

THESIS

UNHAPPY WITH THEIR BODY?:  
HOW GENERATION Y MEN RESPOND THROUGH CLOTHING BEHAVIORS

Submitted By

Jihyun Sung

Department of Design & Merchandising

In partial fulfillment of the requirements

For the Degree of Master of Science

Colorado State University

Fort Collins, Colorado

Summer 2017

Master's Committee:

Advisor: Ruoh-Nan Yan

Jennifer Ogle  
Brittany Bloodhart

Copyright by Jihyun Sung, 2017

All Rights Reserved

## ABSTRACT

### UNHAPPY WITH THEIR BODY?:

#### HOW GENERATION Y MEN RESPOND THROUGH CLOTHING BEHAVIORS

In the Western society, more men have become interested in body-related issues which led to the growth of their body concerns. Further, men have become more involved in fashion which positively influenced the increase of men's clothing consumption recently. Despite of the fact, there has not been much research done based upon men's body-related issues and its influence on their clothing related behavioral responses. The current study investigated whether heterosexual men in Generation Y's self-esteem would influence their degree of body dissatisfaction and how their body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. Additionally, public self-consciousness was included as a moderator variable to examine its role in the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior.

Data were collected through online survey using Qualtrics and the Amazon Mechanical Turk system. The final sample consisted of 277 heterosexual adult men in Generation Y (i.e., born in between 1977 and 1994) in the United States. The results of factor analyses showed that body dissatisfaction consisted of three varied factors, including body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height. Therefore, the three different

factors were utilized for further analyses. Results showed that self-esteem held a negative relationship with body dissatisfaction, including the three varied factors (i.e., body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height). Further, a positive relationship was found between body dissatisfaction, including the three varied factors and clothing image avoidance. However, only body dissatisfaction-height positively influenced appearance management and body dissatisfaction-muscles negatively influenced appearance management. A positive relationship was found between body dissatisfaction-weight and clothing purchase behavior. However, public self-consciousness did not play a moderator role in the relationships between body dissatisfaction and clothing purchase behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. Both theoretical and managerial implications were discussed based upon the findings of the current study.

## ACKNOWLEDGEMENT

I would like to thank my committee members, my parents, and my friends who have supported me during the journey as a master's student at Colorado State University.

First and foremost, I would like to express my deepest appreciation to my advisor, Dr. Ruoh-Nan Yan for the continuous support of my thesis research. You have supported me not only by helping me academically, but also emotionally through to the end of this rough path. My thesis was successfully done with your endless caring. I do not know what I would have done without your encouragement and cannot to thank you enough. Besides my advisor, I would like to appreciate my committee members being there with their joy and enthusiasm. I would like to thank Dr. Jennifer Ogle for your insightful comments and suggestions which helped my thesis thoroughly improve. I would like to thank Dr. Brittany Bloodhart for your careful attention to statistics which enriched my thesis.

I would like to thank my parents, who have always supported and stood by me whenever I needed. Mom, my best friend in the world, you are the greatest gift that I ever received in my life. Dad, the most respectful man in the world, you are the one who I love from the bottom of my heart. Thank you for letting me be in a part of your life where I will be supported no matter what direction I decide to take.

To my friends here in Fort Collins, I am so fortunate to have you in my life. I will never forget the precious moments that I spent with you. To all of my friends back in South Korea who have always believed in me, being far away from you is like having an empty hole in my heart. Thank you for being my best supporters as always.

## TABLE OF CONTENTS

ABSTRACT.....	ii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	vii
LIST OF FIGURES .....	viii
DEFINITION OF TERMS .....	ix
I. INTRODUCTION .....	1
Research Problem.....	1
Purpose of the Study .....	6
Theoretical Framework of the Current Study .....	7
II. LITERATURE REVIEW .....	10
Self-Esteem and Body Dissatisfaction .....	10
Self-Esteem.....	10
Body Dissatisfaction.....	11
Self-Esteem and Body Dissatisfaction.....	15
Body Dissatisfaction and Clothing Related Behavioral Responses.....	16
Body Dissatisfaction and Clothing Image Avoidance.....	17
Body Dissatisfaction and Appearance Management .....	21
Body Dissatisfaction and Clothing Purchase Behavior .....	25
The Moderating Role of Public Self-Consciousness.....	27
Public Self-Consciousness .....	27
The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Clothing Image Avoidance.....	29
The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Appearance Management.....	31
The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Clothing Purchase Behavior.....	32
III. METHOD .....	34
Sampling and Procedures.....	34
Instrument Development.....	36
Pretest.....	36
Instruments.....	36
Self-Esteem.....	37
Body Dissatisfaction.....	37
Clothing Image Avoidance.....	38
Appearance Management .....	38
Clothing Purchase Behavior .....	38
Public Self-Consciousness.....	39
Data Analyses.....	39

IV.	RESULTS .....	41
	Participant Profile and Preliminary Data Analyses .....	41
	Factor Analyses .....	46
	Self-Esteem .....	46
	Body Dissatisfaction .....	47
	Clothing Image Avoidance .....	50
	Appearance Management .....	50
	Clothing Purchase Behavior .....	51
	Public Self-Consciousness .....	52
	Mean Scores on Main Variables .....	53
	Independent Sample T-Test .....	54
	Hypothesis Testing .....	55
	Hypothesis 1 .....	55
	Hypothesis 2a, 2b, and 2c .....	57
	Hypothesis 3a, 3b, and 3c .....	67
	Further Analyses .....	81
V.	DISCUSSION .....	91
	Hypothesis 1 .....	95
	Hypothesis 2a .....	96
	Hypothesis 2b .....	102
	Hypothesis 2c .....	103
	Hypothesis 3a, 3b, and 3c .....	105
	Hypothesis 3a .....	106
	Hypothesis 3b .....	107
	Hypothesis 3c .....	108
VI.	CONCLUSIONS .....	110
	Theoretical Implications .....	111
	Managerial Implications .....	112
	Limitations .....	114
	Future Research .....	115
	REFERENCES .....	119
	APPENDIX: RESEARCH INSTRUMENT .....	135

## LIST OF TABLES

Table 1: Demographic Characteristics of the Respondents .....	42
Table 2: Average Amount of Money Spent on Buying Clothing Each Month .....	43
Table 3: Frequency of Getting Fashion Tips through Various Resources .....	44
Table 4: Frequency of Work Out/Exercise to Build up Muscle .....	44
Table 5: Frequency of Work Out/Exercise to Lose Weight .....	45
Table 6: History of Substance Use to Manage Appearance .....	45
Table 7: Participants' Body Mass Index (BMI).....	46
Table 8.1: Factor Analysis for Self-Esteem.....	47
Table 8.2: Factor Analysis for Body Dissatisfaction .....	49
Table 8.3: Factor Analysis for Clothing Image Avoidance .....	50
Table 8.4: Factor Analysis for Appearance Management .....	51
Table 8.5: Factor Analysis for Clothing Purchase Behavior .....	52
Table 8.6: Factor Analysis for Public Self-Consciousness.....	53
Table 9: Mean Scores on Main Variables Based on Seven-Point Likert Type Scales .....	54
Table 10: Independent Sample T-Test Comparing the Main Variables on Participants' History of Substance Use.....	55
Table 11: Simple Regression Analysis for Self-Esteem Predicting Body Dissatisfaction (H1)....	57
Table 12.1: Simple Regression Analysis for Body Dissatisfaction Predicting Clothing Image Avoidance (H2a).....	59
Table 12.2: Multiple Regression Analysis for Body Dissatisfaction Predicting Clothing Image Avoidance (H2a).....	61
Table 13.1: Simple Regression Analysis for Body Dissatisfaction Predicting Appearance Management (H2b).....	62
Table 13.2: Multiple Regression Analysis for Body Dissatisfaction Predicting Appearance Management (H2b).....	64
Table 14.1: Simple Regression Analysis for Body Dissatisfaction Predicting Clothing Purchase Behavior (H2c).....	65
Table 14.2: Multiple Regression Analysis for Body Dissatisfaction Predicting Clothing Purchase Behavior (H2c).....	66
Table 15.1: Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Clothing Image Avoidance(H3a) .....	70
Table 15.2: Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Appearance Management (H3b).....	74
Table 15.3: Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Clothing Purchase Behavior (H3c).....	78
Table 16: Data Analysis Procedures for Hypothesis Testing .....	79
Table 17.1: Bootstrapping Analysis Predicting Clothing Image Avoidance .....	84
Table 17.2: Bootstrapping Analysis Predicting Appearance Management .....	87
Table 17.3: Bootstrapping Analysis Predicting Clothing Purchase Behavior .....	89
Table 18: Summary of Hypothesis Findings .....	93



## LIST OF FIGURES

Figure 1. Theoretical Framework of the Current Study.....	7
Figure 2. Tested Relationships of Hypothesis 1 (Simple Regression).....	56
Figure 3. Tested Relationships of Hypothesis 2a (Simple Regression).....	58
Figure 4. Tested Relationships of Hypothesis 2a (Multiple Regression) .....	60
Figure 5. Tested Relationships of Hypothesis 2b (Simple Regression).....	62
Figure 6. Tested Relationships of Hypothesis 2b (Multiple Regression) .....	63
Figure 7. Tested Relationships of Hypothesis 2c (Simple Regression).....	65
Figure 8. Tested Relationships of Hypothesis 2c (Multiple Regression) .....	66
Figure 9. Tested Relationships of Hypothesis 3a (Multiple Regression) .....	69
Figure 10. Tested Relationships of Hypothesis 3b (Multiple Regression) .....	73
Figure 11. Tested Relationships of Hypothesis 3c (Multiple Regression) .....	77
Figure 12. PROCESS Model 14 (Hayes, 2013).....	82
Figure 13. Moderated-Mediation Analysis Based on PROCESS Model 14 .....	83
Figure 14. Tested Relationships of Moderated-Mediation Analysis .....	84
Figure 15. Moderated-Mediation Analysis Based on PROCESS Model 14 .....	85
Figure 16. Tested Relationships of Moderated-Mediation Analysis .....	86
Figure 17. Moderated-Mediation Analysis Based on PROCESS Model 14 .....	88
Figure 18. Tested Relationships of Moderated-Mediation Analysis .....	89
Figure 19. A Revised Research Model for the Current Study .....	92

## DEFINITION OF TERMS

- Appearance Management: Appearance management refers to overall behaviors to control and manage individuals' appearances including dieting, exercising, and hair styling (Reilly & Rudd, 2007). In this study; however, appearance management will be described as individuals' behaviors to manage their overall appearances, with an exception of clothing behavior.
- Body Dissatisfaction: Body dissatisfaction refers to negative feelings that are caused by a discrepancy between an individual's perceived ideal body appearance and their perceived actual body appearance (Grieve, 2007).
- Body Image: Body image refers to the mental image of an individual's body, including both perceptions and attitudes (Rudd & Lennon, 2000).
- Body Image Avoidance: Body image avoidance refers to tendencies that individuals avoid situations that stimulate their concerns about physical appearance, including wearing baggy clothes instead of either revealing or tight-fitted clothes, physical intimacy, and certain situations that their body could be emphasized (Rosen, Srebnik, Saltzberg, & Wendt, 1991). Among these tendencies, the current study will specifically focus on one factor which is clothing image avoidance.
- Body Satisfaction: Body satisfaction refers to the degree of positive feelings toward the parts of individuals' own body (Jourard & Secord, 1955).
- Clothing Image Avoidance: Clothing image avoidance refers to tendencies that individuals avoid to wear certain clothing which could reveal their body (Rosen *et al.*, 1991).
- Clothing Purchase Behavior: Clothing purchase behavior refers to individuals' purchasing

activities of clothes that reflect an individual's aesthetic preference and taste, present his individuality, and do not necessarily follow the latest trends.

- Clothing Related Behavioral Responses: Clothing related behavioral responses consists of three different variables, including clothing image avoidance, appearance management, and clothing purchase behavior in the current study.
- Generation Y: People in Generation Y group are individuals who were roughly born in between 1977 and 1994 (Bakewell & Mitchell, 2003).
- Private Self-Consciousness: People who are private self-consciousness tend to focus on their own inner thoughts, feelings, desires, goals, and intentions (Bushman, 1993).
- Public Self-Consciousness: Public self-consciousness refers to the degree of individuals' level of concern about their appearance and behavior in a social context (Buss, 1985).
- Self-Consciousness: Self-consciousness refers to the degree to which individuals concern about the inner or outer self (Buss, 1980). There are two different concepts of self-consciousness which are public self-consciousness and private self-consciousness.
- Self-Esteem: Self-esteem refers to a general measure of evaluation of oneself based upon their own overall feelings (Hobza, Walker, Yacushko, & Peugh, 2007) which is also defined as how well an individual "prizes, values, approves, or likes him or herself" (Blascovich & Tomaka, 1991, p. 115).

## CHAPTER I: INTRODUCTION

### Research Problem

Within the society, men usually try to avoid body-related conversations and expressing their concerns regarding body-related issues owing to the fact that they may be considered gay or feminine if they do so (Hargreaves & Tiggeman, 2006). Recent research; however, presented that men in the Western society have become more interested in body-related issues, especially in achieving the ideal body image (i.e., mesomorphic muscular body image) (Olivardia, Pope, Borowiecki III, & Cohane, 2004). Gender equality movement in the Western society resulted in the fact that more and more men have experienced unhappiness with their body and express their body concerns; however, not all men have been able to achieve the ideal body image even though they have desires to be muscular (Jankowski, Diedrichs, & Halliwell, 2014; Pope, Phillips, & Olivardia, 2000). According to Jankowski *et al.* (2014), between 35% and 79% of men in the Western society expressed their unhappiness with their body for the past ten years. Bergeron and Tylka (2007) found that men tend to consider their body fat, muscularity, or height when they view their body. It further demonstrates that men might have different views and/or concerns toward different parts of their bodies. Despite the fact that more men have experienced body concerns recently, there has been substantially limited research examining heterosexual men's body-related issues. Furthermore, there has not been much research investigating heterosexual men's body-related issues and how those issues would influence their clothing related behavioral responses.

The current fashion market has indicated the recent growth of menswear market, leading to the fact that more men have become to express their interests in clothing. The menswear

market in the United States attained US\$107.7 billion in 2012 and is predicted to reach US\$139.2 billion in 2017 (Chattaraman, Simmons, & Ulrich, 2013; MarketLine Industry Profile, 2012). Further, the menswear market has been growing even faster than the womenswear market and the luxury market recently (Smith, 2016). Especially, people in Generation Y group have spent considerable money on buying clothes for the past few years comparing to other generations. Even though the baby boomer generation is still a prominent group of the fashion market in the United States, the Generation Y group is expected to become a predominant group in the fashion market as baby boomer generation is aging (Belleau, Summers, Xu, & Pinel, 2007). According to Belleau *et al.* (2007), Generation Y consists three times people more than Generation X which indicates that Generation Y makes up a considerable portion in the marketplace.

There are approximately 76 million people in Generation Y, which comprises the second-largest generation in the United States (Giovannini, Xu, & Thomas, 2015). The Boston Consulting Group (2012) presented that the number of people in Generation Y will outnumber people in non-Generation Y by 22 million by 2030 in the United States. In addition to the growing population in Generation Y, shoppers in Generation Y spend roughly \$600 billion annually, and their spending power will reach \$1.4 trillion which is 30% of US retail sales by 2020 (Tuttle, 2013). According to VanderMey (2015), people in Generation Y invested 7% of their total spending into cars and they also spent 69% more on their rents comparing to the average Americans in 2014. Furthermore, people in Generation Y spent 7% more on buying clothes comparing to the average American in 2014. Taken together, it is beneficial to examine men in Generation Y group when considering the growth population and their clothing consumption.

There has been limited research regarding body-related issues among Generation Y in particular. Rieke, Fowler, Chang, and Velikova (2016) found that Generation Y female perceived body image, along with other factors, including personal factors, social factors, and environmental factors, influence their body image satisfaction. Specifically, Rieke *et al.* (2016) found that Generation Y females tend to purchase clothes depending on what they personally prefer. However, there has not been extensive research regarding men in Generation Y's body-related issues and their clothing related behavioral responses in specific.

According to Logan (2008), people in Generation Y tend to have higher self-esteem. For a long period of time, self-esteem has been considered an important concept in the field of social psychology (Rosenberg, Schooler, Schoenbach, & Rosenberg, 1995). Self-esteem is a self-related personality trait that has significant influences in the way individuals behave and serve as a motivation for desirable outcomes (Pyszczynski, Greenberg, Solomon, & Arndt, 2004). Ricciardelli and McCabe (2011) suggested that self-esteem is a significant antecedent to determine body dissatisfaction, weight loss strategies, and eating related factors. According to Chattaraman *et al.* (2013), body dissatisfaction is mostly caused by the difference between the current body images of each individual and their desired body image which might be considered as the ideal body image from their own cultures. Although self-esteem has been examined extensively and has been considered as an important predictor of body dissatisfaction, there has been limited research conducted regarding the influence of Generation Y males' self-esteem on body dissatisfaction. More specifically, most of the body-related issues research has merely examined women or both genders in terms of sampling (e.g., Frost & McKelvie, 2005; Green & Pritchard, 2003; Grieve & Helmick, 2008; Grossbard *et al.*, 2009; van den Berg, Mond, Eisenberg, Ackard, & Neumark-Sztainer, 2010). According to Green and Pritchard (2002), self-

esteem has been a significant predictor of body dissatisfaction; however, the study only included female sample in the study and did not utilize the variable “body dissatisfaction” but a different variable (i.e., body image) to investigate the relationship. Therefore, there is a need to explore how self-esteem of men would influence their degree of body dissatisfaction as there is evidence to show that men’s body-related issues and concerns might be different from the ones of women’s as men could have more complicated issues of their body shapes, weights, and muscularity (Corson & Anderson, 2002).

According to Bordo (2000), the media such as men’s health magazines have begun to include articles related to dieting and exercising advice as more men have become concerned about their bodies. Bordo (2000) further explained that more men have become to care about their bodies as muscular body shapes have become the ideal body for men. However, people most likely assume that body-related issues and clothing behaviors are merely pertained to women even though body dissatisfaction among men could be more complicated than that of women (Corson & Anderson, 2002). Likewise, studies have not focused on the body dissatisfaction of men (Pope *et al.*, 2000) and its relation with clothing related behavioral responses, which demonstrated a knowledge gap and suggested for further investigations.

The current study investigated public self-consciousness as a moderator variable which could be another crucial variable when considering its influence on consumer behaviors (Xu, 2008). Public self-consciousness is a part of self-consciousness, which refers to the degree of individuals’ levels of concern about their appearance and behavior in a social context (Buss, 1985). Previous research has found a positive relationship between body consciousness and public self-consciousness, meaning that individuals who are more conscious about their body tend to be highly self-conscious in public (Kwon, 1992; Miller, David, and Rowold, 1982).

According to Miller *et al.* (1982), public self-consciousness positively influences individual's clothing interest owing to the fact that clothing could be utilized as a way for individuals to enhance their self-image in public. Similarly, Fernandez (2009) found that consumers in Generation Y have high degree of public self-consciousness and they tend to make purchase decisions based upon other people's opinions and evaluations. More recent research, Giovannini *et al.* (2015) supported findings of previous research that consumers in Generation Y tend to purchase brand-named clothing as they are highly concerned about how other people would view and evaluate themselves. Likewise, consumers in Generation Y tend to be more concerned about how other people would perceive themselves in general. Although research has found that public self-consciousness could play a role in clothing purchase decisions, few studies have examined the variable of public self-consciousness in the context of body-related issues and its moderator role.

Taken together, investigating how self-esteem of men in Generation Y would influence their body dissatisfaction and the influence of their body dissatisfaction on their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior would be crucial as men's interest in clothes and desire to manage their appearances have been changing evidently. Johnson, Francis, and Burns' (2007) study which investigated appearance management behavior among mostly female consumers recommended future research to include a larger male sample for extensive conclusions. This study examined heterosexual men as heterosexual men and homosexual men may have different views toward their body. For instance, homosexual men were more dissatisfied with their body fat and muscularity compared to heterosexual men, which could be owing to more engagement of heterosexual men in appearance-related conversations (Jankowski *et al.*, 2014).



With numerous aspects stated above, the current study proposed several questions:

1. Would body dissatisfaction of heterosexual men in Generation Y be influenced by their level of self-esteem?
2. Would body dissatisfaction of heterosexual men in Generation Y influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior?
3. Would public self-consciousness of heterosexual men in Generation Y moderate the relationship between their body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior?

### **Purpose of the Study**

The overall purpose of the current study was to understand whether heterosexual men's degree of body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The current study particularly investigated heterosexual men in Generation Y who were roughly born in between 1977 and 1994 (Bakewell & Mitchell, 2003). There were two specific aims in the current study. The first aim of this study was to identify how self-esteem of heterosexual men in Generation Y in the United States would influence their degree of body dissatisfaction, and whether their degree of body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The second aim of this study was to examine whether public self-consciousness would play a moderator role in the relationship between body dissatisfaction of heterosexual men in

Generation Y and clothing related behavioral responses among heterosexual men in Generation Y, including clothing image avoidance, appearance management, and clothing purchase behavior.

**Theoretical Framework of the Current Study**

The current study investigated relationships of six major variables, including self-esteem, body dissatisfaction, clothing related behavioral responses (i.e., clothing image avoidance, appearance management, and clothing purchase behavior) and public self-consciousness (see Figure 1). The following paragraphs illustrate the relationships among main variables in the theoretical framework. More details regarding the relationships will be discussed in the Literature Review section.

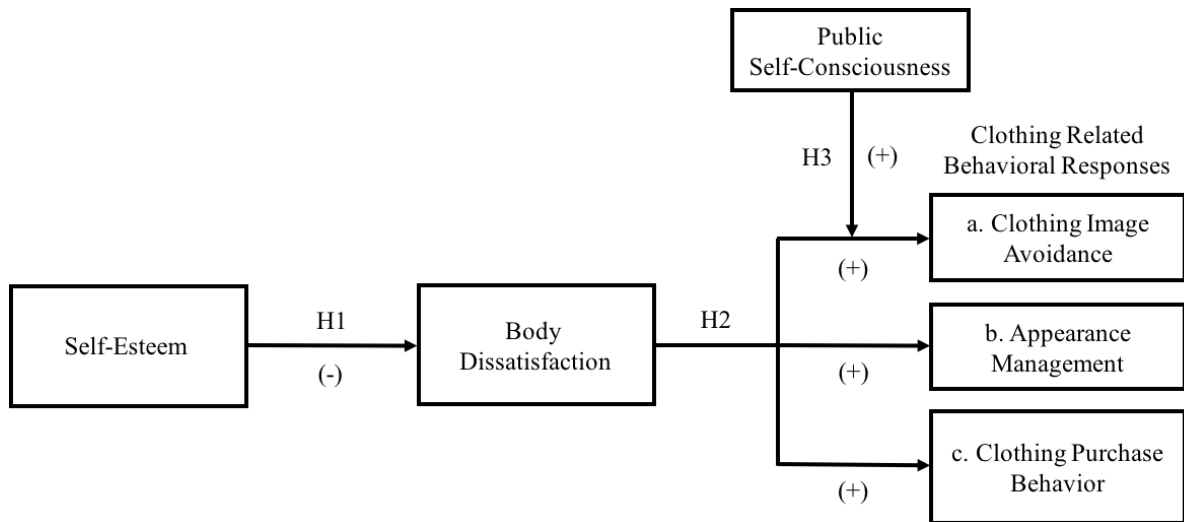


Figure 1. Theoretical Framework of the Current Study

The present study hypothesized that self-esteem of heterosexual men in Generation Y in the United States would negatively influence their degree of body dissatisfaction. In the present study, self-esteem refers to a general measure of evaluation of oneself based upon their own

overall feelings (Hobza *et al.*, 2007). Body dissatisfaction refers to negative feelings that are caused by a discrepancy between an individual's perceived ideal body appearance and their perceived actual body appearance (Grieve, 2007). Additionally, the current study hypothesized that their degree of body dissatisfaction would influence men's clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. Clothing image avoidance refers to tendencies that individuals avoid wearing certain clothes which could reveal their body (Rosen *et al.*, 1991). Appearance management refers to individuals' behaviors to manage their overall appearances, including dieting, exercising, and hair styling, with an exception of clothing behavior. Clothing purchase behavior refers to individuals' purchasing activities of clothes that reflect an individual's aesthetic preference and taste, present his individuality, and do not necessarily follow the latest trends. This study predicts that 1) there is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance; 2) there is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management; and 3) there is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior.

Furthermore, public self-consciousness was included as a moderator variable in the relationship between body dissatisfaction and clothing related behavioral responses. Public self-consciousness refers to the degree of individuals' level of concern about their appearance and behavior in a social context (Buss, 1985). This study specifically predicts that 1) public self-consciousness will positively moderate the positive relationship between body dissatisfaction and clothing image avoidance; 2) public self-consciousness will positively moderate the positive relationship between body dissatisfaction and appearance management; and 3) public self-

consciousness will positively moderate the positive relationship between body dissatisfaction and clothing purchase behavior.

To the researcher's knowledge, the current study is the first research examining the relationships among the six variables in one study with Generation Y heterosexual men as the sample. This study investigated how heterosexual men's self-esteem would influence their degree of body dissatisfaction which is a predictor for their clothing related behavioral responses. Further, public self-consciousness was included to examine its moderating role in the relationship between body dissatisfaction and clothing related behavioral responses. Investigating heterosexual men in Generation Y's clothing related behavioral responses would be beneficial and helpful for menswear designers and marketers to develop their strategies as the purchasing power of consumers in Generation Y takes a crucial role in the United States recently (VanderMey, 2015).

## CHAPTER II: LITERATURE REVIEW

The current chapter will discuss previous research regarding the six main variables, including self-esteem, body dissatisfaction, clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior, and public self-consciousness. The first section will explore the relationship between self-esteem and body dissatisfaction followed by the second section which explores the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The last section will investigate the role of public self-consciousness as a moderator variable regarding its influence in the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior.

### **Self-Esteem and Body Dissatisfaction**

The relationship between self-esteem and body dissatisfaction has been studied extensively. The following sections define both of the variables as well as discuss previous research that has been conducted in relation to both variables.

**Self-Esteem.** Considered as a fundamental human need (Allport, 1955), self-esteem refers to a general measure of evaluation of oneself based upon their own overall feelings (Hobza *et al.*, 2007). Self-esteem is also defined as how well an individual “prizes, values, approves, or likes him or herself” (Blascovich & Tomaka, 1991, p. 115). In other words, individuals who have high self-esteem have a highly favorable view of themselves; whereas, individuals who have low self-esteem are either uncertain about or have negative perceptions toward themselves (Campbell

*et al.*, 1996). According to Rosenberg (1965), high self-esteem indicates the feeling that an individual is ‘good enough’ which does not necessarily mean that individuals consider themselves to be better than others.

According to Baron and Byrne (1991), levels of self-esteem may fluctuate owing to appearance factors such as attractiveness and body satisfaction; however, self-esteem is comparatively constant over periods and situations. More recent research has suggested that mean levels of self-esteem in early and middle adulthood tend to be relatively stable and gradually increase until late midlife (Orth, Robins, & Widaman, 2012). Specifically, self-esteem tends to increase from adolescence to middle adulthood, and reaches the peak when individuals reach the age between 50 and 60 years. Owing to these characteristics, self-esteem has been a predictor of a wide range of individuals’ life outcomes (e.g., satisfaction in marriage and close relationship, physical health, mental health, education, employment status, job success and job satisfaction, and life satisfaction) (Orth & Robins, 2014). For instance, Judge, Locke, Durham, and Kluger (1998) suggested that self-esteem is an important variable to predict individuals’ life satisfaction and career and it is also an important predictor of job satisfaction for men in their later life. Further, Voss, Markiewicz, and Doyle (1999) found that self-esteem was significantly related to the quality of marriage and same-sex friendship for both men and women. In general, research has suggested the positive relationship between self-esteem and various life outcomes; however, there has not been extensive research conducted the relationship between self-esteem and body dissatisfaction recently.

