

**Young females' body image, clothing involvement and  
appearance management**

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**M. Consumer Science: Clothing Retail Management**

**Supervisor: Prof. HM De Klerk**

**March 2015**

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appearance management**

**by**

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**Dissertation submitted in partial fulfilment of the requirements for the degree  
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**in the**

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**Department of Consumer Science**

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**Supervisor: Prof. Helena M de Klerk**

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## DECLARATION

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I, Nikiwe Nandi Magwaza (28206003), declare that this dissertation, which I hereby submit for the degree of Masters in Consumer Science: Clothing Retail Management at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

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**Nikiwe Nandi Magwaza**

**March 2015**

## DEDICATION

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I dedicate this dissertation to my parents, Mphaka M. and Ramonetla D. Magwaza, thank you for being pillars of support, love, guidance and encouragement. To my late grandmother, Esther S. Magwaza, for instilling the value of education in me from a young age. I hope I am making you proud. To the best grandfather ever, Philemon G. Magwaza, thank you for the sacrifices you made, so that your children and their children and children's children can have a better future. Ngiyabonga.

*Magwaza, Mhlongo wena waseLangeni. Njinji.*

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To my big and supportive family, thanks for the constant motivation, love, laughter and light.

To my partner, Melusi Hlwempu, thank you for the love, support, patience and always believing in me.

To my friends, thanks for the support, laughter, encouragement and the moments to unwind.

## ABSTRACT

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Young females' body image, clothing involvement and appearance management

by

Nikiwe Nandi Magwaza

Supervisor: Prof. HM de Klerk

Department: Consumer Science

Degree: M. Consumer Science: Clothing Retail Management

Involvement is a motivational state of arousal encouraged by a particular stimulus or situation and displayed through properties of drive (Khare & Rakesh, 2010; Park, Kim & Forney, 2006). Fashion clothing involvement can be stimulated by various factors such as person factors, product factors or situation factors (Solomon & Rabolt, 2004:120; Hourigan & Bougoure, 2011) but none of these factors consider body image. Body image is based on the perception and attitude an individual has of her body and affects how she may feel, think and behave towards the appearance of her body (Muth & Cash, 1997). Since a young female usually interacts with herself and others through a clothed body, the perception and attitude she holds of her body can lead her to actively manage her physical appearance through fashion clothing (Chattaraman & Rudd, 2006). A young female's daily practice of managing her appearance is usually directed by the mental picture she holds of her body. Fashion clothing as a form of appearance management has to do with the everyday adornment and presentation of the body, illustrating the conscious and visible effort and investment an individual places on her body and its appearance (Tiggemann & Lacey, 2009; Johnson, Francis & Burns, 2007). This illustrates that body image, as a dynamic and subjective personal characteristic, can affect how a young female interacts with fashion clothing in order to manage her appearance (Rudd & Lennon, 2001). A relationship between body image, fashion clothing involvement and appearance management may exist, however the extent of that relationship may vary from person to person, depending on how they evaluate their body and how invested they are in the appearance of their bodies. Therefore, the aim of this study was to explore the role body image evaluation and investment in young female consumers' fashion clothing involvement and appearance management. Young female consumers' between the ages of 18-24 residing the Tshwane district were used as the unit of analysis for this study. Various involvement studies have found that young females are more involved in fashionable product categories, such as fashion clothing (Naderi, 2013:89). A convenience sampling method was used to collect data across at the

University of Pretoria. The measuring instrument for this study was a structured, self-administered questionnaire. This method was used to collect 280 useable questionnaires. The findings of the study indicate that the young female consumers are low fashion clothing involvement consumers and that fashion clothing doesn't play a central role in their lives. With regard to body image evaluation, as an attitudinal dimension of the respondents' physical appearance, it can be understood that how the respondents' felt about their physical appearance didn't particularly stimulate their interest in fashion clothing per se. However, with regard to body image investment, the cognitive structures that guide how the respondents' manage their appearance it is possible that the respondents' become more involved with fashion clothing. This can be attributed to the sense of self and self-worth the young female respondents get when they put effort and invest time in the fashion clothes they wear. The investment in the young adult female respondents' fashion clothing involvement is reflected by sense of self-fulfilment the respondents obtained. With regard to appearance management, the findings also showed that the young adult female respondents considered their personal appearance to be important and this was also reflected by their interest in fashion clothing consumption. The respondents' interest in appearance management and consumption involvement can be attributed to the personal satisfaction they got from managing their appearance and putting effort in the way they look.

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# CHAPTER 1

## Overview of the study

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### 1.1. INTRODUCTION AND BACKGROUND TO THE STUDY

Body image encompasses many features of the body experience, however most research has focused on body shape, weight and media influence as well as clothing choices, clothing interests and clothing functions in relation to body image (Tiggemann & Andrew, 2012; Tiggemann & Lacey, 2009; Chattaraman & Rudd, 2006). Few studies have addressed how and whether body image can affect fashion clothing involvement and appearance management or whether there are any relationships between these concepts.

Body image is an intricate and multifaceted construct (Forand, Gunthert, German, & Wenze, 2010; Tiggemann & Lacey, 2009; Muth & Cash, 1997) which includes the perceptual image of our bodies, that is how we view our physical bodies, as well as the attitude we hold towards our bodies, referring to how we feel about our physical appearance (Rudd & Lennon, 2000). Body image attitudes and perceptions are crucial in determining how one processes and uses body related information (Jakatdar, Cash & Engle, 2006). Although body image is a multidimensional construct, there has been a tendency to orientate body image with the naked body rather than the clothed body. The discrepancy in this predisposition lies in that people usually interact with themselves and others through a clothed body (Rudd & Lennon, 2000). Wilson (1985 found in Twig, 2007) stated 'the presentation and adornment of the body through clothing is an inescapable fact of social life, as there is no natural or unnatural way to dress, any more than there is a natural body.' The everyday task of dressing the body with clothes can be seen as an embodied practice (Tiggemann & Lacey, 2009).

Body image consists of two attitudinal elements, body image evaluation, which refers to body or body parts satisfaction or dissatisfaction and body image investment relating to the cognitive behavioural significance placed on an individual's appearance (Jakatdar *et al.*, 2006; Cash, Melnyk & Hrabosky, 2004; Cash, Fleming, Alindogan, Steadman & Whitehead, 2002). These dimensions influence how a young female processes and structures body-related information. How a young female evaluates her body and how invested she is in her body, may trigger her level of involvement in fashion clothing and how she uses fashion clothing to manage her appearance (Solomon & Rabolt, 2004:119; Hourigan & Bougoure, 2011). In 2010, Dove conducted a worldwide study which revealed

that only 4% of women are satisfied with their bodies (Dove, 2013). In an attempt to address women's body image issues and attract them to their products, Dove started their Campaign for Real Beauty in 2004, whilst Bobbi Brown cosmetics brand launched their Pretty Powerful Campaign in 2010 (Brown, 2011). The findings of the Dove women's body image study may impact, amongst others, the success of fashion clothing and clothing related products, as body image could play a motivating role in female consumers' fashion clothing product involvement.

Involvement is, 'the perceived relevance of an item to a consumer based on inherent needs, values, and interests' (Summers, Belleau, Xu, 2006; Kim, 2005; Solomon & Rabolt, 2004:119), whilst O'Cass (2000) refers to involvement as the interaction between an individual and a product, for example fashion clothing. Fashion clothing involvement can be referred to as the extent to which a consumer views clothes as a central part of her life (Hourigan & Bougoure, 2011; O'Cass, 2003). Clothing refers to any material object adorning the human body including items such as skirts, pants, tops and other body coverings such as scarves. It also includes accessories such as handbags, jewellery, shoes and hats, basically fashion clothing applies to items that one acquires and attaches to the body (Kaiser, 1990:5).

Various scholars have recognised clothing as a high involvement product category; this is mainly based on the fact that we experience life through clothes and the ability of clothing to enhance the consumer's perceptual and physical image (Hourigan & Bougoure, 2011; Khare & Rakesh, 2010; Kim, 2005). O'Cass (2000) proposed four types of involvement in fashion clothing, namely: fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement. By combining all these types of fashion clothing involvement a complete outline of consumer involvement in fashion clothing can be formed. O'Cass (2000) proposed these four types of fashion clothing involvement because previous studies have focused more on the pre-purchase, information search and advertisement settings of fashion clothing involvement and ignored the possibility that fashion clothing involvement can affect consumers on an enduring basis, such as the involvement in the purchase decision and the consumption and usage of fashion clothing items. Naderi (2013) notes that highly fashion involved consumers are important to marketers as they are seen as drivers and influencers of fashion. Their reactions to new styles are therefore crucial to the success or failure of new fashion clothing products. Previous involvement researchers have studied the role of personal and situational factors of fashion clothing involvement (Naderi, 2013; O'Cass, 2001; Browne & Kalderberg, 1997; Tigert, King & Ring, 1980).



Appearance management can be viewed as part of a consumer's enduring involvement with fashion clothing. Kaiser (1990:5) defines appearance management as, 'the process of thinking about and actually acting out the activities pertaining to the way one looks', basically how consumers consume and use clothes in order to manage their physical image. This construct encompasses what we do to and for our bodies, including the thought process behind the type of fashion clothes we buy and dress our bodies in, as well as how we dress the body to enhance or maintain our body image and its physical appearance. Appearance management includes the total representation produced by the human body through body enclosures and bodily attachments that one uses to dress the body (Kaiser, 1990:4). The perception and attitude a young female has of her body can lead her to be consciously involved in how she manages her appearance. How a young female evaluates and how invested she is in her body could influence how she manage her appearance (Chattaraman & Rudd, 2006; Rudd & Lennon, 2000). Using fashion clothing as an appearance management tool enables her with the ability to enhance or modify her image.

Fashion clothing involvement and the thought process and act of managing one's appearance through fashion clothing signifies cognitive behaviour however, the level of involvement and importance may differ from person to person (Tiggemann & Lacey, 2009; Johnson, Francis & Burns, 2007; Kaiser, 1990:5). Although the important role of body image in fashion clothing behaviour is widely acknowledged, no previous research has been done on the relationship between body image, fashion clothing involvement and appearance management.

## **1.2. PROBLEM STATEMENT**

Involvement is a motivational state of arousal encouraged by a particular stimulus or situation and displayed through properties of drive (Khare & Rakesh, 2010; Park, Kim & Forney, 2006). Fashion clothing involvement can be stimulated by various factors such as person factors, product factors or situation factors (Solomon & Rabolt, 2004:120; Hourigan & Bougoure, 2011) but none of these factors consider the relationship between body image and fashion clothing involvement. Body image is based on the perception and attitude a young female has of her body and affects how she feels, thinks and behaves towards the appearance of her body (Muth & Cash, 1997). Since a young female usually interacts with herself and others through a clothed body, the perception and attitude she holds of her body can lead her to actively manage her physical appearance through fashion clothing (Chattaraman & Rudd, 2006). This illustrates that body image as a

dynamic and subjective personal characteristic can affect how a young female interacts with fashion clothing (Rudd & Lennon, 2001). A relationship between body image and fashion clothing involvement may exist, however the extent of that relationship may vary from person to person, depending on how they evaluate their body and how invested they are in the appearance of their bodies. Body image evaluation and body image investment may influence how a young female process body-related information and how she uses the information in order to create a particular image and this image may be achieved through fashion clothing involvement, specifically consumption involvement.

Previous theorists have mainly focused their attention on the pre-purchase and information processing settings of fashion clothing involvement, looking at how consumers interact with fashion clothing products and advertisements, neglecting the enduring nature of fashion clothing involvement (O'Cass, 2000). By combining fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement, a broader understanding of the relationship between body image and fashion clothing involvement can be achieved. By including purchase decision and consumption involvement, we can examine the enduring relationship between body image and clothing involvement, by looking at how young females use fashion clothing in order to manage their appearance, thus exploring the post-purchase settings of fashion clothing involvement. The relationship between appearance management and fashion clothing involvement can illustrate the ability of fashion clothing to enhance, conceal or modify an individual's appearance in order to achieve a desired body image and physical appearance (Chattaraman & Rudd, 2006).

Thus, the purpose of this study is to explore and understand the role of body image evaluation and body image investment in young female consumers' fashion clothing involvement and appearance management. Four types of fashion clothing involvement will be explored in order to get a thorough understanding of the young female consumer's involvement in fashion clothing, namely fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement. This study will also explore appearance management through the usage of fashion clothing. This study will therefore, explore the relationship between body image, fashion clothing involvement and appearance management.

### **1.3. JUSTIFICATION FOR THE RESEARCH STUDY**

This study is necessary because it can contribute to consumer behaviour and consumer science literature, as O’Cass (2003) states that ‘a major obstacle facing involvement researchers lies not only in understanding involvement itself, but also understanding the role involvement plays together with other variables in guiding the formation of purchase and consumption patterns and consumers’ experiences with fashion clothing.’ The constructs that will be studied in this study are body image, fashion clothing involvement and appearance management. The relationship between body image and fashion clothing involvement, that encompasses fashion clothing product, advertisement, purchase decision and consumption involvement, will be examined. By including all these different types of involvement in this study, it is believed that an overall profile of the young female consumer involvement can be formed (O’Cass, 2000). By exploring the relationship between body image, clothing involvement and appearance management, retailers, brand managers and advertisers can develop consumer segments and marketing strategies that engage and create purchase and consumption opportunities for their young female consumers.

### **1.4. LITERATURE REVIEW**

A thorough and detailed review was done (see CHAPTER 2) to cover the relevant concepts and theoretical perspective which guide the study.

#### **1.4.1. Body image**

Body image is a complex and multidimensional mental concept. Body image can be defined as a mental presentation that we hold of our bodies at any given time, (Featherstone, 2010; Kaiser, 1990:98). Body image encompasses both perceptual and attitudinal dimensions of the body, (Jung, Lennon & Rudd, 2001; Rudd & Lennon, 2000). The perceptual dimension of body image can be interpreted as a mental portrayal of information regarding one’s physical appearance (Jung *et al.*, 2001) that is how we view our physical bodies and its appearance. The attitudinal dimension encompasses the impressions we hold towards our bodies, relating to how we feel about our bodies and how our feelings direct our behaviour towards our bodies (Rudd & Lennon, 2000). A young female’s body image perception and attitude is connected to the cognitive significance of her appearance. The cognitive representation of body image can be viewed as organised information about the body and self which, develops through past experiences that form

self-schemas which offer structured ways to process information concerning one's physical appearance (Jung & Lee, 2006). Body image evaluation and body image investment form subjective attitudinal components of body image (Tiggemann & Lacey, 2009; Muth & Cash, 1997). Body evaluation refers to the appraisal of one's physical traits and the evaluative thoughts and beliefs about their body leading to the positive or negative feelings towards one's body (Chattaraman & Rudd, 2006; Alexandra, Connell & Presley, 2005; Muth & Cash, 1997). Body image investment deals with the cognitive and behavioural importance of the body for self-evaluation, it refers to the degree of attention one places on their appearance and the activities one conducts in managing or improving their image (Tiggemann & Lacey, 2009; Muth & Cash, 1997). Body image investment also influences thoughts about self-worth and focuses on refining the attitudes held concerning appearance (Forand *et al.*, 2010).

#### **1.4.2. Fashion clothing involvement**

Involvement can be defined as, 'the perceived relevance of an object to a consumer' (Yurichisin & Johnson, 2010:78; Michaelidou & Dibb, 2006; O'Cass, 2000) and it is related to the consumer's needs and interests. Researchers examining fashion clothing as a product category have acknowledged fashion clothing as a high involvement product category, as well as a goal-oriented product category (Khare & Rakesh, 2010; Kim, 2005). There are four types of involvement that O'Cass (2000) has proposed when examining fashion clothing involvement. The first type of involvement is fashion clothing product involvement, this refers to the interest and position fashion clothing has in the life of the consumer (Khare & Rakesh, 2010; O'Cass & Choy, 2008). The second type of involvement is advertisement involvement, which is based on the consumer's interest and concern in processing fashion clothing related marketing communications, such as television and print advertisements (Solomon & Rabolt, 2004:122). Purchase decision involvement is the third type of fashion clothing involvement and it refers to the extent a consumer is involved in the purchase decision and examines the consumer's intention to purchase fashion clothing items (Hourigan & Bougoure, 2011; O'Cass & Choy, 2008). The last type of involvement is consumption involvement, which refers to how a consumer uses and consumes the clothes she has purchased. Consumption involvement highlights the enduring relationship and experience a consumer has with their fashion clothing even after the purchase has occurred. O'Cass (2000) developed these four types of fashion clothing involvement with the belief that by combining all these types of clothing involvement a comprehensive profile of consumer involvement can be formed.

### **1.4.3. Appearance management**

Kaiser (1990:5) defines appearance management as, 'the process of thinking about and actually acting out the activities pertaining to the way one looks.' This construct encompasses what we do to and for our bodies, including the thought process behind the type of clothes we buy and dress our bodies in. The act of dressing the body refers to the modification and enhancement of one's body. The daily practice of managing one's appearance is usually directed by the mental picture one holds of their body and whether they are satisfied with it or not. Young females may seek to improve their bodies by assessing their aesthetic values (Bessenoff, 2006). Fashion clothing as a form of appearance management has to do with the everyday adornment and presentation of the body, thus illustrating the conscious and visible effort and investment a young female places on her body and its appearance. By looking at fashion clothing as an appearance management tool is important because we experience life through a clothed body and clothes have the ability to alter the body and the perception one has of their body (Frith & Gleeson, 2008; Twig, 2007).

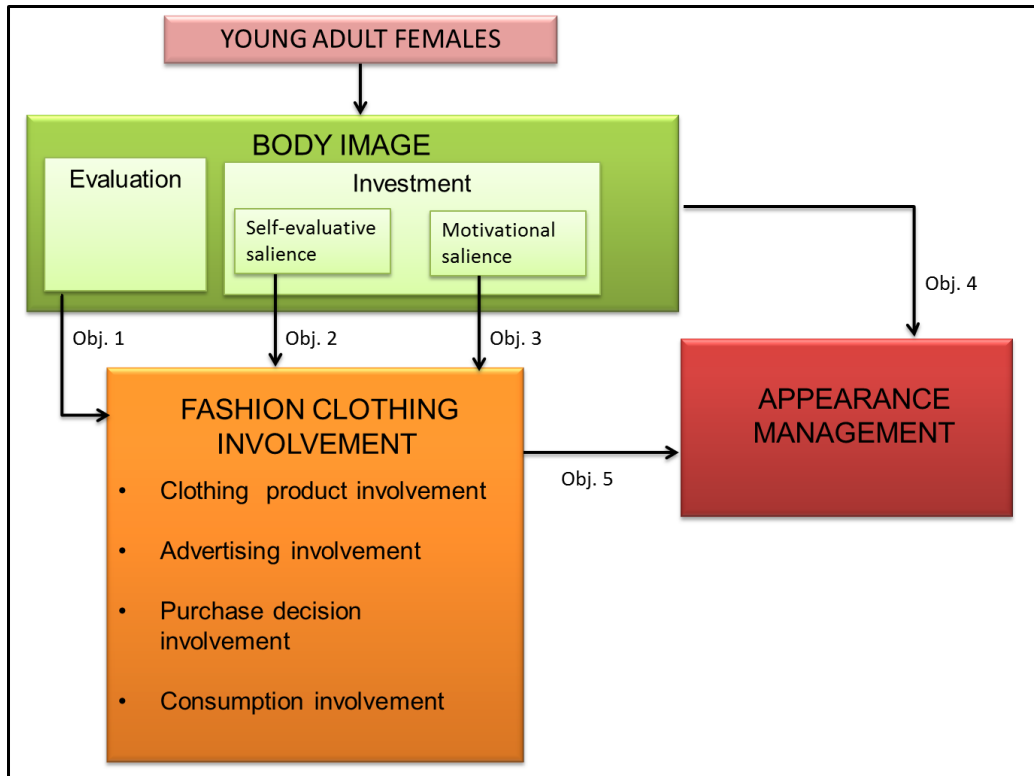
### **1.4.4. Theoretical point of departure for the study**

A theoretical perspective assists in reflecting on a subject using critical thinking and to examine forms of relationships within an articulated viewpoint (Kaiser, 1990:32). A social cognitive perspective is used in this study.

The social cognitive perspective places more attention on the micro level, by considering how an individual's thought process leads to the formation of perceptions and behaviours. The social cognitive perspective consists of several constructs such perception, attitude and evaluation and these constructs assist in understanding body image and fashion clothing involvement, as cognitive models (Jung *et al.*, 2001; Sirgy, 1983:16). O'Cass (2000) relates involvement to the social cognitive perspective by linking the interaction between the consumer and fashion clothing to the relative strength of the consumer's cognitive structures. The social cognitive perspective looks at individuals as active agents that are capable of receiving, using and manipulating information in order to solve problems or make decisions, (Jacobs, 2003). The social cognitive perspective is relevant in the study because it can be used in examining and understanding the mental process young females' undertake when interacting with fashion clothing and when using clothes in order to manage their body image and physical appearance.

## 1.5. THE CONCEPTUAL FRAMEWORK

With the relevant literature in mind, the following schematic conceptual framework was developed in order to direct the study:



**Figure 1.1: Schematic conceptual framework**

The schematic conceptual framework was developed using the literature review and the background of the theory, with the reasoning that body image may play a role in the various aspects of the young female's fashion clothing involvement, as well as appearance management. It was further reasoned that fashion clothing involvement may also play a role in appearance management. The schematic conceptual framework was based on the young female consumers' body image evaluation and body image investment, which consists of two sub-parts namely: self-evaluative salience and motivational salience. The young female consumer's interaction with fashion clothing involvement was examined based on how satisfied or dissatisfied she felt about her physical appearance and how invested she was in her physical appearance. All four fashion clothing involvement constructs were used in the study in order to get a broad understanding of the young female consumers as well as, to examine the enduring nature of fashion clothing involvement. Appearance management

was also included in the study in order to examine how the young female managed her physical appearance with the use of fashion clothing.

The above conceptual framework also guided the objectives and sub-objectives of this study.

## **1.6. RESEARCH AIM AND OBJECTIVES**

The aim of this study was to explore and understand the role of body image evaluation and body image investment in young female consumers' fashion clothing involvement and appearance management. Fashion clothing involvement encompasses four different types of fashion clothing involvement namely, fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement. The objectives of the study are developed to include all the constructs within the study. The research objectives and sub-objectives of the study are:

The research objectives and sub-objectives of the study are:

Objective 1: To explore and describe the relationship between young females' body image evaluation and fashion clothing involvement.

This will also include exploring the relationship between young females' body image evaluation and:

Sub-objective 1.1: Fashion clothing product involvement

Sub-objective 1.2: Advertisement involvement

Sub-objective 1.3: Purchased decision involvement

Sub-objective 1.4: Consumption involvement

Objective 2: To explore and describe the relationship between young females' self-evaluative salience and fashion clothing involvement.

This will also include exploring the relationship between young females' self-evaluative salience and:

Sub-objective 2.1: Fashion clothing product involvement

Sub-objective 2.2: Advertisement involvement

Sub-objective 2.3: Purchase decision involvement

Sub-objective 2.4: Consumption involvement

Objective 3: To explore and describe the relationship between young females' motivational salience and fashion clothing involvement.

This will also include exploring the relationship between young females' motivational salience and:

Sub-objective 3.1: Fashion clothing product involvement

Sub-objective 3.2: Advertisement involvement

Sub-objective 3.3: Purchase decision involvement

Sub-objective 3.4: Consumption involvement

Objective 4: To explore and describe the relationship between young females' appearance management and body image.

This will also include exploring the relationship between young females' appearance management and:

Sub-objective 4.1: Body image evaluation

Sub-objective 4.2: Self-evaluative salience

Sub-objective 4.3: Motivational salience

Objective 5: To explore and describe the relationship between young females' appearance management and fashion clothing involvement.

This will also include exploring the relationship between young females' appearance management and:



Sub-objective 5.1: Fashion clothing product involvement

Sub-objective 5.2: Advertisement involvement

Sub-objective 5.3: Purchase decision involvement

Sub-objective 5.4: Consumption involvement

## **1.7. RESEARCH METHODOLOGY**

### **1.7.1. Research design**

The study was cross-sectional and exploratory in nature. A quantitative research design in the form of a survey was developed to gather data from young females' between the ages of 18 – 24. A quantitative research explored the relationship between the variables in the study with the aim of clarifying and directing phenomena (Leedy & Ormrod, 2010:94). The questionnaire developed used close-ended answering options to gather the young females' opinions so that concrete facts and statistics could be gathered (Salkind, 2012:213). The questionnaire consisted of 5 parts namely, demographic and background information; body image investment questionnaire; body image evaluation questionnaire; fashion clothing involvement questionnaire and appearance management questionnaire. The data collected from the completed questionnaire was analysed through numerical measurements and calculations in order to comprehensively explain the research purpose and its objectives (Walliman, 2011:13; Babin & Zikmund, 2007:94).

### **1.7.2. Unit of analysis**

The unit of analysis for this study consisted of Young Females, between the ages of 18-24 who reside in the Tshwane district in South Africa. Various involvement studies have found that young people are more involved in fashionable product categories, such as fashion clothing (Naderi, 2013). The young female respondents were enrolled at the University of Pretoria seeking a higher qualification. Students studying fashion or clothing were excluded from the study due to their knowledge on the study topic and constructs. This criteria was key because tertiary students have the choice of wearing different clothes and styles everyday unlike school students or corporate environment workers who adhere to the clothing guidelines set out for them.

### **1.7.3. Sampling method**

A convenience sampling method was applied to collect data across at the University of Pretoria. This method was used to collect 280 useable questionnaires. This sampling method was viable for the study because it was quick and economically reasonable when taking into account the time and resources available to complete the study (Babin & Zikmund, 2007:312). Although a convenient sampling method was employed, the study was purposive in terms of the unit of analysis criteria and only respondents that meet the criteria were used (Strydom, 2011:232). Due to the sampling method used, this study was limited in that the results and conclusions made in the study cannot be projected or generalised beyond the sample unit used (Salkind, 2012:102; Walliman, 2011:188; Babin & Zikmund, 2007:312).

### **1.7.4. Measuring instrument**

The measuring instrument for this study was a structured, self-administered questionnaire. The questionnaire consisted of standardized limited-alternative responses that respondents had to choose from (Delpont & Roestenburg, 2011:198; Babin & Zikmund, 2007:272). It was important that the questionnaire was structured in order to fulfil the objectives and requirements of the study so that relevant data was produced (Salkind, 2012:149; Walliman, 2011:190). In order to ensure that the measuring instrument was effective, tested scales were used as well as, questionnaires from previous studies that have tested the same constructs used in the study were adapted to the objectives of this study. They were four main constructs in this study and each construct was tested. Cash's Body Image State Scale was used to explore body image evaluation (Cash *et al.*, 2002). The Appearance Schemas Inventory- Revised scale developed by Rudiger, Cash, Roehrig and Thompson (2007) was used to test body image investment. O'Cass (2000) Fashion Clothing Involvement scale was used to test fashion clothing involvement including all four sub-scales. To test the appearance management construct Johnson *et al.* (2007) Appearance Emphasis Scale was used.

