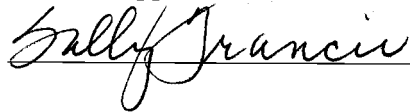AN ABSTRACT OF THE DISSERTATION OF

Tricia Widner Johnson for the degree of Doctor of Philosophy in Design and Human
Environment presented on June 8, 2004.
Title: Appearance Management, Dress, and Personality

Abstract Approved:

Sally K Francis

The purpose of this study was to investigate the relationships among appearance

management, dress, and personality. Eight hypotheses were developed that proposed

relationships among five personality factors, three appearance management variables, and

style of dress.

Respondents were 277 undergraduate student subjects enrolled at Oregon State

University. Subjects completed two questionnaires: 1) the NEO PI-R, an instrument

designed to measure five personality factors and their facets; and 2) the Appearance

Management and Dress Questionnaire, developed to measure the three appearance

management variables of interest in this study and style of dress.

Data were analyzed using multiple linear regression and canonical correlation

analysis. The results revealed significant relationships among personality factors and/or

facets and appearance management and/or dress variables. As hypothesized, lower

openness to experience was positively associated with emphasis placed on appearance,

higher extraversion was positively associated with receptiveness to a variety of

appearances for the self, and personality factors were associated with style of dress.

Exploratory regression analyses revealed that specific facets of neuroticism, openness to

experience, agreeableness, and conscientiousness were associated with emphasis placed

on appearance; and that specific facets of extraversion and openness to experience were associated with receptiveness to a variety of appearances for the self. Exploratory canonical correlation analysis revealed relationships between personality facets and style of dress.

Based on the results of the present study, a relationship exists between personality and appearance management and between personality and style of dress. The findings of this investigation have theoretical implications regarding the social/psychological aspects of appearance and dress, personality research, and the marketing and retailing of appearance management products.

Appearance Management, Dress, and Personality

by
Tricia Widner Johnson

A DISSERTATION

submitted to

Oregon State University

in partial fulfilment of
the requirements for the
degree of

Doctor of Philosophy

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"Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan." -----Tom Landry

Early in the first term of my doctoral program I became fascinated with the relationship between personality and appearance management. I was really excited about this topic and could envision a number of creative ways to collect data. However, before I could collect data I had to determine specific variables to study and formulate hypotheses for those variables. This proved to be an interesting challenge! Through the aid and support of others and my own perseverance, a feasible dissertation topic was developed. I would like to extend my gratitude to the individuals who have dedicated their time and efforts to guide and support me through this process.

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CHAPTER I

INTRODUCTION

Turn on the television set. Flip through the pages of a magazine or catalog. Attend a showing of the latest popular movie. No matter where one goes or what one does, *it* is there. There is nothing inconspicuous about *it*. *It* is readily observable just about anywhere, anytime, or any place. What is *it*? *It* is the cultural appearance ideal in contemporary American society. For women, the cultural appearance ideal includes a thin, shapely body composed of large breasts, a small waist, small hips, long legs, and facial features such as a narrow nose, high cheek bones, and large eyes (Rudd and Lennon, 1994). For men the cultural appearance ideal is characterized by large muscles and lean tissue, rippled abdominals, extremely low body fat (Labre, 2002), sculpted biceps, and smooth skin (Potter, 2003).

The cultural appearance ideal can be incredibly difficult to achieve for both women (Rudd and Lennon, 1994) and men (Labre, 2002), particularly if an individual's face, body shape, or bone structure are natural barriers from achieving the cultural appearance ideal. However, in the United States there are a variety of appearance management products and services available to aid in achieving the cultural appearance ideal such as apparel and accessories, beauty salon treatments, cosmetics and toiletries, cosmetic surgeries/procedures, fitness center memberships, hair transplants and restoration, and home exercise equipment. Stereotypically, it may be expected that it is primarily women who consume these appearance management products and services. In reality, men are major consumers of appearance management products and services as

well. In 1997, male consumers spent $22.4 million on health club memberships and in 1998 male consumers spent $125 million on strength training machines (Labre, 2002). Additionally, in 1999, male consumers spent $1.6 billion on hair transplants and restoration, $5.07 million on cosmetic procedures, and $3.3 million on grooming and toiletry products (Montana State University News, 2003). It would seem then, that the proliferation of the cultural appearance ideal in American society generates an abundance of revenue for companies engaged in producing, promoting, and retailing appearance management products and services.

Does this mean that all individuals are attempting to achieve the cultural appearance ideal? As Rudd and Lennon (1994) described, the cultural appearance ideal is a standard of attractiveness against which individuals measure their appearance. If individuals believe their appearance is not close to the cultural appearance ideal they will select one of a variety of coping strategies which include continuing to attempt to achieve the ideal, stop attempting to achieve the ideal, attempting to change their personal standard of appearance, or attempting to change the cultural standard of appearance. Lennon, Rudd, Sloan, and Kim (1999) examined body image, attitudes toward gender roles, and self esteem as contributing variables to women's appearance management, and hence, attempts to achieve the cultural appearance ideal. However, there are other variables which may contribute to an individual's perception of the cultural appearance ideal, and therefore, be associated with appearance management. One of those variables is personality.

Personality, as it is associated with appearance management and dress, was the topic of this investigation. Do the traits unique to an individual influence the management of appearance? Further, appearance management ultimately results in a created appearance which may be observed as a style of dress. Does that style of dress

which composes one's appearance exude any cues to the personality of the individual? More specifically, is there a relationship between personality and personal appearance management? Is there something distinctive about the way a person dresses that can be related to his/her personality traits?