**Body Dissatisfaction.** Body dissatisfaction refers to negative feelings that are caused by a discrepancy between an individual’s perceived ideal body appearance and their perceived actual body appearance (Grieve, 2007). Numerous studies have used body dissatisfaction and

body satisfaction interchangeably to express similar meanings. The reason why these two variables have been used interchangeably is that it is assumed that if individuals are more dissatisfied with their body, it could indicate that they are less satisfied with their body. As a similar concept, if individuals are less dissatisfied with their body, it is assumed that they would be more satisfied with their body (e.g., Grieve & Helmick, 2008; Grossbard *et al.*, 2009; Murray & Lewis, 2014; Tiggeman & Lacey, 2009). The current study investigated men's body dissatisfaction, but not body satisfaction, owing to the fact that 20% to 40% men in the United States are unhappy with their body, including weight and muscles (Pallarito, 2016). More specifically, 55% of men reported that they exercise and 29% men reported that they engage in dieting to lose weight. Therefore, it would be reasonable to investigate men's body dissatisfaction rather than body satisfaction in the research as only 24% of men in a recent survey were truly happy with their body (Lasher, 2016). Further, this study used a measurement specifically focusing on negative feelings that individuals could have regarding their body, which is Male Body Attitudes Scale (Tylka, Bergeron, & Schwartz, 2005). According to Tylka *et al.* (2005), MBAS could be utilized in future research investigating men's body dissatisfaction. To be true to the scale, this study used the term "body dissatisfaction" instead of "body satisfaction."

Body dissatisfaction is mostly caused by the discrepancy between current body image of each individual and his/her desired body image, which could be considered as the ideal body image from his/her own cultures (Chattaraman *et al.*, 2013). Body image refers to individuals' mental image of their body, including both perceptions and attitudes (Rudd & Lennon, 2000) and the authors stated that "The perceptual component refers to how we 'see' our size, shape, weight,

features, movement, and performance, while the attitudinal component refers to how we feel about these attributes and how our feelings direct our behaviors” (Rudd & Lennon, 2000, p.153).

Within society, men tend to avoid expressing their body image concerns (Pope *et al.*, 2000) as they may be considered gay or feminine if they talk about their experiences of body-related issues (Hargreaves & Tiggeman, 2006). Similarly, more recent research demonstrated that body dissatisfaction has been considered as a “female issue” (Primus, 2014). As such, numerous research has been limited to the examination of body-related issues of women as body image and appearance concerns tend to be considered as traditionally feminine elements in each individual (McNeill & Firman, 2014). According to Tiggemann and Lacey (2009), women who are not happy with their body size and shape use clothing for camouflage purposes. Furthermore, those women who are slender are more likely to have higher levels of clothing satisfaction. In the case of women’s clothing sizes, there are bigger sizes for some basic styles; however, stylish clothing is mostly available for smaller sizes, which may be upsetting to women who wear bigger sizes (Reddy & Otieno, 2013). Likewise, much psychological research on body-related issues has focused on women as most people consider that women have more pressures about the size and shape of their body than men (Frith & Gleeson, 2004).

More recent research, however, presented that a large population of men are unhappy with their body and they have more concerns with their body shapes and muscular build than with their weight (Jones & Crawford, 2005), which contradicts with earlier findings of Wardle and Johnson (2002) that men who are overweight are not aware of the fact that they are overweight. Wardle and Johnson (2002) further showed that only less than half of men who are overweight would actually try to lose weight even though they are aware of being overweight. Likewise, previous findings demonstrate that men tend to be concerned about their different



body parts, including their weight, muscles, and overall body shapes when they are unhappy. According to Hobza *et al.* (2007), when men have more exposures to the media such as men's health magazines or men fashion magazines, they tend to be unhappy and have negative feelings toward their bodies as they compare themselves to more muscular men seen in the media. Researchers recognize that body-related concerns of men could be more various as men express complicated issues of shape, weight, and muscularity even though body-related issues of men have been less examined than women (Chattaraman *et al.*, 2013; Pope *et al.*, 2000). As such, individuals express body dissatisfaction regardless of gender, which suggests body dissatisfaction is not a special problem merely relevant to women. Thus, research regarding how men perceive their body and how their degree of body dissatisfaction would influence their behaviors needs to be further conducted.

Previous research has suggested that the ideal body image for men has become more muscular and leaner in contemporary Western societies (Murray & Lewis, 2014). Specifically, people expect men to have muscular and well-toned bodies in the Western society (Frith & Gleeson, 2004). Frederick, Peplau, and Lever (2007) found that over 90% of undergraduate men in the United States have desires to be more muscular. According to Frederick *et al.* (2007), men may be willing to achieve the ideal body image, which includes a body with a low level of fat and broad shoulders, as having the ideal body could help them be more attractive to women. Likewise, men desire to have certain ideal body image, specifically, the mesomorphic or muscular body analogous to women who consider thin body as the ideal body image (Bottamini & Ste-Marie, 2006; Olivardia *et al.*, 2004).

Existing research has demonstrated that men have body-related concerns as much as women have and are willing to exercise or be on a diet to achieve the ideal body image. A survey

of 52,677 adults indicated that 48% of men who were both thin and heavy were not happy with their weight; 11% of them felt that they were not physically attractive; and 16% of the respondents answered that they would not wear bathing suit in public because they felt unattractive and uncomfortable (Frederick, Peplau, & Lever, 2006). A recent study by Stapleton, McIntyre, and Bannatyne (2016) found that men tend to exercise to be more muscular, thin, and improve their health. Likewise, men have desires to achieve certain ideal body image and when the desire is not met, body dissatisfaction may occur.

**Self-esteem and Body Dissatisfaction.** The current study investigated the relationship between self-esteem and body dissatisfaction among men in Generation Y; however, there has been more previous research investigating the relationship between self-esteem and body satisfaction, even though the terms of “body satisfaction” and “body dissatisfaction” have been used interchangeably in those studies. Body satisfaction refers to the degree of positive feelings toward the parts of individuals’ own body (Jourard & Secord, 1955). According to Frost and McKelvie (2004), self-esteem and body satisfaction are positively related. “When people feel good about their bodies, it may make them feel good about themselves in general, but when they feel good about themselves for other reasons, it may make them feel good about their bodies” (Frost & McKelvie, 2004, p. 51). The authors stated that body satisfaction helps determine self-esteem; however, higher self-esteem could also result in higher body satisfaction, which demonstrates a recursive relationship between self-esteem and body satisfaction. The following paragraphs further discuss previous research regarding the relationship between self-esteem and body dissatisfaction.

There have been studies investigating the relationship between self-esteem and body dissatisfaction (e.g., Green & Prithard, 2003; Grossbard *et al.*, 2009; McArdle & Hill, 2009),

which commonly suggested a negative relationship between the two variables. For instance, Green and Pritchard (2002) investigated females and found a negative relationship between self-esteem and body dissatisfaction which was supported by Green and Pritchard (2003) and further emphasized that future studies need to include the investigation of self-esteem when examining body dissatisfaction as self-esteem is an important predictor of body dissatisfaction. More recent research examined the relationship between self-esteem and body dissatisfaction of both male and female college students (age ranging from 17 to 19) and a negative relationship between self-esteem and body dissatisfaction was found (Grossbard *et al.*, 2009). According to van den Berg *et al.* (2010), there could possibly be some changes in mean levels of self-esteem and body dissatisfaction across both genders of adolescence; however, the negative relationship between the two variables tends to be maintained.

In summary, previous research demonstrated that self-esteem has been a significant predictor of body dissatisfaction and there is a negative relationship between the two variables regardless of gender and age. As suggested by previous research, the current study predicts that if heterosexual men have higher self-esteem, they will be less unhappy with their body. Thus, the first hypothesis is stated:

*H1: There is a negative relationship between self-esteem of heterosexual men in Generation Y and their body dissatisfaction.*

### **Body Dissatisfaction and Clothing Related Behavioral Responses**

Clothing related behavioral responses consist of three different variables, including clothing image avoidance, appearance management, and clothing purchase behavior in this study.

The following sections define the different terms as well as discuss previous research that has been conducted in relation to body dissatisfaction and the three behavioral variables.

**Body Dissatisfaction and Clothing Image Avoidance.** Body image avoidance refers to tendencies that individuals avoid situations that stimulate their concerns about physical appearance, including wearing baggy clothes instead of either revealing or tight-fitted clothes, eating less, and avoiding certain situations that their body could be emphasized (Rosen *et al.*, 1991). Rodgers, Melioli, Laconi, Bui, and Chabrol (2013) conducted research in the relationship between body image avoidance and disordered eating and found a positive relationship between the two variables among female participants; however, there was not a significant relationship among male participants. Owing to the finding that the overall body image avoidance seemed to less influence men in general, and that there has not been much research examining whether men would merely avoid certain clothes when they are unhappy with their body, the current study specifically investigated clothing avoidance related behaviors without focusing on body image avoidance. Modified from Rosen *et al.* (1991), clothing image avoidance refers to tendencies that individuals avoid certain clothing which could reveal their body in the current study. According to Lunceford (2010), clothing protects individuals' bodies by covering them which explains that clothing is a second skin. Lunceford (2010) found that students usually choose clothing which could either emphasize their attractive body parts or downplay their unattractive body parts to make them feel confident with their overall appearance. As such, clothing could be utilized to express individuals' selves and also cover their body by either emphasizing or downplaying their body parts. Carver and Vargas (2011) explained that individuals tend to engage in avoidance coping which often occurs when people try to avoid negative feelings related to certain issues. Avoidance coping explains an individual's tendency to avoid certain clothes when they are

dissatisfied with their body as people may try to avoid clothes that could reveal certain parts of their body which they have negative feelings toward.

Research has suggested that women tend to use clothing to create appearance that is closer to their desired body image (Apeagyei, 2008). Early research by Markee, Carey, and Pedersen (1990) found that women tend to use clothing to camouflage their perceived body flaws and create the perception that their body shape is closer to the ideal body image, which could lead them to feel happier with their body temporarily. Using a female sample of college students and civil service employees of a Midwestern university, Kwon and Parham (1994) investigated the influence of state of fatness perception on weight conscious women's clothing practices and found that women would use clothing to present their individuality, to be confident, and to be perceived fashionable. Furthermore, women who are conscious about their weights tend to use clothing as a camouflaging function. Based on a qualitative study of 99 college women in the United States, Rudd and Lennon (2000) found that women would try to camouflage their sizes with clothing by choosing clothes that could make them look either taller or smaller than they truly are. In a later study, Rudd and Lennon (2001) had similar findings that women would use clothing to conceal their body parts that they are not happy with and emphasize the body parts that they are confident with.

Similarly, Robinson (2003) investigated the clothing behavior of 171 women who enrolled in a commercial weight loss program. The finding from the study was that participants who were unhappy with their body tended to choose clothing to emphasize their body parts that they were happy with, and tried to downplay their body parts that they are less confident with. After they participated in the weight loss program; however, the participants were less likely to choose clothing that could emphasize their overall body parts and tended not to choose clothing

which would either hide or camouflage their body as they were more satisfied with their body after losing the weight. The findings suggest that women who are unhappy with their body would avoid certain types of clothes to conceal their body parts than those who are less unhappy with their body; and if they are less unhappy with their body, they are less likely concerned about revealing their body. Similarly, Chattaraman and Rudd (2006) found that female undergraduate students who have larger body sizes tend to prefer covering their bodies by wearing less revealing clothes; whereas, individuals who have smaller body size tend to prefer to cover less of their body and wear more fitted clothes. According to Trautmann *et al.* (2007), female undergraduate students who are highly dissatisfied with their body tend to engage in clothing avoidance behaviors, including wearing specific types of clothes such as baggy pants instead of revealing, bright colored, or fitted clothes. Further, they tended to utilize clothes to camouflage their body, and wear clothes that could disperse others' gaze.

Similar findings were noticed in different cultures as well. Examining female clothing shoppers in Australia, Tiggemann and Lacey (2009) found that women who are highly dissatisfied with their body tend to utilize clothes either to conceal or camouflage the body parts that they are not confident with; whereas, women who are less dissatisfied with their body tend to utilize clothes to enhance their body image and themselves. As such, there has been fairly considerable research explored the relationship between body-related issues and clothing behaviors focusing on women; however, there has been considerably limited research with a focus on men in specific (Frith & Gleeson, 2004).

There has been some existing qualitative research investigating body-related issues and clothing practices of men. Bottamini and Ste-Marie (2006) interviewed 11 males, age between 18 and 25, regarding their body image perceptions, motivations, and related behaviors through

interviews. Among the 11 participants, only one participant showed his interest in the style of clothing that he wore. Some participants indicated that they would wear fitted clothes to emphasize their body especially when they socially went out with friends.

There has been limited quantitative research investigating the relationship between body-related issues and clothing behaviors of men. According to Chatteraman and Rudd (2006), the degree of each male individual's body satisfaction could influence their fit preferences of shirts as well as the fit and waist preferences of pants. Similarly, Walker, Anderson, and Hildebrandt (2009) suggested that there are certain avoidance behaviors that men utilize, including avoidance of mirrors; avoidance of revealing clothes, or situations that they need to wear revealing clothes; and preference for wearing loose fit clothes rather than fitted clothes. Further, Chattaraman *et al.* (2013) surveyed male consumers' body image and their fit preferences and found that men tend to prefer to wear pants with higher waistlines and shirts with looser fits to conceal their body with clothes if they are highly unhappy with their body which supported both Chattaraman and Rudd (2006) and Walker *et al.* (2009).

Similar behaviors were also witnessed in other cultures. For instance, Frith and Gleeson (2004) investigated men's presentation of their body through clothing displays in the United Kingdom. The sample ages between 17 and 67 with the majority of the sample in the 17 to 26 range included White, Pakistani, Black, and mixed race. The male participants in Frith and Gleeson's (2004) study reported that they would utilize clothes to either conceal or reveal their body. One participant reported that he would purchase thicker, darker, or less revealing clothes if he considered his body fat and unappealing. Another participant indicated that he would wear loose fitted clothes to be seen larger than he truly is. Participants reported that they would like to reveal and emphasize their body as they had nothing to hide and there were other participants

who would be willing to reveal their body, but conceal certain body parts at the same time. In a more recent study, Barry and Martin (2016) found that men in the United Kingdom who have leaner and taller body tend to consider styling themselves easy; whereas, men who have larger and shorter body tend to have difficulties styling themselves. Barry and Martin (2016) further explained that men try to conceal their body parts in order to meet the male appearance norm and try to style themselves with clothes in certain ways if they do not meet the ideal body image. These results demonstrate that men also, similar to women, try to reveal/and emphasize their body if they are confident and they try to conceal/and hide certain body parts if they are unhappy and not confident with.

In summary, previous research demonstrates that men who are highly dissatisfied with their body avoid certain types of clothing similar to women who are more dissatisfied with their body. Thus, the current study predicts that there will be a positive relationship between body dissatisfaction and clothing image avoidance. Therefore, the next hypothesis is stated:

*H2a: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance.*

**Body Dissatisfaction and Appearance Management.** Appearance management refers to overall behaviors to control and manage individuals' appearances (Reilly & Rudd, 2007). In this study, appearance management will be described as individuals' behaviors such as dieting, exercising, and hairstyling to manage their overall appearances, with an exception of clothing behavior which is incorporated in this study through the variables of clothing image avoidance and clothing purchase behavior. Clothing image avoidance focuses on clothing-related behaviors



which can be performed when individuals try to conceal their body by avoiding certain types of clothing; and clothing purchase behavior is related to individuals' purchasing clothes that fit their personal styles.

Appearance management can be categorized into two sub-categories which are risky (non-routine) appearance management behavior and routine appearance management behavior (Lennon & Rudd, 1994). Risky appearance management behavior includes behaviors that could cause health risks, such as disordered eating, substance abuse (e.g., laxatives and diet pills), and other appearance-related behaviors (e.g., cosmetic surgeries); whereas, routine appearance management behavior includes behaviors with little or no health risks, such as dieting, exercising, clothing-related behaviors and hair styling (Lennon & Rudd, 1994; Rudd & Lennon, 1995). There has been numerous research based upon risky appearance management behaviors (e.g., Lee & Johnson, 2009; Reilly & Rudd, 2007; Rudd & Lennon, 2000). Among numerous risky appearance management behaviors, disordered eating has been examined more by researchers compared to other behaviors such as abuse of diuretics, purging, and liposuction (Lee & Johnson, 2009). Previous research found that body dissatisfaction has been considered as a primary factor that influences individuals' tendencies to engage in risky appearance management behaviors, including disordered eating and other risky behaviors, such as drinking, smoking, and laxatives abuse (e.g., Kang, Johnson, & Kim, 2013; Rudd & Lennon, 2000). Especially, body dissatisfaction has been a significant factor toward developing disordered eating (e.g., Smolak & Strelgel-Moore, 2004). As such, individuals' negative feelings toward their body may cause them to engage in certain types of appearance management behaviors.

This study focused on the routine appearance management behaviors owing to the fact that there has been more research, investigating risky appearance management (e.g., disordered

eating) as a variable; however, research that examines routine appearance management as a variable has been limited (Johnson, 2004). Further, there has been substantially limited research exploring how individuals' degree of body dissatisfaction would influence their routine appearance management behaviors. Thus, there is a need to explore how men's negative views and feelings toward their body could influence their routine appearance management behaviors (i.e., dieting, exercising, and hair styling).

According to Rudd and Lennon (2000), cultural expectations of appearance influence how individuals view their body and individuals' appearance management behaviors, including dieting, exercising, and hair styling. The authors further stated that the majority of women in the United States engage in appearance management behaviors. Similarly, Johnson *et al.* (2007) found that the level of involvement in appearance management could be different from person to person and culture to culture; however, each individual engages in appearance management every day of their lives. Johnson *et al.* (2007) investigated the relationship between personality and appearance emphasis and found that individuals who have higher degree of anxiety tend to be more concerned about their appearance. In addition, a more recent study found that if female college students are more dissatisfied with their body, they tend to have more concerns with their overall appearance (Kim & Damhorst, 2010).

According to McCabe and Ricciardelli (2004), women tend to be more dissatisfied with their body weight which makes them desire to lose weight; whereas, men tend to be more dissatisfied with their muscularity which leads them to desire to gain weight and to be muscular. More recent research, Stapleton *et al.* (2016) found that men have stronger desires to be muscular than their current body and men who are more dissatisfied with their body tend to exercise more than those who are less dissatisfied with their body. The authors further explained

that men who are more dissatisfied with their body tend to have greater disordered eating behavior (Stapleton *et al.*, 2016) which could be extremely risky. Green and Kaiser (2016) suggested that ‘metrosexuals’, which refers to men who live in urban areas, are more concerned about their appearances and thus spend considerable time and energy on managing their overall appearances by grooming themselves. As more men are exposed to the concept ‘metrosexuals’ recently, more and more men have become interested in managing their personal appearances compared to the past. The previous findings demonstrate that not only women are engaged in appearance management behavior but men are also engaged in appearance management behavior (e.g., dieting, exercising, and hair styling).

This study incorporated symbolic self-completion theory to better understand how men would utilize certain appearance management behaviors when feeling unhappy with their body. According to symbolic self-completion theory, individuals tend to try to communicate their accomplishment to others and to enhance their identities when they feel incomplete about themselves (Wicklund & Gollwitzer, 1981). In other words, individuals who are unhappy with themselves may engage in self-symbolization more by engaging in certain types of appearance management behaviors such as dieting, exercising, and hairstyling in order to cope with feelings of inadequacy. As such, the current study predicts that when a heterosexual male individual is dissatisfied with his body, he would be more likely to spend time on managing his appearance as concerns about body-related issues could encourage them to manage their overall appearance. Thus, the next hypothesis is stated:

*H2b: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management.*

**Body Dissatisfaction and Clothing Purchase Behavior.** Fashion basically represents what individuals wear; however, fashion further involves symbolic meanings and helps people convey their individualities and thoughts (Polese & Blaszczyk, 2012). People tend to use fashion to generate their identities and try to choose clothing to manage their overall appearance and to enhance their status as well (Khare, 2014). According to Au, Taylor, and Newton (2004), fashion can be explained with four different aspects that are social attitude, aesthetic presence, psychological satisfaction, and historical revival. Social attitude explains social atmosphere and life; aesthetic presence explains aesthetic sense of fashion (e.g., stylish); psychological satisfaction explains individuals' personalities and individualities; and historical revival explains personal historical aspects in fashion. Overall, fashion is a way for individuals to show their aesthetic beauty which is pertained to the cultural and historical matters in the society. For the current study, the term 'clothing' instead of 'fashion' is used to merely focus on its aesthetic and psychological aspects as consumers may choose clothing styles that look good on them without having to conform to the society and culture (Esherick, 2015). Thus, clothing purchase behavior is defined in the current study as individuals' purchasing activities of clothes that reflect an individual's aesthetic preference and taste, present his individuality, and do not necessarily following the latest trends.

People in Generation Y especially consider clothing that matches their personal styles as one of the most important factors when they purchase clothing (Dias, 2003). According to Statista, men spent \$22.2 billion on clothing in the United States in 2012 and previous research presented that men's interest in clothing has increased as indicated through men's clothing sales (Bakewell, Mitchelle, & Rothwell, 2006; Frith & Gleeson, 2004; Noh, Li, Martin, & Purpura, 2015). Parker, Simmers, and Schaefer (2014) concluded that numerous research has been

conducted regarding women's perspectives toward clothing; however, research pertaining to men's perspectives toward clothing has been relatively limited even though a large percentage of men in Generation Y expressed their interests in both clothing and appearance.

Among the existing studies, findings in regards of the relationship between body-related issues and clothing-related behaviors have been inconclusive with both male and female samples. On one hand, the negative relationship between body-related issues and clothing behaviors was witnessed. For instance, Tiggemann and Lacey (2009) investigated how individuals' views toward their body would influence their clothing experiences among female shoppers in Australia and found that women who are highly dissatisfied with their body have more negative apparel shopping experiences than women who are less dissatisfied with their body. Similarly, Shim *et al.* (1991) investigated how individuals' views toward their body would influence their clothing behaviors among male consumers in the United States. The study found that male consumers who were less dissatisfied with their body and had positive attitude toward clothing tended to be happier with ready-to-wear, be confident in selecting clothes for themselves, and be purchasing more clothes. On the other hand, more recent research found a positive relationship between body-related issues and clothing behaviors. For instance, Sung and Yan (2016) found different results from previous research that Generation Y male participants in the United States who were less dissatisfied with their body tended to be less involved with trendy clothing and they tended to have negative attitudes toward trendy clothing. Past findings have been inconsistent partly owing to the different samples (e.g., culture and gender) and partly due to the variables measured in each study. Tiggemann and Lacey (2009) investigated the participants' enjoyment of clothes shopping; Shim *et al.* (1991) investigated clothing behaviors by measuring self-confidence in clothing and shopping behaviors by measuring satisfactions with ready-to-

wear; and Sung and Yan (2016) explored fashion involvement and attitudes toward trendy clothing.

Furthermore, symbolic self-completion theory was incorporated that if heterosexual men are dissatisfied with their body, they will purchase more clothing and utilize it as a symbol to communicate and enhance their self-identities in a social setting which helps compensate themselves. This hypothesis also aligns with Hypothesis 2b that if heterosexual men are more dissatisfied with their body, they will be more likely to manage their overall appearance. Therefore, the next hypothesis is stated:

*H2c: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and their clothing purchase behavior.*

### **The Moderating Role of Public Self-Consciousness**

Public self-consciousness is included in the current study as a moderator variable in the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The following sections define public self-consciousness as well as discuss previous research that has been conducted related to body dissatisfaction and the three behavioral variables.

**Public Self-Consciousness.** Self-consciousness is defined as “a person’s view of himself or herself as a social object, with an acute awareness of other people’s perspectives about him or her” (Dabholkar & Bagozzi, 2009, p. 189). There are two different aspects of self-consciousness: public self-consciousness and private self-consciousness. Public self-consciousness emphasizes that each individual focuses on the parts of self that other individuals

would perceive and evaluate; whereas, private self-consciousness emphasizes that each individual focuses on the private parts of self, including their own thoughts, feelings, desires, objectives, and intentions (Bushman, 1993). Previous research found that public self-consciousness pertains to a number of consumer behaviors, including individuals' motivations to perform certain behaviors (Vigneron & Johnson, 1999). The current study will focus on public self-consciousness owing to the assumption that individuals may utilize clothing and other appearance-related products to manage how they are perceived and evaluated by other people (Solomon, 1983).

People who are highly self-conscious in public are actually observed and evaluated as more physically attractive than those who are less public self-conscious (Turner, Gilliland, & Klein, 1981) as people with higher degree of public self-consciousness would care more about their overall appearances and are more concerned about how they are perceived by other people. According to Buss (1985), if individuals are highly self-conscious in public, they are more likely to be concerned about the way they present themselves to other individuals. Kwon and Shim (1999) suggested that women who are highly dissatisfied with their weight tend to have a higher level of public self-consciousness, indicating that if they are more dissatisfied with their body, they tend to be more self-conscious in public. According to Bardone-Cone, Cass, and Ford (2008), college men who spend considerable time with their peers tend to be more exposed to other people's evaluations toward their body, which eventually encourage men to manage their appearances. In a more recent study, McNeill and Fireman (2014) similarly suggested that other people's opinions influenced men regarding their perceptions toward their own body image. Specifically, the authors found that the media has highly influenced the younger group of men (age from 18 to 25); family opinions tended to influence the older group of men (age from 33 to

45); and opinions of friends influenced both age groups. Likewise, the previous findings suggested that men are, similar to women, concerned about how other people would view and evaluate their bodies.

**The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Clothing Image Avoidance.** Individuals who have higher degrees of public self-consciousness tend to perceive themselves as social objects and clothing enhances their feelings of public self-consciousness (Solomon & Schopler, 1982). Previous research has found that both male and female who are highly self-conscious in public tend to be more concerned about their physical appearance, care about what they wear, and are more likely to utilize clothing as a way to enhance their images in public than those who are less self-conscious in public (Solomon & Schopler, 1982). Using 172 working women and 172 college female students as samples, Kwon (1992) investigated the relationship between body consciousness and public self-consciousness, and the influence of the relationship on their attitudes toward clothing practices. The finding suggested that if women are more self-conscious in public, they tend to utilize clothes to enhance their degree of public self-consciousness, which was consistent with previous findings (i.e., Solomon & Schopler, 1982). Kwon and Shim (1999) had a similar finding that both public self-consciousness and private self-consciousness positively influenced the way how women utilize clothing in order to enhance mood; however, public self-consciousness was found to have stronger influence on their mood compared to private self-consciousness. According to Workman and Lee (2011), comparisons by other individuals could influence individuals' self-perceptions and concerns regarding their appearance. Workman and Lee (2011) further demonstrated that women scored higher public self-consciousness compared



to men, meaning that women are more concerned about how other people would perceive and evaluate them comparing to men; thus, women are found to be more likely to utilize clothing to express their symbolic social status to present their identities and individualities.

