

# Appearance Management Behaviors according to Personality Type and Self-Image of High School Girls

Appearance Management Behaviors according to Personality Type and Self-Image of High School Girls

Sun-Ae Hwang · Myoung-Hee Lee

M.A., Major in Home Economics Education, The Graduate School of Education, Sungshin Women's University, Seoul, Korea

Professor, Dept. of Clothing, Sungshin Women's University, Seoul, Korea

(Received January 13, 2012; Revised February 15, 2012; Accepted May 17, 2012)

**Abstract** *The objectives of this study were to investigate appearance management behaviors and hair-style preferences in accordance with personality types and self-image, and to examine the characteristics that influence simultaneously the appearance management behaviors. A survey was used for as for this research. The personality properties of introversion and extroversion were further divided, based on the aspects of emotions, thoughts, behaviors, and interpersonal psychological functions. The subjects were 383 girls in their first year of high school in Seoul. The extrovert type showed a higher level of management for clothing, hair, and face than the introvert type. The emotional extrovert type and the interpersonal extrovert type showed the highest level of clothing management, the active extrovert type showed the highest level of face management, and the interpersonal introvert type showed a very low level of hair management. The high school girls who had a higher social and mature self-image showed a higher level of clothing, hair, and face management. Introverted girls preferred a mid-length straight hairstyle more than extroverted girls. The higher the social and mature self-images girls had, the more they preferred a long wave hairstyle. The higher the cute image they had, the more they preferred wave hairstyle. The entire appearance management behavior was affected significantly by extroversion, mature image, and allowance, simultaneously.*

**Key words** *appearance management behaviors, personality, introversion, extroversion, self-image*

## Introduction

In the western world, appearance management behavior, including clothing and weight control, has become a ritual for many social occasions(Rudd & Lennon, 2000). Appearance plays an important role of delivering information about an individual, and thus young women think that maintaining their beautiful appearance is one of the primary goals(Freedman, 1984). In particular, as adolescent think of more constructive and specific things than abstract ones, they tend to try to be recognized by their appearance and style, and accordingly develop keen interest in appearance(Ryan, 1966). Indeed, adolescents' satisfac-

tion or dissatisfaction with their appearance and clothing affected their social participation(Francis, 1992), sociability and enthusiasm about their school work(Kuh & Lee, 1994). Moon & Park(2000) said that adolescents spend most of their time at school, but actively express self-image as they are affected by the media as well as school or extracurricular activities. As such, adolescents are interested in appearance and clothing and begin to express self-image. Thus, their appearance management behavior may have relationships with their personality, self-image and psychological characteristics.

Previous studies found that personality was related to clothing behaviors like trend, identification and attention(Chung & Kim, 2003; Oh, 2001a), and personality types significantly influenced clothing image preference(Oh, 2001b; Kim, 2011), and clothing color and style preference(Moon & Kim, 2004; Yun, 2007). Attitude toward female hairstyle was also differed by personality types(Oh & Kim, 2006), and make-up and weight control behaviors had relations with psychological characteristics, such as self-efficacy and desire(Moon & Yoo, 2001; Choi & Kang, 2006; Jung, 2006; Han, 2009). In addition, another previous study(Kim & Kim, 2010) found that attitude toward appearance affected self-image evaluation, like elegant image or natural image. Accordingly appearance management behavior may be related to self-image.

However, few studies have examined the relations between high school girls' appearance management behavior and their personality and self-image. In addition, as hair style is a substantial part of their appearance management behavior(Kim & Kim, 2002), this study is also to look into the relations between their hair-style preference and personality/self-image.

Therefore, this study aims at investigating the relations between high-school girls' psychological characteristics(i.e. personality types like extroversion and introversion, self-image) and appearance management behavior of high-school girls, who have keen interest in appearance, examining the relations between the psychological characteristics and their hair-style preference, and ultimately identifying variables that affect their appearance management behavior.

## *Review of Literature*

### **Personality and Appearance Management Behavior**

Personality could be defined as a unique aspect that sets an individual difference from others(Hall & Lindzey, 1980), and Jung categorized it into eight types by the combination of two general attitude, extroversion and introversion, and four psychological functions, thoughts, emotion, sense, and intuition (Kahng, 2003). Shiraishi(1995) divided extroversion and introversion by emotional, thinking, behavioral and interpersonal psychological functions. The emotional extroversion type includes those who express their emotional changes, while the emotional introversion includes those who rarely express their emotions, but mostly calm. The thinking extroversion type includes those who well accept other opinions, have optimistic perspectives and does not usually set up meticulous plans, whereas the thinking introversion includes those who have strong opinions of their own, critical and skeptical views and meticulous plans. The behavioral extroversion type includes those who quickly act on plans while the behavioral introversion includes those who acts slowly and usually remain composed. The interpersonal extroversion type includes those who have wide interpersonal relationships and enjoy speaking in front of

people, whereas the interpersonal introversion includes those who have narrow interpersonal relationships and are hard to be friends with.

