



## From Wardrobe to Self-Portrait: A Closer Look to Interconnectedness of Fashion in Clothing Preference, Self-Esteem and Adolescent Identity

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**Abstract:** The current study aimed to develop a standardized scale for clothing preferences for adolescents. Moreover, the mediating role of self-esteem would be explored in the relationship between clothing preferences and self-concept among adolescents. 200 adolescents, both males and females participated through the convenient sampling technique. The Fashion in Clothing Preference Scale FCPS (constructing scale), Self-Esteem Scale (Rosenberg, 1965) and Self-concept scale (Malhotra, 1981) were used to explore the key relationships. Study findings revealed that the Fashion in Clothing Scale carries three factors regarding Self-Reflection, Self-Satisfaction and Self-Acceptance with the variances of 43.18%, 9.37% and 7.43% respectively. Moreover, the self-esteem is acting as full mediator between the relationship of Clothing Preferences and self-concept of individuals. The current study highlighted the role of self-esteem in fashion in clothing preferences and self-concept among Pakistani adolescents.

**Keywords:** Fashion, Clothing Preferences, Self-esteem, Self-concept, Adolescents, Pakistan.

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### 1. Introduction

Clothing preferences are related to the self-concept of individuals living in a particular culture. Developing clothing personality is important for developing self-confidence and essence of comfort and satisfaction with one's self. Fashion clothing preference scale is constructed to determine the opinion of different Pakistani universities' students about preference of clothing and its role on self-concept and self-esteem in Pakistani culture. In our Pakistani culture, dressing is related to the values of Islamic paradigm. In our society to dress up for any particular event/routine, people used to take care about the preferences of clothing according to the region to region customs/traditions but under the umbrella of Islamic values. Dressing up in a proper way is directly related to the self-concept, self-confidence, self-esteem and a groomed personality. This scale is purely developed to study the impact of proper clothing with the self-image/personality.

We aim to assess self-concept of an individual in relation with clothing preferences. According to a study, employed females are more likely to wear those outfits that match their actual self-image and ideal self-image than those that do not match their actual and ideal self-image (Ericksen & Sirgy, 2006). A number of research conducted to find out the relationship among ideal self-concept, actual self-concept and daily clothing preferences of

individuals. Selecting clothing and fashion is about reflecting and managing personal values and attitudes, predict cognition, emotion and mood affects and behavioral patterns (Venkatesh, Vivekanandan, & Balaji, 2012). Clothing preferences are significant in self enhancement as well as symbolic of self. If clothing preferences are used positively then it contributes to the feelings of self-esteem, self-acceptance, and self-perception of emotions, professional competency and sociability whereas negative feelings reduce all these. When we observe someone while performing a behavior, prefrontal cortex of our brain start firing, we perceive that particular behavior and if it is self or ideal congruent with us then we imitate that behavior (Gallese, Fadiga, Fogassi, & Rizzolatti, 1996; Rizzolatti, Fadiga, Fogassi, & Gallese, 1996). Fashion addicts or people obsessed with appearance management tend to think of it frequently and are likely to dwell on fashion-related self-references much more often than those who do not (O'Cass, 2000).

Clothes and body images have analogous repercussions about one's feelings towards self and one's attire. Rudd and Lennon (2001) put forward that perception about one's physical body and representation of it through wearing dress is an individual's body image as body image affects our way of interaction and communication with others. Through clothes individuals gain identity and make their bodies appealing, attractive and social (Entwistle, 2000; Cash & Pruzinsky, 2002). There is a tendency and desire in females to associate themselves with fashionable clothes and thus beautify their bodies.

The aim of the present study was to determine the mediating role of fashion clothing in self-concept and self-esteem among adolescents. Another major purpose of this research would be to understand the comparison between male and female regarding perception of fashion in clothing with respect to self-concept and self-esteem as through general observation we come to know that females are more concern in selection and wearing of latest style dresses. So through this study we become able to empirically strengthen or weaken this observation. One more important reason to develop this scale is that in our Pakistani culture there is no such developed scale that can determine the perception of fashion in clothing for Pakistani context. Nowadays the craze of designer and branded dresses has increased specially in young girls and boys and they identify their selves with the particular brands and designers. In addition, specific socio-cultural and demographic predictors of fashion in clothing will be explored. Socioeconomic level of people also does matter a lot in the choice and selection of brands, designers, clothing fashion, style and colors. Present research will emphasize on the mediating role of fashion clothing in self-concept and self-esteem among adolescents irrespective of their casual and formal work attire. However, comparison between casual and formal work attire and its relationship with self-concept has been explored. A few researches have discovered the area of every day clothing preferences in Pakistani society and specifically among students of university level. This study would try to investigate the moderately unfamiliar area of individual's everyday clothing preferences and its relationship to overall self-concepts. Another aspect of our study is the relationship between clothing preferences and self-esteem. This current research would attempt to see if there is any relationship between how closely a person believes clothing effect on the perception of their selves and their self-esteem levels in Pakistan.

