

Desired Self-Images of Male College Students in Different Settings

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Fashion marketing research has been focusing on female consumer because fashion has traditionally been considered to belong to the woman's domain. But as man's fashion market has expanded, the research interest on male consumer has also increased. So far, a lot of image-related fashion marketing studies have been published, but few of them encompass male samples. The purpose of this study is to identify desired self-images of male college students in different settings.

A measuring instrument was developed, which required subjects to respond to 32 desired image words in 4 different settings respectively: school, meeting girlfriends, ceremonies, and exercises. The 4 settings represent the 4 types that male college students experience most frequently. Empirical data were collected by self-administered questionnaires distributed to 349 respondents at 6 colleges in Daegu and Gyeongbuk during June 2005, and 346 were analyzed, eliminating incomplete ones.

As a result of factor analysis on desired self-image words, 6 factors were determined: refined image, unique image, classic image, natural image, simple image and masculine image. In the setting of school, the most desired self-image of male students was natural, followed by simple and refined. In the setting of meeting girlfriends, they desired natural, refined, simple and masculine images in the order. In the setting of ceremonies, refined image was the most desired, followed by natural, simple and classic images. In the setting of exercises, natural, simple and masculine images were desired in the order, and others were not desired. In every setting, the scores of natural and simple images were higher than neutral, and that of unique image was lower. It is considered that some self-images are desired by male students over all 4 settings regardless of difference in settings, while certain self-images are specifically pursued depending on settings.

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