# Exploring Differences in Clothing Shopping Orientation by the Level of Self-Esteem and Body Cathexis

**Sooray Shin\*, Sook-Hee Ryoo\*\***

Researcher, Graduate School, Department of Clothing and Textiles, Keimyung University\*
Professor, Dept. of Textile Design, Keimyung University\*\*

**Abstract :** The purpose of this study was to examine differences in clothing shopping orientation among female adults according to their level of self-esteem and body cathexis.

The subjects included 460 women ranging in age from 20 to 69, living in the Daegu area. The data was analyzed by frequency, factor-analysis, mean calculation, ANOVA and the Duncan-test using the SPSS-package. The overall results are as follows: First, clothing shopping orientation fell into five categories: 'hedonic', 'trend conscious', 'store-patronizing', 'economic', and 'independent' shopping orientation. Second, there were measurable differences in clothing shopping orientation related to one's level of self-esteem. Third, there was a significant difference in clothing shopping orientation according to the one's level of body cathexis. It appears that high levels of body cathexis do predict a tendency towards a more 'independent' clothing shopping orientation.

Key Words : clothing shopping orientation, self-esteem, body cathexis

## I. Introduction

Shoppers with different orientations have different consumer characteristics and market behaviors, including different psychographic characteristics and demographics (Darden & Howell, 1987). One of the strong psychological factors affecting the motivation of a consumer's buying behavior is known as self-concept (Onkvisit & Shaw, 1987). Self-concept is defined as the totality of an individual's thoughts and feelings in reference to himself/herself as an object (Rosenberg, 1979).

Research dealing with the relationship between self-concept and clothing behavior has been done in Korea (Kang & Lee, 1993; Kim & Koh, 1996; Kim & Yoon, 1986; Song, 1998) and abroad, and researchers have studied the correlation between self-concept, physical appearance, and specific clothing behavior as well (Gruub & Grathwhohl, 1967; Horn & Gurel, 1981; Kaiser, 1990; Sontag & Schlater, 1982). Also, there has been ample research (Damhorst & Littrell, 1984; Labat, 1988; Lennon & Rudd, 1994; Mathes & Kahn, 1975; O'Grady, 1989; Ryan, 1965) done regarding self-esteem and body cathexis which viewed as part of self-concept, but little investigation has been done into how those two aspects relate to clothing shopping orientation. Therefore, the aim of this study has been to investigate the differences in clothing shopping orientation in relationship to self-esteem and body cathexis.

In addition, it is presumed that a consumer's shopping orientation can be influenced by the age of the consumer. The results of previous studies have shown that there is a significant difference due to age in the level of self-esteem across a person's life span (Robins,

Trzesniewski & Tracy , 2002) . This indicated that there was a need for grouping the participants according to their age for a more accurate comparison. Therefore, this study conducted a comparative analysis of women from differing ages to provide a better understanding of the aspects of self-esteem and body cathexis on a consumer's shopping orientation.

Thus, the objectives of this study are three fold:

1. To identify clothing shopping orientations among female adults.
2. To determine differences in clothing shopping orientation as they relate to levels of self-esteem.
3. To determine differences in clothing shopping orientations relating to levels of body cathexis.

This research will contribute to the understanding of the female consumers' psychological profile in relation to their clothing shopping orientation. Such information can be used to develop more effective marketing strategies, and ultimately, help to satisfy the female consumer's clothing needs.

## II. Related Research

### 1. Self-esteem and body cathexis

Over the past century, hundreds of studies have examined the development of self-esteem.

Coopersmith (1967) defined self-esteem as the evaluation that an individual molds for himself and maintains. In other words, it's a yardstick measuring how much he considers himself a capable, important, successful and valuable person. Song, In-Sub (1995) said that the distinctive quality of a person with high self-esteem is that he/she might go through varied emotions and situations with ease keeping an open attitude to new experiences, and that he/she could lead an existential life in the real world. Also, his/her ego is freshly recomposed constantly through all experiences he/she takes with pleasure. Self esteem is usually viewed as one's overall feeling of self-worth and is thought to be relatively constant over time and situations (Baron & Byrne, 1991).