## **2. Method**

Purpose of this exploratory research is to construct an instrument for measuring the clothing preferences and to develop its psychometric properties as well as to explore the relationship between variables of self-concept, self-esteem and categories of clothing preference.

### **2.1 Sample**

Convenient sample of 200 individuals, 75 males and 125 females, with the age range of 18 to 29 years, located in Islamabad Pakistan, were recruited. They were asked to complete questionnaire. In the inclusive criteria, only male and female university students were taken. While in the exclusive criteria, employees, house wives and school students were not made part of the study.

### **2.2 Design**

A cross-sectional research design was used to measure the correlation among Fashion in Clothing Preference scale (FCPS), self-concept scale and self-esteem scale. The items of the Fashion in Clothing Preference scale

involved male and female clothing preference categories. Fifteen bipolar self-concept items, ten self-esteem items, dimensions and categories of preference for clothing to one's self were the predictors. However, items of Self-esteem and Self-concept were considered the standard.

### 2.3 Item Pool Generation

Researchers focused the framework of Fashion in Clothing Preference by reviewing research articles and books, internet surfing, consulting with domain experts, analyzing interviews with focus groups. Primordial frame of 69 items was created for gauging the perception of fashion in clothing in adolescents; two items i.e. 31 and 32 of them were reversed. The content validity of the primordial frame was determined through evaluation of each item by two panels of judiciary. One panel was consisted of six subject matter experts of Psychology (n=3), Psychometricians (n=3) and other panel comprised of four subject matter experts of English language. Both panels were asked to examine and assess the items one by one in a team setting. Researchers clarified the basic goals of the planned scale and requested to the panels to analyze each item from two standpoints, (i) the precision and accuracy of the content and (ii) the clinical standard of the items. The panel of psychologists discussed all items one after another, until it reached the decision of keeping 45 items. These 45 items approved by experts were given to English subject experts (two from Department of English International Islamic University Islamabad and two from Riphah International University Islamabad). All the experts were asked to check the quality of each and every item of Perception of Fashion in Clothing Scale. After getting their endorsement, all 45 items were in black and white into a form with six point likert type scale (none of the time =1, rarely = 2, a little = 3, sometimes =4, mostly =5, all of the time=6) indicating extent of agreement of respondents.

### 2.4 Objectives

1. To develop and validate the Fashion in Clothing Preference scale (FCPS)
2. To explore the indirect effect of self-esteem between the relationship of clothing preferences and self-concept among adolescents.

### 2.5 Hypotheses

1. There is a significant relationship between Fashion in clothing preference, self-concept and self-esteem of adolescents.
2. Self-esteem mediates the relationship between clothing preferences and self-concept among adolescents.
3. There is a gender difference among the study variables.

### 2.6 Materials

Subjects were provided with a booklet, comprised of an approval letter, a demographic sheet, The Fashion in Clothing Scale FCS (constructing scale), Self-Esteem Scale (Rosenberg, 1965), and Self-Concept Scale (Malhotra, 1981).

#### 2.6.1 Self-Esteem Scale

The Self-Esteem Scale is used to determine the level of an individual's self-esteem, developed by Rosenberg (1965). It contains ten statements. It is a four point likert scale, ranges from strongly agree to strongly disagree. The self-esteem scale represents a series of self dignity statements that are given by individuals with high self-esteem as well as individuals with low self-esteem. Range of score is from 10 to 40, where high score depicting high self-esteem. Statements 1, 3, 4, 7, 10 manifest the positive self-esteem whereas statements 2, 5, 6, 8, 9 indicate negative self-esteem. The internal reliability i.e. Chronbach's Alpha for self-esteem scale is 0.92.

#### 2.6.2 Self-Concept Scale

To determine the self-concept of individuals, Malhotra's (1981) self-concept scale was used. It contains fifteen contrasting attributes. Participants had to respond on a seven-point scale to show whether they were having extreme left or extreme right attributes. Participants were asked to rate each contrasting attribute in terms of (a)

their actual-self and (b) their ideal-Self, to determine an overall self-concept rating. Malhotra's Self Concept scale was used as it is a suitable and reliable method to determine self-concepts, idealized person's concept, and images of products (Goldsmith et al, 1999; Goldsmith & Flynn, 2000).

