaluates one's self (Laurer & Handel, 1977). According to Ross (1992): "Self-esteem has to do with one's sense of worth. It is based on a personal evaluative judgment that one makes about oneself, and is thus a private and very subjective matter" (p.107). Self-esteem can be assessed as high or low, positive or negative (Breytspraak & George, 1982).

According to Kalish (1975), body image and self-esteem are the most important components of the self-concept. Self-concept is the total image one has about oneself; it contains one's actual experiences and interpretations about those experiences (Kalish, 1975). To discriminate the multi-dimensions of self-concept, James (1890) distinguished two aspects of the global self: "the self as a knower or I" and "the self as known or me." "The self as a knower or I" is related to the process of actual experiencing while "the self as known or me" is concerned with the interpretation of that experiencing. Body image is explained in the context of "the self as a knower" while self-esteem is related to "the self as known" (Burns, 1979).

Burns asserted that self-esteem is the process to evaluate one's performance and abilities based on one's personal standards and values, which have been influenced by society and significant others.

Although body image and self-esteem are different aspects of self-concept, the two concepts may be closely related since the individual's perceptions and standards are influenced by social standards and values. Also, body image and self-esteem may be interrelated because both "the self as a knower" and "the self as known" interact and influence each other. Given that physical attractiveness is culturally valued and appearance has significant impact on social interactions (Burns, 1979), it is not surprising that many researchers have found a positive relationship between body-cathexis and self-esteem of general population

(Secord & Jourard, 1953; Thomas, 1988; Wendel & Lester, 1988).

In this context, the importance of clothing to body-cathexis and self-esteem cannot be underestimated. Clothing is an extended dimension of one's bodily self (Shim, Kotsiopulos, & Knoll, 1991), and one's self-feeling toward the body plays an important role in clothing preferences and attitudes (Kaiser, 1990). Thus clothing can enhance one's bodily self and increase one's social gains in the interaction with others (Burns, 1979). An individual may use clothing to compensate for dissatisfaction with body image and to enhance self-esteem. According to several researchers (LaBat & DeLong, 1990), there is a relationship between body-cathexis and dimensions of clothing behavior of general population.

Ideal Body Image and Body Image of the Elderly

The current ideal body image in American culture can be expressed as narrow as an arrow or pencil thin (Freedman, 1986). Colburn (1992) noted that the pursuit of thinness of Americans has been cultivated during the past three decades.

Indeed, fashion models and Miss America pageant contestants have grown steadily thinner. As a result of this phenomenon, there are a lot of side effects such as dieting illness and flourishing diet industries (Stephens et al., 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 as a more important component of body satisfaction than are men (Brumberg, 1988; Fallon & Rozin, 1985). Relatedly, Greenwood (1984) reported that women are more humiliated by body changes than are men, and Lake (1979) noted 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.

The body changes of elderly people are negatively valued, and that these changes can influence elderly people's self-concept, confidence, and sense of value (Kimmel, 1974). According to Aldrich (1974), elderly women subjects indicated negative feelings toward changes in their figures, such as heavier weight, thicker waist, unattractive arms, and lower bust.

Ready-To-Wear Clothing of Older People

As aging is accompanied by physical changes, some researchers have examined the problems with ready-to-wear clothing of older people. According to Richards (1981), elderly people have difficulty in finding a good selection of ready-to-wear garments which can accommodate their changing body shape.

Kernalleguen (1978) reported on older people's problems with sizes in ready-to-wear clothing. Older people complained that the size of ready-to-wear clothing relied on the measurements of younger people, and that figure changes of elderly people were not taken into consideration and were neglected. In addition, Shim and Bickle (1993) showed that older people's satisfaction with apparel fit was notably low, especially in relation to garment length. Older people had problems with blouse/sweater length, leg length of pants, skirt/dress length, and jacket length.

In addition to general ready-to-wear problems, sex differences in satisfaction with clothing exist. Richards (1981) noted that elderly men have less difficulty with fit than do elderly women because they wear separate shirts and trousers. Hogge, Baer, and Kang-Park (1988) reported that elderly men's major fitting problem with shirts and jackets was sleeve length. According to Hogge and Baer (1986), elderly women frequently complained about inaccurate fit of garments especially the excessive length in the shoulder, sleeve, and bodice. Smathers and Horridge (1979) reported that elderly women faced fit problems in regard to tightness in the hips, bust, waist, and stomach. Based on the previous

studies, research hypotheses were formulated.

H1. There are relationships between body-cathexis, self-esteem, and satisfaction with ready-to-wear of older men and women.

H2. There are differences between elderly men and women in regard to the relationships between body-cathexis, self-esteem, and satisfaction with ready-to-wear.