Although Wylie (1979) concluded that there are no systematic age differences in self-esteem, Robins, Trzesniewski & Tracy (2002) provided a comprehensive picture of age differences in self-esteem from age 9 to 90 years using cross-sectional data. It showed that self-esteem levels were high in childhood, dropped during adolescence, rose gradually throughout adulthood, and declined sharply in old age. Self-esteem has been found to be positively related to attractiveness (Mathes & Kahn, 1975; O' Grady, 1989) and body satisfaction (Lennon & Rudd, 1994).

Secord and Jourard (1953) said that "Body Cathexis" means an individual's satisfaction or dissatisfaction to the whole body or each part of the body. It varies with race or sex and it is directly related to clothes purchasing behavior. Sontag & Schlater (1982) stated that clothing may compensate for body dissatisfaction and that body satisfactions or dissatisfaction may be translated to clothing and affect self-esteem. Horn & Gurel (1981) found the less difference between an idealistic body image and a perceived body image would give more emotional self-contentment. Labat (1988) found that the higher the level of body cathexis, the more satisfied female consumers were with the physical fit of ready-to-wear clothing .

### 2. Clothing shopping orientation

Consumer behavior is defined as various reactions shown when a consumer searches for, purchases, uses or evaluates some product, service or idea. It includes the search before the purchase and the evaluation after the purchase as well as the act of purchasing itself. Therefore, the consumer's physical action as well as the psychological process of deciding during the purchasing phase will both be considered in this study.

Shopping orientation refers to a person's shopping lifestyle (Howell, 1979). This includes consumer's activities, interests and opinions connected to shopping as a complicated phenomenon related to society, the

economy and a way of spending leisure time. Shim and Kotisopulos (1992) defined shopping orientation as a shopper's style that values a specific activity. It can also be defined as a particular perspective on shopping which sees shopping as a complex phenomenon related to spending leisure time within the society. Westbrook and Black (1985) said a consumer's shopping orientation is induced by various psychological needs, not by the intention to buy a certain product. Therefore, it is important to analyze shopping orientation, not only by its general behavior, opinions, and interests, but also by considering the individual's feelings or desires.

Darden & Howell (1987) proved that the life cycle of the family, the person's psychological distinctions, and demographic features influence a person's shopping orientation and that their income sets the limit of economic shopping orientation. Shim and Kotisopulos, Knoll (1991) carried out a survey on male subjects and proved that there was a correlation between consistent clothing attitude with physical contentment and shopping behavior. Go and Lee (1999) studied adult females between the ages of 20 and 48, living in the suburbs of Seoul on their sense of value as it relates to clothing shopping orientation. They classified clothing shopping orientation into categories which they labeled 'showing-off,' 'browsing,' 'hedonic,' 'addictive,' and 'independent' styles. The 'browsing' shopping orientation indicated the highest level of satisfaction and the 'addictive' style indicated the lowest level of satisfaction. While married women showed a high tendency towards the 'independent' style of shopping , unmarried women showed a high tendency towards the 'browsing' and 'addictive' styles. Highly educated women tended to favor the 'showing-off' style and upper class women proved to have a higher inclination towards the 'showing-off ' and 'hedonic' styles.

Ryoo (2000) classified shopping orientations into 4 categories: 'pleasure-seeking,' 'planned,' 'devoted,' and 'convenient.' She examined female adult shopping orientations in connection with their own image. The relationship between the shopping orientation and demographic variables showed that the 'pleasure-seeking' shopping orientation was more often enjoyed among younger people who are highly educated, and who have more monthly income to spend and who are willing to spend more money on clothing. An adult female who tries to express her own image through clothes which make her proud and feel noticed has a high 'pleasure-seeking' shopping orientation and enjoys engaging in shopping often. Also it was proven that she plans before shopping and then buys clothes as planned. Up to now, the numerous studies linked to consumer shopping orientation were made to partially examine a consumer's shopping motivation, shopping interest or shopping behavior. However, this study examines clothing shopping orientation differences relating to the level of self-esteem and body cathexis to provide better understanding of aspects between a consumer's psychological factors and clothing purchasing behavior.

