Effects of Sex Role Attitudes on Body Image and Appearance Management Behavior of Men in their 20s

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Abstract : The purpose of this study is to classify men in their 20s by their sex role attitudes, and to study their appearance management behavior and inner characteristic variables such as socio-cultural attitudes on appearance and bodily image, which are expected to influence the appearance management behavior of each classified group. For this, a survey of 393 males in the 20s in Seoul and metropolitan areas was conducted. Factor analysis, Cronbach's alpha coefficient, and F-test were conducted on the data. First, as a result of analysis on sex role attitudes, four groups were categorized: Masculinity, Femininity, Androgyny and Undifferentiation. Second, the analysis of individual variables resulted in appearance management behavior being separated into five categories: *Interests in fashion, Proper choice of clothing, Importance of bodily attractiveness, Pursuit for personality* and *Complementation of physical weaknesses*. The socio-cultural attitude on 'appearance' was sub-categorized into *Internalization,* and *Awareness,* while 'body image' was divided into *Cognitive behavioral* and *Affective* aspects. Regarding differences in socio-cultural attitudes for appearance, body image and metro-sexual lifestyle attitudes, the androgyny group produced the highest scores. Based on these results, it can be concluded that people who take care of their physical appearance, cope effectively with social and circumstantial requirements for happiness and success, and respond flexibly and affirmatively.

Key Words : appearance management behavior, sex role attitude, body image, socio-cultural attitude on appearance

I. Introduction

Human beings are classified into two categories of men and women, and the two genders try to show the function that realizes the structure most effectively based on their physiologically different structures; that is, men try to show masculinity and women femininity in past based on societal expectations. They undergo the process of socialization of sex roles (Jung, 2003), and as a result, men are generally characterized as strong and tough, and women as tender and delicate. Especially through this socializing process of sex role differen-

tiation and unlike men, women routinely pass through the process of 'caring for their exterior appearance.'

But some persons have androgyny; some females have masculine inclination, while some males possess feminine inclination. It is also reported that this androgyny helps living more affirmatively in changing modern society and has a higher possibility to cope with it more effectively and appropriately. Therefore, it facilitates researchers to recognize the importance of socio-psychological approaches as much as genetic characteristics.

Traditional and conservative sex roles of the past have taken on a different look, partly influenced by mass

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media, such as TV, magazines, Internet and so on. They play a significant impact regarding men's sex role; that is, the image of successful men in 70-80s used to be a 'physically strong man,' but it now has been changing into a 'good-looking man' since the 90s (The Heraldbiz, *May 13, 2005*). This is because quite a few men of now see 'good-looking physical appearance' as a strong means to happiness or success (Featherstone, 1991; Cho, 2000). This is also shown in keywords such as *kotminam* (*a floral man*), Metro-sexual, and lookism.

Accordingly, appearance stands out as an essential notion (Datanews, *November 4, 2004*), and its rapid development is triggered in appearance-related industries. This can be found by the research results: Brandmager's survey on 'Lookism' (Datanews, 2004) on 500 men from 15 to 39 years old, and Job Korea is (www.jobkorea. co.kr) survey on 1,328 job applicants, show 'appearance is a means to enhance competitiveness,' and 'caring for appearance is a sincere attitude toward life.'(Donga *June 16, 2002*) In other words, the behavior to care for appearance is transferred from the exclusive use for womanhood to the common use with men (Choi, 2002).

Especially the images and messages conveyed incessantly and strongly through mass media form being internalized as individual attitudes and values, and have a great impact on self image of body (Heinberh *et al.,* 1995).