### **3. Procedure**

Participants were contacted directly by the researchers. From different universities of Rawalpindi and Islamabad, participants were contacted. The consent letter allowed the participant to understand the goal and nature of the study, time duration requires completing the study and where the data would be used in. Participants were informed about their right to quit from participating in the study at any time and that all information provided by them would not be mentioned. It was also confirmed that individuals over the age of 18 can participate. It was told that questions regarding clothing preferences, self-concept and self-esteem were asked in the questionnaires to determine the effect of self-esteem and self-concept on fashion in clothing preferences. It was also told that their identity would be kept anonymous. At the closing stages of the questionnaire participants were debriefed. They were also thanked for their contribution, cooperation and time.

#### **3.1 Phase I: Development of Fashion in Clothing Preference Scale (FCPS)**

In order to identify and measure Fashion in Clothing Preferences among university students, it was essential to construct an instrument which has rigorous content and sound psychometric properties. There are a number of instruments that are available to measure Fashion in Clothing Preferences issues among fresh students but most of them developed in western cultures mostly. Constructing an instrument which focused upon different aspects of Fashion in Clothing Preferences of university male and female student, was important within the reference of Pakistani culture. For the development of a scale, multiple stages are required that focus upon its validation. Keeping this in view, following stages were followed for present scale.

##### **3.1.1 Step I: Item Development**

Literature was thoroughly reviewed for the generation of items for measuring Clothing Preferences among male and female university students. A number of instruments previously designed to measure clothing preferences were reviewed to see what kind of items they included to measure the self-reflection and self-satisfaction after wearing trendy clothes with sound psychometric properties. After review of literature, next step was to conduct focus groups of students from different private and government universities who have come from other ethnic communities. Few temporarily relocated students were individually interviewed individually to have a closer understanding of the issues of such students. A different focus of Psychology professionals and experts of IT was also arranged. Participants were not only asked to share their experiences, a semi structured format was also used to gather information in more detail.

##### **3.1.2 Step II: Scale Development**

Next step was to sort the items based upon focus groups and literature review. It was done to see if items were suitable for construct as well as convergent and discriminate validity. As we set aside the parameters of Clothing Preferences Scale by consulting books, research articles, internet, subject matter experts, and focus group discussions and by individually interviewing students. Preliminary draft of 65 items was generated for measuring Fashion in Clothing Preferences among male and female university students. To study the content validity of the first draft, each item was evaluated by two committees of judges. One committee was comprised of three experts of English language and other committee included five psychologists, specialized in field of Psychology (n=2), Psychometricians (n=3). All these experts were requested to review and evaluate the items one by one in a group setting. Reviewers discussed all items one by one, until they reach the decision of 45 items and remaining 20 items were discarded due to duplication, irrelevant to the culture and difficult words. All the experts were requested to check the quality of each and every item of Fashion in Clothing Preferences Scale among male and female university students. The 45 items were then printed into a form with six point Likert scale indicating the degree of agreement of the respondents. The items were then discussed and reviewed one by one by the respected supervisor before administering on the sample population of university students.

### 3.1.3 Step III: Factorial Structure of Fashion in Clothing Preferences Scale (FCPS)

Exploratory Factor Analysis (EFA) was performed on data for obtaining factorial structure and dimensionality of the items generated and to refine the final selection of items for the inventory. The least amount of data for factor analysis was satisfied, with a final sample size of 200.

## 4. Preliminary Analysis

### 4.1 Data Screening

As the first step, sample was examined for missing values and data accuracy. Data was initially collected from 212 participants. Out of 212 participants, 10 were excluded for not meeting the inclusion criteria set for sample. 2 participants were also excluded because they provided incomplete information that had missing values.

### 4.2 Exploratory Factor Analysis

Proceeding to completing data reduction and assessing for potential factor solutions, the factorability of the FCPS was evaluated using a number of well recognized procedures. Inspection of the correlation matrix indicated that majority of items yielded a correlation of at least .30 with one or more items (Tabachnick & Fidell, 2007).

### 4.3 Sample Suitability

The Bartlett's test of Sphericity was significant ( $\chi^2(91) = 1152.05, p < .000$ ), signifying, a factor analysis will be useful with the present sample. The KMO measure of sampling adequacy was .89, well above the minimum suggested value of .50 (Worthington and Whittaker, 2007). KMO value provides further evidence for the factorability of a correlation matrix. The scree plot suggested a three-factor model which accounted for 59.30% of the cumulative variance.