Among previous studies on the personalities of extroversion and introversion types that this study focuses on, Chung & Kim(2003) found that extroversion groups showed stronger attention to clothing, claiming that the group have more active relationship with others and thus try to draw attention by their outfits. Oh(2001a) confirmed that the extroversion group had stronger interest in clothing trends than their introversion counterpart, and the realistic sense-oriented group showed higher tendency of identification. Radeloff(1991) investigated the relations between female college students' preferred colors in accordance with eight personality types that combined introversion/extroversion and thoughts, emotions, sense and intuition, and found that the extroversion-sense type preferred high-luminosity colors than mid-luminosity ones, while the extroversion-thoughts and extroversion-intuition types preferred low-chroma colors than high-chroma ones. Moon & Kim(2004) insisted that the extroversion-emotion types were highly interested in colors and styles when choosing apparel items, and had the highest level of trend involvement. According to Kim's study(2011), extroverts prefer various clothing images, like elegant or active, and heavily focusing on clothing selection, considering aesthetic value, others' evaluation and trends. Oh's study(2001b) found that extroversion groups preferred casual, vibrant, sporty, open and young clothing images, while introversion groups liked moderate, simple and comfortable clothing images.

Makeup is an effort to aesthetically improve one's appearance and helps improve one's confidence and accomplishment(Cash et al., 1985). Moon & Yoo(2001) found that social self-efficacy of women aged 20 to 40s were somewhat related to makeup, and this was understood that socially active women spend more money and concern in their appearance in pursuit of positive feedback and social success. Choi & Kang(2006) insisted that the more women value self-respect and sense of belonging, the more they value identification of makeup. Kim & Kim(2002) surveyed introversion-extroversion based on a single question, and found that the more women were satisfied with their face, appearance, the more they showed appearance management behavior. Yi(2012) examined appearance management behavior of hair-shop clients according to their MBTI types, and found that the extroversion type showed a high level of appearance management behavior, like makeup or weight control, while the introversion type showed a low level of appearance management behavior. Lim(2006) also found that extroverted female college students paid more attention to their appearance than their introverted counterpart, and the sense types who are more realistic and meticulous were more interested in appearance than the intuition types. Kim(1996) studies relations between personality and hair style preference, and found that extroverted women in their 20s preferred partially-dyed, long and straight hair, whereas introverted women preferred undyed, curly and short hair. Oh & Kim(2006) found that the sense type that is sensitive to practical and specific differences preferred straight(without wave) hair while the intuition type that is more abstract and unrealistic preferred wave style. Suh & Jeong(2009) said extrovert female college students had stronger preference for hair dyes and hair products, and felt less difficulty about hair styling. Weight control means the process of maintaining a fit body by exercise and diet. Han(2009) insisted that the stronger one's desire for accomplishment and one's openness, the more aggressive one's control behavior gets, while the less stable one's emotions and the weaker one's ability to control his/her urge, the more s/he get obesity-related stress and the weaker one's control behavior gets. Kim et al.(2001) and

Jung(2006) found that obese people felt lower self-efficacy than the normal-weight group, and understood this as weakened confidence due to the failure of weight control.

As stated thus far, psychological characteristics and personalities like introversion/extroversion, self-efficacy and desire are related to many difference aspects of appearance-related factors.

### **Self-image and Appearance**

Ivan(1971) said self-image is the image that one sees him/herself and simultaneously thinks others would have about him/herself. Self-image is divided into two types: realistic self-image and ideal self-image, and clothing serves as a bridge to narrow the gap between the two self-images and to complement one's self-image(Jung & Lee, 1996). As clothing reflects one's self-image, everyone has a certain item that they frequently wear and another item that they rarely or never wear(Kahng, 2003). Jang's study(1994) identified that for 20s and 30s, their clothing preference were more related with their ideal self-images, while for 40s and 50s, their clothing preference were more related with their realistic self-images. Kim & Kim(2010) confirmed that in the elegant and natural image evaluation, those who were dissatisfied with their appearance delivered lower realistic image scores than ideal image scores, while those who heavily rely on others' perception evaluated their realistic self-image high, demonstrating that their realistic and ideal self-images were relatively close.

Lee & Kim(1997) found that women who perceived themselves as manly, preferred pin-striped grey suits, women who perceived themselves as fancy, preferred extravagant leopard-printed suits, women who perceived themselves as conservative, preferred CHANEL-style feminine suits, and women who perceived themselves as open and unique preferred, active blue suits. According to the study of Moon & Park (2000), younger-looking and feminine women pursued younger-looking clothing images under any circumstances, while active women pursued decorative and refined clothing images in the crowded shopping areas and unique images in the parties. Yang(2005) said women who had cute self-images preferred lively clothing images, whereas women who had mature self-images preferred feminine clothing images. Lee(2007) examined appearance involvement and seeking clothing images of women in their 20s to 40s, and found that those who had little or low involvement in appearance pursued conservative images, whereas those who had strong interest in their appearance pursued feminine and elegant images.