Particularly, the development of Internet, called as the flower of mass media, functions to spread rapidly the changes in appearance management behaviors. As people in 20s consist of the stratum of high rate in media filtration in the use of the Internet (Korea Research & Korean Click, 2003), they are already coming on the stage as the main power in a social change. Therefore, social interest in their behaviors or living patterns, and clothing culture are gradually increasing (Kim & Hong, 2000). It is expected that the industry related with men's appearance, recognizing men's purchase and trend renovation, will do further researches. Seeing from this standpoint, researches on sex role attitude of men in 20s and their appearance management behavior, at the time of much interest in the topic of metro-sexual men, will

help understand the socializing process of sex role of the men in 20s, who are highly interested in body and appearance as potential customers in the market related with appearance. And the clothing behavior intrinsic to it suggests a lot on the strategy establishment in the fashion-related industry.

This study starts from the standpoint that the appearance management behavior of modern men is a positive and active behavior for their valuable individual lives and social successes. In other words, it escapes from the rigid traditional role of men. The concrete purpose of this study is to classify men in 20s into their sex role, and study relationships with their appearance management behavior, the inner characteristic variables such as socio-cultural attitude on appearance, and body image, which are expected to influence the sex role of each classified men's group.

II. Literature Review

1. Sex Role Attitude

According to Deux and Helmerich (1985), sex role attitude is normative expectation on divided works between two sexes. It is defined as a gender-related rule regarding a social relationship, which exists in the specific cultural and social background. As individual people are born, they come to aware proper roles corresponding to such sex role according to their sexes through social providers (parents, siblings and others) and become socialized (Youn, 1981). During the course of socialization, sex role attitude is formed.

A viewpoint concerning sex role in the past was the single dimensional concept that masculinity and femininity form the two poles on a continuous spectrum. Entering the 1970's, however, the concept of androgyny was introduced into the study on sex role as sympathy with the behavior of fixed sex became weak (Bem, 1974; Kaplan *et al.,* 1980).

The studies on the existing sex role attitude have

largely dealt with the subject regarding sex role attitude and self-concept. Many studies have performed to identify the difference of sex role attitude among self-identity and self-actualization and self-esteem by groups. Androgyny was highly related to self-esteem and social desirability and has been evaluated most favorably with respect to the evaluation of other people as well (Spence *et al.,* 1975; Lee, 1983; Kelly *et al.,* 1977). In addition, both masculinity and androgyny showed high relation to self-esteem, self-actualization and self-identity, and it found out that masculine characteristics were important for self-concept (Bem, 1977; Jones *et al.,* 1977; Youn 1983; Kim, 1987; Choi, 1988).

2. Sex Role Attitude and Clothing Behavior

Clothing has role of a clear symbol in awareness of a sex role. In addition, clothing, in terms of an individual person, largely contributes to establish sex role attitude, which is a start point of the development of a sex role. Through clothing, children come to learn about sex roles appropriately for men and women. According to the study of the relationship between biological sex and sex identity and clothing behavior related to sex, which was written by David (1984), the biological sex has an influence on the sex-related clothing of both men and women. In particular, it was identified that sex-identity had a major effect on the sex-related clothing of men and women. Therefore, the clothing behavior of modern people is affected by sex role attitude and a change of sex role attitude functions as a variable to forecast a change of clothing behavior.

In the study of Lee and Park (2006), only masculinity of sex role attitude produces a positive impact on appearance satisfaction. While, in case of women, it showed that all of the femininity of sex role attitude, the femininity of sex role discrepancy, and the aspect of masculinity discrepancy affect appearance satisfaction. The difference of such results was interpreted as the difference of social expectation to men and women.

In addition, many researchers have constantly studied sex role attitude and clothing. Kim and Jeong (1995) examined about the sex role attitude of male workers and clothing attitude according to the group. As the result, it identified that both masculinity and androgyny groups showed the highest interest in trend, symbolism of a social position, variables of personality, while femininity and undifferentiation represented less interest, agreeing with the results of Hong's study (1983).