## **1.8. DATA ANALYSIS**

Prior to data collection a pilot test of 15 respondents was performed to identify and adjust any issues with the questionnaire. Minor issues such as sentence construction and grammar errors were amended. After the questionnaire was corrected, data collection commenced and the completed questionnaires were coded by the researcher. The data was then sent to

the University of Pretoria's Department of Statistics to be captured. This was followed by data checking and preliminary findings were examined. The Department of Statistics also assisted in analysing the data using descriptive and inferential statistics.

### **1.9. RESEARCH STUDY LIMITATIONS**

Due to the non-probability sampling technique used to collect the data, its lack of representation and its exploratory nature, the findings of the study cannot be projected or generalised beyond the sample unit used.

### **1.10. PRESENTATION AND STRUCTURE OF THE RESEARCH**

The first chapter gave a brief overview of the research study. The rest of the research study is structured as follows:

#### Chapter 2: Literature review

This chapter provides a critical assessment of the existing knowledge and understanding of the concepts used in the research study, enabling integration of this study with relevant theory and research. Chapter 2 also includes the theoretical perspective used in this study. The theoretical perspective used is a social cognitive perspective. The perspective assists in reflecting on the research topic using critical thinking. The social cognitive perspective was used because it considers how an individual's thought process leads to the formation of perceptions and behaviours.

#### Chapter 3: Research design and methodology

This chapter outlines the research design and method used to gather data and analyse it.

#### Chapter 4: Results and discussions

This chapter presents results from the data analysis in a comprehensible manner.

#### Chapter 5: Conclusions, contributions, evaluation, limitations and recommendations of the study

This chapter discusses the conclusions regarding the findings and objectives of this study. The study's evaluation, limitations and recommendations are also discussed in this chapter.

## CHAPTER 2

### Literature review

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#### 2.1. INTRODUCTION

In his study, Naderi (2013) conducted a thorough and critical review and analysis of the most recent studies on fashion clothing involvement in order to consolidate past studies and also to indicate and specify possible gaps in the fashion clothing involvement literature. One of the directions he proposed for future research in fashion clothing involvement was that more studies needed to be conducted on the experiences of fashion clothing involvement, including personal factors (Naderi, 2013). Vieira (2008) also highlighted the need for more studies that look at various fashion clothing experiences. When looking at personal factors most of the studies investigated age, gender and self-monitoring as relationship constructs for fashion clothing involvement and few studies could be found that examined and explored the relationship between body image and fashion clothing involvement. Body image as a subjective personal characteristic can influence how an individual interacts with fashion clothing (Rudd & Lennon, 2001). The perception and attitude an individual has of her body will not only affect how she feels and thinks about her body but it will also affect how she dresses and manages her body (Muth & Cash, 1997).

This chapter will conceptualise the relationships between body image, fashion clothing involvement and appearance management as the purpose of this study is to explore and yield an understanding of the relationship between body image, fashion clothing involvement and appearance management.

#### 2.2. BODY IMAGE

Body image refers to the body as a psychological experience and can be defined as an intricate and multifaceted mental collection of beliefs and attitudes individuals have regarding their physical appearance at any given time (Eklund & Masberg, 2014; Featherstone, 2010; Kaiser, 1990:98; Fisher & Cleveland, 1968:10). That is the unique perception one has of their self (Bedford & Johnson, 2006). Price (1990) describes body image as an internalized and learnt representation of the body, which is dynamic in nature and neither static nor fixed. Body image encompasses perceptual, attitudinal and affective components (Mooney, Farley & Strugnell, 2009). The perceptual component relates to the mental depiction of information regarding one's body and it relates to how we 'see' our body and its features and attributes

(Jung *et al.*, 2001; Rudd & Lennon, 2000). The attitudinal element refers to how we feel about our body and its attributes. It encompasses the impressions we hold towards our bodies, relating to our beliefs, feelings and thoughts about our bodies (Rudd & Lennon, 2000). The affective component has to do with the experience of discrete emotions in a particular situation (Rudd & Lennon, 2000; Muth & Cash, 1997). Gorman (1969:3) states that body image is an intimate personal possession which is in a continual state of exposure and revelation and it also exists within the mind as a construct that influences every bodily action.

Body image is based on the awareness and internalization of one's physical appearance and its embodied experiences (Berlucchi & Aglioti, 2010). The mental image formed of one's physical appearance is based on how the body appears to the individual within a particular context (Schilder, 2000:11). Thus body image can be viewed as a subjective construct. A young female's physical body and her body perceptions and attitudes relate to the conceptual representation she has regarding her body shape, size as well as the feelings she has concerning her body. All these elements assist in forming her body image (Reddy & Otieno, 2013).

In most studies, body image is viewed as a stable trait rather than a continuously changing trait (Melnik *et al.*, 2004). By viewing body image as a stable trait, contextual situations which may alter body image evaluation and affect are disregarded (Melnik *et al.*, 2004). Whereas by observing body image as a fluid trait, it takes into account that differing situations may elicit different body image evaluations and call for various appearance coping strategies. Chrisler and Ghiz (1993:68 in Hurd, 2000) also emphasised the notion that body image should not be viewed as a fixed construct and they stated "although body image does not change from day to day, it should not be considered to be static because body image develops throughout life as a result of sensory and behavioural experiences, physical appearance, somatic changes, societal norms and reactions of other people," thus body image is constantly being modified by all the bodily experiences one encounters.

In the 1920's Paul Schilder expanded the research on body image to include psychology and sociology of body image. He stated body image is a replication of attitudes and interactions with others and not just a perceptual construct. Paul Schilder was of the opinion that body image is an elastic construct because the perceptions and experiences formed are dependent on the differing psychological and sociological factors (Grogan, 2008:3). In 2002 Cash presented a cognitive-behavioural model of body image development and experience. The model highlighted the significance of cultural socialization, interpersonal characteristics, physical features and personality attributes in body image evaluation and investment (Grogan, 2008:1; Jakatdar *et al.*, 2006). This model acknowledges the connection between

environmental events, cognitive, affective and physical developments as well as the individual's behaviours in forming body image.

Body image perceptions develop from as early as the age of 7 in females and it can vary across different body shapes and sizes during a female's life span (Grabe, Ward & Hyde, 2008). Body image develops throughout a female's life as a manifestation of sensory and behavioural experiences including physical appearance, body changes, societal norms and cultural ideals of attractiveness (Bedford & Johnson, 2006). Body image schemas and attitudes create the foundation for appearance evaluation and investment which operate in an individual's everyday life (Kvalem, von Soest, Roald & Skolleborg, 2006). Body image schemas are cognitive generalisations about one's appearance and they stem from past experiences that categorize and direct the processing of information relating to one's physical appearance (Cash & Labarge, 1996).

The cognitive aspect of body image includes body image investment which refers to the cognitive orientation and behavioural significance an individual places on her appearance (Kvalem *et al.*, 2006; Jakatdar *et al.*, 2006; Cash *et al.*, 2004; Cash *et al.*, 2002). The mental image a young female holds of her body is important, because she experiences life through her physical body (Rudd & Lennon, 2001). A young female's body image perception and attitude is connected to the cognitive significance of her appearance. The cognitive representation of body image can be viewed as organised information about the body and self which develops through past experiences that form self-schemas and offer structured ways to process information concerning one's body (Jung & Lee, 2006). The difference between body image evaluation and body image investment is that body image evaluation is based on the positive or negative feelings about one's physical appearance whilst body image investment is concerned with the attitudes about the importance of one's appearance (Forand *et al.*, 2010).

### **2.2.1. Body image evaluation**

Body image evaluation is an affective and attitudinal element of body image which pays attention to the feelings evoked by one's physical appearance (Lee, Damhorst & Ogle, 2009). Body evaluation refers to the appraisal of one's physical traits and the evaluative thoughts and beliefs about the body, leading to the positive or negative feelings towards one's appearance (Yu, Damhorst & Russell, 2011; Chattaraman & Rudd, 2006; Alexandra *et al.*, 2005; Muth & Cash, 1997). In essence body image evaluation arouses an attitude concerning one's physical appearance. Body image evaluation highlights the appraisal

thought process behind an individual's body image (Melnyk *et al.*, 2004). Body image evaluation is derived from discrepancies between an individual's actual appearance and the internalised ideal appearance formed through the self-appraisal process which may elicit strong emotional reaction in particular circumstances (Yu *et al.*, 2011; Jakatdar *et al.*, 2006; Kvalem *et al.*, 2006, Melnyk *et al.*, 2004). Previous studies have assessed and categorised individuals as either high or low in body satisfaction and viewed the body image evaluation outcome as a stable trait, ignoring the notion that body image is a continuous mental construct and that individuals may vary on the extent to which they assess their body image and its importance (Frith & Gleeson, 2008; Sullivan & Harnish, 1990).

Body image evaluation is influenced by a gap between the perceived body and the personally valued ideals, leading to either satisfaction or dissatisfaction with one's appearance (Yu *et al.*, 2011). Various studies have found that women place more importance on their physical appearance and how they appraise it. This is mainly because females are socialised to view their bodies as objects to be looked at and evaluated on the basis of its appearance (Ip & Jarry, 2007; Tiggemann & Boundy, 2008; Sullivan & Harnish, 1990). For body image evaluation to occur, the body is objectified and an observer perspective is taken up by the female (Tiggemann & Boundy, 2008). There must also exist body ideals that are important enough for a young female to compare herself with. These body ideals can include cultural and social body ideals, mass media body ideals and peers (Jones, Vigfusdottir & Lee, 2004; Rudd & Lennon, 2000). Social comparison is a concept that is usually used when discussing body image evaluation. This is because individuals constantly compare themselves against others and these comparisons influence body image evaluation. Social comparison can be defined as the innate need to evaluate dimensions of self (Festinger, 1954 in O'Brien, Hunter, Halberstadt & Anderson, 2007). Previous body image studies have found that women who evaluated their bodies low were more body conscious and wore clothes that camouflaged their bodies whilst women who evaluated their bodies high, wore fitted clothes that accentuated their bodies (Tiggemann & Lacey, 2009; Frith & Gleeson, 2008).

### **2.2.2. Body image investment**

Body image investment deals with the cognitive and behavioural importance of the body for self-evaluation. It refers to the degree of attention one places on appearance and the activities one conducts in managing or improving one's image (Tiggemann & Lacey, 2009; Muth & Cash, 1997). Body image investment also influences thoughts and information processing about self-worth and focuses on refining the attitudes held concerning one's

appearance (Forand *et al.*, 2010). Body image investment can affect how an individual processes information relating to their body, highlighting the cognitive structures that they develop in order to guide how they manage their appearance (Cash *et al.*, 2004). The degree of importance in body image investment will influence an individual's involvement in clothing and the effort one places in maintaining or enhancing their physical appearance.

Body image investment also encompasses appearance related self-schemas, which reflects on an individual's core assumptions or beliefs regarding the importance and influence of the individual's appearance in life, including the significance of appearance to one's sense of self (Jakatdar *et al.*, 2006). These self-schemas describe the mental structures used to process self-related information including information on one's physical appearance (Cash *et al.*, 2004). The appearance related self-schemas are based on an individual's personal history and social experiences, which illicit body image thoughts and emotions and prompt appearance management activities (Cash 1996 in Cash *et al.*, 2004). How an individual processes appearance related information is based on the individual's beliefs about appearance and how important her appearance is to her (Forand *et al.*, 2010).

Body image investment consists of two facets, namely self-evaluative salience and motivational salience (Cash *et al.*, 2004). Self-evaluative salience refers to the degree of importance an individual places on the physical appearance for definition of self-worth and self-concept and most scholars have recognised self-evaluative salience as a dysfunctional body image construct as it affects psychosocial functioning (Moreira, Silva & Canavarro, 2009; Cash & Grasso, 2005; Cash, 2005). Motivational salience refers to the value and investment an individual places on their appearance (Cash & Grasso, 2005). It relates to the appearance management efforts an individual engages in in order to 'look their best' or improve attractiveness (Moreira *et al.*, 2009, Cash, 2005).

Body image and fashion clothing are closely related as young females' dress their bodies' every day (Tiggemann & Lacey, 2009). How a young female evaluates her body and how invested she is in her physical appearance will affect the fashion clothes she buys and how she wears them. The relationship between body image and fashion clothing highlight an embodied practice (Tiggemann & Andrew, 2012).

### **2.3. FASHION CLOTHING**

Clothing refers to any material or tangible object adorning the human body including items such as skirts, pants, tops and other body coverings such as scarves. It also includes accessories such as handbags, jewellery, shoes and hats. Basically clothing applies to items



that one acquires and attaches to the body (Kaiser, 1990:5). Fashion clothing is a commercial system which is concerned about the continual and cyclical nature of the clothing styles and trends of the moment (Klepp & Storm-Mathisen, 2005 & O’Cass, 2001). Solomon and Rabolt (2004:6) refer to fashion as a style that is recognized by a large cluster of people at a given time, it is a form of collective behaviour. Fashion clothing is given meaning according to cultural, social and economic standards (Hourigan & Bougoure, 2011) thus transcending fashion clothing from a tangible object to a materialistic possession.

The relationship between clothes and body image is very close and has similar outcomes on how an individual looks and feels about herself. This relationship could be attributed to the fact that we usually experience life and interact with others through a clothed body rather than a naked body (Reddy & Otieno, 2013; Rudd & Lennon, 2000). Wilson (1985 in Twig, 2007) stated ‘the presentation and adornment of the body through clothing is an inescapable fact of social life, as there is no natural or unnatural way to dress, any more than there is a natural body.’ Thus clothes mediate between the naked body and the social world, the self and society and the physical body and the ideal body as clothes are used to consciously cover the body and present it to the world (Twig & Majima, 2014). In essence clothes form part of the human experience and the reasons for wearing fashion clothes are plentiful, multifaceted and interrelated (Alexandra *et al.*, 2005).

Fashion clothing represents intentional behaviour because to a great degree it is controllable as we select what to wear on a daily basis (Tiggemann & Lacey, 2009). Body image influences how we interact with clothes and dress, the perception a young female has of her body will guide how she presents her body to others through the medium of dress, as an individual’s body shape and size can influence clothing choices (Reddy & Otieno, 2013; Twig, 2007; Rudd & Lennon, 2001). Fashion clothing can act as a coping instrument to overcome negative self and body concepts (Moody, Kinderman & Sinha, 2009). The unique relationship an individual has with fashion clothing could be attributed to the ‘adaptive function’ of fashion clothing which can improve the individual’s self and body assessment (Handa & Khare, 2013). Fashion clothing is also positioned as a product which is able to enhance the image of an individual through the symbolic meaning it transmits, the psychological satisfaction it offers to the individual as well as the ability to reinforce one’s image (Handa & Khare, 2013; Park & Sullivan, 2008; Radder & Huang, 2007).

Fashion clothes are ‘active’ objects which can be worn in different ways in order to manage and display a young female’s self-concept and her appearance. Fashion clothing as a materialistic object relies on its ability to symbolise and communicate one’s identity and social standing (Hourigan & Bougoure, 2011) and as a tangible object, fashion clothing can

be manipulated to enhance or camouflage some body parts (Tiggemann & Andrew, 2012). A young female's body image can be improved by the fashion clothes she wears. This demonstrates that the body perception and attitude a young female has of her body can affect and guide the type of fashion clothes she wears. Body image can serve as a motivational factor for a young female to become involved with fashion clothing and her body image can guide her interaction with fashion clothing and as well as how she uses the fashion clothes to manage her appearance.

## **2.4. INVOLVEMENT**

Involvement refers to, 'the perceived relevance of an object to a consumer and the dependant variable most predictive of purchase behaviour (Yurchisin & Johnson, 2010:78; Michaelidou & Dibb, 2006; Solomon & Rabolt, 2004:119; O'Cass, 2003). It is the unobservable state of inspiration, stimulation or interest (Rothschild, 1984). Involvement encompasses the relationship between an individual and an object and examines the benefit sort from the object (O'Cass, 2000). Involvement forms part of consumer behaviour. In relation to consumer behaviour, involvement is the degree to which consumers are involved in various aspects of the consumption process and it includes the connection between the consumer and the product, its advertisements, purchasing situation, the product usage and disposal (Kingley, Joasiam & Lockett, 2009; Solomon & Rabolt, 2004:23). Involvement is based on an individual's characteristics as it is the individual consumer who is involved, not products, or advertising content, media, objects or situations. Thus a consumer's involvement with a product stems from the consumer's identification with the product (Khare & Rakesh, 2010; Quester & Lim, 2003). For the consumer to identify with the product, some form of arousal, interest or motivation for the product must exist (Khare & Rakesh, 2010). Consumers' become involved with a specific object or product when they recognize its potential for fulfilling salient higher order psychological needs (O'Cass, 2000). This illustrates that involvement is goal oriented behaviour.

Different antecedents can elicit involvement, person factors which are intrinsic interests, values or needs that lead the individual towards the object. Person factors relate to characteristics of the consumer. Physical factors have to do with the characteristics of the object that cause differentiation and interest and situational factors are provoked by something that momentarily increases interest towards the object (Naderi, 2013; Solomon & Rabolt, 2004:119). When looking at the different factors that can incite involvement, body image can be considered as an involvement trigger. Body image can be viewed as a person factor as it is an intrinsic perception of one's body. A young female may identify with a

certain product, such as fashion clothing, depending on how she feels about her body and what it is she wants to do to and for her body and its physical appearance.

Involvement could be classified as responsive, situational or enduring. Response involvement is a behavioural process of involvement which mediates the information search and decision making. Response involvement is directly linked to the level of interest in a specific product category (Naderi, 2013; Michealidou & Dibb, 2006). Situational involvement has to do with the level of concern caused by a particular situation or product attribute. Situational involvement is characterised by a temporary mental state of interest in a product, which has been triggered by a particular cause (Naderi, 2013; Kingley *et al.*, 2009; Michealidou & Dibb, 2006). Situational involvement is usually associated with high risk products (Richins, Bloch & McQuarrie, 1992). Specific events or a fashion clothing trend may trigger a young female's interest in a fashion clothing product but only for a limited time (Piamphongsant & Mandhachitara, 2007). Enduring involvement is the long term high or low psychological connection between the consumer and the object, indicating the perceived personal relevance of the object to the consumer. Enduring involvement is characterised by an attitude which is stable over time (Naderi, 2013; Kingley *et al.*, 2009; Clarke, 2006; Michealidou & Dibb, 2006). Fashion clothing can be seen as an enduring product category mainly because people experience life and interact with others through a clothed body (Twig, 2007). Even if the psychological connection between a young female and fashion clothing is low, she still interacts with others through a clothed body.

Involvement can be understood as a continuum, whereby a consumer's degree of involvement is triggered by the personal significance of the object (Kingley *et al.*, 2009; Solomon & Rabolt, 2004:120). A consumer's level of involvement can range from absolute lack of interest to a fixated level of involvement (Solomon & Rabolt, 2004:120). Low involvement is characterized by inertia. That is, consumption decisions are made out of habit and little evaluative information is looked for, whereas high involvement is characterized by intense interest in the object (Josiam, Kingley & Kim, 2004; Solomon & Rabolt, 2004:120). When the consumer is highly involved with an object, the consumer engages in a comprehensive problem-solving process (Zaichkowsky, 1985). Highly product involved consumers are more likely to acquire and process information about the product (Kim, Damhorst & Lee, 2002). A high involvement relationship between the consumer and the object illustrates that the object carries great meaning to the consumer. Michaelidou and Dibb (2006) and Kim (2005) state that various researchers studying involvement are of the assumption that various types of products elicit different levels of involvement and behaviours. Several researchers have acknowledged fashion clothing as a high involvement product category, especially amongst young females (Goldsmith, Flynn & Clark, 2012; Khare

& Rakesh, 2010; Kim, 2005). Young females are known to be highly involved with fashion clothing because not only are they fashion-conscious but they also use fashion clothing to express their personality and self-concept (Park & Sullivan, 2008). The high interest in fashion clothing is not limited only to its tangible and symbolic properties but also its ability to improve a young female's body image perception (Handa & Khare, 2013).

#### **2.4.1. Fashion clothing involvement**

Fashion clothing forms part of everyday consumption decisions as wearing fashion clothing is a daily body adorning practise (O'Cass, 2001). Fashion clothing is both a functional and symbolic product category. In terms of functionality, fashion clothing products have similar utilitarian values as they are worn to cover the body, to keep warm and to protect the body. What distinguishes fashion clothing as a product category is its symbolic value, its inherent ability to communicate messages about the consumer (Naderi, 2013). It is the symbolic codes associated with fashion clothing products that make its acquisition and usage relevant.

Fashion clothing is unique in that we experience life through a clothed body (Hourigan & Bougoure, 2011). A consumer's high involvement in fashion clothing can be attributed to the ability of fashion clothes to convey to others their identity and the social and economic status of the consumer (O'Cass, 2000) as well as fashion clothing can improve or enhance the consumer's body and its appearance. Through fashion clothing a consumer is able to identify and differentiate herself from others. A young female can negotiate her public images, manage her appearance and balance her sense of association and individuality (Piamphongsant & Mandhachitara, 2007).

The recurrent and cyclical nature of fashion clothing indicates that consumers are frequently drawn into the fashion trends of the moment (O'Cass, 2003). Fashion clothing involvement is both situational and enduring in that, fashion is a behaviour momentarily accepted by most members of a social group based upon a sense of relevance for that specific time and situation (Piamphongsant & Mandhachitara, 2007). It is also enduring in that the degree of interest and centrality of fashion clothing in the consumer's life may last over a long period of time because fashion clothing represents a continuous interest in presenting the self to the world (Goldsmith *et al.*, 2012). The consumer may also have the need to take up styles that will identify her as up to date with the people whom she admires (Naderi, 2013). Unlike situational involvement, enduring involvement is able to look at fashion clothing product involvement beyond the pre-purchase and purchase situations and include the post-

purchase situation such as how a consumer uses and consumes fashion clothing (O’Cass, 2000).

Fashion clothing as a high involvement product category can imply a great connection to the self (O’Cass, 2003). However, it is important to consider the fact that not all consumers are highly involved in buying and wearing fashion clothes (Hourigan & Bougoure, 2011) as fashion clothing involvement follows a continuum from total attachment to complete disinterest in fashion clothing and its related activities (O’Cass, 2003). The level of a young female consumer’s involvement with her clothes can offer some understanding of the dynamics of consumer behaviour and the nature and character of fashion clothing as a product category in society (O’Cass, 2000).

Fashion clothing involvement can be used to forecast behavioural variables connected to clothing products (Park *et al.*, 2006), and refers to the perceived personal importance or interest of the consumer in fashion clothing (Vieria, 2008; Kim, 2005). The perceived personal interest of a young female consumer in fashion clothing can be elicited by different factors including her body image. As a psychological experience of the body, body image encompasses how a young female feels about her body and how important her appearance is to her (Tiggemann & Andrew, 2012; Rudd & Lennon, 2000). As a person factor, a young female’s body image evaluation and body image investment appearance may trigger her interest in fashion clothing. This is because a young female can use fashion clothing to enhance or maintain her body and its appearance (Hourigan & Bougoure, 2011).

However, O’Cass (2000) is of the opinion that examining fashion clothing involvement only, is inadequate in comprehending the dynamics of a consumer’s attitudes and behaviours towards fashion clothing products and other clothing-related stimulus (Kim, 2005). O’Cass (2000) developed four constructs that can be used to broadly explain fashion clothing involvement including the interaction between a consumer and fashion clothing and the relevance of fashion clothing in a consumer’s life, and includes fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement. These four constructs of fashion clothing were developed because research has mainly focused on the pre-purchasing setting of decision making and advertisement (O’Cass, 2000). The problem with just looking at the pre-purchasing setting is that it ignores the enduring ability of fashion clothing in consumer behaviour. By only examining the pre-purchase and information processing elements, the totality of fashion clothing involvement which include, the purchase and post-purchase elements of involvement, purchase decision involvement and consumption involvement are disregarded. O’Cass (2000) developed these four types of fashion clothing involvement with the belief that by combining all these types of

fashion clothing involvement a comprehensive profile of consumer involvement can be formed.

#### **2.4.1.1. Fashion clothing product involvement**

Product involvement refers to a continuous commitment on the part of the consumer with regard to opinions, feelings and behavioural responses to a product category, such as fashion clothing (Quester & Lim, 2003). Fashion clothing product involvement, refers to the interest and position fashion clothes have in the life of the consumer (Khare & Rakesh, 2010; O’Cass & Choy, 2008). Interest in fashion clothing products may stem from the consumer’s perception that the fashion clothing products are able to meet the consumer’s important goals and values, such as enhancing or maintaining the consumer’s body image. The mental picture a young female has of her body can awaken her interest in fashion clothing as she may consider it as a product that is able to help her achieve her ideal body image. The relationship between body image and fashion clothing involvement is inexorably linked, mainly because we experience life through a clothed body (Tiggemann & Lacey, 2009; Twig, 2007), but what differentiates fashion clothing from other body image factors, is that the involvement with fashion clothing is controlled by the consumer and her interest in it.

Fashion clothing product involvement is an antecedent of purchase decision involvement, as consumers are usually attracted to a product if it is in accordance with their desires and goals, such as achieving a favourable body image. Thus, as a consequence the consumer will apply more time appraising the different brands and attributes in the fashion clothing product category (Khare & Rakesh, 2010). A young female who is invested in her body and its appearance may spend a lot of effort appraising and selecting fashion clothing items that make her feel good and enhance how she sees her body (Handa & Khare, 2013; Moody *et al.*, 2009; Park & Sullivan, 2008). Essentially product involvement is the consumer’s response to the product (Quester & Lim, 2003).

#### **2.4.1.2. Advertisement involvement**

Advertisement involvement is based on the consumer’s interest and concern in processing fashion clothing related marketing communications, such as television and print advertisements (Solomon & Rabolt, 2004:122). How a consumer perceives advertisements is directly linked to the level of involvement, as consumers’ differ on how they receive and process advertisement messages depending on their degree of involvement (Kingley *et al.*, 2009). Kim *et al.*, (2002) state that, “consumers who perceive a product to be of personal

importance are more likely to analyse information relating to the product information, critically assessing product features and developing attribute related beliefs.” It is thus a young female’s investment in her body image and its appearance that affects how she processes appearance related information, such as fashion clothing advertisements. A young female is usually aware of her physical appearance and she may use the information gathered from an advertisement to make evaluations about the product benefits (Kim *et al.*, 2002) including whether the fashion clothing product has features that can improve her body and its image. The higher the level of involvement, the more interested the young female will be in advertisement messages and promotional information with which to evaluate possible fashion clothing alternatives (Kingley *et al.*, 2009).

