

A Comparative Study on Clothing Behaviors of Elderly Men and Women

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Abstract

The elderly are faced with unique problems in regard to their clothing life, which require solutions from various perspectives. Given these facts, this study was aimed at reviewing and comparing the clothing behaviors of elderly people in order to provide some basic data which apparel businesses targeting the elderly might find useful.

The elderly people aged 55 and older and living in Seoul were sampled at random for a survey. The survey used the methods of interview and self-administered questionnaire. 418 questionnaires were distributed to women, and 504 to men. The collected data were processed using SPSS/PC for factor analysis, correlation, single-factor ANOVA and T-test. The results of the survey can be summarized as follows:

- 1. Among 8 factors determining the clothing behaviors of elderly people, the importance of clothes and manageability of clothes scored highest on average, while conformity with one's peers scored lowest.*
- 2. The clothing behaviors of elderly people differed significantly depending on their demographic variables.*
- 3. The level of satisfaction with one's life and appearance differed significantly depending on their demographic variables.*
- 4. Clothing behaviors of elderly people were closely correlated with their level of satisfaction with their life and appearance.*

Key words : elderly people, clothing behavior, life satisfaction, appearance satisfaction.

I. Introduction

Elderly people tend to experience some sort of psychological trauma due to their diminished role in society and at home, their declining physical and mental ability, financial difficulties and reduced social exchanges, and in particular, they suffer uniquely from their clothing life. On the other hand, as aging population become the norm throughout the world, thanks largely to medical advances, increased incomes, and en-

hanced nutrition and living conditions, the elderly will be motivated to seek out better life styles, while continuing to play importance and influential roles in our modern society. Meanwhile, more and more elderly people are engaged in their social activities with their improved health condition and life quality. They are more concerned about the social systems, elderly's welfare and health-care programs and other quality-of-life issues, such as nutrition, housing and clothing. It is quite natural, then, that this last component, clothing, draws more and more

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attention.

So far, the majority of prior studies related on this topics have focused on elderly women's clothing life, with the assumption that they, more than men, are more concerned about their clothing life. Recently, however, the number of elderly men concerned about their clothing life increases as the modern society becomes ever richer and more pluralized. In a sense, it should come as no surprise that they too face some difficulties in not only their clothing life but also their physical and psychological matters as much as the old women do. At the same time, it is expected that the elderly men will show a pattern of clothing life different from that of the elderly women. These and other phenomena may well justify a study surveying elderly people's clothing life comparatively between men and women.

Therefore, the purpose of this study is to investigate 1) the clothing behavior 2) the relationship between clothing behavior and demographic variables 3) life and appearance satisfaction and 4) correlation between clothing behavior and life/appearance satisfaction of elderly men and women. It is believed that the data obtained from such a study will be useful to apparel businesses who want to enhance their marketing efforts aiming at the elderly consumers.

II. Review of Literature

1. Clothing Behaviors

The elderly people are much concerned about their appearance and clothing, attaching much importance to them. In fact, it was found by preceding studies conducted by such researchers as Hwang¹⁾, Hogge & Baer²⁾ and Park³⁾ that clothing plays an important role in elderly people's life. Chowdhary⁴⁾ emphasizes that a proper clothing may help the elderly people to enhance their sense of appearance and self-esteem, and Callis⁵⁾ and Kernaleguen⁶⁾ agree that clothing serves to maintain a positive self-image for elderly people, compensate for their sense of loss and help them accommodated by the society or form a new social relationship. Also, Baum and Boxley⁷⁾ point out that as one grows older, he or she wants to conceal the physical changes not desired and make himself or herself look younger with the cover of clothing. In all, a proper clothing plays an important psychological, social and physical role in elderly people's life, while enhancing their positive self-concept and concealing their undesirable physical changes.

Since most of the elderly people tend to suffer from some financial instability, their changing roles in society and at home, and other psychological and physical changes, they may have their unique clothing problem. Kernale-

¹ Jia-Sook Hwang, "Body Image, Self-Esteem, and Clothing of Men and Women Aged 55 Years and Older" (Master's Thesis, Virginia Polytechnic Institute and State University, 1993).