According to the study of Jeong (1986), she found out that androgynous people are sensitive to their own desire and feelings, and have such characteristics as keeping a meaningful relationship with others. Based on this, in the study of Lee (2005), it was identified that androgynous men show a flexible attitude to shopping and behave positively. Currently, the study on the relationship between the sex role attitude and clothing behavior of a men's group, which is a representative of metro-sexual, is actively in progress (Lee & Park, 2006; Lee, 2004). However, most of the researches are examining about the fractional relation such as the concrete behavior of men's clothing or the trend of men's fashion toward feminization. Consequently, it is considered that it needs to examine and study about behavior on appearance according to sex role attitude in company with appearance related attitude.

III. Research Methods

1. Measurement Device

1) Sex Role Attitude

Examination of sex role attitude used KSRI (Korean Sex Role Inventory) (Jung, 1990), which modified Sex Role Inventory of Bem(1974) to fit for Korean situation and measured with 20 questions respectively about masculinity and femininity and total 40 questions. Bem (1977) proposed a modification in scoring that resulted

in her current procedure of using a median-split to form four distinct groups: Feminine, Masculine, Androgynous, and Undifferentiated. The median-split classification system allows the respondent to ascertain whether he or she rated high on both dimensions (Masculinity and Femininity), thus classified as Androgynous; low on both dimensions (Undifferentiated); or high on one dimension but low on the other (sex typed as either Masculine or Feminine if the high scoring dimension corresponds to the person's sex or cross-sex-typed if the low scoring dimension corresponds to their sex.

Points for Masculinity and femininity were deduced through sex role attitude scale. And as a result of reliability analysis, high internal consistency appeared with Cronbach-α of .922 in the question of masculinity and of .851 in femininity.

2) Metro-sexual - Appearance Management Behavior

The standard for measuring Metro-sexual appearance management behavior was developed through previous process of research. For developing various and concrete questionnaires to measure men in 20s' appearance management behavior, in-depth interview was conducted on six men who are aware of the term and characteristics of Metro-sexual well, think themselves as Metro-sexual, and are regarded Metro-sexual by others. 35 questions were elicited from the research of Noh (2001) to measure the awareness of men's appearance management behavior and importance of appearance, interest in clothing, and interest in trend. Additional questions based on the result of the in-depth interview were developed. The measurement consists of total 26 questions using 7-points Likert scale.

3) Socio-cultural Attitude on Appearance

To measure socio-cultural attitude on appearance, the importance of physical appearance and ideal standard of society, SATAQ, developed by Thompson et al. (1995), was used. It includes two aspects: 'Internalization' which approves ideal standard of society conveyed mainly through the mass media and accepts it as their own values, and 'awareness' which acknowledges the social importance of appearance. The questions are modified to fit for Korean situation and men, and then a total of 14 questions was measured with the 5-point Likert scale. A higher point means a higher socio-cultural attitude on appearance.

4) Body Image

Body image which refers to evaluation and attitude on their own bodies, was measured with Cash (1990)'s MBSRQ (Multi-aspectual Body-Self Relations Questionnaire). The sub-category of body image, consisting of 'cognitive behavioral' factors regarding how much they are conscious of and interested in their appearance and how active they are in maintaining and improving their appearance, and 'affective' factor to indicate positive/ negative emotion about their body, measured in total 15 questions with 7-point Likert scale.

2. Sample and Data Collection

For this, the survey of 393 males in their 20s in Seoul and metropolitan areas was conducted on the basis of the precedent studies. According to these studies, the younger have the higher interest in trend (Koh et A, 1987), the better adaptability of new concept and fashionable clothing (Roger & Shoemaker, 1971) and they are free from conventional ideas on sex role and appearance caring activities. The samples of 393 men in 20s consisted of 67.7% of the unmarried, 29.8% of the married, 33.6% of students, and 57.5% of employees.

3. Data Analysis

For the statistical process of collected data, SPSS 12.0 for window program was used. In order to extract and refine scales and sub-categories, factor analysis and reliability analysis were conducted; and to see the difference between internal characteristics of variables per group, F-test was conducted.

