A Study on Relationships among Gender Body Ideology, Genderlogy, and Clothing Preferences

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Abstract

The purpose of this study is to find out relationships among Gender Body Ideology(GBI), genderlogy, and clothing preferences. Subjects consisted of 75 female elementary school students, 64 female high school students, and their mothers(139) who are currently residing in Daejeon, Korea. The research was a ex-post facto relational study and the instruments for the study were GBI, genderlogy and 24 clothing stimuli for measuring clothing preferences. The reliability and validity of the measuring instruments were verified by results of judge group analysis and pre-tests.

The factor analysis of GBI emerged 4 major factors in Being dimension, and 4 major factors in Doing dimension. Medium low correlations existed between the two GBI dimensions, and genderlogy was correlated specially with the Being dimension. Two GBI dimensions and genderlogy effected on preferences and possessions of some selected design elements; however, GBI showed higher predicting power for clothing preferences.

Key words: gender body ideology, genderlogy, clothing preferences.

I. Introduction

Dress as well as appearance of an individual is the major variable during the first impression of the individual, since his dressing shows the wearer's gender roles, social status and internal traits. Dress is considered to include all purposeful manipulation of body[1] and underlying the present quests for forms and design details are systematic means of transmission of information about wearer since clothing is a complex medium of communication through which multiple messages can be sent to the wearer.

Gender and body image are closely related concepts which express an individual's identity and values. There were many researches which attempted to investigate the interrelationships in concepts interrelation among genderlogy, body Image and clothing behaviors ; however, a few studies tried to develope a composite concept of genderlogy and body image.

Purposes of this study were (1) to develope gender-body ideology(GBI) concept through relating genderlogy and body Image, and (2) to find out any significant relations among gender -body ideology, genderlogy and clothing preferences.

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[1] M. E. Roach & J. B. Eicher, *Press Adornment and The Social Order* (New York. John Wiley, 1965), 12-15.

II. Theoretical Background

A contextual perspective[2] was the major theory for the study since the integrative nature of a contextual approach allowed researches to consider the construct and reconstruct to interpret male and female body and to consider the means for classifying individuals on the basis of body type and the resulting gender stereotypes about personality trait and perpetuate genderlogy.

Body image were closely related with genderlogy according to a relational study between body image and genderlogy: there were a significant gender difference in attitude toward appearance and healthiness: females were more interested in their appearances but males were more interested in their healthiness.[3]

Gender role is the normative expectation for classified task between male and female.[4] Females are expected to do expressive role and males are expected to do expressive role.[5] Park[6] reported that sex-role identity related to favorite clothing style. if the sex-role identity is feminine type, female style has occurred frequently. Reversely, if the sex-role identity is masculine type, male style has occurred frequently. Lee[7] founded that Yin-Yang level of clothing is affected social factor and dynamic factor. In social factor feminine clothing is more attractive and sociable. This is supporting that stereotype of clothing is exist in impression forming.

Kaiser proposed to integrate genderlogy and body image into GBI since these two concept were closely related. GBI consisted of two dimensions: How one looks(Being) and What one does(Doing)[8]. The Being dimension emphasize on physical attractiveness and achievement of slimness and fitness through diet and exercise. So goal of the Being dimension is influenced by hedonic power which is indirect and attracting can be stated as svelte, well-toned figures. The Doing dimension of GBI emphasize on physical effectiveness and achievement through athletic performance and strength, and the goal of the Doing dimension which is influenced by agonic power, aggressive and active, is masculine physique with little body fat.

III. Research Method

1. Subjects and Data Collection

The research was an ex-post facto relational study. A total of 323 copies of questionnaires were collected out of 348 copies distributed by means of a convenience sampling. The data were collected during September 2002. A total of 278 copies out of them were used as materials for analysis, excluding those with incomplete answers. Subjects consisted of 75 female elementary school students, 64 female high school students, and their mothers(139) who are

[2] Susan B. Kaiser, The Social Psychology of Clothing; Symbolic Appearances in Context (New York: Fairchild Publication, 1997): 68-96.

[3] Jin Hee Cha, "An ex post facto Relational Study of Body Image, Genderlogy, and Gender Identity of Clothing-Female and Male College Students in Taejeon, Chungnam, and Chungbuk province-", Journal of Korean Society of Clothing and Textiles 19, no. 5 (1995): 738-746.

[4] He Won Kahng, Clothing Social Psychology. (Seoul: Kyo-Moon Publishing, 1998), 298.