² Vivian E. Hogge, and Margaret Baer, "Elderly Women's Clothing: Acquisition, Fit, and Alterations of Ready-to-Wear Garments," *Journal of Consumer Studies and Home Economics*, 10 (1986): 333-334.

³ Mi-Ae Park, "A Relationship between Elderly Women's Satisfaction with Their Physical Ego and Life and Their Clothing Attitudes" (Master's Thesis, Sook Myung Women's University, 1987).

⁴ Usha Chowdhary, "Self-Esteem, Age Identification, and Media Exposure of the Elderly and Their Relationship to Fashionability", *Clothing and Textiles Research Journal*, 7, no. 1 (1988): 23.

⁵ Carolyn Callis, "Appearance Programs with Female Chronic Psychiatric Patients: A Comparison of Six-Week and Nine-Week Treatment Intervention," *Journal of Rehabilitation*, 48, no. 4 (1982): 35.

⁶ Anne Kernaleguen, *Clothing Designs for the Handicapped* (Edmonton: The University of Alberta Press, 1978).

⁷ S. Baum, and R. Boxley, "Age Identification in the Elderly," *The Gerontologist*, 23 (1983): 536.

guen⁸⁾ argues that fitness and style are considered most for the elderly people in their selection of clothing, followed by comfort, price, manageability and insulation. There is a report that elderly women are more concerned about clothing than elderly men.

The elderly people are also interested in their entire look and fashion. Chowdhary⁹⁾ indicated that those who exposed more to fashion information tend more to select newest styles of clothing for themselves. On the other hand, Huddleston, Ford and Bickle¹⁰⁾ reported that there is fashion leaders among the elderly group.

2. Life Satisfaction, Appearance Satisfaction and Clothing Behavior

Life satisfaction can be defined as psychological sense of stability or subjective state of welfare due to the judgement or feeling that his or her life has been worth living or successful. Neugarten, Havighurst, and Tobin¹¹⁾ counted the following factors of life satisfaction; 1. Pleasure from the current activities, 2. feeling that the life so far has been significant and acceptable, 3. feeling that desires have been achieved, 4. positive sense of self-image, 5. sense of happiness, optimistic attitude or feeling. In general, it is known that elderly people's life

satisfaction is determined by health condition, financial status, education, marital condition, social activities and family type, etc, but priorities among such variables may depend on individual people or society. Meanwhile, it is known that elderly women are less satisfied with their life than elderly men.

Life satisfaction may be an important psychological variable explaining about elderly's clothing behavior. According to Kim¹²⁾, elderly people's life satisfaction, regardless of sexes, is affected much by their overall clothing behavior, and Park¹³⁾ reported that elderly women's life satisfaction is positively correlated with their clothing satisfaction. There is also a report that the more an elderly is satisfied with life, she tends more to be concerned about clothing, physical ego, clothing profile and fitness¹⁴⁾. Although these studies were conducted for elderly women, much of their results may well correspond to elderly men.

Appearance satisfaction means the satisfaction with physical look, partial, whole, static or dynamic. Hwang¹⁵⁾ counts income level, social participation, social status and academic background as important variables of appearance satisfaction. Chung¹⁶⁾ indicates that more educated and higher-class people are more concerned about their appearance, and Hwang¹⁷⁾ reports

⁸ Anne Kernaleguen, *op.cit.*, 1978.

⁹ Usha Chowdhary, *op.cit.*, 1988, 26.

¹⁰ Patricia Huddleston, Nancy Ford, and Marianne C. Bickle, "Demographic and Lifestyle Characteristics as Predictors of Fashion Opinion Leadership among Mature Consumers," *Clothing and Textiles Research Journal*, 11, no. 4 (1993): 26-27.

¹¹ B. L. Neugarten, R. J. Havighurst, and S. S. Tobin, "The Measurement of Life Satisfaction," *Journal of Gerontology*, 16, no. 2 (1961): 134-143.

¹² Soon-Ku Kim, "A Relation between Adults' and Elderly People's Clothing Behaviors Depending on Their Demographic and Psychological Variables" (Ph.D. diss., Busan University, 1993), 72.

¹³ Mi-Ae Park, *op.cit.*, 1987.

¹⁴ Kyong-Sook Yu, "A Study on Elderly Women's Clothing Behaviors" (Master's Thesis, Yonsei University, 1984).