There has been limited research conducted how men's degree of public self-consciousness would influence their clothing related behaviors. Holle (2004) investigated undergraduate male students and found that men who are anxious about other people's evaluation and disapproval of their body tend to avoid revealing their body. Similarly, Noh *et al.* (2015) interviewed 15 college male students to examine meanings of clothes regarding preference and avoidance and found that men who care about what to wear every day are concerned about how other people would perceive them. The study further found that college male students would prefer to wear clothing that they can be confident with, and clothing that could help make good impressions. The findings suggest that men who are conscious about how other people would perceive them try to avoid certain clothes to feel better about themselves. As such, it is hypothesized that men who care more about how other people would perceive and evaluate them are more likely to avoid wearing certain clothes than those who do not. Thus, the positive relationship between body dissatisfaction and clothing image avoidance may be strengthened for those who have higher level of public self-consciousness than those who have lower level of public self-consciousness. Therefore, the next hypothesis is stated:

*H3a: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance will be strengthened.*

**The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Appearance Management.** Individuals may manage their appearances to be better viewed and evaluated by other people owing to the fact that it could influence their overall personal images as appearance is the basis of an interaction which could help individuals communicate with other individuals (Solomon, 1983). According to Ogden and Munday (1996), men who are happy with their body (e.g., perceiving themselves as less fat, sexier, more toned, and more fit) may still go on a diet to be more attractive and to have a preferred size that is different from the shape they are perceived. In a recent study, Lee and Johnson (2009) explored variables which could influence risky appearance management behaviors among female college students and found that if women frequently have appearance-related conversations with their friends or have comments from family members, they tend to be more engaged in risky appearance management behaviors such as smoking, vomiting, and abusing laxatives. The finding suggested that if individuals care more about how other people would evaluate their appearance, they tend to manage their appearance more than those who care less about other people's perspectives. Based on previous research, it is hypothesized that those who are more conscious about how other people perceive and evaluate about them (i.e., higher level of public self-consciousness) will be more likely to find ways to manage their overall appearance than those who are less conscious about how other people perceive and evaluate about them (i.e., lower level of public self-consciousness). Thus, the positive relationship between body dissatisfaction and appearance management may be strengthened for those who are more concerned about other people's opinions than those who are less concerned about how other people would evaluate them. Therefore, the next hypothesis is stated:

*H3b: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management will be strengthened.*

### **The Moderating Role of Public Self-Consciousness in the Relationship between Body Dissatisfaction and Clothing Purchase Behavior.**

Early research by Solomon and Schopler (1982) suggested that public self-consciousness is positively related to the clothing variables such as fashion opinion, attitudes towards conformity, and clothing interest when comparing to private self-consciousness. Recently, Giovannini *et al.* (2015) investigated the relationship between public self-consciousness and luxury brand products consciousness among consumers in Generation Y and concluded that if individuals are more concerned about other people's perspectives, they tend to be more brand conscious, which corresponds with previous research by Fernandez (2009) that young consumers tend to purchase brand-named clothing as they concern about how other people would perceive and evaluate them. Further, more recent research regarding body-related issues and self-consciousness found that both male and female college students who are more conscious about other people's evaluations tend to have negative attitudes toward their body image (Chang & Kim, 2015). In addition, if they are confident with their body, they would not choose clothing as a way to make themselves feel better about themselves as they are already happy with their body. Likewise, individuals would utilize clothing to compensate and help them feel better about themselves and be more confident if they are more dissatisfied with their body and more conscious about other people's perspectives. That is, men who are more concerned about other peoples' opinions would be more likely to purchase clothes than those who are less concerned

about how other people would evaluate them. Therefore, the positive relationship between body dissatisfaction and clothing purchase behavior may be strengthened for those who have higher level of public self-consciousness. Thus, the next hypothesis is stated:

*H3c: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior will be strengthened.*

## CHAPTER III: METHOD

The purpose of the current study was to investigate how self-esteem of heterosexual men in Generation Y in the United States would influence their degree of body dissatisfaction, and whether their body dissatisfaction could influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. This study further investigated whether public self-consciousness would play a moderator role in the relationship between body dissatisfaction and clothing related behavioral responses among heterosexual men in Generation Y, including clothing image avoidance, appearance management, and clothing purchase behavior. Measurements regarding self-esteem, body dissatisfaction, clothing image avoidance, appearance management, clothing purchase behavior, and public self-consciousness are modified from previous studies. The following sections identify sampling, procedures, and detailed instrument development as well as data analyses.

### **Sampling and Procedures**

The sample consisted of 354 heterosexual adult men in Generation Y group (i.e., born in between 1977 and 1994) in the United States. The sample size was appropriate considering the total number of variables in the framework as Austin and Steyerberg (2015) suggested 20 subjects per variable considering the possibility of having unusable cases through online surveys. Further, power analysis was conducted using the G Power analysis tool, which suggested that approximately 120 responses would be sufficient considering the effect size of 0.15. Power analysis should be conducted prior to the data collection, but not after data are collected (Gerard, Smith, & Weerakkody, 1998).

Data were collected through an online survey, including Qualtrics and the Amazon Mechanical Turk platform to recruit samples in the United States. Amazon Mechanical Turk is an online survey website that people could post various tasks and individuals who have registered with Amazon Mechanical Turk are able to complete tasks (i.e., participating surveys) for monetary payments (Gardner, Brown, & Boice, 2012). Gardner *et al.* (2012) found that researchers could obtain good data with inexpensive cost through the Amazon Mechanical Turk system which was consistent with Buhrmester, Kwang, and Gosling's (2011) finding. The choice of an online survey allowed broader reach to participants from various states in the United States as body and weight concerns may vary depending on which state the participants are from.

The survey was created through Qualtrics and the survey link was provided to participants through the Amazon Mechanical Turk website. Participants who met the criteria could participate in the survey through the Amazon Mechanical Turk website by following the survey link. The Amazon Mechanical Turk system allows researchers to recruit participants who meet certain criteria (e.g., gender, age, occupation, etc.) Owing to the purpose of the current study, the survey was accessible to participants who met the following criteria. Participants needed to be born in between 1977 and 1994 to be considered Generation Y (Bakewell & Mitchell, 2003). There were no criteria that indicated age ranges by years on the Amazon Mechanical Turk system; therefore, the researcher indicated the criteria in both the cover letter and the survey in order to notify the participants. Further, only men who were born in the United States participated in the survey as ideal body images may differ depending on cultures (Chattaraman *et al.*, 2013). There was \$1 incentive for participants. A total of 354 responses were collected in less than 48 hours. The incentive was provided directly from the Amazon Mechanical Turk system after the researcher accepted submitted surveys from the participants.

## **Instrument Development**

The participants were given a questionnaire, including demographic background questions (i.e., gender, sexual orientation, year when they were born, nationality, ethnicity, weight/and height, how much money they spend each month on buying clothing, how often they try to get fashion tips through various resources, how often they work out/and exercise to build up muscle/ and to lose weight, and if they have a history of substance use.) Measurements of self-esteem, body dissatisfaction, clothing image avoidance, appearance management, clothing purchase behavior, and public self-consciousness were included to investigate the main hypothesized relationships. There was one attention checking question to ensure that participants were actually paying attention when they filled out the survey (i.e., Are you paying attention? If yes, please check very happy.)

**Pretest.** Prior to collecting the actual data, a pretest was conducted to test the survey. Data were collected from a convenience sampling of six male students at a large Western university and also six males from the local community. Thus, a total of 12 responses were collected for the pretest. Permission was obtained from the Institutional Review Board (IRB) prior to the pretest and the study was conducted following by the IRB approval. The pretest helped develop additional questions and/revise sentence structures to provide better understandings for the participants. For instance, “I avoid certain clothes that make me look dumpy” was revised to “I avoid certain clothes that make me look chunky” to clearly convey the meaning of the question. Further, the question asking sexual orientation was revised to multiple choice question (i.e., heterosexual, homosexual, and other) for clarification.

**Instruments.** The following sections explain each instrument, including self-esteem, body dissatisfaction, clothing image avoidance, appearance management, clothing purchase

behavior, and public self-consciousness. Example survey items were included for each of the variables.

**Self-Esteem.** To measure self-esteem, the participants completed the Rosenberg Self-Esteem (RSE) scale adapted from Rosenberg (1979). This measure consisted of 10 items describing individuals' self-esteem. The original questionnaire was rated by a five-point Likert type scale; however, the current measure was answered on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree in the current study to maintain overall consistency of items with other measurements. Sample items included: "On the whole, I am satisfied with myself", "I feel I do not have much to be proud of", and "I take a positive attitude toward myself." Among 10 items, five negatively worded items were reverse-coded for further analyses.

**Body Dissatisfaction.** To measure body dissatisfaction, participants completed the Male Body Attitudes Scale (MBAS) adapted from Tylka *et al.* (2005). The original measurement consisted of 29 items describing men's attitudes toward their body such as muscularity, fat, height, and overall body dissatisfaction. However, only 16 items asking overall body dissatisfaction were used for the specific purpose of the study. Furthermore, items such as "Have you ever felt that you were way too focused on your body size or shape?" were changed to "I have felt that I was way too focused on my body size or shape." to maintain overall consistency of the style for the measurement as a Likert type scale. The items were measured on a seven-point Likert type scale anchored by 1=never, 2=very rarely, 3=rarely, 4=sometimes, 5=often, 6=very often, 7=always. That is, the higher the number, the more dissatisfied. Sample items included: "I wish I were taller" and "I feel satisfied with the size and shape of my body." Three positively worded items were reverse-coded for further analyses.



**Clothing Image Avoidance.** To measure clothing image avoidance, Body Image Avoidance Questionnaire (BIAQ) was adapted and modified from Rosen *et al.* (1991) for the specific purpose of the study. The original measurement consisted of 19 items; however, only seven items were used in the current study which were merely clothing image related items and one additional item was developed by the researcher to better capture the meanings of the variable. The items were measured on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. Sample items included: “I avoid certain clothes that make me look chunky”, “I wear clothes that I do not like to make my body shape look better”, and “I wear clothes that are larger to try to cover up my problem areas.”

**Appearance Management.** To measure appearance management, items were adapted and modified from Johnson *et al.* (2007). The original measurement consisted of nine items describing appearance emphasis, individuals’ concerns about clothing, fashionableness, and overall appearance management. For the purpose of the current study, four questions related to clothing were eliminated as this variable focuses on individuals’ overall appearance management, but not clothing specific. Therefore, only five items were used from the original scale. One additional item was developed by the researcher to better capture the meanings of the variable. Therefore, a total of six items were used. Items were assessed on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. Sample items included: “I exercise regularly to manage my personal appearance”, “I give my personal appearance a lot of attention every day (e.g., dieting, exercising, or hair styling)”, and “I regularly look for tips to better manage my appearance.”

**Clothing Purchase Behavior.** In the current study, clothing purchase behavior refers to individuals’ purchasing activities of clothes that reflect an individual’s aesthetic preference and

taste, present his individuality, and do not necessarily follow the latest trends. To measure clothing purchase behavior, four items were adapted from Kawabata and Rabolt (1999). The original questionnaire by Kawabata and Rabolt (1999) consisted of six items; however, this study used four items and modified them for the purpose of the study. Three additional items were added to further investigate their clothing purchase behavior. Therefore, a total of seven items were included. Items were assessed on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. Sample items included “I buy clothing that fits my personal style”, “I buy clothing that expresses my personal identity”, and “I buy clothing that fits me and looks good on me without following fashion trends specifically.”

**Public Self-Consciousness.** To measure public self-consciousness, items were adapted and modified from Fenigstein *et al.* (1975). The original questionnaire consisted of 23 items of self-consciousness; however, only seven items were used in the current study that were pertained to public self-consciousness. Items were assessed on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. Sample items included: “I’m concerned about the way I present myself when I am with other people”, “I’m self-conscious about the way I look in a social setting”, and “I’m usually aware of how other people evaluate my appearance.”

## **Data Analyses**

To analyze the data, Statistical Package for the Social Sciences (SPSS) and the SPSS PROCESS macro (Hayes, 2013) were utilized. First, certain items were reverse coded to maintain consistency and direction with the variables. Then, descriptive statistics were conducted, followed by factor analyses. Factor analyses were conducted to investigate whether each variable consisted of more than one factor. Factor analysis is a way to find whether items comprise

similar concepts under one factor (Kerlinger & Lee, 2000). Items were eliminated if they had lower than .50 of factor loadings and/or if high cross-loadings were present in order to ensure cohesiveness. Then, reliability analyses were conducted, followed by, simple regression and multiple regression for hypotheses testing. Additionally, the hypothesized relationships were tested with bootstrapping analysis (Hayes, 2013) to investigate the research model as a whole.

## CHAPTER IV: RESULTS

The main purpose of the study was to investigate how self-esteem of heterosexual men in Generation Y would influence their body dissatisfaction and how their body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. Public self-consciousness was included as a moderator variable in the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior.

Data were collected through online survey using Qualtrics and the Amazon Mechanical Turk system. The online survey was active for 10 days; however, 354 responses were collected in less than 48 hours. After the data collection, several different analyses including descriptive statistics, factor analyses, reliability test, independent sample T-Test, simple regression analyses, and multiple regression analyses were conducted. Further, bootstrapping analyses (Hayes, 2013) were conducted to examine the relationships of the overall research model.

### **Participant Profile and Preliminary Data Analyses**

A total of 354 heterosexual adult men participated in the survey; however, 77 responses were eliminated from the dataset owing to 1) large amount of missing data and 2) participants not meeting the criteria. Among 77 responses, 24 responses were eliminated as participants gave incorrect answers for the attention checking question; 15 responses were eliminated as participants were not born in between 1977 and 1994 which was the age range for Generation Y group; 10 responses were removed owing to their nationality not being the United States; and 28

responses were eliminated due to their sexual orientations not being heterosexual. Participants who reported to be homosexually oriented were removed from further analyses as heterosexual individuals and homosexual individuals tend to have different views on their body (Jankowski *et al.*, 2014) and it may further influence their clothing related behavioral responses. As a result, 277 responses were included for further data analyses. The age range of the participants was 23 to 40 years, with the mean age of 31.93. All of the participants were male owing to the purpose of this study. Among 277 participants, over 79% reported that they were Caucasian; approximately 7% reported that they were African American; over 6% reported that they were Asian American; over 6% reported that they were Hispanic; and over 1% reported that they were mixed race (see Table 1).

Table 1. Demographic Characteristics of the Respondents (N=277)

<b>Characteristics</b>	<b>Frequency (n)</b>	<b>Sample Percentage (%)</b>
<b><u>Age</u></b>		
Mean	31.93	
<b><u>Gender</u></b>		
Female	0	0
Male	277	100.0
<b><u>Ethnicity</u></b>		
African American	19	6.9
Asian American	17	6.2
Caucasian	219	79.3
Hispanic	17	6.2
Mixed Race	4	1.4

To further understand participants' clothing and body-related backgrounds, data related to their clothing expenditure, frequency of getting fashion tips, frequency of work out/exercise to build up muscles/and lose weight, and the participants' history of substance use were collected. Further, the participants' Body Mass Index (BMI) was calculated based upon their reported

weight/and height. Participants' BMI data were included to examine whether BMI would influence any relationships among the main variables.

The survey included a question asking the average amount of money participants spent each month on buying clothes. According to descriptive statistics, approximately 38% of the participants reported that they spent under \$25; over 30% reported that they spent \$25 to \$50; over 14% reported that they spent \$51 to \$75; approximately 12% reported that they spent \$76 to \$100; approximately 3% reported that they spent \$101 to \$125; and approximately 4% reported that they spent over \$125 each month on buying clothes (see Table 2).

Table 2. Average Amount of Money Spent on Buying Clothing Each Month

	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Under \$25	105	37.9
\$25 to \$50	84	30.3
\$51 to \$75	39	14.1
\$76 to \$100	32	11.6
\$101 to \$125	7	2.5
Over \$125	10	3.6

The survey included a question asking how often they tried to get fashion tips through various resources (e.g., magazines, online research, peers, etc.) The results of descriptive statistics showed that over 39% of the participants never received fashion tips; 35% reported that they received fashion tips one or two times per year; over 22% reported that they received fashion tips several times per month; approximately 3% reported that they received fashion tips several times per week; and 0.4% reported that they received fashion tips everyday through various resources (see Table 3).

Table 3. Frequency of Getting Fashion Tips through Various Resources

	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Never	109	39.4
One or two times per year	97	35.0
Several times per month	62	22.4
Several times per week	8	2.9
Everyday	1	0.4

The survey included two separate questions asking how often they worked out 1) to build up muscle and 2) to lose weight. According to descriptive statistics, approximately 14% of the participants reported that they never worked out to build up muscle; approximately 12% reported that they worked out one or two times per year to build up muscle; over 28% reported that they worked out several times per month to build up muscle; over 39% reported that they worked out several times per week to build up muscle; and over 7% reported that they worked out everyday to build up muscle (see Table 4).

Table 4. Frequency of Work Out/Exercise to Build Up Muscles

	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Never	37	13.5
One or two times per year	32	11.6
Several times per month	78	28.4
Several times per week	108	39.3
Everyday	20	7.3

Further, approximately 29% of the participants reported that they never worked out to lose weight; over 12% reported that they worked out one or two times per year to lose weight; approximately 25% reported that they worked out several times per month to lose weight; approximately 30% reported that they worked out several times per week to lose weight; and over 5% reported that they worked out everyday to lose weight (see Table 5).

Table 5. Frequency of Work Out/Exercise to Lose Weight

	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Never	79	28.5
One or two times per year	34	12.3
Several times per month	68	24.5
Several times per week	82	29.6
Everyday	14	5.1

In addition, the survey included a question asking participants' history of substance use (e.g., laxatives, diet pills, or steroids) to manage their appearances. Only a small percentage of the participants (i.e., 3.2%) reported that they had a history of substance use to manage their appearance and approximately 97% of the participants reported that they did not have a history of substance use to manage their appearance (see Table 6).

Table 6. History of Substance Use to Manage Appearance

	<b>Frequency (n)</b>	<b>Percentage (%)</b>
Yes	9	3.2
No	268	96.8

Lastly, the participants' Body Mass Index (BMI) was calculated based upon the reported weight/and height from the participants. The lowest BMI was reported at 14.51 and the highest BMI was reported at 53.24 with the mean of 27.40. According to the results, over one percent of the participants were underweight ( $BMI < 18.5$ ), approximately 38% of the participants were healthy weight ( $18.5 \leq BMI \leq 24.9$ ), approximately 34% of the participants were overweight ( $25.0 \leq BMI \leq 29.9$ ), and over 27% of the participants were obese ( $BMI > 30.0$ ) based upon standard weight status categories (Centers for Disease Control and Prevention, 2015) (see Table 7).



Table 7. Participants' Body Mass Index (BMI)

	Frequency (n)	Percentage (%)
Mean	27.40	
Underweight (Below 18.5)	4	1.4
Healthy Weight (18.5 and 24.9)	105	37.9
Overweight (25.0 and 29.9)	93	33.6
Obese (Above 30.0)	75	27.1

### Factor Analyses

Before examining the relationships among variables in the current study, factor analyses were conducted to verify the reliability of the variables and cohesiveness of each of the multi-item scales. For each analysis, Eigenvalues greater than one and screen plots helped determine the number of factors for each scale. Strength of factor loadings and face validity were used as criteria in determining the items to be included in each factor to ensure cohesiveness. Items with factor loadings of at least .50 or without the problem of high cross-loadings on more than one factor were retained. Each factor was named according to the salient themes among the items. Results of exploratory factor analyses are provided in the following tables with specific factor loadings and variance extracted.

**Self-Esteem.** The variable self-esteem was analyzed which was measured with 10 items on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. The result of factor analysis indicated that the 10 items emerged as one factor with proper levels of factor loadings. A composite score of the variable was developed based upon the 10 items for further analyses. The Cronbach's alpha of the scale was reported at 0.94 (see Table 8.1).

Table 8.1. Factor Analysis for Self-Esteem

Items	Factor Loading	Reliability	Cumulative %
<b>Self-Esteem</b>		0.94	66.93
On the whole, I am satisfied with myself.	0.89		
At times I think I am no good at all. <sup>1</sup>	0.86		
I feel that I have a number of good qualities.	0.76		
I am able to do things as well as most other people.	0.78		
I feel I do not have much to be proud of. <sup>1</sup>	0.85		
I feel useless at times. <sup>1</sup>	0.82		
I feel that I'm a person of worth.	0.79		
I wish I could have more respect for myself. <sup>1</sup>	0.67		
All in all, I am inclined to think that I am a failure. <sup>1</sup>	0.86		
I take a positive attitude toward myself.	0.88		

Note: Items denoted<sup>1</sup> = reverse coded.

**Body Dissatisfaction.** The variable body dissatisfaction was measured with 16 items on a seven-point Likert type scale anchored by 1=never to 7=always. Two items were eliminated (i.e., “I feel satisfied with the size and shape of my body” and “I have felt ashamed of my body size or shape”) owing to cross-loadings of the items. The result suggested that body dissatisfaction consisted of three varied factors, including body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height. First factor, body dissatisfaction-weight, consisted of seven items (e.g., I think I have too much fat on my body); second factor, body dissatisfaction-muscles, consisted of five items (e.g., I think I have too little muscle on my body); and third factor, body dissatisfaction-height, consisted of two items (e.g., I wish I were taller.) The Cronbach’s alpha of body dissatisfaction-weight was reported at 0.92; body dissatisfaction-

muscles was reported at 0.85; and body dissatisfaction-height was reported at 0.83. Three composite scores for the three factors were developed for further analyses. Another composite score of body dissatisfaction was developed based upon the total 16 items for further analyses (i.e., bootstrapping analyses) which analyzed the relationships of the research model as a whole. The Cronbach's alpha of body dissatisfaction including 16 items was reported at 0.93 (see Table 8.2).

Table 8.2. Factor Analysis for Body Dissatisfaction

Items	Factor Loading	Reliability	Cumulative %
<b>Body Dissatisfaction-Weight</b>		0.92	68.59
I think I have too much fat on my body.	0.84		
Eating sweets, cakes, or other high calorie food has made me feel fat or weak.	0.83		
I have felt excessively large and rounded in my body shape.	0.86		
My reflection (e.g., in a mirror or window) has made me feel badly about my size or shape.	0.86		
I have been so worried about my body size or shape that I feel the need to go on a diet.	0.87		
I have felt that I am way too focused on my body size or shape.	0.70		
I have been particularly self-conscious about my body size or shape when in the company of other people.	0.84		
<b>Body Dissatisfaction-Muscles</b>		0.85	62.81
I think I have too little muscle on my body.	0.76		
I feel satisfied with my overall body build. <sup>1</sup>	0.83		
I have felt that my own body size or shape compared unfavorably to other men.	0.76		
I have felt like my muscle tone was way too low.	0.86		
Seeing muscular men has made me feel badly about my own body size or shape.	0.75		
<b>Body Dissatisfaction-Height</b>		0.83	85.64
I wish I were taller.	0.93		
I am satisfied with my height. <sup>1</sup>	0.93		
<b>Body Dissatisfaction (One Variable)</b>		0.93	51.79

Note: Items denoted<sup>1</sup> = reverse coded.

**Clothing Image Avoidance.** The variable clothing image avoidance was measured with seven items on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. One item was eliminated (i.e., “I avoid going clothes shopping”) as factor loading was below .50. The results indicated that the seven items emerged as one factor with proper levels of factor loadings. Thus, only one factor under clothing image avoidance was utilized for further analyses. A composite score of the variable was developed based upon the seven items for further analyses. The Cronbach’s alpha of the scale was reported at 0.89 (see Table 8.3).

Table 8.3. Factor Analysis for Clothing Image Avoidance

<b>Items</b>	<b>Factor Loading</b>	<b>Reliability</b>	<b>Cumulative %</b>
<b>Clothing Image Avoidance</b>		0.89	60.37
I avoid certain clothes that make me look chunky.	0.74		
I wear certain clothes that I do not like to make my body shape look better.	0.70		
I wear clothes that help put less emphasis on certain part(s) of my body.	0.88		
I wear clothes that are larger to try to cover up my problem areas.	0.90		
I wear clothes that will divert attention from my weight.	0.91		
I don’t wear “revealing” clothes (e.g., fitted clothing).	0.69		
I wear loose clothes to look bigger.	0.57		

**Appearance Management.** The variable appearance management was measured with six items on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. The results indicated that one factor emerged with proper levels of factor loadings. Thus, only one factor under appearance management was utilized for further analyses. A composite score of

the variable was developed based upon the six items for further analyses. The Cronbach's alpha of the scale was reported at 0.89 (see Table 8.4).

Table 8.4. Factor Analysis for Appearance Management

Items	Factor Loading	Reliability	Cumulative %
<b>Appearance Management</b>		0.89	65.79
I exercise regularly to manage my personal appearance.	0.72		
I spend considerable time managing my personal appearance (e.g., dieting, exercising, or hair styling).	0.89		
Compared to other people I know, I pay more attention to managing my personal appearance (e.g., dieting, exercising, or hair styling).	0.88		
I give my personal appearance a lot of attention every day (e.g., dieting, exercising, or hair styling).	0.91		
I engage in dieting behavior to manage my personal appearance.	0.75		
I regularly look for tips to better manage my appearance.	0.70		

**Clothing Purchase Behavior.** The variable clothing purchase behavior was measured with seven items on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. As a result, three items were eliminated (i.e., “I mix and match clothing items that shows my individuality”, “I like to buy clothing even though I may not always be able to afford it”, and “I wear clothing that is stylish to me”) owing to cross-loadings of the items. After eliminating the three items, one factor merged with proper levels of factor loadings. A composite score of the variable was developed based upon the four items for further analyses. The Cronbach's alpha of the scale was reported at 0.82 (see Table 8.5).

Table 8.5. Factor Analysis for Clothing Purchase Behavior

Items	Factor Loading	Reliability	Cumulative %
<b>Clothing Purchase Behavior</b>		0.82	65.20
I buy clothing that fits my personal style.	0.83		
I buy clothing that is aesthetically appealing to me.	0.85		
I buy clothing that expresses my personal identity.	0.82		
I buy clothing that fits me and looks good on me without following fashion trends specifically.	0.72		

**Public Self-Consciousness.** The variable public self-consciousness was analyzed which was measured with seven items on a seven-point Likert type scale anchored by 1=strongly disagree to 7=strongly agree. The results of factor analysis indicated that seven items emerged as one factor with proper levels of factor loadings. Thus, only one factor under public self-consciousness was utilized for further analyses. A composite score of the variable was developed based upon the seven items for further analyses. The Cronbach’s alpha of the scale was reported at 0.88 (see Table 8.6).

Table 8.6. Factor Analysis for Public Self-Consciousness

<b>Items</b>	<b>Factor Loading</b>	<b>Reliability</b>	<b>Cumulative %</b>
<b>Public Self-Consciousness</b>		0.88	59.32
One of the last things I do before I leave my house is to look in the mirror.	0.60		
I'm concerned about the way I present myself when I am with other people.	0.83		
I'm self-conscious about the way I look in a social setting.	0.83		
I usually worry about making a good impression in a social setting.	0.81		
I'm concerned about my style of doing things.	0.82		
I'm concerned about what other people think of me.	0.84		
I'm usually aware of how other people evaluate my appearance.	0.62		

### **Mean Scores on Main Variables**

Descriptive statistics were conducted to obtain mean scores on the main variables. Mean scores of those variables provided understanding of participants' responses regarding the main variables. Please see Table 9 for the details.



Table 9. Mean Scores on Main Variables Based on Seven-Point Likert Type Scales

	<b>Mean</b>	<b>SD</b>
<b>Self-Esteem</b>	5.31	1.28
<b>Body Dissatisfaction (One Variable)</b>	3.51	1.16
<b>Body Dissatisfaction-Weight</b>	3.45	1.46
<b>Body Dissatisfaction-Muscles</b>	3.74	1.23
<b>Body Dissatisfaction-Height</b>	3.26	1.63
<b>Clothing Image Avoidance</b>	3.46	1.44
<b>Appearance Management</b>	3.65	1.42
<b>Clothing Purchase Behavior</b>	5.34	1.03
<b>Public Self-Consciousness</b>	4.23	1.31

### **Independent Sample T-Test**

Independent sample t-test was conducted to examine whether participants' responses regarding the main variables, including self-esteem, body dissatisfaction, clothing image avoidance, appearance management, clothing purchase behavior, and public self-consciousness in the research would vary by whether they had a history of substance use. The results (see Table 10) showed that participants with a history of substance use reported higher means only for clothing image avoidance than those without the history of substance use ( $M_{yes} = 5.10$ ,  $M_{no} = 3.41$ ,  $t = 3.52$ ,  $p < 0.001$ ). It is interesting to note that participants who reported a history of substance abuse seemed to have lower levels of self-esteem and clothing purchase behavior, and higher levels of body dissatisfaction, appearance management, and public self-conscious than those who did not report a history of substance abuse, even though the differences were not significant.

Table 10. Independent Sample T-Test Comparing the Main Variables on Participants' History of Substance Use

	<i>M<sub>yes</sub></i>	<i>M<sub>no</sub></i>	<i>t</i>
<b>Self-Esteem</b>	4.76	5.33	-0.89
<b>Body Dissatisfaction</b>	4.12	3.52	1.60
<b>Clothing Image Avoidance</b>	5.10	3.41	3.52***
<b>Appearance Management</b>	3.87	3.65	0.34
<b>Clothing Purchase Behavior</b>	4.78	4.81	-0.07
<b>Public Self-Consciousness</b>	4.97	4.21	1.34

\*\*\*  $p < 0.001$

Note: *M<sub>yes</sub>* refers to participants who had a history of substance use.

*M<sub>no</sub>* refers to participants who did not have a history of substance use.

### Hypothesis Testing

To test hypotheses, both simple regression and multiple regression were conducted. First, twelve sets of simple regression were conducted to test Hypothesis 1 and Hypothesis 2a, 2b, and 2c. Secondly, three sets of multiple regression were conducted to further examine Hypothesis 2a, 2b, and 2c to investigate the extent to which of the three varied body dissatisfaction factors, including body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height would influence clothing related behavioral responses the most, when controlling for one another. Lastly, nine sets of multiple regression were conducted to test Hypothesis 3a, 3b, and 3c.

