The Effect of Military Autonomy Life on Appearance Management Behavior

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군 병영생활의 자율성이 외모 관리 행동에 미치는 영향

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Abstract : This study sought to provide basic data to understand the relationship between autonomy and appearance management behavior by examining the impact of autonomy on the appearance management behavior of soldiers living in military. Accordingly, this study conducted a survey and analyzed the collected data using SPSS v. 25.0 statistical soft ware including frequency analysis, exploratory factor analysis, descriptive statistical analysis, correlation analysis, and multiple regression analysis. As a result of the study, it was confirmed that clothing management, plastic surgery management, skin care behavior, and weight management behavior increased depending on the autonomy factors of military barrack life. Therefore, we aim to provide basic data to understand the generation of active-duty soldiers enlisting in the military by identifying the appearance preference factors of soldiers of the MZ generation according to the factors of autonomy in the military and increasing their appearance management behavior.

Keywords : *Military Life, Autonomy, Appearance, Appearance Management, Appearance Management Behavior*

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1. Introduction

Currently, all Korean men are required to serve in the military, and every year, 250,000 men join the military and adapt to barrack life[1]. Due to the nature of the military organization, enlisted soldiers live a life of regulation and control, unlike their existing free lives. he military organization is an organization in which missions must be completed according to norms and rules through the positions of superiors and subordinates, based on the premise of superiority and subordinateship. Therefore, soldiers who are compulsorily enlisted have difficulty adapting to military life at first, so they tend to be passive or negative in their attitude toward service.

Accordingly, in 2000, the National Defense Reform Promotion Committee of the Ministry of National Defense developed various measures to promote autonomy in barrack life and encourage active participation in mission performance. Through this, we are encouraging military life to be lived with autonomy and responsibility[2]. One of the most representative policies is to allow personal cell phone use within a certain range in barracks. It was implemented to guarantee soldiers' basic rights and give them autonomy, and research results showed that after implementation, it helped them adapt to military life and relieve stress. has also appeared[3]. In other words, it means that the era of unconditional control in barrack life is over[4].

Autonomy means actively performing tasks or tasks assigned to an individual by completing them on their own without the control of superiors or others[5]. In the military, autonomy is defined as one of the important elements necessary for group life in Article 28 of the Military Service Discipline, and autonomy refers to the ability to voluntarily perform duties or missions without the force or control of others, and to actively complete tasks on one's own. It is defined as

doing[6]. Therefore, autonomy within the military is an important motivating factor, and previous research has shown that autonomy within the military has a positive effect on satisfaction with military service[7].

Soldiers who have recently joined the military for active duty are mainly from the MZ generation. The MZ generation is a generation born between the early 1980s and the early 2000s. They are very familiar with the digital environment and prefer horizontal communication and culture[8]. In addition, because MZ men actively express their own individuality, their perception of their appearance has changed significantly. They are very sensitive to their appearance, so they invest a lot of time and are very active in appearance management behavior and consumption[9]. Appearance management can be defined as cultivating the appearance differently from one's innate appearance to allow for the possibility of change, and the actual actions taken to manage one's appearance can be called appearance management behaviors[10]. Appearance is a means of conveying one's image[11], and appearance management behavior originated from the desire for aesthetics, which is the oldest human desire. Appearance management can increase one's self-confidence or value in life, and can also be a factor in providing attractiveness in interpersonal relationships[12]. In addition, satisfaction with appearance management can be said to increase with self-esteem as the age increases[13].

This appearance management behavior appears to be restricted upon enlistment in the military, so appearance management behavior appears to be different before and after enlistment. However, as military culture has recently made efforts to increase satisfaction with military life by increasing autonomy, there is a need to understand the relationship between autonomy in military life and appearance management behavior.

However, previous studies on barrack life

are mainly studies related to military adaptation(Sung Hyeon-ju, 2015)[14], studies related to service satisfaction(Choi Hyeong-jun, 2010)[15], and military autonomy studies(Choi Gyeong-soon, 2015)[16]. In addition, studies related to appearance among men include appearance interest and satisfaction(Lee Young-seon, 2019)[17], aesthetic consciousness and appearance management attitudes(Kang Min-soo, 2017)[18], and appearance management behavior and interpersonal satisfaction(Jung Seong-heon, 2021)[19], but there is insufficient research on the impact of autonomy on appearance management behavior among active-duty soldiers currently wearing military uniforms.