## III. Methods

### 1. Participants

Data for this study was collected during December of 2002. A total of 550 questionnaires were distributed and 492 questionnaires were collected for the study. Data from those 460 questionnaires was used in the final analysis excluding inappropriate and missing responses. The subjects selected for this study were 460 women ranging in age from 20 to 69, living in Daegu area. Of those 460 women, 227 (49.5%) were in their 20's, 144 (31.3%) were in their 30's, and 89 (19.2%) were over 40 years old. As is apparent, women in their 20's and 30's comprised the highest proportion of respondents. The subjects were divided into three groups: 20's, 30's, and 40's and up. For this grouping, the subjects whose ages varied from 20 to 29 were classified as the 20's group; those whose ages varied from 30 to 39 were classified as the 30's group; and those whose ages varied from 40 to 69 were

<Table 1> Demographic Characteristics

| Variable | Category | Frequency (%) |
|---|---|---|
| Age | 20's | 227(49.5) |
| | 30's | 144(31.3) |
| | 40's and up | 89(19.2) |
| Education | High school diploma or less | 82(17.8) |
| | Some college | 176(38.3) |
| | College degree or more | 202(43.9) |
| Income (Won) | Less than 100 million | 53(11.9) |
| | 100 million to less than 300 million | 247(55.7) |
| | 300 million to less than 500 million | 104(23.4) |
| | 500 million or more | 40( 9.0) |
| Occupation | Student | 148(32.4) |
| | Homemaker | 130(28.4) |
| | Professional /Office worker | 97(21.2) |
| | Service and Sales/ Labor Worker | 54(11.8) |
| | Others | 28( 6.2) |
| Total | | 460(100) |

classified as the 40's and up group. There were only a few subjects in their 50's and 60's. <Table 1> shows the demographic characteristics of the participants.

## 2. Measurements

The self administered questionnaires contained demographic questions (age, education, occupation, and monthly income) as well as questions measuring self-esteem, body cathexis and clothing shopping orientation.

### 1) Self-esteem

Self-esteem was measured by using the 'Self-esteem Inventory' developed by Coopersmith (1967). The level of self-esteem was measured on three subscales: 'domestic', 'social', and 'general' self-esteem. 'Domestic' self-esteem refers to the degree one's value is recognized in his/her home and how he/she enjoys a satisfactory life. 'Social' self-esteem refers to the degree with which one evaluates the value of himself/herself in relationship to others. 'General' self-esteem refers to general self-evaluation of one's self. Sixteen items were presented in a Likert-type format (5=strongly agree, 1=strongly disagree) where higher scores indicated a higher degree of self-esteem. For reliability of the scale, Cronbach's Alpha Coefficient was examined and coefficients were found to range from .56 to .64.

### 2) Body cathexis

A body cathexis scale was used to obtain data on how subjects were satisfied with their own body. Ten questions were used to measure the degree of satisfaction of body parts including height and weight. This scale was adapted and modified from previous works of Lee (1982) and Kim (1992), based on the results of a pre-test. Subjects were asked to indicate their rating using the five-point Likert Scale (5=strongly satisfied, 1=strongly dissatisfied). A high score indicates a high degree of body cathexis. For reliability of the scale, Cronbach's Alpha Coefficient was examined and the coefficient of the scale was .82.

### 3) Clothing shopping orientation

Respondents were asked to indicate a level of agreement with 16 clothing shopping orientation statements. These statements were adopted from previous studies of Kim (1994) and Kim (2000). Questionnaires developed on the basis of previously used questionnaires were modified appropriately for clarity and length, based on the results of a pre-test. They were measured using a Likert Scale (5=strongly agree, 1=strongly disagree). For reliability of the scale, Cronbach's Alpha Coefficient was examined and the coefficients ranged from .44 to .76.

## 3. Data analysis

The collected data was analyzed by frequency, factor analysis, mean calculation, ANOVA and the Duncan-test using the SPSS- package program. In order to achieve the objectives of this study, grouping of the subjects was necessary. The subjects were sorted into three groups based on age, the mean value of self-esteem, and body cathexis. To identify the salient factors of clothing shopping orientation, the Principal Components Factor Analysis with a varimax rotation

was used. In addition, the differences among groups in clothing shopping orientation were analyzed by ANOVA and the Duncan-test.

# IV. Results

## 1. Factor analysis of clothing shopping orientation

The results of the factors analysis of clothing shopping orientations yielded five factors. Factor loadings ranged from .47 to .78, and the total percent of the variance was 56.6%. Cronbach's Alpha Coefficients ranged from .44 to .76.