**Hypothesis 1.** Three sets of simple regression were conducted with 1) body dissatisfaction-weight, 2) body dissatisfaction-muscles, and 3) body dissatisfaction-height as the dependent variables and self-esteem as an independent variable to test Hypothesis 1 stating the negative relationship between self-esteem and body dissatisfaction. The overall model predicting body dissatisfaction-weight was significant ( $R^2 = 0.17$ ,  $F = 55.70$ ,  $p < 0.001$ ) and the result

showed that self-esteem negatively influenced body dissatisfaction-weight ( $\beta = -0.41, t = -7.46, p < 0.001$ ). The overall model predicting body dissatisfaction-muscles was significant ( $R^2 = 0.29, F = 111.00, p < 0.001$ ) and the result showed that self-esteem negatively influenced body dissatisfaction-muscles ( $\beta = -0.54, t = -10.54, p < 0.001$ ). The overall model predicting body dissatisfaction-height was significant ( $R^2 = 0.05, F = 13.79, p < 0.001$ ) and the result showed that self-esteem negatively influenced body dissatisfaction-height ( $\beta = -0.22, t = -3.71, p < 0.001$ ). Thus, Hypothesis 1 was supported (see Figure 2 and Table 11).

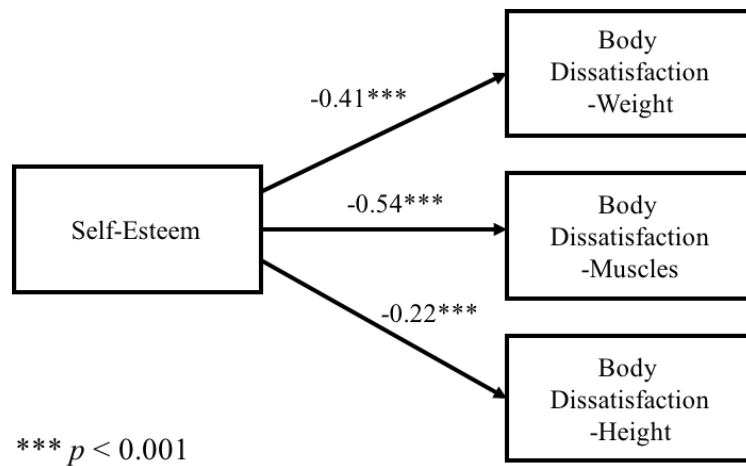


Figure 2. Tested Relationships of Hypothesis 1 (Simple Regression)

Table 11. Simple Regression Analysis for Self-Esteem Predicting Body Dissatisfaction (H1)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Body Dissatisfaction- Weight	271	0.17	55.70***		
Self-Esteem				-0.41	-7.46***
Dependent Variable: Body Dissatisfaction- Muscles	271	0.29	111.00***		
Self-Esteem				-0.54	-10.54***
Dependent Variable: Body Dissatisfaction- Height	273	0.05	13.79***		
Self-Esteem				-0.22	-3.71***

\*\*\*  $p < 0.001$

**Hypothesis 2a, 2b, and 2c.** Three sets of simple regression were conducted to test each of the hypothesis. Owing to the result that the participants’ clothing image avoidance varied by their history of substance use, the following analyses related to clothing image avoidance included the participants’ history of substance use as a control variable. To test Hypothesis 2a stating the positive relationship between body dissatisfaction and clothing image avoidance, three sets of simple regression were conducted using clothing image avoidance as the dependent variable and 1) body dissatisfaction-weight, 2) body dissatisfaction-muscles, and 3) body dissatisfaction-height as independent variables and history of substance use as the control variable. The overall model predicting the relationship between body dissatisfaction-weight and clothing image avoidance was significant ( $R^2 = 0.57$ ,  $F = 177.79$ ,  $p < 0.001$ ) and the result showed that body dissatisfaction-weight positively influenced clothing image avoidance ( $\beta = 0.73$ ,  $t = 17.96$ ,  $p < 0.001$ ) when controlling for the participants’ history of substance use. The

overall model predicting the relationship between body dissatisfaction-muscles and clothing image avoidance was also significant ( $R^2 = 0.31, F = 59.39, p < 0.001$ ) and the result showed that body dissatisfaction-muscles positively influenced clothing image avoidance ( $\beta = 0.52, t = 10.16, p < 0.001$ ) when controlling for the participants' history of substance use. The overall model predicting the relationship between body dissatisfaction-height and clothing image avoidance was significant ( $R^2 = 0.09, F = 13.55, p < 0.001$ ) and the result showed that body dissatisfaction-height positively influenced clothing image avoidance ( $\beta = 0.22, t = 3.75, p < 0.001$ ) when controlling for the participants' history of substance use. Thus, Hypothesis 2a was supported (see Figure 3 and Table 12.1).

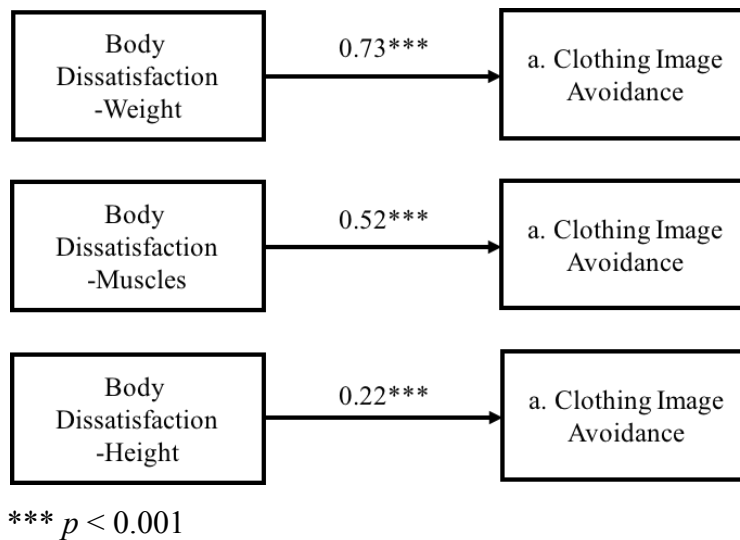


Figure 3. Tested Relationships of Hypothesis 2a (Simple Regression)

Table 12.1. Simple Regression Analysis for Body Dissatisfaction Predicting Clothing Image Avoidance (H2a)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Clothing Image Avoidance	270	0.57	177.79***		
Body Dissatisfaction -Weight				0.73	17.96***
History of Substance Use				0.11	2.81**
Dependent Variable: Clothing Image Avoidance	269	0.31	59.39***		
Body Dissatisfaction -Muscles				0.52	10.16***
History of Substance Use				0.18	3.46**
Dependent Variable: Clothing Image Avoidance	272	0.09	13.55***		
Body Dissatisfaction -Height				0.22	3.75***
History of Substance Use				0.19	3.30**

\*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Additionally, multiple regression was conducted to examine which factor of body dissatisfaction (i.e., body dissatisfaction-weight; body dissatisfaction-muscles; and body dissatisfaction-height) influenced clothing image avoidance the most when considering all three factors concurrently. Multiple regression was conducted using clothing image avoidance as the dependent variable, body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height as independent variables, and the participants' history of substance use as the control variable. The result showed that the overall model was significant ( $R^2 = 0.58$ ,  $F =$

89.91,  $p < 0.001$ ). However, only body dissatisfaction-weight positively influenced clothing image avoidance ( $\beta = 0.71$ ,  $t = 12.69$ ,  $p < 0.001$ ); and both body dissatisfaction-muscles ( $\beta = 0.03$ ,  $t = 0.50$ ,  $p > 0.05$ ) and body dissatisfaction-height ( $\beta = 0.04$ ,  $t = 0.93$ ,  $p > 0.05$ ) did not influence clothing image avoidance when controlling for the participants' history of substance use (see Figure 4 and Table 12.2).

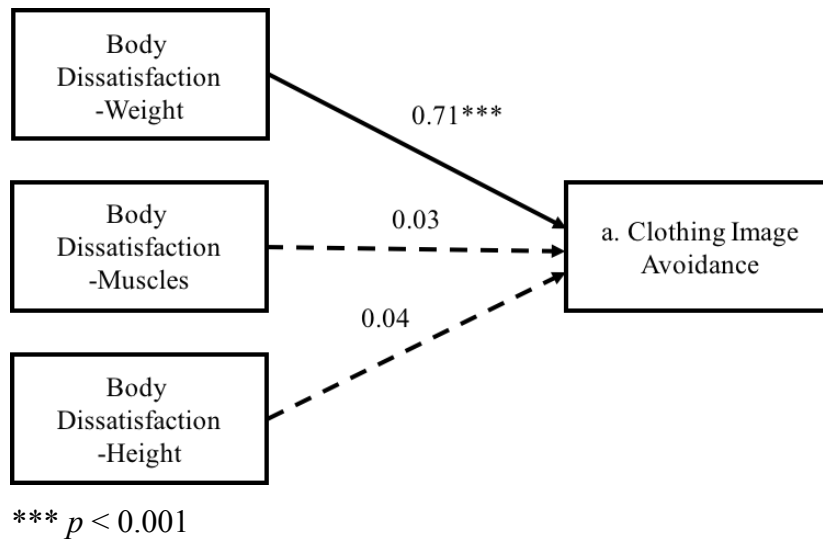


Figure 4. Tested Relationships of Hypothesis 2a (Multiple Regression)

Table 12.2. Multiple Regression Analysis for Body Dissatisfaction Predicting Clothing Image Avoidance (H2a)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Clothing Image Avoidance	267	0.58	89.91***		
Body Dissatisfaction -Weight				0.71	12.69***
Body Dissatisfaction -Muscles				0.03	0.50
Body Dissatisfaction -Height				0.04	0.93
History of Substance Use				0.14	3.52**

\*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Three sets of simple regression were conducted to test Hypothesis 2b stating the positive relationship between body dissatisfaction and appearance management. To test Hypothesis 2b, appearance management was utilized as the dependent variable and 1) body dissatisfaction-weight, 2) body dissatisfaction-muscles, and 3) body dissatisfaction-height as independent variables. The overall model predicting the relationship between body dissatisfaction-weight and appearance management was not significant ( $R^2 = 0.004$ ,  $F = 1.15$ ,  $p > 0.05$ ) and the result showed that body dissatisfaction-weight did not influence appearance management ( $\beta = 0.07$ ,  $t = 1.07$ ,  $p > 0.05$ ). The overall model predicting the relationship between body dissatisfaction-muscles and appearance management was significant ( $R^2 = 0.02$ ,  $F = 4.03$ ,  $p < 0.05$ ) and the result showed that body dissatisfaction-muscles negatively influenced appearance management ( $\beta = -0.12$ ,  $t = -2.01$ ,  $p < 0.05$ ). The overall model predicting the relationship between body dissatisfaction-height and appearance management was significant ( $R^2 = 0.04$ ,  $F = 10.72$ ,  $p < 0.01$ ) and the result showed that body dissatisfaction-height positively influenced appearance



management ( $\beta = 0.19, t = 3.27, p < 0.01$ ). Thus, Hypothesis 2b was partially supported (see Figure 5 and Table 13.1).

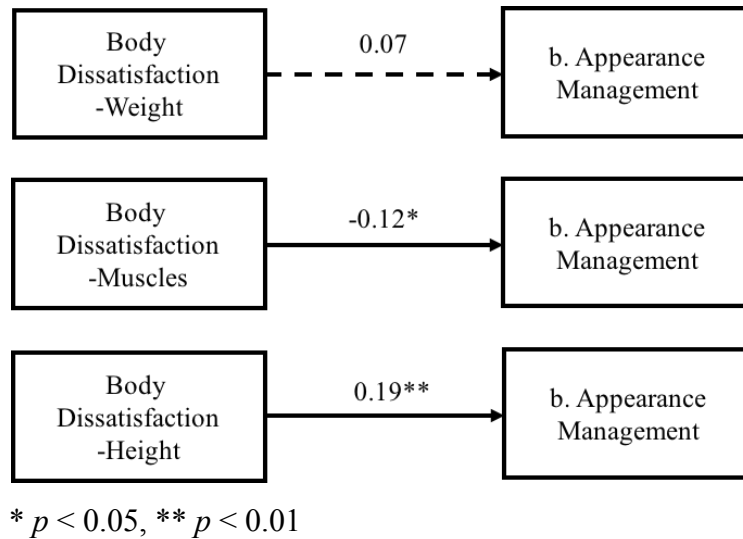


Figure 5. Tested Relationships of Hypothesis 2b (Simple Regression).

Table 13.1. Simple Regression Analysis for Body Dissatisfaction Predicting Appearance Management (H2b)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	$\beta$	<i>t-value</i>
Dependent Variable: Appearance Management	272	0.00	1.15		
Body Dissatisfaction -Weight				0.07	1.07
Dependent Variable: Appearance Management	271	0.02	4.03*		
Body Dissatisfaction -Muscles				-0.12	-2.01*
Dependent Variable: Appearance Management	274	0.04	10.72**		
Body Dissatisfaction -Height				0.19	3.27**

\*  $p < 0.05$ , \*\*  $p < 0.01$

Further, multiple regression was conducted using appearance management as the dependent variable and body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height as independent variables. The results showed that the overall model was significant ( $R^2 = 0.10$ ,  $F = 9.52$ ,  $p < 0.001$ ). Further, the results showed that all three factors under body dissatisfaction influenced appearance management. Specifically, body dissatisfaction-weight positively influenced appearance management ( $\beta = 0.23$ ,  $t = 2.79$ ,  $p < 0.05$ ); body dissatisfaction-muscles negatively influenced appearance management ( $\beta = -0.34$ ,  $t = -4.18$ ,  $p < 0.001$ ); and body dissatisfaction-height positively influenced appearance management ( $\beta = 0.23$ ,  $t = 3.76$ ,  $p < 0.001$ ) (see Figure 6 and Table 13.2).

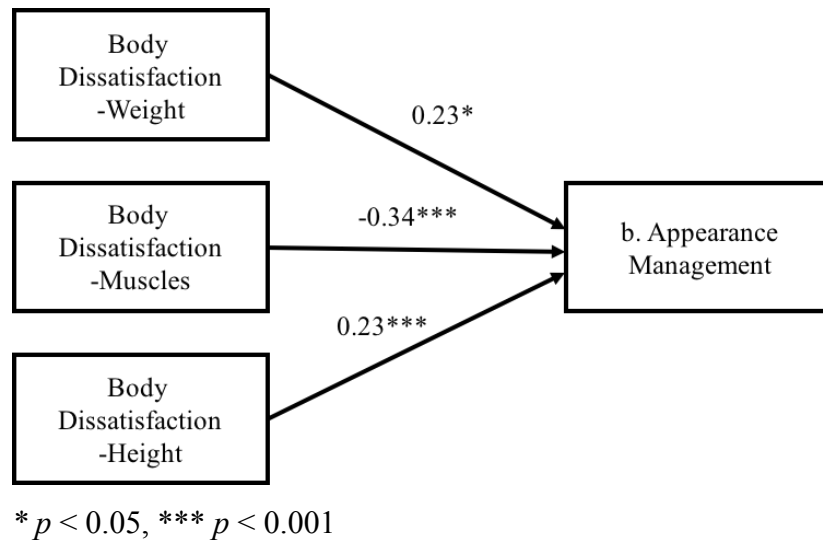


Figure 6. Tested Relationships of Hypothesis 2b (Multiple Regression)

Table 13.2. Multiple Regression Analysis for Body Dissatisfaction Predicting Appearance Management (H2b)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Appearance Management	269	0.10	9.52***		
Body Dissatisfaction -Weight				0.23	2.79*
Body Dissatisfaction -Muscles				-0.34	-4.18***
Body Dissatisfaction -Height				0.23	3.76***

\*  $p < 0.05$ , \*\*\*  $p < 0.001$

Three sets of simple regression were conducted to test Hypothesis 2c stating the positive relationship between body dissatisfaction and clothing purchase behavior. To test Hypothesis 2c, clothing purchase behavior was utilized as the dependent variable and 1) body dissatisfaction-weight, 2) body dissatisfaction-muscles, and 3) body dissatisfaction-height as independent variables. The overall model was significant ( $R^2 = 0.03$ ,  $F = 8.50$ ,  $p < 0.01$ ) and the result showed that body dissatisfaction-weight negatively influenced clothing purchase behavior ( $\beta = -0.17$ ,  $t = -2.92$ ,  $p < 0.01$ ). The overall model predicting the relationship between body dissatisfaction-muscles and clothing purchase behavior was not significant ( $R^2 = 0.01$ ,  $F = 3.58$ ,  $p > 0.05$ ) and the result showed that body dissatisfaction-muscles did not influence clothing purchase behavior ( $\beta = -0.11$ ,  $t = -1.89$ ,  $p > 0.05$ ). The overall model predicting the relationship between body dissatisfaction-height and clothing purchase behavior was not significant ( $R^2 = 0.01$ ,  $F = 1.90$ ,  $p > 0.05$ ) and the result showed that body dissatisfaction-height did not influence clothing purchase behavior ( $\beta = -0.08$ ,  $t = -1.38$ ,  $p > 0.05$ ). Thus, H2c was partially supported (see Figure 7 and Table 14.1).

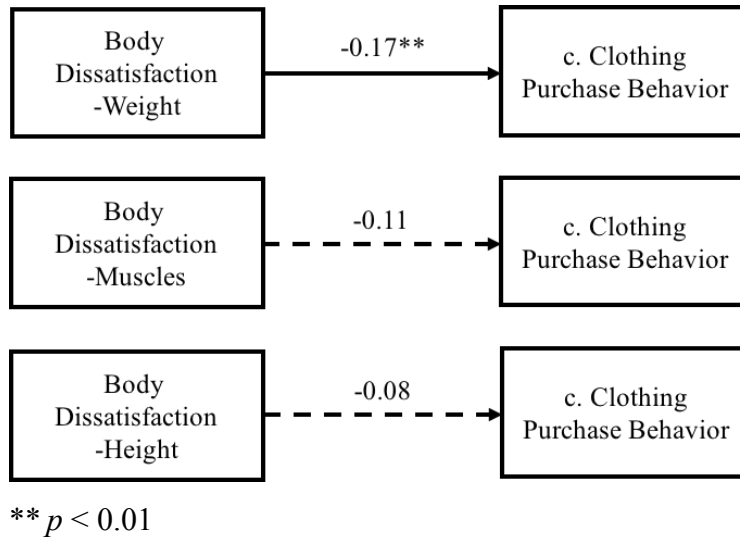


Figure 7. Tested Relationships of Hypothesis 2c (Simple Regression)

Table 14.1. Simple Regression Analysis for Body Dissatisfaction Predicting Clothing Purchase Behavior (H2c)

	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Clothing Purchase Behavior	273	0.03	8.50**		
Body Dissatisfaction -Weight				-0.17	-2.92**
Dependent Variable: Clothing Purchase Behavior	272	0.01	3.58		
Body Dissatisfaction -Muscles				-0.11	-1.89
Dependent Variable: Clothing Purchase Behavior	275	0.01	1.90		
Body Dissatisfaction -Height				-0.08	-1.38

\*\*  $p < 0.01$

Further, multiple regression was conducted using clothing purchase behavior as the dependent variable and body dissatisfaction-weight, body dissatisfaction-muscles, and body

dissatisfaction-height as independent variables. The results showed that the overall model was significant ( $R^2 = 0.04$ ,  $F = 3.49$ ,  $p < 0.05$ ). However, only body dissatisfaction-weight negatively influenced clothing purchase behavior ( $\beta = -0.20$ ,  $t = -2.42$ ,  $p < 0.05$ ); and both body dissatisfaction-muscles ( $\beta = 0.04$ ,  $t = 0.45$ ,  $p > 0.05$ ) and body dissatisfaction-height ( $\beta = -0.05$ ,  $t = -0.78$ ,  $p > 0.05$ ) did not influence clothing purchase behavior (see Figure 8 and Table 14.2).

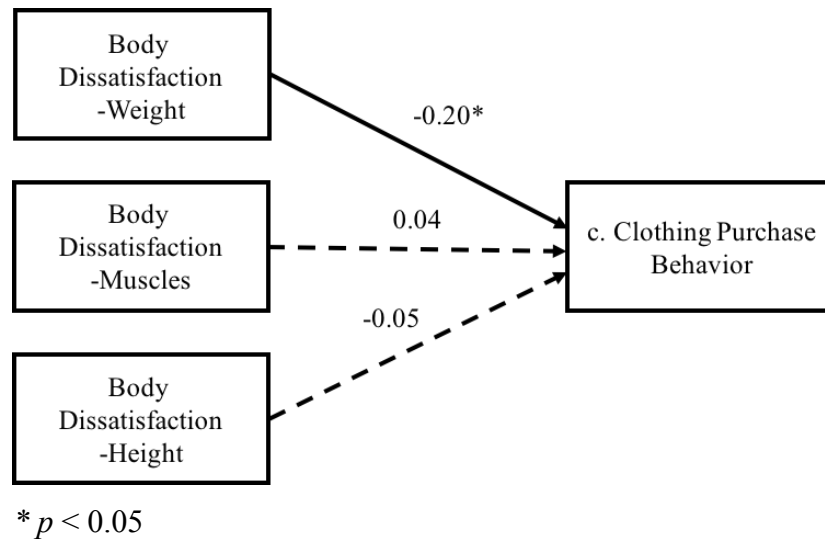


Figure 8. Tested Relationships of Hypothesis 2c (Multiple Regression)

Table 14.2. Multiple Regression Analysis for Body Dissatisfaction Predicting Clothing Purchase Behavior (H2c)

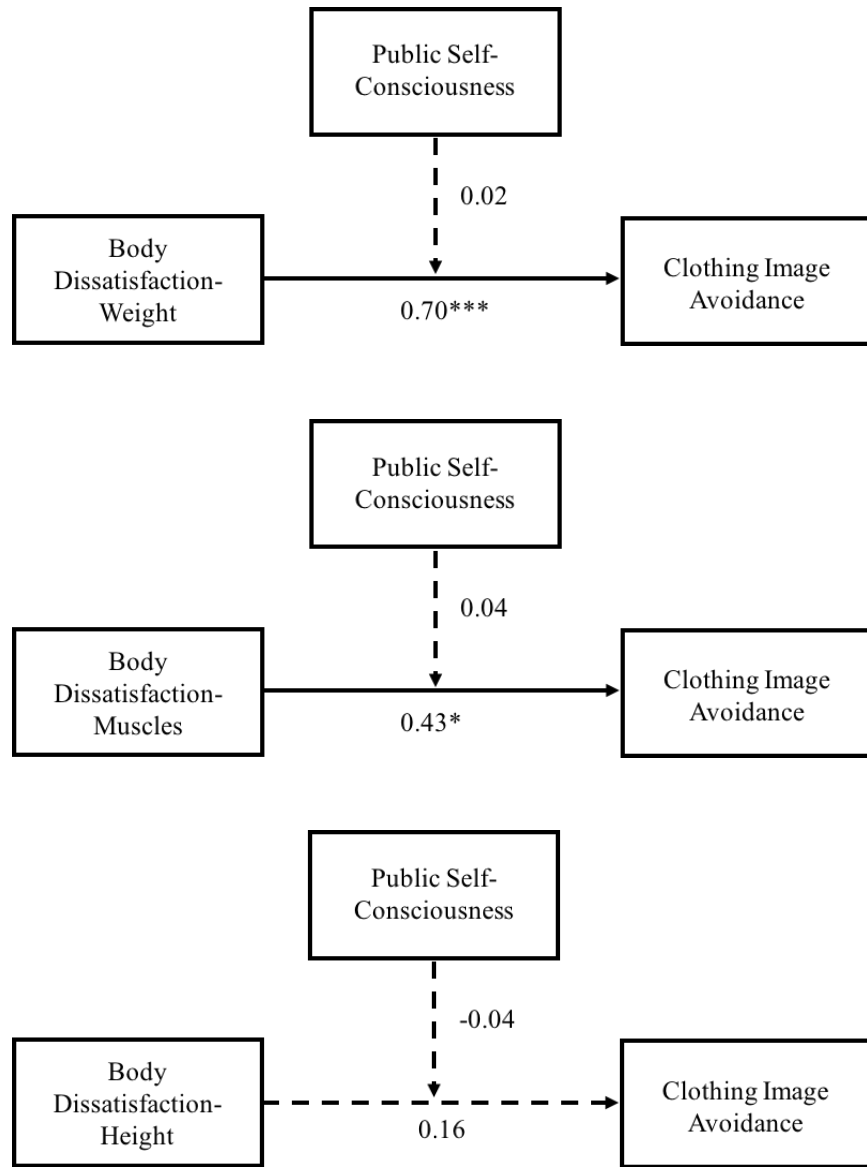
	<i>df</i>	<i>R</i> <sup>2</sup>	<i>F</i>	<i>β</i>	<i>t-value</i>
Dependent Variable: Clothing Purchase Behavior	270	0.04	3.49*		
Body Dissatisfaction -Weight				-0.20	-2.42*
Body Dissatisfaction -Muscles				0.04	0.45
Body Dissatisfaction -Height				-0.05	-0.78

\*  $p < 0.05$

**Hypothesis 3a, 3b, and 3c.** Nine sets of multiple regression were conducted to test Hypothesis 3a, 3b, and 3c. The moderator variable, public self-consciousness, was utilized to examine its moderating role in the relationships between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior.

To test Hypothesis 3a, three sets of multiple regression were conducted to investigate the moderating role of public self-consciousness in 1) the relationship between body dissatisfaction-weight and clothing image avoidance, 2) the relationship between body dissatisfaction-muscle and clothing image avoidance, and 3) the relationship between body dissatisfaction-height and clothing image avoidance. The interaction term was developed by multiplying body dissatisfaction and public self-consciousness. The first set of regression was conducted using clothing image avoidance as the dependent variable and body dissatisfaction-weight, public self-consciousness, and the interaction term of body dissatisfaction-weight and public self-consciousness as the independent variables. The variable of history of substance use was included as a control variable. The overall model predicting clothing image avoidance was significant ( $R^2 = 0.57$ ,  $F = 85.53$ ,  $p < 0.001$ ). More specifically, the results showed that body dissatisfaction-weight positively influenced clothing image avoidance ( $\beta = 0.70$ ,  $t = 4.88$ ,  $p < 0.001$ ); however, public self-consciousness did not influence clothing image avoidance ( $\beta = 0.04$ ,  $t = 0.40$ ,  $p > 0.05$ ). The interaction term of body dissatisfaction-weight and public self-consciousness was not significant ( $\beta = 0.02$ ,  $t = 0.08$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-weight and clothing image avoidance when controlling for the participants' history of substance use. The second set of regression was conducted using clothing image avoidance as the dependent

variable and body dissatisfaction-muscles, public self-consciousness, and the interaction term of body dissatisfaction-muscles and public self-consciousness as the independent variables. The variable of history of substance use was included as a control variable. The overall model predicting clothing image avoidance was significant ( $R^2 = 0.29, F = 35.98, p < 0.001$ ). More specifically, the result showed that body dissatisfaction muscles positively influenced clothing image avoidance ( $\beta = 0.43, t = 2.48, p < 0.05$ ); however, public self-consciousness did not influence clothing image avoidance ( $\beta = 0.11, t = 0.75, p > 0.05$ ). The interaction term of body dissatisfaction-muscles and public self-consciousness was not significant ( $\beta = 0.04, t = 0.18, p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-muscles and clothing image avoidance when controlling for the participants' history of substance use. The third set of regression was conducted using clothing image avoidance as the dependent variable and body dissatisfaction-height, public self-consciousness, and the interaction term of body dissatisfaction-height and public self-consciousness as the independent variables. The overall model predicting clothing image avoidance was significant ( $R^2 = 0.17, F = 13.33, p < 0.001$ ). Specifically, the results showed that body dissatisfaction-height did not influence clothing image avoidance ( $\beta = 0.16, t = 0.81, p > 0.05$ ); however, public self-consciousness positively influenced clothing image avoidance ( $\beta = 0.31, t = 2.69, p = 0.008$ ). The interaction term of body dissatisfaction-height and public self-consciousness was not significant ( $\beta = -0.04, t = -0.15, p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-height and clothing image avoidance when controlling for the participants' history of substance use. Thus, H3a was not supported (see Figure 9 and Table 15.1).