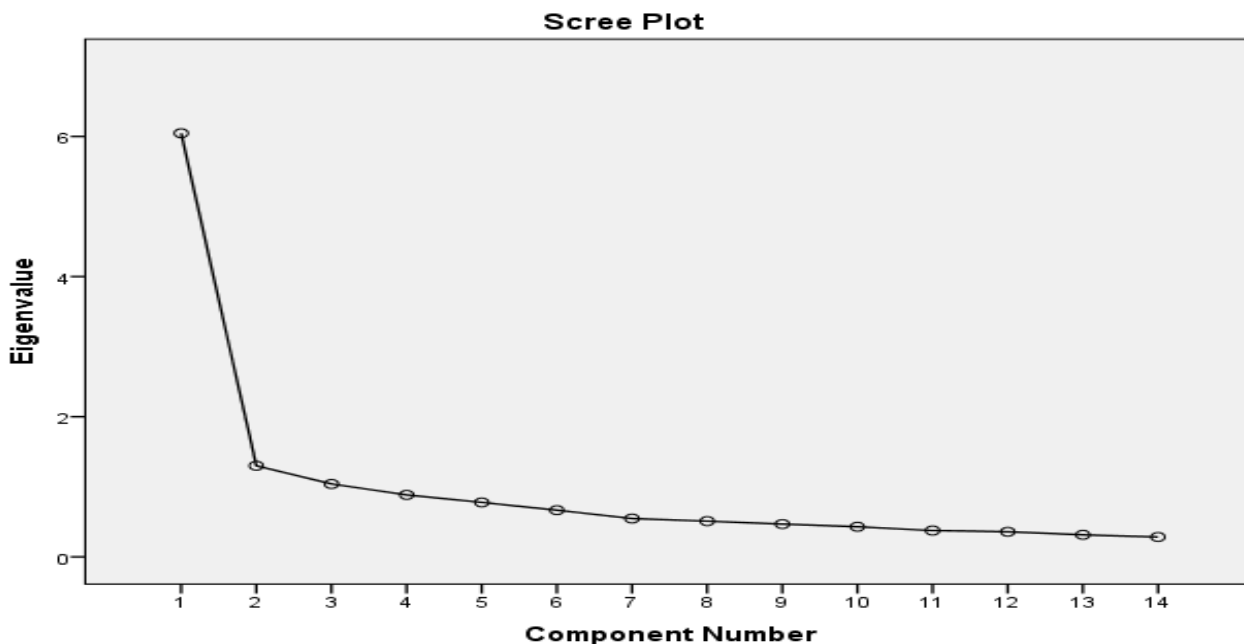


Fig 1. Scree plot illustrating extraction of factors of Fashion in Clothing Preferences Scale (FCPS)

The scree plot (Figure 1) is exhibiting factors with Eigen values greater than 1 and suggests three factors to be retained. The screen plot helps in yielding the total number of factors. The Kaiser-Guttman's retention criteria of Eigen values (Kaiser, 1974) was followed and it exposed three factors with greater than 1 Eigen values.

## 4.4 Results of Phase-I



#### 4.4.1 Factor I

The first factor comprises of 7 items that explained 43.18% of the variance. The example items having the highest loading on this factor include *"I feel good about myself when I have something new to wear"*. There is no item with reverse scoring in this factor. The content of items on this factor suggests complete similarity and congruence between clothing of one's and his or her self that is maintained as a result of complete reflection of one's self. Therefore we labelled this factor as **"Self-Reflection"** where a higher score on this subscale indicates greater reflection of self.

#### 4.4.2 Factor II

The second factor has 4 items and explained an additional 9.37% of the variance. The example items include was *"What I wear is related to my personality"*. These items suggest that people give preference to the clothes for their own self-satisfaction, a person's self-evaluation or self- judgment can affect his or her attitudes or behaviours toward clothing in the specific culture. We therefore labelled this factor as **"Self-Satisfaction"**.

#### 4.4.3 Factor III

The third factor has 3 items and explained an additional 7.43% of the variance. The example items include *"Dressing up in fashion clothing makes me feel important."*, and another example of an item was *"Trendy clothes make me feel good about myself"*. These items suggest that people give preference to the clothes for their own Acceptance. We therefore labelled this factor as **"Self-Acceptance"**.

Composite scores were formed for each of the three factors based on the mean of the items which had their most important loadings on each factor. Higher scores suggested greater use of relevant normative clothing orientation. For a complete description of item loadings and cross loadings can be seen below in Table1.