¹⁵ Jin-Sook Hwang, *op.cit.*, 1993, 67-70.

¹⁶ Hee-Yong Chung, "A Study on Relation between Elderly Women's Self-Consciousness and Their Concern about Clothes" (Master's Thesis, Ewha Women's University, 1987), 48-51.

that elderly men are more satisfied with their physical look than elderly women. Kang & Lee¹⁸⁾ agree that elderly people's appearance satisfaction is much correlated with their clothing behavior and self-concept.

LaBat and DeLong¹⁹⁾ also report that elderly people's satisfaction with their look is strongly and positively correlated with their satisfaction with the fitness of ready-made clothing, and Hwang²⁰⁾ suggests that the elderly people's sense of physical satisfaction, regardless of sexes, is positively correlated with their self-esteem. In particular, Hwang²¹⁾ reports that aging women's satisfaction with appearance is also correlated positively with their clothing behaviors (attitude, satisfaction with ready-made clothing, shopping satisfaction, accompanied shopping, spending on clothing, etc.).

III. Research Method and Procedure

1. Subjects and Data Collection

For this study, those elderly people living in Seoul and aged 55 or older were sampled. The survey was conducted from November, 1994 to January, 1995 for elderly women subjects, and from June to August, 1998 for elderly men subjects. The main survey was preceded by two preliminary surveys. The questionnaires for the main survey were modified and complemented

on the basis of the results from two preliminary surveys; The questionnaire for elderly women was adapted to elderly men through the preliminary surveys.

The methods of survey were interview and self-administered questionnaire, used alternately depending on subjects' ability to respond to the survey. In order to collect the data for this study, the researchers visited such various spots as Old People's Open Colleges, district public halls, elderly's welfare centers, parks and elderly's pavilions. And elderly relatives of graduate students of Hanyang University were asked to answer. 514 questionnaires out of 600 ones distributed to elderly women were returned, while 543 ones out of 650 distributed to elderly men were answered. After all, 418 and 504 respondents were selected to analyze elderly women's and men's clothing behaviors, respectively.

2. Research Instrument and Analysis Method

- 1) Clothing behaviors: The 48 question items used by Creekmore²²⁾, Kang²³⁾ and Kim²⁴⁾ were modified and adapted to this study as five-point Likert Scale.
- 2) Life and appearance satisfaction: The 8 items used by Yun²⁵⁾ and Kim²⁶⁾ were modified and adapted to the analysis of life satisfaction as five-point Likert Scale,

¹⁷ Jin-Sook Hwang, "A Relationship between Elderly People's Self-Esteem and Their Satisfaction with Ready-Made Apparels," *Journal of the Korean Society of Clothing and Textiles*, 21, no. 8 (1997): 1417-1426.

¹⁸ Hye-Won Kang, and Sun-Kyong Lee, "A Study on Elderly People's Clothing in Their Socio-Psychological Terms," *Life Science Journal*, 4, (Yonsei University, 1990): 5-16.

¹⁹ Karen L. Labat, and Marilyn R. DeLong, "Body Cathexis and Satisfaction with Fit of Apparel," *Clothing and Textiles Research Journal*, 8, no. 2 (1990): 43-48.

²⁰ Jin-Sook, Hwang, *op.cit.*, 1997, 1417-1426.

²¹ Jin-Sook Hwang, *op.cit.*, 1993, 77.

²² Anna. M. Creekmore, *Method of Measuring Clothing Variables*, Michigan Agricultural Experiment Station Project (Michigan State University, 1966).

²³ Hye-Won Kang, "Relationship between College Students' Clothing Behaviors and Their Traits," *Yonsei Collection of Dissertation*, 11 (1974): 349-376.

²⁴ Soon-Ku Kim, *op.cit.*, 1993

while 7 items used by Secourd and Jourard²⁷⁾, and Ku²⁸⁾ were processed in the same way for the analysis of appearance satisfaction.

SPSS/PC statistical program was used to process the data. While factor analysis was applied to verify the validity of the question items regarding clothing behaviors, life and appearance satisfaction. In addition, in order to determine the relationship among variables, such statistical methods as descriptive statistics, t-test, F-test, and correlation were applied.