As such, appearance-related characteristics, including clothing, reflect one's self-image.

### **Adolescents' Appearance Management Behavior**

Although adolescents are not completely free from ego-centric minds of children, they begin to develop interest in the opposite sex, thus want to look more attractive to the opposite sex and pay keen attention to their appearance and behavior. Accordingly, they tend to pursue to be recognized by tangible attributes, like clothing, physical appearance or manner, and appearance becomes a dominant factor in their everyday lives(Lee, 1992). Their appearance-related behavior is more sense-oriented than practical, and thus they sensitively respond to beautiful clothes or fashion, and try to purchase trendy regardless of the prices items to show off themselves(Lee, 2005). Choi & Kim(1993) examined high school girls and found that the wealthier and the more educated they were, the stronger interest they had in fashion

design and trends. Kim et al.(2000) found that girls who had strong self-efficacy and thus strong confidence presented stronger interest in fashion trends.

Body itself, along with clothes, is a component of appearance, and adolescents often imitate celebrities' makeup and sometimes go on an extreme diet to enhance their slim-body. Previous studies (Kim & Lee, 2000; Higgins et al., 1991) found that adolescent tended to set skinny bodies as an ideal body image, and had a distorted body image, thinking themselves heavier than they actually were. This tendency is largely influenced by the media, as adolescents imitate celebrity styles through the media, purchase fashion items from popular brands and go on a diet so that they satisfy the desire to improve their appearance(Lee, 2003). Indeed, the more adolescents spent time on video materials and the more they valued materialistic matters, the stronger interest they had in plastic surgery, weight control, hair styling and makeup(Jeon, 2002). Jang's study(2000) identified that the wealthier and the more materialistic they were, the more they valued the aesthetic value of clothing. It was also found that high school students tended to weigh the aesthetic value of clothing higher than college students. In terms of gender of adolescents, most studies confirmed that girls evaluated their appearance more negatively than boys. Accordingly, girls had stronger desires for cosmetic surgery(Jung, 1999). In addition, the study of Kim & Kim(2002) identified that high-school girls were more interested in their hair styling than diet or clothing among appearance management behaviors; and the more they spend allowance, the stronger their interest in hair styling, skin care, clothing and body changes.

## ***Research Methodology***

### **Instruments**

This study used a survey questionnaire as a means of this research. Questions include personality type, self-image, appearance management behavior, preferred hair styles and demographic variables.

To examine personality types, questions concerning introversion and extroversion types were selected from the previous study of Shiraishi(1995), and the two types were divided by emotion, thought, behavior, and interpersonal psychology functions. Fifty pairs of questions were developed, and responders were asked to choose answer one question of each pair. Questions about the emotion type of both introversion and extroversion included "I'm bright and cheerful - I'm gloomy and dark," the thought type included "I think meticulously before acting - I don't think much before acting," the behavior type included "I am a quick decision maker - I am not a quick decision maker," and the interpersonal type included "I have wide interpersonal relationships - I have narrow interpersonal relationships."

To investigate self-image, 18 questions were selected from the previous studies of Yang(2005) and Yeom & Kim(2004), based on the 5-point Likert scale. To examine appearance management behavior, 16 questions were selected from the previous studies of Chung & Shin(2006) and Hawng & Kim(2006), based on the 5-point Likert scale. Four, four, three, and five questions were developed, respectively, about weight control, clothing management, hair management, and facial management. Each variable includes questions like, "I try to eat less to lose weights" "I choose clothes that emphasize my body attraction" "I use hair products, like hair-wax or mouse" and "I put on facial power." Cronbach's alpha values of each variable were .76, .76, .61, and .75, in the order.

---

Hair style preference was surveyed by six different styles, like short straight hair, mid-length straight hair, long straight hair, short wave, mid-length wave and long wave. Preference was asked based on the 7-point scale from "I absolutely hate it" to "I absolutely love it."

Demographic questions asked the ages of the responders and education background of their parents, and monthly allowance.

#### **Research Subject, Data Collection and Analysis**

Survey responders were 383 high-school girls in the first year in Seoul. Data were collected in September, 2007. Among their fathers, 183(47.8%) were high-school graduates, and 200(52.2%) were college graduates or higher. Among their mothers, 255(66.6%) were high-school graduates and 128 (33.4%) were college graduates.

The data analysis was conducted by using the SPSS program, based on the statistical techniques of frequency analysis, factor analysis, Cronbach's  $\alpha$  reliability analysis, t-test, ANOVA, Duncan's multiple range test, Pearson's product-moment correlation coefficient analysis, and multiple regression analysis.