Table 1: Factor Loadings of the Items of Fashion in Clothing Preference Scale (FCPS) Obtained through Principal Axis Factor Analysis (N = 200)

Sr. No		Self-Reflection	Self-Satisfaction	Self-Acceptance	$h^2$
	Item	(Factor- I)	(Factor- II)	(Factor-III)	
1	My clothing gives others an idea about my interests.	<u>.78</u>			.61
2	When I look good in my clothes, I feel good about myself.	<u>.72</u>			.59
3	When I look good in what I wear, I feel content within myself.	<u>.67</u>			.53
4	I feel good about myself when I have something new to wear.	<u>.65</u>			.54
5	My clothing is not just a simple possession; it is a part of me.	<u>.62</u>		.31	.53
6	When I buy clothes that look good on me, I feel satisfied with my body.	<u>.59</u>	.33		.49
7	When take care of my dressing to feel good about myself.	<u>.55</u>	.49		.59
8	My clothing reflects how I feel about myself.		<u>.83</u>		.76
9	The clothes I wear increase my self esteem.	.32	<u>.74</u>		.65
10	What I wear is related to my	.49	<u>.58</u>		.59

	personality.			
11	I feel better about myself when I am well dressed.	.48	<b><u>.51</u></b>	.52
12	Dressing up in fashion clothing makes me feel important.		<b><u>.87</u></b>	.80
13	Trendy clothes make me feel good about myself.		<b><u>.83</u></b>	.74
14	Dressing up fashion clothing gives me more acceptances for others about me.	.21	<b><u>.41</u></b>	.38
<i>Eigen Values</i>		6.05	1.30	1.04
<i>%age Variance</i>		43.18	9.28	7.43
<i>Cum %</i>		43.18	52.47	59.90

Note: The factor loadings of items above .30 are bold and underlined in the table

Table 1 shows the results deduced from applying Principal Axis Factor analysis by using oblique rotation (i.e., Varimax) to investigate the factor structure and validity of the Clothing Preference. Results further useful that Clothing Preference is clearly clustered into three separate factors, communalities were also reported in table 1 denoted by  $h^2$ . Communalities indicate the proportion of common variance in a variable. A variable having no specific value of variance has a communality value of 1, whereas a variable sharing no variance with other variables has a communality value of 0 (Thongrattana, 2012). There is no cut off point for dropping any variable based on communalities value.

Fashion in Clothing Preference Scale Final version consisted of 7 items of factor I (Self-Reflection), 4 items of factor II (Self Satisfaction) and Factor III (Self-Acceptance) has 3 items. The results show that Eigen value of Factor I is 6.05 which explains of 43.18%variance, Factor II has the Eigen value of 1.30 which explains 9.28% of the variance and Factor III Eigen value of 1.04which explains 7.43% of the variance . Table 3 is also showing the cumulative variance which explained by three factors that is 43.18 %, 52.47% and 59.90%. According to William, Onsman and Brown (2010), when values of cumulative variance are high it is an indicator of good factor solution, however, in social sciences researches value of cumulative variance can get below 50% and it is still considered acceptable. Furthermore, there are no pre- determined criteria or limit for cumulative variance. Finally out of 45 items, 14 were selected to be included in the final form of the Fashion in Clothing Preference Scale. None of the items was negative statements which could be reverse coded.

Table 2: Correlation Matrix of factors of Fashion in Clothing Preference Scale (N=200)

	Self- Reflection	Self-Satisfaction	Self-Acceptance
Reflection of Self	-	.74**	.68**
Self Satisfaction		-	.70**
Self Acceptance			-

\*\*p<.01

Results of Table 2 indicate that there is a significant positive relationship between Self-Reflection, Self-Satisfaction and Self-Acceptance, which are the factors of Fashion in Clothing Preference Scale (FCPS). It reveals that if an individual possesses a higher level of Reflection of Self he/she might have prominent feelings of Self Satisfaction towards her own self.

Table 3: Alpha Reliability Coefficients of Fashion in Clothing Preference Scale and its Factors (N=200)

Scales	No. of Items	Alpha
Reflection of Self	7	.86
Self Satisfaction	4	.76

Self Acceptance	3	.69
Total	14	.89

Table 3 is showing the Alpha reliability coefficients of the 14 items of the Fashion in Clothing Preference Scale and its three factors. The Cronbach alpha coefficient for FCPS is .89 value of Alpha coefficient is indicating that the scale is internally consistent and is reliable measure to assess the underlying construct.

#### 4.5 Results of Phase-II

After computing Alpha Reliability coefficients and Correlations, appropriate analysis was also done in order to explore the relationship and path of relationship among study variables.