There seems to be a strong popular culture interest in learning about individual traits and how they may influence the way we manage our appearance or dress. Computer database searches revealed that over the last decade or so, popular periodicals such as *Cosmopolitan, Glamour, McCall's, New Woman, Weight Watchers Magazine, and Woman's Day* have published features and quizzes about appearance management products that relate to personal characteristics. For instance, both *McCall's* (1995) and *Weight Watcher's Magazine* (1995) published articles intended to help people find the beauty "look" that reflected their personalities. *Cosmopolitan* (1996) promised to help consumers find the fragrances that fit their personalities. *New Woman* (1998) and *Glamour* (1991) claimed that choices in lipstick were related to personality. This would seem to establish that there is an interest in the relationships among personality, dress, and appearance management among readers of these publications.

A popular-press "self help" personality book by Kroeger and Thuessen (1988) reported on the topic of personality, appearance management, and dress in a manner similar to popular-press fashion magazines. The authors discussed four fashion personality temperaments: idealistic, inventive, traditional, and adventurous. An idealistic person was said to have a flair for combining styles, textures, and colors; be an innovative trend setter; enjoy creating a unique look; avoid disposing of clothing because to do so would be throwing away a statement about the self; and prefer soft lines and colors. The fashion image of the idealistically tempered person concerned making a unique statement, having flair, and creating a personalized look.

An inventive tempered person was said to choose clothing for comfort and quality out of habit, pay little attention to conventional practices, place importance on price and durability, keep clothes for many years (and hate when they wear out), and wear what is close at hand or easily accessible. The fashion image of the inventive tempered person reflected that fashion was not a priority unless required by a job.

The traditional tempered person would prefer a classic look; buy clothing of quality, durability, value, and longevity; take methodical care of clothing; purchase a planned, coordinated outfit of related separates; be unable to throw clothing away even when it is worn; and adhere to a prescribed color plan. The fashion image of the traditional tempered person was a classic, long-lasting look.

The adventurous tempered person would choose clothes for impact, prefer action-oriented garments that allow flexibility of movement, tend to dress casually, choose brands and labels others would recognize, wear bold, dashing, or daring styles; and have the skill to artfully intertwine bargain apparel with designer labels. The fashion image associated with the adventurous tempered person was making an impact on others.

Another non-scholarly perspective came from Lauer and Lauer (1981) who stated that clothing revealed information about the wearer's personality--the manner of dress and the kinds of clothing worn indicated the characteristics of people. Dress was said to be an extension of the individual's personality. People who dressed for comfort were said to be secure and could relate well to others. Tight, uncomfortable clothing was said to reflect insecurity, and perhaps a sense of inferiority.

Thus, such publications reflect that a general popular culture interest among personality and dress/appearance management exists. However, this topic has been given limited attention in the scholarly literature. There was some scholarly focus on personality and dress/appearance management in the 1960s and 1970s, but the subject

has not been given much attention since then. Results of past studies were significant but varied, making it difficult to draw strong conclusions about the link between personality and dress and/or appearance management. A multitude of personality models and dress and/or appearance management variables encompassed this research. Various personality tests measured numerous traits or characteristics of individuals. This coupled with studying dress/appearance management from a variety of angles made it difficult to identify the specific relationships among personality, dress, and/or appearance management.

The time has come to renew an interest in this topic. There has been little new knowledge added to theory or practice about personality and dress/appearance management in the last two decades. A recently published textbook, *Consumer Behavior in Fashion,* by Soloman and Rabolt (2004) discussed the topic of personality and clothing. The dominant example of research cited in this section of the book stemmed from work published in the 1960s. It would seem that if the topic of personality and clothing was important enough to be included in a recent textbook then there should be current research. This topic needed to be investigated from a fresh perspective. Since the 1960s and 1970s both personality theory and the field of clothing and textiles have advanced considerably, thus increasing the likelihood of achieving generalizeable results.

Research on this topic will further our understanding of individuals' appearance management and dress, as well as differences in personality. Exploring this topic will contribute to theory development in a way that investigation in psychology, clothing and textiles, and other disciplines could use. The results could provide evidence regarding the ability of a personality test to predict dress and/or appearance management as an aspect of human behavior.

Purpose

The purpose of this research was to investigate the relationships between personality and appearance management, and dress. Although findings in previous research were varied there was evidence that personality is a potentially important predictor of dress and appearance management. This study attempted to investigate more breadth of appearance management and dress than many previous studies did. Additionally, a different personality model (the Five Factor Model) than what was used in previous studies was employed. The intention of this research was that a clearer understanding of the relationships among appearance management, dress, and personality would be obtained. Maddi (1996) stated that the notion that a relationship exists between personality and any type of behavior implies an emphasis on characteristics of behavior that show continuity in time. If personality changes, the change is gradual. Therefore, if personality influences behavior, the direction and intensity of the influence ought to persist, producing behavior that is constant and regular. Since dress and appearance management are highly visible behaviors, it seemed reasonable that personality influences dress and appearance management behavior that is constant and regular. To meet the purpose of this study the following two broad research questions were formulated:

1. What is the relationship between personality and appearance management?

2. How is dress a reflection of an individual's personality?

Glossary of Terms

Agreeableness: one of five factors in the Five Factor Model of personality, relates to the quality of one's interpersonal orientation in terms of thoughts, feelings, and actions (Sheskin, 1994).

Appearance Management: a concept related to dress that "includes all activities and thought processes leading to the purchase and wear of clothing items, as well as processes of body modification. Appearance management encompasses what we do to and for our bodies visually, as well as how we plan and organize those actions" (Kaiser, 1997, p. 5).

Big Five: a term referring to the Five Factor Model of personality (Sheskin, 1994).

Conscientiousness: one of five factors in the Five Factor Model of personality, relates to an individual's degree of organization, persistence, and motivation in goal-directed behavior (Pervin, 1996).

Dress (noun): dress includes "a long list of possible direct modifications of the body such as coiffed hair, colored skin, pierced ears, and scented breath, as well as an equally long list of garments, jewelry, accessories, and other categories of items added to the body as supplements" (Roach-Higgins and Eicher, 1992, p. 1).