#### **2.4.1.3. Purchase decision involvement**

Purchase decision involvement refers to the extent a consumer is involved in the purchase decision and examines the consumer’s intention to purchase a fashion clothing item (Hourigan & Bougoure, 2011). Purchase decision involvement examines the interest of a consumer in making a fashion clothing product selection (O’Cass & Choy, 2008). In high involvement products such as fashion clothing, consumers tend to evaluate many brands and product attributes before making a final purchase decision (Hourigan & Bougoure, 2011). Young female consumers may evaluate many fashion clothing products before making a purchase because the fashion clothing product purchase may be motivated by how she mentally assess her body whilst wearing the fashion clothing item. A young female who is highly invested in her body will spend more time and effort assessing fashion clothing items and whether or not the fashion clothing items enhance her body image (Reddy & Otieno, 2013). The purchase decision could also be based on the sort of ‘adaptive function’ the young female seeks from the fashion clothing item, whether it is to enhance her body or to camouflage unfavourable body parts (Handa & Khare, 2013; Tiggemann & Andrew, 2012). It is the inherent ability of fashion clothing to communicate a consumer’s identity and social status as well as to enhance the consumer’s appearance that leads to the personal relevance of fashion clothing which then causes the consumer to become more involved when making a purchase (Kinley *et al.*, 2009).

#### **2.4.1.4. Consumption involvement**

The last type of involvement is consumption involvement and it refers to how a consumer uses and consumes the fashion clothes she has purchased (Kwon & Kwon, 2013). Fashion clothing consumption involvement forms a central component of the consumer’s daily events

because we choose what to wear on a daily basis (O’Cass & McEwen, 2004). Consumption of appearance-related products, such as fashion clothing occurs in two phases, namely spending and management. Spending refers to the monetary acquisition of the product and management refers to the consumer’s use of the product (Kwon & Kwon, 2013). The use of fashion clothing is to construct and sustain a sense of distinctive identity through consumption choices and preferences (Millan & Reynolds, 2010). Consumption involvement highlights the enduring relationship and experience a consumer has with her fashion clothes even after the purchase has occurred. Fashion clothing consumption assists in self-expression as it enables consumers to visually express themselves (Millan & Reynolds, 2010). Consumers buy fashion clothing items for a variety of consumption reasons which could be external and internal in nature. Fashion clothing items could be used to enhance favourable body parts or to hide unfavourable body parts depending on how the young female feels about her physical appearance (Handa & Khare, 2013; Tiggemann & Andrew, 2012; Moody *et al.*, 2009). The consumption of fashion clothing products highlight intentional and goal-oriented behaviour as they can be used to enhance or maintain the young female’s body image (Tiggemann & Lacey, 2009). Fashion clothing consumption has a twofold effect on the consumer, as it affects not only how the consumer looks whilst wearing the clothes, but it also affects how the consumer feels about herself (Chattaraman & Rudd, 2006). Consumption involvement indicates the different meanings consumer ascribe to fashion clothing products as consumers may choose and use fashion clothing to deal with social circumstances; to be distinctive; to create an impression or to control their body appearance and its image (Gbadamosi, 2012).

## **2.5. APPEARANCE MANAGEMENT**

Appearance management is based on the grooming behaviour of humans (Johnson, 2004) and Kaiser (1990:5) defines it as, “the process of thinking about and actually acting out the activities pertaining to the way one looks”. It is a conscious and embodied practice which facilitates self-presentation (Tiggemann & Andrew, 2012; Tyner & Ogle, 2009). Appearance management activities can also stem from socio-psychological attributes such as body image evaluation and investment or clothing interest (Kwon & Kwon, 2013). The appearance management construct encompasses what we do to and for our bodies, including the thought process behind the type of clothes we buy and dress our bodies in (Kaiser, 1990:5). The act of dressing the body refers to the modification and enhancement of one’s appearance. A young female’s daily practice of managing her appearance is usually directed by the mental picture she holds of her body and whether she is satisfied with it or not.



Fashion clothing as a form of appearance management has to do with the everyday adornment and presentation of the body, illustrating the conscious and visible effort and investment an individual places on her body and its appearance (Tiggemann & Lacey, 2009; Johnson *et al.*, 2007).

Brannon (1993) stated that appearance management can be viewed from two perspectives: the self-system theoretical orientation and the behavioural system orientation. The self-system theoretical orientation is based on the opinion and feelings about the self and how they manifest into strategies of concealment and revelation and the expression of those strategies into dress. The behavioral system orientation refers to the feelings and thoughts about the social implications of dress, and how these feelings and thoughts manifest into selection strategies for a specific event and achieving a desired appearance in social interactions (Johnson, 2004). The self-system perspective is more concerned with appearance management as a self-presentation activity whilst the behavioural system is based on impression management. Both these aspects highlight the thinking, planning, organizing and creation process that goes into appearance management as a grooming activity.

Like fashion clothing involvement, individuals also vary on their level of appearance concerns and appearance management can range from routine to extreme (Lee & Johnson, 2009; Johnson *et al.*, 2007). Appearance orientation is based on the degree of importance that a young female places on her personal appearance. It encompasses how significant her looks are to her and the extent of grooming behaviours she engages in to manage her appearance (Johnson *et al.*, 2007). This illustrates that as an embodied practice, appearance management is based on the cognitive importance placed on one's body, its image and how it is evaluated. Individuals who are appearance self-schematic usually consider the way they look like as the most important characteristic in how they see themselves (Merritt, 2010).

Appearance management is a concept connected to dress. Dress is used as both a noun and verb. Dress as a verb refers to the act of modifying appearance and as a noun it refers to the complete arrangement of all outwardly visible alterations of the body and all tangible objects added to it (Kaiser, 1990:4). The relationship between body image and fashion clothing involvement can be examined in the way an individual chooses to dress, as appearance management through the use of fashion clothing can serve as a body image coping strategy (Chattaraman & Rudd, 2006), highlighting the enduring post-purchase quality of fashion clothing. Previous researchers, for example, found that females with a higher body image satisfaction prefer clothes that accentuate their body whilst females who

are dissatisfied with their bodies prefer clothes that conceal their body (Tiggemann & Lacey, 2009; Frith & Gleeson, 2008). The act of dressing forms part of appearance management and it refers to the intentional behaviour of modifying or adding to one's appearance (Rudd & Lennon, 2000; Kaiser, 1990:5). Entwistle (2001:33) states that 'human bodies are dressed bodies'; this highlights the close relationship between the human body, body image and fashion clothing. The process of dressing the body as an appearance management behaviour doesn't only affect an individual's visual appearance but also provide aesthetic pleasure or aesthetic distress through the experience (Chattaraman & Rudd, 2006).

Appearance management and dress don't only assist in altering a young female's physical appearance but it also enables her to socially construct her image, as her appearance communicates something about herself. Using fashion clothing as an appearance management tool is thus able to transform the body into something identifiable and expressive within specific contexts, dressing and managing the appearance body enables non-verbal communication about the wearer (Kang, Sklar & Johnson, 2011; Tyner & Ogle, 2009).

## **2.6. THEORETICAL POINT OF DEPARTURE FOR THE STUDY**

It is clear from the above literature review that body image, fashion clothing involvement and appearance management, functions for the individual on a micro-level and concerns an individual's thought processes and behaviours. A social cognition theoretical perspective is used to reflect on the study using critical thinking (Kaiser, 1990:32). Assumptions and concepts that are relevant to the study and its purpose are organised and discussed.

### **2.6.1. Social cognitive perspective**

The social cognitive perspective can be defined as the study of how people make sense of other people and themselves (Fiske & Taylor, 2013:1). Social cognition encompasses the mental routes used to comprehend and store information about others and self as well as interpersonal norms and scripts used to guide one in social environments (Van Overwalle, 2009). This perspective views people as subjective beings, as an individual's mind dynamically creates a reality that goes beyond the original thing in and of itself, thus the individual develops a phenomenological field which is based on the personal meanings an individual attaches to their experiences and surroundings (Fiske & Taylor, 2013:5; Reed, 2002). Researcher Kurt Lewin (in Fiske & Taylor, 2013:6) highlighted the impact of the social environment, as perceived by the individual, also referred to as the 'psychological field'.

Lewin was of the opinion that the psychological field is based on what matters to the individual and how they interpreted and perceived their social environment. Social cognition also encompasses the motivation and goals of an individual (Hess & Blanchard-Fields, 1999:3). These are important because they guide certain behaviours and influence the way in which the individual processes information (Hess & Blanchard-Fields, 1999:3).

The social cognitive perspective places more attention on the micro level, by considering how an individual's thought process leads to the formation of perceptions and behaviours. The social cognitive perspective consists of several constructs such as self-schemas, perception, attitude and evaluation and these constructs assist in understanding body image, fashion clothing involvement and appearance management as cognitive models (Jung *et al.*, 2001; Sirgy, 1983:16). The cognitive perspective tries to comprehend the fluidity of body image experiences and highlights body image experiences as contextually embedded states (Melnyk *et al.*, 2004). O'Cass (2000) relates involvement to the social cognitive perspective by linking the interaction between the consumer and fashion clothing to the relative strength of the consumer's cognitive structures. The social cognitive perspective looks at individuals as active agents that are capable of receiving, using and manipulating information in order to solve problems or make decisions (Jacobs, 2003). At the centre of social cognition is the ability of an individual to streamline perceptions and develop judgements on the basis of certain cues (Kaiser, 1990:24).

Another form of cognition theory is 'enclothed cognition' which was coined by Adam and Galinsky (2012). Enclothed cognition involves the co-occurrence of two independent factors, the embedded meaning of the fashion clothes and the physical experience of wearing the clothes. Adam and Galinsky (2012) argue that the fashion clothes employ an influence on the wearer's mental processes by triggering associated mental concepts.

The social cognitive perspective is relevant in the study because it can be used in examining and understanding the mental process young females' undertake when interacting with fashion clothing and when using fashion clothes to manage their body image and appearance.

### 2.6.2. Assumptions from a social cognitive perspective

Kaiser (1990:34) discusses some basic assumptions regarding social cognition, analysing them with clothing and appearance cues in mind. Only the necessary assumptions will be discussed taking the current study topic into consideration.

*Assumption 1: Fashion clothing and appearance are often used to simplify and make sense of their surroundings (Kaiser, 1990:34)*

The first assumption is that cues such as fashion clothing and appearance are often used to simplify and make sense of one's surroundings (Kaiser, 1990:34). By developing cognitive shortcuts, young females are able to process information regarding their body, appearance and fashion clothing involvement. For example, a young female may develop a cluster of schemas, such as categorising clothes that enhance her body image and clothes that diminish her body image perception. By classifying the clothes into different categories, she is able to simplify her appearance management practices, as well as streamline her fashion clothing involvement. By developing cognitive structures it also simplifies the everyday adornment and presentation of the body.

*Assumption 2: People strive for some consistency and continuity in their appearance perceptions (Kaiser, 1990:34)*

The second assumption states that people strive for some consistency and continuity in their appearance perceptions (Kaiser, 1990:34). This assumption stems from the fact that people strive for a psychological state of internal adjustment and that people actively work to maintain consistency and continuity in their body image and appearance management thought process. This assumption illustrates that young females maybe invested in maintaining a good body image perception by thinking through how they manage their appearance (Tiggemann & Lacey, 2009) and purposively being involved and consuming fashion clothes that preserve a good body image perception.

*Assumption 3: Consumers' use internal mechanisms to process external stimuli (Jacobs, 2003)*

The third assumption is that consumers' use internal mechanisms to process external stimuli (Jacobs, 2003). These internal mechanisms are known as cognitive structures (Kaiser, 1990:34) and they form a network of perceptions, notions, behaviours and information

sources that enable consumers to respond to certain situations. These internal structures simplify fashion clothing involvement and appearance management behaviours, because young females can recall and relate their previous experiences and behaviours from similar situations. Thus the internal mechanisms act as reference frameworks for external stimulus (Jacobs, 2003).

*Assumption 4: The outcome expectancy (Young, Lipowski & Cline, 2005)*

The fourth assumption is based on the outcome expectancy (Young *et al.*, 2005). This assumption is based on the fact that behaviour and involvement is a function of expectancy of value outcome or attainment (Sirgy, 1983:4). This assumption points out that the expected outcome, will influence the necessary actions needed to attain a certain incentive (Young *et al.*, 2005) relating to the observation by researchers that fashion clothing involvement is goal oriented, as well as, appearance management stems from intentional behaviour (Tiggemann & Lacey, 2009; Park *et al.* 2006). A young female's body image evaluation and investment may motivate her to be more involved and invested in how she manages her appearance through fashion clothing and she may purchase certain types of clothes with the expectancy or goal to enhance her body image and physical appearance.

### **2.6.3. Social cognitive structures**

Social cognitive structures assist an individual in responding and understanding social stimulus (Kaiser, 1990:253). These structures enable an individual to organise their thoughts in order to simplify perceptions and understanding of what's happening around her.

#### *Self-schema*

Self-schemas are strong and fixed core beliefs about the self, including the centrality of appearance to one's sense of self (Ledoux, Winterowd, Richardson, Clark, 2010; Frith & Gleeson, 2008). They are cognitive-affective arrangements that characterize the individual's qualities in a given domain and the cognitive arrangements are used to process self-related information (Fiske & Taylor, 2013:121; Cash *et al.*, 2004; Jung *et al.*, 2001). Self-schemas are developed from an individual's personal and social experiences and are reflected in embedded attitudes, beliefs and assumptions which direct the individual's thoughts, emotions and behaviours (Cash *et al.*, 2004; Cash & Labarge, 1996). Self-schemas assist in developing qualities that make a person unique (Jung *et al.*, 2001:173). Individuals are self-

schematic on dimensions that are significant to them, ranging from extremely schematic to being aschematic on certain dimensions (Fiske & Taylor, 2013:121; Baumeister & Finkel, 2010:145). Self-schemas may prejudice individuals to selectively attend to information of more relative significance in information processing, such as individuals who view fashion clothing as important to them. Therefore individuals' who are fashion clothing oriented may develop central and influential schemas for fashion clothing and these individuals' are prone to selectively attend to fashion clothing information.

### *Body schema*

Body schema is the representation of one's body that mediates perception and action that one uses in adjusting one's actions to how one sees things around them (Campbell, 1998:33). Body schema is directed mostly to the felt body (Featherstone, 2010). In terms of body image, body schemas reveal an individual's affect-laden assumptions and beliefs about the position and impact of an individual's physical appearance in life (Jakatdar *et al.*, 2006).

### *Appearance schema*

Appearance schema as a cognitive dimension is connected to body image investment and relates to attitudes about the importance of appearance (Forand *et al.* 2010). Appearance schemas are salient to the understanding of daily body image experiences (Cash *et al.*, 2004). Appearance schemas highlight an individual's investment in certain appearance beliefs which are important to them. Individuals who are appearance schematic usually measure their self-worth based on their physical appearance and they also place a lot of effort and attention in improving or maintaining their appearance (Forand *et al.*, 2010; Ip & Jarry, 2007; Cash & Labarge, 1996). Appearance schemas affect information processing and assist in shaping and interpreting information about one's body (Forand *et al.*, 2010; Jung & Lee, 2006). Certain intrinsic or environmental cues are able to prompt appearance schemas and an individual uses the information stemming from the cues to manage their appearance according to the appearance beliefs they uphold (Jakatdar *et al.*, 2006).

### *Self-discrepancy*

Self-discrepancy as a part of the social cognitive perspective can be linked to body image evaluation. The self-discrepancy theory is based on the gap that may exist between body attributes of an individual's actual body and their desired body (Fiske & Taylor, 2013:130;

Jung *et al.*, 2001). The gap between the actual body and desired body may lead to an unpleasant internal psychological state which could encourage an individual to reduce the gap through body enhancement or coping strategies such as exercising or appearance management through fashion clothing (Ip & Jarry, 2007; Jung *et al.*, 2001).

### *Attitudes*

Attitude as a social cognitive structure can be defined as an enduring psychological tendency used in evaluating people including oneself and objects such as fashion clothing (Fiske & Taylor, 2013:232; Judge & Kammeyer-Mueller, 2012; Bohner & Dickel, 2011; Solomon & Rabolt, 2004:255). Attitudes are made up of three elements namely: cognition, affect and behaviour (Kaiser, 1990:291). The cognitive element relates to beliefs or information regarding a certain object or stimulus. The affect element refers to emotions an individual has and the behavioural element relates to an individual's intent to react (Solomon & Rabolt, 2004:256; Kaiser, 1990:292). An attitude also refers to the beliefs an individual has regarding the object (Solomon & Rabolt, 2004:256). Attitudes about an object, like fashion clothing, is acquired whilst gathering information about the fashion clothing product and during interaction with the product (Solomon & Rabolt, 2004:257). High fashion clothing involvement individuals or fashion leaders usually internalize their attitudes about fashion clothing and the attitude guides their behaviour towards fashion clothing products.

### *Perceptions*

Perceptions are a form of social cognition structures which are based on the way people understand and recognize their world forming knowledge structures (Fiske & Taylor, 2013:11). Perceptions influence how an individual will react. Perceptions reproduce interplay between what is out there and what we chose to bring into our lives and social surroundings (Fiske & Taylor, 2013:105). Perceptions are formed through the encoding of information developed through selective attention, interpretation and gap-filling, illustrating an active mental process (Fiske & Taylor, 2013:105; Macrae & Baudenhausen, 2001). Perceptions are also context dependent meaning that perceptions are constructed on what we "see" and how we chose to interpret the situation (Fiske & Taylor, 2013:105). Several types of perceptions exist, such as object perception, person perception and physical perception (Solomon & Rabolt, 2004:290). Object perception is the judgement an individual has towards products or objects such as fashion clothing. Person perception refers to picture we form of others from viewing their extrinsic appearance including the way an individual dresses and manages their appearance (Kaiser, 1990:257). Physical perception develops through the five human

senses and they facilitate the interaction between an individual and an object or product (Solomon & Rabolt, 2004:294).

## **2.7. CONCLUSION**

This chapter examined the theoretical constructs of the study. Appropriate literature and previous studies on body image evaluation and investment, fashion clothing involvement and appearance management were reviewed within the context of the study. From the literature review, body image can be seen as a fashion clothing involvement trigger because the image a young female has of her body motivates and guides her interaction with fashion clothing as she can use fashion clothing to manage her body and its appearance. The literature review assisted in outlining and framing the relationship between the constructs. The purpose of this study is to explore and understand the role of body image evaluation and body image investment in young female consumers' fashion clothing involvement and appearance management. With the foundation formed by the comprehensive literature review and with the purpose in mind, a conceptual framework (see 1.5) and research objectives and sub-objectives (see 1.6) were formulated.



## CHAPTER 3

### Research design and methodology

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#### 3.1. RESEARCH DESIGN

The aim of this study was to explore and understand the role of body image evaluation and body image investment in young female consumers' fashion clothing involvement and appearance management. The study employed a quantitative survey research design, which encouraged the use of numbers and statistical measurements in order to explore and describe correlation between various variables and constructs (Salkind, 2012:12; Fouché & De Vos, 2011:97; Walliman, 2011:13). In this study, the survey was used for descriptive and exploratory purposes. Exploratory research enables the researcher to gather knowledge about a specific topic, whilst a descriptive research examines and explains particular influences (Babbie & Mouton, 2001:80). A survey, in the form of a self-administered structured questionnaire was used to gather primary data (Delpont & Roestenburg, 2011:186; Babin & Zikmund, 2007:166). No attempt was made to alter the behaviour of the participants, but rather the survey was structured to gather the opinions of the participants in such a manner that concrete facts and statistics could be gathered (Salkind, 2012:213). The data collected was then analysed through numerical measurements and calculations in order to comprehensively explain the research purpose and its objectives (Walliman, 2011:13; Babin & Zikmund, 2007:94). The study could also be described as a cross-sectional study as it examined groups of people, namely young females between the ages of 18-24, at a specific point in time using a series of questions (Salkind, 2012:253, Fouché, Delpont & De Vos, 2011:156).

#### 3.2. RESEARCH METHODOLOGY

##### 3.2.1. Sampling

###### 3.2.1.1. Unit of analysis and criteria

The unit of analysis for this study consisted of young females, between the ages of 18-24, who studied in the Tshwane Metropolitan district in South Africa. Various involvement studies found that young females were more involved and interested in fashionable product categories, such as fashion clothing (Naderi, 2013, Jung *et al.*, 2001). Previous body image researchers also found that young females were concerned about their physical appearance (Rudd & Lennon, 2000). The respondents for the study were enrolled at the University of

Pretoria seeking a higher education qualification. Students studying fashion or clothing were excluded from the study due to their knowledge on the study topic and constructs. The criteria used to gather data from the participants was key because tertiary students have the choice of wearing different clothes and styles everyday unlike school students or corporate environment workers who adhere to the clothing guidelines set out for them.

Apart from gender, age, and area of tertiary enrolment other demographic variables such as population group or ethnicity were not restricted to a specific criteria, thus as to accommodate the inclusion of a broader scope of potential respondents.

### **3.2.1.2. Sampling method**

A non-probability convenience sampling method was applied to collect data from the University of Pretoria situated in the Tshwane metropolitan. The researcher was able to collect a substantial 280 questionnaires, which strengthens the significance and validity of the study. The sampling technique was viable for this study because it was quick and economically reasonable when taking into consideration the time and financial resources available to complete the study (Babin & Zikmund, 2007:312). As well as, collecting data in the metropolitan City of Tshwane was geographically viable for this study, as both the principle researcher and study supervisor were based at the University of Pretoria, which is located in this region. By employing a non-probability convenience sampling method, the size of the population is unknown to the researcher and thus, respondents do not have the equal chance of being selected to form part of the study sample (Strydom & Delport, 2011:391). Although a convenient sampling method was used, the study was purposive in terms of the unit of analysis criteria (age, gender and tertiary enrolment), and only respondents that met the criteria were selected (Strydom, 2011:232).

Due to the sampling method used, the study faced some limitations in that the results and conclusions of this study cannot be projected or generalised beyond the sample unit used (Salkind, 2012:102; Walliman, 2011:188; Babin & Zikmund, 2007:312).

### **3.2.2. Data collection**

A quantitative research strategy was used to gather raw data in the form of a structured questionnaire (included in Addendum B), which consisted of 5 sections. Most of the questionnaire sections consisted of existing scales used in previous studies and some of the questionnaires were modified to address the objectives of this study. The existing scales

were applied as directorial instruments and their accompanying instructions were applied to the scales used in the study. The data that emerged from the questionnaire was then processed and captured using numerical data collection techniques (Walliman, 2011:210). Other researchers with a similar research topic and constructs have used questionnaires to gather data for their research studies (Tiggemann & Andrew, 2012; Forand *et al.*, 2010; Tiggemann & Lacey, 2009; Ip & Jarry, 2007, Cash *et al.*, 2004; O’Cass, 2003).

Data was collected in the metropolitan city of Tshwane from May to July 2014, providing the researcher and the trained data collectors an accessible and convenient audience of possible respondents. Filter questions were asked to ensure that the data was collected from suitable and willing respondents (Babin & Zikmund, 2007:282). The filter questions included, asking possible respondents whether they are between the ages of 18 and 24. The help of data collectors was sourced in collecting 280 usable questionnaires within the limited time period. The data collectors were mostly Consumer Sciences students who were enrolled at the University of Pretoria. The researcher had requested the lecturers within the Consumer Sciences department to ask their students whether they would be interested in being data collectors for this study. The students’ who were interested in being data collectors for this study come forth to the researcher, who then briefed the data collectors about the study, its objectives, the unit of analysis and the criteria the potential respondents had to meet in order to be eligible for the study. The researcher got the details of the data collectors including contact details in order to do follow-ups. The data collectors mostly approached university students on and off campus including residential students, family members, friends and flat mates, as potential respondents. The data collectors received batches of ten questionnaires and were remunerated for each usable questionnaire.

The questionnaires were hand delivered to potential respondents. Hand delivered questionnaires ensure better response rates as the data collectors have personal contact with the respondents, and any uncertainties about the questionnaire can be easily clarified (Delport & Roestenburg, 2011:188). The data collectors were given one to two weeks to distribute, collect and hand back the questionnaires to the researcher. The disadvantages encountered with hand-delivered questionnaires included the limited geographical area, which could be reached by the data collectors, printing costs that were associated with paper-based questionnaires, the extended time frame that was needed to drop-off and collect questionnaires and also the questionnaires that were never returned to the researcher.

The cover page accompanying the questionnaire included a tear-off slip for a R400 Mr Price gift voucher lucky draw. In order to partake in the lucky draw, the respondents had to fill in

only their contact numbers, so that anonymity could be maintained. Only the lucky draw winner was contacted and none of the other contact numbers were used.

### **3.2.3. Measuring instrument**

The measuring instrument for the study was a structured, self-administered questionnaire. The questionnaires consisted of standardised limited-alternative responses that respondents had to choose from (Delpont & Roestenburg, 2011:198; Babin & Zikmund, 2007:272). It was important that the questionnaire was structured in a manner which fulfilled the objectives and requirements of the study so that relevant data could be produced (Salkind, 2012:149; Walliman, 2011:190). In order to ensure that the effectiveness of the measuring instrument, tested scales were used. Similar tested constructs from previous studies were adapted to the objectives of this study. The following paragraphs provide an overview of each section in the questionnaire including the scales used.

#### **Section 1: Demographics and background information**

The demographic variables included in the questionnaire were age, ethnicity, tertiary enrolment and trouser size. The background variables included were meant to gauge the respondents' interest in fashion clothing and this section included questions that probed whether the respondent views themselves as a fashion leader or follower and where they get their fashion information. The questions included in this section were strategically formulated to ensure that the demographic profile and fashion interest of the respondents could be adequately described.

#### **Section 2: Body image investment questionnaire**

This section measured the respondents' body image investment which is concerned with appearance-related cognitive structures used to process self-related information (Cash *et al.*, 2004). The Appearance Schemas Inventory-Revised scale was developed by Cash *et al.*, (2004). The ASI-R is a 20-item scale developed to assess investment beliefs and assumptions about the importance of physical appearance in one's life (Rudiger *et al.*, 2007; Cash *et al.*, 2004).

The ASI-R scale was restructured from the original 16-item ASI scale developed by Cash and Labarge (1996), which was found to have several short fall (Cash *et al.*, 2004). The problems affecting the original ASI scale involved the inclusion of explicitly self-evaluative

items, social stereotypes, few behavioural items and repeated failure to find expected gender differences on the ASI (Cash *et al.*, 2004). When revising the original ASI scale Cash *et al.* (2004) constructed a 45-item measure, based on content and face validity. The 45-item measure focused on several self-related domains of salience of one's appearance namely: historical salience, attentional and cognitive salience, salience to one's sense of self, behavioural salience, affective salience, and interpersonal salience (Cash *et al.*, 2004). The revised measure was administered on 603 U.S college students. The structural analyses produced internally consistent 41-item and 20-item, two-factor structure varieties of the ASI-R. The 20-item version was chosen due to practical reasons, such as eliminating items that repeated themselves (Cash *et al.*, 2004).

The ASI-R scale is made up of a two-factor structure termed Self-evaluative Salience and Motivational Salience, with 12 and 8 items respectively (Cash *et al.*, 2004). The self-evaluative salience structure reflects the extent to which individuals define themselves by their physical appearance, which they consider influential in both their social and emotional experiences (Cash *et al.*, 2004). The motivational salience structure which consists of 8-item, reveals the extent to which individuals attend to their appearance and engage in appearance management behaviours (Cash *et al.*, 2004).