[5] David R. Shaffer, Developmental Psychology, eds., trans. K. Y. Song, et. al. (Seoul: Σ Sigma Press, 2000), 496-499.

[6] Sun Hee Park, "A Study on the Relationship between Sex-Role Identity and Favorite Clothing Style of Mother and Daughter", (Master's Thesis, Ewha Woman's University, 1998).

[7] Mi Sook Lee, "The Effect of TV Media on Body Images", Journal of Korean Society of Clothing and Textiles 25, no. 5 (2001): 957-968.

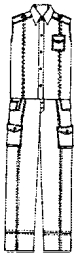[8] Susan B. Kaiser, ot. cit. 120-122.
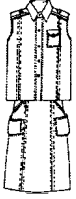
currently residing in Daejeon, Korea.

2. Measurement Tools

The instruments for this study were gender body ideology, genderlogy and 24 clothing stimuli for measuring clothing preferences, and the reliability and validity of the measuring instruments were verified by results of judge group discussion which consisted of professors and graduate students in clothing and textiles, and a pilot test. The reliability of instruments was analyzed by Cronbach's a which ranged between .60~.70.

The instrument for measuring GBI consisted of 14 items in *Being* dimension and 14 items in *Doing* dimension GBI is with 5 point bi-polar semantic differential scales. The instrument for genderlogy consisted of 10 items from Cha's[9] research which was based on AWS-S[10] (Simplified Attitudes Toward Women Scale: Nelson). The instruments were revised though judge group discussion to suit adolescent subjects.

The Clothing preference stimuli were developed by black and white line drawing schemata that can represent design elements of clothing. Major variables were consisted a clothing category variable (skirted garments-bifurcated garments), a design complexity variable(complex

Clothing Exity Category \ Yin-Yang Design \ Design Complation	Feminine		Masculine	
	Simple	Complex	Simple	Complex
Bifurcated Garments				
	P I b	P II b	P I a	P II a
Skirted Garments				
	S I b	S II b	S I a	S II a

P - Panted Style   I - Simple Style   a - Masculine Style

S - Skirted Style   II - Complex Style   b - Feminine Style

⟨Fig. 1⟩ Clothing Stimuli for Measuring Clothing Preference for Age Level II (for high school students)

[9] Jin Hee Cha, *op. cit.* 748-746.

[10] M. C. Nelson, "Reliability, Validity, and Cross-cultural Comparison for the Simplified Attitude toward Women Scale", *Sex Roles* 18, no. 5 (1988): 289-296.

-simple) and Yin-Yang variable of design(feminine design-masculine design). The stimuli were developed by a 2×2×2×3 factorial design and the total of 24 clothing design schemata of black and white line drawing were completed. The independent variables included 2 clothing categories, 2 design complexity, 2 Yin-Yang design and 3 subject age levels, and the dependent variable was clothing preferences.

The clothing preference test had conducted in two different aspects: favored clothes and possessed clothes to increase clarity and validity of questions.

Subjects were asked (1) to complete GBI and genderlogy questionnaires and (2) to select 1) 3 most favorite designs in order of importance and 2) 3 designs that the subjects possessed mostly in their wardrobe to evaluate clothing preference stimuli.

3. Data Analysis

SPSS for Windows(version 10.0) was used for statistical analysis of the data. As the method of the data analysis, a factor analysis was used for analyzing the structure of GBI. For the analysis of the relationship among GBI, genderlogy and clothing preferences, a Pearson's correlation analysis was used, and ANOVA(analysis of variance) were operated for the analysis of the differences by clothing variables.

Ⅳ. Result

1. The Structure of Gender Body Ideology (GBI)

Responses to GBI scales were factor analyzed(principal component, varimax rotation) to identify underlying constructs of two GBI dimensions and to reduce variables, and as a result

⟨Table 1⟩ The Structure of *Being* Dimension of GBI

Factors \ Statistics	Items	Factor Loading	Eigen Value	Explanatory Variance(%)
Feminine Appearance	I prefer : Cute hands & feet Tiny eye, nose & mouth Tiny and feminine figure Soft impression Slim body	.79 .66 .57 .52 .46	2.13	18.1
Decorative Appearance	I prefer : Long hair Short hair(−) Light skin color and soft skin	.78 .77 .51	2.00	12.4
Westernized Appearance	I prefer : Large and western style eyes, nose & mouth(−) Tall figure (−) Large and healthy hands & feet(−)	.65 .61 .48	1.55	11.0
Masculine Appearance	I prefer : Healthy body with muscles(−) Healthy suntanned skin(−) Strong and tough impression(−)	.63 .59 .58	1.30	8.3
Total Variance				49.8%

(−) a opposite concept.