Dress Style: the created appearance resulting from appearance management activities.

Extraversion: one of five factors in the Five Factor Model of personality, relates to one's amount and intensity for interpersonal interaction, activity level, need for stimulation, and capacity for joy (Pervin, 1996).

Facet: lower level traits which correspond to the dimensions/domains/factors (Costa and McCrae, 1995).

Factor: synonymous with domain or dimension, it is a grouping of related characteristics (Pervin, 1996), which are grouped as multifaceted collections of specific cognitive, affective, and behavioral tendencies (Costa and McCrae, 1995).

Five Factor Model: a personality model consisting of five factors—neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness (Sheskin, 1994).

Neuroticism: one of five factors in the Five Factor Model of personality, relates to the tendency to experience distress and the cognitive and behavioral styles that follow this tendency (McCrae and John, 1992).

Openness to Experience: one of five factors in the Five Factor Model of personality, relates to a person's mental and experiential life and its depth, quality, and complexity (Sheskin, 1994).

Personality: "the stable set of tendencies and characteristics that determine those commonalities and differences in people's psychological behavior (thoughts, feelings, and actions) that have continuity in time..." (Maddi, 1996, p. 8).

CHAPTER II

REVIEW OF LITERATURE

To establish the theoretical foundation for the research, literature was reviewed and summarized. In light of the research questions surrounding this study, addressing the concepts of dress and appearance management as well as research that has been conducted in relation to these concepts was appropriate. A discussion of personality and other related concepts follows. Also imperative, was explaining the personality theory that was used for this investigation, the Five Factor Model. Related research on this model is reviewed. Then, a summary of research related to dress, appearance management, and personality is presented followed by a description of how a dress and appearance management model and personality model will be used in this study. Finally, the hypotheses developed for this investigation are presented.

Dress and Appearance Management

Dress and appearance management are the two dependent variables being studied. Although dress and appearance management are related concepts, the following sections define both of them as well as discuss the research that has been conducted in relation to both.

Dress

Dress is both a verb and a noun. As a verb, Kaiser (1997) described the process of dress as the act of making alterations to or adding to one's appearance. As a noun, Roach-Higgins and Eicher (1992) stated that dress includes "possible direct modifications of the body such as coiffed hair, colored skin, pierced ears, and scented breath, as well as

an equally long list of garments, jewelry, accessories, and other categories of items added to the body as supplements (p. 1)." These authors noted that dress could be examined in relation to the display of specific body modifications that an individual coordinates or organizes from what they have available to them for a given situation or circumstance. For the purposes of this study, the concept of dress is being investigated as a noun under the assumption that dress is a reflection of certain behaviors.

Dress and concepts that compose or define dress such as apparel, clothing, and fashion have captured the interest of scholarly researchers over time. These concepts have been studied using a variety of theoretical orientations from disciplines such as anthropology, economics, history, marketing, psychology, social psychology, and sociology. As noted by Davis (1984), in discussing clothing as an aspect of human behavior, theories of dress as of 1984 stemmed mostly from the latter three disciplines and have included symbolic interaction theory, impression formation theory, role theory, social power theory, similarity-attraction theory, reference group theory, and personality theory.

Davis (1984) published a review of the research that had been conducted related to clothing and human behavior as of the mid-1980s. She categorized the literature into four major areas: person perception and impression formation, effects of clothing on the behavior of others, clothing conformity, and personality, lifestyle and clothing behavior. Person perception and impression formation research has been used to explain the judgmental or behavioral responses that people make about others in relation to clothing and appearance. Studies about the effects of clothing on the behavior of others have investigated variables like occupation, social status, and sex role implied from clothing in relation to various social behaviors such as altruism, compliance, interpersonal attraction, and interpersonal distance. Clothing conformity research has been used to examine

changes in individuals' clothing behavior or clothing attitudes due to real or imagined

pressure to adhere to a group's behaviors and attitudes about clothing. Researchers

investigating personality or lifestyles/psychographics have assumed that an

understanding of these variables would lead to an understanding of why individuals buy

and wear the clothing they do. Course textbooks such as Sproles and Burns (1994) and

Kaiser (1997) have also been published which review and summarize research in dress

and human behavior.

Since the time of Davis' (1984) writing, research has grown in the four major

areas of clothing and human behavior. Person perception and impression formation

studies have continued to be conducted (e.g. Damhorst, 1984-5; Littrell and Berger, 1986;

Behling and Williams, 1991; and Pronchik, Sexton, Melanson, Patterson, and Heller,

1998). Effects of clothing on the behavior of others have also been investigated since

1984 (e.g. Workman, 1987; and Ainscough and Motley 2000). More recent conformity

research that has been conducted includes Manrai, Lascu, Manrai, and Babb (2001); and

Swain (2002). The fourth area, which includes personality, is the area of interest in this

study. The attention that has been given to personality and dress behavior since Davis'

work is discussed in the section Dress, Appearance Management, and Personality, later in

this chapter.

Appearance Management

Appearance management is a concept related to dress. Aune and Aune (1994)

gave a concise definition for appearance management: the grooming or preening behavior

of humans. Kaiser's (1997) definition elaborated more on the concept: appearance

management "includes all activities and thought processes leading to the purchase and

wear of clothing items, as well as processes of body modification" (p. 5). Kaiser noted

further that appearance management encompasses the attention, planning, organizing, decisions, and acts related to one's personal appearance. Appearance management is a process enacted with others in mind that involves experimentation and self expression. Appearance management includes dress as a process as well as assessing the social consequences of one's appearance. Individuals engage in appearance management each day of their lives, even though level of involvement and concerns related to dress and appearance differ from person to person and culture to culture.