IV. Study Result and Discussion

1. Classifying Men in 20s according to their Sex Role

As a result of analyzing 393 respondents on sex role attitude, 55 were grouped into masculinity, 57 into femininity, 146 into androgyny and 135 into undifferentiation respectively. The results that the androgyny group took up the majority mean that men, who are active in appearance management behavior and recognize the importance of appearance, have more androgyny inclination. They try to escape from the traditional notion that men should be masculine, do not divide themselves into masculine and feminine, and express evenly cons and pros of two genders according to the situation. It could be the result of the reflection of the time which accept appearance management attitude as an active attitude of living, which used to be considered as typical feminine attitude. Nowadays, the phenomenon of caring themselves appears as a social issue and trend and the result is also supported by Bem (1977). According to his study, the androgyny group has the highest possibility of showing the most efficient and proper responses to the request of the society, observing the society's standard, and by the fact that their attainment in masculine or feminine tasks is high.

Undifferentiation group turns out to be the second largest group. It supports that, living in the time when the ideal standard of appearance becomes stricter, not to express their gender in either way, but to occupy in the mid zone would get less social pressure (Yoon et al., 1989). This result could show straight the changing image of men.

2. Men in 20s' Sex Role and their appearance Management Behavior

1) Men in 20s' Appearance Management Behavior Factor analysis

In order to extract the factors from 26 questions of the

<Table 1> The distribution of men in 20s by sex role

$(n = 393)$

Group	n	%
Masculinity	55	13.9
Femininity	57	14.5
Androgyny	146	37.2
Undifferentiation	135	34.4
Total	393	100.00

developed Metro-sexual appearance management behavior, exploratory factor analysis was conducted with principal component analysis as a factor extracting method and varimax rotation. The number of factors selected was 5, considering eigen value, screen test, and cumulative variance.

Factor 1 that consists of their interest in entertainers, others and their own clothing and usual interest in appearance and fashion is called "*Interest in fashion.*" Factor 2 is regarding whether they pay attention to the harmony between their choice of color and their bodies, and how properly they wear according to TPO, and is called "*Proper choice of clothing.*" Factor 3 is their feeling about attractive appearance and its advantage in social life, and is called "*Importance of bodily attractiveness.*" Factor 4 is called "*Pursuit for personality,*" and is regarding how unique and rare clothing they select compared with others. Factor 5 consists of questions regarding how they try to improve their unsatisfactory parts of body and make them look ideal, and is called "*Complementation of the physical weakness.*"

2) Difference of Appearance Management Behavior of Men in 20s' Sex Role Group

As the result of F-test in order to see the difference in appearance management behavior of men in 20s'sex role group, there were significant differences in all subcategories (*Interest in fashion* F = 24.56, *Proper choice of clothing* F=35.74, *Importance of bodily attractiveness* F = 31.14, *Pursuit for personality* F = 23.19, *Complementation of the physical weakness* F = 16.23, p < .001).

<Table 2> Metro-sexual appearance management behavior factor analysis and reliability

(n = 393)