#### ***Result and Discussions***

##### **Factor Analysis on Self-image**

The 18 questions about self-image were analyzed by factor analysis based on the principle component method and Varimax rotation. The first factor analysis found that three items were not matched with factors, and thus the three were removed. Then, a second factor analysis was conducted on the rest 15 items, and the result is as presented in Table 1.

Factor 1 was named as social image, Factor 2 mature image, Factor 3 cute image and Factor 4 warm image. Each item delivered factor loadings of .58 or over, and the cumulative variance of 64.05%. Cronbach's alpha reliabilities were satisfactory levels, with the values of .82, .75, .63 and .66.

Self-image factors of this study were similar to those of Yang's study(2005). In addition, the cute image and the warm image were similar to younger-looking and feminine images of Moon & Park's study(2000), and the social and the mature images were similar to the results of Yeom & Kim's study(2004).

**Table 1.**  
Factor Analysis on Self-image

Factors	Factor loadings	Eigen value, Variance(Cumulative variance), Reliability
<u>Factor 1. Social self-image</u>		
Cheerful	.79	3.84 24.00% (24.00%) Cronbach's $\alpha$ =.82
Sociable	.78	
Active	.76	
Lively	.70	
Proactive	.65	
Bold	.61	
<u>Factor 2. Mature self-image</u>		
Grown-up	.86	2.39 14.93% (38.93%) Cronbach's $\alpha$ =.75
Mature	.84	
Feminine	.63	
<u>Factor 3. Cute self-image</u>		
Cute	.79	2.05 12.82% (51.75%) Cronbach's $\alpha$ =.63
Younger-looking	.74	
Innocent	.62	
<u>Factor 4. Warm self-image</u>		
Warm	.77	1.97 12.30% (64.05%) Cronbach's $\alpha$ =.66
Soft	.75	
Friendly	.58	

### Differences in Appearance Management Behavior by Personality Type

Differences in the appearance management behavior of high-school girls in accordance with their personality types were analyzed by t-test, ANOVA and Duncan's multiple range tests, and the results are presented in Table 2 as below.

**Table 2.**  
Differences in Appearance Management Behavior by Personality Type

(N=383)

Personality Appearance	Extroverts	Introverts	<i>t</i>	Extroverts				Introverts				<i>F</i>
				emo tion	thoug ht	behav- ior	inter- personal	emo tion	thoug ht	be- havior	inter- personal	
Weight controls	2.37	2.32	0.58	2.44	2.42	2.18	2.44	2.49	2.13	2.21	2.50	1.52
Clothing management	2.94	2.50	5.29**	3.01 (a)	2.89 (ab)	2.88 (ab)	2.96 (a)	2.59 (bc)	2.50 (c)	2.47 (c)	2.49 (c)	4.17**
Hair management	2.69	2.26	5.00**	2.79 (a)	2.55 (abc)	2.74 (ab)	2.64 (abc)	2.32 (cd)	2.37 (bcd)	2.27 (cd)	2.10 (d)	4.21**
Facial management	2.55	2.07	5.81**	2.56 (ab)	2.42 (ab)	2.74 (a)	2.46 (ab)	1.99 (c)	2.22 (bc)	2.04 (c)	2.04 (c)	5.69**

\*\*  $p < .01$

Those alphabets(a, b, and c) represent the results of Duncan's multiple range test( $p < .05$ ).

---

In accordance with personality types, clothing management, hair management and facial management were different, while weight controls had no significant difference. Extroverts tended to more aggressively manage their clothing, hair and faces, demonstrating that the personality types of introversion/extroversion influence appearance management. In accordance with psychological functions, clothing management, hair management and facial management were different. The emotional extroversion type put most efforts on clothing and hair management, the behavioral extroversion on hair management, and the interpersonal extroversion on face management. The interpersonal introversion type put lowest efforts on clothing, hair and facial management, particularly low on hair. It seems that as the interpersonal extroversion group had wide relationships and easily make friends, they tend to improve their appearance by wearing beautiful clothes in which many women had interest; while as the interpersonal introversion had narrow relationships, they tend to maintain basic student-like hairstyle and presented low interest in improving their appearance by their hair style. As the emotional extroversion group tends to express their emotions, they tried to improve their appearance by clothing, which is highly visible, and hair style, which is easy to manage. As the behavioral extroversion group tends to quickly act on and execute plans, they were more aggressive about appearance management by doing facial makeup or other adult-like management.

This study found that extroverts were more enthusiastic about their appearance management than introverts. This result is in line with the study results of Kim & Kim(2002) and Moon & Kim(2004), and in a similar context to the result of Kim's study(2011), which found that extrovert students put more value on aesthetic value. In other words, as extroverts pursue appearance and tend to experience firsthand, extrovert high-school girls are also aggressive regarding appearance management behavior, like clothes, hair style, skin-care and make-ups management, at a time when appearance is considered highly important. The fact that extroverts were particularly interested in facial management is similar to the study result of Moon & Yoo(2001), which found socially active people tend to put more make-up.