A concept related to appearance management, known as appearance orientation was discussed by Davis, Dionne, and Shuster (2001). Appearance orientation relates to the level of emphasis that one puts on personal appearance. It encompasses how important one's looks are to a person as well as the extent of grooming behaviors one engages in to manage one's appearance.

Brannon (1993) stated that appearance management can be studied from one or both of two perspectives: the self system theoretical orientation and the behavioral system theoretical orientation. The self system theoretical orientation includes thoughts and feelings about the self, how those thoughts and feelings become strategies of "concealment and revelation," and the expression of those strategies in dress (self-presentation). The behavioral system includes thoughts and feelings about the social implications of dress, how those thoughts and feelings become selection strategies for a particular occasion, and the desired effect on social interactions (impression management). Brannon's discussion would seem to imply that the various aspects of appearance management that Kaiser (1997) described (thinking, planning, organizing, paying attention to, experimentation with, self expression of, as well as the act of creating one's appearance) have either or both of two intents. The first intent (the self system) would concern managing one's appearance related to a standard one has for the self. The

second intent (the behavioral system) would concern managing one's appearance related to a standard one believes one must adhere to for others.

Research that investigated dress included appearance management or some aspects of appearance management as a variable. However, research that makes reference to the *term* appearance management is limited. Aune and Aune (1994) conducted research incorporating appearance management. It was found that women consistently managed their appearances for longer periods of time than did men. However, the results were somewhat different for men and women across cultural backgrounds. African American men engaged in the most appearance management activities followed by Caucasian and then by Asian American men. Caucasian women engaged in the most appearance management activities followed by Asian American and then by African American women.

In another study that investigated appearance management, Lennon and Rudd (1994) were interested in the relationships among self esteem, gender roles, and appearance management for female subjects. It was found that neither self esteem nor attitudes toward gender roles had an affect on appearance management factors. However, through post-hoc analysis it was revealed that body satisfaction and nontraditional attitudes toward gender roles were related to high levels of self esteem, while the likelihood of using painful appearance management procedures was related to low levels of self-esteem.

Rudd and Lennon (2000) conducted a study in which undergraduate females were asked to write essays in which they assessed their overall body satisfaction, reflected on physical appearance and appearance management behaviors, and discussed self esteem. Nine themes were found among the subjects' responses: risky appearance management behaviors, social comparison, world view, influence of others, coping

mechanisms, frequent behaviors, social interaction, health concerns, and clothing use. The overall conclusions were that risky appearance management behaviors were practiced in response to gendered social norms and that social comparison and ensuing appearance management behaviors were ways in which young women exhibit control over their lives.

Rudd and Lennon's Model Related to Appearance Management

Rudd and Lennon (1994) constructed a model to depict individuals' responses to the cultural appearance ideal in relation to personal appearance. Rudd and Lennon's model was created with females in mind, and these authors described the cultural appearance ideal for women as including a thin, shapely body composed of large breasts, a small waist, small hips, long legs, and facial features such as a narrow nose, high cheek bones, and large eyes. Rudd and Lennon's model focused on the idea that women "learn to monitor their appearances in an attempt to approximate the cultural ideal perhaps to reach what they believe is their full attractiveness quotient" (p. 163). Individuals manage their appearance in response to a cultural ideal.

Rudd and Lennon's (1994) model incorporates two theories: social comparison theory and social identity theory. Social comparison theory refers to people evaluating themselves in relation to others. Social comparison theory is important to Rudd and Lennon's model because appearance management behaviors and the internalization of appearance evaluations are partially dependent on the comparisons people make between themselves and others. Social identity theory refers to the idea that when people are grouped into a category they will evaluate people within the group as better than people outside the group. Social identity theory is important to Rudd and Lennon's model because this theory can be used to explain the active creation of appearances in response

to the cultural ideal. The process of social comparison is present as individuals assess the personal aesthetic value of themselves and others on a continuous basis. Individuals will have a heightened sense of self esteem if they believe their appearance is close to the ideal. Heightened self esteem leads to stronger personal and social identities which can also strengthen self-image.

Central to Rudd and Lennon's (1994) model, and also important to this study, is the idea that there is a dominating aesthetic standard or appearance ideal in a culture. This standard or ideal influences individuals in the creation of their appearance. Individuals who do not believe their appearance is close to the ideal will use coping strategies which include: continuing to attempt to achieve the ideal, stop attempting to achieve the ideal, attempting to change their personal standard of appearance, or attempting to change the cultural standard of appearance. Also included in the model is an appreciation process whereby individuals' appearance is evaluated by others. Figure 2.1 depicts Rudd and Lennon's model.