Factor and Question	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Interest in fashion					
• Watch people's clothing on TV with interest	.83	.11	.21	.07	.17
• Much interested in others' clothing in ordinary times	.82	.20	.11	.11	.14
• Carefully look at fashion stores to see what clothing is in fashion	.82	.12	.24	.04	.12
• Tend to read a lot about fashion-related articles or advertisements in papers, magazines, or internet sites	.72	.19	.06	.19	.19
• Without any plan to buy clothing, sometimes visit stores	.67	.23	.16	.11	.14
• Frequently think about what design will look good on my face and body shape	.67	.14	.03	.33	.17
Proper choice of clothing					
• I can select and wear clothing good on me	.20	.80	.12	.15	.16
• I can match colors of clothing harmoniously	.21	.78	.20	.24	.04
• I can wear proper clothing according to time and place	.13	.75	.11	.28	.15
• I wear clothing more sophisticatedly than others	.31	.73	.19	.12	.10
Importance of bodily attractiveness					
• I think attractive person is more likely to be happy than less attractive person	.25	.26	.73	.04	-.12
• I think sometimes obese people are unfairly discriminated	.21	.31	.71	.03	.00
• I think attractive people, men or women, are more likely to succeed	.20	.13	.70	.18	.19
• Good clothing makes me feel good	.13	-.09	.69	.16	.17
• I wear what makes me feel comfortable and confident more often	-.05	.15	.68	.03	.32
Pursuit for personality					
• I tend to choose unique clothing	.20	.23	.14	.81	.06
• I like clothing of rarity which people rarely wear	.17	.20	.01	.80	.16
• I like clothing to show my own personality different from my colleagues' or friends'	.16	.22	.24	.76	.07
Complementation of the physical weakness					
• Have received or plan to receive skin care	.24	.04	.123	.079	.781
• I select clothing to cover my bodily weakness	.23	.11	.086	.147	.656
• I wear clothing that my body may look ideal	.21	.32	.276	.069	.627
Eigen value	4.11	3.04	2.93	2.37	1.88
Variance (%)	19.56	14.46	13.95	11.29	8.96
Cumulative variance (%)	19.56	34.03	47.97	59.26	68.22
Cronbach-α	.90	.88	.81	.84	.68

<Table 3> Difference of appearance management behavior of men in 20s' Sex role group

(n = 393)

Factor	Sub categories	Masculinity (n = 55)		Femininity (n = 57)		Androgyny (n = 146)		Undifferentiation (n = 135)		F value
		M	SD	M	SD	M	SD	M	SD	
	Interests in fashion	4.30 (c)	1.20	4.71 (b)	1.03	5.11 (a)	.98	4.07 (c)	1.08	24.565[***]
	Proper choice of clothing	5.15 (a)	.86	4.68 (b)	.80	5.30 (a)	.94	4.16 (c)	1.06	35.746[***]
Appearance management behavior	Importance of bodily attractiveness	5.27 (ab)	.84	5.19 (b)	.97	5.50 (a)	.85	4.45 (c)	1.04	31.147[***]
	Pursuit for personality	4.20 (b)	1.40	4.30 (b)	1.31	4.91 (a)	1.20	3.70 (c)	1.11	23.193[***]
	Complementation of the physical weakness	4.32 (bc)	1.15	4.52 (b)	1.10	4.91 (a)	1.07	4.06 (c)	.95	16.239[***]

a, b : Duncan test (a > b) [**]: p < .01, [***]: p < .001

Androgyny group had the highest scores and the Undifferentiation group presented the lowest. We can conclude that the Androgyny group copes effectively with the social and circumstantial requirement of caring for appearance with their sincere and active attitude but the Undifferentiation group acts passively on that.

3. Men in 20s' Sex Role and their Socio-cultural Attitude toward Appearance

Men in 20s' Socio-cultural Attitude toward Appearance Factor analysis

The measurement of socio-cultural attitude toward

appearance (SATAQ) developed by Thompson *et al.* (1995) includes two aspects: 'Internalization' and 'awareness'. To see the domestic suitability of this scale, common factor analysis with varimax rotation was conducted on 14 questions and the number of factors selected was 5, considering eigen value, scree test, and cumulative variance.

Factor 1, consisting of 8 questions, has 35.59 % of explanatory power and Cronbach-α of .88, and is called '*Internalization*' as mentioned above. Factor 2, consisting of 4 questions, has explanatory power of 20.31% of total variance and Cronbach-α of .73, and is called as '*Awareness*.'