All the 20-items in the ASI-R were rated on a 5-point scale ranging from 1 (strongly disagree) to 5 (strongly agree). Six of the 20 items were worded in a contraindicative direction and were reversed scored. The internal consistency of the ASI-R scale was calculated using Cronbach's alpha. The total value for the composite 20-item measure was 0.88 for women. The reliability of the 12-item self-evaluative salience subscale was 0.82 for the female respondents (Cash *et al.*, 2004) and the reliability of the 8-item motivational salience subscale was 0.90 for the female respondents. This indicated satisfactory internal consistencies in the ASI-R scale and both its two subscales.

### **Section 3: Body image evaluation questionnaire**

The Body Image States Scale was used as a measuring instrument for the body image evaluation questionnaire section. The BISS was developed by Cash *et al.* (2002) to address the need for a psychometrically sound measure of a person's evaluative and affective body image state. The BISS is a 6-item measure of momentary evaluative/affective experiences of one's physical appearance (Rudiger *et al.*, 2007; Cash *et al.*, 2002). The six items were written up to tap into the following spheres of current body experience: 1. dissatisfaction-satisfaction with one's body size and shape; 2. dissatisfaction-satisfaction with one's body size and shape; 3. dissatisfaction-satisfaction with one's weight; 4. feelings of physical

attractiveness-unattractiveness; 5. current feelings about one's look relative to how one usually feels; and 6. evaluation of one's appearance relative to how the average person looks. Each of the six items was rated on a 9-point, bipolar, Likert-type scale, semantically anchored at each point. The scale was structured in a negative-to-positive direction for half of the items and positive-to-negative direction for the other half. The items were scored based on how the respondent best described how they feel, 'Right now, at this very moment' (Cash *et al.*, 2002). Although the BISS measure can be used in imagined situational contexts, for the purpose of this study it was administered in a neutral context.

Three positive-to-negative items of the measure were reversed scored in order to calculate the mean, thus higher BISS scores on the 9-point scale indicated favourably body image states. In Cash *et al.*'s study (2002) the BISS assessment scored a mean of 5.39 out of 9 and 0.77 internal consistency for women, in a neutral context.

#### **Section 4: Fashion clothing involvement questionnaire**

This section of the questionnaire was tested using O'Cass (2000) Fashion Clothing Involvement Scale. O'Cass developed this scale based on two reasons: firstly, most of the previous measures of involvement had been met with noteworthy criticism due to their fundamental weakness in theory development and psychometric rigour and validation (O'Cass, 2000). Secondly, according to Muehling, Lacznik and Andrews's (1993) extensive review of the state of involvement, they argued intensely that what was lacking in the study of involvement was a body of research that investigates the relationship between involvement types. Taking these reasons into consideration O'Cass developed and tested a model consisting of four focal forms of involvement, namely: fashion clothing product involvement, advertisement involvement, purchase-decision involvement and consumption involvement. O'Cass developed these four forms in order to represent basic types of involvement relevant to a consumer's environment and maintain involvement as an enduring relationship between a consumer and an object (O'Cass, 2000).

O'Cass developed the fashion clothing involvement scale by examining previous published involvement measures and conducting several in-depth interviews to produce items that were believed to tap into involvement. The generated items were then grouped into the four forms of involvement, and a review process was undertaken to refine, delete and validate items. The scale was then piloted and the data was analysed using correlation analysis, reliability tests, cluster analysis and exploratory factor analysis (O'Cass, 2000). The final questionnaire consisted of fashion clothing product involvement (16 items), purchase decision involvement (10 items), consumption involvement (8 items) and advertisement

involvement (8 items). The measure is a 6-point Likert-type scale with poles from strongly disagree to strongly agree (O’Cass, 2000). However, based on the statistician’s recommendation the scale was changed to a 5-point scale in order to create uniformity within the point scales of this study’s questionnaire.

The reliability scores (Cronbach’s alpha) for this instrument were measured for each form of involvement. In O’Cass’ study (2000) the fashion clothing product involvement scale contains items that characterize the degree at which the consumer is involved in the product of fashion clothing. The product involvement scale’s internal reliability estimate was 0.98 indicating high internal reliability. The advertisement involvement scale contained items representing the degree at which the consumer is involved in advertising communications that are fashion clothing orientated. The advertisement involvement scale’s internal reliability estimate was 0.93. The purchase decision involvement construct consists of items that represent the degree the consumer is involved in the purchase decision of fashion clothing and it had an internal reliability score of 0.95. The consumption involvement construct includes items that represent the degree the consumer is involved in consumption of or wearing fashion clothing and had a reliability estimate of 0.94.

## **Section 5: Appearance management questionnaire**

For the appearance management questionnaire section Johnson *et al.* (2007) Appearance Emphasis Scale was used. The scale was developed based on Kaiser’s (1990:5) appearance management definition, which states ‘the process of thinking about and actually acting out the activities pertaining to the way one looks.’ The scale was developed in two stages using two groups of college students. In the first stage, the students answered nine open-ended items about managing their appearance. The responses were then analysed and coded into themes, and 60 Likert-type items were developed. Most of the items addressed appearance emphasis, indicating that the responses related to concerns about clothing, fashionableness, appearance, and grooming behaviours (Johnson *et al.*, 2007). The second stage entailed using different students to respond to the 60 Likert-type items and they were analysed using Varimax rotation and were reduced to a 9-item, 5-point Likert-type scale (Johnson *et al.*, 2007). The scale’s Cronbach’s alpha score was 0.92 illustrating a high internal consistency.

A pilot test was conducted including 15 Retail Management: Interior students from the University of Pretoria. It was conducted to pre-test the questionnaire and ensure that possible errors were identified before data collection commenced and that the questionnaire worked as intended (Walliman, 2011:191; Babin & Zikmund, 2007:54). The questionnaire

was screened for readability, comprehension and clarity. From the pilot test it was established that some of the statements were not clear and did not correspond with the possible response options and therefore they were left unanswered. These statements were then restructured in order to improve the comprehension of the questionnaire and the response rate. The following table was developed to illustrate how the questionnaire was structured:



TABLE 3.1: QUESTIONNAIRE STRUCTURE

| Sections                                | Concepts   | Measuring instrument   | Variables  |
|---|--|--|--|
| Demographics and background information | Age, ethnicity, trouser size, fashion information source |  | Variables 1- 10  |
| Appearance questionnaire                | Body image investment                                    | ASI-R scale<br>20 item, 5-point Likert-type scale                        | <i>Self-evaluative salience variables:</i><br>12; 15; 17; 18; 19; 21; 23; 24; 25; 26; 29; 30 |
|   |  |  | <i>Motivational salience variables:</i><br>11; 13; 14; 16; 20; 22; 27; 28                    |
| Body questionnaire                      | Body image evaluation                                    | BISS scale<br>6 item, 9-point Likert-type scale                          | Variables 31- 36   |
| Fashion questionnaire                   | Fashion clothing product involvement (FCPI)              | Fashion clothing involvement scale<br>42 item, 5-point Likert-type scale | <i>FCHI variables:</i><br>37; 38; 45; 46; 51; 52; 57; 58; 63; 64; 69; 70; 73; 74; 77; 78     |
|   | Purchase decision involvement (PDI)                      |  | <i>PDI variables:</i><br>39; 40; 47; 48; 55; 56; 65; 66; 75; 76                              |
|   | Consumption involvement (CI)                             |  | <i>CI variables:</i><br>41; 42; 49; 50; 59; 60; 67; 68                                       |
|   | Advertisement involvement (AI)                           |  | <i>AI variables:</i><br>43; 44; 53; 54; 61; 62; 71; 72                                       |
| Appearance management                   | Appearance management                                    | Appearance emphasis scale<br>9 item, 5-point Likert-type scale           | Variables 79- 84   |

### 3.2.4. Data analysis

After the questionnaires had been completed and gathered, the data was prepared for entry and analysis. Data preparation was done by checking the raw data, making sure the questionnaires are eligible for coding. Coding was done in a numerical form and the coded

data was transferred to an electronic format using an excel spreadsheet with the assistance of a statistician. The raw data was then checked against the excel spreadsheet, to make sure that there were no data entry errors and that the data corresponded with the data inserted in the excel spreadsheet. This concluded the quantitative data collection procedure.

The next step involved transforming the captured data into constructive quantitative expressions, which were statistically analysed by the statisticians from the University of Pretoria. The data was processed using descriptive statistics followed by inferential statistics, these statistical tests assisted in determining validity and reliability of the study. When calculating the descriptive and inferential statistics for this study, the calculations and tests used in the original scales were consulted in order to guide the data analysis and interpretation. With the use of descriptive statistics some of the characteristics of the distribution of scores collected can be discussed and the tools applied in inferential statistics can be used to analyse how the data collected correlates to the set objectives (Salkind, 2012:161).

The descriptive statistics included calculating the mean, percentages, frequencies and standard deviation. The mean is the sum of a set of scores divided by the number of scores (Salkind, 2012:163). The mean is also known as the average. The standard deviation numerical expression refers to the average amount that each of the individual scores varies from the mean of the set of scores (Salkind, 2012:166). The standard deviation numerical expression is a general measure of variability.

Inferential statistics, including Cronbach's alpha and Pearson's correlation coefficient were calculated to understand something about the sample based on the characteristics of the sample (Salkind, 2012:177). The Cronbach's alpha numerical expression is a measure of how consistently each item measures the same underlying construct and determines the correlation between item responses obtained at a specific time (Salkind, 2012:120, Garson: 2009). In the field of social sciences an alpha outcome of  $\geq 0.7$  is considered an acceptable cut-off of acceptability of internal reliability (Garson, 2009). Pearson's correlation coefficient, expressed with the symbol  $r$  was used. The Pearson's correlation coefficient is a measure of linear relationship between two variables  $x$  and  $y$ , without any hint of attributing the effect of one variable on another (Salkind, 2012:203, Steyn, Smit, Du Toit & Strasheim, 1994:177). By design the correlation coefficient is represented as follows:

$$-1 \leq r \leq 1$$

The closer the value is to 1 or -1, the stronger the linear relationship. The Pearson's correlation coefficient measure is able to indicate whether variables share something in

common with each other. If a relationship does exist between the two variables, they correlate (Salkind, 2012:203) whilst the value 0 indicates that no linear correlation exists. Correlation measures can be positive, meaning that as one variable changes in value, the other changes in the same linear direction. Correlations can also be negative, meaning that as one variable changes in value in one direction, the other changes in the opposite direction, such a relationship is negative and indirect (Salkind, 2012:204, Steyn *et al.*, 1994:177). This measure can also be used to estimate the reliability.

Tables, graphs and charts were used to explain, summarize and illustrate some of the findings. The data collected was then interpreted, stating implications of the findings and drawing appropriate conclusions, limitations and recommendations (Babin & Zikmund, 2007:60).

### 3.2.5. Operationalisation table

TABLE 3.2: OPERATIONALISATION TABLE

| Objectives   | Sub-objectives  | Measuring instrument   | Statistical analysis  |
|--|---|--|---|
| Objective 1: To explore and describe the relationship between body image evaluation and fashion clothing involvement                   | Sub-objective 1.1: To explore the relationship between young females' body image evaluation and fashion clothing product involvement    | Body image evaluation: Body Image States Scale (BISS), 6-item, 9-point, bipolar Likert-type scale  | Descriptive statistics: <ul style="list-style-type: none"> <li>• Means</li> <li>• Percentages</li> <li>• Frequencies</li> <li>• Standard deviation</li> </ul> Inferential statistics: <ul style="list-style-type: none"> <li>• Cronbach's alpha</li> <li>• Pearson correlation coefficient</li> </ul> |
|  | Sub-objective 1.2: To explore the relationship between young females' body image evaluation and advertisement involvement               | Fashion clothing involvement: Fashion Clothing Involvement Scale, 42-item, 5-point, Likert-type scale                                      |   |
|  | Sub-objective 1.3: To explore the relationship between young females' body image evaluation and purchased decision involvement          |  |   |
|  | Sub-objective 1.4: To explore the relationship between young females' body image evaluation and consumption involvement                 |  |   |
| Objective 2: To explore and describe the relationship between young females' self-evaluative salience and fashion clothing involvement | Sub-objective 2.1: To explore the relationship between young females' self-evaluative salience and fashion clothing product involvement | Body image investment: Appearance Schemas Inventory-Revised (ASI-R), Self-evaluative salience subscale, 20-item, 5-point Likert-type scale | Descriptive statistics: <ul style="list-style-type: none"> <li>• Means</li> <li>• Percentages</li> <li>• Frequencies</li> <li>• Standard deviation</li> </ul> Inferential statistics: <ul style="list-style-type: none"> <li>• Cronbach's alpha</li> </ul>  |

|  |   |   |   |  |
|--|---|---|---|--|
|  | <p>Sub-objective 2.2:<br/>To explore the relationship between young females' self-evaluative salience and advertisement involvement</p>         | <p>Fashion clothing involvement:<br/>Fashion Clothing Involvement Scale, 42-item, 5-point, Likert-type scale</p>                                    | <ul style="list-style-type: none"> <li>• Pearson correlation coefficient</li> </ul>   |  |
| <p>Sub-objective 2.3:<br/>To explore the relationship between young females' self-evaluative salience and purchase decision involvement</p>    |   |   |   |  |
| <p>Sub-objective 2.4:<br/>To explore the relationship between young females' self-evaluative salience and consumption involvement</p>          |   |   |   |  |
| <p>Objective 3:<br/>To explore and describe the relationship between young females' motivational salience and fashion clothing involvement</p> | <p>Sub-objective 3.1:<br/>To explore the relationship between young females' motivational salience and fashion clothing product involvement</p> | <p>Body image investment:<br/>Appearance Schemas Inventory-Revised (ASI-R), Motivational salience sub-scale, 20-item, 5-point Likert-type scale</p> | <p>Descriptive statistics:</p> <ul style="list-style-type: none"> <li>• Means</li> <li>• Percentages</li> <li>• Frequencies</li> <li>• Standard deviation</li> </ul> <p>Inferential statistics:</p> <ul style="list-style-type: none"> <li>• Cronbach's alpha</li> <li>• Pearson correlation coefficient</li> </ul> |  |
| <p>Sub-objective 3.2:<br/>To explore the relationship between young females' motivational salience and advertisement involvement</p>           | <p>Fashion clothing involvement:<br/>Fashion Clothing Involvement Scale, 42-item, 5-point, Likert-type scale</p>                                |   |   |  |
| <p>Sub-objective 3.3.:<br/>To explore the relationship between young females' motivational purchase decision involvement</p>                   |   |   |   |  |
| <p>Sub-objective 3.4:<br/>To explore the relationship between young females' motivational salience and consumption involvement</p>             |   |   |   |  |

|  |   |   |   |
|--|---|---|---|
| <p>Objective 4:<br/>To explore and describe the relationship between young females' body image and appearance management</p>                   | <p>Sub-objective 4.1:<br/>To explore the relationship between young females' body image evaluation and appearance management</p>                | <p>Body image evaluation:<br/>Body Image States Scale (BISS), 6-item, 9-point, bipolar Likert-type scale</p>      | <p>Descriptive statistics:</p> <ul style="list-style-type: none"> <li>• Means</li> <li>• Percentages</li> <li>• Frequencies</li> <li>• Standard deviation</li> </ul> <p>Inferential statistics:</p> <ul style="list-style-type: none"> <li>• Cronbach's alpha</li> <li>• Pearson correlation coefficient</li> </ul> |
|  | <p>Sub-objective 4.2:<br/>To explore the relationship between young females' self-evaluative salience and appearance management</p>             | <p>Body image investment:<br/>Appearance Schemas Inventory-Revised (ASI-R) 20-item, 5-point Likert-type scale</p> |   |
|  | <p>Sub-objective 4.3:<br/>To explore the relationship between young females' motivational salience and appearance management</p>                | <p>Appearance management:<br/>Appearance Emphasis Scale 9-item, 5-point</p>                                       |   |
| <p>Objective 5:<br/>To explore and describe the relationship between young females' fashion clothing involvement and appearance management</p> | <p>Sub-objective 5.1:<br/>To explore the relationship between young females' fashion clothing product involvement and appearance management</p> | <p>Fashion clothing involvement:<br/>Fashion Clothing Involvement Scale, 42-item, 5-point, Likert-type scale</p>  | <p>Descriptive statistics:</p> <ul style="list-style-type: none"> <li>• Means</li> <li>• Percentages</li> <li>• Frequencies</li> <li>• Standard deviation</li> </ul> <p>Inferential statistics:</p> <ul style="list-style-type: none"> <li>• Cronbach's alpha</li> <li>• Pearson correlation coefficient</li> </ul> |
|  | <p>Sub-objective 5.2:<br/>To explore the relationship between young females' advertisement involvement and appearance management</p>            | <p>Appearance management:<br/>Appearance Emphasis Scale 9-item, 5-point</p>                                       |   |
|  | <p>Sub-objective 5.3:<br/>To explore the relationship between young females' purchase decision involvement and appearance management</p>        |   |   |
|  | <p>Sub-objective 5.4:<br/>To explore the relationship between young females' consumption involvement and appearance management</p>              |   |   |

### 3.3. MEASURES TO ENSURE QUALITY OF DATA

A quantitative study was conducted using numerical methods and to ensure the quality and feasibility of the results yielded from the research, validity and reliability procedures were incorporated into the study and the questionnaire to warrant the accuracy and usefulness of the data (Priest, Roberts & Traynor, 2006).

#### 3.3.1. Validity

Validity refers to the extent to which an instrument accurately measures the concept it intends to measure (Salkind, 2012:123; Delport & Roestenburg, 2011:172; Babin & Zikmund, 2007:250). There are two types of validity, internal validity and external validity. Internal validity addresses the reasons for the results of the study by ensuring that the results reflect the influence of the constructs (Walliman, 2011:204; Priest *et al.*, 2006). External validity refers to the ability to generalise the findings of the study to other people and situations (Walliman, 2011:204), however the findings of this study cannot be generalised beyond the sample unit because a non-probability sampling technique was used.

Theoretical validity and measurement validity were included in the study. Theoretical validity is concerned with the degree to which the concepts and the theoretical perspective used in the research fit the data (Hannes, Lockwood & Pearson, 2010). To ensure theoretical validity, an in-depth literature review on the concepts was done and a conceptual framework was developed, linking the theoretical concepts body image evaluation, body image investment, fashion clothing involvement and appearance management to the objectives of the study.

Measurement validity consists of four types of validity procedures namely face, content, criterion, and construct validity, which assisted in ensuring the authenticity of the results produced by the measuring instrument (Salkind, 2012:124). These validity procedures ensured that the measuring tool essentially measured the concepts it proposed to measure.

##### *Face validity*

According to Babin and Zikmund (2007:250) face validity refers to the subjective agreement between experts that a scale reflects the concept being measured, that is the superficial appearance of a measurement. By working closely with the study leader and consulting previous studies which have used the same measuring instrument, face validity was established. As well as the study's research proposal was peer reviewed.

### *Content validity*

Content validity is concerned with relevance and representativeness of the content of the measuring instrument and whether it covers the array of meanings a concept encompasses (Salkind, 2012:124; Delpont & Roestenburg, 2011:173; Priest *et al.*, 2006). The measuring tool was developed using the conceptual framework developed and the objectives set for the study, as well as consulting previous studies that have used the same concepts and scales. A pilot test was conducted to ensure that the participants understood the questions and were able to answer them properly. The pilot test determined the level of understanding of the questionnaire by the respondents and the time it would take to complete the questionnaire (Delpont & Roestenburg, 2011:173). The questionnaire was checked by the study leader and the statisticians in order to detect any potential problems or ambiguous questions. The number of participants needed to ensure that the study could fulfil its exploratory and descriptive purpose was determined with the help of the statisticians.

Face validity and content validity were established and validated before data collection began and the measuring instrument was pretested in a pilot test (Delpont & Roestenburg, 2011:173). By pre-testing the measuring instrument with a small sample unit, it was established that the data collection instrument and scales actually measured the concepts intended to be measured. Content validity was also established through sample representativeness (Delpont & Roestenburg., 2011:173). For the study, a sample of 280 female respondents was recruited and was considered to be appropriate for the exploratory and descriptive purpose of this study. Criterion and construct validity were established after the questionnaire had been used to collect data.

### *Criterion validity*

Criterion validity establishes whether the measuring instrument and the scales used can be compared to other similar validated measures of the same concepts, thus establishing the measuring instrument's sensitivity and confirmation (Salkind, 2012:125; Priest *et al.*, 2006). Criterion validity was incorporated in the measuring instrument by asking more than one question to measure the concepts, by doing so the scores can be compared to each other and be validated (Delpont & Roestenburg, 2011:174). By using established scales and measuring instruments criterion validity could be established because the results and findings of this study could be compared to the findings of other previous studies that used the same scales. This also assisted in making valid interpretations (Delpont, 2005:161).



### *Construct validity*

Construct validity is the extent to which the results of the measuring tool relate and measure a theoretical construct (Salkind, 2012:125; Delpont & Roestenburg, 2011:174). Construct validity confirms the relationships between concepts within the study and the theory that is relevant to the concepts, thus linking components of a practical test score to the theory (Salkind, 2012:125; Priest *et al.*, 2006). By compiling a thorough literature review on the concepts used, a comprehensive understanding of the constructs was established. Based on the constructs discussed in the literature review, the questionnaire was developed using questions that explored the main constructs: body image evaluation, body image investment, fashion clothing involvement, and appearance management. An operationalisation table (figure 3.2) was developed in order to illustrate the concepts, what they measure and how they were measured. It was also important to understand the measuring instrument, how it operated and how relationships between different constructs could be identified (Delpont & Roestenburg, 2011:175). Descriptive statistics such as means, percentages, standard deviation were performed. Also, inferential statistics such as Cronbach's alpha and Pearson correlation coefficient were used to analyse the data. By using established scales and measuring instruments that have been tested and proven to be effective in prior research studies, construct validity could be established.

### **3.3.2. Reliability**

Reliability refers to the degree a test measures the same thing several times and the findings are the same (Salkind, 2012:115; Delpont & Roestenburg, 2011:177; Babin & Zikmund, 2007:248) thus establishing stability of the measuring instrument. Reliability was established in the study by:

- A comprehensive literature review of recent literature was written up to understand the concepts and their definitions so that any vagueness and ambiguity could be eliminated.
- The study was peer reviewed before data collection started.
- The unit analysis criteria ensured that the participants meet the requirements needed to partake in the study.
- Alternating corresponding questions several times in the questionnaire and examining whether the answers corresponded and removing questions that weren't

clear or simplifying them during the pilot study phase (Salkind, 2012:118; Delpont & Roestenburg, 2011:177).

- The pilot study conducted assisted in testing the reliability of the instrument and established whether the respondents understood the questions and instructions.
- Before using the tested scales and questionnaires, the Cronbach's alpha of the scales were studied so that internally reliable scales were utilized in the study.
- Participation in the study was on a voluntary basis and no intimidation was used.
- A cover letter accompanied the questionnaire and it clearly stated the purpose of the study.

### **3.4. ETHICAL ISSUES**

Ethics in research is based on mutual respect, trust, acceptance, cooperation and well-accepted expectations between all parties involved in the research project (Strydom, 2011:113). Throughout the research project honesty in the work was being maintained, by referencing other authors' work and avoiding plagiarism. A plagiarism form was signed and a reference list accompanied the research project (Walliman, 2011:240).

When dealing with human beings as participants in a study, ethical considerations must be addressed and maintained throughout the study to protect participants from deception and to protect their anonymity. This research project gathered data through the use of questionnaires and all participants, participated on a voluntary basis, none of the respondents were forced to participate in the study (Salkind, 2012:86). Confidentiality and anonymity was maintained and none of the respondents' information was revealed (Salkind, 2012:86; Strydom, 2011:119). A cover page with the University of Pretoria's logo was attached to the questionnaire. The cover page informed the participants about the study and its goal and it also stated that the participant can withdraw any time for any reason, that confidentiality will be maintained and the contact details of the researcher and study supervisor were included. A tear-off slip was included on the cover page, so that the participants could fill in their contact details for the R400.00 Mr Price lucky draw. It was mentioned in the cover page that the participants' contact details will not be used or distributed and that only the winner's contact number will be used in order to inform them about the prize. The participants signed the cover page, indicating that they were interested in participating in the study (Salkind, 2012:251; Fouché & De Vos, 2011:87; Walliman, 2011:117).

Participants in the research were protected from any psychological discomfort as they were not exposed to any harmful procedures or questions (Leedy & Ormrod, 2010:101). The research made no attempt to alter the behaviour of the participants, but rather the research was designed to gather the opinions of the participants in a numerical manner (Salkind, 2012:213).

Before the data was collected the research proposal and questionnaire were submitted to the University of Pretoria's faculty of Natural and Agricultural Sciences' ethics committee for review and approval. Once the research proposal and the questionnaire were approved then the data was collected. The study leader reviewed the project and the data interpretations, so that there is no bias in the findings. The project's limitations were stated in the research project. No attempt was made to change the results and findings of the study and the findings were presented on as-is-basis, in order to maintain the integrity and honesty of the study (Leedy & Ormrod, 2010:103). The findings and conclusions of the study were written up and released in an objective manner and compiled according to the requirements and guidelines of the University of Pretoria and the Department of Consumer Science.

## CHAPTER 4

### Results and discussions

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#### 4.1. INTRODUCTION

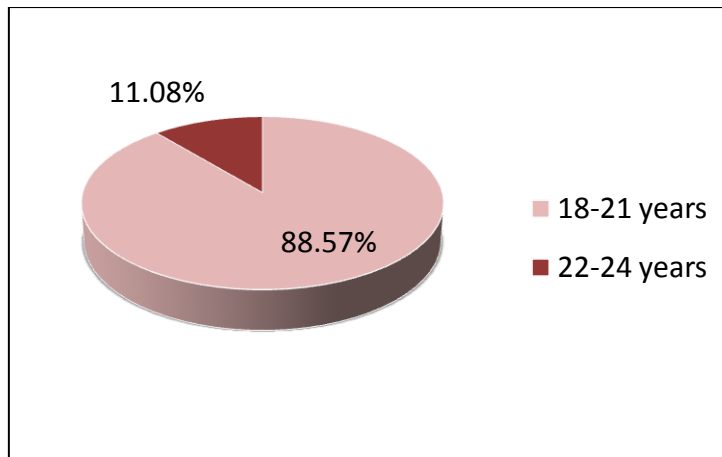
This chapter presents a descriptive summary of the research results. Data is expressed as frequencies and percentages and is presented in tables and figures. Percentages are shown to two decimals. The sample is first described in terms of demographic characteristics. Thereafter the data is presented and described in accordance with the objectives of the study.

#### 4.2. DEMOGRAPHIC AND BACKGROUND INFORMATION

The demographic and background information section of the questionnaire consisted of items that probed the demographic profile of the respondents and also queried their interest in fashion clothing.

