

A STUDY ON APPEARANCE INTEREST AND SELF-CONFIDENCE OF ELDERLY WOMEN. Lee, M. H. and Lee, E. S. Department of Clothing & Textiles, Sungshin Women's University, Seoul 136-742, Korea.

The objectives of this study were to investigate the differences in appearance interest (clothing interest and body adornment) and self-confidence according to demographic variables such as age, education, and spending money, to examine the causal relationships of clothing interest on self-confidence and body adornment on self-confidence of elderly women.

Subjects for this study were a sample of 215 elderly women (ages 60 to 79) in Seoul, Korea. The instrument was a questionnaire and the survey was done in face-to-face method. The questionnaire comprised of four sections: a self-confidence measure, a clothing interest measure, a body adornment measure, and demographic variables. The body adornment measure was asked subject about the use of personal ornaments and make-up. Statistical analyses were done using one-way ANOVA, analysis of covariance, Duncan's multiple range test, multiple regression analysis, and path analysis.

1. There was a significant difference in body adornment according to age. There were no significant differences in clothing interest and self-confidence according to age. After age was controlled, there were significant differences in appearance interest and self-confidence according to education. There were significant differences in appearance interest and self-confidence according to spending money.

2. Education and spending money had a direct effect on clothing interest ($\beta = .222/.172$). 9.7% of the variance in clothing interest was accounted for by the 2 variables. Age had not a significant effect on clothing interest. Spending money, age, and education had a direct effect on body adornment ($\beta = .349/-.268/.181$). 30.1% of body adornment was accounted for by the 3 variables. Education had a direct effect on spending money ($\beta = .300$), and age did not have a significant effect on spending money.

3. Clothing interest and spending money had a direct effect on self-confidence ($\beta = .401/.182$) in the path model that independent variables were clothing interest, spending money, age, and education. 27.1% of self-confidence was accounted for by the 2 variables. Education had an indirect effect on self-confidence through clothing interest and spending money. Body adornment and spending money had a direct effect on self-confidence ($\beta = .251/.164$) in the path model that independent variables were body adornment, spending money, age, and education. 17.0% of self-confidence was accounted for by the 2 variables. Education had an indirect effect on self-confidence through body adornment and spending money. Age had an indirect effect on self-confidence through body adornment.

The present findings provide that appearance interest such as clothing interest and body adornment had a significant effect on self-confidence of elderly women. It appeared that the connection between a body adornment and spending money was stronger than the connection between a clothing interest and spending money. The causal relationship of clothing interest on self-confidence was stronger than the causal relationship of body adornment on self-confidence. A clothing interest was a variable that most affected self-confidence of elderly women.