Factor 1 was named the 'hedonic' clothing shopping orientation as it describes the disposition to enjoy shopping for the purpose of pleasure and the satisfaction of shopping for clothes. This factor accounted for 24.65% of the variance.

Factor 2 was named the 'trend-conscious' clothing

shopping orientation to indicate the desire to be 'up-to-date' on fashion trends when shopping for clothes. This factor accounted for 11.29% of the variance.

Factor 3 was named the 'store-patronizing' clothing shopping orientation since special affection for a certain brand or shop was shown. This factor accounted for 6.69% of the variance.

Factor 4 was named the 'economic' clothing shopping orientation which demonstrated an economic and well-planned attitude towards shopping. This factor accounted for 7.27% of variance.

Factor 5 was named the 'independent' clothing shopping orientation as it means the propensity for independent and individual shopping activities. This factor accounted for 6.69% of the variance.

These factors are consistent with the 5 factors in the research conducted by Kim (2000). <Table 2> shows the factor loadings, the % of variance and the coefficient alpha for each of variable of the clothing shopping orientation factors.

<Table 2> Factors Analysis of Clothing Shopping Orientations

| Factors and Sample Statements | Factor lading | % Variance | Cron-Bach's $\alpha$ |
|---|---|---|---|
| Factor 1: 'Hedonic' Shopping Orientation | | 24.65 | .76 |
| • I enjoy shopping for clothing. | .78 | | |
| • I love to go to clothing shops even though I don't have a plan to buy anything. | .77 | | |
| • I enjoy looking around clothing shops for pleasure. | .76 | | |
| • I like to look at window displays of clothing shops. | .47 | | |
| Factor 2: 'Trend-conscious' Shopping Orientation | | 11.29 | .75 |
| • I usually buy the latest fashion products. | .75 | | |
| • I try to keep my wardrobe up-to-date with fashion trends. | .74 | | |
| • When I go shopping, I watch carefully for what is in fashion. | .72 | | |
| Factor 3: 'Store-patronizing' Shopping Orientation | | 8.04 | .61 |
| • I usually stick with a brand that I like. | .78 | | |
| • I try to stick to certain brands and stores. | .71 | | |
| • It's important to buy well known brands for clothing. | .70 | | |
| Factor 4: 'Economic' Shopping Orientation | | 7.27 | .57 |
| • I spend a lot of time to find lower prices. | .70 | | |
| • I usually shop around for bargains. | .61 | | |
| • I try to stick to my budget plan. | .58 | | |
| • I usually read the ads for announcements of sales. | .57 | | |
| Factor 5: 'Independent' Shopping Orientation | | 6.69 | .44 |
| • I feel confident in my ability to clothes shop. | .73 | | |
| • I can choose the right clothes for myself without other people's help. | .61 | | |

## 2. ANOVA analysis of clothing shopping orientation by self-esteem

To determine the differences in clothing shopping orientation according to one's level of self-esteem, subjects were divided into three groups: high-level, middle level, and lower level. This was done by using the mean values of the self-esteem subscale. The top 33% was designated as the high-level group, the middle 35% was designated as the middle-level group, and the lower 33% was used to create the lower-level group. For general self-esteem, the mean value which was higher than 3.43 and lower than 4.7 was classified as the high-level; that which was higher than 3.0 and lower than 3.4 was classified as the middle level; and that which was lower than 3.0 was classified as the lower level. For social self-esteem, the mean value that was higher than 3.5 and lower than 4.6 was classified as the high-level; that which was higher than 3.0 and lower than 3.5 was classified as the middle level; and that which was lower than 3.0 was classified as the lower level. For domestic self-esteem, the mean value that was higher than 3.5 and lower than 4.8 was classified as the high-level; that which was higher than 3.0 and lower than 3.5 was classified as middle level; and that which was lower than

3.0 was classified as the lower level.

General self-esteem as an influence on clothing shopping orientation was found to have a direct influence on clothing selection. Among women in their 20's, there was a significant difference in 'trend-conscious' shopping orientation between the middle level group and the lower level group. Also, there was a significant difference in the 'independent' clothing shopping orientation between the high level group and two of the lower level groups.