<Table 4> Men in 20s' Socio-cultural Attitude toward Appearance Factor analysis

Factor & Question	Factor 1	Factor 2
Internalization		
• Pictures of masculine men make me hope to have a body like them.	.795	.190
• I have a tendency to compare my body to other men in the TV or a magazine.	.793	.080
• I hope to have a body like a swimming suit model.	.769	.041
• I compare my appearance with models in a man's magazine (i.e., Esquire, GQ, etc.)	.748	.099
• Music videos of masculine men make me hope to have a body like them.	.746	.167
• I want to look like a model in a magazine.	.612	.322
• Men in the TV or a movie show the best appearance that I target to have.	.605	.249
• Clothes that a masculine model wears look better than others.	.564	.393
Awareness		
• It is important to look always attractive in the current society.	.060	.773
• It is regarded that fat people are not attractive in our society.	.006	.725
• People think that clothes I wear match with be better and better as I have a nicer body.	.317	.680
• Most people believe I look better as my body looks great.	.375	.671
Eigen value	4.27	2.44
Variance (%)	35.59	20.31
Cumulative variance (%)	35.59	55.90
Cronbach-α	.88	.73

<Table 5> Difference of socio-cultural attitude of men in 20s' sex role group

($n = 393$)

Factor	Sub categories	Masculine (n = 55)		Femininity (n = 57)		Androgyny (n = 146)		Undifferentiation (n = 135)		F value
		M	SD	M	SD	M	SD	M	SD	
Socio-cultural attitude toward appearance	Internalization	2.83 (c)	.83	3.16 (b)	.49	3.39 (a)	.79	2.83 (c)	.68	16.923***
	Awareness	3.57 (b)	.74	3.76 (ab)	.70	3.91 (a)	.62	3.31 (c)	.72	19.163***

a, b : Duncan test (a > b) **: $p < .01$, ***: $p < .001$

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<Table 6> Men in 20s' body image factor analysis

Factor & Question	Factor 1	Factor 2
Cognitive behavioral		
• I am sensitive to my manner of dressing.	.815	.116
• I always confirm my appearance before being in front of others.	.760	.073
• I often look myself in the mirror.	.756	.127
• I always have to look nice.	.738	.304
• I always try to make my appearance look better.	.712	.112
• It takes a long time for me to prepare for going out.	.701	.245
Affective		
• I am physically attractive.	.152	.840
• I like my naked body.	.039	.827
• Most people would think me nice.	.246	.749
• My body has a sexual attractiveness.	.189	.710
• I like my appearance as it is.	.139	.626
Eigen value	3.50	3.05
Variance (%)	31.77	27.69
Cumulative variance (%)	31.77	59.47
Cronbach-α	.858	.825

2) Difference of Socio-cultural Attitude of Men in 20s' Sex Role Group

As the result of F-test in order to see the difference in socio-cultural attitude on appearance of men in 20s' sex role group, there were significant differences in both (*Internalization*: F = 16.923, *Awareness*: F = 19.163, p < .001), and the Androgyny group got higher points. Particularly, according to the result of the high points in '*Awareness,*' Androgyny group was more aware of the idealized bodily appearance expressed and spread through mass media as a more proper standard to the present time, acknowledged its social importance. On the other hand, Undifferentiation group was aware of the social importance of appearance, but did not seem to be engaged in it actively by internalizing it as their values.

4. Men in 20s' Sex Role and their Body Image

1) Men in 20s' Body Image Factor analysis

To see the domestic suitability of this scale of Body image developed by Cash (1990)'s MBSRQ (Multi-aspectual Body-Self Relations Questionnaire) common factor analysis with varimax rotation was conducted on 15 questions. The number of factors selected was 2, considering eigen value, scree test, and cumulative variance.

As a result of common factor analysis, Factor 1, with 6 questions, has 31.77% of explanatory power of total variance and Cronbach-α of .858, and is called '*Cognitive behavioral*' which refers to how much they are conscious of and interested in their appearance and how active they are in maintaining and improving their appearance. Factor 2, with 5 questions, explains 27.69% of total variance, its Cronbach-α is .825, and is called '*Affective,*' indicating positive/negative emotion about their body.