##### 4.2.1. Age

In order to take part in the research, the female respondents had to be between the ages of 18 – 24 years old during the data collection period, because various scholars (Khare & Rakesh, 2010; Klepp & Storm-Mathisen, 2005) are of the opinion that females within this age category are highly interested in fashion clothing. The young female respondents specified their age in an open-end question within the demographic and background section of the questionnaire. Afterwards their ages were grouped into two categories, 18-21 years and 22-24 years (Figure 4.1). Most of the female respondents were between the ages of 18-21 years (88.57%) and this could be contributed to the fact that only tertiary female students were targeted for the study. A total of 279 female respondents answered the question and 1 respondent failed to answer the question.

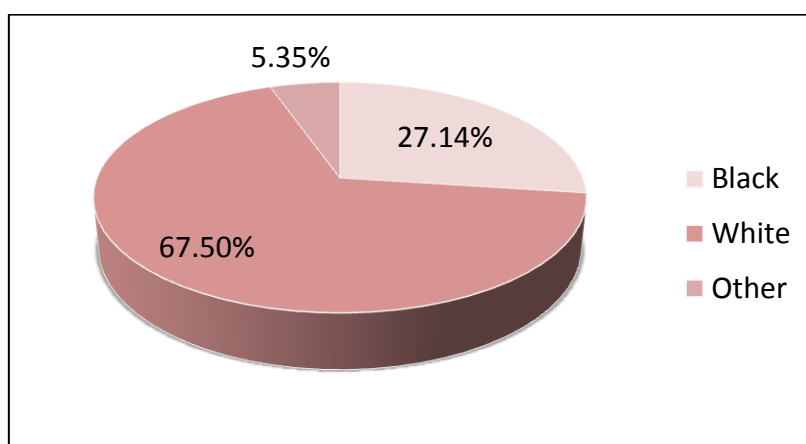


n = 279

**Figure 4.1: Respondents' age**

#### 4.2.2. Population group

It was not an aim of the study to distinguish between the different population groups, however in order to describe the female respondents' demographic profile, the female respondents were asked to indicate which population group they belong to (Figure 4.2). Five population group options were presented to the respondents in the questionnaire. The majority of the female respondents were White (67.5%) whilst, 27.14% of the female respondents were Black and 5.35% of the population consisted of Coloureds, Indians and other groups.

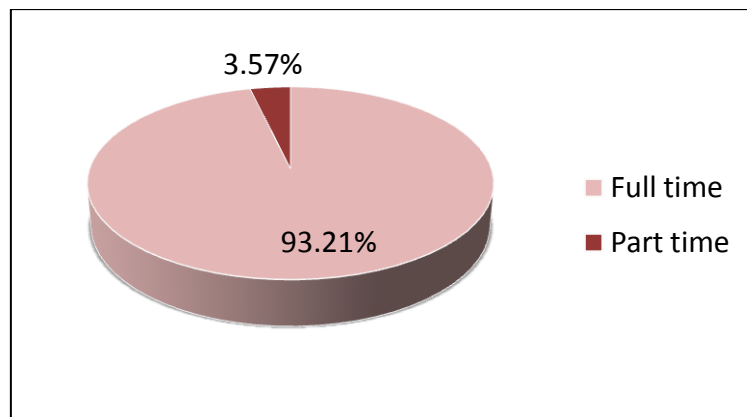


n = 280

**Figure 4.2: Population groups**

#### 4.2.3. Tertiary enrolment

Tertiary enrolment was measured in this study as a control element as the female respondents needed to be enrolled at a tertiary institution in order to qualify for participation in the study. Out of the 271 students who answered this question only 93.21% were enrolled at a Tshwane metropolitan based university on a full time bases (Figure 4.3).

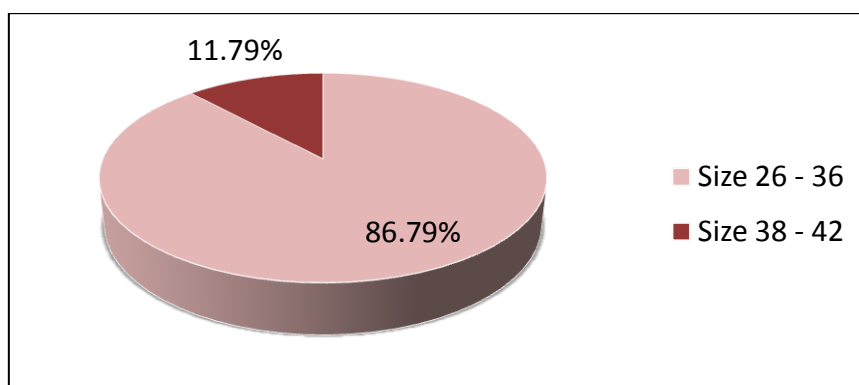


n = 271

**Figure 4.3: Tertiary enrolment**

#### 4.2.4. Trouser size

The female respondents were asked to indicate their trouser size. Figure 4.4 indicates that most of the female respondents that participated in the study wore trouser pants between the sizes of 26 – 36 (86.79%).



n = 276

**Figure 4.4: Trouser sizes**

#### 4.2.5. Fashion clothing retailers

The young female respondents were asked an open question, where they had to mention the one fashion clothing shop where they buy most of their fashion clothes from. In total 17 fashion clothing retailers were mentioned (Table 4.1). Mr Price, a fast fashion value-based retailer that targets the younger generation with its affordable priced clothes ([www.mrpricegroup.com](http://www.mrpricegroup.com)) was mentioned the most, with 99 female respondents stating that they purchased most of their fashion clothes from Mr Price.

TABLE 4.1: FASHION CLOTHING RETAILERS

| Fashion clothing retailer | n  | %     |
|---------------------------|----|-------|
| Mr Price                  | 99 | 35.36 |
| Woolworths                | 39 | 13.93 |
| Cotton on                 | 25 | 8.93  |
| Edgars                    | 25 | 8.93  |
| Factorie                  | 13 | 4.64  |
| Legit                     | 8  | 2.86  |
| Truworths                 | 8  | 2.86  |
| Foschini                  | 6  | 2.14  |
| JayJays                   | 6  | 2.14  |
| Pick n Pay                | 3  | 1.07  |
| Ackermans                 | 2  | 0.71  |
| Forever New               | 2  | 0.71  |
| Vertigo                   | 2  | 0.71  |
| New York Junction         | 1  | 0.36  |
| Old Khaki                 | 1  | 0.36  |
| Republic                  | 1  | 0.36  |
| Sissy boy                 | 1  | 0.36  |

n = 242

#### 4.2.6. Fashion information sources

In Question 7, the female respondents were asked to select from a range of sources where they got their information on fashion. They also had the option to choose more than one answer. Most of the female respondents (170 out of 280 female respondents) chose shopping as their fashion information source, followed by family and friends (Table 4.2). The high rating of shopping as a fashion information source could be attributed to that, when shopping the customer has direct contact with the fashion clothing item and they can feel

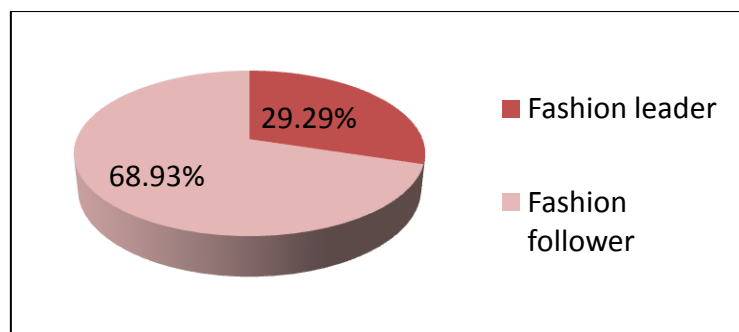
and try on the fashion clothing item as well as read the label which contains fabric information and care instructions.

TABLE 4.2: FASHION INFORMATION SOURCES

| Fashion information source | n   |
|----------------------------|-----|
| Shopping                   | 170 |
| Family and friends         | 144 |
| Internet/ Social media     | 118 |
| Fashion magazines          | 101 |
| Television                 | 71  |

#### 4.2.7. Fashion leaders vs. fashion followers

Fashion leaders can be described as individuals who are excitable and indulgent with fashion clothing, they are the first to buy and wear new fashion trends (Workman, 2009; Michon, Yu, Smith & Chebat, 2007). Fashion leaders also appear to be inner-directs, meaning that they don't feel the need to conform to social needs as they set the standard of excellence that others follow (Belleau, Nowlin, Summers & Xu, 2001). Fashion followers, on the other hand, wait and delay the purchase of new fashion products until the fashion trend hits the highest point of acceptance (Workman, 2009; Belleau *et al.*, 2001). In this study, 68.93% of the female respondents identified themselves as fashion followers (Figure 4.5) meaning that they wait until a certain fashion trend has been accepted before they are comfortable enough to adopt it.



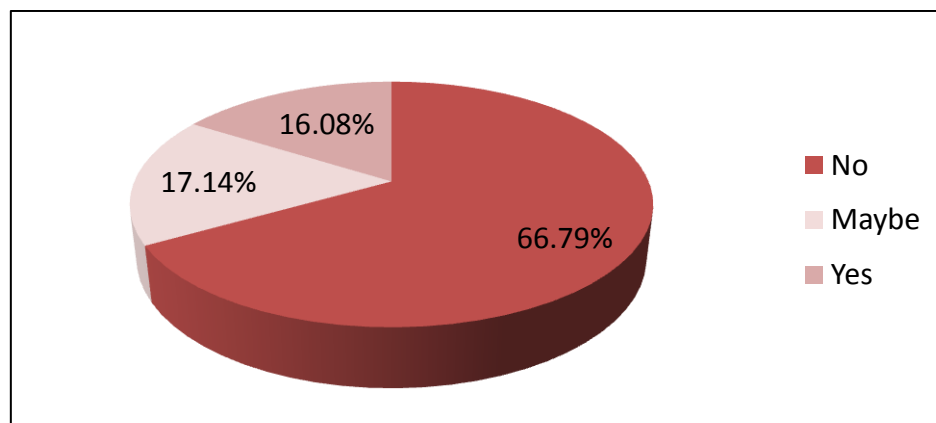
n = 275

Figure 4.5: Fashion leader vs. fashion follower



#### 4.2.8. Exotic leather accessories

Question 9 in the research questionnaire asked the female respondents whether they would like to own a crocodile or ostrich leather handbag or pair of shoes. Luxury exotic products are usually expensive and are regarded as high fashion items (Belleau *et al.*, 2001). More often exotic leather accessories are chosen by fashion leaders rather than fashion followers, because fashion leaders are some of the first consumers to adopt new products and they are not price conscious (Belleau *et al.*, 2001). The majority of the female respondents (66.7%) indicated they would not buy crocodile or ostrich leather handbags or pair of shoes. This finding corresponds well with that most of this study's respondents, see themselves as fashion followers. Whilst 16.08% indicated that they would buy exotic leather handbags or pair of shoes and the rest (17.14%) weren't certain about whether they would want to purchase an exotic leather handbag or pair of shoes (Figure 4.6).

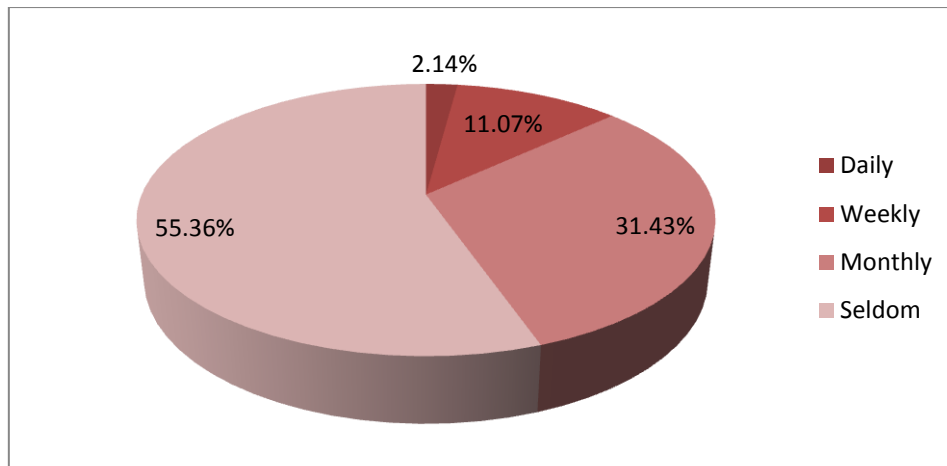


n = 280

**Figure 4.6: Exotic leather accessories**

#### 4.2.9. Fashion magazines

Question 10 in the questionnaire asked the female respondents how often do they read fashion magazines as they intend to inform readers about the latest trends, which celebrities are wearing the trends and where they can find and purchase fashion clothes (Moeren, 2006). Most of the female respondents (55.36%) indicated that they seldom read fashion magazines, while 31.43% of the female respondents indicated that they read fashion magazines on a monthly basis (Figure 4.7). Only 11.07% of the young female respondents indicated that they read fashion magazines on a weekly basis whilst, 2.14% read fashion magazines on a daily basis.



n = 280

**Figure 4.7: Fashion magazines**

#### **4.3. EXPLORATION AND DESCRIPTION OF THE RELATIONSHIP BETWEEN YOUNG FEMALES' BODY IMAGE EVALUATION AND FASHION CLOTHING INVOLVEMENT**

In Chapter two, body image was for this study conceptualized as having two constructs namely body image evaluation and body image investment. Fashion clothing involvement was conceptualized as having four constructs namely fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement (O' Cass, 2000).

##### **Body image evaluation**

The body image evaluation construct was examined by using the Body Image States Scale (BISS) developed by Cash *et al.*, (2002). Table 4.3 reports on the results.

TABLE 4.3: BODY IMAGE EVALUATION

| STATEMENT PERCENTAGES  |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
|--|---------------------|-------------------------|-----------------------|------------------------------------|--------------------|----------------------|------------------|---------------------|-----|------|----------------|
| Extremely dissatisfied   | Mostly dissatisfied | Moderately dissatisfied | Slightly dissatisfied | Neither dissatisfied nor satisfied | Slightly satisfied | Moderately satisfied | Mostly satisfied | Extremely satisfied | n   | Mean | Std. deviation |
| v31. Right now I feel _____ with my physical appearance        |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 0.36   | 4.29                | 5.00                    | 11.79                 | 6.07                               | 9.64               | 22.14                | 31.07            | 9.64                | 280 | 6.50 | 1.96           |
| <b>4.65</b>  |                     | <b>16.79</b>            |                       | <b>6.07</b>                        | <b>31.78</b>       |                      | <b>40.71</b>     |                     |     |      |                |
| v32. Right now I feel _____ with my body size and shape        |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 5.71   | 8.21                | 8.57                    | 16.07                 | 4.64                               | 11.79              | 13.57                | 20.00            | 11.43               | 280 | 5.64 | 2.46           |
| <b>13.92</b>   |                     | <b>24.64</b>            |                       | <b>4.64</b>                        | <b>25.36</b>       |                      | <b>31.43</b>     |                     |     |      |                |
| v33. Right now I feel _____ with my weight                     |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 8.57   | 10.71               | 8.93                    | 16.43                 | 5.71                               | 6.07               | 15.71                | 17.14            | 10.71               | 280 | 5.31 | 2.59           |
| <b>19.28</b>   |                     | <b>25.36</b>            |                       | <b>5.71</b>                        | <b>21.78</b>       |                      | <b>27.85</b>     |                     |     |      |                |
| v34. Right now I feel _____ with my physical attractiveness    |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 3.21   | 11.79               | 29.29                   | 20.36                 | 16.79                              | 5.00               | 6.43                 | 4.29             | 2.14                | 278 | 5.88 | 1.80           |
| <b>15.00</b>   |                     | <b>49.65</b>            |                       | <b>16.79</b>                       | <b>11.43</b>       |                      | <b>6.43</b>      |                     |     |      |                |
| v35. Right now I feel _____ about my looks than I usually look |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 0.71   | 2.50                | 5.36                    | 9.29                  | 43.93                              | 7.50               | 13.21                | 12.14            | 5.00                | 279 | 5.60 | 1.67           |
| <b>3.21</b>  |                     | <b>14.65</b>            |                       | <b>43.93</b>                       | <b>20.71</b>       |                      | <b>17.14</b>     |                     |     |      |                |
| v36. Right now I feel _____ than the average person looks      |                     |                         |                       |                                    |                    |                      |                  |                     |     |      |                |
| 5.71   | 8.93                | 18.21                   | 12.50                 | 40.36                              | 6.79               | 4.29                 | 1.79             | 1.07                | 279 | 5.74 | 1.62           |
| <b>14.64</b>   |                     | <b>30.71</b>            |                       | <b>40.36</b>                       | <b>11.08</b>       |                      | <b>2.86</b>      |                     |     |      |                |
| <b>Overall mean</b>  |                     |                         |                       |                                    | <b>5.78</b>        |                      |                  |                     |     |      |                |
| <b>Standard deviation</b>                                      |                     |                         |                       |                                    | <b>1.52</b>        |                      |                  |                     |     |      |                |
| <b>Cronbach's Alpha</b>  |                     |                         |                       |                                    | <b>0.83</b>        |                      |                  |                     |     |      |                |

It is clear from Table 4.3 that in general the respondents felt neutral to slightly satisfied with their physical appearance with an average mean of 5.28 (out of 9), an internal consistency of 0.83. Most of the respondents felt mostly satisfied to extremely satisfied (40.71%) with their physical appearance, while 31.78% felt slightly to moderately satisfied with their physical appearance. The highest percentage of respondents (31.43%) also felt mostly satisfied to extremely satisfied with their body size and shape while most of the respondents (27.85%) felt mostly satisfied to extremely satisfied with their weight. It is interesting to note that when it comes to physical attractiveness 49.65% of the respondents only felt slightly to moderately satisfied, while most of the respondents (43.93%) at that stage neither felt better nor worse about how they usually look. It is further interesting to note that when it comes to social comparison, 30.71% of the respondents felt that when compared to the average person, they look somewhat better than the average person while 40.36% neither felt better nor worse than the average person.

## Fashion clothing involvement

O’Cass (2000) developed the Fashion Clothing Involvement Scale in order to understand the purchasing and consumption behaviour of individuals. The fashion clothing involvement scale consists of four subscales namely, fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption. Tables 4.4 to 4.7 report on the results.

TABLE 4.4: FASHION CLOTHING PRODUCT INVOLVEMENT

| STATEMENT PERCENTAGES             |   |                   |                 |                           |              |                |     |       |                |
|-----------------------------------|---|-------------------|-----------------|---------------------------|--------------|----------------|-----|-------|----------------|
|                                   |   | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Means | Std. deviation |
| v37                               | Fashion clothing means a lot to me  | 8.93              | 19.64           | 22.86                     | 29.64        | 18.93          | 280 | 3.30  | 1.23           |
|                                   |   | <b>28.57</b>      |                 | <b>22.86</b>              | <b>48.57</b> |                |     |       |                |
| v38                               | Fashion clothing is a significant part of my life                               | 11.07             | 22.86           | 28.21                     | 22.86        | 15.00          | 280 | 3.08  | 1.22           |
|                                   |   | <b>33.93</b>      |                 | <b>22.21</b>              | <b>37.86</b> |                |     |       |                |
| v45                               | I have a strong commitment to fashion clothing that would be difficult to break | 21.07             | 32.14           | 23.93                     | 16.43        | 6.43           | 280 | 2.55  | 1.17           |
|                                   |   | <b>53.21</b>      |                 | <b>23.93</b>              | <b>22.86</b> |                |     |       |                |
| v46                               | I consider fashion clothing to be a central part of my life                     | 23.21             | 27.50           | 23.21                     | 21.43        | 4.29           | 279 | 2.56  | 1.18           |
|                                   |   | <b>50.71</b>      |                 | <b>23.21</b>              | <b>25.72</b> |                |     |       |                |
| v51                               | I think about fashion clothing a lot  | 18.21             | 31.07           | 20.36                     | 20.00        | 9.29           | 277 | 2.71  | 1.24           |
|                                   |   | <b>49.28</b>      |                 | <b>20.36</b>              | <b>29.29</b> |                |     |       |                |
| v52                               | For me personally fashion clothing is an important product                      | 12.50             | 25.71           | 23.93                     | 27.14        | 8.93           | 275 | 2.94  | 1.18           |
|                                   |   | <b>38.21</b>      |                 | <b>23.93</b>              | <b>36.07</b> |                |     |       |                |
| v57                               | I am very interested in fashion clothing  | 11.79             | 14.29           | 23.21                     | 35.36        | 15.36          | 280 | 3.28  | 1.22           |
|                                   |   | <b>26.08</b>      |                 | <b>23.21</b>              | <b>50.72</b> |                |     |       |                |
| v58                               | I am completely involved with fashion clothing                                  | 16.43             | 30.00           | 28.93                     | 18.57        | 5.71           | 279 | 2.67  | 1.12           |
|                                   |   | <b>46.43</b>      |                 | <b>28.93</b>              | <b>24.28</b> |                |     |       |                |
| v63                               | Fashion clothing is important to me   | 12.86             | 26.43           | 22.86                     | 28.57        | 8.57           | 278 | 2.94  | 1.19           |
|                                   |   | <b>39.29</b>      |                 | <b>22.86</b>              | <b>37.14</b> |                |     |       |                |
| v64                               | Fashion clothing is an important part of my life                                | 15.36             | 29.29           | 23.93                     | 25.36        | 5.71           | 279 | 2.77  | 1.16           |
|                                   |   | <b>44.65</b>      |                 | <b>23.93</b>              | <b>31.07</b> |                |     |       |                |
| v69                               | I would say fashion clothing is central to my identity as a person              | 21.43             | 31.43           | 22.50                     | 18.57        | 6.07           | 280 | 2.56  | 1.19           |
|                                   |   | <b>52.86</b>      |                 | <b>22.50</b>              | <b>24.64</b> |                |     |       |                |
| v70                               | I would say that I am pre-occupied with fashion clothing                        | 22.86             | 36.43           | 23.21                     | 14.64        | 2.86           | 280 | 2.38  | 1.07           |
|                                   |   | <b>59.29</b>      |                 | <b>23.21</b>              | <b>17.50</b> |                |     |       |                |
| v73                               | I can really identify with fashion clothing                                     | 11.07             | 19.29           | 30.71                     | 32.14        | 6.43           | 279 | 3.04  | 1.10           |
|                                   |   | <b>30.36</b>      |                 | <b>30.71</b>              | <b>38.57</b> |                |     |       |                |
| v74                               | I am very involved with fashion clothing  | 14.64             | 26.79           | 32.86                     | 19.29        | 6.43           | 280 | 2.76  | 1.11           |
|                                   |   | <b>41.43</b>      |                 | <b>32.86</b>              | <b>25.72</b> |                |     |       |                |
| v77                               | I find fashion clothing a very relevant product in my life                      | 15.00             | 27.14           | 24.64                     | 25.71        | 7.14           | 279 | 2.83  | 1.18           |
|                                   |   | <b>42.14</b>      |                 | <b>24.64</b>              | <b>32.85</b> |                |     |       |                |
| v78                               | I pay a lot of attention to fashion clothing                                    | 14.64             | 25.71           | 21.79                     | 30.00        | 7.86           | 280 | 2.91  | 1.20           |
|                                   |   | <b>40.35</b>      |                 | <b>21.79</b>              | <b>37.86</b> |                |     |       |                |
| <b>Overall mean</b>               |   | <b>2.83</b>       |                 |                           |              |                |     |       |                |
| <b>Overall standard deviation</b> |   | <b>0.99</b>       |                 |                           |              |                |     |       |                |
| <b>Cronbach’s Alpha</b>           |   | <b>0.97</b>       |                 |                           |              |                |     |       |                |

It is clear from Table 4.4 that the respondents were fairly neutral about their level of fashion clothing product involvement with a mean of 2.83, an internal consistency of 0.97. On average about 25.72% of the respondents were not sure if they agree or disagree that they are heavily involved with fashion clothing products. More than fifty percent (50%) of the respondents disagreed that they have a strong commitment to fashion clothing (53.21%), that they consider fashion clothing to be a central part of the lives (50.71%), and that they are pre-occupied with fashion clothing (59.29%), while about three quarters of the respondents said that fashion clothing is not central to their identity (75.36%). Slightly more than half of the respondents did however agree that they are very interested in fashion clothing (50.72%).

TABLE 4.5: ADVERTISEMENT INVOLVEMENT

| STATEMENT PERCENTAGES             |  |                   |                 |                           |              |                |     |       |                |
|-----------------------------------|--|-------------------|-----------------|---------------------------|--------------|----------------|-----|-------|----------------|
|                                   |  | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Means | Std. deviation |
| v43                               | Ads about fashion clothing are of no concern to me           | 9.64              | 34.64           | 25.00                     | 20.36        | 10.00          | 279 | 2.86  | 1.15           |
|                                   |  | <b>44.28</b>      |                 | <b>25.00</b>              |              | <b>30.36</b>   |     |       |                |
| v44                               | I pay a lot of attention to ads for fashion clothing         | 13.21             | 25.36           | 28.57                     | 24.29        | 7.50           | 277 | 2.87  | 1.15           |
|                                   |  | <b>38.57</b>      |                 | <b>28.57</b>              |              | <b>31.79</b>   |     |       |                |
| v53                               | I am completely involved in fashion clothing ads             | 23.21             | 35.00           | 27.14                     | 11.43        | 2.86           | 279 | 2.35  | 1.04           |
|                                   |  | <b>58.21</b>      |                 | <b>27.14</b>              |              | <b>14.29</b>   |     |       |                |
| v54                               | Ads about fashion clothing are relevant to me                | 16.79             | 24.64           | 28.93                     | 23.57        | 6.07           | 280 | 2.77  | 1.16           |
|                                   |  | <b>41.43</b>      |                 | <b>28.93</b>              |              | <b>29.64</b>   |     |       |                |
| v61                               | Ads about fashion clothing are important to me               | 17.86             | 33.21           | 24.29                     | 18.93        | 5.00           | 278 | 2.60  | 1.13           |
|                                   |  | <b>51.07</b>      |                 | <b>24.29</b>              |              | <b>23.93</b>   |     |       |                |
| v62                               | Ads about fashion clothing are interesting to me             | 11.43             | 21.07           | 21.79                     | 36.79        | 8.57           | 279 | 3.10  | 1.17           |
|                                   |  | <b>32.50</b>      |                 | <b>21.79</b>              |              | <b>45.36</b>   |     |       |                |
| v71                               | I am completely absorbed in any fashion clothing information | 26.43             | 34.64           | 19.29                     | 14.64        | 4.64           | 279 | 2.36  | 1.15           |
|                                   |  | <b>61.07</b>      |                 | <b>19.29</b>              |              | <b>19.28</b>   |     |       |                |
| v72                               | I have little or no interest in ads for fashion clothing     | 14.29             | 28.57           | 23.21                     | 24.64        | 9.29           | 280 | 2.86  | 1.20           |
|                                   |  | <b>42.86</b>      |                 | <b>23.21</b>              |              | <b>33.93</b>   |     |       |                |
| <b>Overall mean</b>               |  | <b>2.72</b>       |                 |                           |              |                |     |       |                |
| <b>Overall standard deviation</b> |  | <b>0.58</b>       |                 |                           |              |                |     |       |                |
| <b>Cronbach's Alpha</b>           |  | <b>0.57</b>       |                 |                           |              |                |     |       |                |

From Table 4.5 it is clear that, as with fashion clothing product involvement, that the respondents again were fairly neutral when it comes to fashion clothing advertisement involvement. The mean equalled 2.72 with a lower internal consistency of 0.57. More than half of the respondents disagreed that they are completely involved with fashion clothing advertisements (58.21%) and that fashion clothing advertisements are important to them (51.07%), while sixty one point zero seven percent (61.07%) disagreed that they are

completely absorbed in any fashion clothing information. Again about a quarter of the respondents did not know if they are mostly or strongly involved in fashion clothing advertisements, or not. It should be noted that earlier in the demographic and background section, that the respondents also indicated that they get most of their fashion clothing information from shopping and family and friends, and not necessarily from fashion magazines. Most of the respondents (55.36%) also indicated that they seldom read fashion magazines.