Among women in their 30's, there was a significant difference in the 'independent' clothing shopping orientation category between the high level group and the low level group. Among women in the age group of 40's and up, there was a significant difference in the 'store-patronizing' clothing shopping orientation category between the high level group and the middle level group. These differences and tendencies are shown in <Table 3>.

Women in the 20's age group demonstrated that the higher their general self-esteem was, the more likely they were to have an 'trend-conscious' and 'independent' shopping orientation. In the 30's age group, it is apparent that the higher the level of general self-esteem, the more likely they were to have an 'independent' shopping

<Table 3> ANOVA Analysis of Clothing Shopping Orientation by General Self-esteem

| shopping orientation | general self-esteem | 20's mean | 20's F value | 30's mean | 30's F value | 40's and up mean | 40's and up F value |
|---|---|---|---|---|---|---|---|
| hedonic | high | 3.86 | | 3.56 | | 3.30 | |
| | middle | 3.87 | 1.65 | 3.42 | .98 | 3.43 | .45 |
| | low | 3.71 | | 3.41 | | 3.38 | |
| trend-conscious | high | $3.11^{ab}$ | | 3.08 | | 2.96 | |
| | middle | $3.28^{a}$ | 3.36* | 2.93 | 2.37 | 2.71 | 1.43 |
| | low | $3.03^{b}$ | | 2.80 | | 2.78 | |
| store-patronizing | high | 3.31 | | 3.23 | | $3.38^{a}$ | |
| | middle | 3.22 | 1.74 | 3.11 | 1.28 | $3.02^{b}$ | 3.35* |
| | low | 3.13 | | 3.03 | | $3.21^{ab}$ | |
| economic | high | 3.41 | | 3.60 | | 3.61 | |
| | middle | 3.41 | .70 | 3.42 | 2.31 | 3.46 | 1.05 |
| | low | 3.50 | | 3.38 | | 3.45 | |
| independent | high | $3.77^{a}$ | | $3.71^{a}$ | | 3.70 | |
| | middle | $3.56^{b}$ | 3.22* | $3.54^{ab}$ | 5.02** | 3.70 | .67 |
| | low | $3.55^{b}$ | | $3.36^{b}$ | | 3.56 | |

*P<.05, **P<.01

orientation. Women in the 40's and up age group showed that a high level of general self-esteem predicted a tendency towards the 'store-patronizing' shopping orientation.

Reviewing the mean values for clothing shopping orientation according to age, the mean value for women in their 20's in the 'hedonic' shopping orientation category was the highest. There was no significant difference in other clothing shopping orientations according to age. However, the mean value of the 'trend-conscious' shopping orientation category was relatively low in the 40's and up age group.

As for the clothing shopping orientation according to social self-esteem category, there were significant differences in the 'hedonic' shopping orientation of the 20's group, the 'hedonic,' 'trend-conscious' and 'independent' shopping orientation of the 30's group, and the 'trend-conscious' and 'independent' shopping orientation of the 40's and up group when the upper level group and the lower level group were compared. The result is shown in <Table 4>. It shows that, with the 20's group, women with high social self-esteem tended toward the 'hedonic' shopping orientation. With regards to women in the 30's group, the higher their social self-esteem, they were more likely to have a tendency towards

the 'hedonic', 'trend-conscious' and 'independent' shopping orientations. Women in the 40's and up group with higher social self-esteem tended to choose the 'trend-conscious' and 'independent' shopping orientations.

Reviewing the mean values for clothes shopping orientation according to age, the mean value for the 20's group in the 'hedonic' shopping orientation category was the highest. There was no significant difference in other clothes shopping orientations according to age. However, the mean value of the 'independent' shopping orientation was relatively high in all age groups while the mean values for 'trend-conscious' and 'store-patronizing' shopping orientation was low.

There were significant differences found in general and social self-esteem while no significant differences found in domestic self-esteem.