#### **Differences in Hair Style Preference by Personality Type**

Differences in hair style preference by personality types were examined by t-test, one-way ANOVA and Duncan's multiple range test, the result is presented in Table 3 as below. Table 3 suggests that difference was found only in the preference for mid-length straight hair in which introverts liked the style more than their extrovert counterpart. According to psychological functions, the emotional introversion group liked mid-length straight hair the most, while the behavioral extroversion group hated it the most. As high-school girls consider mid-length straight hair too common, and the acting-oriented behavior extroversion group may hate the common style. This result is similar to the result of Oh's study (2001b) that found extroverts preferred open clothing images while introverts preferred less visible, common fashion images.



**Table 3.**  
Differences in Hair Style Preference by Personality Type

(N=383)

Personality Hair style	Extro- verts	Intro- verts	<i>t</i>	Extroverts				Introverts				<i>F</i>
				emo- tion	thought	behav- ior	interper- sonal	emo- tion	thought	behav- ior	interper- sonal	
Short straight hair	3.69	3.61	.44	3.54	3.95	3.61	3.74	3.15	3.73	3.56	3.96	.93
Mid-length straight hair	3.26	3.73	-3.00**	3.44 (ab)	3.29 (bc)	2.76 (c)	3.57 (ab)	4.10 (a)	3.29 (bc)	3.67 (ab)	3.87 (ab)	3.39**
Long straight hair	5.87	5.77	.72	6.12	5.80	5.75	5.71	5.92	5.78	5.84	5.54	.94
Short wave	4.76	4.59	1.07	4.66	5.10	4.55	4.81	4.49	4.73	4.56	4.59	.71
Mid-length wave	4.68	4.86	-1.20	4.64	4.90	4.65	4.57	4.82	4.98	4.86	4.80	.43
Long wave	6.03	5.86	1.33	6.00	6.10	6.16	5.86	5.79	6.27	5.83	5.59	1.39

\*\*  $p < .01$

Those alphabets(a, b, and c) represent the results of Duncan's multiple range test( $p < .05$ ).

#### Relations between Self-image and Appearance Management Behavior

Relations between self-image and appearance management behavior were examined by the product-moment correlation analysis, and the results are presented in Table 4 as below. Social self-image was significantly related to clothes, hair style and facial management; and the higher social self-image a subject had, the stronger her clothing, hair and facial management behavior got. Mature self-image was significantly related to all appearance management behaviors; and the more mature self-image a subject had, the stronger her appearance management behavior got. Cute self-image was significantly related to hair management among appearance management behaviors; and the cuter self-image a subject had, the stronger her hair management behavior got. Warm self-image was significantly related to clothing and hair management; and the warmer self-image a subject had, the stronger her clothing and hair management behavior got.

**Table 4.**  
Relations between Self-image and Appearance Management Behavior

(N=383)

Appearance Self-image	Social	Mature	Cute	Warm
Weight controls	.03	.18**	-.04	.09
Clothing management	.25**	.27**	.10	.13*
Hair management	.24**	.17**	.11*	.13*
Facial management	.28**	.23**	.06	.04

\*  $p < .05$ , \*\*  $p < .01$

Accordingly, high-school girls who regarded themselves as social had strong interest in their clothing, hair and faces, and those who regarded themselves as mature well managed their appearance, like weights, clothing, hair and faces.

**Relations between Self-image and Hair Style Preference**

Relations between self-image and hair style preference were examined by the product-moment correlation analysis, and the results are presented in Table 5 as below.

**Table 5.**  
Relations between Self-image and Hair Style Preference

(N=383)

Hair style \ Self-image	Social	Mature	Cute	Warm
Short straight hair	.03	-.09	-.03	.01
Mid-length straight hair	-.19**	.01	.02	-.05
Long straight hair	.10	.19**	.10	.16**
Short wave	.10	-.02	.14**	.05
Mid-length wave	-.04	.00	.00	.04
Long wave	.15**	.12*	.01	.09

\*  $p < .05$ , \*\*  $p < .01$

Social self-image was significantly related to the preference for mid-length straight hair and long wave hair styles. Girls with strong social self-image hated the mid-length straight hair style, but liked long wave hair. Mature self-image was significantly related to the preference for long straight and long wave styles: those who had mature self-images liked long straight and long wave styles. Cute self-image was significantly related to the preference for the short wave style: those who had cute self-image liked the style. Warm self-image was significantly related to the preference for the long straight style: those who had warm self-image liked the style. Considering that long straight hair is the most preferred style by female college students (Oh & Kim, 2006), it may be understood that high-school girls who regarded themselves as mature had strong preference for the style.