III. METHOD

Sample and Data Collection

The researchers obtained 302 mailing addresses of older people who were residents in a large southeastern U.S. city. The questionnaire with a stamped envelope was mailed to each address; 108 usable questionnaires were returned and used for data analysis.

Measurements

Body-cathexis is defined as the scores of subjects after rating their satisfaction with five areas of body parts on a 4-point Likert scale as follows: satisfied (4), somewhat satisfied (3), somewhat dissatisfied (2), dissatisfied(1). The five areas encompassing 18 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), and torso (bust, neck, muscular strength).

The five areas of 18 body parts used in this research were adapted from Shim, Kotsiopoulos, and Knoll's (1991) study. Shim et al. (1991) used the modified 23-item body-cathexis scale of Mahoney and Finch (1976). Since Shim et al. focused on male subjects, some of the items are eliminated or modified. In addition, as a result of the pilot test, the number of items of the body-cathexis scale was reduced and the scale was spread over more space. In a reliability test of the 18 items of this study, a Cronbach's alpha coefficient of 0.91 was obtained.

Self-esteem is defined as subjects' total scores

Table 1. Self-esteem and satisfaction with ready-to-wear items

Self-esteem	<p>On the whole, I am satisfied with myself.</p> <p>I feel that I have many good qualities.</p> <p>I am a person of worth.</p> <p>I take a positive attitude toward myself.</p> <p>I am able to do things as well as most people.</p> <p>At times I think that I am no good at all.</p> <p>Certainly, I feel useless at times.</p> <p>I feel I do not have much to be proud of.</p> <p>I wish that I could have more self-respect for myself.</p> <p>I am inclined to feel that I am a failure.</p>
Satisfaction with ready-to-wear	<p>In general, clothing styles sold in stores seem unattractive on mature people.</p> <p>It is difficult for me to find clothing styles that are suitable for evening or formal wear.</p> <p>Often purchased clothing is too binding around my shoulders or arms.</p> <p>Clothing styles sold in stores do not have enough variation...they all look the same.</p> <p>It is difficult for me to find clothing styles that are suitable for informal everyday wear.</p> <p>Clothing styles sold in stores seem too youthful.</p> <p>I have a difficult time with transportation to and from clothing stores.</p> <p>It is difficult for me to find clothing styles that are suitable for social occasions.</p> <p>Many purchased clothes do not fit properly.</p> <p>The waistline in purchased clothing does not fit comfortably on my waistline.</p> <p>Clothing styles sold in stores seem unbecoming for my figure.</p> <p>Purchased clothing just doesn't fit me the way it used to.</p> <p>Often purchased clothes seem too baggy in the top.</p> <p>My purchased clothes usually must be altered in order for them to fit me.</p> <p>The crotch in purchased pants does not fit properly.</p>

from rating their agreement with 10 items based on Rosenberg's (1965) self-esteem measure on a 4-point Likert scale that ranged from agree (4) to disagree (1). A Cronbach's alpha coefficient of ten items was 0.93.

Satisfaction with Ready-to-wear is defined as scores obtained by subjects indicating their degree of agreement with 14 items regarding fit and styles of ready-to-wear. The items of Perry's (1985) study were used in this study with some modifications. A Cronbach's alpha coefficient of the items was 0.91.

The questionnaire was pilot-tested with fifteen men and women aged 55 years and older. The final questionnaire was modified, based on recommendations from the pilot-test. Table 1 shows the self-esteem and satisfaction with ready-to-wear items.

3. Statistical Analysis

Hypotheses were tested using the Pearson correlation coefficient and Fisher's Zr transformation. The Pearson correlation coefficients were calculated to investigate the relationships between body-cathexis, self-esteem, and satisfaction with ready-to-wear. Fisher's Zr transformation was performed on the correlation coefficients and used to investigate differences between men and women for the correlation coefficients. All rejection levels were set at the 0.05 significance level. Significance levels at 0.001, 0.01, and 0.05 were reported.

IV. RESULTS AND DISCUSSION

1. Results of Measured Variables

Mean values and standard deviation scores of variables for men and women are reported in Table 2. To investigate the differences between elderly men and women, t-test was performed. T-values show that elderly men and women differ in regard to body-cathexis, subscales of body-cathexis (lower body, head/upper body, height, weight, and

torso), and satisfaction with ready-to-wear. Compared to women, men subjects have higher body satisfaction with all areas of body parts. Also, men subjects are more satisfied with ready-to-wear clothing than are women.