2) Difference of body image of men in 20s' sex role group

In view of the difference of body image of men in

<Table 7> Difference of body image of men in 20s' sex role group

(n = 393)

Factor	Sub categories	Masculinity (n = 55)		Femininity (n = 57)		Androgyny (n = 146)		Undifferentiation (n = 135)		F value
		M	SD	M	SD	M	SD	M	SD	
Body image	Cognitive behavioral	4.56 (b)	.90	4.95 (a)	.93	5.15 (a)	.88	4.13 (c)	1.02	29.21***
	Affective	4.20 (b)	.86	4.39 (b)	1.02	4.87 (a)	1,02	3.72 (c)	.89	34.06***

a, b : Duncan test (a > b) **: p < .01, ***: p < .001

20s' sex role group, significant differences appeared both in cognitive behavioral aspect and in affective aspect (*Cognitive behavioral*: F = 29.21; *Affective*: F = 34.06. Androgyny group had the highest points in both aspects and the femininity also got the high points in *Cognitive behavioral* aspect. The result of this shows the androgyny group is more aware of their body and the importance of appearance than the other groups. And they evaluate their body positively, and act vigorously in order to maintain their attractive body. On the other hand, the result showing the undifferentiation group had the lowest points in both aspects means that they do not evaluate their body positively compared with the androgyny group, and therefore, they are estimated to be left behind in vigorous action.

4. Conclusion

1) Conclusion of the Study

The purpose of this study is to classify men in 20s into their sex role attitude, and study their appearance management behavior and the inner characteristic variables such as socio-cultural attitude toward appearance, and bodily image, which are expected to influence the appearance management behavior of each classified group. For this, the survey of 393 males in their 20s in Seoul and metropolitan areas was conducted and for the statistical process of collected data, SPSS 12.0 for window program was used with factor analysis and reliability analysis, and F-test.

First, as a result of analyzing 393 respondents on sex role attitude, 55 were grouped into masculinity, 57 into femininity, 146 into androgyny, and 135 into undifferentiation respectively. That is, the androgyny group took up the majority. Secondly, the analysis of individual variables resulted in that appearance management behavior into *Interests in fashion, Proper choice of clothing, Importance of bodily attractiveness, Pursuit for personality,* and *Complementation of the physical weaknesses*. The socio-cultural attitude on appearance was sub-categorized into the *Internalization* and *Awareness,* the body image into *Cognitive behavioral* aspect and *Affective* aspect. Finally, as for the difference in socio-cultural attitude toward appearance, body image and metro-sexual lifestyle attitude per group of male's sex role attitude, the androgyny group had the highest scores. Based on this result, it can be concluded that the people who take care of physical appearance, cope effectively with the social and circumstantial requirements for happiness and success, and the people who respond flexibly and affirmatively have the androgyny.

Looked into the difference in the sub-categories, the androgyny group presented the highest internalization of socio-cultural attitude to the physical appearance, while the masculinity group did the lowest. The androgyny and femininity groups had the highest cognitive behavioral aspect of body images, and the proper choice on fashion of metro-sexual lifestyle attitude was exhibited best by the androgyny and masculinity group. In the most part of the results androgyny group showed the highest score on their appearance management. Androgyny is more aware of the idealized bodily appearance which is expressed and spread through mass media as a

more proper standard to the present time, and they acknowledged its social importance. Because it is assumed that the image of successful men in 70-80s used to be a 'physically strong man,' but it is changing into a 'good-looking man' since 90s and men of today see 'good-looking physical appearance' as a strong means to happiness or success. The phrase that 'appearance is a means to enhance competitiveness' speaks for the present situation

2. Limitation of the Study and Suggestion

Since this study was intended, in its quality, for the men who are interested in appearance and acting vigorously, the objects were only men in 20s who were young, interested in trend, and had lots of abilities to accept clothing in fashion. However, based on the current issue that active appearance management is helpful for their career and social success, it is necessary to extend the age to 30s through 50s and to generalize the result of the research.

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