

The Consciousness of Shame and Liveliness Generated by Dressing

Chizuko Doi, Reiko Ohbayasi and Sanae Nakagawa*****

Himeji Institute of Technology*, Ashiya College**, Nara Women's University***

Purpose: Scales are prepared to find the consciousness of shame and liveliness generated by dressing, and to investigate the relationship between the two kinds of consciousness and the relationship between either of the two kinds of consciousness and the consciousness of dressing well or dressing norm.

Method: Female students were asked with free-description from what kind of dressing they wear when they become aware of shame or liveliness. Pre-survey was conducted based on their opinions. Factor analysis of these collected data was conducted and scales were prepared to find the consciousness of shame and liveliness. Then, a survey was conducted to 578 female students and 159 of their mothers to investigate the relationship of the two kinds of consciousness and the relationship between either of the two kinds of consciousness and the consciousness of dressing well or dressing norm.

Results :

- 1) In terms of the consciousness of shame, scales consisting of 20 items in the four factors were prepared: body-emphasizing dressing, distasteful dressing, unsuitable dressing and disgraceful dressing.
- 2) In terms of the consciousness of liveliness, scales consisting of 20 items in five factors were prepared: dressing with which a person can have a sense of superiority over others, favorite dressing, dressing to which a person has been attracted, stylish dressing and comfortable dressing.
- 3) The positive relationship was found between the consciousness of shame and that of liveliness.
- 4) The positive relationship was found between the consciousness of shame and that of dressing well or dressing norm.
- 5) The positive relationship was found between the consciousness of liveliness and that of dressing well.
- 6) In terms of the consciousness of shame and dressing norm, the mothers scored higher than their daughters. In terms of the consciousness of dressing well, the students scored higher than their mothers.