Table 2. Means and standard deviations of variables

Variables	Men		Women		t-value
	Mean	SD	Mean	SD	
Body-cathexis	3.33	0.46	2.93	0.47	2.01*
Lower body	3.45	0.55	2.89	0.70	5.74***
Head/upper body	3.34	0.49	3.11	0.51	2.39*
Height	3.46	0.68	3.18	0.69	2.15*
Weight	3.06	0.71	2.48	0.79	4.01***
Torso	3.30	0.57	2.93	0.94	2.47*
Self-esteem	3.37	0.56	3.26	0.66	0.93
Satisfaction with ready-to-wear	2.76	0.51	2.39	0.73	3.02**

Note. *** $p < 0.001$, ** $p < 0.01$, and * $p < 0.05$

2. Results of Hypothesis Testing

1) Body-cathexis/self-esteem

In order to determine the relationship between body-cathexis and self-esteem, the Pearson correlation coefficient was calculated for the entire sample and for the men and women separately. Given that body-cathexis consists of five areas of body parts (lower body, head/upper body, height, weight, and torso), the relationships between each subscale of body-cathexis and self-esteem were analyzed in addition to the relationship between body-cathexis for all five areas together and self-esteem (Table 3).

The Pearson correlation coefficient shows that there is a positive relationship between body-cathexis and self-esteem for the entire sample. Also, each subscale of body-cathexis and self-esteem is positively correlated for the whole sample. Results also show that there is a positive relationship between body-cathexis and self-esteem for both men and women subjects, except

Table 3. Pearson correlation coefficients and Fisher's Zr transformation score.

Correlation variables	Pearson coefficients			Fisher's Zr
	whole sample	Men	Women	
Body-cathexis/self-esteem	0.67***	0.52***	0.77***	2.772**
Lower body/self-esteem	0.56***	0.52***	0.56***	0.354
Head, Upper body/self-esteem	0.62***	0.45***	0.72***	2.610**
Height/self-esteem	0.48***	0.56***	0.39**	-1.279
Weight/self-esteem	0.35**	0.15	0.43***	2.665**
Torso/self-esteem	0.58***	0.44***	0.64***	1.800

Note. *** $p < 0.001$ and ** $p < 0.01$

the relationship between satisfaction with weight and self-esteem is not significant for men. Thus, the findings support hypothesis 1 and can support the related studies (Secord & Jourard, 1953; Thomas, 1988; Wendel & Lester, 1988) which showed a positive relationship between body-cathexis and self-esteem of the general population.

In addition, the Fisher's Zr transformation score was determined to find whether there are significant sex differences in the correlation of body-cathexis and self-esteem. The Fisher's Zr transformation score is presented in Table 3. A positive score means that the women have a higher correlation between body-cathexis and self-esteem than men, while negative Zr score means the men have a higher correlation between body-cathexis and self-esteem. According to Table 3, there is a significant difference between the men and women in the correlation of body-cathexis for all five areas combined and self-esteem. Also, the men and women differ in regard to the correlation of two subscales of body-cathexis (upper body and weight) and self-esteem. Therefore, the self-esteem scores of the women subjects are more related to body-cathexis for all five areas together, upper body, and weight than are those of the men. The findings support hypothesis 2.

The differences between sexes in the correlation of body-cathexis for certain body characteristics and self-esteem in this study are related with those of Wendel and Lester's (1988) study. Wendel and Lester showed that college women who were more satisfied with their hips and waists had higher self-esteem scores. For college men, the men who were more satisfied with their voice and profile had higher self-esteem scores.

2) Body-cathexis/satisfaction with ready-to-wear

Given that body-cathexis consists of five areas of body parts, the relationships between each subscale of body-cathexis and satisfaction with ready-to-wear were analyzed in addition to the relationship between body-cathexis for all five areas together and satisfaction with ready-to-wear (Table 4). The Pearson correlation coefficients showed that there is a positive relationship between body-cathexis and satisfaction with ready-to-wear of the entire sample of the elderly subjects. Also, the subscales of body-cathexis and satisfaction with ready-to-wear are positively correlated for the whole sample.

In addition, the Pearson correlation coefficients between body-cathexis and satisfaction with ready-to-wear were measured for men and women subjects separately (Table 4). The coefficients show that both men and women have significant correlations between body-cathexis and satisfaction with ready-to-wear. It means body-cathexis plays an important role in satisfaction with ready-to-wear clothing of elderly men and women. The positive relationship between body-cathexis and satisfaction with ready-to-wear may be explained by symbolic interaction theory since 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 body areas, the more satisfied she may be with ready-to-wear clothing. 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.

Table 4. Pearson correlation coefficients and Fisher's Zr transformation score.