## 3. ANOVA analysis of clothing shopping orientation by body cathexis

To determine the differences in clothing shopping orientation according to one's level of body cathexis, subjects were divided into three groups using the mean values of body cathexis: high level, middle level and

<Table 4> ANOVA Analysis of Clothing Shopping Orientation by Social Self-esteem

| shopping orientation | general self-esteem | 20's mean | 20's F value | 30's mean | 30's F value | 40's and up mean | 40's and up F value |
|---|---|---|---|---|---|---|---|
| hedonic | high | 3.90$^a$ | | 3.66$^a$ | | 3.40 | |
| | middle | 3.81$^{ab}$ | 3.33* | 3.40$^b$ | 5.88** | 3.54 | 3.06 |
| | low | 3.62$^b$ | | 3.25$^b$ | | 3.16 | |
| trend-conscious | high | 3.21 | | 3.17$^a$ | | 3.03$^a$ | |
| | middle | 3.13 | 2.10 | 2.90$^b$ | 7.64** | 2.65$^b$ | 4.06* |
| | low | 3.00 | | 2.65$^b$ | | 2.68$^b$ | |
| store-patronizing | high | 3.21 | | 3.27 | | 3.23 | |
| | middle | 3.28 | 1.43 | 3.06 | 2.55 | 3.25 | .68 |
| | low | 3.10 | | 3.00 | | 3.08 | |
| economic | high | 3.49 | | 3.50 | | 3.53 | |
| | middle | 3.44 | .44 | 3.57 | 1.72 | 3.54 | .31 |
| | low | 3.39 | | 3.34 | | 3.45 | |
| independent | high | 3.69 | | 3.69$^a$ | | 3.81$^a$ | |
| | middle | 3.65 | 2.66 | 3.53$^{ab}$ | 4.17* | 3.65$^{ab}$ | 4.34* |
| | low | 3.46 | | 3.35$^b$ | | 3.46$^b$ | |

*P<.05, **P<.01

lower level. The top 33% were designated as the high-level group, the middle 35% were designated as the middle-level group, and the lower 33% were designated as the lower-level group. A mean value higher than 2.8 and lower than 4.5 was defined as the high-level; that which was higher that 2.8 and lower than 2.3 was defined as the middle level; and that which was lower than 2.3 was classified as the lower level.

Clothing shopping orientation as it relates to body cathexis was found to be significantly different in the 'independent' clothing shopping orientation category between the upper level group and the lower level group of body cathexis among all three age groups. In other words, high levels of body cathexis lead to a tendency towards the 'independent' clothing shopping orientation due to a confidence in appearance, behavior, and judgment. This result is in accordance with Kang and Lee's (1993) research which claims that higher levels of physical self-concept induces more confidence in clothing shopping behavior, and consequently, other people's opinions did not exert much influence.

Result in <Table 5> shows the mean values for clothes shopping orientation according to age, where the mean value for the 20's group in the'hedonic' shopping orientation category was the highest. There was no significant difference in other clothes shopping orientations according to age. However, the mean value of the 'economic' and 'independent' clothing shopping orientations were relatively high in all three age groups while the mean values of 'trend-consciousness' and 'store-patronizing' shopping orientation was low.

## V. Conclusion and Implications

This study was conducted to investigate the differences in clothing shopping orientation of women from the perspective of levels of self-esteem and body cathexis.

The results of this study are as follows.

First, the results of the factors analysis of Clothing Shopping Orientations yielded five factors; 'hedonic', 'trend-conscious', 'store-patronizing', 'economic' and 'independent' clothing shopping orientation.

Second, there were significant differences in clothing shopping orientation according to levels of self-esteem among women of differing ages. Women in their 20's age group who had higher levels of

<Table 5>  ANOVA Analysis of Clothing Shopping Orientation by Body Cathexis

| shopping orientation | general self-esteem | 20's mean | 20's F value | 30's mean | 30's F value | 40's and up mean | 40's and up F value |
|---|---|---|---|---|---|---|---|
| hedonic | high | 3.82 | | 3.56 | | 3.43 | |
| | middle | 3.76 | .17 | 3.43 | .98 | 3.34 | .35 |
| | low | 3.82 | | 3.41 | | 3.31 | |
| trend-conscious | high | 3.19 | | 3.08 | | 2.90 | |
| | middle | 3.07 | .64 | 2.98 | 2.90 | 2.92 | 2.52 |
| | low | 3.12 | | 2.76 | | 2.59 | |
| store-patronizing | high | 3.20 | | 3.14 | | 3.26 | |
| | middle | 3.13 | .77 | 3.06 | .61 | 3.10 | .58 |
| | low | 3.26 | | 3.21 | | 3.17 | |
| economic | high | 3.45 | | 3.55 | | 3.48 | |
| | middle | 3.37 | .60 | 3.45 | .78 | 3.55 | .18 |
| | low | 3.48 | | 3.41 | | 3.52 | |
| independent | high | $3.78^a$ | | $3.72^a$ | | $3.78^a$ | |
| | middle | $3.60^{ab}$ | 4.67* | $3.50^b$ | 5.39** | $3.76^a$ | 6.62** |
| | low | $3.51^b$ | | $3.37^b$ | | $3.38^b$ | |