Table 4: Descriptive values of Fashion in Clothing Preference Scale, Self-Concept Scale and Self Esteem Scale

Scales	No. of Items	Mean	Std. Deviation	$\alpha$
Clothing Preference Scale	14	58.76	13.64	.89
Self-Concepts Scale	15	17.98	4.96	.54
Self Esteem Scale	10	60.76	12.37	.69

Table 4 shows the descriptive of Fashion in Clothing Preference Scale, Self-Concept Scale and Self Esteem scale. The reliability results indicate that all scales are reliable to measure the scores of University Students.

Table 5: Correlation Matrix of Scores on Fashion in Clothing Preference Scale, Self-Concept Scale and Self Esteem Scale

	CP	SC	SES
FCPS	-	.15*	.15*
SC	-	-	.34*
SES	-	-	-

Note. \* $p < .05$ , Fashion in Clothing Preference Scale (FCPS), Self-Concepts Scale (SC), Self Esteem Scale (SES)

It is observed from Table 5 that Fashion in Clothing Preference Scale (FCPS) is significantly correlated with Self-Concept Scale ( $r = .15^*$ ,  $p < .05$ ) and Self Esteem ( $r = .15^*$ ,  $p < .05$ ). It is also indicated that Self Esteem and Self-Concept Scale are significantly positively correlated ( $r = .34^*$ ,  $p < .05$ ) with each other. It reveals that if an individual has inflated Self Esteem he/she is able to enjoy each and every aspect of life and have higher level of Self-Concept Scale.

Table 6: Means, Standard deviations and t values on Fashion in Clothing Preference Scale, Self-Concept Scale and Self Esteem Scale among Male and Female University students (N=200)

	Male (n=75)		Female (n=125)		95% CI				
	M	SD	M	SD	t(198)	P	LL	UL	Cohen's d
FCPS	23.34	7.08	25.94	8.11	.51	.004	2.86	1.66	.341
SES	26.15	4.32	27.88	4.17	.45	.554	-.915	1.46	-
SC	16.02	4.23	17.43	7.23	.70	.682	-1.06	2.24	-

Note. Fashion in Clothing Preference Scale (FCPS), Self-Concept Scale (SC), Self Esteem Scale (SES), *LL*= Lower limit, *UL*= Upper Limit, *CI*= Confidence Interval

Results of table 6 show the mean differences of scores among male (n=75) and female (n=125) university students on Fashion in Clothing Preference Scale, Self-Esteem Scale and Self-Concept Scale. Results indicate that there is



significant difference in Fashion in Clothing Preference Scale, where females (M= 25.94, SD=8.11) are more concerned with their clothing preferences than males (M= 23.34, SD=7.08) and ( $t=.51$ ,  $df=198$ ,  $p=.004$ ). But Self Esteem and Self-Concept Scale are non-significant on the scores of male and female university students.

4.6 Mediation Analysis

Path analysis of Self Esteem as a mediator between Fashion in Clothing Preference Scale, Self-Concept Scale among Male and Female University students (N=200)

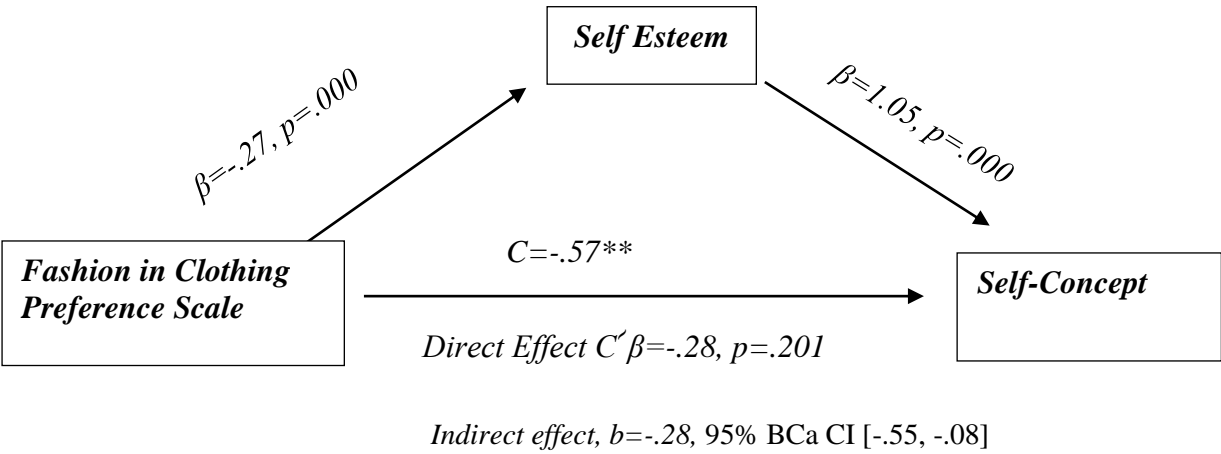


Fig 2. Mediating role of Self-Esteem among Fashion in Clothing Preference Scale and Self-Concept Scale