4 factors emerged from each dimension. The result revealed that GBI was a complex concepts of *Being* dimension and *Doing* dimension.

1) The Structure of *Being* Dimension of GBI

The factor analysis of the data showed 4 major factors in *Being* dimension of GBI: feminine appearance, decorative appearance, westernized appearance and masculine appearance factors. The total variance was 49.8%.

The first factor consisted of 5 items, such as 'I prefer cute hands & feet' and 'I prefer tiny eye, nose & mouth' and so on, which was named feminine appearance factor. The second factor consisted of 3 items, such as 'I prefer long hair' and 'I prefer short hair' and so on, which was named decorative appearance factor. The third factor consisted of 3 items, such as 'I prefer large western style eyes, nose & mouth

and 'I prefer tall figure' and so on, which was named westernized appearance factor. The forth factor consisted of 3 items, such as 'I prefer healthy body with muscles' and 'I prefer healthy suntanned skin' and so on, which was named masculine appearance factor.

2) The Structure of *Doing* Dimension of GBI

The factor analysis of the data revealed 4 major factors in *Doing* dimension of GBI: play and game, spare time activity, mild exercise activity, severe activity factor. The total variance was 50.9%.

The first factor consisted of 4 items, such as 'I prefer athletics' and 'I prefer active exercise such as running and football' and so on, which was named play and game factor. The second factor consisted of 3 items, such as 'I prefer to rest quietly at home in spare time' and 'I prefer

⟨**Table 2**⟩ The Structure of *Doing* Dimension of GBI

Statistical Factors	Items	Factor Loading	Eigen Value	Explanatory Variance(%)
Play and Game	I prefer : Athletics(-) Active exercise such as running and football(-) Playing with marbles or elastics Walking valiantly(-)	.83 .75 .46 .46	1.89	19.5
Spare Time Activity	I prefer : To rest quietly at home in spare time Playing in the open air in spare time(-) Quiet assembly such as reading or listening music	.76 .75 .61	1.84	13.6
Mild Excercise	I prefer : Walking gently House keeping Taking a walk in a park Soft dance and/or ballet	.74 .64 .54 .51	1.79	9.7
Severe Activity	I prefer : Rock climbing and/or bungee jumping(-) Dynamic dance such as hiphop(-) Activity assembly such as an alpine or a ski club(-)	.73 .63 .56	1.61	8.1
Total variance				50.9%

(-) a opposite concept.

playing in the open air in spare time' and so on, which was named spare time activity factor. The third factor consisted of 4 items, such as 'I prefer walking gently' and 'I prefer house keeping' and so on, which was named mild exercise factor. The forth factor consisted of 3 items, such as 'I prefer rock climbing and/or bungee jumping' and 'I prefer dynamic dance such as hiphop' and so on, which was named severe activity factor.

2. Relations among GBI, Genderlogy, Clothing Preferences

1) Effects of GBI, Genderlogy, Clothing Preferences

To find out effect of GBI, and genderlogy on clothing preferences and clothing possession in personal wardrobes, a 3-way ANOVA was performed; GBI and genderlogy was considered as independent variables and preferences and pos sessions of 3 design elements were manipulated as dependent variables.

Subjects were asked to select three most

preferred stimulus and 3 stimuli that they owned mostly. Each selected stimuli considered as set of three design elements: clothing category, design complexity and Yin-Yang characteristics.

In clothing category, if a mean score of a subject is higher than 1.5, the subject preferred a skirted style to bifurcated style. In design complexity, higher than 1.5 score meaned to prefer complex design to simple design. In Yin-Yang characteristics, higher than 1.5 scare meaned to prefer feminine design to masculine design.

The *Being* dimension of GBI was a function of the preferences of clothing categories; subjects who showed agonic attitudes in the *Being* dimension were more favored bifurcated style garments than hedonic attitudinal subject. The *Doing* dimension of GBI effected on preferences of design complexity; agonic subjects in *Doing* dimension showed higher preference of simple design than hedonic subjects. Genderlogy effected on preferences of design complexity and subjects with more traditional gender roles showed higher tendency of the preference of complex designs than subject with equal gender roles.