IV. Result and Discussion

1. Clothing Behaviors

As a result of analyzing elderly men's clothing behaviors, it was found that the average scores or effects of 8 factors determining their clothing behaviors were different from each other; importance of clothing recorded the highest average score(3.647), followed by manageability of clothing(3.406), satisfaction(3.277), dependability on clothing(3.129), aesthetics (2.973), fashion consciousness(2.586), interest (2.457) and conformity to peer group(2.445) in their order. As for elderly women, the factor scoring highest was manageability of clothing (4.118), followed by importance of clothing (3.674), indifference to fashion(3.589), information searching and planned purchasing(3.462), dependability on clothing(3.451), status symbol (3.167) and conformity to peer group(2.610) in their order. As seen above, the factors deemed important by the elderly are different between sexes, but for both groups, importance of clothing and manageability of clothing were most important, while conformity to peer group

was regarded least.

On the other hand, in order to determine how elderly people's clothing behaviors differ significantly depending on their demographic variables, each factor determining their clothing behaviors was analyzed again such demographic variables as age, academic background, spending money and job. First, in order to determine the differences of their clothing behaviors depending on age levels, the sample elderly people of both sexes were divided into two groups: those aged 64 or younger and those aged 65 or older. As shown in <Table 1> only the factors of fashion consciousness and satisfaction showed some significant difference between two male age subgroups. Namely, the younger male subgroup was more concerned about fashion, while less concerned about satisfaction. In case of female age subgroups, as shown in <Table 2> the older subgroup tended to search more information for their clothing and do a planned shopping.

<Table 1> t-test between Elderly Men's Clothing Behaviors and Their Age Levels

Clothing behaviors	Aged 64 or younger	Aged 65 or older	t
Importance	3.6301	3.7176	-1.292
Interest	2.4914	2.3348	1.853
Conformity	2.4543	2.4136	0.662
Dependability	3.1340	3.1114	0.307
Aesthetics	2.9711	2.9803	-0.123
Manageability	3.3759	3.5090	-1.829
Fashion consciousness	2.6225	2.4595	2.215*
Satisfaction	3.2258	3.4576	-3.895***

Significant at * p<0.05, ** p<0.01, *** p<0.001

²⁵ Jin Yun, "A Study on Production of a Scale Measuring Elderly People's Life Satisfaction", *Proceedings*, (Korea Psychology Society, 1982).

²⁶ Soon-Ku Kim, *op.cit.*, 1993.

²⁷ R. Secourd, and S. Jourard, "The Appraisal of Body Cathexis," *Journal of Consulting Psychology*, 17 (1953): 343-347.

²⁸ Ja-Myong Ku, "A Study on Middle School Students' Satisfaction with Their Look, Their Motivation for Achievement and Sociability" (Master's Thesis, Sung Shin Women's University, 1993).

<Table 2> t-test between Elderly Women's Clothing Behaviors and Their Age Levels

Clothing behaviors	Aged 64 or younger	Aged 65 or older	t
Manageability	3.979	4.294	-4.78***
Conformity	2.556	2.680	-1.40
Status symbol	3.133	3.210	-0.83
Dependability	3.374	3.547	-1.94*
Importance	3.627	3.730	-1.31
Indifference to fashion	3.477	3.720	-2.46**
Information search & planned shopping	3.598	3.294	3.38***

Significant at *p<0.05, **p<0.01, ***p<0.001

As shown in <Table 3> that the variable of ted with such factors as conformity, aesthetics,

academic background was significantly correla-fashion consciousness and satisfaction. In short, the more educated an elderly was, he was less following suit, but he valued the clothing aesthetics more, being more satisfied with his clothing. Such a finding may reflect the fact that more educated elderly group tend to be more confident with a higher achievement of self-ego and therefore, that they tend to rely on their judgement more in their clothing selection. As shown in <Table 4> the more educated an elderly woman was, she tended more to search information and do a planned shopping, being more concerned about fashion.