Brannon's (1993) discussion of the self system theoretical orientation and the behavioral system theoretical orientation (discussed earlier) are present in Rudd and Lennon's (1994) model. The self system relates to thoughts and feelings about the self, how those thoughts and feelings become strategies for concealment and revelation, and the expression of those strategies in dress (self-presentation). As individuals evaluate their appearance in relation to the cultural appearance ideal their thoughts and feelings about themselves may stem from the proximity to which they believe they are close to reaching the cultural appearance ideal. The coping strategies chosen in relation to the cultural appearance ideal are also strategies for concealment and revelation. The use of both social comparison theory and social identity theory in Rudd and Lennon's model relate to
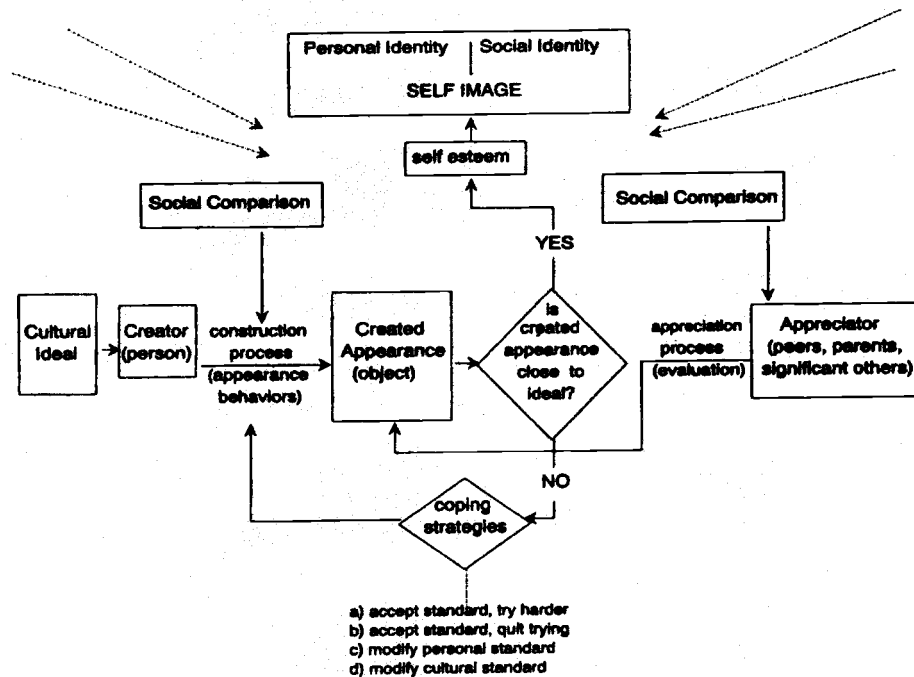
Figure 2.1. Rudd and Lennon's Model.

Brannon's (1993) discussion of the behavioral system theoretical orientation. This is because as individuals evaluate themselves in relation to others, and evaluate people in and outside a categorized group, they will likely have thoughts and feelings about the social implications of dress, how those thoughts and feelings will become selection strategies for a particular occasion, and about the desired effect on social interactions (impression management).

Lennon, Rudd, Sloan, and Kim (1999) conducted a study that was an application of Rudd and Lennon's (1994) model. The variables studied in the model application were body image, attitudes toward gender roles, and self-esteem. Findings supported the model. It was found that subjects who evaluated their appearances had high self esteem. Findings also revealed that attitudes toward gender roles were associated with the extent to which self esteem was related to attention given to and importance placed on

appearance management. Other findings indicated that social group membership may affect the coping strategy selected as people attempt to recreate their appearances.

The Concept of Personality

Personality is the independent variable in this investigation and refers to "the stable set of tendencies and characteristics that determine those commonalities and differences in people's psychological behavior (thoughts, feelings, and actions) that have continuity in time..." (Maddi, 1996, p. 8). It has also been described as the "complex organization of cognition, affects, and behaviors that give direction and pattern to the person's life..." (Pervin, 1996, p. 414). Personality has also been referred to as the study of individual differences (Sheskin, 1994).

There are a variety of other concepts related to personality such as tendency, characteristic, temperament, trait, factor, dimension, facet, and domain. Tendencies are the processes that determine directionality in thoughts, feelings, and actions, serving goals or functions. Tendencies are present early in life and are relatively stable across various kinds of situations and over the course of time. Characteristics are static personality structures used to explain goals or requirements rather than the movement toward them (Maddi, 1996). Matthews and Deary (1998) defined temperament as a biologically rooted individual difference in behavior.

Traits are regularities or broad behavioral consistencies in the conduct of people and represent basic categories of individual differences in functioning (Pervin, 1996). McCrae and Costa (1994) stated that a single trait can present itself in different circumstances or situations in life. They noted that personality traits are inherently dynamic dispositions rather than repetitive habits. Personality traits do not control the fates of individuals; they create dispositions that interact with situations as they arise.

Pervin (1996) defined a factor as a grouping of related characteristics. Paunonen and Ashton (2001) described a factor and a dimension as being synonymous and noted that an individual factor or dimension consists of a number of related facets or traits. Costa and McCrae (1995) used the term domain also as a synonym of factor. Domains were said to be collections of specific cognitive, affective, and behavioral tendencies that might be grouped in many different ways and include many facets. The facets, therefore, correspond to the dimensions/domains/factors.

Traits have served as the basis for many personality theories over time. Matthews and Deary (1998) discussed two key assertions that tend to be made regarding traits. The first is that traits are stable over time. A person's behavior will vary to some degree across situations, but there is also a consistency which defines the individual's true nature. The second assertion is that traits directly influence behavior. Generally, the underlying physiological, psychological, and social bases of traits are considered to be the causal influences on behavior.

The Five Factor Model

There are numerous theories of personality that have been developed such as trait theories, psychodynamic theories, and cognitive theories. Of them, trait theories have been popular at various points in time and were extensively used at the time of the present study. The Five Factor Model is a trait theory that was created using a lexical approach, meaning that personality vocabulary can be found in dictionaries of the natural language because it is believed to be encoded in the natural language. The lexical approach assumes that words are created for what a society believes to be important, therefore this approach would assume that important aspects of personality have an associated word in a society's natural language (John and Srivastava, 1999). The Five

Factor Model is one of the most widely respected and used trait theories among personality psychologists as well as researchers in other disciplines (McCrae and John, 1992). Some personality psychologists do not value trait perspectives, and not all trait psychologists value the Five Factor Model. However, because this model has been very successful it poses numerous challenges for alternate models or paradigms (Pervin, 1996). In order for a trait theory of personality to be considered complete it must address universal personality processes, common dimensions of individual differences, and unique characteristics of individuals. The Five Factor Model does all of these (McCrae and John, 1992).

