The Difference between Real Self-Image and Ideal Self-Image in Accordance with The Attitude Towards Appearance

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Abstract

The purposes of this study were to make reference data to form the concept for fashion product with research of consumer propensity and image characteristic study according to appearance attitude through the investigation of the differences between real self-image and ideal self-image according to the attitude towards. Questionnaire survey was conducted to female consumers at the age of 20-40, from January 5 to January 22 in 2008, and 457 were used for data analysis. Data analysis were conducted with SPSS 14.0 program on the frequency test, correlation analysis, t-test, ANOVA, factor analysis, cluster analysis. Factors analyses were employed for the attitude toward appearance: followers with appearance, attendant to others, self-satisfaction, indifferent to appearance. And 4 groups for the attitude toward appearance were found: the type of dissatisfaction with appearance, the type of attendant to others, the type of focusing on oneself, the type of indifferent to appearance.

Dissatisfaction with appearance type were interested in the beauty that mass media delivered and compared to the beauty, desiring themselves to be like that, which could be connected to be most dissatisfied with their appearance. and this type showed the biggest gap(-1.48) between real self-image and ideal self-image than any other types. The difference between real self-image and ideal self-image shows that elegance image was equal to sexy image as value of (-1.64) and natural image was lower than other images as (-1.15).

Attendant to others type were sensitive of other opinion and tried to themselves be fitted for others’s valuation basis. These type people had tendency to evaluate their real self-image higher than any other types, and the gab(-0.79) was closest between real self-image and ideal self-image than any other types. The difference between real self-image and ideal self-image shows that sexy image(-0.85)>elegance image(-0.81)>natural image(-0.71).

Focusing on oneself type were less influenced by social criterion or others’ judgement. This type people evaluated real self-image and ideal self-image lowly, and the gab(-0.89) was effectively close between real self-image and ideal self-image. The difference between real self-image and ideal self-image shows that elegance image(-1.01)>sexy image(-0.90)> natural image(-0.74).

Indifferent to appearance type were less interested in appearance, this type people showed to estimate themselves high for both real self-image and ideal self-image, and the gab(-0.89) was close between real self-image and ideal self-image. The difference between real self-image and ideal self-image shows that sexy image(-0.99)>elegance image(-0.98)> natural image(-0.71).

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