\*  $p < 0.05$ , \*\*\*  $p < 0.001$

Figure 9. Tested Relationships of Hypothesis 3a (Multiple Regression)



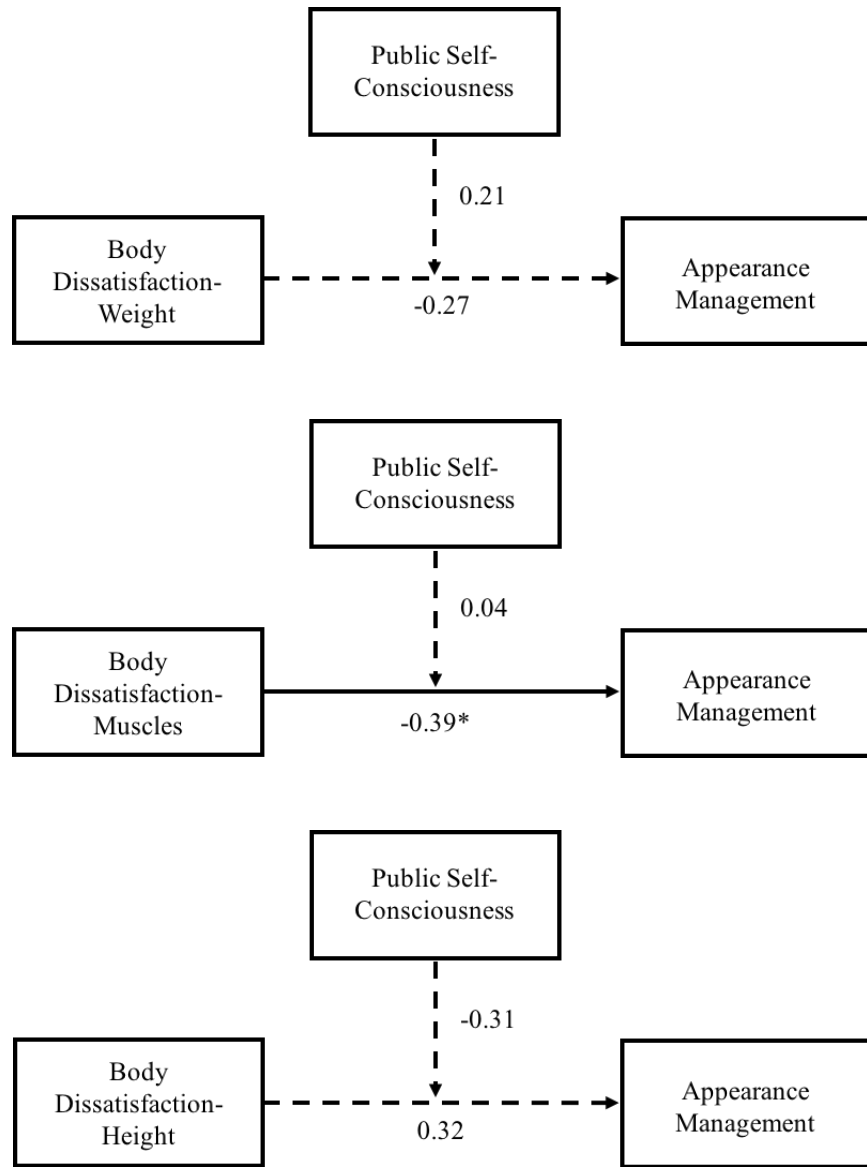
Table 15.1. Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Clothing Image Avoidance (H3a)

	<i>R</i> <sup>2</sup>	<i>F</i>	<i>Standardized Coefficient (β)</i>	<i>t-value</i>	<i>p-value</i>
Dependent Variable: Clothing Image Avoidance	0.57	85.53***			
Body Dissatisfaction -Weight			0.70	4.88	0.00***
Public Self-Consciousness			0.04	0.40	0.69
Body Dissatisfaction-Weight x Public Self-Consciousness			0.02	0.08	0.94
History of Substance Use			0.11	2.66	0.008**
Dependent Variable: Clothing Image Avoidance	0.29	35.98***			
Body Dissatisfaction -Muscles			0.43	2.48	0.01*
Public Self-Consciousness			0.11	0.75	0.45
Body Dissatisfaction-Muscles x Public Self-Consciousness			0.04	0.18	0.86
History of Substance Use			0.17	3.30	0.001**
Dependent Variable: Clothing Image Avoidance	0.17	13.33***			
Body Dissatisfaction -Height			0.16	0.81	0.42
Public Self-Consciousness			0.31	2.69	0.008**
Body Dissatisfaction-Height x Public Self-Consciousness			-0.04	-0.15	0.88
History of Substance Use			0.17	2.95	0.003**

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

To test Hypothesis 3b, three sets of multiple regression were conducted to examine the moderating role of public self-consciousness in 1) the relationship between body dissatisfaction-weight and appearance management, 2) body dissatisfaction-muscles and appearance management, and 3) body dissatisfaction-height and appearance management. The first set of regression was conducted using appearance management as the dependent variable and body dissatisfaction-weight, public self-consciousness, and the interaction term of body dissatisfaction-weight and public self-consciousness as the independent variables. The overall model predicting appearance management was significant ( $R^2 = 0.17$ ,  $F = 18.03$ ,  $p < 0.001$ ). More specifically, the results showed that body dissatisfaction-weight did not influence appearance management ( $\beta = -0.27$ ,  $t = -1.39$ ,  $p > 0.05$ ); however, public self-consciousness positively influenced appearance management ( $\beta = 0.35$ ,  $t = 2.72$ ,  $p < 0.05$ ). The interaction term of body dissatisfaction-weight and public self-consciousness was not significant ( $\beta = 0.21$ ,  $t = 0.80$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-weight and appearance management. The second set of regression was conducted using appearance management as the dependent variable and body dissatisfaction-muscles, public self-consciousness, and the interaction term of body dissatisfaction-muscles and public self-consciousness as the independent variables. The overall model predicting appearance management was significant ( $R^2 = 0.26$ ,  $F = 30.98$ ,  $p < 0.001$ ). Specifically, the results showed that body dissatisfaction-muscles negatively influenced appearance management ( $\beta = -0.39$ ,  $t = -2.19$ ,  $p < 0.05$ ); and public self-consciousness positively influenced appearance management ( $\beta = 0.53$ ,  $t = 3.42$ ,  $p = 0.001$ ). However, the interaction term of body dissatisfaction-muscles and public self-consciousness was not significant ( $\beta = 0.04$ ,  $t = 0.16$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship

between body dissatisfaction-muscles and appearance management. The third set of regression was conducted using appearance management as the dependent variable and body dissatisfaction-height, public self-consciousness, and the interaction term of body dissatisfaction-height and public self-consciousness as the independent variables. The overall model predicting appearance management was significant ( $R^2 = 0.17$ ,  $F = 17.86$ ,  $p < 0.001$ ). Specifically, the results showed that body dissatisfaction-height did not influence appearance management ( $\beta = 0.32$ ,  $t = 1.67$ ,  $p > 0.05$ ); however, public self-consciousness positively influenced appearance management ( $\beta = 0.50$ ,  $t = 4.40$ ,  $p < 0.001$ ). The interaction term of body dissatisfaction-height and public self-consciousness was not significant ( $\beta = -0.31$ ,  $t = -1.31$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-height and appearance management. Thus, H3b was not supported (see Figure 10 and Table 15.2).



\*  $p < 0.05$

Figure 10. Tested Relationships of Hypothesis 3b (Multiple Regression)

Table 15.2. Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Appearance Management (H3b)

	<i>R</i> <sup>2</sup>	<i>F</i>	<i>Standardized Coefficient (β)</i>	<i>t-value</i>	<i>p-value</i>
Dependent Variable: Appearance Management	0.17	18.03***			
Body Dissatisfaction -Weight			-0.27	-1.39	0.17
Public Self-Consciousness			0.35	2.72	0.01*
Body Dissatisfaction-Weight x Public Self-Consciousness			0.21	0.80	0.42
Dependent Variable: Appearance Management	0.26	30.98***			
Body Dissatisfaction -Muscles			-0.39	-2.19	0.03*
Public Self-Consciousness			0.53	3.42	0.001**
Body Dissatisfaction-Muscles x Public Self-Consciousness			0.04	0.16	0.88
Dependent Variable: Appearance Management	0.17	17.86***			
Body Dissatisfaction -Height			0.32	1.67	0.10
Public Self-Consciousness			0.50	4.40	0.00***
Body Dissatisfaction-Height x Public Self-Consciousness			-0.31	-1.31	0.19

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

To test Hypothesis 3c, three sets of multiple regression were conducted to examine the moderating role of public self-consciousness in 1) the relationship between body dissatisfaction-

weight and clothing purchase behavior, 2) body dissatisfaction-muscles and clothing purchase behavior, and 3) body dissatisfaction-height and clothing purchase behavior. The first set of regression was conducted using clothing purchase behavior as the dependent variable and body dissatisfaction-weight, public self-consciousness, and the interaction term of body dissatisfaction-weight and public self-consciousness as the independent variables. The overall model predicting clothing purchase behavior was significant ( $R^2 = 0.07$ ,  $F = 6.97$ ,  $p < 0.001$ ). Specifically, the results showed that body dissatisfaction-weight did not influence clothing purchase behavior ( $\beta = -0.23$ ,  $t = -1.11$ ,  $p > 0.05$ ) and public self-consciousness also did not influence clothing purchase behavior ( $\beta = 0.25$ ,  $t = 1.79$ ,  $p > 0.05$ ). The interaction term of body dissatisfaction-weight and public self-consciousness was not significant ( $\beta = -0.06$ ,  $t = -0.23$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-weight and clothing purchase behavior. The second set of regression was conducted using clothing purchase behavior as the dependent variable and body dissatisfaction-muscles, public self-consciousness, and the interaction term of body dissatisfaction-muscles and public self-consciousness as the independent variables. The overall model predicting clothing purchase behavior was significant ( $R^2 = 0.05$ ,  $F = 4.11$ ,  $p < 0.01$ ). Specifically, the results showed that body dissatisfaction-muscles did not influence clothing purchase behavior ( $\beta = -0.10$ ,  $t = -0.49$ ,  $p > 0.05$ ); and public self-consciousness did not influence clothing purchase behavior ( $\beta = 0.28$ ,  $t = 1.57$ ,  $p > 0.05$ ). The interaction term of body dissatisfaction-muscles and public self-consciousness was not significant ( $\beta = -0.16$ ,  $t = -0.53$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-muscles and clothing purchase behavior. The third set of regression was conducted using clothing purchase behavior as the dependent variable and body dissatisfaction-height, public self-consciousness,

and the interaction term of body dissatisfaction-height and public self-consciousness as the independent variables. The overall model predicting clothing purchase behavior was not significant ( $R^2 = 0.03$ ,  $F = 2.47$ ,  $p > 0.05$ ). More specifically, the results showed that body dissatisfaction-height did not influence clothing purchase behavior ( $\beta = -0.22$ ,  $t = -1.10$ ,  $p > 0.05$ ) and public self-consciousness did not influence clothing purchase behavior ( $\beta = 0.10$ ,  $t = 0.77$ ,  $p > 0.05$ ). Further, the interaction term of body dissatisfaction-height and public self-consciousness was not significant ( $\beta = 0.11$ ,  $t = 0.44$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction-height and clothing purchase behavior. Thus, H3c was not supported (see Figure 11 and Table 15.3).

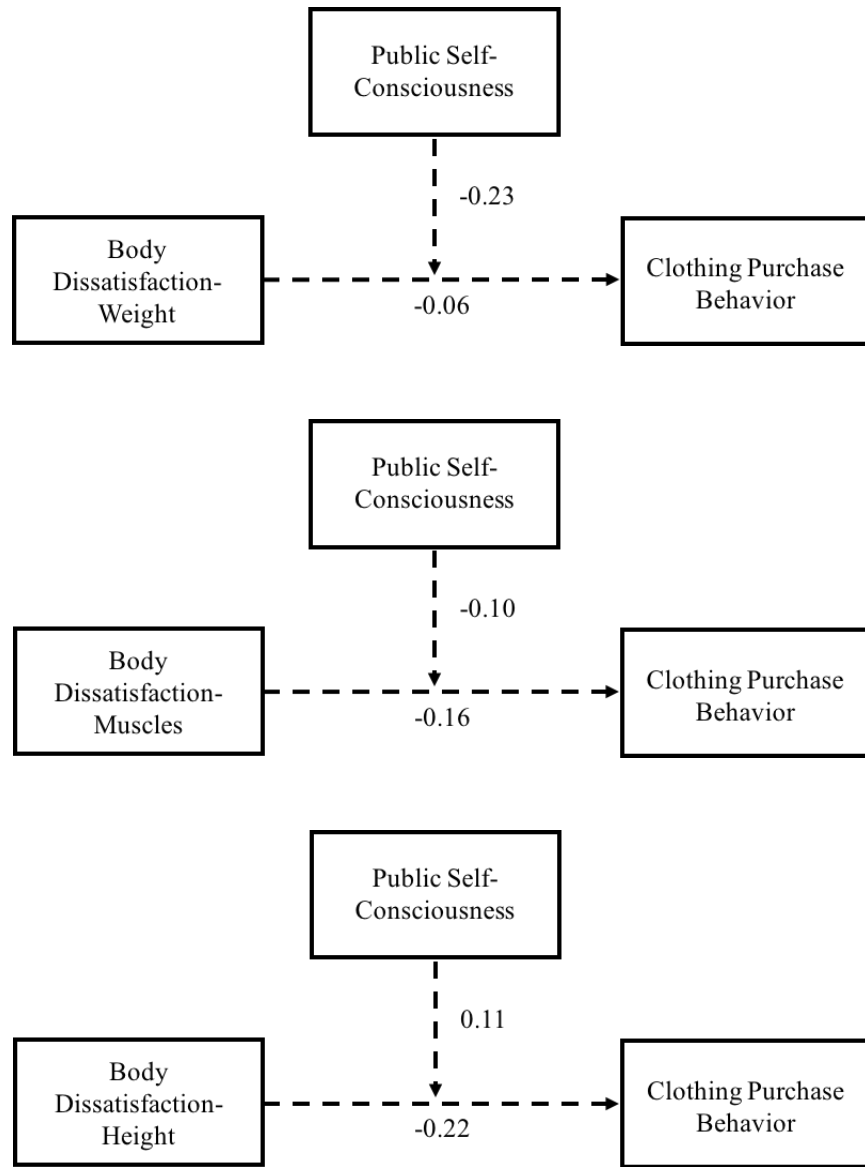


Figure 11. Tested Relationships of Hypothesis 3c (Multiple Regression)



Table 15.3. Moderating Effects of Public Self-Consciousness on the Relationship between Body Dissatisfaction and Clothing Purchase Behavior (H3c)

	<i>R</i> <sup>2</sup>	<i>F</i>	<i>Standardized Coefficient (β)</i>	<i>t-value</i>	<i>p-value</i>
Dependent Variable: Clothing Purchase Behavior	0.07	6.97***			
Body Dissatisfaction -Weight			-0.23	-1.11	0.27
Public Self-Consciousness			0.25	1.79	0.08
Body Dissatisfaction-Weight x Public Self-Consciousness			-0.06	-0.23	0.82
Dependent Variable: Clothing Purchase Behavior	0.05	4.11**			
Body Dissatisfaction -Muscles			-0.10	-0.49	0.62
Public Self-Consciousness			0.28	1.57	0.12
Body Dissatisfaction-Muscles x Public Self-Consciousness			-0.16	-0.53	0.59
Dependent Variable: Clothing Purchase Behavior	0.03	2.47			
Body Dissatisfaction -Height			-0.22	-1.10	0.29
Public Self-Consciousness			0.10	0.77	0.44
Body Dissatisfaction-Height x Public Self-Consciousness			0.11	0.44	0.66

\*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

Data analysis procedures for hypothesis testing is presented in Table 16. The hypothesis with regression analyses are stated in the table, including both independent variables and dependent variables.

Table 16. Data Analysis Procedures for Hypothesis Testing

Hypothesis	Analysis
<p>H1: There is a negative relationship between self-esteem of heterosexual men in Generation Y and their body dissatisfaction.</p>	<p><b>Simple Regression Analysis</b>            IV: Self-Esteem</p> <p>DV: Body Dissatisfaction, including Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height</p>
<p>H2a: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and their clothing image avoidance.</p>	<p><b>Simple Regression Analysis</b>            IV: Body Dissatisfaction-Weight            DV: Clothing Image Avoidance            Control Variable: History of Substance Use</p> <p>IV: Body Dissatisfaction-Muscles            DV: Clothing Image Avoidance            Control Variable: History of Substance Use</p> <p>IV: Body Dissatisfaction-Height            DV: Clothing Image Avoidance            Control Variable: History of Substance Use</p> <p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Clothing Image Avoidance            Control Variable: History of Substance Use</p>
<p>H2b: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management.</p>	<p><b>Simple Regression Analysis</b>            IV: Body Dissatisfaction-Weight            DV: Appearance Management</p> <p>IV: Body Dissatisfaction-Muscles            DV: Appearance Management</p> <p>IV: Body Dissatisfaction-Height            DV: Appearance Management</p> <p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Appearance Management</p>

Table 16. Data Analysis Procedures for Hypothesis Testing (Continued)

Hypothesis	Analysis
<p>H2c: There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior.</p>	<p><b>Simple Regression Analysis</b>            IV: Body Dissatisfaction-Weight            DV: Clothing Purchase Behavior</p> <p>IV: Body Dissatisfaction-Muscles            DV: Clothing Purchase Behavior</p> <p>IV: Body Dissatisfaction-Height            DV: Clothing Purchase Behavior</p> <p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Clothing Purchase Behavior</p>
<p>H3a: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance will be strengthened.</p>	<p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction, including Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Clothing Image Avoidance            Control Variable: History of Substance Use</p> <p>Moderator: Public Self-Consciousness</p>
<p>H3b: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management will be strengthened.</p>	<p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction, including Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Appearance Management</p> <p>Moderator: Public Self-Consciousness</p>
<p>H3c: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior will be strengthened.</p>	<p><b>Multiple Regression Analysis</b>            IVs: Body Dissatisfaction, including Body Dissatisfaction-Weight, Body Dissatisfaction-Muscles, and Body Dissatisfaction-Height            DV: Clothing Purchase Behavior</p> <p>Moderator: Public Self-Consciousness</p>

## **Further Analyses**

Bootstrapping analyses were conducted using the SPSS process macro to test moderated mediation of the research model (Hayes, 2013). Bootstrapping is a nonparametric analysis which provides more accurate standard errors, confidence interval, and hypothesis testing with more complex samples (IBM Corporation, 2011). The current study utilized bootstrapping analyses to test the model as a whole with the moderated mediation model to examine whether body dissatisfaction plays a mediator role between self-esteem and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior and to examine whether public self-consciousness played a moderator role in influencing the research model with self-esteem as an independent variable, clothing related behavioral responses as the dependent variables, and body dissatisfaction as a mediator.

Among numerous model templates that Hayes (2013) suggested for the bootstrapping analysis, this study utilized model 14 (see Figure 12) to investigate moderated mediation. As previously mentioned, the variable body dissatisfaction was utilized for this analysis instead of the three varied factors of body dissatisfaction. The indirect effect was tested using Hayes' (2013) process model with 5000 bootstrap samples and 95% confidence interval around the indirect effect. The interval should not contain zero if the indirect effect is significant (Knoll, Schramm, & Schallhorn, 2014; Tandoc Jr, Ferrucci, & Duffy, 2015).

## Model 14

### Conceptual Diagram

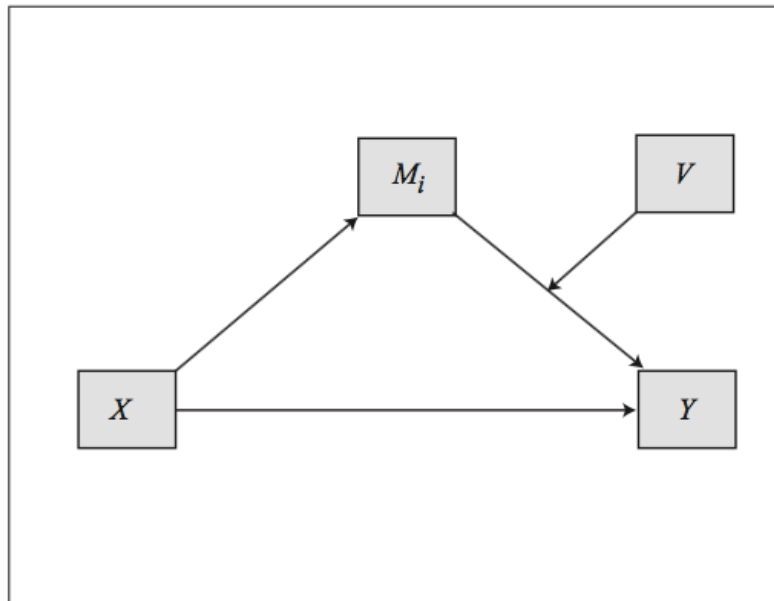


Figure 12. PROCESS Model 14 (Hayes, 2013)

The first analysis was conducted with four variables, including self-esteem, body dissatisfaction, public self-consciousness, and clothing image avoidance. The participants' history of substance use was included as a control variable owing to the fact that it influenced the participants' tendency of clothing image avoidance. For this analysis, the independent variable was self-esteem; body dissatisfaction was the mediator; public self-consciousness was the moderator; and clothing image avoidance was the dependent variable (see Figure 13).

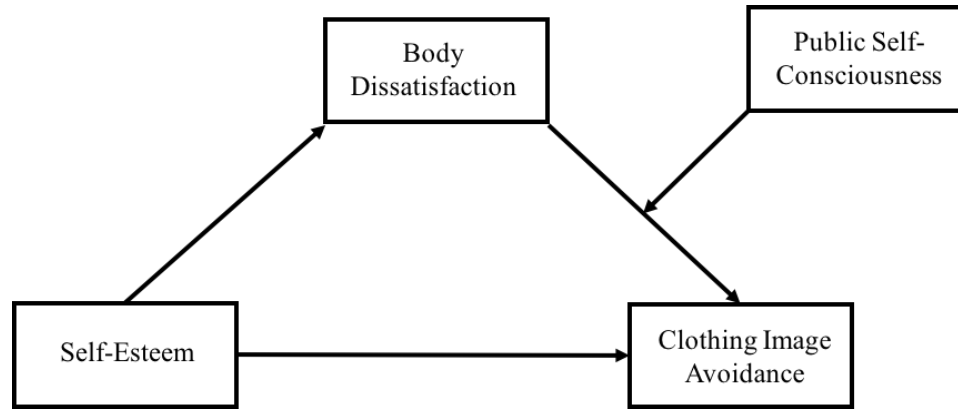


Figure 13. Moderated-Mediation Analysis Based on PROCESS Model 14 for Clothing Image Avoidance

The overall model was significant and approximately 75% of the variance in clothing image avoidance was explained by the predictors ( $R^2 = 0.75$ ,  $F_{(2, 252)} = 63.63$ ,  $p < 0.001$ ). Specifically, the direct effect of self-esteem on clothing image avoidance was not significant ( $b = 0.02$ ,  $t_{(252)} = 0.07$ ,  $p > 0.05$ ) when controlling for body dissatisfaction, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness, and the participants' history of substance use. Body dissatisfaction positively influenced clothing image avoidance when controlling for self-esteem, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness, and the participants' history of substance use ( $b = 0.91$ ,  $t_{(252)} = 5.25$ ,  $p < 0.001$ ). However, the direct influence of public self-consciousness in clothing image avoidance was not significant ( $b = 0.01$ ,  $t_{(252)} = 0.07$ ,  $p > 0.05$ ) when controlling for self-esteem, body dissatisfaction, and the interaction term of body dissatisfaction and public self-consciousness, and the participants' history of substance use. The interaction of body dissatisfaction and public self-consciousness was not significant ( $b = -0.01$ ,  $t_{(252)} = -0.20$ ,  $p > 0.05$ ), meaning that public self-consciousness did not interact with body dissatisfaction in influencing clothing image avoidance (see Figure 14 and Table 17.1).

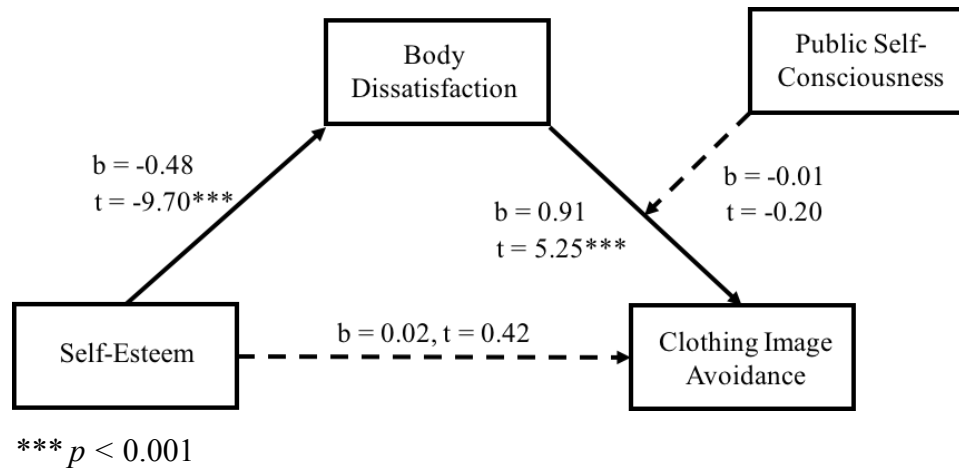


Figure 14. Tested Relationships of Moderated-Mediation Analysis for Clothing Image Avoidance

Table 17.1. Bootstrapping Analysis Predicting Clothing Image Avoidance

	<i>b</i>	<i>Std. Error</i>	<i>t</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
Body Dissatisfaction	0.91	0.17	5.25	.00***	0.57	1.25
Self-Esteem	0.02	0.05	0.42	.67	-0.08	0.13
Public Self-Consciousness	0.01	0.12	0.07	.94	-0.24	0.25
Body Dissatisfaction x Public Self-Consciousness	-0.01	0.04	-0.20	.84	-0.08	0.06
History of Substance Use	1.12	0.36	3.11	.002**	0.41	1.83

\*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

The interaction was further tested to determine the indirect effects for those with low public self-consciousness (-1 standard deviation below the mean), average public self-consciousness (mean), and high public self-consciousness (+1 standard deviation above the mean). The results showed that for men with low public self-consciousness ( $M = 2.90$ , 95%

confidence interval [CI] = -.5594 to -.3174), there was not a significant indirect effect of self-esteem to clothing image avoidance, via body dissatisfaction. However, there was a significant indirect effect of self-esteem on clothing image avoidance ( $b = 0.02$ ,  $t_{(252)} = 0.07$ ,  $p > 0.05$ ) for participants with average public self-consciousness ( $M = 4.22$ , 95% confidence interval [CI] = -.5335 to -.3265), and even more for participants with high public self-consciousness ( $M = 5.53$ , 95% confidence interval [CI] = -.5193 to -.3188), indicating that public self-consciousness increased the effect of self-esteem on clothing image avoidance, via body dissatisfaction.

Secondly, the analysis was conducted with four variables, including self-esteem, body dissatisfaction, public self-consciousness, and appearance management. For this analysis, the independent variable was self-esteem; body dissatisfaction was the mediator; public self-consciousness was the moderator; and appearance management was the dependent variable (see Figure 15).