⟨Table 3⟩ Effects of GBI, Genderlogy, Clothing Preferences   (n=278)

Design Variables — Measurement Variables			Skirt-Pants		Complex-Simple		Feminine-Masculine	
			Preference	Possession	Preference	Possession	Preference	Possession
G B I	*Being* Dimension	Hedonic	1.54					
		Agonic	1.45					
		F value	9.33**					
	Doing Dimension	Hedonic			1.42			1.44
		Agonic			1.35			1.36
		F value			5.00*			6.29*
Genderlogy	m e a n	Traditional Gender Role			1.44			
		Equal Gender Role			1.35			
		F value			4.67*			

* p<.05. **p<.01.
Only statistically significant results were listed.

2) Relations among GBI, Genderlogy and Clothing Preferences

A Pearson product-moment correlation was performed to determine significant relations among the variables. The *Doing* dimension, as well as *Being* dimension of GBI, higher score meaned higher tendencies in hedonic aspects and lower score meaned higher tendencies in agonic aspects at each dimension. Higher score in genderlogy meaned the subject had higher tendency of traditional gender role while lower scored subject had higher tendency of equal gender role.

There were significant relations between *Being* dimension and *Doing* dimension of GBI (r = .24). This result indicated that higher agonic tendency in *Doing* dimension was related with higher agonic tendency in *Being* dimension of GBI. A significant relation also existed between genderlogy and *Being* dimension of GBI; however, no significant relation was found between genderlogy and *Doing* dimension of GBI.

Being dimension of GBI was significantly related with preferences of clothing category: Agonic subjects in the *Being* dimension preferred bifurcated garment to skirted garment, while *Doing* dimension was related with preferences of design complexity: That is agonic subject in *Doing* dimension preferred simple design element rather than complex design element.

Genderlogy was significantly related with the preferences of design complexity and Yin-Yang design element; subjects with traditional gender roles tended to have preference of complex and Yin designs, which is agreed with traditional women's gender role since all the subject's gender was females.

Medium to medium high correlations existed between preferences and possessions of Yin-Yang design element, complexity element, and clothing category in order of importance.

⟨Table 4⟩ Relations among GBI, Genderlogy and Clothing Preferences   (n=278)

Measuring Variables		GBI		Genderlogy	Clothing Preferences					
		Being Dimension	Doing Dimension		Skirt-Pants		Complex-Simple		Feminine-Masculine	
					Preference	Possession	Preference	Possession	Preference	Possession
GBI	Being Dimension									
GBI	Doing Dimension	.24**								
Genderlogy		.21**								
Clothing Preference	Skirt | Pants Preference	.19**								
	Skirt | Pants Possession				.27**					
	Complex | Simple Preference		-.16**	.13*						
	Complex | Simple Possession						.32**			
	Feminine | Masculine Preference			.13*	.14*		.14*	-.25**		
	Feminine | Masculine Possession							-.23**	.51**	

* p<.05, ** p<.01.
Only statistically significant results were listed.

V. Discussion and Implications for Further Studies

This study was aimed to develope gender body ideology concept through comparing genderlogy and to apply GBI concept to a clothing preferences study under Kaiser's contextual framework. And the research revealed that GBI was a complex concept of *Being* dimension and *Doing* dimension and genderlogy was correlated more with the *Being* dimension rather than the *Doing* dimension. Higher scores at *Being* dimension of GBI meaned to prefer feminine, and lovely looks and lower scores indicated to favour active and healthy figures which agreed with traditional female gender roles.

Genderlogy, the *Being* dimension and the *Doing* dimension effected on clothing preferences; however, the preferences can be differentiated according to the design elements as well as clothing category. The *Being* dimension effected on the preferences of clothing category, the *Doing* dimension effected on design complexity and Yin-Yang characteristics and the genderlogy effected on design complexity.

There were significant relations between clothing variables's preferences and possessions; however, the highest correlation was existed between the preference and possessions of Yin-Yang design elements. Since Yin-Yang design element is less influenced by fashion trends comparing clothing category and design complexity, so more freedom is allowed for personal selections.

On conclusion, the result of study agreed with Kaiser's contextual framework, and the meanings of appearance and action are embedded and understood in terms of social context with in cultural, historical contexts of the clothing wearers. GBI concept is more powerful concept to predict clothing preferences than genderlogy and it is recommended to interrelate such other concepts as the mode of perception and clothing behaviors, with GBI dimensions to verify the GBI instrument for further studies.

This study implies that the design complexity and Yin-Yang level should be decided by target population agonic and hedonic natures of GBI and this result can be applied to a marketing strategy for adolescent girls' clothes.

The results of this study should be evaluated in the light of two limitations. The subjects were selected by a convenient sampling method and the clothing stimuli were line drawing schematic expressions rather than real clothing photographies.

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