Accordingly, this study aims to provide basic data to help understand appearance behavior in military life by verifying the impact of autonomy in barrack life on appearance management behavior among soldiers currently living in barracks within the military organization.

2. Research Method

2.1. The subject selection and data collection

This study conducted a survey from March 2 to March 30, 2024, focusing on soldiers currently living in the barracks as active duty soldiers after explaining the purpose and purpose of the survey. Of the 290 questionnaires collected, a total of 276 questionnaires were subject to final analysis, excluding 14 insincere questionnaires.

2.2. The Reserch Tool and Mersurement

The instrument for this study was based on previous studies by Lee gang-hee (2008)[20], Kim Chang-sook(2017)[21], Baek Seon-ah (2021)[22] and the contents of the questionnaire were modified and supplemented to suit the research purpose. The composition of the questions is a total of 25 questions: 5

general characteristics, 10 autonomy, and 10 appearance management behavior. In addition, using a 5-point Likert scale, it was measured as 5 points when it was very yes and 1 point when it was not at all.

2.3. Data Analysis Method

The specific data analysis method for the collected data in conducting this study is as follows. he empirical analysis was verified under the significance level of $p < .05$, and statistical analysis was performed using the SPSS WIN 25.0 program. First, frequency analysis was conducted to determine the general characteristics of the survey subjects.

Second, exploratory factor analysis was conducted to verify the validity of the measurement tool, and Cronbach's α coefficient was calculated to verify reliability. Third, descriptive statistical analysis was conducted to determine the mean and standard deviation of major variables, and correlation analysis was conducted to determine the correlation between each variable. Fourth, multiple regression analysis was conducted to determine the effect of autonomy in military life on appearance management behavior.

3. Results and Discussions

3.1. General Characteristics of Survey Subjects

The results of a frequency analysis conducted to find out the general characteristics of the survey subjects are shown in ⟨Table 1⟩.

As a result of the analysis, the ages were 62(22.5%) 20 years old, 85(30.8%) 21 years old, 56(20.3%) 22 years old, and 73(26.4%) over 23 years old. The rank was privates 121(43.9%), privates 1st class 40(14.5%), corporals 61(22.1%), sergeants 15(5.4%), over segeants 39(14.1%). The average monthly income was less than 800,000 won for 123 people (44.6%), 800,000 to less than 1 million won for 39 (14.1%), less than 1 million to 1.2

Table 1. General characteristics of the survey participants

item		N	%
Age	20s	62	22.5
	21s	85	30.8
	22s	56	20.3
	over 23	73	26.4
Military rank	private	121	43.9
	private 1st class	40	14.5
	corporal	61	22.1
	sergeant	15	5.4
	over sergeant	39	14.1
average monthly income	Less than 800,000 won	123	44.6
	Less than 800-1 million won	39	14.1
	Less than 1 million to 1.2 million won	62	22.5
	Over 1.2 million won	52	18.9
Average monthly appearance maintenance cost	Less than 30,000 won	71	25.7
	Less than 30,000-50,000 won	84	30.4
	Less than 50,000-100,000 won	81	29.3
	100,000 won or more	40	14.5
Total		276	100.0

million won for 62(22.5%), and more than 1.2 million won for 52(18.9%). The average monthly appearance management cost was less than 30,000 won for 71(25.7%), 30,000 to less than 50,000 won for 84(30.4%), 50,000 to less than 100,000 won for 81(29.3%), and more than 100,000 won for 40 people (14.5%).

3.2. Validation of the Measurement Tool's Validity and Reliability

3.2.1. Validation of the validity and reliability of autonomy

As a result of conducting factor analysis on a total of 10 questions about autonomy, three factors with eigenvalues of 1 or higher were derived, as shown in ⟨Table 2⟩, and the total variance of these factors was found to be 75.640%. For each subfactor, Factor 1 (30.304%) was named 'Independence of Correlated Control', Factor 2 (24.483%) was named 'Problem Solving Autonomy', and Factor 3(20.853%) was named 'Work Schedule

Flexibility'. In addition, the factor loading values of the three factors are above 0.40, which means that the validity of the construct can be considered verified, and the reliability is also above 0.60, which means there is no problem[23].