As shown in <Table 5> the more spending money an elderly man was spending, his clothing behaviors tended more to be affected by all the factors but conformity. On the other

<Table 3> F-test between Elderly Men's Clothing Behavior and Their Academic Background

Clothing behaviors	Elementary school or lower	High school or lower	Junior college or higher	F
Importance	3.5400	3.6337	3.7272	2.480
Interest	2.4612	2.4521	2.4620	0.009
Conformity	2.5933	2.4651	2.3418	-5.423**
Dependability	3.0714	3.1116	3.1851	0.895
Aesthetics	2.7978	2.9430	3.1097	5.740**
Manageability	3.2568	3.4073	3.4724	2.564
Fashion consciousness	2.5267	2.5144	2.7363	5.615**
Satisfaction	3.0955	3.2012	3.4885	19.057**

Significant at *p<0.05, **p<0.01, ***p<0.001

<Table 4> F-test between Elderly Women's Clothing Behaviors and Their Academic Background

Clothing behaviors	Elementary school or lower	High school or lower	Junior college or higher	F
Manageability	4.014	4.184	4.083	2.4969
Conformity	2.731	2.555	2.480	-2.1491
Status symbol	3.088	3.193	3.226	0.6448
Dependability	3.342	3.496	3.471	1.1823
Importance	3.532	3.733	3.697	2.5278
Indifference to fashion	3.756	3.579	3.344	-3.5252*
Information searching & planned shopping	3.177	3.552	3.656	4.4833***

Significant at *p<0.05, **p<0.01, ***p<0.001

<Table 5> F-test between Elderly Men's Clothing Behaviors and Their Spending Money
(unit: Korean won)

Clothing behaviors	100,000 or less	110,000~200,000	210,000~400,000	410,000 or more	F
Importance	3.4692	3.6274	3.7508	3.8551	5.437***
Interest	2.3786	2.3857	2.5950	2.6304	2.903*
Conformity	2.4103	2.4770	2.4454	2.3111	1.198
Dependability	2.9535	3.1058	3.2509	3.2764	4.102**
Aesthetics	2.7015	2.9298	3.1431	3.2790	10.740***
Manageability	3.2216	3.3805	3.5219	3.6486	5.572***
Fashion consciousness	2.4370	2.5089	2.7667	2.8225	7.143***
Satisfaction	3.0741	3.2049	3.4739	3.5815	15.929***

Significant at *p<0.05, **p<0.01, ***p<0.001

<Table 6> F-test between Elderly Women's Clothing Behaviors and Their Spending Money
(unit: Korean won)

Clothing behaviors	100,000 or less	110,000~200,000	210,000~400,000	410,000 or more	F
Manageability	3.984	4.080	4.152	4.251	4.1093**
Conformity	2.464	2.625	2.668	2.679	1.1291
Status symbol	2.918	3.200	3.252	3.370	3.6021**
Dependability	3.306	3.414	3.527	3.627	2.0271
Importance	3.550	3.684	3.758	3.780	1.5498
Indifference to fashion	3.821	3.645	3.365	3.550	-3.6190**
Information search & planned shopping	3.278	3.520	3.531	3.574	1.9017

Significant at *p<0.05, **p<0.01, ***p<0.001

hand, the more spending money an elderly woman was spending, her clothing behaviors tended more to be affected by manageability and status symbol as well as fashion consciousness, but elderly women's spending money was little correlated with such factors as conformity, dependability on clothing, importance of clothing or information searching and planned shopping (Refer to Table 6). In a nutshell, spending money was found to have more or less effects on elderly people's clothing behaviors, and such effects were greater for elderly men than elderly women.

<Table 7> shows how elderly men's clothing behaviors are affected by job. As is shown, the

<Table 7> t-test between Elderly Men's Clothing Behaviors and Their Job

Clothing	Job	No job	t
Importance	3.6613	3.6223	0.645
Interest	2.4576	2.4544	0.043
Conformity	2.3960	2.5531	-2.890*
Dependability	3.1224	3.1438	-0.324
Aesthetics	2.9917	2.9327	0.878
Manageability	3.4213	3.3707	0.772
Fashion consciousness	2.6077	2.5387	1.039
Satisfaction	3.3036	3.2187	1.579

Significant at *p<0.05

<Table 8> t-test between Elderly Women's Clothing Behaviors and Their Job

Clothing behaviors	Job	No job	t
Manageability	4.004	4.125	-1.22
Conformity	2.353	2.634	-2.21*
Status symbol	3.073	3.158	-0.65
Dependability	3.432	3.431	-0.00
Importance	3.657	3.661	-0.04
Indifference to fashion	3.355	3.681	-1.87*
Information searching & planned shopping	3.351	3.460	-0.82