*P<.05, **P<.01

general self-esteem had a tendency towards the 'trend-conscious' and 'independent' shopping orientation. The higher their social self-esteem, the more likely they were to have the 'hedonic' shopping orientation. Women in the 30's age group with high levels of general self-esteem could be predicted to be more 'independent' in their shopping orientation and the higher their social self-esteem, the more likely they were to have the 'hedonic', 'trend-conscious' and 'independent' shopping orientation. For women in the 40's and up group, high levels of general self-esteem predicted a likelihood they were to have the 'store-patronizing' shopping orientation and the higher their social self-esteem the more likely they were to have the 'trend-conscious' and 'independent' shopping orientation.

Third, there was a significant difference in certain types of clothing shopping orientation according to one's level of body cathexis. A Significant difference was noted in 'independent' clothing shopping orientation between the high level and the lower level group of body cathexis among all three groups. It appears that the higher the level of body cathexis the more likely a woman will show a tendency towards an 'independent' clothing shopping orientation.

This study was focused on self-esteem and body cathexis factors relating to clothing shopping behaviors. Further studies are needed to delineate more clearly the importance of psychological factors including other subfactors of self-concept in relationship to clothing shopping orientation.

And, this study was surveyed in Daegu area alone, future researchers are recommended to collect data in a few cities to have enough sample size to enhance the understanding of influence of consumers' self-perception on clothing shopping orientation. These studies should also include more representative subjects such as men and women of different demographic background.

## ■ References

Baron, R. A., & Byrne, D. (1991). *Social Psychology: Understanding human interaction* (6th ed.). Boston, MA: Allyn and Bacon.

Coopersmith, S. (1967). *The antecedents of self-esteem*. San Francisco: W. H. Freeman.

Darden, W. R., & Howell, R. D. (1987). Socialization effects of retail work experience on shopping orientations. *Journal of the Academy of Marketing Science, 15(3)*, 52-63.

Ford, I. M., & Drake, M. F. (1982). Attitudes toward clothing body and self: A comparison of two group. *Home Economics Research Journal, 11(2)*, 189-196.

Gu, Ja-Myung, & Lee, Myung-Hee. (1994). Appearance, Sociality and achievement motivation among boys and girls of middle school. *Journal of the Korean Home Economics Association , 32(5)*, 153-163.

Greenwood, K. M., & Murphy, M. F. (1978). *Fashion innovation & marketing*. New York: Macmillan Publishing Co.

Grubb, E. L., & Grathwhohl, H. L. (1967). Consumer self-concept, symbolism, and market behavior: A theoretical approach. *Journal of Marketing, 31(4)*, 22-27.

Horn, M. J., & Gurel, L. M. (1981). *The second skin* (3rd ed.). Boston: Houghton Mifflin Co.

Humphrey, C., Klassen, M., & Creekmore, A. M. (1971). Clothing and self-concept of adolescent. *Journal of Home Economics, 63(4)*, 246-250.

Howell, R. D. (1979). A multivariate examination of a patronage model: The impact of values and life style on shopping orientation. Unpublished doctoral dissertation, University of Arkansas.

Jarnow, J. A., & Judelle. (1965). *Inside the fashion business*. New York: John Wiley & Sons.

Kaiser, S. B. (1985). *The social psychology of clothing & adornment*. New York: Macmillan Publishing Co.

Kang, Seung-Hee, & Lee, Myung-Hee. (1993). The relation of Self-concept and clothing buying motivation among male consumers. *Journal of The Korean Home Economics Economics Association, 31(1)*, 181-192.

Koh, Ae-Ran, & Kim, Yang-Jin. (1996). The Effect of Egocentrism, Self-Consciousness, Body Cathexis on Adolescence Clothing Behavior. *Journal of the Korean Society of Clothing and Textiles, 20(4)*, 667- 681.