3.2.2. Verification of validity and reliability of appearance management behavior

As a result of conducting factor analysis on a total of 10 questions regarding appearance management behavior, four factors with eigenvalues of 1 or higher were derived, as shown ⟨Table 3⟩, and the total variance of these factors was 84.221%. For each sub-factor, factor 1 (25.660%) is 'clothing management', factor 2 (23.820%) is 'cosmetic surgery management', factor 3 (17.737%) is 'Skin Care', and Factor 4 (17.003%) is 'Weight Management'. It was named '. In addition, the factor loading values of the four factors are above 0.40, which means that the validity of the construct can be considered

Table 2. Verification of validity and reliability of autonomy

Questions	Elements		
	Independence of correlation control	Problem-solving autonomy	Work schedule flexibility
2. You think your boss is in control(r).	.861	.182	.134
7. You discuss ideas with your co-workers and then stop when your boss comes in.(r).	.844	−.003	.044
9. You feel that your work is limited due to interference from your superiors.(r).	.841	.335	.095
10. You perform your work correctly when you are monitored by your superiors.(r).	.841	.202	.119
5. The unit grants discretion in choosing issues that arise during work.	.245	.867	.238
4. It allows the unit to resolve issues autonomously when handling work.	.260	.860	.247
1. When the unit chooses a new method of doing business, it is permitted.	.081	.820	.084
8. I can adjust my work schedule flexibly.	.074	.069	.837
3. The unit's work schedule is flexible..	.095	.268	.818
6. I tend to be forced to meet deadlines when performing work(r).	.110	.145	.740
eignevalue	3.030	2.448	2.085
explained variance(%)	30.304	24.483	20.853
accumulated explanation(%)	30.304	54.787	75.640
reliability	.895	.878	.752

KMO=.783, Bartlett's test x^2 =1712.886 (df=45, p=.000)

verified, and the reliability is also above 0.60, which means there is no problem.

3.3. Technical Statistics and Correlation Analysis

The results of analyzing the descriptive statistics and correlations of the main variables are shown in ⟨Table 4⟩. First, as a result of descriptive statistics analysis, the sub-factors for autonomy were 'work schedule flexibility' with an average of 3.84 points, 'problem-solving autonomy' with an average of 3.66 points, and 'independence from superiors' control' with an average of 3.28 points. Appearance management behavior was a sub-factor. 'Clothing care' had an average of 3.74 points, 'surgery care' had an average of 3.63 points, 'skin care management' had an average of 3.34 points, and 'Weight management' had an average of 3.14 points.

In addition, as a result of the correlation analysis, problem-solving autonomy, work schedule flexibility, and independence from superiors control by sub-factors of autonomy have a statistically significant positive correlation with clothing management, plastic surgery care, skin care, and weight management by sub-factors of appearance management behavior. It appeared that there was a relationship(p<.01).

Table 3. Verification of validity and reliability of appearance management behavior

Questions	Elements			
	clothing care	plastic surgery care	skin care	weight manage ment
3. I am very interested in the clothing styles other people wear.	.904	.180	.141	.049
1. I try to listen to people tell me that I dress well.	.874	.220	.203	.150
2. Prefer popular clothing styles.	.864	.222	.156	−.001
5. I think it's worth getting plastic surgery to improve your image	.119	.897	.188	.139
4. I think plastic surgery can improve my image..	.266	.854	.087	.084
6. When I see your attractive appearance, I want to get plastic surgery too.	.229	.793	.048	.186
7. Use cosmetics for skin care.	.145	.174	.915	.075
8. I tend to be careful about cleansing.	.266	.078	.875	.175
10. Pay attention to even the slightest change in weight.	.089	.203	.033	.894
9. I try to stay in shape.	.041	.112	.200	.882
eignevalue	2.566	2.382	1.774	1.700
explained variance(%)	25.660	23.820	17.737	17.003
accumulated explanation(%)	25.660	49.480	67.218	84.221
reliability	.913	.857	.860	.798

KMO=.748, Bartlett's test x^2 =1667.177 (df=45, p=.000)