Significant at * $p < 0.05$

job is significantly related only with conformity. That is, those elderly men with job tended more to conform to their peer group in clothing life. On the other hand, as is well shown in <Table 8> those elderly women with no job tended more to conform to their peer group in clothing life, being more concerned about fashion. All in all, elderly men's clothing behaviors were found to be affected most by spending money followed by academic background, age level and job, while elderly women's clothing behaviors were affected most by age, followed by spending money, academic background and job.

2. Life and Appearance Satisfaction

As shown in <Table 9> elderly men's life satisfaction was found at 3.328 on average, which was lower than elderly women's life satisfaction, the index of which was 3.779. Such a finding suggests that elderly men are less satisfied with their life than their counterparts.

As shown in <Table 10 and 11>, the sample elderly people were surveyed to determine how their life satisfaction would be affected by their demographic variables. As a result, it was confirmed that age alone was not determinant of elderly men's life satisfaction, which contrasted well with the finding that older women were more satisfied with their life. On the other hand, the more educated an elderly man was, he was more satisfied with his life, but such a relation

<Table 9> Elderly People's Satisfaction with Their Life and Appearance (Average)

		Elderly men	Elderly women
Life satisfaction		3.328	3.779
Appearance satisfaction	Satisfaction with face & impression	3.250	3.488
	Satisfaction with physique	3.152	3.091

could not be found in elderly women.

Spending money was found to affect elderly people's satisfaction with their life. In short, the more spending money an elderly had, he or she was more satisfied with his or her life. Lastly, as a result of analyzing the effect of job on elderly people's satisfaction with their life, it was found that those elderly men with job were more satisfied with their life, which means that elderly men's satisfaction with life may be dependent on their self-achievement as well as financial ability. To the contrary, elderly women with no job were more satisfied with their life than those with job. This finding may suggest that elderly women tend to work not for their self-achievement or other psychological reason but just for financial means.

On the other hand, both elderly men and women were found to be more satisfied with their face and impression than their overall physique, and the more educated an elderly man was, he tended to be more satisfied with his physique, and those elderly men with more spending money and higher educational background were more satisfied with their face and impression. In case of elderly women, an older women were more satisfied with her face and impression and physique as well. Such a finding may well suggest that younger elderly women tend to attach more value to their look and therefore, tend to be less satisfied with what they look. On the other hand, elderly men were

<Table 10> Elderly Men's Satisfaction with Their Life and Appearance (Average) Depending on Their Demographic Variables

Demographic variable	Division	Life satisfaction	Satisfaction with appearance	
			Physique	Face/Impression
Age	64 or younger	3.325	3.122	3.212
	65 or older	3.343	3.257	3.371
	t	-0.273	-1.655	-1.870
Academic background	Elementary or lower	3.156	2.905	3.137
	High school or lower	3.265	3.179	3.197
	Junior college or higher	3.518	3.220	3.391
	F	11.854***	3.780**	3.351*
Spending money	100,000 or less	3.200	3.138	3.028
	110,000~200,000	3.309	3.102	3.224
	210,000~400,000	3.387	3.257	3.405
	400,000 or more	3.561	3.167	3.489
	F	3.748*	1.105	5.725***
Job	Yes	3.389	3.176	3.281
	No	3.193	3.099	3.181
	t	3.232***	1.057	1.339
Total		3.3286	3.1518	3.2495

Significant at *p<0.05, **p<0.01, ***p<0.001

<Table 11> Elderly Women's Satisfaction with Their Life and Appearance (Average) Depending on Their Demographic Variables

Demographic variable	Division	Life satisfaction	Satisfaction with appearance	
			Physique	Face/Impression
Age	64 or younger	3.828	2.973	3.398
	65 or older	3.978	3.239	3.595
	t	3.740***	-2.810**	-2.130*
Academic background	Elementary or lower	3.655	3.108	3.466
	High school or lower	3.832	3.115	3.484
	Junior college or higher	3.733	2.983	3.505
	F	1.379	0.402	0.037
Spending money	100,000 or less	3.602	2.954	3.414
	110,000~200,000	3.670	3.034	3.405
	210,000~400,000	3.844	3.282	3.585
	400,000 or more	4.091	3.089	3.572
	F	4.189***	1.898	1.101
Job	Yes	3.433	3.098	3.579
	No	3.791	3.075	3.462
	t	-2.690**	0.025	0.738
Total		3.779	3.091	3.488