**Multiple Regression Analysis on Appearance Management Behavior**

To examine the simultaneous influence of self-image, personality type and demographic variables on appearance management behaviors, multiple regression analysis by stepwise method were conducted, and the results are presented in Table 6. In the table, dependent variables were four appearance management behaviors and the total appearance management behavior, and independent variables were introversion-extroversion personalities, four self-images and three demographic variables (fathers' education background, mothers' education background, and respondents' monthly allowance).

**Table 6.**  
Multiple Regression Analysis on Appearance Management Behavior

(N=383)

Dependent variables	Independent variables	beta	t	R <sup>2</sup> , F
Weight controls	mature self-image	.18	3.55**	R <sup>2</sup> =.032 F=12.59**
Clothing management	extroversion	.26	5.53**	R <sup>2</sup> =.140 F=30.94**
	mature self-image	.26	5.36**	
Hair management	extroversion	.24	4.87**	R <sup>2</sup> =.109 F=15.47**
	mature self-image	.14	2.81**	
	allowance	.13	2.59**	
Facial management	extroversion	.28	6.11**	R <sup>2</sup> =.220 F=26.58**
	allowance	.23	4.91**	
	mature self-image	.18	3.91**	
	father's education background	-.13	-2.74**	
Total appearance management	extroversion	.27	5.70**	R <sup>2</sup> =.187 F=28.99**
	mature self-image	.24	5.15**	
	allowance	.17	3.49**	

\*  $p < .05$ , \*\*  $p < .01$

Table 6 shows that only mature self-image, among the four self-images, significantly affected weight control, with the explanation power 3.2%. This means the stronger mature self-image a high-school girl has, the more she watches her weight. Both extroversion and mature self-image simultaneously influenced clothing management, with the explanation power 14.0%. That is, the strong extroverted tendency and mature self-image a high-school girl has, the more she cares about clothing management. Hair management was influenced by extroversion, mature self-image and monthly allowance (in this order) with the explanation power 10.9%. This means the stronger extroverted tendency and mature self-image and the more monthly allowance a high-school girl has, the more she cares about her hair management. Facial management was influenced by extroversion the most, followed by monthly allowance, mature self-image and father's education background (which was negatively related), with the explanation power 22.0%. That is, the stronger extroverted tendency and mature self-image, the more monthly allowance a high-school girl has and the lower her father's education level is, the more she cares about her facial management. The total appearance management behavior was affected by extroversion the most, followed by mature self-image and monthly allowance, with explanation power 18.7%. This means the stronger the extroverted tendency and mature self-image and the more monthly allowance a high-school girl has, the stronger her appearance management behavior gets. Therefore, introversion or extroversion personality is a substantially influential psychological factor on the appearance management behavior of high-school girls.

---

### *Conclusion*

This study examined the relations between personality (introversion and extroversion), self-image and appearance management behavior of high-school girls, and the relations their psychological traits and hair style preference in order to identify variables affecting appearance management behaviors. Subjects were 383 high-school girls in their first year in Seoul. Findings of this study were as follows.

First, in accordance with the personality type, high-school girls presented significant differences in their management behavior of clothing, hair style and face, but not in their weight control behavior. Extroverts showed stronger management behavior of clothing, hair and face compared to introvert group. To be specific, both emotional and interpersonal extroverts had strong clothing management behaviors, while behavioral extroverts strongly cared about facial management.

Second, in accordance with the personality type, high-school girls presented significant differences in their preference for long straight hair. Introverts liked mid-length straight hair more than extroverts; particularly emotional introverts showed the strongest preference.

Third, as for the relations between self-image and appearance management behavior, the stronger social or mature self-image one had, the stronger her clothing, hair and facial management behavior got; and the stronger mature self-image one had, the more she watched her weight.

Fourth, as for the relations between self-image and hair style preference, the stronger social self-image one had, the stronger hated of mid-length straight hair, but the stronger preference for long wave hair she showed. The stronger mature self-image one had, the stronger preference for both long straight and long wave styles she showed; the cuter self-image one had, the stronger preference for short wave hair she showed; and the warmer self-image one had, the stronger preference for long straight hair she showed.

Fifth, as for variables that simultaneously affect appearance management behaviors, weight-control behavior was influenced by mature self-image; clothing management behavior by both extroversion and mature self-image; hair management behavior by extroversion, mature self-image, and monthly allowance in this order; facial management behavior by, in the order of, extroversion, mature self-image, monthly allowance, and father's education background (negatively correlated); and the total appearance management behavior by extroversion, mature self-image, and monthly allowance simultaneously.

