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

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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 (Kah & 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 extroversive type includes those who well accept other opinions, have optimistic perspectives and does not usually set meticulous plans, whereas the thinking introversion includes those who have strong opinions of their own, critical and skeptical views and meticulous plans. The behavioral extroversive type includes those who quickly act on plans while the behavioral introversion includes those who acts slowly and usually remain composed. The interpersonal extroversive type includes those who have wide interpersonal relationships and enjoy speaking in front of