TABLE 4.6: PURCHASE DECISION INVOLVEMENT

| STATEMENT PERCENTAGES             |  |                   |                 |                           |              |                |     |       |                |
|-----------------------------------|--|-------------------|-----------------|---------------------------|--------------|----------------|-----|-------|----------------|
|                                   |  | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Means | Std. deviation |
| v39                               | Making purchase decisions for fashion clothing is significant to me                  | 9.64              | 17.50           | 23.93                     | 37.86        | 11.07          | 280 | 3.23  | 1.15           |
|                                   |  | <b>27.14</b>      |                 | <b>23.93</b>              | <b>48.93</b> |                |     |       |                |
| v40                               | I am very involved in making purchase decisions for fashion clothing                 | 8.21              | 22.50           | 21.43                     | 35.36        | 11.43          | 277 | 3.19  | 1.16           |
|                                   |  | <b>30.71</b>      |                 | <b>21.43</b>              | <b>46.79</b> |                |     |       |                |
| v47                               | I think a lot about my choices when it comes to fashion clothing                     | 8.57              | 18.93           | 18.57                     | 40.71        | 13.21          | 280 | 3.31  | 1.17           |
|                                   |  | <b>27.50</b>      |                 | <b>18.57</b>              | <b>53.92</b> |                |     |       |                |
| v48                               | I place a great value in making the right decision when it comes to fashion clothing | 8.93              | 16.43           | 20.71                     | 40.00        | 13.57          | 279 | 3.33  | 1.16           |
|                                   |  | <b>25.36</b>      |                 | <b>20.71</b>              | <b>53.57</b> |                |     |       |                |
| v55                               | Purchase decisions for fashion clothing are very important to me                     | 13.21             | 20.71           | 24.29                     | 31.07        | 10.71          | 280 | 3.05  | 1.21           |
|                                   |  | <b>33.92</b>      |                 | <b>24.29</b>              | <b>41.78</b> |                |     |       |                |
| v56                               | Making a purchase decision for fashion clothing requires a lot of thought            | 12.50             | 17.14           | 21.43                     | 34.29        | 14.64          | 280 | 3.21  | 1.24           |
|                                   |  | <b>29.64</b>      |                 | <b>21.43</b>              | <b>48.93</b> |                |     |       |                |
| v65                               | I attach great importance to purchasing fashion clothing                             | 14.64             | 26.79           | 24.64                     | 25.36        | 7.86           | 278 | 2.85  | 1.18           |
|                                   |  | <b>41.43</b>      |                 | <b>24.64</b>              | <b>33.22</b> |                |     |       |                |
| v66                               | I like being involved in making purchases of fashion clothing                        | 10.00             | 17.86           | 21.43                     | 40.00        | 10.71          | 280 | 3.24  | 1.16           |
|                                   |  | <b>27.86</b>      |                 | <b>21.43</b>              | <b>50.71</b> |                |     |       |                |
| v75                               | The purchase of fashion clothing is important to me                                  | 13.57             | 23.93           | 26.79                     | 26.79        | 8.93           | 280 | 2.94  | 1.18           |
|                                   |  | <b>37.50</b>      |                 | <b>26.79</b>              | <b>35.72</b> |                |     |       |                |
| v76                               | Purchasing fashion clothing is significant to me                                     | 13.93             | 26.07           | 26.79                     | 26.07        | 6.43           | 278 | 2.85  | 1.15           |
|                                   |  | <b>40.00</b>      |                 | <b>26.79</b>              | <b>32.50</b> |                |     |       |                |
| <b>Overall means</b>              |  | <b>3.12</b>       |                 |                           |              |                |     |       |                |
| <b>Overall standard deviation</b> |  | <b>0.99</b>       |                 |                           |              |                |     |       |                |
| <b>Cronbach's Alpha</b>           |  | <b>0.97</b>       |                 |                           |              |                |     |       |                |

Table 4.6 indicates that when it comes to fashion clothing purchase decision the respondents were more involved with a mean of 3.12, and internal consistency of 0.97. Most of the respondents mostly agreed with all the purchase decision involvement statements except for the statements that attached great importance to purchasing fashion clothing (v65, v75 and v76). More than half of the respondents felt that they think a lot about their

choices when it comes to fashion clothing (53.92%), that they place great value in making the right decision (53.57%) and that they like being involved in making purchases of fashion clothing (50.71%).

TABLE 4.7: CONSUMPTION INVOLVEMENT

| STATEMENT PERCENTAGES             |   |                   |                 |                           |              |                |     |       |                |
|-----------------------------------|---|-------------------|-----------------|---------------------------|--------------|----------------|-----|-------|----------------|
|                                   |   | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Means | Std. deviation |
| v41                               | The feeling of self-fulfilment I get from wearing fashion clothing is significant | 9.26              | 16.43           | 21.07                     | 37.50        | 15.71          | 280 | 3.34  | 1.19           |
|                                   |   | <b>25.69</b>      |                 | <b>21.07</b>              | <b>53.21</b> |                |     |       |                |
| v42                               | I feel a sense of personal satisfaction when I wear fashion clothing              | 7.14              | 12.14           | 18.21                     | 42.86        | 19.64          | 280 | 3.56  | 1.14           |
|                                   |   | <b>19.28</b>      |                 | <b>18.21</b>              | <b>62.50</b> |                |     |       |                |
| v49                               | Wearing fashion clothing is one of the most satisfying and enjoyable things I do  | 12.50             | 21.79           | 26.79                     | 26.07        | 12.86          | 280 | 3.05  | 1.22           |
|                                   |   | <b>34.29</b>      |                 | <b>26.79</b>              | <b>38.93</b> |                |     |       |                |
| v50                               | I like to think about wearing fashion clothing                                    | 11.43             | 22.50           | 17.50                     | 34.29        | 14.29          | 280 | 3.18  | 1.25           |
|                                   |   | <b>33.93</b>      |                 | <b>17.50</b>              | <b>45.52</b> |                |     |       |                |
| v59                               | I often become pre-occupied with wearing fashion clothing                         | 20.36             | 35.00           | 26.43                     | 14.29        | 3.93           | 280 | 2.46  | 1.08           |
|                                   |   | <b>55.36</b>      |                 | <b>26.43</b>              | <b>18.22</b> |                |     |       |                |
| v60                               | Wearing fashion clothing is important to me                                       | 14.29             | 25.00           | 22.86                     | 28.93        | 8.57           | 279 | 2.92  | 1.20           |
|                                   |   | <b>39.29</b>      |                 | <b>22.86</b>              | <b>37.50</b> |                |     |       |                |
| v67                               | Wearing fashion clothing means a lot to me  | 13.57             | 24.64           | 22.50                     | 30.00        | 8.57           | 278 | 2.95  | 1.20           |
|                                   |   | <b>38.21</b>      |                 | <b>22.50</b>              | <b>38.57</b> |                |     |       |                |
| v68                               | Wearing fashion clothing is a significant part of my life                         | 15.00             | 31.43           | 25.00                     | 20.00        | 8.21           | 279 | 2.75  | 1.17           |
|                                   |   | <b>46.43</b>      |                 | <b>25.00</b>              | <b>28.21</b> |                |     |       |                |
| <b>Overall means</b>              |   | <b>3.03</b>       |                 |                           |              |                |     |       |                |
| <b>Overall standard deviation</b> |   | <b>1.00</b>       |                 |                           |              |                |     |       |                |
| <b>Cronbach's alpha</b>           |   | <b>0.94</b>       |                 |                           |              |                |     |       |                |

As was the case with fashion clothing purchase decision involvement, the respondents indicated that they are more involved with fashion clothing consumption involvement than with the product per se or the advertising thereof. Table 4.7 indicates that when it comes to fashion clothing consumption involvement the respondents were more involved with a mean of 3.03, and internal consistency of 0.94. It is clear that the wearing of fashionable clothes gives the respondents a feeling of self-fulfilment (53.21%) and a sense of personal satisfaction (62.50%) in other words, the emotional satisfaction that they get from wearing fashionable clothes. However, most of them indicated that they do not often become pre-occupied with wearing fashionable clothes (55.36%) and that the wearing of fashion clothing is not a significant part of their lives (46.43%).

TABLE 4.8: THE RELATIONSHIP BETWEEN YOUNG FEMALES' BODY IMAGE EVALUATION AND FASHION CLOTHING INVOLVEMENT

|                                      |                     | Body image evaluation |
|--------------------------------------|---------------------|-----------------------|
| Body image evaluation                | Pearson correlation | 1                     |
|                                      | Sig. (2-tailed)     |                       |
|                                      | N                   | 280                   |
| Fashion clothing product involvement | Pearson correlation | .16**                 |
|                                      | Sig. (2-tailed)     | .007                  |
|                                      | N                   | 280                   |
| Advertisement involvement            | Pearson correlation | .19**                 |
|                                      | Sig. (2-tailed)     | .002                  |
|                                      | N                   | 280                   |
| Purchase decision involvement        | Pearson correlation | .15*                  |
|                                      | Sig. (2-tailed)     | .011                  |
|                                      | N                   | 280                   |
| Consumption involvement              | Pearson correlation | .13*                  |
|                                      | Sig. (2-tailed)     | .027                  |
|                                      | N                   | 280                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

\* . Correlation is significant at the 0.05 level (2-tailed)

Pearson's correlation was used to assess the relationship between body image evaluation and the four fashion clothing involvement variables, fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement (Sub-objective 1.1 – 1.4). A sample size of 280 respondents, were involved when calculating the Pearson correlation scores.

It is clear from Table 4.8, that there was a weak, yet positive and significant relationship between body image evaluation and fashion clothing product involvement ( $r = .16$ ,  $N = 280$ ,  $p = .007$ ) and also, between body image evaluation and purchase decision involvement ( $r = .15$ ,  $N = 280$ ,  $p = .011$ ). There was a weak but fairly stronger, positive and significant relationship between body image evaluation and advertisement involvement ( $r = .19$ ,  $N = 280$ ,  $p = .002$ ). The weakest, positive relationship was between body image evaluation and consumption involvement ( $r = .13$ ,  $N = 280$ ,  $p = .027$ ).



#### **4.4. EXPLORATION AND DESCRIPTION OF THE RELATIONSHIP BETWEEN YOUNG FEMALES' SELF-EVALUATIVE SALIENCE AND FASHION CLOTHING INVOLVEMENT**

##### **Body image investment**

The construct body image investment in the study was tested using the appearance which was based on the Cash *et al.* (2004) Appearance Scheme Inventory- Revised (ASI-R) scale. The scale is made of two subscales or factors, namely the self-evaluative salience subscale which has 12 items and the motivational salience subscale which has eight items.

##### **Self-evaluative salience**

The self-evaluative salience subscale examined the significance of a young female's appearance to their sense of self and self-worth (Cash & Grasso, 2005). This subscale looks at the degree of attention a young female invests on her appearance.

TABLE 4.9: SELF-EVALUATIVE SALIENCE

| STATEMENT PERCENTAGES             |  |                   |                 |                           |              |                |     |      |                |
|-----------------------------------|--|-------------------|-----------------|---------------------------|--------------|----------------|-----|------|----------------|
|                                   |  | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Mean | Std. deviation |
| V12                               | When I see good-looking people, I wonder about how my own looks measure up                     | 7.86              | 24.29           | 18.57                     | 33.93        | 15.36          | 280 | 3.25 | 1.20           |
|                                   |  | <b>31.15</b>      |                 | <b>18.57</b>              | <b>49.29</b> |                |     |      |                |
| V15                               | I seldom compare my appearance to that of other people I see                                   | 15.36             | 29.64           | 25.00                     | 21.07        | 7.86           | 277 | 3.24 | 1.18           |
|                                   |  | <b>45.00</b>      |                 | <b>25.00</b>              | <b>28.93</b> |                |     |      |                |
| V17                               | When something makes me feel good or bad about my looks, I tend to dwell on it                 | 6.79              | 15.00           | 24.64                     | 38.57        | 15.00          | 280 | 3.40 | 1.11           |
|                                   |  | <b>21.79</b>      |                 | <b>24.64</b>              | <b>53.57</b> |                |     |      |                |
| V18                               | If I feel like how I look on a given day, it's easy to feel happy about other things           | 4.29              | 6.79            | 21.43                     | 42.14        | 24.64          | 278 | 3.77 | 1.03           |
|                                   |  | <b>11.08</b>      |                 | <b>21.43</b>              | <b>66.78</b> |                |     |      |                |
| V19                               | If somebody had a negative reaction to what I look like, it wouldn't bother me                 | 12.14             | 32.14           | 20.71                     | 20.36        | 13.93          | 278 | 3.08 | 1.25           |
|                                   |  | <b>44.28</b>      |                 | <b>20.71</b>              | <b>34.29</b> |                |     |      |                |
| V21                               | My physical appearance has had little influence on my life                                     | 16.43             | 36.07           | 25.36                     | 16.07        | 5.36           | 278 | 3.42 | 1.10           |
|                                   |  | <b>52.50</b>      |                 | <b>25.36</b>              | <b>21.43</b> |                |     |      |                |
| V23                               | When I meet people for the first time, I wonder what they think about how I look               | 10.00             | 16.43           | 24.64                     | 32.14        | 16.43          | 279 | 3.29 | 1.21           |
|                                   |  | <b>26.43</b>      |                 | <b>24.64</b>              | <b>48.57</b> |                |     |      |                |
| V24                               | In my everyday life, lots of things happen that make me think about what I look like           | 11.43             | 26.43           | 28.21                     | 27.50        | 5.71           | 278 | 2.90 | 1.10           |
|                                   |  | <b>37.86</b>      |                 | <b>28.21</b>              | <b>33.21</b> |                |     |      |                |
| V25                               | If I dislike how I look on a given day, it's hard to feel happy about other things             | 12.86             | 27.50           | 21.07                     | 30.00        | 8.57           | 280 | 2.94 | 1.19           |
|                                   |  | <b>40.36</b>      |                 | <b>21.07</b>              | <b>38.57</b> |                |     |      |                |
| V26                               | I fantasize about what it would be like to be better looking than I am                         | 15.00             | 21.79           | 18.93                     | 26.07        | 18.21          | 280 | 3.11 | 1.34           |
|                                   |  | <b>36.79</b>      |                 | <b>18.93</b>              | <b>44.28</b> |                |     |      |                |
| V29                               | By controlling my appearance, I can control many of the social and emotional events in my life | 9.29              | 18.93           | 29.64                     | 28.57        | 13.57          | 280 | 3.18 | 1.16           |
|                                   |  | <b>28.22</b>      |                 | <b>29.64</b>              | <b>42.14</b> |                |     |      |                |
| V30                               | My appearance is responsible for much of what's happened to me in my life                      | 22.50             | 29.29           | 23.93                     | 16.79        | 7.50           | 280 | 2.58 | 1.21           |
|                                   |  | <b>51.79</b>      |                 | <b>23.93</b>              | <b>24.29</b> |                |     |      |                |
| <b>Overall mean</b>               |  | <b>3.18</b>       |                 |                           |              |                |     |      |                |
| <b>Overall standard deviation</b> |  | <b>0.67</b>       |                 |                           |              |                |     |      |                |
| <b>Cronbach's Alpha</b>           |  | <b>0.81</b>       |                 |                           |              |                |     |      |                |

Table 4.9 shows that appearance is significant for the respondents' sense of self and self-worth (mean = 3.18, internal consistency = 0.81). Most of the respondents agreed with all the statements indicating the importance of their appearance in their everyday lives. More than fifty percent of the respondents indicated that, if something makes them feel good or bad about their appearance, they tend to dwell on it (53.57%) and that when they like how they look, they also find it easy to feel happy about other things (66.78%). Most of the respondents indicated that they disagree with that they seldom compare themselves to other people (45.00%) indicating that they do compare themselves with others although, they feel their physical appearance has had, up to now little influence on their lives (52.50%) and that their appearance is not responsible for much of what's happened to them in their lives

(51.79%). The respondents therefore indicated that they are constantly aware of their personal appearance.

TABLE 4.10: THE RELATIONSHIP BETWEEN YOUNG FEMALES' SELF-EVALUATIVE SALIENCE AND FASHION CLOTHING INVOLVEMENT

|                                      |                     | Self-evaluative salience |
|--------------------------------------|---------------------|--------------------------|
| Self-evaluative salience             | Pearson correlation | 1                        |
|                                      | Sig. (2-tailed)     |                          |
|                                      | N                   | 280                      |
| Fashion clothing product involvement | Pearson correlation | .46**                    |
|                                      | Sig. (2-tailed)     | .000                     |
|                                      | N                   | 280                      |
| Advertisement involvement            | Pearson correlation | .39**                    |
|                                      | Sig. (2-tailed)     | .000                     |
|                                      | N                   | 280                      |
| Purchase decision involvement        | Pearson correlation | .47**                    |
|                                      | Sig. (2-tailed)     | .000                     |
|                                      | N                   | 280                      |
| Consumption involvement              | Pearson correlation | .51**                    |
|                                      | Sig. (2-tailed)     | .000                     |
|                                      | N                   | 280                      |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Table 4.10 shows that Pearson's correlation coefficient was computed to explore whether a relationship exists between self-evaluative salience and the four fashion clothing involvement variables (sub-objective 2.1 – 2.4). A sample size of 280 respondents was used to calculate the scores. The scores yielded from the Pearson correlation test indicate that a positive and significant relationship ( $p > 0.01$ ) exists between self-evaluative salience and the four fashion clothing involvement variables. The positive relationship between self-evaluative salience and fashion clothing product involvement was moderate ( $r = .46$ ,  $N = 280$ ,  $p = .000$ ), also between self-evaluative salience and purchase decision involvement ( $r = .47$ ,  $N = 280$ ,  $p = .000$ ) as well as between self-evaluative salience and consumption involvement ( $r = .51$ ,  $N = 280$ ,  $p = .000$ ). The positive relationship between self-evaluative salience and advertisement involvement was weak ( $r = .39$ ,  $N = 280$ ,  $p = .000$ ).

#### 4.5. EXPLORATION AND DESCRIPTION OF THE RELATIONSHIP BETWEEN YOUNG FEMALES' MOTIVATIONAL SALIENCE AND FASHION CLOTHING INVOLVEMENT

##### Motivational salience

Motivational salience refers to the value and investment an individual places on the appearance (Cash & Grasso, 2005). It relates to the appearance management efforts an individual engages in order to 'look their best' or improve attractiveness (Moreira *et al.*, 2010, Cash & Grasso, 2005).

TABLE 4.11: MOTIVATIONAL SALIENCE

| STATEMETN PERCENTAGES             |   |                   |                 |                           |              |                |     |       |                |
|-----------------------------------|---|-------------------|-----------------|---------------------------|--------------|----------------|-----|-------|----------------|
|                                   |   | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | n   | Means | Std. deviation |
| V11                               | I spend little time on my physical appearance                         | 20.71             | 37.86           | 13.57                     | 23.21        | 4.64           | 280 | 3.47  | 1.18           |
|                                   |   | <b>58.27</b>      |                 | <b>13.57</b>              | <b>27.85</b> |                |     |       |                |
| V13                               | I try to be as physically attractive as I can be                      | 3.57              | 8.93            | 22.14                     | 42.86        | 21.79          | 278 | 3.71  | 1.02           |
|                                   |   | <b>12.50</b>      |                 | <b>22.14</b>              | <b>64.65</b> |                |     |       |                |
| V14                               | I have never paid much attention to what I look like                  | 37.86             | 36.79           | 14.29                     | 7.14         | 2.14           | 275 | 4.03  | 1.01           |
|                                   |   | <b>74.65</b>      |                 | <b>14.29</b>              | <b>9.28</b>  |                |     |       |                |
| V16                               | I often check my appearance in a mirror just to make sure I look okay | 2.86              | 6.07            | 10.36                     | 44.29        | 36.07          | 279 | 4.05  | 0.98           |
|                                   |   | <b>8.93</b>       |                 | <b>10.36</b>              | <b>80.36</b> |                |     |       |                |
| V20                               | When it comes to my physical appearance, I have high standards        | 2.86              | 11.43           | 24.64                     | 41.07        | 19.29          | 278 | 3.63  | 1.01           |
|                                   |   | <b>14.29</b>      |                 | <b>24.64</b>              | <b>60.36</b> |                |     |       |                |
| V22                               | Dressing well is not a priority to me                                 | 30.00             | 36.07           | 16.07                     | 9.64         | 6.07           | 274 | 3.76  | 1.17           |
|                                   |   | <b>66.07</b>      |                 | <b>16.07</b>              | <b>15.71</b> |                |     |       |                |
| V27                               | Before going out, I make sure that I look as good as I possibly can   | 2.50              | 5.00            | 9.29                      | 47.86        | 35.36          | 280 | 4.09  | 0.93           |
|                                   |   | <b>7.50</b>       |                 | <b>9.29</b>               | <b>83.22</b> |                |     |       |                |
| V28                               | What I look like is an important part of who I am                     | 3.57              | 12.86           | 23.21                     | 35.71        | 23.57          | 277 | 3.64  | 1.09           |
|                                   |   | <b>16.43</b>      |                 | <b>23.21</b>              | <b>59.28</b> |                |     |       |                |
| <b>Overall mean</b>               |   | <b>3.80</b>       |                 |                           |              |                |     |       |                |
| <b>Overall standard deviation</b> |   | <b>0.67</b>       |                 |                           |              |                |     |       |                |
| <b>Cronbach's Alpha</b>           |   | <b>0.80</b>       |                 |                           |              |                |     |       |                |

It is clear from Table 4.11 that the respondents placed high value on their appearance (mean equalled 3.80 with an internal consistency of 0.80). A moderately high percentage of the respondents indicated that they try to be as physically attractive as they can be (64.65%), that they have high standards for their physical appearance (60.36%) and that what they look like is an important part of who they are (59.28%). It is further clear that it is important how the respondents look like when they are in a social environment. Eighty point three six

percent (80.36%) of the respondents indicated that they often check their appearance in the mirror to make sure that they look okay, while 83.22% of the respondents indicated that, before they go out they make sure that they look as good as possible. More than half of the respondents therefore do not spend little time on their appearance (58.57%) indicating that they actually spend some time on their appearance and that they are concerned about how they look.

TABLE 4.12: THE RELATIONSHIP BETWEEN YOUNG FEMALES' MOTIVATIONAL SALIENCE AND FASHION CLOTHING INVOLVEMENT

|                                      |                     | Motivational salience |
|--------------------------------------|---------------------|-----------------------|
| Motivational salience                | Pearson correlation | 1                     |
|                                      | Sig. (2-tailed)     |                       |
|                                      | N                   | 280                   |
| Fashion clothing product involvement | Pearson correlation | .48**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 280                   |
| Advertisement involvement            | Pearson correlation | .37**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 280                   |
| Purchase decision involvement        | Pearson correlation | .51**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 280                   |
| Consumption involvement              | Pearson correlation | .53**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 280                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Pearson's correlation scores computed in Table 4.12 assess the relationship between motivational salience and the four fashion clothing involvement variables (sub-objective 3.1 – 3.4). The Pearson correlation scores indicate that a positive and significant relationship ( $p > 0.01$ ) exists between motivational salience and all four fashion clothing involvement variables. The strongest yet moderate relationship was between motivational salience and consumption involvement ( $r = .53$ ,  $N = 280$ ,  $p = .000$ ). The positive and significant relationship between motivational salience and purchase decision involvement was moderate ( $r = .51$ ,  $N = 280$ ,  $p = .000$ ) as well as, was the relationship between motivational salience and fashion clothing product involvement ( $r = .48$ ,  $N = 280$ ,  $p = .000$ ). The weakest relationship was between motivational salience and advertisement involvement ( $r = .37$ ,  $N = 280$ ,  $p = .000$ ).

#### 4.6. EXPLORATION AND DESCRIPTION OF THE RELATIONSHIP BETWEEN YOUNG FEMALES' APPEARANCE MANAGEMENT AND BODY IMAGE

Johnson *et al.* (2007) Appearance Emphasis Scale was used to investigate respondents' appearance management (Table 4.10).