This study found that extrovert high-school girls who are mature and interested in external world, and have social self-image had strong tendencies of appearance management, while introvert girls preferred school girl-like common hair styles and had lower interest in appearance management. Accordingly, homes, schools and the society should consider such psychological aspects of adolescents to understand their appearance management behaviors, and help them develop right self-images and attitude. As the society puts significant importance on appearance due to many influences, including mass media, this study provides basic data to understand adolescents who are setting up their self-identity, and academic data necessary to study appearance and psychological traits of adolescents.

Whereas previous studies have largely examined female college students or adults in investigate correlations between personality and appearance management behaviors, this study looked into high-school

girls and confirmed that introversion or extroversion is an influential psychological factor on appearance management behavior. It is also differentiated from previous studies in that it examined self-image as a psychological trait related to appearance management behavior. However, as this study examined only first-year high-school girls in Seoul, self-image and appearance management behavior are not standardized measurements, and hair styles were presented in written description without visual stimuli, it may have over-generalized the study result. Follow-up studies should investigate both male and female high-school students to find differences by gender, and comparative studies concerning middle and high school students are also needed. In addition, diverse psychological traits, not only introversion and extroversion, must be considered, and the scope of appearance management behavior need to be diversified.

### References

- Cash, T. F., Rissi, J., & Chapman, R. (1985). Not just another pretty face: Sex roles, locus of control and cosmetic use. *Personality and Social Psychology Bulletin*, *11*(3), 246-257.
- Choi, J.-H., & Kim, W.-J. (1993). A study on clothing interests of high school girls. *Journal of Korean Association of Human Ecology*, *2*(1), 45-51.
- Choi, S.-K., & Kang, K.-J. (2006). A study of Maslow need and make-up behavior of women by body cathexis and make-up attitude. *The Research Journal of the Costume Culture*, *14*(3), 497-513.
- Chung, J.-R., & Kim, K.-J. (2003). The personal characteristics and clothing attitude on high school students. *Journal of the Korean Society for Clothing Industry*, *5*(3), 251-259.
- Chung, J.-Y., & Shin, H.-W. (2006). The appearance management behaviors and clothing benefits sought according to body cathexis and appearance interest of high school students, *Journal of Korean Home Economics Education Association*, *18*(4), 13-23.
- Francis, S. K. (1992). Effects of perceived clothing deprivation in high school student's social participation. *Home Economics Research journal*, *12*(2), 29-33.
- Freedman, R. J. (1984). Reflections on beauty as it relates to health in adolescent females. *Women and Health*, *9*(2/3), 29-45.
- Hall, C. S., & Lindzey, G. (1980). *Theories of personality*(3rd ed.). New York: John Wiley & Sons.
- Han, I.-K. (2009). A study on the effect of adult female's personality type on health control behavior and obesity stress. *The Korean Journal of Nutrition*, *42*(4), 358-365.
- Higgins, E. T., Stauman, T., Vookles, J., Berenstein, V., & Chaken, S. (1991). Self-discrepancies and vulnerability to body dissatisfaction and disordered eating. *Journal of Personality and Social Psychology*, *61*(6), 946-956.
- Hwang, J.-S., & Kim, Y.-H. (2006). The effect of appearance management on body image and psychological well-being. *Journal of the Korean Society of Costume*, *56*(3), 143-155.
- Ivan, R. (1971). Self-concept and brand preference. *Journal of Business*, *44*, 38-40.
- Jang, E.-Y. (1994). *A study on a clothing selection process model using images of clothing merchandise*. Unpublished doctoral dissertation, Sookmyung Women's University, Seoul, Korea.
- Jang, H.-Y. (2000). *A research on the values and clothing behaviors of college and high school students*. Unpublished master's thesis, Ewha Women's University, Seoul, Korea.