Path analysis indicates that Fashion in Clothing Preference significantly negatively predicts Self-Concept  $b = -.57$ ,  $t = 2.69$ ,  $p = .005$ , 95% BCa CI [-.95, -.18] and explains 5% of its variation. It is also observed that Clothing Preference negatively predicts self Esteem,  $b = -.25$ ,  $t = -3.61$ ,  $p = .000$ , 95% BCa CI [-.39, -.11], it is indicated that, while controlling for the effect of Fashion in Clothing Preference on Self-Concept, Self Esteem (the mediator) positively predicts Self-Concept,  $b = 1.06$ ,  $t = 3.76$ ,  $p = .000$ , 95% BCa CI [.51, 1.62].

The direct effect suggests that whilst controlling for the effect of Self Esteem on Self-Concept, the Fashion in Clothing Preference has a non-significant relationship with Self-Concept,  $b = -.29$ ,  $t = -1.28$ ,  $p = .201$ , 95% BCa CI [-.76, .16]. This non-significant relationship indicated that Self Esteem is acting as a full mediator between Fashion in Clothing Preference Scale, Self-Concept Scale. The  $R^2$  tells us that both Fashion in Clothing Preference Scale and Self Esteem explain 12.56% of variation in Self-Concept. While looking at the indirect effect it is evident that Confidence Intervals do not cross Zero, we can infer that indirect effect is significant. There was a significant negative indirect effect of Fashion in Clothing Preference Scale on Self-Concept through Self Esteem,  $b = -.27$ , 95% BCa CI [-.56, -.09].

Table 7: Multiple Regression Analysis on Fashion in Clothing preference and Self-Esteem as predictors of Self-concept among male and female university students (N=200)

	<u>Self-Concept</u>				
	<i>B</i>	<i>SEB</i>	<i>B</i>	<i>LL</i>	<i>UL</i>
Step I					
Constant	21.59	1.37		18.89	24.29
Fashion in Clothing preference	-.15	.05	-.21**	-.25	-.05

Step II					
Constant	7.87	3.43		1.10	14.63
Fashion in Clothing preference	-.08	.05	-.11	-.18	.02
Self Esteem	.42	.09	.31***	.23	.62

For Step I:  $R^2 = .04$ ,  $F = 8.77^{**}$   
For Step II:  $R^2 = .13$ ,  $F = 14.14^{***}$   
 $\Delta F = 18.73^{***}$   
 $\Delta R^2 = .08^{***}$

The first model in Table 7 indicates that Fashion in Clothing preference is a significant predictor for Self-concept feelings. The value of  $R^2$  indicated that the above mentioned variable can predict 4 % variance in Self-concept of university students. The  $\beta$  value is negative which is indicative of the fact that prediction is in the opposite direction. In other words higher the scores on Fashion in Clothing preference would lessen the feelings of Self-concept. The prediction is significant as  $F = 8.77$  (197),  $p < .01$  for Clothing preference and Self-concept. The second model includes Self Esteem as another predictor of Self-concept. The value of  $R^2$  (.13) indicated that Self Esteem can predict 13 % of Self-concept in university students. The prediction is significant as indicated by  $F$  (197) = 14.14,  $p < .001$ , which indicates that this model is significantly better at predicting the Self-concept.

5. Discussion

In the world of social sciences most of the inventories which are used to measure the clothing preferences are developed and applied in western cultures as well as Asian culture too. Although, these are standardized and well applicable on the population, their generalizability across those specific cultures is still a complicated aspect. Therefore, it was highly desired to develop an indigenous scale which is also more relevant to the issues of the clothing preferences among university students of Pakistan, which is an Islamic country. The current study was designed with an aim to extend the existing knowledge available and additionally, our study also aimed at providing a valid and reliable measure for addressing the clothing preferences of the university students in particular male and female who are in the age of adopting fashion and modern trends more rapidly than adults. For this purpose, we developed a scale which covers major aspects related to clothing preferences of students who have their in the new environment after attending college. Initially, we expected to have 4 broad aspects highlighted, based upon the aspects asked in questions but later on after EFA and factor extraction, all aspects merged into three different factors in the final form specifically identifying the *Self-Reflection*, *Self-Satisfaction* and *Self-Acceptance* among male and female university students. Final scale of Fashion in Clothing Preference Scale consisted of 7 items of factor I (*Self-Reflection*), 4 items of factor II (*Self-Satisfaction*) and Factor III *Self-Acceptance* has 3 items. Finally out of 45 items, 14 were selected to be included in the final form of the Fashion in Clothing Preference Scale. None of the items was negative statements which could be reverse coded. Alpha reliability coefficients of the 14 items of the Fashion in Clothing Preference Scale and its three factors also described highly significant, which indicated that the scale is internally consistent and was reliable measure to assess the underlying construct among university students.