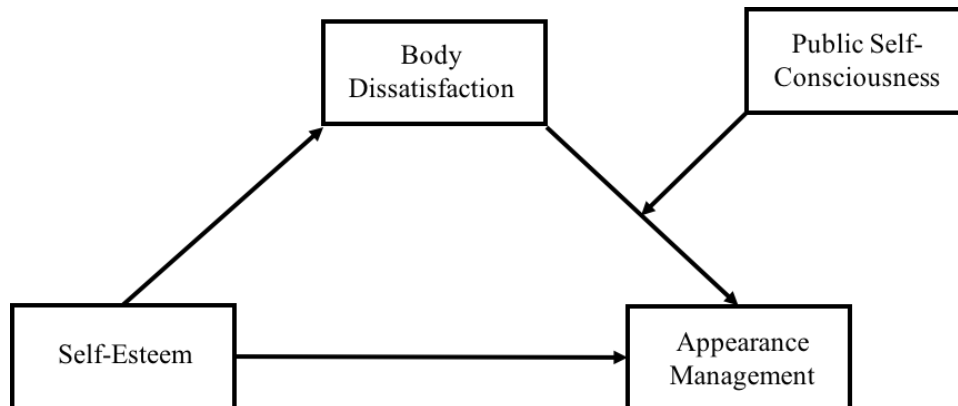


Figure 15. Moderated-Mediation Analysis Based on PROCESS Model 14 for Appearance Management

The overall model was significant and approximately 25% of the variance in appearance management was explained by the predictors ( $R^2 = 0.25$ ,  $F_{(4, 257)} = 21.84$ ,  $p < 0.001$ ). Specifically,



the direct effect of self-esteem on appearance management was significant ( $b = 0.31, t_{(257)} = 4.37, p < 0.001$ ) when controlling for body dissatisfaction, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness. The influence of body dissatisfaction in appearance management was not significant ( $b = -0.13, t_{(257)} = -0.59, p > 0.05$ ) when controlling for self-esteem, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness. The direct influence of public self-consciousness in appearance management was significant ( $b = 0.54, t_{(257)} = 3.29, p < 0.01$ ) when controlling for self-esteem, body dissatisfaction, and the interaction term of body dissatisfaction and public self-consciousness. However, the interaction of body dissatisfaction and public self-consciousness was not significant ( $b = 0.00, t_{(257)} = 0.04, p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction and appearance management (see Figure 16 and Table 17.2).

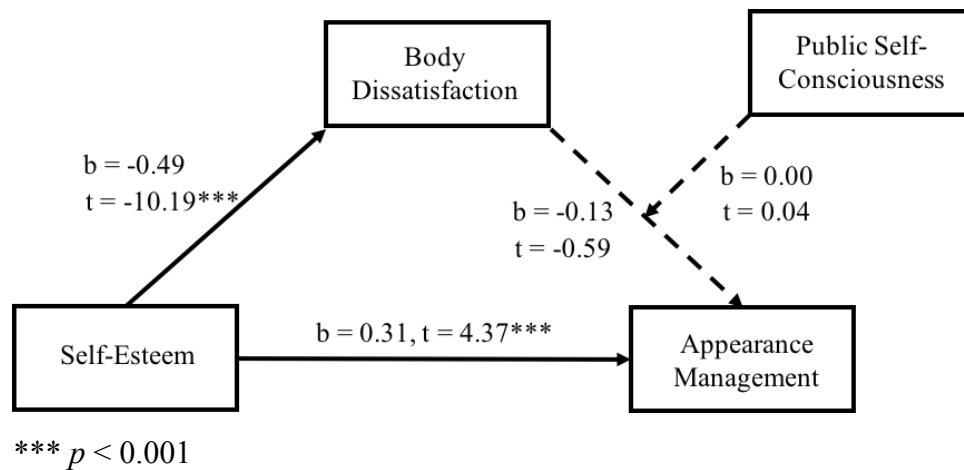


Figure 16. Tested Relationships of Moderated-Mediation Analysis for Appearance Management

Table 17.2. Bootstrapping Analysis Predicting Appearance Management

	<i>b</i>	<i>Std. Error</i>	<i>t</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
Body Dissatisfaction	-0.13	0.23	-0.59	.56	-0.58	0.31
Self-Esteem	0.31	0.07	4.37	.00***	0.17	0.45
Public Self-Consciousness	0.54	0.16	3.29	.00***	0.22	0.86
Body Dissatisfaction x Public Self-Consciousness	0.00	0.05	0.04	.97	-0.09	0.10

\*\*\*  $p < 0.001$

The interaction was further tested to determine the indirect effects of self-esteem on appearance management for those with low public self-consciousness (-1 standard deviation below the mean), average public self-consciousness (mean), and high public self-consciousness (+1 standard deviation above the mean). The results showed that there was not a significant indirect effect of self-esteem to appearance management, via body dissatisfaction among participants with low public self-consciousness ( $M = 2.90$ , 95% confidence interval [CI] = -.0490 to .1795), average public self-consciousness ( $M = 4.21$ , 95% confidence interval [CI] = -.0215 to .1608), and high public self-consciousness ( $M = 5.51$ , 95% confidence interval [CI] = -.0462 to .1813).

Lastly, the third analysis was conducted with four variables, including self-esteem, body dissatisfaction, public self-consciousness, and clothing purchase behavior. For this analysis, the independent variable was self-esteem; body dissatisfaction was the mediator; public self-consciousness was the moderator; and clothing purchase behavior was the dependent variable (see Figure 17).

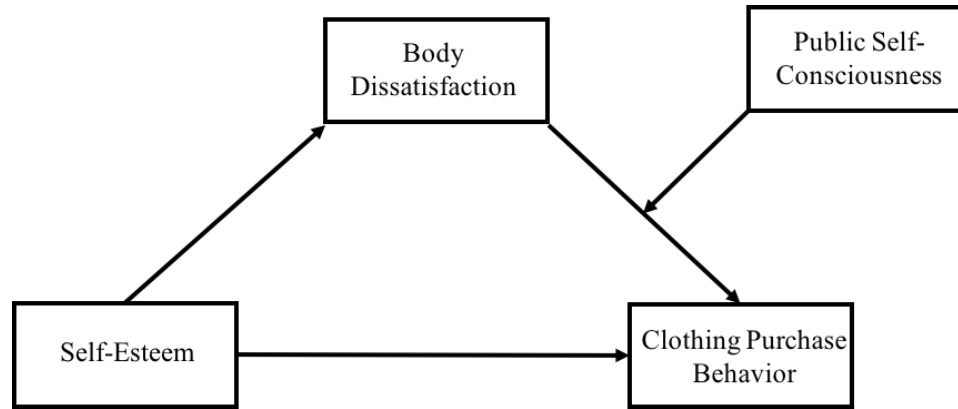


Figure 17. Moderated-Mediation Analysis Based on PROCESS Model 14  
for Clothing Purchase Behavior

The overall model was significant and approximately 14% of the variance in clothing purchase behavior was explained by the predictors ( $R^2 = 0.14$ ,  $F_{(4, 258)} = 10.18$ ,  $p < 0.001$ ). Specifically, the direct effect of self-esteem on clothing purchase behavior was significant ( $b = 0.21$ ,  $t_{(258)} = 3.83$ ,  $p < 0.001$ ) when controlling for body dissatisfaction, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness. The influence of body dissatisfaction in clothing purchase behavior was not significant ( $b = -0.11$ ,  $t_{(258)} = -0.61$ ,  $p > 0.05$ ) when controlling for self-esteem, public self-consciousness, and the interaction term of body dissatisfaction and public self-consciousness. The direct influence of public self-consciousness in clothing purchase behavior was not significant ( $b = 0.22$ ,  $t_{(258)} = 1.76$ ,  $p > 0.05$ ) when controlling for self-esteem, body dissatisfaction, and the interaction term of body dissatisfaction and public self-consciousness. The interaction of body dissatisfaction and public self-consciousness was not significant ( $b = -0.01$ ,  $t_{(258)} = -0.27$ ,  $p > 0.05$ ), meaning that public self-consciousness did not moderate the relationship between body dissatisfaction and clothing purchase behavior (see Figure 18 and Table 17.3).

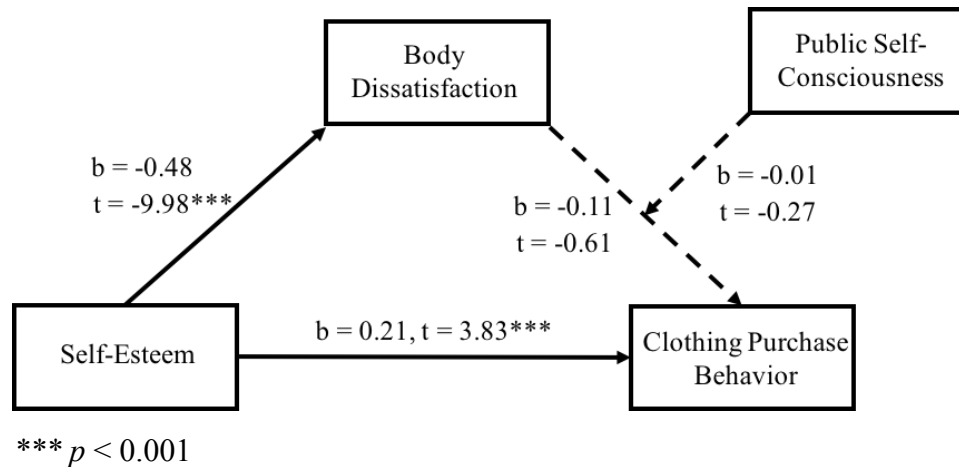


Figure 18. Tested Relationships of Moderated-Mediation Analysis for Clothing Purchase Behavior

Table 17.3. Bootstrapping Analysis Predicting Clothing Purchase Behavior

	<i>b</i>	<i>Std. Error</i>	<i>t</i>	<i>Sig.</i>	<i>95% Confidence Interval</i>	
					<i>Lower Bound</i>	<i>Upper Bound</i>
Body Dissatisfaction	-0.11	0.17	-0.61	.54	-0.45	0.24
Self-Esteem	0.21	0.05	3.83	.00***	0.10	0.32
Public Self-Consciousness	0.22	0.13	1.76	.08	-0.03	0.47
Body Dissatisfaction x Public Self-Consciousness	-0.01	0.04	-0.27	.79	-0.08	0.06

\*\*\*  $p < 0.001$

The interaction was further tested to determine the indirect effects for those with low public self-consciousness (-1 standard deviation below the mean), average public self-consciousness (mean), and high public self-consciousness (+1 standard deviation above the mean). The results showed that there was a significant indirect effect of self-esteem on clothing purchase behavior, via body dissatisfaction for men with average public self-consciousness ( $M =$

4.22, 95% confidence interval [CI] = .0004 to .1427). However, there was not a significant indirect effect on clothing purchase behavior for those with low public self-consciousness (M = 2.91, 95% confidence interval [CI] = -.0363 to .1615) and for those with high public self-consciousness (M = 5.52, 95% confidence interval [CI] = -.0024 to .1662).

## CHAPTER V: DISCUSSION

This study addressed the relationships among men's self-esteem, body dissatisfaction, clothing related behavioral responses, and public self-consciousness. Specifically, there were two main objectives of the current study. The first objective was to investigate how self-esteem of men in Generation Y in the United States would influence their degree of body dissatisfaction, and also whether their degree of body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The second objective of the study was to investigate whether public self-consciousness would moderate in the relationship between body dissatisfaction and clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. The current chapter will discuss the results from data analyses, mainly including simple regression and multiple regression analyses and previous research findings by each of the hypotheses. The results of bootstrapping analyses were similar to the results of multiple regression in the current study. Therefore, the relationships tested with bootstrapping analyses will not be further explained in the Discussion section. Owing to the results of factor analyses that body dissatisfaction consisted of three varied factors, related hypotheses will discuss three varied findings with further explanations. The research model which has been modified based upon the results of factor analyses is included in the following page (see Figure 19). Further, Table 18 demonstrates a summary of the hypothesis findings, including directions and results.

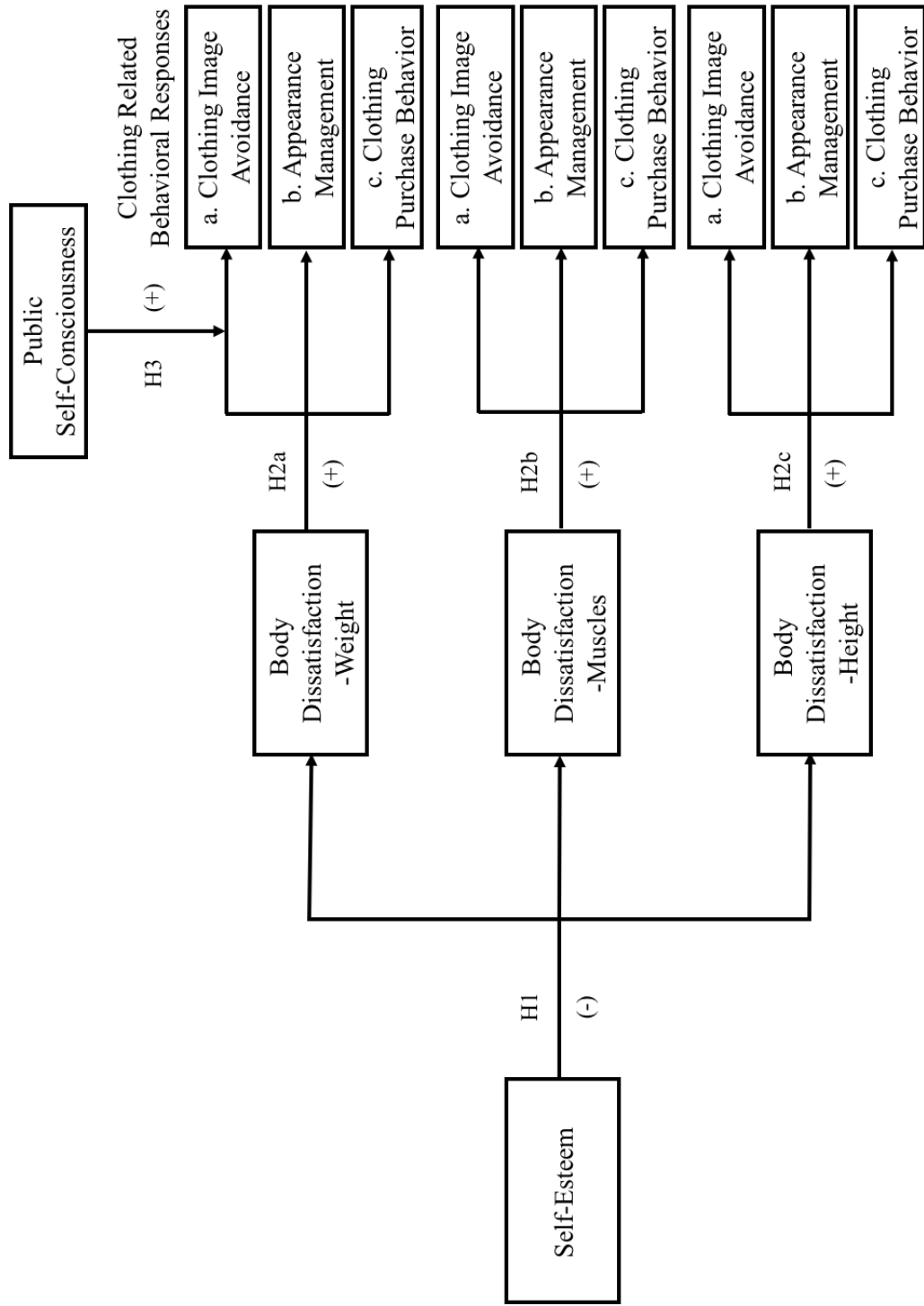


Figure 19. A Revised Research Model for the Current Study

Table 18. Summary of Hypothesis Findings

Hypothesis	Influence Direction	Results
<p>H1: There is a <b>negative</b> relationship between self-esteem of heterosexual men in Generation Y and their body dissatisfaction.</p>	Self-Esteem → Body Dissatisfaction-Weight ( <b>Negative</b> )	Supported
	Self-Esteem → Body Dissatisfaction-Muscles ( <b>Negative</b> )	
	Self-Esteem → Body Dissatisfaction-Height ( <b>Negative</b> )	
<p>H2a: There is a <b>positive</b> relationship between body dissatisfaction of heterosexual men in Generation Y and their clothing image avoidance.</p>	Body Dissatisfaction-Weight → Clothing Image Avoidance ( <b>Positive</b> )	Supported
	Body Dissatisfaction-Muscles → Clothing Image Avoidance ( <b>Positive</b> )	
	Body Dissatisfaction-Height → Clothing Image Avoidance ( <b>Positive</b> )	
	Body Dissatisfaction-Weight ( <b>Positive</b> )	Partially Supported
	Body Dissatisfaction-Muscles ( <b>Not Significant</b> ) → Clothing Image Avoidance	
	Body Dissatisfaction-Height ( <b>Not Significant</b> )	
<p>H2b: There is a <b>positive</b> relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management.</p>	Body Dissatisfaction-Weight → Appearance Management ( <b>Not Significant</b> )	Partially Supported
	Body Dissatisfaction-Muscles → Appearance Management ( <b>Negative</b> )	
	Body Dissatisfaction-Height → Appearance Management ( <b>Positive</b> )	
	Body Dissatisfaction-Weight ( <b>Positive</b> )	Partially Supported
	Body Dissatisfaction-Muscles ( <b>Negative</b> ) → Appearance Management	
	Body Dissatisfaction-Height ( <b>Positive</b> )	



Table 18. Summary of Hypothesis Findings (Continued)

Hypothesis	Influence Direction	Results
<p>H2c: There is a <b>positive</b> relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior.</p>	Body Dissatisfaction-Weight → Clothing Purchase Behavior ( <b>Negative</b> )	Partially Supported
	Body Dissatisfaction-Muscles → Clothing Purchase Behavior ( <b>Not Significant</b> )	
	Body Dissatisfaction-Height → Clothing Purchase Behavior ( <b>Not Significant</b> )	
<p>H3a: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance will be <b>strengthened</b>.</p>	Body Dissatisfaction-Weight ( <b>Negative</b> )	Partially Supported
	Body Dissatisfaction-Muscles ( <b>Not Significant</b> ) → Clothing Purchase Behavior	
	Body Dissatisfaction-Height ( <b>Not Significant</b> )	
	Body Dissatisfaction-Weight x Public Self-Consciousness → Clothing Image Avoidance ( <b>Not Significant</b> )	
<p>H3b: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management will be <b>strengthened</b>.</p>	Body Dissatisfaction-Muscles x Public Self-Consciousness → Clothing Image Avoidance ( <b>Not Significant</b> )	Not Supported
	Body Dissatisfaction-Height x Public Self-Consciousness → Clothing Image Avoidance ( <b>Not Significant</b> )	
	Body Dissatisfaction-Weight x Public Self-Consciousness → Appearance Management ( <b>Not Significant</b> )	
<p>H3c: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management will be <b>strengthened</b>.</p>	Body Dissatisfaction-Muscles x Public Self-Consciousness → Appearance Management ( <b>Not Significant</b> )	Not Supported
	Body Dissatisfaction-Height x Public Self-Consciousness → Appearance Management ( <b>Not Significant</b> )	
	Body Dissatisfaction-Weight x Public Self-Consciousness → Clothing Purchase Behavior ( <b>Not Significant</b> )	
<p>H3c: With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior will be <b>strengthened</b>.</p>	Body Dissatisfaction-Muscles x Public Self-Consciousness → Clothing Purchase Behavior ( <b>Not Significant</b> )	Not Supported
	Body Dissatisfaction-Height x Public Self-Consciousness → Clothing Purchase Behavior ( <b>Not Significant</b> )	

**Hypothesis 1:** There is a negative relationship between self-esteem of heterosexual men in Generation Y and their body dissatisfaction.

Hypothesis 1 proposed that self-esteem of heterosexual men would negatively influence their degree of body dissatisfaction. The findings showed that 1) there was a negative relationship between self-esteem and body dissatisfaction-weight; 2) there was a negative relationship between self-esteem and body dissatisfaction-muscles; and 3) there was a negative relationship between self-esteem and body dissatisfaction-height. That is, when participants reported higher self-esteem, they were less likely to be unhappy with their weight, their muscles, and their height.

Findings of this study were consistent with previous research suggesting the negative relationship between self-esteem and body dissatisfaction (e.g., Green & Prithard, 2002; Green & Prithard, 2003; Grossbard *et al.*, 2009). Previous studies investigated both female and male samples and the current study only examined male sample; however, the findings were similar, which indicated that self-esteem negatively influences individuals' degree of body dissatisfaction regardless of gender. Further, different from previous research that body dissatisfaction was measured as one variable, the current study investigated three varied aspects under body dissatisfaction, including body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height among men and found that men's self-esteem negatively influences their degree of body dissatisfaction with different parts of the body (i.e., weight, muscles, and height). That is, men's lower self-esteem predicts their greater body dissatisfaction of their weight, their muscles, and their height. Among the three varied factors under body dissatisfaction, body dissatisfaction-muscles was influenced by self-esteem the most ( $\beta = -0.54$ ), which mirrors the finding from Bergeron and Tylka (2007) as they found that the relationship between college

men's self-esteem and their body dissatisfaction with three varied factors that self-esteem influenced men's body dissatisfaction-muscles the most. The different strengths of relationship between self-esteem and body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height further supported Chattaraman *et al.* (2013) which suggested men's concerns toward their bodies could be more complicated compared to women as men tend to have different concerns about with their body weight, muscularity, and their overall body shapes.

**Hypothesis 2a:** There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and their clothing image avoidance.

Hypothesis 2a proposed that heterosexual men's body dissatisfaction would positively influence clothing image avoidance, that is, if men are highly dissatisfied with their body, they will avoid certain clothes which could reveal their body parts that they are not confident with. The findings showed that 1) there was a positive relationship between body dissatisfaction-weight and clothing image avoidance; 2) there was a positive relationship between body dissatisfaction-muscles and clothing image avoidance; and 3) there was a positive relationship between body dissatisfaction-height and clothing image avoidance. Thus, when participants were more dissatisfied with their weight, their muscles, or their height, they were more likely to avoid certain clothes which could reveal their body.

The results aligned with Frith and Gleeson (2004) that men are concerned about revealing their body parts that are either fat or unappealing. Further, the findings of this study also supported both Walker *et al.* (2009) and Chattaraman *et al.* (2013) that men tend to avoid revealing clothes if they are unhappy with their body and they prefer to wear loose fit clothes rather than fitted clothes which may help them conceal their body parts that they would not like

to reveal. In a more recent research, Barry and Martin (2016) found that men avoided certain clothes such as long coats that could emphasize their short height and they try to camouflage their body if they are unhappy with their body. The results mirror the previous findings in regards to the positive influence of women's negative feelings toward their body in their tendency to avoid certain clothes (e.g., Kwon & Parham, 1994; Markee *et al.*, 1990; Robinson, 2003; Rudd & Lennon, 2000), meaning that if women are unhappy with their body, they tend to avoid certain clothes which may reveal their body parts that they are not confident with. Avoidance coping could help further explain the finding of this study as men may try to avoid certain clothing that could reveal their bodies when they have negative feelings toward their bodies as a way to cope with the situation (Carver & Vargas, 2011).

Different from previous research, this study investigated different aspects of body dissatisfaction (i.e., body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height). It is interesting to note from the findings of this study that men would avoid certain types of clothes as a result of being unhappy with their weight, muscles, or height. More specifically, if participants reported that they had too much fat on their body, felt excessively large and rounded in their body shapes, felt that their muscle tones were way too low, and were not happy with their height, they tended to avoid certain clothes that could make them look chunky. Despite the fact that there has been substantially limited research investigating the influence of men's body dissatisfaction in their clothing image avoidance behavior, the findings have been consistent demonstrating the positive relationship between body dissatisfaction and what men would wear or not wear (e.g., Chattaraman & Rudd, 2006; Chattaraman *et al.*, 2013; Walker *et al.*, 2009).

The findings further reflect the trend that there has been numerous amount of advice regarding what types of clothing men need to avoid when they are concerned with their overall appearance, including their weight, their muscles, and their height. For instance, Cassie (2012) suggested that men who are dissatisfied with their weight should avoid wearing baggy pants, jacket with long sleeves, and pants with longer hems that pass their heels which could make them look fatter. Similarly, the Men's Health Style Team (2017) suggested men who are dissatisfied with their weight to avoid large and noticeable patterns which could accentuate their large body shapes more. For men who are unhappy with their muscles and desire to look bigger, Parker (2014) suggested them to avoid V neck t-shirts, vertical stripes, three button blazers, and loose clothes which could make them look even thinner. For those who are unhappy with their height, Christian (2015) suggested them to avoid low rises bottom such as baggy and low-waisted trousers, longer tops that cover their hipbones, and short sleeves which could make their arms look short that could make them look shorter overall.

Furthermore, there have been many recommendations for men regarding what they need to wear when they are unhappy with their weight, muscles, or height to create body images that are closer to the ideal body image. Boye and Fischbein (2015) suggested that men should wear a dark color top and bottom with the same color as the top for the single-color effect if they would desire to look thinner and taller at the same time. Further, if men are dissatisfied with their muscles and would like to be seen to have broader shoulders, they need to put on several top layers which may help them look bigger. Likewise, fashion styling tips related to clothing image avoidance have been prevalent due to men's body dissatisfaction; however, it is interesting to note that the information available through different venues may further have also caused men to be more conscious about their body and what they should/and should not wear.

Among the three varied aspects under body dissatisfaction, the participants' dissatisfaction of weight had the largest influence in clothing image avoidance ( $\beta = 0.73$ ) indicating that men would try to avoid certain clothes when they are unhappy with their weight the most. Multiple regression results further showed that only body dissatisfaction-weight positively influenced clothing image avoidance when controlling for body dissatisfaction-muscles and body dissatisfaction-height which further demonstrated that weight was the major influence in clothing image avoidance. That is, participants tried to avoid certain clothes to conceal their body parts mostly when they are dissatisfied with their weight the most. McArdle and Hill (2009) found that 77% of men desire to lose weight; whereas, only 16% of men desire to gain weight, which explains that more men are concerned with their body being overweight. In a more recent research, Murray and Lewis (2014) found that men in a younger group (age between 17 to 29) tend to be more dissatisfied with their muscles; whereas, men in older group (age between 30 to 49) tend to be more dissatisfied with their body weight. The different views and feelings toward their bodies could be owing to the social norm among young men that is being muscular. Further, younger men may desire to be more muscular as they desire to be more attractive to women (Frederick *et al.*, 2007). As the current study included more participants in the older group (age between 36 to 40), it may have influenced the results. Further, it may be easier for men to simply hide their large and rounded body shape by avoiding certain clothes (i.e., fitted clothes and revealing clothes) compared to concealing their low muscle tones and short height. Men may try to avoid certain clothes to wear which may emphasize their large and rounded body and try to wear clothes that could make them look thinner which could eventually help them look younger.

**Hypothesis 2b:** There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management.

Hypothesis 2b proposed that heterosexual men's body dissatisfaction would positively influence appearance management; that is, if men are highly dissatisfied with their body, they would engage in certain behaviors more to manage their overall appearances. The findings showed that 1) body dissatisfaction-weight did not significantly influence appearance management; 2) body dissatisfaction-muscles negatively influenced appearance management; and 3) body dissatisfaction-height positively influenced appearance management. The results showed that when participants were more dissatisfied with their muscles, they would be less likely to engage in appearance management behaviors such as dieting and exercising. However, if they were more dissatisfied with their height, they would be more likely to engage in appearance management behaviors to manage their overall appearances.

Unexpectedly, the influence of body dissatisfaction-muscles and body-dissatisfaction-height had different directions. On one hand, participants would manage their appearances less if they are unhappy with their muscles; on the other hand, participants would manage their appearances more if they are unhappy with their height. One possible reason for the negative relationship between body dissatisfaction-muscles and appearance management could be that men may be afraid of going to the gym to exercise if they have low muscle tones owing to the social comparison with other male individuals whose bodies are more fit. According to Heid (2011), many men are afraid of going to the gym due to their concerns about other people's perspectives, especially how women at the gym would view their bodies and compare them with other more muscular men. A recent survey in the United Kingdom also showed that 23% of men avoided going to the gym due to their concerns regarding their appearances (Klass, 2015). Klass

(2015) further found that men are concerned about lifting little weights at the gym while other muscular men lift the heaviest weights. Additional conceivable reason may be that men who exercise at the gym tend to have positive feelings about their bodies even before going to the gym. Research has shown that men are motivated to go to the gym in order to have fun and enjoy themselves, but not owing to their higher degree of body dissatisfaction (Brown & Graham, 2008).

Another interesting result to notice in the study is that participants tended to manage their appearances if they were unhappy with their height, as the positive relationship between body dissatisfaction-height and appearance management was found. Previous research has demonstrated that being tall is pertained to men's status and symbolizes men's power in the Western society (Bunnk, Park, Zurriaga, Klavina, & Massar, 2008), which could be one fact that influences men to manage their appearances if they are unhappy with their height. Similar to Bunnk *et al.*'s (2008) finding, Hamstra (2014) reported that men's height is pertained to dominance, attractiveness, and also self-confidence. As such, height is one of the most crucial aspects for men in the Western society which may encourage men to manage their appearance more if they are unhappy with their height; however, unlike their weight and muscles, height is not an aspect which individuals could control or change. Thus, men could go on a diet, exercise, and manage their overall appearances to look and feel better if they are highly dissatisfied with their height. People who are thinner tend to look taller than they truly are (Beck, Emanuele, & Savazzi, 2013). Further, men could style their hair to look taller and they could feel happy temporarily with their overall appearances. According to Natural Height Growth (2012), men could easily be seen taller by having shorter haircut rather than having long hair, which supports the idea that men could temporarily manage their height by styling their hair. Likewise, men may



try to manage their overall appearances by engaging in certain types of appearance management behaviors such as dieting, exercising, and hairstyling to cope with negative feelings toward their height.