- Jeon, Y.-M. (2002). *The use of visual media and social values with the clothing attitudes and bodily attitudes of teenaged girls*. Unpublished master's thesis, Sungshin Women's University, Seoul, Korea.
- Jung, D.-J. (2006). Influence of weight control behavior, body image, self-esteem, health promotion behavior and mental health promotion behavior in university female students by BMI(Body Mass Index). *Exercise Science*, 15(4), 365-376.
- Jung, I.-H., & Lee, E.-Y. (1996). Clothing and self-Image. *Journal of the Korean Society of Clothing and Textiles*, 20(1), 207-217.
- Jung, J.-B. (1999). *A study on the life satisfaction of business high school students*. Unpublished master's thesis, Seowon University, Cheongju, Korea.
- Kahng, H. (2003). *The social psychology of clothing*(rev. ed.). Seoul: Koymunsa.
- Kim, D.-H., & Kim, K.-H. (2010). Research reports: The difference between real self-image and ideal self-image in accordance with the attitude towards appearance. *Journal of the Korean Society of Design Culture*, 16(1), 11-25.
- Kim, H., Lee, S., & Koh, A. (2000). The effect of psychological characteristics and peer acceptance on Korean female adolescents' clothing behavior. *Journal of the Korean Home Economics Association*, 38(6), 43-57.
- Kim, J.-A., & Kim, Y.-S. (2002). A study on the body cathexis and appearance management behaviors of high school girls. *Journal of Korean Home Economics Education Association*, 14(1), 55-73.
- Kim, J.-S., & Lee M.-S. (2000). The effect of TV media on adolescent body-images. *Journal of the Korean Society of Clothing and Textiles*, 25(5), 957-968.
- Kim, J.-Y. (2011). Clothing selection criteria and preferred clothing image related to personal traits of extroversion and openness: focused on high school students. *Journal of the Korea Fashion & Costume Design Association*, 13(4), 139-151.
- Kim, N.-Y., Jeong, I.-S., & Kim, J.-S. (2001). A comparative study on the self-efficacy and health promoting behavior between obese and normal weight middle school students. *The Journal of Korean Community Nursing*, 12(3), 828-835.
- Kim, Y.-H. (1996). *The relationships between fashion hair style preference and personality dimension*. Unpublished master's thesis, Konkuk University, Seoul, Korea.
- Kuh, J.-M., & Lee, M.-H. (1994). A study on the appearance satisfaction, sociality, and achievement motive of middle school boys and girls. *Journal of the Korean Home Economics Association*, 32(5), 153-163.
- Lee, E.-H. (2005). A study related to adolescent girl students' appearance related attitude and clothing attitude. *Korean Journal of Human Ecology*, 16(2), 421-432.
- Lee, I.-J. (1992). A Study on the relationship between school uniform and juvenile delinquency. *Journal of the Korean Society of Clothing and Textiles*, 16(1), 85-96.
- Lee, K.-S. (2007). *A research of desire self-image and appearance-management behavior in women according to degree of appearance concern*. Unpublished master's thesis, Seo Kyeong University, Seoul, Korea.
- Lee, M.-H. (2003). A study of appearance behavior and lifestyle of adolescents. *Journal of the Korean*

- Society of Clothing and Textiles*, 27(9), 1101-1111.
- Lee, M.-H., & Kim, H.-J. (1997). A study on image preferences of clothing styles and self-image. *Journal of the Korean Society of Costume*, 33, 41-53
- Lim, S. (2006). *A study on interrelation between character type and make-up preference color of female students majoring in beauty*. Unpublished master's thesis, Seo Kyeong University, Seoul, Korea.
- Moon, H.-K., & Yoo, T.-S. (2001). The effects of social self-efficacy on clothing attitude and degree of make-up depending on depression and stress. *Journal of the Korean Society of Costume*, 51(5), 77-94.
- Moon, M.-A., & Park, H.-S. (2000). A study on the self image and clothing preference image of male adolescents. *Journal of the Korean Society of Clothing and Textiles*, 24(5), 748-759.
- Moon, Y.-S., & Kim, K.-J. (2004). A study of junior-market consumer personality types and their effect on clothing behaviors. *Journal of the Korean Home Economics Association*, 42(10), 39-52.
- Oh, H.-J. (2001a). The differences of apparel evaluation on consumer's personality types. *Journal of the Korean Society of Clothing and Textiles*, 25(2), 249-258.
- Oh, H.-J. (2001b). The preferred clothing images and clothing behaviors on personality types. *Journal of the Korean Society of Clothing and Textiles*, 25(3), 606-161.
- Oh, J.-Y., & Kim, Y.-C. (2006). The relationship between hair style and clothing image preference by personality type in college students. *The Research Journal of the Costume Culture*, 14(4), 635-646.
- Radeloff, D. J. (1991). Psychological types, color attributes, and color preferences of clothing, textiles, and design students. *Clothing and Textiles Research Journal*, 9(3), 59-67.
- 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.
- Ryan, M. S. (1966). *Clothing: A study in human behavior*. New York: Holt, Rinehart and Winston.
- Shiraishi, G. (1995). *Easy and interesting personality psychology*. Seoul: Korean Industrial Training Institute.
- Suh, K.-H., & Jeong, K.-S. (2009). Relationship between women's attitude of hair dressing and their personality: An explorative study. *The Korean Journal of Women Psychology*, 14(4), 711-729.
- Yang, S.-H. (2005). *A study on effects of women's self image on their personality and preferred clothing styles*. Unpublished master's thesis, Gwangju University, Gwangju, Korea.
- Yeom, I.-K., Kim, M.-S. (2004). Actual images and pursued images and purchase behaviors for clothing as determined by self-image. *The Research Journal of the Costume Culture*, 12(1), 90-103.
- Yi, H.-S. (2012). *The appearance management, body satisfaction and concern for body image of each MBTI personality type*. Unpublished doctoral dissertation, Keimyung University, Daegu, Korea.
- Yun, H.-W. (2007). *A study on the personality traits and clothing attitudes of male and female undergraduates*. Unpublished Master's Thesis, Chung-Ang University, Seoul, Korea.