First hypothesis was there is a significant relationship between Fashion in clothing preference, self-concept and self-esteem of adolescents. A significant positive relationship was found between Self-Reflection, Self-Satisfaction and Self-Acceptance on the basis of Correlation Matrix of factors of Fashion in Clothing Preference Scale, which are the factors of Fashion in Clothing Preference (FCPS). It exposed that if an individual possesses a higher level of Reflection of Self he/she might have prominent feelings of Self Satisfaction towards her own self through clothing. These results were similar to findings in both Peluchette & Karl (2007) and Hanover & Kuhen (2006) studies that carried out on work place clothing.

Second hypothesis indicated that self-esteem mediates the relationship between self-concepts and Fashion in clothing Preference of adolescents. Path analysis indicates that Fashion in Clothing Preference significantly negatively predicts Self-Concept; it was also observed that Fashion in Clothing Preference variable negatively predicts self Esteem. The direct effect suggests that whilst controlling for the effect of Self Esteem on Self-Concept, the Fashion in Clothing Preference has a non- significant relationship with Self-Concept. This non-significant relationship indicated that Self Esteem is acting as a full mediator between Fashion in Clothing Preference Scale, Self-Concept Scale. The  $R^2$  tells us that both Fashion in Clothing Preference Scale and Self Esteem explain 12.56% of variation in Self-Concept. Adolescents normally have a great interest in clothes and in their own appearance. Of all the social groups, teenagers are one of the groups that attach the most importance to fashion and physical appearance in general (Bouchard, 2002). To signal belongingness, and to distinguish themselves from others, groups of young people adopt styles of dress that express their particular distinct identity (Ojo & Bidewi, 2008). Teens' conformity to clothing patterns occurs as part of social interactions and represents a major factor in peer acceptance. A college campus culture can easily be communicated by what its students are wearing (Bruce, 2002). Several factors can influence a desired look. According to Kenzie (2007) the 7 school type and location have a huge bearing on the way its students dress. Students attending art schools naturally dress differently from students who attend business and technology schools. The dress on campuses in the north is often different from students' appearance on southern campuses. According to Kinzie (2007) by the second week new students are not as recognizable because they have adopted a look that reflects campus culture.

Third hypothesis was formulated for Female score high on Fashion in Clothing Preference scale, self-concept and self-esteem as compared to males. The mean differences of scores among male ( $n=75$ ) and female ( $n=125$ ) university students on Fashion in Clothing Preference Scale, Self Esteem Scale and Self-Concept Scale. Results indicated that there was significant difference in Fashion in Clothing Preference Scale, where female score higher than male university students. But Self Esteem and Self-Concept Scale were non-significant on the scores of male and female university students.

Men classify themselves through various ways. For example, some men may identify themselves through their body appearance, while others may show their identities by the way they dress than females; Hathcote and Kim (2008) note that men represent themselves through how they dress. Moreover, many women care about what they wear and how they wear it on a daily source and also care about how others perceive them. As part of campus society, college students also spend time on how they dress. Some male students prefer wearing sweatpants or baggy basketball shorts at school, while others prefer wearing polo shirts and casual pants. The way male and female college students choose their clothes for represents their different personalities and identities. For example, some male students wear athletic clothing to show off their masculinity. This is consistent with Lunceford (2010), who argues that “male students choose a specific article of clothing because of how it makes them feel or because it downplays what they consider to be unattractive aspects of their bodies while accentuating their best features.

### 5.1 Problems and Limitations

An unequal number of males and females (more females than males) has been used. A more even amount of both genders would have allowed for correlations between gender and Perception of fashion in clothing to be examined. One aspect of the research that was neglected was to determine what clothing style participants were wearing at the time of completing the review.

Another limitation of the current study is that the sample has been taken only from Islamabad and Rawalpindi so results cannot be generalized on wider level.

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