When testing the influence of three factors of body dissatisfaction in appearance management using multiple regression, the results showed that the relationship between body dissatisfaction-weight and appearance management altered from not significant to positive when controlling for body dissatisfaction-muscles and body dissatisfaction-height. That is, men would try to manage their appearances when they are unhappy with their weight when controlling for other factors of body dissatisfaction (i.e., muscles, and height). One conceivable reason for the non-significant relationship between body dissatisfaction-weight and appearance management could be that men may consider that it is time-consuming to engage in either dieting or exercising on a daily basis to lose weight. Furthermore, Wardle and Johnson (2002) found that men were less aware that they were overweight which was supported by the finding of this study as mean scores of body dissatisfaction and all the three varied factors showed that participants in this study were not highly dissatisfied with their overall body, and with different parts of the body individually, including their weight, muscles, and height. According to Wardle and Johnson (2002), even when they were aware of being overweight, only a few of them tried to lose weight, meaning that feeling overweight might not be their motivation to exercise or go on a diet, which was supported by Wardle, Haase, and Steptoe (2006). The findings of the study further demonstrate that men may not engage in certain types of appearance management behaviors such as dieting and exercising as they may think that it would be too challenging to lose weight, which supports the finding of Wardle *et al.* (2006). A possible reason of the alternation of the relationship between the two variables could be that men may not perceive that they are

overweight when they observe their weight itself (Blokstra, Burns, & Seidell, 1999); however, they may realize that they are overweight when considering their muscle tones and height concurrently. Further, all the three varied factors under body dissatisfaction, including body dissatisfaction-weight, body dissatisfaction-muscles, and body dissatisfaction-height were correlated each other based upon the results of correlation analyses. The results showed that there was covariance among the three factors which could be used to explain why men may try to manage their appearances more if they were dissatisfied with their weight while feeling dissatisfied with their muscles and height at the same time.

**Hypothesis 2c:** There is a positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior.

Hypothesis 2c proposed that heterosexual men's body dissatisfaction would positively influence clothing purchase behavior. The findings showed that 1) there was a negative relationship between body dissatisfaction-weight and clothing purchase behavior; 2) body dissatisfaction-muscles did not significantly influence clothing purchase behavior; and 3) body dissatisfaction-height also did not significantly influence clothing purchase behavior. When testing the influence of three factors of body dissatisfaction in clothing purchase behavior using multiple regression, the results showed that the relationships between 1) body dissatisfaction-weight and clothing purchase behavior; 2) body dissatisfaction-muscles and clothing purchase behavior; and 3) body dissatisfaction-height and clothing purchase behavior were similar to the results of simple regression. As a result, when participants reported that they were dissatisfied with their weight, they would be less likely to purchase clothing that would reflect their personal styles and both body dissatisfaction-muscles and body dissatisfaction-height did not influence

their clothing purchase behavior. The finding of this study supports Shim *et al.*'s (1991) finding that if men are highly dissatisfied with their body, they would not be confident in selecting clothes for themselves which would lead them to purchase clothes less. The study further confirmed Barry's (2015) finding that when men have negative attitudes toward their bodies, they tend to enjoy shopping for clothes less as they have difficulties finding clothes that fit. In addition, the negative relationship between self-esteem and body dissatisfaction-weight found in the current study further supports this finding. Men who are unhappy with their weight may not choose to utilize clothes as a way to convey their identities because clothes usually help feature body shapes more. If men are not confident with their bodies, use of clothing could inversely influence their overall self-esteem.

Both the relationship between body dissatisfaction-muscles and clothing purchase behavior, and the relationship between body dissatisfaction-height and clothing purchase behavior were not significant, meaning that even when men are unhappy with their muscles and height, it would not influence their clothing purchase behaviors. One possible reason could be men may consider that they cannot change how they feel about their muscles and height by utilizing clothes that fit their personal styles which may help convey their identities. Even though previous research has suggested that clothing can help individuals compensate for how they feel (Wicklund & Gollwitzer, 1981), this study did not confirm the finding on the basis of men's dissatisfaction towards their muscles and height. Instead of clothing which may accentuate their bodies more, men may utilize other products such as shoes, accessories, automobiles, and electronics (Solomon, 1983) to convey their identities when they are unhappy with their body.

### **Hypothesis 3a, 3b, and 3c**

The following paragraphs will discuss Hypothesis 3a, 3b, and 3c. Unexpectedly, the findings showed that public self-consciousness did not moderate the relationships between heterosexual men's body dissatisfaction and their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. A possible reason for this result could be that men tend to be less self-conscious in public compared to women, meaning that men are less concerned about how other people would perceive and evaluate them (Workman & Lee, 2011). Engeln, Sladek, and Waldron (2013) also found that men tend to have less straightforward talk with each other regarding appearances compared to women. Social constructionism which explains that individuals construct knowledge based on culture and understanding of what is occurring in the society (Derry, 1999; Kim, 2001; McMahon, 1997) could help explain the different degrees of public self-consciousness between gender. According to the theory, individuals may act differently owing to the fact that there are certain expectations for men to be masculine and for women to be feminine (Courtenay, 2000). Thus, men may care less about how other people view and evaluate themselves when it is related to their body and appearances as it may be considered more feminine when they do so. Further, this study specifically investigated men in Generation Y group which may have further influenced the results. More specifically, people in Generation Y group tend to purchase clothes that match their personal styles (Dias, 2003) without necessarily considering other people's perspectives. According to Stein (2013), people in Generation Y have the most narcissistic personality compared to other generations, meaning that they tend to value themselves more and care about themselves the most. Owing to the general traits of Generation Y, men in Generation Y may not be highly concerned about other people's views toward their body and appearances as

they would care about themselves the most. The following paragraphs will discuss each hypothesis in more details.

**Hypothesis 3a:** With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing image avoidance will be strengthened.

Hypothesis 3a proposed public self-consciousness would positively moderate the relationship between body dissatisfaction and clothing image avoidance. The findings showed that 1) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-weight and clothing image avoidance; 2) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-muscles and clothing image avoidance; and 3) public self-consciousness did not play a role in the relationship between body dissatisfaction-height and clothing image avoidance.

The findings showed that when participants reported that if they were dissatisfied with their weight, muscles, and height, they were more likely to avoid certain clothes; however, their perceptions toward other people's views did not interact with their body dissatisfaction. A possible reason for this finding is that men tend to be less sensitive and concerned about displaying their body in public compared to women (Maphis, Martz, Bergman, Curtin, & Webb, 2013), meaning that even though men are dissatisfied with their body, they might not care about how other people would perceive themselves. Furthermore, a recent study found that over 44% of men were not concerned about how they would be perceived and evaluated by other people based upon how they were dressed (Green & Kaiser, 2016) which is supported by the finding of the current study. Owing to the fact that body dissatisfaction is more pertained to individuals'

inner self as body dissatisfaction refers to individuals' own negative feelings toward their body (Grieve, 2007); whereas, public self-consciousness explains more about external aspects such as other people's perspectives in general. As such, how other people would view themselves might not influence as much when men are dissatisfied with their body. Men may avoid wearing certain clothes to be confident/and feel better about themselves, but not to be viewed better in public.

**Hypothesis 3b:** With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and appearance management will be strengthened.

Hypothesis 3b proposed public self-consciousness would positively moderate the relationship between body dissatisfaction and appearance management. The findings showed that 1) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-weight and appearance management; 2) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-muscles and appearance management; and 3) public self-consciousness did not play a role in the relationship between body dissatisfaction-height and appearance management.

In general, the results showed that public self-consciousness positively influenced appearance management which was consistent with previous finding that men who are dissatisfied with their body may manage their appearance on a daily basis (Firth & Gleeson, 2004). However, the results showed that public self-consciousness did not interact with their body dissatisfaction when it comes to their tendency to manage their appearances. Specifically, Maltby and Day (2001) discussed that men's motivations to exercise have changed from extrinsic motives to intrinsic motives which could possibly explain this finding that men became

to manage their body appearances owing to their pleasure and satisfaction (Buckworth, Lee, Regan, Schneider, & DiClemente, 2007), but not external factors, including other people's perspectives on their body appearances. Further, Brown and Graham (2008) found that homosexual men tend to manage their appearances by exercising owing to their concerns about other people's perspectives toward themselves; whereas, heterosexual men tend to exercise which helps them manage their appearances for fun without being concerned about other people's evaluations. Consequently, the overall finding of the role of public self-consciousness for the current hypothesis demonstrates that men may try to manage their overall appearances to be viewed in public; however, it is not necessarily related to their own feelings toward bodies.

**Hypothesis 3c:** With higher level of public self-consciousness, the positive relationship between body dissatisfaction of heterosexual men in Generation Y and clothing purchase behavior will be strengthened.

Hypothesis 3c proposed public self-consciousness would positively moderate the relationship between body dissatisfaction and clothing purchase behavior, that is, the positive relationship between men's body dissatisfaction and clothing purchase behavior may be strengthened for those who are highly self-consciousness in public. The findings showed that 1) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-weight and clothing purchase behavior; 2) public self-consciousness did not play a moderator role in the relationship between body dissatisfaction-muscles and clothing purchase behavior; and 3) public self-consciousness did not play a role in the relationship between body dissatisfaction-height and clothing purchase behavior.

In general, public self-consciousness did not moderate the relationship between body dissatisfaction and clothing purchase behavior. One possible reason for this finding was that even though men in Generation Y may have become more involved in clothes, they may not regularly shop for clothes as much (Bakewell *et al.*, 2006). According to Belleau *et al.* (2007), consumers in the Generation Y group tend to have little or no pressure from other people when they purchase fashion-related products. Further, Belleau, Haney, Summers, and Xu (2008) found that women who are self-conscious in public tend to be involved in fashion; however, the relationship between the two variables is substantially weak which could support this finding as men are even less self-conscious in public compared to women (Workman & Lee, 2011). Another probable reason could be that clothing purchase behavior in the current study refers to individuals' purchasing activities of clothes that fit their personal styles and are aesthetically appealing to them without necessarily following the latest trends. The definition of clothing purchase behavior could have influenced the results as public self-consciousness is more pertained to other people's views toward individuals; whereas, clothing purchase behavior in the current study is more related to individuals' own tastes regardless what is popular, trendy, and acceptable. If individuals care about other people's opinions and evaluations toward their appearances, they may try to follow the latest trends and create favorable impressions in a social setting (Burnkrant & Page, 1982) to conform to the society rather than purchasing clothes that fit their own styles.



## CHAPTER VI: CONCLUSIONS

The purpose of the study was to investigate how heterosexual men's self-esteem would influence their body dissatisfaction and how heterosexual men's degree of body dissatisfaction would influence their clothing related behavioral responses, including clothing image avoidance, appearance management, and clothing purchase behavior. Further, public self-consciousness was examined as a moderator in the relationship between body dissatisfaction and clothing related behavioral responses. There were several significant relationships found among the variables in the study. Specifically, the participants who were highly dissatisfied with their weight tended to avoid certain clothes which may reveal their body parts that they are not confident with and were less likely to buy clothes that fit their personal styles which could help convey their identities. Further, the participants who were highly dissatisfied with their muscles tended to manage their appearances less; whereas, the participants who were highly dissatisfied with their height tended to manage their appearances more. In general, this study found that various aspects of body dissatisfaction (i.e., weight, muscles, and height) have different influence in how men would avoid certain clothing, manage their appearance, and purchase clothing that fits their personal styles. With these main findings, several implications, including theoretical implications and managerial implications; identified limitations in this study; and suggestions for future research will be discussed in the current chapter.

### **Theoretical Implications**

The current study helped understand the relationships among body dissatisfaction and other examined variables. The findings of this study contributed to the understanding of

heterosexual men's views toward their body from psychological perspectives and its relation to their clothing related behavioral responses which have not been studied extensively. Three theoretical implications with more details will be discussed in the following paragraphs.

The first implication is the investigation in the social/and psychological aspects of clothes and appearances with the heterosexual male sample in the Generation Y group. As men tend to avoid to express their concerns toward body issues, it has not been considered as a noticeable issue compared to women. However, it was beneficial to study body-related context among heterosexual men and their clothing related behavioral responses when considering the increase of men's concerns of body and the recent growth of the menswear market. Further, it was also advantageous to examine men in Generation Y owing to the fact that people in Generation Y spend considerable money on purchasing clothes in general compared to other generations for the past few years. This study contributes knowledge to the literature that heterosexual men in Generation Y may consume and utilize clothes and conduct other appearance management behaviors (e.g., dieting, exercising, and hair styling) differently depending on their degree of body dissatisfaction.

The second implication is the three varied factors under body dissatisfaction and their influences in heterosexual men's clothing related behavioral responses. Even though the Male Body Attitudes Scale (MBAS) that was used to measure body dissatisfaction in the current study was developed for men describing their muscularity, fat, height, and overall body dissatisfaction, there has not been much research examining three factors separately. The examination of men's body dissatisfaction in regards to weight, muscles, and height provided further understanding of men's complex feelings toward their body in this study. Therefore, the current study contributes

to the literature by confirming that heterosexual men have complicated body concerns, including their weight, their muscles, and their height (Corson & Anderson, 2002).

The third implication of the study is the use of body dissatisfaction to classify its influence on heterosexual men's clothing related behavioral responses. Considering noticeably limited research based upon men's clothing related behavioral responses, findings from the current study provided new information on clothing related behavioral responses pertained to body dissatisfaction among men. There have been few qualitative studies investigating men's concerns about their body and its influence in their clothing behaviors; however, there has not been much quantitative research examining the subject with the three varied factors under body dissatisfaction. In this study, the findings pertained to men's clothing related behavioral responses were different depending on which body parts they were dissatisfied with and thus further confirmed that men have complex issues toward their body. Therefore, the findings contribute to the literature by highlighting that when heterosexual men are unhappy with their weight, muscles, and height, they have different behaviors regarding clothes and other appearance management behaviors.

### **Managerial Implications**

The findings of the current study further provide several managerial implications for the industry, including menswear designers, marketers and retailers, health trainers, personal care product marketers, counselors and the media. First, the findings contribute to the clothing and textiles field. Specifically, menswear designers should consider the finding that heterosexual men's concerns toward their body influence what they avoid to wear which may reveal their body parts that they are not confident with when designing clothes. For instance, designers could

design clothes with more assorted styles and patterns (e.g., vertical stripes for those who desire to look thinner and taller) which could meet the needs of men who are unhappy with their body. In addition, menswear marketers could further provide recommendations and tips that men could utilize and as the finding of further correlation analysis between body dissatisfaction and the survey item related to interests in fashion tips showed that men who were more dissatisfied with their weight, muscles, and height were more likely to get fashion tips through various resources including magazines, online research, and peers. Further, menswear retailers could pay more attention to clothing selection which may help men look taller as the finding of correlation analysis between body dissatisfaction and their clothing expenditure showed that men who are more dissatisfied with their height tended to spend more money each month on buying clothes.

Second, health trainers may create more comfortable environment or set up certain programs to join to encourage men to exercise as the finding showed that men may be less likely to exercise if they are unhappy with their muscles. Considering the fact that men may engage in riskier appearance management behaviors such as disordered eating when they are highly unhappy with their body (Bucchianeri *et al.*, 2014), health trainers could further provide various routine appearance management behaviors such as daily exercise program that men could involve in.

Third, personal care product (e.g., hair styling product) marketers could take into consideration the finding that heterosexual men's degree of body dissatisfaction could influence their level of appearance management. Marketers may utilize this information when they create advertisements of the products to intrigue male consumers by including messages to show how men could enhance/and promote their overall appearances by utilizing the products.

Fourth, counselors could reflect upon the findings of the current study when they counsel heterosexual men in Generation Y in specific. For instance, counselors could encourage men to manage their overall appearances by suggesting/and informing them several positive outcomes of the overall appearance management behaviors, including dieting, exercising, and hairstyling. It could help men be more confident and have higher self-esteem, especially when they are unhappy with their body as the results showed that men who have lower self-esteem tended to be more dissatisfied with their body.

Lastly, it would be crucial for the media to educate men the importance of appearance management in general and encourage men to manage their appearances through exercise or styling themselves with clothes and other personal care products when they are unhappy with their body. As more men have started to compare themselves with other men with the ideal body image and further receive information from various types of information source, it could be assumed that the media may influence men's engagement in appearance management behaviors. According to Krishen and Worthen (2011), men tend to be influenced by the media owing to the discrepancy between their body and the ideal body image of men, which eventually may have encouraged men to engage in risky appearance management behaviors such as disordered eating. However, the media should positively influence men by providing suggestions regarding how they could manage their appearances. For instance, men's magazines such as GQ, Esquire, and Men's Health could include more articles regarding the importance of routine appearance management behaviors and tips for men to utilize on a daily basis.

## **Limitations**

There are noticeable implications of the current study; however, there are several limitations that should be taken into consideration. One possible concern would be the online survey method through the Amazon Mechanical Turk system. More specifically, people who participated in the survey were paid workers on the Amazon Mechanical Turk system which may have resulted in less diverse population of the participants responding to the surveys. Further, sample distribution could be a probable limitation in the current study. Specifically, age distribution might have skewed the results as there were more participants in the older age group ( $n = 165$  for ages between 31 and 40) than in the younger age group ( $n = 111$  for ages between 23 to 30). Furthermore, participants' Body Mass Index (BMI) might have influenced the findings as there were more participants who were either overweight or obese compared to the participants who were underweight or healthy weight for their height. Considering the result of correlation analysis between body dissatisfaction and BMI, the higher BMI the participants had, the more they were dissatisfied with their weight, muscles, and height, which may have influenced the results. Another probable limitation would be subjectivity of the definition of clothing purchase behavior in the current study. As the definition of clothing purchase behavior in the current study was more pertained to individuals' purchasing activities of clothes that fit their personal styles, public self-consciousness might not have influenced clothing purchase behavior and did not interact with body dissatisfaction as people may look for clothes which follow the latest trends in order to conform to the society if they are concerned about other people's perspectives and evaluations.

## **Future Research**

There are several suggestions for future research after considering the implications and limitations of the current study. The first suggestion would be to include questions in the survey regarding the participants' background such as marital status, occupation, salary, and which area they are from in the United States. Those demographic variables could influence men's feelings toward their bodies, their tendency to manage their appearances, their clothing choices, and also their perceptions toward how other people would view themselves. For instance, men who are married may not care how other people would perceive and evaluate them compared to single men (Kirkova, 2013). Further, men would have different degrees of interests in managing their appearances and how they dress depending on where they work/and what they do for a living.

The second suggestion for future research would be to investigate other body-related variables such as body consciousness or body esteem when predicting appearance management and clothing purchase behavior as the results of this study (e.g., low  $R^2$ ) showed that body dissatisfaction did not highly influence those behavioral variables. Further, public self-consciousness which did not demonstrate any influences in the relationship between men's body dissatisfaction and clothing related behavioral responses might not have been an appropriate moderator variable in this study. As body dissatisfaction is pertained to individuals' own perceptions and feelings toward their body and public self-consciousness is more pertained to other people's perspectives, there might have been a conflict between the two concepts. Therefore, other variables such as private self-consciousness which is more related to individuals' inner thoughts and feelings may be investigated as a moderator variable.

The third suggestion for future research would be to compare heterosexual male individuals and homosexual male individuals on body-related variables. As the purpose of this

study was to investigate heterosexual men and had only included sample of heterosexual men, this study did not compare the two different groups. However, it would be interesting to further compare the two groups as their views toward their body and the reasons for managing their personal appearances may differ (Brown & Graham, 2008).

The fourth suggestion for future research would be to compare Generation Y men in the younger group and the older group on body-related issues as men in different age groups may have different views and feelings toward their body (Murray & Lewis, 2014). Further, the results of correlation analysis among the variables of the current study confirmed that men tend to have different perceptions toward their body and clothing related behavioral responses depending on their ages. For instance, there were negative relationships between participants' ages and their appearance management and clothing purchase behavior. Thus, it would be interesting to further compare the two different age groups in Generation Y in future research.

The fifth suggestion for future research would be to conduct a study from a cross-cultural perspective. As people from different cultures have dissimilar thoughts and views, it would be beneficial to compare different cultures (i.e., Individualism vs. Collectivism). Owing to the fact that countries with the individualistic cultural value may have significantly different social relationships and norms from those with the collectivistic cultural value (Chen & West, 2008), it would be interesting to compare different responses for examining whether men may have different views toward their body and thus influence their clothing related behaviors. Further, considering people in the collectivistic culture are more likely to be highly self-conscious in public (Chen & West, 2008), public self-consciousness may play a role in the relationship between body dissatisfaction and clothing related behavioral responses among men from collectivistic culture.



The last suggestion for future research would be to reflect men's tendencies into the research model. According to Frith and Gleeson (2004), men have different views toward their appearances every day (e.g., fat days and thin days), meaning that men tend to perceive their bodies differently on a daily basis such as fat or thin even though they might have the same body shapes everyday. It would be interesting to examine those tendencies in future research to further investigate men's body-related issues and its influence in men's clothing related behavioral responses.

## REFERENCES

- Allport, G. W. (1955). *Becoming; basic considerations for a psychology of personality*. Yale University Press.
- Apeageyi, P. R. (2008). Significance of body image among UK female fashion consumers: The cult of size zero, the skinny trend. *International Journal of Fashion Design, Technology and Education*, 1(1), 3-11.
- Au, J. S., Taylor, G., & Newton, E. W. (2004). Model of design process of Hong Kong fashion designers. *Journal of Textile and Apparel, Technology and Management*, 4(2), 1-14.
- Austin, P. C., & Steyerberg, E. W. (2015). The number of subjects per variable required in linear regression analyses. *Journal of clinical epidemiology*, 68(6), 627-636.
- Bakewell, C., & Mitchell, V. W. (2003). Generation Y female consumer decision-making styles. *International Journal of Retail & Distribution Management*, 31(2), 95-106.
- Bakewell, C., Mitchell, V. W., & Rothwell, M. (2006). UK Generation Y male fashion consciousness. *Journal of Fashion Marketing and Management: An International Journal*, 10(2), 169-180.
- Bardone-Cone, A. M., Cass, K. M., & Ford, J. A. (2008). Examining body dissatisfaction in young men within a biopsychosocial framework. *Body Image*, 5(2), 183-194.
- Barry, B. (2015). The toxic lining of men's fashion consumption: The omnipresent force of hegemonic masculinity. *Critical Studies in Men's Fashion*, 2(2-3), 143-161.
- Barry, B., & Martin, D. (2016). Fashionably Fit: Young Men's Dress Decisions and Appearance Anxieties. *TEXTILE*, 14(3), 326-347.

- Beck, D. M., Emanuele, B., & Savazzi, S. (2013). A new illusion of height and width: taller people are perceived as thinner. *Psychonomic bulletin & review*, 20(6), 1154-1160.
- Belleau, B., Haney, R. M., Summers, T., Xu, Y., & Garrison, B. (2008). Affluent female consumers and fashion involvement. *International Journal of Fashion Design, Technology and Education*, 1(3), 103-112.
- Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action purchase intention of young consumers. *Clothing and Textiles Research Journal*, 25(3), 244-257.
- Blascovich, J., & Tomaka, J. (1991). Measures of self-esteem. *Measures of personality and social psychological attitudes*, 1, 115-160.
- Blokstra, A., Burns, C. M., & Seidell, J. C. (1999). Perception of weight status and dieting behaviour in Dutch men and women. *International Journal of Obesity*, 23(1), 7-17.
- Bordo, S. (2000). *The male body: A new look at men in public and in private*. Macmillan.
- Bottamini, G., & Ste-Marie, D. M. (2006). Male voices on body image. *International Journal of Men's Health*, 5(2), 109.
- Boye, B., and Fischbein, J. (2015, April). Change your clothes, change your body. *Men's Health*. Retrieved from <http://www.menshealth.com/style/change-clothes-change-body>
- Brown, J., & Graham, D. (2008). Body satisfaction in gym-active males: An exploration of sexuality, gender, and narcissism. *Sex Roles*, 59(1-2), 94-106.
- Bucchianeri, M. M., Serrano, J. L., Pastula, A., & Corning, A. F. (2014). Drive for muscularity is heightened in body-dissatisfied men who socially compare. *Eating disorders*, 22(3), 221-232.

- Buckworth, J., Lee, R. E., Regan, G., Schneider, L. K., & DiClemente, C. C. (2007). Decomposing intrinsic and extrinsic motivation for exercise: Application to stages of motivational readiness. *Psychology of Sport and Exercise*, 8(4), 441-461.
- Burnkrant, R., & Page, T. (1982). On the management of self images in social situations: the role of public self consciousness, *Advances in Consumer Research*, 9(1), 452-454.
- Bushman, B. J. (1993). What's in a name? The moderating role of public self-consciousness on the relation between brand label and brand preference. *Journal of Applied Psychology*, 78(5), 857-861.
- Buss, A. H. (1980). Self-consciousness and social anxiety. *Freeman*.
- Buunk, A. P., Park, J. H., Zurriaga, R., Klavina, L., & Massar, K. (2008). Height predicts jealousy differently for men and women. *Evolution and Human Behavior*, 29(2), 133-139.
- Campbell, J. D., Trapnell, P. D., Heine, S. J., Katz, I. M., Lavalley, L. F., & Lehman, D. R. (1996). Self-concept clarity: Measurement, personality correlates, and cultural boundaries. *Journal of personality and social psychology*, 70(1), 141-156.
- Carver, C. S., & Vargas, S. (2011). Stress, coping, and health. *The Oxford handbook of health psychology*, 162-188.
- Cassie, S. (2012, October). Do your clothes make you look fat?. *Men's Health*. Retrieved from <http://www.menshealth.com/style/do-your-clothes-make-you-look-fat>
- Centers for Disease Control and Prevention. (2015, May). How is BMI interpreted for adults?. *Centers for Disease Control and Prevention*. Retrieved from [https://www.cdc.gov/healthyweight/assessing/bmi/adult\\_bmi/index.html](https://www.cdc.gov/healthyweight/assessing/bmi/adult_bmi/index.html)

- Chang, H. J., & Kim, M. (2015). The Effects of Sexism and Self-Concept on Body Satisfaction and Clothing Style Preferences for College Students. *Proceedings of 2015 International Textile and Apparel Association (ITAA)*. Santa Fe, New Mexico.
- Chattaraman, V., & Rudd, N. A. (2006). Preferences for aesthetic attributes in clothing as a function of body image, body cathexis and body size. *Clothing and Textiles Research Journal*, 24(1), 46-61.
- Chattaraman, V., Simmons, K. P., & Ulrich, P. V. (2013). Age, body size, body image, and fit preferences of male consumers. *Clothing and Textiles Research Journal*, 31(4), 291-305.
- Chen, F. F., & West, S. G. (2008). Measuring individualism and collectivism: The importance of considering differential components, reference groups, and measurement invariance. *Journal of Research in Personality*, 42(2), 259-294.
- Christian, S. (2015, August). 7 style tips that will make all men look taller. *Esquire*. Retrieved from <http://www.esquire.com/style/mens-fashion/a37254/7-style-tips-that-will-make-you-look-taller/>
- Courtenay, W. H. (2000). Engendering health: A social constructionist examination of men's health beliefs and behaviors. *Psychology of Men & Masculinity*, 1(1), 4-15.
- Dabholkar, P. A., & Bagozzi, R. P. (2002). An attitudinal model of technology-based self-service: moderating effects of consumer traits and situational factors. *Journal of the academy of marketing science*, 30(3), 184-201.
- Derry, S. J. (1999). A fish called peer learning: Searching for common themes. *Cognitive perspectives on peer learning*, 9(1), 197-211.