TABLE 4.13: APPEARANCE MANAGEMENT

| STATEMENT PERCENTAGES             |   |                   |                 |                  |              |                |     |       |                |
|-----------------------------------|---|-------------------|-----------------|------------------|--------------|----------------|-----|-------|----------------|
|                                   |   | Strongly disagree | Mostly disagree | Neither agree or | Mostly agree | Strongly agree | N   | Means | Std. deviation |
| v79                               | I worry about the judgements people make related to me appearance                     | 10.00             | 20.71           | 21.43            | 31.43        | 14.64          | 275 | 3.20  | 1.22           |
|                                   |   | <b>30.71</b>      |                 | <b>21.43</b>     | <b>46.07</b> |                |     |       |                |
| v80                               | I spend considerable time thinking about my personal appearance                       | 3.93              | 20.36           | 22.86            | 39.64        | 11.43          | 275 | 3.35  | 1.05           |
|                                   |   | <b>24.29</b>      |                 | <b>22.86</b>     | <b>51.07</b> |                |     |       |                |
| v81                               | Compared to other people I know, I pay more attention to my personal appearance       | 10.00             | 25.71           | 25.71            | 29.29        | 7.14           | 274 | 2.98  | 1.12           |
|                                   |   | <b>35.71</b>      |                 | <b>25.71</b>     | <b>36.43</b> |                |     |       |                |
| v82                               | I give my personal appearance a lot of attention everyday                             | 4.64              | 19.29           | 26.43            | 40.00        | 7.50           | 274 | 3.27  | 1.01           |
|                                   |   | <b>23.93</b>      |                 | <b>26.43</b>     | <b>47.50</b> |                |     |       |                |
| v83                               | I will not add an item to my wardrobe unless it is fashionable                        | 16.79             | 31.07           | 21.43            | 20.00        | 8.57           | 274 | 2.72  | 1.21           |
|                                   |   | <b>47.86</b>      |                 | <b>21.43</b>     | <b>28.57</b> |                |     |       |                |
| v84                               | I am afraid of what others will think of me if I don't dress fashionably              | 18.93             | 35.36           | 21.79            | 16.07        | 5.71           | 274 | 2.53  | 1.14           |
|                                   |   | <b>54.29</b>      |                 | <b>21.79</b>     | <b>21.78</b> |                |     |       |                |
| v85                               | I feel more confident in myself when I give my personal appearance a lot of attention | 4.64              | 10.36           | 15.71            | 45.00        | 22.50          | 275 | 3.72  | 1.07           |
|                                   |   | <b>15</b>         |                 | <b>15.71</b>     | <b>67.50</b> |                |     |       |                |
| v86                               | I add an item to my wardrobe if it is something I have seen my peers wearing          | 12.50             | 23.57           | 30.36            | 25.00        | 6.43           | 274 | 2.89  | 1.12           |
|                                   |   | <b>36.07</b>      |                 | <b>30.36</b>     | <b>31.43</b> |                |     |       |                |
| v87                               | It is important that the item I add to my wardrobe be attractive                      | 2.50              | 11.07           | 18.57            | 41.43        | 24.64          | 275 | 3.76  | 1.03           |
|                                   |   | <b>13.57</b>      |                 | <b>18.57</b>     | <b>66.07</b> |                |     |       |                |
| <b>Overall means</b>              |   | <b>3.16</b>       |                 |                  |              |                |     |       |                |
| <b>Overall standard deviation</b> |   | <b>0.77</b>       |                 |                  |              |                |     |       |                |
| <b>Cronbach's Alpha</b>           |   | <b>0.86</b>       |                 |                  |              |                |     |       |                |

Table 4.13 indicates that the respondents felt that their personal appearance is important to them (mean equalled 3.16 with an internal consistency of 0.86). More than half of the respondents indicated that they spend considerable time thinking about their personal appearance (51.07%), that they feel confident when they give their personal appearance a lot of attention (67.50%), and that it is important to them to add items to their wardrobe to be attractive (66.07%). However, the respondents are not afraid of what others will think of them if they don't dress fashionably 54.29% disagreed. This indicated that again that it is not so

much about what other people think about them, but rather it is about them attaining a sense of personal satisfaction (Table 4.7, v41 and v42).

TABLE 4.14: THE RELATIONSHIP BETWEEN YOUNG FEMALES' APPEARANCE MANAGEMENT AND BODY IMAGE

|                          |                     | Appearance management |
|--------------------------|---------------------|-----------------------|
| Appearance management    | Pearson correlation | 1                     |
|                          | Sig. (2-tailed)     |                       |
|                          | N                   | 275                   |
| Body image evaluation    | Pearson correlation | -.03                  |
|                          | Sig. (2-tailed)     | .673                  |
|                          | N                   | 275                   |
| Self-evaluative salience | Pearson correlation | .66**                 |
|                          | Sig. (2-tailed)     | .000                  |
|                          | N                   | 275                   |
| Motivational salience    | Pearson correlation | .58**                 |
|                          | Sig. (2-tailed)     | .000                  |
|                          | N                   | 275                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation scores computed in Table 4.14 assess the relationship between appearance management and the three body image constructs, body image evaluation, self-evaluative salience and motivational salience (sub-objective 4.1 – 4.3). A sample size of 275 respondents (five respondents did not fill out the appearance management section in the questionnaire) was used in calculating the Pearson correlation scores. It is clear from Table 4.14, that there was a strong, positive and significant relationship between appearance management and self-evaluative salience ( $r = .66$ ,  $N = 275$ ,  $p = .000$ ). The relationship between appearance management and motivational salience was moderate, positive and significant ( $r = .58$ ,  $N = 275$ ,  $p = .000$ ). Interestingly, the relationship between appearance management and body image evaluation was negative, very weak and not significant ( $r = -.03$ ,  $N = 275$ ,  $p = .673$ ).

#### 4.7. EXPLORATION AND DESCRIPTION OF THE RELATIONSHIP BETWEEN YOUNG FEMALES' APPEARANCE MANAGEMENT AND FASHION CLOTHING INVOLVEMENT

TABLE 4.15: THE RELATIONSHIP BETWEEN YOUNG FEMALES' APPEARANCE MANAGEMENT AND FASHION CLOTHING INVOLVEMENT

|                                      |                     | Appearance management |
|--------------------------------------|---------------------|-----------------------|
| Appearance management                | Pearson correlation | 1                     |
|                                      | Sig. (2-tailed)     |                       |
|                                      | N                   | 275                   |
| Fashion clothing product involvement | Pearson correlation | .67**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 275                   |
| Advertisement involvement            | Pearson correlation | .57**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 275                   |
| Purchase decision involvement        | Pearson correlation | .64**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 275                   |
| Consumption involvement              | Pearson correlation | .68**                 |
|                                      | Sig. (2-tailed)     | .000                  |
|                                      | N                   | 275                   |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

The Pearson correlation scores computed in Table 4.15 assess the relationship between appearance management and the four fashion clothing involvement variables (sub-objective 5.1 – 5.4). A sample size of 275 respondents was used to calculate the Pearson correlation scores. A strong, positive and significant relationship was found between appearance management and consumption involvement ( $r = .68$ ,  $N = 275$ ,  $p = .000$ ). A strong, positive and significant relationship was also found between fashion clothing product involvement ( $r = .67$ ,  $N = 275$ ,  $p = .000$ ) as well as, between appearance management and purchase decision involvement ( $r = .64$ ,  $N = 275$ ,  $p = .000$ ). The relationship between appearance management and advertisement involvement was moderate, positive and significant ( $r = .57$ ,  $N = 275$ ,  $p = .000$ ).



## 4.8. DISCUSSION

Most of the respondents (88.57%) in this study were between 18-21 years old, white (67.50%) and were full time students (93.21%) attending university in a major metropolitan city in South Africa. Most of the respondents were of small to average body built and wore trousers between the sizes 26-36. The respondents mostly purchased their fashion clothes from a value-based fashion retailer that targets the younger generation and the respondents mostly got their fashion information whilst shopping for fashion clothes or from their family and friends. Most of them (68.93%) did not consider themselves as fashion leaders and therefore also indicated that they would not like to own luxury exotic leather accessories (66.79%). Most of them (55.36%) also indicated that they seldom read fashion magazines. Results from the body image evaluation scale indicate that overall the respondents felt slightly satisfied with their physical self (mean = 5.78 out of 9) and specifically with their physical appearance, where 40.71% of the respondents indicated that they are mostly satisfied and extremely satisfied with their physical appearance (mean = 6.50), although the respondents were slightly satisfied with their weight.

Results further showed that they were fairly neutral when it comes to fashion clothing product involvement, with a mean of 2.83 out of 5. They were also fairly neutral (mean = 2.7 out of 5) when it comes to advertisement involvement, which is confirmed by the fact that most of the respondents indicated that they seldom read fashion magazines and that they mostly get their information through shopping. The neutral results highlight O'Cass's (2000) finding that many consumers may see fashion clothing as important however they may not have significant interest in the product per se. They were, however more involved with purchase decision (mean = 3.12 out of 5) and consumption (3.03 out of 5). The higher level of involvement in purchase decision and consumption could be attributed to the fact that the wearer of the fashion clothing gets a sense of personal satisfaction when wearing fashion clothing (mean = 3.56). In their study Khare and Rakesh (2010) found purchase decision involvement to be important because the purchasing of fashion clothing can improve the overall image of the individual. When consolidating the findings of fashion clothing involvement against the literature review, the respondents from this study can be categorised as low involvement consumers.

Lee *et al.* (2009) notes that body image evaluation is an affective and attitudinal element of body image which pays attention to the feelings evoked by one's physical appearance. It refers to the appearance of one's physical traits and the positive or negative feelings about the physical self that the evaluation results in, and not necessarily how one compares with

others or what others think about their physical self. In this study respondents were slightly to moderately satisfied with their physical self, especially when it comes to fashion clothing consumption involvement, because the person wearing fashion clothing gets a sense of personal satisfaction. Positive and significant, although weak relationships were therefore also found between body image evaluation and all four fashion clothing involvement variables. With regard to previous research, Tiggemann and Lacey (2009) found similar body image evaluation scores for women with an average age of 30 years. Tiggemann and Andrew's (2012) research amongst undergraduate university students found that personal appearance (including the clothes that they wear) was important for young females between the ages of 18 and 25, mainly because of the feelings that it evoked in the wearer and particularly because of the pleasure (sense of personal satisfaction) that it gave them. In their study Frith and Gleeson (2008) found that body image evaluation is intrinsic to the respondent's fashion clothing choices. O'Cass (2000 & 2004) found that young women were significantly more involved with all four fashion clothing involvement variables.

Results from the Self-Evaluative Salience Scale (that is the significance of respondents' appearance to their sense of self and self-worth) indicate, appearance is significant for the respondents sense of self and self-worth (mean = 3.18 out of 5) and specifically that, when they like how they look, they also find it easy to feel happy about other things. Most of the respondents also indicated that they compare themselves to other people. When probing body image investment, the critical question is, how much value and investment do they place on their personal appearance?

The motivational salience findings indicate that the respondents placed high value on their personal appearance (mean = 3.79 out of 5), to the extent that more than 80.00% of the respondents indicated that they checked their appearance in the mirror before they go out and make sure that they look as good as possible. A moderate (although much higher than in the case of body image evaluation), positive and highly significant relationship was found between self-evaluative salience and all four variables of fashion clothing involvement, with the strongest correlation being consumption involvement (how individuals use and wear clothes). Moderate, positive and highly significant relationships were also found between motivational salience and all four variables of fashion clothing involvement, with the strongest positive relationship being between motivational salience and consumption involvement. It should be stated that Pearson's correlation test does not imply a causal link between the variables. Against the literature and previous research (Khare & Rakesh, 2010), the results of this study have found, specifically the important link/ correlation between the significance of the respondents' appearance to their sense of self and their use of fashion clothing, as well as between the high value that they place on their personal appearance and

their use (consumption) of fashion clothing. In their study Khare and Rakesh (2010) found that consumers' relevance of fashion clothing may be based on their evaluation of intrinsic motives and in the literature review it was stated that body image can be seen as an intrinsic motive which can determine the interaction between the consumer and fashion clothing. This study's results are in line with the results of Tiggemann and Lacey's (2009) study; both studies found a strong correlation between body image investment and women's clothing consumption. They found specifically in Tiggemann and Lacey's study, a strong correlation between women's motivational salience and their enjoyment of the shopping experience.

Although appearance management is not equivalent to fashion clothing consumption, it plays an important role in clothing consumption, in other words, how an individual uses the clothes she has purchased. According to Millan and Reynolds (2010) clothing consumption assists in the self-expression through appearance management (this can be described as 'the process of thinking about, and actively acting out the activities pertaining to the way one looks (Kaiser: 1990:5)). According to Johnson (2004) and Merritt (2010), appearance orientation and resultant management is based on the degree of importance that the person places on her personal appearance. As an embodied practice, appearance management is therefore based on the cognitive importance placed on one's body image and how it is evaluated.

The results of this study indicate that the respondents' personal appearance is important to them (mean = 3.16 out of 5). They indicated that they spend considerable amount of time thinking about their appearance, that they feel confident when they give their personal appearance a lot of attention and that it is important to them to add items to their wardrobe to be attractive – but not so much because they are afraid of what others think of them, but more so because of personal satisfaction. In this study the relationship between body image evaluation and appearance management was negative, weak and not significant, however in their study Frith and Gleeson (2008) found that women used clothing as a form of appearance management in order to present their bodies in the best possible way. It is also interesting to note that Tiggemann and Lacey (2009) found that women who were dissatisfied with their bodies, did not necessarily feel the need to cover up their perceived body imperfections, indicating that body dissatisfaction was not related to use of clothing as a form of appearance management. A significant correlation was found between self-evaluative salience and appearance management, as well as, between motivational salience and appearance management. These results again point to the importance of the two constructs of body image investment, highlighting that the more significant the appearance is to the sense of self and self-worth, the higher the value that is placed on appearance. With

regard to body image investment, Tiggemann and Lacey (2009) found in their study that women invest in their appearance through their clothing. They also found that women do use clothing to manage and improve their appearance and presentation, as well as to enhance their feelings about themselves. This indicates that the more important personal appearance is, the more important appearance management becomes to the respondents.

The Pearson correlation results between appearance management and all four fashion clothing involvement variables indicated that moderate, positive and highly significant relationships existed between the constructs. A significant correlation was found between appearance management and consumption involvement, as well as, between appearance management and fashion clothing product involvement. Respondents in this study indicated that they daily give attention their personal appearance (47.50%), and through this action they feel more confident (67.50%) and also that the feeling of self-fulfilment that they get from wearing fashion clothing is important (53.21%). The significant relationship between appearance management, consumption involvement and fashion clothing product involvement could be attributed to the fact that fashion clothing as a form of appearance management is based on the everyday presentation of the respondents' bodies and the sense of self-fulfilment the respondents get from wearing fashion clothing. Khare and Rakesh (2010) found that the increased consciousness amongst Indian youth, with regard to their image is being reflected in the youth's fashion clothing choices that enhance their self-presentation. This indicates that a conscious thought process does exist when an individual chooses which fashion clothes to wear and how to wear them, as their consumption of fashion clothing is linked to the individuals' self presentation and sense of self-fulfilment.

## CHAPTER 5

### **Conclusions, contributions, evaluation, limitations and recommendations of the study**

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#### **5.1. INTRODUCTION**

This study was focused on exploring and understanding the role of body image evaluation and body image investment in young female consumers' fashion clothing involvement and appearance management. The study was conducted in the Tshwane region and a sample of 280 female respondents was included. Female respondents between the ages of 18 – 24 were chosen, as females are more interested in fashion clothing and their appearance. A quantitative research approach encompassing a cross-sectional survey design was used for descriptive and exploratory purposes. Descriptive and inferential statistics were employed to analyse the data according to the objectives of the study.

In this chapter, conclusions regarding the findings and results of this study are made. The conclusions are presented according to the research objectives and summarise the results based on body image evaluation, body image investment, fashion clothing involvement, and appearance management. This chapter also briefly evaluates the various aspects of the study and concludes by discussing the limitations of the study and by making recommendations for further study.

#### **5.2. CONCLUSIONS**

##### **5.2.1. The relationship between young females' body image evaluation and fashion clothing involvement**

The first objective was aimed at exploring the relationship between young female respondents' body image evaluation and fashion clothing involvement, which encompasses fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement. These four fashion clothing involvement constructs represented the sub-objectives for this section. Initial findings with regard to body image evaluation indicated that the respondents were slightly satisfied with the evaluation of their bodies. With regard to fashion clothing product involvement and advertisement involvement findings, the results indicated that the respondents were fairly neutral about

their level of involvement with both constructs. However, the respondents showed a slightly higher level of involvement with both the purchase decision involvement and consumption involvement constructs.

Further findings which considered the correlation between body image evaluation and fashion clothing involvement indicated a weak relationship between body image evaluation and all four fashion clothing constructs. The way the respondents' evaluated their body image was not strongly related to the respondents' degree of involvement with fashion clothing. This indicated that in relation to body image evaluation the level of interest or centrality of fashion clothing in the respondents' life was low, indicating that how the respondents' felt about their body doesn't necessarily spark their interest in fashion clothing.

### **5.2.2. The relationship between young females' self-evaluative salience and fashion clothing involvement**

The second objective was aimed at exploring the relationship between young females' self-evaluative salience and fashion clothing involvement, with the four fashion clothing involvement constructs representing the sub-objectives of this section. The self-evaluative salience findings indicated that the respondents' sense of self and self-worth was significant to them.

When examining the relationship between self-evaluative salience and the four fashion clothing constructs, moderate correlations were found, except for consumption involvement which scored higher. The higher correlation findings between self-evaluative salience and consumption involvement indicated that the respondents took more interest in fashion clothing when it directly impacted their sense of self and self-worth. Thus it can be assumed that the young female respondents placed a significant degree of importance on their physical appearance however, they didn't consider fashion clothing as a significant part of their appearance except for when they use fashion clothing to construct and sustain their own sense of self and self-worth

### **5.2.3. The relationship between young females' motivational salience and fashion clothing involvement**

The third objective was aimed at exploring the relationship between young females' motivational salience and fashion clothing involvement, with the four fashion clothing involvement constructs representing the sub-objectives of this section. Motivational salience

refers to the value and investment an individual places on their appearance and the findings from this study indicated that the young female respondents placed high value on their appearance.

When examining the correlation between the young female respondents' motivational salience and the four fashion clothing involvement constructs it can be understood that the young female respondents were interested in fashion clothing as a product as well as the purchase decision and consumption of fashion clothing. This indicates that the respondents place a lot of attention and effort in the type of fashion clothes they buy and also how they choose to wear the fashion clothes. In this study the relationship between motivational salience and fashion clothing involvement can be summarised by that the respondents who are invested in their appearance, attentively purchase and use fashion clothing to assist them in 'looking their best.'

#### **5.2.4. The relationship between young females' appearance management and body image**

The fourth objective was aimed at exploring the relationship between young females' body image and appearance management, with body image evaluation, self-evaluative salience and motivational salience representing the sub-objectives of this section. Appearance management refers to what we do to and for our bodies and the findings from this study indicate that the young female respondents' considered personal appearance and personal satisfaction to be important to them.

From the findings examining the relationship between the respondents' body image and appearance management it can be observed that the respondents do not manage their appearance based on how they feel or evaluate their bodies. Based on the interrelationship between the two body image investment constructs, self-evaluative salience and motivational salience and appearance management, it can possibly be understood that more attention is placed on how the respondent manages her appearance, if her sense of self and self-worth is related to how she looks. Based on the findings, a considerable amount of deliberation is invested into managing one's appearance because how the young female looks is related to her sense of self, self-fulfilment and personal satisfaction. The significant findings between appearance management and body image investment can probably be attributed to that both constructs are based on and defined by the activities an individual conducts in order to manage their appearance.

### **5.2.5. The relationship between young females' appearance management and fashion clothing involvement**

The fifth objective is based on the relationship between the young female respondents' fashion clothing involvement and appearance management, with the four fashion clothing involvement constructs representing the sub-objectives for this section. From the findings it is possible that the respondents are more involved with fashion clothing product and the fashion clothing consumption because they use fashion clothing as a form of appearance management. The significant relationship between fashion clothing product involvement, consumption involvement and appearance management is related to the sense of self-fulfilment the respondent's gets from paying attention to how they look and how they choose to dress their body. It is possibly that the respondents might place more attention on fashion clothing when it directly impacts their personal appearance and sense of self-fulfilment.

When looking at the overall findings of the study it can be concluded that the young female respondents' are low fashion clothing involvement consumers and that fashion clothing doesn't play a central role in their lives. With regard to body image evaluation, as an attitudinal dimension of the respondents' physical appearance, it can be understood that how the respondents' felt about their physical appearance didn't particularly stimulate their interest in fashion clothing per se. However, when we consider body image investment, the cognitive structures that guide how the respondents' manage their appearance it is possible that the respondents' become more involved with fashion clothing. This can be attributed to the sense of self and self-worth the respondents get when they put effort and invest time in the fashion clothes they wear. This investment in the respondents' fashion clothing involvement is reflected by sense of self-fulfilment the respondents' obtain.

With regard to fashion clothing involvement it can be understood that the respondents' of this study were not interested in advertisement involvement and this could be attributed to that the fashion clothing advertisements do not directly affect the respondents' physical appearance or their sense of self. Although, the respondents' can be identified as low fashion involvement consumers, when considering fashion clothing product involvement, purchase decision involvement and consumption involvement, the findings indicated a higher level of involvement. This can probably be attributed to the direct affect that fashion clothing product involvement, purchase decision involvement and consumption involvement has on the respondents' physical appearance, self-fulfilment and sense of self.

With regard to appearance management, it can be understood that the respondents in this study considered their personal appearance to be important and this was also reflected by their interest in fashion clothing consumption. The respondents' interest in appearance



management and consumption involvement can be attributed to the personal satisfaction they got from managing their appearance and putting effort in the way they look.

### **5.3. CONTRIBUTIONS OF THE STUDY**

#### **5.3.1. Theoretical contributions**

This study's findings and conclusion can be used and added to existing literature, as it provides exploratory evidence that can serve as a basis for future research in the field of consumer behaviour and consumer science, as it provides insight into the relationship between body image as a personal factor linked to fashion clothing involvement and appearance management. In his study, Naderi (2013) proposed that future fashion clothing involvement studies and research look into other personal factors other than age, gender and self-monitoring. O'Cass (2004) stated that 'a major obstacle facing involvement researchers lies not only in understanding involvement itself, but also understanding the role involvement plays together with other variables in guiding the formation of purchase and consumption patterns and experiences of consumers with fashion clothing.'

To date limited empirical evidence has addressed the role of body image as a personal factor which could possibly affect fashion clothing involvement and appearance management. By looking at body image evaluation and body image investment, the psychological experience between the respondent's physical appearance, her body concept and fashion clothing involvement was explored and it was found that the respondents were more involved with fashion clothing when it directly impacted their physical appearance and sense of self and self-worth. From this study, it becomes apparent that more emphasis in body image literature needs to be given to body image investment. The respondents' in this study, seemed to place more attention on their appearance and activities they conduct in order to manage their appearance, indicating that they are more invested in what they can do for their bodies rather than dwelling on how they feel about their bodies. This study highlights that body image investment is an important component of body image as it explores the efforts an individual engages in order to manage their appearance and achieve a sense of self-fulfilment.

Existing involvement literature states that involvement encompasses the relationship between an individual and an object and the benefit sought from the object. With regard to this study's findings, it was noticeable that the most influential benefit stemming from the relationship between the respondents' body image, fashion clothing involvement and appearance management, was the sense of self-fulfilment and self-worth. The respondents

gained a sense of self-fulfilment and self-worth when they put in some effort in the fashion clothing they purchased and used in order to manage their physical appearance. It was not necessarily how they evaluated their bodies that triggered their interest in fashion clothing but rather it was the respondents' investment in their physical appearance that triggered their interest in fashion clothing.

All four constructs of fashion clothing involvement, fashion clothing product involvement, advertisement involvement, purchase decision involvement and consumption involvement were examined in this study. O'Cass (2000) developed these four constructs with the believe that by examining all these four fashion clothing involvement constructs a comprehensive profile of the consumer and their involvement in fashion clothing can be formed. With regard to the findings of this study, it was evident that the young female respondents were not highly involved or interested in fashion clothing and that the respondents could be classified as fashion followers, thus implying that the respondents conform to fashion trends once they become socially acceptable. It was also evident that the respondents were more involved with the post-purchase element of involvement, which is the consumption of fashion clothing, highlighting the enduring relationship between the respondents and their fashion clothes. The respondents' interest in fashion clothing consumption and how they used fashion clothing to manage their appearance highlighted their goal to achieve a sense of self-fulfilment and self-worth.

This study confirms the viewpoint of a social cognitive theory, as individuals interpret their social environments and are motivated by their personal goals that guide their behaviours. The respondents in the study were concerned with their personal appearance and were much more involved with the purchase decision and consumption of fashion clothing (in other words, what the fashion clothes could do for them and their appearance), than in the product or advertisement of the fashion clothing.

This study's findings and conclusions can contribute to existing consumer behaviour literature, as the findings and conclusions highlight that body image especially body image investment relates to a consumer's interaction and level of interest in fashion clothing. This study goes beyond a consumer's gender and age and examines the consumer's interaction with fashion clothing at a psychological level and the relationship between a consumer's body, her fashion clothes and how she uses the clothes to manage her physical appearance. The relationship between the young female respondent's body image, fashion clothing involvement and appearance management was driven by the need to gain a sense of self, self-worth and personal satisfaction.

Another contribution of this study relates to the scales used in this study that have to date not been comprehensively explored in emerging market contexts such as South Africa. The scales used in this study prove to be of practical value for body image evaluation, body image investment, fashion clothing involvement or appearance management researchers in South Africa and other countries. Limited evidence exists regarding the application and use of these scales in South Africa. By using all four fashion clothing involvement scales, a significant contribution can be made to South African research, as the results contribute to understanding the consumers' involvement profile on an enduring level.

### **5.3.2. Managerial contributions**

By exploring the relationship between body image, fashion clothing involvement and appearance management South African retailers, brand managers and advertisers can develop market segments and marketing strategies that engage and create purchase and consumption opportunities for their young female consumers. Although the young female respondents who took part in this study can be classified as fashion followers, the findings could be of use to the South African fashion clothing industry.

The main findings suggest that the young female consumers' involvement with fashion clothing is affected by how the consumer used and wore fashion clothing in order to manage their physical appearance and attain a sense of self, self-worth and self-fulfillment. This could be of importance to South African fashion clothing industry role players because it demonstrates that beyond the fashion trends, styles and quality, young female consumers are drawn to fashion clothes which gives them a sense of self, self-worth and self-fulfillment. It is important for South African fashion clothing industry role players to be aware of what motivates the relationship between young female consumers and fashion clothing. According to the results of this study, young female consumers' interest in fashion clothing can be attributed to their investment in how they look. The relationship between the young female consumer and fashion clothing scored higher when the consumer was using the fashion clothes in order to manage her physical appearance resulting in a sense of personal satisfaction.

By using all four fashion clothing involvement constructs, the results were able to draw up a comprehensive consumer profile of the young female respondents. The fashion clothing involvement findings showed that the young female consumers were more interested with the purchase and consumption of fashion clothing. This finding could be relevant to the South African fashion industry role players because it indicates that the relationship between the consumer and fashion clothing doesn't end after the purchase. Fashion clothing retailers,

brand managers and advertisers can create in-store experiences whereby consumers are shown the different styles and ways to wear their fashion clothes. Rather than focusing on the product itself, fashion clothing retailers, brand managers and advertisers need to focus on the self-fulfilling benefits the consumer can gain from wearing their fashion clothes.

The young female consumers did not seek information about fashion clothing through advertisements; rather they got their information from the shopping experience itself or from their family and friends. These findings highlight that fashion clothing retailers and brand managers can improve their in-store experience for their consumers. Features such as in-store stylists and informative product tags can be developed so that the consumer enjoys the shopping experience and is able to make an informed purchase decision in-store. Furthermore, South African fashion clothing brand managers and marketers can use the fashion clothing involvement scale in order to segment their consumers and develop comprehensive consumer profiles for their brand strategies.

#### **5.4. EVALUATION OF THE STUDY**

Evaluating and stating the limitations of the study is necessary for the purpose of follow-up and guiding similar future studies. With regard to the research strategy, this study employed an exploratory and descriptive perspective because no research looking at the relationship between young female consumers' body image, fashion clothing involvement and appearance management has been conducted in South Africa.

As a new study in South Africa this study benefitted in that, developed and established scales were used when measuring the constructs of the study. Both Cash's Body Image States Scale and Appearance Schemas Inventory – Revised scale as well as O'Cass's Fashion Clothing Involvement scale have been used in regions such China, Korea, America and Europe, indicating that the scales are unbiased between developed and developing countries and, can be used across different countries, races and cultures.