Maddi (1996) categorized a variety of personality theories into three types of models: the conflict model, the consistency model, and the fulfillment model. Maddi concurred with Paul T. Costa and Robert R. McCrae, major proponents and researchers of the Five Factor Model, and all agreed that the Five Factor Model is a fulfillment model. A fulfillment model assumes that one basic force lies within an individual and that force drives him/her throughout life. More specifically, the Five Factor Model is an actualization version of the fulfillment model meaning that the force within an individual works as a propensity to realize one's inherent potential, talents, and capabilities to a continually greater echelon. One premise of the Five Factor Model is that individuals constantly strive to express through behavior and thoughts the feelings and actions that best reflect the five factors that are inherent to them as individuals. Individuals "actualize" themselves through the development of adaptations, biographies, and self concepts. The adaptations individuals develop serve as specific habits or activities that express underlying source traits. Biographies refer to the conscious goals, schedules, and plans that organize one's thoughts, feelings, and plans. Self concepts are "cognitive affective" views individuals have of themselves. Part of the self concept is perceiving

information selectively in a consistent manner to one's source traits. Individuals also selectively interpret and attempt to manipulate both physical and social environments in a manner consistent with their source traits. Further, "expressing one's inherent five factor pattern in interaction with the outside world leads to learned patterns of thought, feelings, and actions that reflect both inherent traits and the nature of the environment." (p. 121).

Since the 1980s, psychologists in personality research have employed the Five Factor Model, commonly known as the Big Five (Sheskin, 1994). As explained by Pervin (1996), the Big Five consists of neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness. Within each of the five factors, there are facets that offer greater differentiation related to behavior. Maddi (1996) stated that the five factors are viewed as basic, generic orientations, which consist of specific traits and change only through biological maturation and not learning.

Neuroticism

Neuroticism, the first of the five factors, contrasts emotional stability and even temperedness with negative emotionality (John and Srivastava, 1999). The scale for this trait measures a person's adjustment and emotional instability (Pervin, 1996) and summarizes calm, relaxed confidence versus nervous tension (Sheskin, 1994). McCrae and John (1992) added that neuroticism relates to the tendency to experience distress and the cognitive and behavioral styles that follow this tendency. Characteristics of a high score include being worrisome, nervous, emotional, insecure, inadequate, hypochondriacal (Pervin, 1996), anxious, self-pitying, tense, touchy, and unstable (McCrae and John, 1992). An individual scoring low on this trait would be calm, relaxed, unemotional, hardy, secure, self-satisfied (Pervin, 1996) even-tempered, and unflappable (McCrae and John, 1992). The facet scales associated with neuroticism are

anxiety, angry hostility, depression, self-consciousness, impulsiveness, and vulnerability (Pervin, 1996).

Anxiety is the first facet of neuroticism. According to Costa and McCrae (1992), individuals who score high on anxiety are prone to worry, apprehensive, fearful, nervous, tense, and jittery. Individuals who score low on anxiety are calm and relaxed.

The second facet of neuroticism is angry hostility, which is the tendency to experience anger. Related states such as frustration and bitterness are also part of angry hostility. The scale for this facet measures an individual's readiness to experience anger, but it does not measure expression of anger. Individuals who score low on angry hostility are easy going and slow to anger (Costa and McCrae, 1992).

Depression is the third facet of neuroticism. According to Costa and McCrae (1992), this measures the tendency to experience depressive affect. Individuals who score high on this facet are prone to feeling guilty, sad, hopeless, and lonely. They are easily discouraged and dejected. Low scorers are not necessarily light-hearted and cheerful, but, they rarely experience depressive affect.

The fourth facet of neuroticism is self-consciousness. Shame and embarrassment characterize this facet. Individuals who score high on self-consciousness are uncomfortable around others, sensitive to ridicule, and prone to feelings of inferiority. Individuals who score low on self-consciousness are not necessarily poised or have good social skills, however they are less disturbed by awkward social situations (Costa and McCrae, 1992).

Impulsiveness is the fifth facet of neuroticism. According to Costa and McCrae (1992), impulsiveness is the inability to control cravings and urges. Individuals who score high on impulsiveness can not resist their desires even if they will later regret their behavior. This facet is not synonymous with spontaneity, risk-taking, or rapid decision

time. Individuals who score low on impulsiveness can resist temptation and have a low tolerance for frustration.

The sixth facet of neuroticism is vulnerability. Individuals who score high on this facet feel unable to cope with stress; becoming dependent, hopeless, and panicked in emergency situations. Individuals who score low on vulnerability believe they are capable of handling themselves in difficult situations (Costa and McCrae, 1992).

Extraversion

Extraversion relates to one's interpersonal nature (Sheskin, 1994) and assesses the amount and intensity of interpersonal interaction, activity level, need for stimulation, and capacity for joy (Pervin, 1996). This factor relates to an energetic approach to the social and material world (John and Srivastava, 1999). A person who scores high on the extraversion scale is known as an extravert and tends to be sociable, active, talkative, person-oriented, optimistic, fun-loving, affectionate (Pervin, 1996), assertive, energetic, enthusiastic, and outgoing (McCrae and John, 1992). A person scoring low on this trait scale, an introvert, is reserved, sober, unexuberant, aloof, task-oriented, retiring, and quiet. The facet scales associated with extraversion are called warmth, gregariousness, assertiveness, activity , excitement seeking, and positive emotions. (Pervin, 1996).

Warmth is the first facet of extraversion. According to Costa and McCrae (1992) this facet is most relevant to issues of interpersonal intimacy. Individuals who score high on warmth are affectionate, friendly, genuinely like people, and easily form close attachments to others. Individuals who score low on warmth are more formal, reserved, and distant in manner than high scorers, however this does not mean they are hostile or lack compassion. This facet is closest to agreeableness in interpersonal space, but varies from agreeableness with cordiality and heartiness.

The second facet of extraversion is gregariousness. Individuals who score high on this facet have a preference for other people's company, and the larger the group, the better. Individuals who score low on this facet are loners who do not seek (and sometimes avoid) social stimulation (Costa and McCrae, 1992).