Significant at *p<0.05, **p<0.01, ***p<0.001

<Table 12> Correlation between Elderly Men's Clothing Behaviors and Their Satisfaction with Life and Appearance

Clothing behavior	Life satisfaction	Satisfaction with appearance	
		Physique	Face/Impression
Importance	0.147**	0.141**	0.238**
Interest	0.174**	0.122**	0.189**
Conformity	-0.001	0.019	0.045
Dependability	0.150**	0.125**	0.176**
Aesthetic	0.292**	0.314**	0.366**
Manageability	0.235**	0.329**	0.313**
Fashion consciousness	0.182**	0.119**	0.167**
Satisfaction	0.218**	0.215**	0.292**

Significant at *p<0.05, **p<0.01, ***p<0.001

more satisfied with their physique than elderly women, who were more satisfied with their face and impression than elderly men. Such findings agree with Hwang(1997) report that elderly men are more satisfied with their physique in every terms than elderly women.

However, the factor of age was found to have little significant effect on elderly people's satisfaction with physique, face and impression or life. In contrast, academic background was

found to be positively related with their satisfaction with physique, face and impression and life, while spending money had an significant effect on elderly people's satisfaction with their face and impression and life. And job was found to be correlated positively with elderly men's life satisfaction, but not correlated significantly with their satisfaction with physique or face and impression. The older an elderly woman was, she tended more to be satisfied with physique and face & impression, and such factors as academic background, spending money or job have little significant effect on elderly women's satisfaction with appearance. Nevertheless, elderly women who were older, spent more spending money and had no job were more satisfied with their life, while their academic background was little related with their life satisfaction.

3. Correlation between Elderly People's Clothing Behaviors and Their Satisfaction with Life and Appearance

Elderly people's clothing behaviors were found to be closely correlated with their satisfaction with life and appearance. Namely, elderly men's satisfaction with their life was affected much by all the factors of their clothing behaviors but conformity, which suggests that clothing behaviors may determine elderly men's

<Table 13> Correlation between Elderly Women's Clothing Behaviors and Their Life and Appearance Satisfaction

Clothing behavior	Life satisfaction	Satisfaction with appearance	
		Physique	Face/Impression
Manageability	0.309**	0.272	0.256
Conformity	0.139*	0.225**	0.2699**
Status symbol	0.034	0.041	0.081
Dependability	0.166*	0.092**	0.2477**
Importance	0.199**	0.167*	0.2322**
Indifference to fashion	0.151*	0.112	0.048
Information searching & planned shopping	0.147*	0.101	0.171**

Significant at *p<0.05, **p<0.01, ***p<0.001

satisfaction with life much. On the other hand, elderly women's satisfaction with life was found to be closely correlated with all the factors of clothing behavior but status symbol. In overall terms, elderly men's clothing behaviors were found to be correlated with their satisfaction with appearance, as shown in (Table 12). To be specific, elderly men's satisfaction with physique in particular was positively correlated with all the factors of their clothing behaviors except for conformity. In short, the more satisfied an elderly man was with his physique, his clothing behaviors but conformity were more positive. Such positive clothing behaviors may correspond to higher satisfaction with life, as discussed earlier. As in elderly men's satisfaction with physique, those elderly men who were more satisfied with their face & impression showed more positive clothing attitude except for conformity. All in all, it could be confirmed through this study that elderly men's satisfaction with life, physique and face & impression are closely correlated with their clothing behaviors. Merely, the factor of conformity was correlated with neither their life satisfaction nor their appearance satisfaction, which may suggest that elderly men tend less to conform to their peer group's clothing behaviors.