Table 4. Technical Statistics and Correlation Analysis

item	M±SD	autonomy			Appearance management behavior			
		Independence of correlation control	Problem- solving autonomy	Work schedule flexibility	Clothing care	Plastic surgery care	Skin care	Weight managem ent
Independence of correlation control	3.66±.950	1						
Problem-solving autonomy	3.84±.692	.426***	1					
Work schedule flexibility	3.28±1.059	.436***	.262***	1				
clothing care	3.74±.966	.170**	.204**	.289***	1			
surgery care	3.34±.951	.324***	.276***	.206**	.466***	1		
skin care	3.63±1.210	.173**	.285***	.262***	.418***	.313***	1	
weight management	3.14±1.058	.319***	.242***	.184**	.202**	.348***	.285***	1

**p<.01, ***p<.001

Table 5. Impact of military life on clothing care behavior

item	Non-standardized coefficient		Standardized coefficient	t	p	F	R^2 (Adj.R^2)
	B	S.E	β				
(constant)	2.242	.333		6.735	.000		
Independence of correlation control	.002	.070	.002	.029	.977	10.222***	.101 (.091)
Problem-solving autonomy	.192	.089	.137	2.154*	.032		
Work schedule flexibility	.230	.059	.252	3.933***	.000		
dependent variable : clothing care							

*p<.05, ***p<.001

3.4. The impact of autonomy in military life on appearance management behavior

3.4.1. Impact of military life on clothing care behavior

The results of a multiple regression analysis to determine the effect of autonomy in military battacks life on clothing management behavior are shown in ⟨Table 5⟩. As a result of the analysis, the explanatory power (R^2) was found to be 10.1%, and the F value was 10.222 (p<.001), showing statistically significant results. By independent variable, correlation control independence (β=.252, p<.001) and work schedule flexibility (β=.137, p<.05) for each sub factor of autonomy had a statistically significant positive (+) effect on clothing management behavior. It was found to have an impact. Considering the above results, it can be seen that the higher the independence from superior control and work schedule flexibility among the autonomy of military barrack life, the higher the clothing management behavior.

In the study by Ahn Chae-yoon(2019) Similar results were also found, which confirmed that in the case of men, the higher the frequency of mass media exposure, the higher the level of appearance evaluation and the higher the clothing management behavior[24]. This is interpreted as the fact that access to various media, including SNS, became possible as autonomy increased in military life.

3.4.2. The impact of autonomy in military life on plastic surgery care behavior

The results of a multiple regression analysis to determine the impact of autonomy in military life on plastic surgery management behavior are shown in ⟨Table 6⟩. As a result of the analysis, the explanatory power (R^2) was found to be 13.2%, and the F value was 13.747 (p<.001), showing statistically significant results. By independent variable, problem-solving autonomy (β=.227, p<.01) and work schedule flexibility (β=.163, p<.05) are statistically significant positive factors for cosmetic management behavior. It was found to have an impact. Considering the results above, it can be seen that the higher the autonomy in problem solving and work schedule flexibility among the autonomy of military barrack life, the higher the plastic surgery management behavior.

Table 6. The impact of autonomy in military life on plastic surgery care behavior

item	Non-standardized coefficient		Standardized coefficient	t	p	F	R^2 (Adj.R^2)
	B	S.E	β				
(constant)	1.458	.322		4.527	.000		
Independence of correlation control	.227	.067	.227	3.371**	.001	13.747 ***	.132 (.122)
Problem-solving autonomy	.223	.086	.163	2.593*	.010		
Work schedule flexibility	.058	.057	.065	1.024	.307		

dependent variable : surgery care

*p<.05, **p<.01, ***p<.001

Table 7. The impact of autonomy in military life on skin care behavior

item	Non-standardized coefficient		Standardized coefficient	t	p	F	R^2 (Adj.R^2)
	B	S.E	β				
(constant)	1.335	.413		3.234	.001		
Independence of correlation control	−.025	.086	−.019	−.287	.774	12.295 ***	.119 (.110)
Problem-solving autonomy	.418	.111	.239	3.784***	.000		
Work schedule flexibility	.238	.073	.208	3.279**	.001		