Assertiveness is the third facet of extraversion. According to Costa and McCrae (1992) individuals who score high on assertiveness are dominant, forceful, and socially ascendant. They often become group leaders and speak without hesitating. Individuals who score low on assertiveness prefer to stay in the background and allow others to speak.

The fourth facet of extraversion is activity. Individuals who score high on activity lead fast-paced lives and have a sense of energy. Although individuals who score low on activity are more leisurely and relaxed in their personal tempo, they are not necessarily sluggish or lazy (Costa and McCrae, 1992).

Excitement-seeking is the fifth facet of extraversion. According to Costa and McCrae (1992) individuals who score high on excitement-seeking crave excitement and stimulation. They like bright colors and noisy environments. Individuals who score low on excitement-seeking do not prefer a life full of thrills and their lifestyle may seem boring to individuals who score high on this facet.

The sixth facet of extraversion is positive emotions. Individuals who score high on positive emotions are more likely to have the tendency to experience emotions such as joy, happiness, and excitement. High scorers laugh easily and often, and are cheerful and optimistic. Individuals who score low on positive emotions are less exuberant and high spirited than high scorers, but they are not necessarily unhappy (Costa and McCrae, 1992).

Openness to Experience

A person's mental and experiential life and its breadth, depth, quality, originality, and complexity are demonstrated through openness to experience (John and Srivastava, 1999, Sheskin, 1994). This trait scale measures proactive seeking and appreciation of experience for its own sake, and toleration for and exploration of the unfamiliar. The characteristics of a high scorer on openness to new experience are curious, having broad interests, creative, original, imaginative, untraditional (Pervin, 1996), artistic, perceptive, and insightful (McCrae and John, 1992). These authors also noted that researchers have found this to be a very broad factor that includes differentiated emotions, aesthetic sensitivity, need for variety, and unconventional values. Pervin (1996) reported that an individual scoring low on this factor is conventional, down-to-earth, has narrow interests, is inartistic, and is not analytical. McCrae and John (1992) added that those scoring low on this factor make judgments in conventional terms, favor conservative values, and repress anxiety. The facet scales of openness to experience are fantasy, aesthetics, feelings, actions, ideas, and values (Pervin, 1996).

Fantasy is the first facet of openness to experience. According to Costa and McCrae (1992) individuals who score high on fantasy tend to have a vivid imagination and an active fantasy life. Daydreaming serves as a means of creating an interesting inner world for themselves. They believe that imagination contributes to a rich and creative life and they elaborate and develop their fantasies. Individuals who score low on fantasy prefer to keep their minds on the task at hand and are more prosaic.

The second facet of openness to experience is aesthetics. Individuals who score high on aesthetics have a deep appreciation for art and beauty. They are intrigued by art, moved by poetry, and absorbed in music. They may or may not have artistic talent. Other people may or may not consider them to have good taste. However, their interest

in the arts leads them to develop greater knowledge and appreciation of the arts than that of the average individual. Individuals who score low on aesthetics are relatively insensitive to, and uninterested in art and beauty (Costa and McCrae, 1992).

Feelings are the third facet of openness to experience. According to Costa and McCrae (1992) individuals who score high on feelings are receptive to one's own inner feelings and emotions. They are also receptive to the evaluation of emotion as an important part of life. High scorers tend to experience emotional states that are deep and differentiated. They also feel the emotions of happiness and unhappiness more intently than others. Individuals who score low on feelings tend to not believe there is importance in feeling states and have somewhat blunted affects.

The fourth facet of openness to experience is actions. Individuals who score high on actions have a willingness to try different activities, go new places, or eat unusual foods. They have a preference for novelty and variety over routine and familiarity. In the course of their lives they may become involved in a variety of different hobbies. Individuals who score low on actions find change difficult and prefer routine and "sticking" with what they know.

Ideas are the fifth facet of openness to experience. According to Costa and McCrae (1992) individuals who score high on ideas tend to be intellectually curious, pursue intellectual interests for their own sake, be open-minded, are willing to consider unconventional ideas, and enjoy philosophical arguments and brain teasers. A high score on this facet does not necessarily imply high intelligence, although it can contribute to the development of intellectual potential. Individuals who score low on ideas have limited curiosity, and if highly intelligent, narrowly focus their resources on limited topics.

The sixth facet of openness to experience is values. Individuals who score high on values tend to be open to reexamine social, political, and religious values. Individuals

who score low on values accept authority, honor tradition, and are generally conservative regardless of which political party they affiliate themselves (Costa and McCrae, 1992).

Agreeableness

Agreeableness, like extraversion, relates to one's interpersonal nature (Sheskin, 1994). This factor contrasts pro-social and communal orientation toward others with antagonism (John and Srivastava, 1999). The agreeableness trait scale measures the quality of one's interpersonal orientation in terms of thoughts, feelings, and actions. The characteristics of a high scorer on agreeableness are softhearted, good-natured, trusting, helpful, forgiving, gullible, straightforward (Pervin, 1996), appreciative, generous, kind, altruistic, nurturing, caring, and sympathetic (McCrae and John, 1992). A person scoring low on this scale is cynical, rude, suspicious, uncooperative, vengeful, ruthless, irritable, manipulative (Pervin, 1996), hostile, indifferent to others, self-centered, spiteful, and jealous (McCrae and John, 1992). The facet scales for agreeableness are trust, straightforwardness, altruism, compliance, modesty, and tender-mindedness (Pervin, 1996).

Trust is the first facet of agreeableness. According to Costa and McCrae (1992), individuals who score high on trust tend to believe that others are honest and well-intentioned. Individuals who score low on this facet tend to be cynical, skeptical, and assume others may be dishonest or dangerous.