- Engeln, R., Sladek, M. R., & Waldron, H. (2013). Body talk among college men: Content, correlates, and effects. *Body Image, 10*(3), 300-308.
- Fenigstein, A., Scheier, M. F., & Buss, A. H. (1975). Public and private self-consciousness: Assessment and theory. *Journal of consulting and clinical psychology, 43*(4), 522-527.
- Fernandez, P. R. (2009). Impact of branding on Gen Y's choice of clothing. *Journal of the South East Asia Research Centre for Communications and Humanities, 1*(1), 79-95.
- Frederick, D. A., Buchanan, G. M., Sadehgi-Azar, L., Peplau, L. A., Haselton, M. G., Berezovskaya, A., & Lipinski, R. E. (2007). Desiring the muscular ideal: Men's body satisfaction in the United States, Ukraine, and Ghana. *Psychology of Men & Masculinity, 8*(2), 103-117.
- Frederick, D. A., Peplau, L. A., & Lever, J. (2006). The swimsuit issue: Correlates of body image in a sample of 52,677 heterosexual adults. *Body Image, 3*(4), 413-419.
- Frith, H., & Gleeson, K. (2004). Clothing and Embodiment: Men Managing Body Image and Appearance. *Psychology of Men & Masculinity, 5*(1), 40-48.
- Frost, J., & McKelvie, S. (2004). Self-esteem and body satisfaction in male and female elementary school, high school, and university students. *Sex roles, 51*(1-2), 45-54.
- Frost, J., & McKelvie, S. J. (2005). The relationship of self-esteem and body satisfaction to exercise activity for male and female elementary school, high school, and university students. *Athletic Insight: The Online Journal of Sport Psychology, 7*(4). 36-49.
- Gardner, R. M., Brown, D. L., & Boice, R. (2012). Using Amazon's Mechanical Turk website to measure accuracy of body size estimation and body dissatisfaction. *Body Image, 9*(4), 532-534.

- Gerard, P. D., Smith, D. R., & Weerakkody, G. (1998). Limits of retrospective power analysis. *The Journal of wildlife management*, 801-807.
- Giovannini, S., Xu, Y., & Thomas, J. (2015). Luxury fashion consumption and Generation Y consumers: Self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management*, 19(1), 22-40.
- Green, D. N., & Kaiser, S. B. (2016). Men, masculinity and style in 2008: A study of men's clothing considerations in the latter aughts. *Critical Studies in Men's Fashion*, 3(2), 125-139.
- Green, S. P., & Pritchard, M. E. (2002). Factors predicting subclinical eating disorders: Do gender differences still exist. *Manuscript submitted for publication*.
- Green, S. P., & Pritchard, M. E. (2003). Predictors of body image dissatisfaction in adult men and women. *Social Behavior and Personality: an international journal*, 31(3), 215-222.
- Grieve, F. G. (2007). A conceptual model of factors contributing to the development of muscle dysmorphia. *Eating disorders*, 15(1), 63-80.
- Grieve, R., & Helmick, A. (2008). The influence of men's self-objectification on the drive for muscularity: Self-esteem, body satisfaction and muscle dysmorphia. *International Journal of Men's Health*, 7(3), 288-298.
- Grossbard, J. R., Lee, C. M., Neighbors, C., & Larimer, M. E. (2009). Body image concerns and contingent self-esteem in male and female college students. *Sex Roles*, 60(3-4), 198-207.
- Hamstra, M. R. (2014). 'Big' men: Male leaders' height positively relates to followers' perception of charisma. *Personality and Individual Differences*, 56, 190-192.

- Hargreaves, D. A., & Tiggemann, M. (2006). 'Body Image is for Girls' A Qualitative Study of Boys' Body Image. *Journal of Health Psychology, 11*(4), 567-576.
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford Press.
- Heid, M. (2011, June). Avoid gym-timidation!. *Men's Health*. Retrieved from <http://www.menshealth.com/fitness/avoid-gym-timidation>
- Hobza, C. L., Walker, K. E., Yakushko, O., & Peugh, J. L. (2007). What about men? Social comparison and the effects of media images on body and self-esteem. *Psychology of Men & Masculinity, 8*(3), 161-172.
- Holle, C. (2004). Male body image: Self-perceived weight status and avoidance of body exposure. *Perceptual and motor skills, 99*(3), 853-860.
- IBM Corporation. (2011). IBM SPSS Bootstrapping 20. Retrieved from <https://www.csun.edu/sites/default/files/bootstrapping20-32bit.pdf>
- Jankowski, G. S., Diedrichs, P. C., & Halliwell, E. (2014). Can appearance conversations explain differences between gay and heterosexual men's body dissatisfaction?. *Psychology of Men & Masculinity, 15*(1), 68.
- Johnson, T. W. (2004). *Appearance management, dress, and personality*. Oregon State University.
- Johnson, T. W., Francis, S. K., & Burns, L. D. (2007). Appearance management behavior and the five factor model of personality. *Clothing and Textiles Research Journal, 25*(3), 230-243.



- Jones, D. C., & Crawford, J. K. (2005). Adolescent boys and body image: Weight and muscularity concerns as dual pathways to body dissatisfaction. *Journal of Youth and Adolescence*, 34(6), 629-636.
- Judge, T. A., Locke, E. A., Durham, C. C., & Kluger, A. N. (1998). Dispositional effects on job and life satisfaction: the role of core evaluations. *Journal of applied psychology*, 83(1), 17-34.
- Kang, J. Y. M., Johnson, K. K., & Kim, J. (2013). Clothing functions and use of clothing to alter mood. *International Journal of Fashion Design, Technology and Education*, 6(1), 43-52.
- Kawabata, H., & Rabolt, N. J. (1999). Comparison of clothing purchase behaviour between US and Japanese female university students. *Journal of Consumer Studies & Home Economics*, 23(4), 213-223.
- Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of Behavioral Research*: Wadsworth, Thomson Learning. Northridge, CA.
- Khare, A. (2014). Consumers' susceptibility to interpersonal influence as a determining factor of ecologically conscious behaviour. *Marketing Intelligence & Planning*, 32(1), 2-20.
- Kim, B. (2001). Social constructivism. Emerging perspectives on learning, teaching, and Technology. Retrieved from <http://cmapsconverted.ihmc.us/rid=1N5QXBJZF-20SG67F-32D4/Kim%20Social%20constructivism.pdf>

- Kim, H., & Damhorst, M. L. (2010). The relationship of body-related self-discrepancy to body dissatisfaction, apparel involvement, concerns with fit and size of garments, and purchase intentions in online apparel shopping. *Clothing and Textiles Research Journal*, 28(4), 239-254.
- Kirkova, D. (2013, September). Men give up on their appearance at the age of 46 – while women care about their looks for 13 years longer. *Daily Mail*. Retrieved from <http://www.dailymail.co.uk/femail/article-2424325/Men-appearance-age-46--women-work-looks-decade.html>
- Klass, K. (2015, June). Men and body image: ‘they just want to work out’. *Montgomery Advertiser*. Retrieved from <http://www.montgomeryadvertiser.com/story/life/2015/06/08/men-body-image-just-want-work/28708089/>
- Knoll, J., Schramm, H., & Schallhorn, C. (2014). Mood effects of televised sports events: The impact of FIFA World Cups on viewers’ mood and judgments. *Communication & Sport*, 2(3), 242-260.
- Krishen, A. S., & Worthen, D. (2011). Body image dissatisfaction and self-esteem: A consumer-centric exploration and a proposed research agenda. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 24, 90-105.
- Kwon, Y. H. (1992). Body consciousness, self-consciousness, and women’s attitudes toward clothing practices. *Social Behavior and Personality: an international journal*, 20(4), 295-307.

- Kwon, Y. H., & Parham, E. S. (1994). Effects of state of fatness perception on weight conscious women's clothing practices. *Clothing and Textiles Research Journal*, 12(4), 16-21.
- Kwon, Y. H., & Shim, S. (1999). A structural model for weight satisfaction, self-consciousness and women's use of clothing in mood enhancement. *Clothing and Textiles Research Journal*, 17(4), 203-212.
- Lasher, M. (2016, May). Men and women are equally unhappy with how they look, study says. *Motto*. Retrieved from <http://motto.time.com/4352400/men-women-body-image/>
- Lee, J., & Johnson, K. K. (2009). Factors related to engagement in risky appearance management behaviors. *Clothing and Textiles Research Journal*, 27(3), 163-178.
- Lennon, S. J., & Rudd, N. A. (1994). Linkages between attitudes toward gender roles, body satisfaction, self-esteem, and appearance management behaviors in women. *Family and Consumer Sciences Research Journal*, 23(2), 94-117.
- Logan, G. (2008). Anatomy of a Gen Y-er. *Personnel Today*, 7.
- Lunceford, B. (2010). Clothes make the person? Performing gender through fashion. *Communication Teacher*, 24(2), 63-68.
- Maltby, J., & Day, L. (2001). The relationship between exercise motives and psychological well-being. *The Journal of Psychology*, 135(6), 651-660.
- Maphis, L. E., Martz, D. M., Bergman, S. S., Curtin, L. A., & Webb, R. M. (2013). Body size dissatisfaction and avoidance behavior: How gender, age, ethnicity, and relative clothing size predict what some won't try. *Body image*, 10(3), 361-368.
- Markee, N. L., Carey, I. L., & Pedersen, E. L. (1990). Body cathexis and clothed body cathexis: Is there a difference? *Perceptual and Motor Skills*, 70(3), 1239-1244.

- MarketLine Industry Profile. (December, 2012). Menswear in the United States. *Menswear industry profile: United States*. Retrieved from Business Source Premier website:  
<http://ehis.ebscohost.com/spot.lib.auburn.edu/ehost/pdfviewer/pdfviewer?vid=4&sid1/4973cb907-1c8e-4761-9f56-4fbca92e89cc%40sessionmgr112&hid=107>
- McArdle, K. A., & Hill, M. S. (2009). Understanding body dissatisfaction in gay and heterosexual men the roles of self-esteem, media, and peer influence. *Men and Masculinities, 11*(5), 511-532.
- McCabe, M. P., & Ricciardelli, L. A. (2004). Body image dissatisfaction among males across the lifespan: A review of past literature. *Journal of psychosomatic research, 56*(6), 675-685.
- McMahon, M. (1997, December). Social constructivism and the World Wide Web-A paradigm for learning. In *ASCILITE conference. Perth, Australia, 327*.
- McNeill, L. S., & Firman, J. L. (2014). Ideal body image: A male perspective on self. *Australasian Marketing Journal (AMJ), 22*(2), 136-143.
- Men's Health Style Team. (2017, February). 8 tricks for dressing slimmer. *Men's Health*. Retrieved from <http://www.menshealth.com/style/dress-slimmer>
- Miller, F.G., David, L.L. & Rowold, K.L. (1982) Public self- consciousness, social anxiety, and attitudes toward the use of clothing. *Home Economics Research Journal, 10*, 363–368.
- Murray, T., & Lewis, V. (2014). Gender-role conflict and men's body satisfaction: The moderating role of age. *Psychology of Men & Masculinity, 15*(1), 40-48.
- Natural Height Growth. (2012, September). Hairstyles and hair tips for men and women to look taller. *Natural Height Growth*. Retrieved from <http://www.naturalheightgrowth.com/2012/09/12/hairstyles-for-men-to-look-taller/>

- Noh, M., Li, M., Martin, K., & Purpura, J. (2015). College men's fashion: clothing preference, identity, and avoidance. *Fashion and Textiles*, 2(1), 1-12.
- Ogden, J. E., & Munday, K. (1996). The effect of the media on body satisfaction: The role of gender and size. *European Eating Disorders Review*, 4(3), 171-182.
- Olivardia, R., Pope Jr, H. G., Borowiecki III, J. J., & Cohane, G. H. (2004). Biceps and Body Image: The Relationship Between Muscularity and Self-Esteem, Depression, and Eating Disorder Symptoms. *Psychology of men & masculinity*, 5(2), 112-120.
- Orth, U., & Robins, R. W. (2014). The development of self-esteem. *Current Directions in Psychological Science*, 23(5), 381-387.
- Orth, U., Robins, R. W., & Widaman, K. F. (2012). Life-span development of self-esteem and its effects on important life outcomes. *Journal of personality and social psychology*, 102(6), 1271-1288.
- Pallarito, K. (2016, March). Many men have body image issues, too. *U.S. News*. Retrieved from <http://health.usnews.com/health-news/articles/2016-03-18/many-men-have-body-image-issues-too>
- Parker, S. (2014, September). Style rules for skinny men. *Esquire*. Retrieved from <http://www.esquire.co.uk/style/news/a7078/style-rules-for-skinny-men/>
- Parker, R. S., Simmers, C. S., & Schaefer, A. D. (2014). An exploratory study: Gen Y males and their attitudes toward fashion. *Academy of Marketing Studies Journal*, 18(2), 79-89.
- Polese, F., & Blaszczyk, R. L. (2012). Fashion forward: The business history of fashion. *Business history*, 54(1), 6-9.
- Pope, H., Phillips, K. A., & Olivardia, R. (2000). The Adonis complex: The secret crisis of male body obsession. *Simon and Schuster*.

- Primus, M. (2014). Body Dissatisfaction and males: A conceptual model. *Scholarly Horizons: University of Minnesota, Morris Undergraduate Journal*, 1(1).
- Pyszczynski, T., Greenberg, J., Solomon, S., Arndt, J., & Schimel, J. (2004). Why do people need self-esteem? A theoretical and empirical review. *Psychological bulletin*, 130(3), 435-468.
- Reddy, S., & Otieno, R. (2013). Relationship between body image and clothing perceptions among women aged 18-55 years in the UK. *International Journal of Arts and Commerce*, 2(5).
- Reilly, A., & Rudd, N. A. (2007). Stress and dress: Investigating the relationship between social anxiety and appearance management among gay and straight men. *Journal of homosexuality*, 52(3-4), 151-166.
- Ricciardelli, L. A., & McCabe, M. P. (2001). Self-esteem and negative affect as moderators of sociocultural influences on body dissatisfaction, strategies to decrease weight, and strategies to increase muscles among adolescent boys and girls. *Sex Roles*, 44(3-4), 189-207.
- Rieke, S. E., Fowler, D. C., Chang, H. J., & Velikova, N. (2016). Exploration of factors influencing body image satisfaction and purchase intent: Millennial females. *Journal of Fashion Marketing and Management*, 20(2), 208-229.
- Robinson, T. R. (2003). *Clothing behavior, body cathexis, and appearance management of women enrolled in a commercial weight loss program*. Virginia Polytechnic Institute and State University. Blacksburg, Virginia.

- Rodgers, R. F., Melioli, T., Laconi, S., Bui, E., & Chabrol, H. (2013). Internet addiction symptoms, disordered eating, and body image avoidance. *Cyberpsychology, Behavior, and Social Networking, 16*(1), 56-60.
- Rosen, J. C., Srebnik, D., Saltzberg, E., & Wendt, S. (1991). Development of a body image avoidance questionnaire. *Psychological Assessment: A Journal of Consulting and Clinical Psychology, 3*(1), 32-37.
- Rosenberg, M., Schooler, C., Schoenbach, C., & Rosenberg, F. (1995). Global self-esteem and specific self-esteem: Different concepts, different outcomes. *American sociological review, 141-156*.
- Rudd, N. A., & Lennon, S. J. (2000). Body image and appearance-management behaviors in college women. *Clothing and Textiles Research Journal, 18*(3), 152-162.
- Shim, S., Kotsiopoulos, A., & Knoll, D. S. (1991). Body cathexis, clothing attitude, and their relations to clothing and shopping behavior among male consumers. *Clothing and Textiles Research Journal, 9*(3), 35-44.
- Smith, K. (2016, June). Spring 2017 menswear: Market growth & trends, *Edited*. Retrieved from <https://edited.com/blog/2016/06/menswears-magic-moment/>
- Solomon, M. R. (1983). The role of products as social stimuli: A symbolic interactionism perspective. *Journal of Consumer research, 10*(3), 319-329.
- Solomon, M. R., & Schopler, J. (1982). Self-consciousness and clothing. *Personality and social psychology bulletin, 8*(3), 508-514.
- Stapleton, P., McIntyre, T., & Bannatyne, A. (2016). Body image avoidance, body dissatisfaction, and eating pathology: Is there a difference between male gym users and non-gym users?. *American journal of men's health, 10*(2), 100-109.

- Stein, J. (2013, May). Millennials: the me me me generation. *Time*. Retrieved from <http://time.com/247/millennials-the-me-me-me-generation/>
- Sung, J., & Yan, R. N. (2016). The effect of Generation Y male consumers' body satisfaction on purchase intentions toward trendy clothing using the theory of reasoned action (TRA). *Proceedings of 2016 International Textile and Apparel Association (ITAA) Conference*. Vancouver, Canada.
- Tandoc, E. C., Ferrucci, P., & Duffy, M. (2015). Facebook use, envy, and depression among college students: Is facebooking depressing?. *Computers in Human Behavior*, *43*, 139-146.
- Tiggemann, M., & Lacey, C. (2009). Shopping for clothes: Body satisfaction, appearance investment, and functions of clothing among female shoppers. *Body Image*, *6*(4), 285-291.
- Trautmann, J., Worthy, S. L., & Lokken, K. L. (2007). Body dissatisfaction, bulimic symptoms, and clothing practices among college women. *The Journal of Psychology*, *141*(5), 485-498.
- Turner, R. G., Gilliland, L., & Klein, H. M. (1981). Self-consciousness, evaluation of physical characteristics, and physical attractiveness. *Journal of Research in Personality*, *15*(2), 182-190.
- Tuttle, B. (2013, September). Millennial Shoppers: Big on Browsing, Not Splurging. *Time*. Retrieved from <http://business.time.com/2013/09/11/millennial-shoppers-big-on-browsing-not-splurging/>
- Tylka, T. L., Bergeron, D., & Schwartz, J. P. (2005). Development and psychometric evaluation of the Male Body Attitudes Scale (MBAS). *Body Image*, *2*(2), 161-175.



- VanderMey, A. (2015, September). Millennials: They're just like us?. *Fortune*. Retrieved from <http://fortune.com/2015/09/28/millennials-boomers-consumer-spending-habits-comparison/>
- van den Berg, P. A., Mond, J., Eisenberg, M., Ackard, D., & Neumark-Sztainer, D. (2010). The link between body dissatisfaction and self-esteem in adolescents: Similarities across gender, age, weight status, race/ethnicity, and socioeconomic status. *Journal of Adolescent Health, 47*(3), 290-296.
- Vigneron, F., & Johnson, L. W. (1999). A review and a conceptual framework of prestige-seeking consumer behavior. *Academy of Marketing Science Review, 1999, 1*. 1-15.
- Voss, K., Markiewicz, D., & Doyle, A. B. (1999). Friendship, marriage and self-esteem. *Journal of Social and Personal Relationships, 16*(1), 103-122.
- Walker, D. C., Anderson, D. A., & Hildebrandt, T. (2009). Body checking behaviors in men. *Body image, 6*(3), 164-170.
- Wardle, J., Haase, A. M., & Steptoe, A. (2006). Body image and weight control in young adults: international comparisons in university students from 22 countries. *International journal of obesity, 30*(4), 644-651.
- Wicklund, R. A., & Gollwitzer, P. M. (1981). Symbolic self-completion, attempted influence, and self-deprecation. *Basic and Applied Social Psychology, 2*(2), 89-114.
- Workman, J. E., & Lee, S. H. (2011). Vanity and public self-consciousness: a comparison of fashion consumer groups and gender. *International Journal of Consumer Studies, 35*(3), 307-315.
- Xu, Y. (2008). The influence of public self-consciousness and materialism on young consumers' compulsive buying. *Young consumers, 9*(1), 37-48.

## **APPENDIX: Research Instrument**



## Male Consumer Clothing Behavior Survey

Dear Participants:

We are conducting a study titled “Self-Esteem and Clothing Responses Among Men in Generation Y in the United States.” The purpose of this study is to understand how men in Generation Y’s self-esteem shapes their clothing related behavioral responses. We are looking for male participants who were born in the United States between 1977 and 1994.

Please allow for 20-30 minutes to complete the survey. We appreciate your contribution to the research; however, your participation is voluntary. Feel free to skip questions or stop the survey at any time. Your confidentiality is assured and answers will remain anonymous. A numeric code will be assigned to your survey rather than your name.

To thank you for your participation, there will be an incentive of \$1. You will receive the incentive if you complete the survey. You will directly receive the incentive from the Amazon Mechanical Turk system after the researcher accepts your submitted survey.

Your participation is greatly appreciated. There is no known risk or direct benefit for you to participate in this study. If you have any questions, feel free to contact the researcher at (970) 691-4792 or [Jihyun.Sung@colostate.edu](mailto:Jihyun.Sung@colostate.edu). If you have questions about human research participants’ rights, please contact the CSU institutional review board at (970) 491-1553 or [RICRO\\_IRB@mail.colostate.edu](mailto:RICRO_IRB@mail.colostate.edu).

Thank you in advance for considering our invitation to participate in the survey.

Sincerely,

Ruoh-Nan (Terry) Yan, Ph.D., Associate Professor  
Dept. of Design & Merchandising  
Colorado State University  
Principal Investigator

Jihyun Sung, Graduate Student  
Dept. of Design & Merchandising  
Colorado State University  
Co-Principal Investigator

## Male Consumer Clothing Behavior Survey

**\*\* This study is only applicable for male participants who were born in the United States between 1977 and 1994. If you do not meet the criteria, please exit the survey.**

### **Section I: Your Feelings About Yourself**

Please circle the number that best indicates your level of agreement with the following statements (1=Strongly Disagree to 7=Strongly Agree).

Questions	Strongly Disagree		Neutral			Strongly Agree	
1. On the whole, I am satisfied with myself.	1	2	3	4	5	6	7
2. At times I think I am no good at all.	1	2	3	4	5	6	7
3. I feel that I have a number of good qualities.	1	2	3	4	5	6	7
4. I am able to do things as well as most other people.	1	2	3	4	5	6	7
5. I feel I do not have much to be proud of.	1	2	3	4	5	6	7
6. I feel useless at times.	1	2	3	4	5	6	7
7. I feel that I'm a person of worth.	1	2	3	4	5	6	7
8. I wish I could have more respect for myself.	1	2	3	4	5	6	7
9. All in all, I am inclined to think that I am a failure.	1	2	3	4	5	6	7
10. I take a positive attitude toward myself.	1	2	3	4	5	6	7

### **Section II: Your Views On Your Body**

Please circle the number that best indicates the level of frequency with the following thoughts that you might have (1=never, 2=very rarely, 3=rarely, 4=sometimes, 5=often, 6=very often, 7=always).

Questions	Strongly Disagree		Neutral			Strongly Agree	
1. I think I have too little muscle on my body.	1	2	3	4	5	6	7
2. I feel satisfied with my overall body build.	1	2	3	4	5	6	7

Questions	Strongly Disagree		Neutral			Strongly Agree	
3. I wish I were taller.	1	2	3	4	5	6	7
4. I think I have too much fat on my body.	1	2	3	4	5	6	7
5. I feel satisfied with the size and shape of my body.	1	2	3	4	5	6	7
6. I am satisfied with my height.	1	2	3	4	5	6	7
7. I have felt that my own body size or shape compared unfavorably to other men.	1	2	3	4	5	6	7
8. Eating sweets, cakes, or other high calorie food has made me feel fat or weak.	1	2	3	4	5	6	7
9. I have felt like my muscle tone was way too low.	1	2	3	4	5	6	7
10. I have felt excessively large and rounded in my body shape.	1	2	3	4	5	6	7
11. I have felt ashamed of my body size or shape.	1	2	3	4	5	6	7
12. My reflection (e.g., in a mirror or window) has made me feel badly about my size or shape.	1	2	3	4	5	6	7
13. Seeing muscular men has made me feel badly about my own body size or shape.	1	2	3	4	5	6	7
14. I have been so worried about my body size or shape that I feel the need to go on a diet.	1	2	3	4	5	6	7
15. I have felt that I am way too focused on my body size or shape.	1	2	3	4	5	6	7
16. I have been particularly self-conscious about my body size or shape when in the company of other people.	1	2	3	4	5	6	7

Please continue...

**Section III: Your Clothing Behavior**

Please circle the number that best indicates your level of agreement with the following statements (1=Strongly Disagree to 7=Strongly Agree).

Questions	Strongly Disagree		Neutral			Strongly Agree	
1. I avoid certain clothes that make me look chunky.	1	2	3	4	5	6	7
2. I wear certain clothes that I do not like to make my body shape look better.	1	2	3	4	5	6	7
3. I wear clothes that help put less emphasis on certain part(s) of my body.	1	2	3	4	5	6	7
4. I wear clothes that are larger to try to cover up my problem areas.	1	2	3	4	5	6	7
5. I wear clothes that will divert attention from my weight.	1	2	3	4	5	6	7
6. I avoid going clothes shopping.	1	2	3	4	5	6	7
7. I don't wear "revealing" clothes (e.g., fitted clothing).	1	2	3	4	5	6	7
8. I wear loose clothes to look bigger.	1	2	3	4	5	6	7

**Section IV: Your Appearance**

Please circle the number that best indicates your level of agreement with the following statements (1=Strongly Disagree to 7=Strongly Agree).

Questions	Strongly Disagree		Neutral			Strongly Agree	
1. I exercise regularly to manage my personal appearance.	1	2	3	4	5	6	7
2. I spend considerable time managing my personal appearance (e.g., dieting, exercising, or hair styling).	1	2	3	4	5	6	7
3. Compared to other people I know, I pay more attention to managing my personal appearance (e.g., dieting, exercising, or hair styling).	1	2	3	4	5	6	7
4. I give my personal appearance a lot of attention every day (e.g., dieting, exercising, or hair styling).	1	2	3	4	5	6	7

Questions	Strongly Disagree		Neutral			Strongly Agree	
5. I engage in dieting behavior to manage my personal appearance.	1	2	3	4	5	6	7
6. I regularly look for tips to better manage my appearance.	1	2	3	4	5	6	7
7. One of the last things I do before I leave my house is to look in the mirror.	1	2	3	4	5	6	7
8. I'm concerned about the way I present myself when I am with other people.	1	2	3	4	5	6	7
9. I'm self-conscious about the way I look in a social setting.	1	2	3	4	5	6	7
10. I usually worry about making a good impression in a social setting.	1	2	3	4	5	6	7
11. I'm concerned about my style of doing things.	1	2	3	4	5	6	7
12. I'm concerned about what other people think of me.	1	2	3	4	5	6	7
13. I'm usually aware of how other people evaluate my appearance.	1	2	3	4	5	6	7

**Section V: Your Clothing Purchase Behavior**

The following section asks your level of agreement with statements pertaining to shopping for clothing (1=Strongly Disagree to 7=Strongly Agree).

Questions	Strongly Disagree		Neutral			Strongly Agree	
1. I buy clothing that fits my personal style.	1	2	3	4	5	6	7
2. I mix and match clothing items that shows my individuality.	1	2	3	4	5	6	7
3. I like to buy clothing even though I may not always be able to afford it.	1	2	3	4	5	6	7
4. I wear clothing that is stylish to me.	1	2	3	4	5	6	7
5. I buy clothing that is aesthetically appealing to me.	1	2	3	4	5	6	7

Questions	Strongly Disagree		Neutral			Strongly Agree	
6. I buy clothing that expresses my personal identity.	1	2	3	4	5	6	7
7. I buy clothing that fits me and looks good on me without following fashion trends specifically.	1	2	3	4	5	6	7

Are you paying attention? If yes, please check very happy.

- Very unhappy
- Unhappy
- Happy
- Very happy

**Section VI: About Yourself**

Please answer the following questions.

Your gender:

- Male
- Female

Your sexual orientation:

- Heterosexual
- Homosexual
- Other

Year when you were born: \_\_\_\_\_

Your nationality: \_\_\_\_\_

Your ethnicity:

- African American
- Asian American
- Caucasian
- Hispanic
- Mixed Race
- Other

Your weight: \_\_\_\_\_

Your height: \_\_\_\_\_

**Please continue...**



On average, how much money do you spend each month on buying clothing?

- Under \$25
- \$25 to \$50
- \$51 to \$75
- \$76 to \$100
- \$101 to \$125
- Over \$125

On average, how often do you try to get fashion tips through various resources (e.g., magazines, online research, peers, etc.)?

- Never
- One or two times per year
- Several times per month
- Several times per week
- Everyday

On average, how often do you work out/exercise to build up muscle?

- Never
- One or two times per year
- Several times per month
- Several times per week
- Everyday

On average, how often do you work out/exercise to lose weight?

- Never
- One or two times per year
- Several times per month
- Several times per week
- Everyday

Do you have a history of substance use (e.g., laxatives, diet pills, or steroids) to manage your appearance?

- Yes
- No

**Thank you very much for your participation!**