Kim, Jin-Hee. (2000). The Effect of Self-Esteem, Body Cathexis, Depression on Addictive Buying Behavior of clothing product. Unpublished doctoral dissertation, Jeon-Nam National University, Kwangju.

Kim, Soon-Gu, & Yoon, Hak-Ja. (1986). The Effect of Self-Esteem on Clothing Behavior. *Journal of the Korean Society of Clothing and Textiles, 10(1)*, 1-8.

Kim, So-Young, & Lee, Eun-Young. (1994). The Clothing shopping orientations of consumers. *Journal of the Korean Society of Clothing and Textiles, 18(3)*, 429-439.

Kim, So-young. (1994). The Clothing shopping orientations and Store-patronage behavior of consumers. Unpublished thesis, Seoul National University, Seoul.

Labat, K. L. L. (1988). *Social Psychology of clothing* (2nd ed.). New York: Macmillan.

Lee, Young-Yoon, & Kang, Hye-Won. (1982). The correlation of Body Cathexis and Clothing Behavior among middle aged women. *Journal of the Korean Society of Clothing and Textiles, 6(2)*, 17-24.

Lennon, S. J., & Rudd, N. A. (1994). Linkages between attitudes toward generation roles, body satisfaction, self-esteen, and appearance-management behaviors in women. *Family and Consumer Science Research Journal, 23*, 94-117.

Mathes, W. W., & Kahn, A. (1975). Physical attractiveness, happiness, neuroticism, and self-esteem. *Journal of Psychology, 90*, 27-30.

O'Grady, K. E. (1989). Physical attractiveness, need for approval, social self-esteem, and maladjustment. *Journal of Social and Clinical Psychology, 8(1)*, 62-69.

Onkvisit, S., & Shaw, J. J. (1987). Self-concept and image congruence: Some research and managerial implications. *Journal of Consumer Marketing, 4(1)*, 13-23.

Robin, R. W., Trzesniewski, K. H., & Tracy. L. J. (2002). Global Self-Esteem across the Life Span. *Psychology and aging, 17(3)*, 423-434.

Rosenberg, M. (1979). *Conceiving the self.* New York: Basic Books.

Ryan, M. S. (1965). *Perception of self in relation to clothing*. In M. E. Roach & J. B. Eicher (Eds.), Dress, adornment, and the social order (pp.1-14). New Haven: Yale University Press.

Secord, P. F., & Jourard, S. M. (1953). The appraisal of body cathexis: Body cathexis and self. *Journal of Consulting Psychology, 17(5)*, 343-347

Sanford, I. T., & Donovan, M. E. (1978). *Woman & self-esteem: Understanding & improving the way we think & feel about ourselves*. Garden city, NY: Anchor Press.

Shim, S., & Bickle, M. (1994). Benefit segments of the female apparel market: Psychographics, shopping orientations and demographics. *Clothing and Textile Research Journal, 12(1)*, 1-12.

Shim, S., Kotsiopulos, A., & Knoll, D. S. (1991). Body cathexis, clothing attitude, and their relations to clothing and shopping behavior among male consumers. *Clothing and Textile Research Journal, 9(3)*, 35-44.

Shim, S., & Kotsiopulos, A. (1992). Patronage behavior of apparel shopping: Part I. Shopping orientation, store attributes, information source and personal characteristics. *Clothing and textiles Research Journal, 10(2)*, 45-57.

Song, In-Sub (1995). *The Human Psychology and Self-Concept*. Seoul; Yang-Seo publishing Co.

Song, Kyung-Ja, (1998). The Effect of Body Images and Self-Esteem on Clothing Behavior. Unpublished thesis, Chung-Nam National University, Daejeon.

Sontag, M. S., & Schlater, J. D. (1982). Proximity of clothing to self: evolution of concept. *Clothing and Textiles Research Journal, 1(2)*, 1-8.

Sproles, G. B. (1985). *The psychology of fashion*. Lexington, MA: Heath Lexinton Books.

Westbrook, R. A., & Black, W. C. (1985). A motivation based shopper typology. *Journal of Retailing, 61(1)*, 79-103.

Wylie, R. C. (1979). *The self-concept.* Lincoln, NE: University of Nebraska Press.