A structured questionnaire was developed using established scales in order to measure the following variables: body image evaluation, body image investment (self-evaluative salience, motivational salience), fashion clothing involvement (product involvement, advertisement involvement, purchase decision involvement, consumption involvement) and appearance management. These variables were discussed in the literature review and were clearly indicated in the conceptual framework.

All of the respondents, who took part in the study did so on a voluntary basis thus increasing the reliability of the study (Mouton, 1996:145). And in total 280 useable questionnaires were collected. One of the shortcomings of the questionnaire was that it was too long, resulting in unanswered sections. The questionnaire was too long because both the ASI-R and the Fashion clothing involvement scale consisted of subscales, therefore in total 8 variables including sub-scales were tested. However, as a new study in South Africa it was necessary to look at all the variables so that a general overview could be drawn up and understood.

The data was analysed with the help of two qualified statisticians as well as, by examining the tests and results used by other researchers who used the same scales. When interpreting and discussing the results of this study, the literature review was taken into consideration as well as, the findings of the similar studies. The quantitative research design also ensured that the researcher was objective when analysing and interpreting the data.

#### **5.4.1. Quality of the data**

##### **5.4.1.1. Validity**

Validity refers to the extent to which an instrument accurately measures the concept it intends to measure, the following different types of validity were observed in the questionnaire instrument:

###### *Face validity*

The instrument consisted of existing and tested scales. The scales Cronbach's alphas were examined, ensuring that only scales that were internally reliable were used. The instrument was pilot-tested on a small group of respondents. This was done to ensure that the scales actually measured what they supposed to measure. Based on the feedback received during the pilot-testing, the measuring instrument was adjusted to ensure that the scales used accurately measured the set objectives of the study.

###### *Content validity*

To ensure content validity, the measuring instrument was developed using the conceptual framework (Figure 1.1.) and the objectives set for the study. Each construct tested in the measuring instrument was defined and discussed in the literature review (see Chapter 2) thus ensuring that each construct was thoroughly understood. Previous studies that have

used the same concepts and scales were consulted and guided the development of the measuring instrument, ensuring that the scales and indicators were used in the appropriate manner.

#### *Criterion validity*

Criterion validity was established in the measuring instrument by asking more than one question to measure the concepts, by doing so the scores can be compared to each other and be validated (De Vos *et al.*, 2011:174). By using established scales in the measuring instruments, criterion validity could be established because the results and findings of this study could be compared to the findings of other previous studies that used the same scales.

#### *Construct validity*

A thorough literature review on the concepts used was compiled, ensuring that a comprehensive understanding of the constructs was established. An operationalization table (Figure 3.2) was developed in order to illustrate the concepts, what they measure and how they were measured. By using established scales and measuring instruments that have been tested and proven to be effective in prior research studies, construct validity was established. The findings obtained from the results of this study were linked to the theory and were compared against previous research findings, thus indicating the degree to which the instrument was successful.

#### **5.4.1.2. Reliability**

Reliability refers to the degree a test measures the same thing several times and the findings are the same, indicating dependability and consistency (Salkind, 2012:115; De Vos *et al.*, 2011:177; Babin & Zikmund, 2007:248). In this study, the following measures were applied to ensure reliability:

- Established scales were used in the questionnaire and the Cronbach's alphas of the scales were studied and all the scales had high internal consistency scores.
- The questions used were mostly close-ended questions and were numerically scored and coded, thus limiting researcher bias and enhancing objectivity.
- The questionnaire was examined by the supervisor and statisticians and pilot-tested on young females in the target criteria for this study.

- Alternating corresponding questions several times in the questionnaire established reliability as the answers could then be cross-examined to see whether they correspond.
- Participation in the study was on a voluntary basis and no intimidation was used.
- A cover letter accompanied the questionnaire and it clearly stated the purpose of the study.
- Standard numerical coding methods were applied and the data was statistically analysed by statisticians from the University of Pretoria using numerical expressions.

#### **5.4.2. Achievement of the objectives of the study**

In order to solve the research problem stated in Chapter 1, primary objectives and sub-objectives were set for the study based on the in-depth literature review and conceptual framework (Figure 1.1). Each objective and its sub-objectives were discussed in the literature review and addressed in the questionnaire used in the study. The results (see Chapter 4) obtained illustrated the relevant and valuable data linked to the objectives and sub-objectives. The data enabled and assisted the researcher in interpreting and discussing the results in a factual and structured manner as the objectives and sub-objectives were analysed and correlated using numerical expressions. The results, their interpretations and conclusions drawn made it possible to make recommendations to the fashion clothing industry role players and future researchers.

#### **5.5. LIMITATIONS OF THE STUDY**

The main aim of this study was to explore and understand the relationship between body image, fashion clothing involvement and appearance management. The findings and conclusions suggest that the aim of this study was achieved since the findings indicate that the relationship between body image, fashion clothing involvement and appearance management is based on the consumer's sense of self, self-worth, self-fulfilment derived from how she uses clothes in order manage her physical appearance. However, it should be noted that there were limitations to this study that could provide basis for related future studies.

Although the findings and discussions of this study yield some exploratory evidence regarding the relationship between young female's body image, fashion clothing involvement and appearance management, the results are based on a non-probability convenience-based sample. The sample populating gathered in this study was mostly white and

geographical restricted to the Tshwane metropolitan city, thus the results of the study cannot be generalised to the whole young female population in South Africa.

The techniques used in this study to analyse the data, was limited to descriptive and inferential statistics, which mainly focused on the correlation between variables. Correlation data findings are limited in that they can't prove causality.

This study is limited by the generic use of fashion clothing and not brands or type of fashion clothing product. On this issue, O'Casey (2003) stated, 'it is important to examine the relationship of involvement at the product class level before exploring if and how consumers transfer involvement from the product to specific brands with a product class.'

## **5.6. RECOMMENDATIONS FOR FUTURE STUDIES**

The exploratory findings of this study highlight certain future research possibilities that maybe valuable to explore in future related studies. A convenience non-probability sampling technique was used for data collection. A larger sample population can be selected through a probability sampling technique, in order to achieve generalized results that are representative of the larger South African population. As more fashion clothing involvement research is conducted in South Africa, other types of research designs could be used, such as experiments or qualitative research designs. This recommendation is important because in his critical consumer fashion clothing review, Naderi (2013) found that all the studies reviewed employed surveys to conduct their research, highlighting the need for different research designs as this will broaden the comprehension of reality by producing convergent and complementary results (Stewart, 2009).

One of the limitations of the current study was that it had a large white population group. Future fashion clothing involvement research in South Africa can attempt to have a diversified sample population and perhaps attempt to distinguish between the population groups. As well as, future studies should consider males as a potential sample population, because male consumers have shown a growing interest in fashion clothing indicating a potentially attractive segment for fashion clothing researchers and retailers (Naderi, 2013). Future research possibility includes examining whether a casual relationship exists between body image, fashion clothing involvement and appearance management. This study was based on exploring the correlations between variables, rather than antecedents and consequences of the fashion clothing involvement model. Future research should consist of data analysis techniques, such as structural equation modelling, which examines more



comprehensive models; so that more information can be gathered about the complex relationship between variables.

This study's questionnaire was very lengthy resulting in unanswered sections. It can therefore be recommended that future research can look at fewer constructs, for example research can be done focusing only on body image investment, purchase decision and consumption involvement.

Future research can also examine the relationship between body image investment and fashion clothing involvement, as body image investment seemed to have a bigger impact on the consumer's interest in fashion clothing. This indicates that the consumer's use fashion clothing to manage their appearance and that fashion clothing could be viewed as a second skin. Future research can go further by examining body image investment as a motivating factor for fashion clothing involvement. The efforts and behaviours consumers' may employ when using fashion clothing to manage their appearance and gain a sense of self can also be explored.

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## **ADDENDUM A**

Participant information sheet

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Faculty of Natural and Agricultural Sciences

Department of Consumer Sciences

012 420 2531

April 2014

## Dear Respondent

This questionnaire forms part of a research project for my Master's degree that focuses on exploring people's fashion involvement. Thank you for assisting me by completing this questionnaire which will take approximately 15 minutes to complete.

Please complete every question. There are no right or wrong answers. Your honesty in answering the questionnaire will be valuable in terms of the outcome and conclusions of the study. You may refuse to participate and you may withdraw at any time if you wish to do so. Please note that **all the questionnaires are completed anonymously** (you do not have to disclose your name or any form of identification) and all the information will be kept confidential.

You are invited to voluntarily provide your contact number on the tear-off slip at the bottom of this page, so that it could be entered into a lucky draw after the completion of the data collection in April 2014. Only the contact numbers of fully completed questionnaires will be entered into the lucky draw. The winner will be notified telephonically and will receive a R400 Mr Price gift voucher.

**Please read the instructions and questions carefully before answering. Please give your honest opinion throughout the entire questionnaire.**

Your participation is truly appreciated.

Kind regards,

Nikiwe Magwaza

079 135 3500

Student: M Consumer Science Clothing Retail Management  
Klerk

Study leader: Prof. Helena M De

-----  
PLEASE ENTER YOUR CONTACT NUMBER BELOW FOR THE LUCKY DRAW

Contact number:

## **ADDENDUM B**

### Questionnaire

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|   |  |  |                            |  |  |
|---|--|--|----------------------------|--|--|
|   |  |  | <b>FOR OFFICE USE ONLY</b> |  |  |
| Respondent Number (For office use only) |  |  | V0                         |  |  |

### DEMOGRAPHIC AND BACKGROUND INFORMATION

Please answer the following demographic question by **marking** the applicable number with an **X**

|   |   |       |     |  |  |
|---|---|-------|-----|--|--|
| <b>1. Your age at your last birthday</b>  |   |       | V1  |  |  |
| years   |   |       |     |  |  |
| <b>2. According to the Employment Equity Act, how would you classify yourself?</b>          |   |       | V2  |  |  |
| Black   | 1 |       |     |  |  |
| White   | 2 |       |     |  |  |
| Coloured  | 3 |       |     |  |  |
| Indian  | 4 |       |     |  |  |
| Other, please specify   | 5 |       |     |  |  |
| <b>3. Tertiary enrolment</b>  |   |       | V3  |  |  |
| Full time   | 1 |       |     |  |  |
| Part time   | 2 |       |     |  |  |
| <b>4. What size trousers do you wear?</b>   |   |       | V4  |  |  |
| 8/32  |   | 10/34 |     |  |  |
| 12/36   |   | 14/38 |     |  |  |
| 16/40   |   | 18/42 |     |  |  |
| <b>5. Where do you buy most of your clothes? (name one shop)</b>                            |   |       | V5  |  |  |
|   |   |       |     |  |  |
| <b>7. Where do you get your information on fashion? (you may tick more than one option)</b> |   |       | V7  |  |  |
| Family/Friends  | 1 |       |     |  |  |
| Fashion magazines   | 2 |       |     |  |  |
| Television  | 3 |       |     |  |  |
| Internet/ Social media  | 4 |       |     |  |  |
| Shopping  | 5 |       |     |  |  |
| <b>8. Would you regard yourself as?</b>   |   |       | V8  |  |  |
| Fashion leader  | 1 |       |     |  |  |
| Fashion follower  | 2 |       |     |  |  |
| <b>9. Would you like to own crocodile or ostrich handbag/shoes?</b>                         |   |       | V9  |  |  |
| No  | 1 |       |     |  |  |
| Maybe   | 2 |       |     |  |  |
| Yes   | 3 |       |     |  |  |
| Definitely  | 4 |       |     |  |  |
| <b>10. How often do you read Fashion magazines</b>  |   |       | V10 |  |  |
| Daily   | 1 |       |     |  |  |
| Weekly  | 2 |       |     |  |  |
| Monthly   | 3 |       |     |  |  |
| Seldom  | 4 |       |     |  |  |

### APPEARANCE QUESTIONNAIRE

The statements below are beliefs that people may or may not have about their physical appearance and its influence on life. Decide on the extent to which you personally **disagree or agree** with each statement.

|     |   | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | For office use only |  |
|-----|---|-------------------|-----------------|---------------------------|--------------|----------------|---------------------|--|
| 11. | I spend little time on my physical appearance.  |                   |                 |                           |              |                | V11                 |  |
| 12. | When I see good-looking people, I wonder about how my own looks measure up.                     |                   |                 |                           |              |                | V12                 |  |
| 13. | I try to be as physically attractive as I can be.   |                   |                 |                           |              |                | V13                 |  |
| 14. | I have never paid much attention to what I look like.   |                   |                 |                           |              |                | V14                 |  |
| 15. | I seldom compare my appearance to that of other people I see.                                   |                   |                 |                           |              |                | V15                 |  |
| 16. | I often check my appearance in a mirror just to make sure I look okay.                          |                   |                 |                           |              |                | V16                 |  |
| 17. | When something makes me feel good or bad about my looks, I tend to dwell on it.                 |                   |                 |                           |              |                | V17                 |  |
| 18. | If I feel like how I look on a given day, it's easy to feel happy about other things.           |                   |                 |                           |              |                | V18                 |  |
| 19. | If somebody had a negative reaction to what I look like, it wouldn't bother me.                 |                   |                 |                           |              |                | V19                 |  |
| 20. | When it comes to my physical appearance, I have high standards.                                 |                   |                 |                           |              |                | V20                 |  |
| 21. | My physical appearance has had little influence on my life.                                     |                   |                 |                           |              |                | V21                 |  |
| 22. | Dressing well is not a priority to me.  |                   |                 |                           |              |                | V22                 |  |
| 23. | When I meet people for the first time, I wonder what they think about how I look.               |                   |                 |                           |              |                | V23                 |  |
| 24. | In my everyday life, lots of things happen that make me think about what I look like.           |                   |                 |                           |              |                | V24                 |  |
| 25. | If I dislike how I look on a given day, it's hard to feel happy about other things.             |                   |                 |                           |              |                | V25                 |  |
| 26. | I fantasize about what it would be like to be better looking than I am.                         |                   |                 |                           |              |                | V26                 |  |
| 27. | Before going out, I make sure that I look as good as I possibly can.                            |                   |                 |                           |              |                | V27                 |  |
| 28. | What I look like is an important part of who I am.  |                   |                 |                           |              |                | V28                 |  |
| 29. | By controlling my appearance, I can control many of the social and emotional events in my life. |                   |                 |                           |              |                | V29                 |  |
| 30. | My appearance is responsible for much of what's happened to me in my life.                      |                   |                 |                           |              |                | V30                 |  |

### BODY QUESTIONNAIRE

For each of the items below, tick the **ONE** box that best describes how you feel **RIGHT NOW, AT THIS VERY MOMENT**.  
 Read the items carefully and choose that accurately and honestly describes how you feel right now.

|            |  |  |
|------------|--|--|
| <b>31.</b> | <b>Right now I feel...</b>   |  |
| 31.1       | <i>Extremely dissatisfied</i> with my physical appearance.             |  |
| 31.2       | <i>Mostly dissatisfied</i> with my physical appearance.                |  |
| 31.3       | <i>Moderately dissatisfied</i> with my physical appearance.            |  |
| 31.4       | <i>Slightly dissatisfied</i> with my physical appearance.              |  |
| 31.5       | <i>Neither dissatisfied nor satisfied</i> with my physical appearance. |  |
| 31.6       | <i>Slightly satisfied</i> with my physical appearance.                 |  |
| 31.7       | <i>Moderately satisfied</i> with my physical appearance.               |  |
| 31.8       | <i>Mostly satisfied</i> with my physical appearance.                   |  |
| 31.9       | <i>Extremely satisfied</i> with my physical appearance.                |  |
| <b>32.</b> | <b>Right now I feel...</b>   |  |
| 32.1       | <i>Extremely satisfied</i> with my body size and shape.                |  |
| 32.2       | <i>Mostly satisfied</i> with my body size and shape.                   |  |
| 32.3       | <i>Moderately satisfied</i> with my body size and shape.               |  |
| 32.4       | <i>Slightly satisfied</i> with my body size and shape.                 |  |
| 32.5       | <i>Neither dissatisfied nor satisfied</i> with my body size and shape. |  |
| 32.6       | <i>Slightly dissatisfied</i> with my body size and shape.              |  |
| 32.7       | <i>Moderately dissatisfied</i> with my body size and shape.            |  |
| 32.8       | <i>Mostly dissatisfied</i> with my body size and shape.                |  |
| 32.9       | <i>Extremely dissatisfied</i> with my body size and shape.             |  |
| <b>33</b>  | <b>Right now I feel...</b>   |  |
| 33.1       | <i>Extremely dissatisfied</i> with my weight.                          |  |
| 33.2       | <i>Mostly dissatisfied</i> with my weight.                             |  |
| 33.3       | <i>Moderately dissatisfied</i> with my weight.                         |  |
| 33.4       | <i>Slightly dissatisfied</i> with my weight.                           |  |
| 33.5       | <i>Neither dissatisfied nor satisfied</i> with my weight.              |  |
| 33.6       | <i>Slight satisfied</i> with my weight.                                |  |
| 33.7       | <i>Moderately satisfied</i> with my weight.                            |  |
| 33.8       | <i>Mostly satisfied</i> with my weight.                                |  |
| 33.9       | <i>Extremely satisfied</i> with my weight.                             |  |

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|---------------------|--|
| V31                 |  |

|     |  |
|-----|--|
| V32 |  |
|-----|--|

|     |  |
|-----|--|
| V33 |  |
|-----|--|

|            |   |  |
|------------|---|--|
| <b>34</b>  | <b>Right now I feel...</b>                                      |  |
| 34.1       | <b>Extremely</b> physically <i>attractive</i> .                 |  |
| 34.2       | <b>Very</b> physically <i>attractive</i> .                      |  |
| 34.3       | <b>Moderately</b> physically <i>attractive</i> .                |  |
| 34.4       | <b>Slightly</b> physically <i>attractive</i> .                  |  |
| 34.5       | <b>Neither</b> physically <i>attractive nor unattractive</i> .  |  |
| 34.6       | <b>Slightly</b> physically <i>unattractive</i> .                |  |
| 34.7       | <b>Moderately</b> physically <i>unattractive</i> .              |  |
| 34.8       | <b>Very</b> physically <i>unattractive</i> .                    |  |
| 34.9       | <b>Extremely</b> physically <i>unattractive</i> .               |  |
| <b>35</b>  | <b>Right now I feel...</b>                                      |  |
| 35.1       | <b>A great deal worse</b> about my looks than I usually feel.   |  |
| 35.2       | <b>Much worse</b> about my looks than I usually feel.           |  |
| 35.3       | <b>Somewhat worse</b> about my looks than I usually feel.       |  |
| 35.4       | <b>Just slightly worse</b> about my looks than I usually feel.  |  |
| 35.5       | <b>About the same</b> about my looks than I usually feel.       |  |
| 35.6       | <b>Just slightly better</b> about my looks than I usually feel. |  |
| 35.7       | <b>Somewhat better</b> about my looks than I usually feel.      |  |
| 35.8       | <b>Much better</b> about my looks than I usually feel.          |  |
| 35.9       | <b>A great deal better</b> about my looks than I usually feel.  |  |
| <b>36.</b> | <b>Right now I feel that I look...</b>                          |  |
| 36.1       | <b>A great deal better</b> than the average person looks.       |  |
| 36.2       | <b>Much better</b> than the average person looks.               |  |
| 36.3       | <b>Somewhat better</b> than the average person looks.           |  |
| 36.4       | <b>Just slightly better</b> than the average person looks.      |  |
| 36.5       | <b>About the same</b> than the average person looks.            |  |
| 36.6       | <b>Just slightly worse</b> than the average person looks.       |  |
| 36.7       | <b>Somewhat worse</b> than the average person looks.            |  |
| 36.8       | <b>Much worse</b> than the average person looks.                |  |
| 36.9       | <b>A great deal worse</b> than the average person looks.        |  |

 V34 

 V35 

 V36

### FASHION QUESTIONNAIRE

Decide on the extent to which you personally **disagree or agree** with each Fashion Clothing statement. Fashion clothing refers to the latest and currently popular clothing styles.

|     |  | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | For office use only |  |
|-----|--|-------------------|-----------------|---------------------------|--------------|----------------|---------------------|--|
| 37. | Fashion Clothing means a lot to me.  |                   |                 |                           |              |                | V37                 |  |
| 38. | Fashion Clothing is a significant part of my life.   |                   |                 |                           |              |                | V38                 |  |
| 39. | Making purchase decisions for Fashion Clothing is significant to me.   |                   |                 |                           |              |                | V39                 |  |
| 40. | Some individuals become involved or engrossed in making purchase decisions for Fashion Clothing. For others, purchase decisions for Fashion Clothing are not that involving. How involved do you feel in making purchase decisions for Fashion Clothing? |                   |                 |                           |              |                | V40                 |  |
| 41. | The feeling of self-fulfilment I get from wearing Fashion Clothing is significant.   |                   |                 |                           |              |                | V41                 |  |
| 42. | I feel a sense of personal satisfaction when I wear Fashion Clothing.  |                   |                 |                           |              |                | V42                 |  |
| 43. | Ads about Fashion Clothing are of no concern to me.  |                   |                 |                           |              |                | V43                 |  |
| 44. | I pay a lot of attention to ads for Fashion Clothing.  |                   |                 |                           |              |                | V44                 |  |
| 45. | I have a very strong commitment to Fashion Clothing that would be difficult to break.  |                   |                 |                           |              |                | V45                 |  |
| 46. | I consider Fashion Clothing to be a central part of my life.   |                   |                 |                           |              |                | V46                 |  |
| 47. | I think a lot about my choices when it comes to Fashion Clothing.  |                   |                 |                           |              |                | V47                 |  |
| 48. | I place great value in making the right decision when it comes to Fashion Clothing.  |                   |                 |                           |              |                | V48                 |  |
| 49. | Wearing Fashion Clothing is one of the most satisfying and enjoyable things I do.  |                   |                 |                           |              |                | V49                 |  |
| 50. | I like to think about wearing Fashion Clothing.  |                   |                 |                           |              |                | V50                 |  |
| 51. | I think about Fashion Clothing a lot.  |                   |                 |                           |              |                | V51                 |  |
| 52. | For me personally Fashion Clothing is an important product.  |                   |                 |                           |              |                | V52                 |  |
| 53. | Some individuals become completely involved, absorbed or engrossed in ads for Fashion Clothing. For others, ads for Fashion Clothing are simply not that involving. How involved do you feel in ads for Fashion Clothing?                                |                   |                 |                           |              |                | V53                 |  |
| 54. | Ads about Fashion Clothing are relevant to me.   |                   |                 |                           |              |                | V54                 |  |
| 55. | Purchase decisions for Fashion Clothing are very important to me.  |                   |                 |                           |              |                | V55                 |  |
| 56. | Making a purchase decision for Fashion Clothing requires a lot of thought.   |                   |                 |                           |              |                | V56                 |  |
| 57. | I am very interested in Fashion Clothing.  |                   |                 |                           |              |                | V57                 |  |
| 58. | Some individuals are completely involved with Fashion Clothing, attached to it, absorbed by it. For others, Fashion Clothing is simply not that involving. How involved are you with Fashion Clothing?   |                   |                 |                           |              |                | V58                 |  |

|     |  |  |  |  |  |  |     |  |
|-----|--|--|--|--|--|--|-----|--|
| 59. | I often become pre-occupied with wearing Fashion Clothing.   |  |  |  |  |  | V59 |  |
| 60. | Wearing Fashion Clothing is important to me.   |  |  |  |  |  | V60 |  |
| 61. | Ads about Fashion Clothing are important to me.  |  |  |  |  |  | V61 |  |
| 62. | Ads about Fashion Clothing are interesting to me.  |  |  |  |  |  | V62 |  |
| 63. | Fashion Clothing is important to me.   |  |  |  |  |  | V63 |  |
| 64. | Fashion Clothing is an important part of my life.  |  |  |  |  |  | V64 |  |
| 65. | I attach great importance to purchasing Fashion Clothing.  |  |  |  |  |  | V65 |  |
| 66. | I like being involved in making purchases of Fashion Clothing.   |  |  |  |  |  | V66 |  |
| 67. | Wearing Fashion Clothing means a lot to me.  |  |  |  |  |  | V67 |  |
| 68. | Wearing Fashion Clothing is a significant part of my life.   |  |  |  |  |  | V68 |  |
| 69. | I would say Fashion Clothing is a central to my identity as a person.  |  |  |  |  |  | V69 |  |
| 70. | I would say that I am pre-occupied with Fashion Clothing.  |  |  |  |  |  | V70 |  |
| 71. | Some individuals are completely involved or absorbed in any information about Fashion Clothing. For others, information on Fashion Clothing is not at all involving. How involved are you in information about Fashion Clothing? |  |  |  |  |  | V71 |  |
| 72. | I have little or no interest in ads for Fashion Clothing.  |  |  |  |  |  | V72 |  |
| 73. | I can really identify with Fashion Clothing.   |  |  |  |  |  | V73 |  |
| 74. | I am very involved with Fashion Clothing.  |  |  |  |  |  | V74 |  |
| 75. | The purchase of Fashion Clothing is important to me.   |  |  |  |  |  | V75 |  |
| 76. | Purchasing Fashion Clothing is significant to me.  |  |  |  |  |  | V76 |  |
| 77. | I find Fashion Clothing a very relevant product in my life.  |  |  |  |  |  | V77 |  |
| 78. | I pay a lot of attention to Fashion Clothing.  |  |  |  |  |  | V78 |  |

### MANAGEMENT QUESTIONNAIRE

The statements below are beliefs that people may or may not have about their appearance. Decide on the extent to which you personally **disagree or agree** with each statement.

|     |  | Strongly disagree | Mostly disagree | Neither agree or disagree | Mostly agree | Strongly agree | For office use only |  |
|-----|--|-------------------|-----------------|---------------------------|--------------|----------------|---------------------|--|
| 79. | I worry about judgements people make related to my appearance.                         |                   |                 |                           |              |                | V79                 |  |
| 80. | I spend considerable time thinking about my personal appearance.                       |                   |                 |                           |              |                | V80                 |  |
| 81. | Compared to other people I know, I pay more attention to my personal appearance.       |                   |                 |                           |              |                | V81                 |  |
| 82. | I give my personal appearance a lot of attention every day.                            |                   |                 |                           |              |                | V82                 |  |
| 83. | I will not add an item to my wardrobe unless it is fashionable.                        |                   |                 |                           |              |                | V83                 |  |
| 84. | I am afraid of what others will think of me if I don't dress fashionably.              |                   |                 |                           |              |                | V84                 |  |
| 85. | I feel more confident in myself when I give my personal appearance a lot of attention. |                   |                 |                           |              |                | V85                 |  |
| 86. | I add an item to my wardrobe if it is something I have seen my peers wearing.          |                   |                 |                           |              |                | V86                 |  |
| 87. | It is important that the item I add to my wardrobe be attractive.                      |                   |                 |                           |              |                | V87                 |  |

*Thank you for time and co-operation!*