dependent variable : skin care behavior

**p<.01, ***p<.001

3.4.3. The impact of autonomy in military life on skin care behavior

The results of a multiple regression analysis to determine the effect of autonomy in military life on skin care behavior are shown in 〈Table 7〉. As a result of the analysis, the explanatory power (R^2) was found to be 11.9%, and the F value was 12.295 (p<.001), showing statistically significant results. By independent variable, work schedule flexibility by subfactor of autonomy (β=.239, p<.001) and independence from superior control (β =.208, p<.01) have statistically significant

positive (+) effects on skin care behavior. It was found to have an impact. This is a similar result to Choi Yong-yeol's (2015) study, and it was confirmed that the higher the leader's autonomy, the higher the appearance management behavior[25]. Considering the above results, it can be seen that among the autonomy of military barrack life, work schedule flexibility and independence from superior control are more important. The higher it is, the higher the skin care behavior is.

3.4.4. The impact of autonomy in military life on weight management

The results of a multiple regression analysis to determine the impact of autonomy in military life on weight management behavior are shown in 〈Table 8〉. As a result of the analysis, the explanatory power (R^2) was found to be 11.7%, and the F value was 12.015 (p<.001), showing statistically significant results. By independent variable, problem-solving autonomy (β=.247, p<.001) and work schedule flexibility (β=.125, p<.05) are statistically significant positive factors for weight management behavior. It was found to have an impact. This is a similar result to the Muye-ji (2024) study, which showed that autonomy support had a positive effect on body management[26]. Considering the above results, among the autonomy of military barrack life, the higher the autonomy in problem solving and work schedule flexibility, the higher the weight. Management behavior can also be seen as increasing.

4. Conclusion

This study aimed to investigate the impact of autonomy in barracks life on appearance management behavior among soldiers living in barracks in the military. Accordingly, a survey was conducted from March 2 to March 30, 2024, targeting active-duty soldiers living in barracks in the military, focusing on consumers who have been exposed to cosmetics advertisements on SNS. Data from 276 people were collected out of a total of 290 surveys. Used for analysis, SPSS v. Data were analyzed using the 25.0 statistical program. The research results are as follows.

First, as a result of analyzing the impact of autonomy in military life on clothing management behavior among appearance management behaviors, it was confirmed that the higher the independence from superior control and work schedule flexibility among autonomy, the higher the clothing management behavior.

Second, as a result of analyzing the impact of autonomy in military life on plastic surgery management behavior, it was found that the higher the autonomy in military life, such as autonomy in problem solving and work schedule flexibility, the higher the plastic surgery management behavior.

Third, it was found that among the autonomy of barrack life, the higher the work schedule flexibility and independence from superior control, the higher the skin care behavior.

Table 8. The impact of autonomy in military life on weight management

item	Non-standardized coefficient		Standardized coefficient	t	p	F	R^2 (Adj.R^2)
	B	S.E	β				
(constant)	1.259	.362		3.481	.001		
Independence of correlation control	.275	.076	.247	3.643***	.000	12.015 ***	.117 (.107)
Problem-solving autonomy	.191	.097	.125	1.978*	.049		
Work schedule flexibility	.043	.064	.043	.681	.496		

dependent variable : weighe management behavior

*p<.05, ***p<.001

Fourth, among the autonomy of barrack life, the higher the autonomy in problem solving and work schedule flexibility, the higher the weight management behavior.

Among the factors that generally increase a man's attractiveness, appearance management is also an important factor, but it is believed to have limitations in military life. However, according to the results of this study, as the autonomy of active-duty soldiers living in military barracks increases, appearance management behavior also increases, which is suggestive in that it may lead to appearance management behavior depending on the degree of autonomy.

In reality, it is natural that there is a limit to the degree of autonomy granted in the military, but if soldiers are granted autonomy to a degree that they can accomplish on their own, their appearance management behavior will increase during military life, and the social and cultural phenomenon related to the appearance of the MZ generation will be reduced to some extent. appears to be able to satisfy. Accordingly, this study provided basic data to understand the appearance management behavior of soldiers wearing military uniforms. Accordingly, this study is meaningful in providing basic data to understand the appearance management behavior of soldiers wearing military uniforms. However, there is a limit to the sample size in conducting a survey on soldiers serving in the military, making it difficult to generalize.

Therefore, it seems necessary to study in the future the differences in appearance management behavior between positions, superiors, and subordinates, as well as differences in behavior depending on the level of appearance perception.

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