Correlation variables	Pearson coefficients			Fisher's Zr
	Whole sample	Men	Women	
Body-cathexis/ready-to-wear s.	0.50***	0.39**	0.29*	-0.29
Head, upper body/ready-to-wear s.	0.30**	0.29*	0.49***	0.68
Lower body/ready-to-wear s.	0.39**	0.34*	0.24*	-0.32
Height/ready-to-wear s.	0.35**	0.24	0.37**	0.88
Weight/ready-to-wear s.	0.59***	0.38**	0.65***	2.25**
Torso/ready-to-wear s.	0.34**	0.29*	0.28*	-0.04

Note. ready-to-wear s.=ready-to-wear satisfaction
 ***p<.001, **p<0.01, and *p<0.05

To investigate the similarities and differences between men and women, the Fisher's Zr transformation scores were performed. Table 4 shows that the women have higher correlations between weight satisfaction and satisfaction with ready-to-wear than do men. It means that weight satisfaction plays a more important role in ready-to-wear satisfaction of elderly women than of elderly men. 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 as a more important component of body

satisfaction than are men (Brumberg, 1988; Fallon & Rozin, 1985). Relatedly, Greenwood (1984) reported that women are more humiliated by body changes than men. Lake (1979) noted that middle-aged women tried to diet and stay younger-looking through appropriate selection of clothing. In this context, elderly women may be more concerned about their weight, so they have more correlations between weight satisfaction and satisfaction with ready-to-wear. Except weight satisfaction, elderly men and women were similar in the correlations between body satisfaction and satisfaction with ready-to-wear.

V. CONCLUSIONS AND RECOMMENDATION

This study investigated the relationship of body-cathexis to self-esteem and satisfaction with ready-to-wear of men and women 55 years and older. To test hypotheses formulated for this study, the Pearson correlation coefficient and Fisher's Zr transformation were used. The Pearson correlation coefficients were measured to investigate the relationships between body cathexis, self-esteem, and satisfaction with ready-to-wear for the entire sample and for the men and women subjects separately. Fisher's Zr transformation score was used to find similarities and differences of men and women in the correlation coefficients.

The hypotheses regarding the relationships of body-cathexis to self-esteem and satisfaction with ready-to-wear of the elderly subjects can be supported by the findings which showed a significant relationship among these variables. The significant correlations between body-cathexis, self-esteem, and satisfaction with ready-to-wear of the study imply the importance of body-cathexis of older people in their self-esteem and satisfaction with ready-to-wear.

In addition, Fisher's Zr transformation scores showed that self-esteem and satisfaction with

ready-to-wear of elderly women are more likely to be influenced by their body satisfactions than are those of elderly men subjects. In the case of the elderly women, total body-cathexis and satisfaction with weight have higher correlations with self-esteem and satisfaction with ready-to wear than those of the elderly men subjects. It means that elderly women's satisfaction with their total body and with weight plays a more important role in their self-esteem and satisfaction with ready-to-wear. Since the culture focuses on the young, thin body as the ideal body image and women are said to be more humiliated by body changes than men (Greenwood, 1984), the close relationship of satisfaction with weight and the total body to self-esteem and satisfaction with ready-to-wear in elderly women can be explained in this context.

The results of this study imply that the elderly population is not an isolated segment in that the elderly subjects did not much differ in their attitudes compared to what is known about the younger population. Since today's culture considers the thin, young body ideal, older people may be affected by this phenomenon and care about their bodies and appearance. Therefore, elderly people's body-cathexis can affect their self-esteem and satisfaction with ready-to-wear. In this context, the findings generated from this study showed that body-cathexis is an important concept in the study of self-esteem and clothing behavior of older people. The findings of the importance of body-cathexis of older people can contribute the body of knowledge concerning the elderly since there are almost no studies about the impact of body-cathexis of older people.

Also, close relationships between body-cathexis, self-esteem, and satisfaction with ready-to-wear of older people are important to apparel manufacturers and marketers since older people may suffer undesirable body changes and try to compensate for their dissatisfaction with their bodies through

their clothing choices. Research on clothing design as well as marketing strategies is needed to provide information that can be used to address the clothing needs of older consumers. Because elderly people suffer body changes and their body image can affect their self-esteem, educational programs and assistance from family educators are needed to help older people recognize how they can accommodate and negotiate their body changes to achieve high self-esteem.

For future research, more research on dimensions of body-cathexis is needed. Although each area of body-cathexis has its own special characteristics, there are very few studies regarding dimensions of body-cathexis. This study has a limitation in this aspect because there is no absolute standard in categorizing body parts, and because women and men may have different points of view in categorizing their body parts. Also, with a larger sample size, the study on the comparison between younger and older population in regard to the relationships between body-cathexis, self-esteem, and satisfaction with ready-to-wear is needed. The information generated from the study will be useful to apparel manufacturers and marketers.

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