As seen in <Table 13> elderly women's satisfaction with their physique was found to be significantly correlated with such clothing behaviors as manageability, conformity and dependability on clothing, while their satisfaction with face & impression was positively correlated with manageability, conformity, dependability on clothing, information searching and planned shopping. However, such clothing behaviors as status symbol or indifference to fashion was found not to be correlated with elderly women's appearance satisfaction.

V. Summary and Conclusion

This study was conceived to survey elderly people's clothing behaviors in correlation with their satisfaction with life and appearance. The

results of this study can be summarized as follows;

1. The factor of clothing behaviors thought by elderly men as most important was importance of clothing followed by manageability, satisfaction, dependability, aesthetics, fashion consciousness, interest and conformity in their order. In contrast, the factor of clothing behaviors deemed most important by elderly women was manageability, importance, indifference to fashion, information searching and planned shopping, dependability, status symbol and conformity in their order. In all, both groups regarded importance and manageability high, while dismissing conformity.
2. As a result of analyzing how elderly people's clothing behaviors differ depending on their demographic variables, it was found that younger male subgroup were more concerned about fashion, feeling more comfortable for their clothing. In contrast, older female subgroup were more concerned about manageability and dependability, being more indifferent to fashion, while younger female subgroup were more eager to search clothing information and do well-planned shopping. On the other hand, the more educated an elderly man was, he conformed less to his peer group's clothing behavior, while being more concerned about aesthetics and satisfaction. To the contrary, the more educated a woman was, she was more interested in fashion, searching clothing information more and doing a planned shopping.

There was an apparent tendency that the more spending money an elderly man was spending, he was more positive in every factor of clothing behaviors but conformity. In particular, those elderly women spending more spending money tended more to regard manageability and status symbol, pursuing fashionable clothing life more, but spending money was little correlated with conformity, dependability, importance, infor-

mation searching and planned shopping. But those elderly men with job tended more to conform to their peer group's clothing behavior, while those elderly women with no job conformed more to their peer group, but being less concerned about the fashion.

3. Elderly men were found to be less satisfied with their life than elderly women. Although age could not be an effective scale determining elderly men's retirement life satisfaction, older women were found to be more satisfied with their life. On the other hand, more educated elderly men were more satisfied with their life, but such a demographic variable could not determine elderly women's life satisfaction. Any way, both groups, male and female, were more satisfied with their life if they were spending more spending money. And those elderly men with job were more satisfied with their life, but the elderly women with no job were more satisfied with their life.
4. Both groups were satisfied with their face & impression more than physique. But more educated elderly men were more satisfied with their physique, while more educated and wealthier elderly men were more satisfied with their face & impression. In contrast, older elderly women were more satisfied with their physique and face & impression as well.
5. Elderly men's life satisfaction was found to be positively correlated with all their clothing behaviors but conformity, while elderly women's life satisfaction was affected likewise by their clothing behaviors but status symbol.

To be specific, elderly men's physique satisfaction was positively correlated with their clothing behaviors except for conformity. Their face & impression satisfaction was also influenced by their clothing behaviors but conformity. All in all, it was confirmed through this study that elderly men's satisfaction with their life, physique and face & impression was closely correla-

ted with their clothing behaviors.

Likewise, elderly women's physique satisfaction was positively correlated with such clothing behaviors of theirs as manageability, conformity, dependability and importance, while their face & impression satisfaction was affected much by manageability, conformity, dependability, importance, information searching and planned shopping, but such factors as status symbol and indifference to fashion did not affect their appearance satisfaction.

As discussed above, elderly people's clothing behaviors differ depending on their demographic variables such as age, academic background, spending money and job, and furthermore, the behaviors are much correlated with their life and appearance satisfaction. Such findings may well suggest that elderly people also have diverse clothing expressions latent which are shown as their clothing behaviors. Therefore, it must be essential to depart from the fixed idea that elderly people have no desire of clothing and instead, research into their clothing from more diverse viewpoints, and in this regard, it is hoped that this study will be followed up by future studies analyzing their clothing behaviors in more depth.

This study aimed to help clothing life of elderly people who tend to experience some sort of psychological, physical, social and financial difficulties, especially, clothing selection problem. It is believed that the result of this study is helpful to understand elderly people's clothing life and problems. Furthermore, the data obtained from such a study is considered as useful to apparel businesses who want to enhance their marketing efforts aiming at the elderly consumers.

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