The second facet of agreeableness is straightforwardness. Individuals who score high on agreeableness tend to be frank, sincere, and ingenuous. Individuals who score low on this scale are more willing to manipulate others through flattery, craftiness, or deception. They believe these types of tactics are necessary social skills and may regard those who are straightforward to be naive. Low-scoring individuals are more likely to

stretch the truth or be guarded in expressing their true feelings, however this does not mean they are dishonest (Costa and McCrae, 1992).

Altruism is the third facet of agreeableness. According to Costa and McCrae (1992) individuals who score high on altruism tend to have an active concern for others welfare demonstrated by generosity, consideration of others, and a willingness to assist others in need of help. Individuals who score low on altruism are more likely to be self-centered and reluctant to get involved in the problems of others.

The fourth facet of agreeableness is compliance. Individuals who score high on compliance tend to defer to others, inhibit aggression, forgive and forget, and are meek and mild. Individuals who score low on compliance tend to compete rather than cooperate and are not reluctant to express anger when necessary (Costa and McCrae, 1992).

Modesty is the fifth facet of agreeableness. According to Costa and McCrae (1992) individuals who score high on modesty tend to be humble and self-effacing. However, they are not necessarily lacking self confidence or self-esteem. Individuals who score low on modesty believe they are superior people and may be considered arrogant or conceited by others.

The sixth facet of agreeableness is tender-mindedness. Individuals who score high on tender-mindedness tend to have attitudes of sympathy and concern for others. They are moved by the needs of others and emphasize the human side of social politics. Individuals who score low on tender-mindedness tend to be less moved by appeals to pity. They consider themselves realists who make decisions rationally using cold logic (Costa and McCrae, 1992).

Conscientiousness

Conscientiousness is associated with task behavior and socially prescribed impulse control (Sheskin, 1994) that facilitates task and goal directed behavior like thinking before acting, delaying gratification, following norms and rules, as well as planning, organizing, and prioritizing tasks (John and Srivastava, 1999). This scale assesses an individual's degree of organization, persistence, and motivation in goal-directed behavior. Dependable, fastidious people are contrasted with those who are lackadaisical and sloppy. A high scorer on the conscientiousness scale is organized, reliable, hard working, self-disciplined, punctual, scrupulous, neat, ambitious, persevering (Pervin, 1996), efficient, a planner, responsible, diligent, achievement oriented, and thorough (McCrae and John, 1996). A person who scores low on the scale would be aimless, unreliable, lazy, careless, lax, negligent, weak-willed, and hedonistic. The facet scales for conscientiousness are competence, order, dutifulness, achievement striving, self-discipline, and deliberation (Pervin, 1996).

Competence is the first facet of conscientiousness. According to Costa and McCrae (1992), individuals who score high on competence tend to have a sense that they are capable, sensible, prudent, effective, and feel well-prepared to deal with life. Individuals who score low on competence tend to not believe in their abilities and admit to being often unprepared and inept.

The second facet of conscientiousness is order. Individuals who score high on order are neat, tidy, well-organized, and keep things in their proper places. Individuals who score low on order are unable to get organized and describe themselves as unmethodical (Costa and McCrae, 1992).

Dutifulness is the third facet of conscientiousness. According to Costa and McCrae (1992), individuals who score high on dutifulness tend to adhere to their ethical

principles, and scrupulously fulfill their moral obligations. Individuals who score low on dutifulness tend to be somewhat undependable and unreliable.

The fourth facet of conscientiousness is achievement striving. Individuals who score high on achievement striving tend to have high aspiration levels and work hard to achieve their goals. They are diligent and purposeful and have a sense of direction in life. Very high scorers can become workaholics and spend too much time in their careers. Individuals who score low on achievement striving are lackadaisical, possibly lazy, not driven to succeed, lack ambition, although they are often perfectly content with their low levels of achievement (Costa and McCrae, 1992).

Self-discipline is the fifth facet of conscientiousness. According to Costa and McCrae (1992) individuals who score high on self-discipline have the ability to begin tasks and carry them through to completion despite boredom or other distractions. High scorers also have the ability to motivate themselves to get the job done. Individuals who score low on self-discipline procrastinate in beginning chores and are easily discouraged and eager to quit. Low-scorers can not force themselves to do what they want to do due to lack of motivation.

The sixth facet of conscientiousness is deliberation. Individuals who score high in deliberation tend to think carefully before acting, are cautious, and deliberate. Individuals who score low on deliberation are hasty and may speak without first considering the consequences, however they may be able to make snap decisions when necessary (Costa and McCrae, 1992).

Five Factor Model Research

Like most other personality theories, the Big Five has received criticism. Block (1995) is one of the most well known critics of the Five Factor Model. Block stated that

the formulation of the five factors was atheoretical, meaning "no identifiable hypotheses, theories, or models guided the emergence of or decision on this five-fold space" (p. 188). Block was also concerned that the factor analytic algorithm that was used to determine the theoretical constructs was unwarranted, naïve, and limiting. In addition, Block was critical of the lexical approach (described earlier in this chapter) in creating the five factors because he questioned the following: whether the lexical approach was scientific, the use of laypersons in specifying personality language, the empirical procedures used, and the stability of the five factor structure.

Another concern about the Big Five was expressed by Van Heck, Perugini, Caprara, and Froger (1994). They assessed various types of consistency within the model and reported the Big Five traits were less "trait-like" than proponents argued because of variability across situations and cultures. However, in a replication of that study, Hendricks' (1996) results demonstrated that the Big Five were "trait-like," meaning they served as internal dispositions that had an important influence on behavior. It is possible that the contradictory results of these two studies stemmed from different conceptualizations of traits.

According to McCrae and John (1992) another criticism the Five Factor Model has received was related to the fact that scholars have argued that five factors are insufficient to summarize what is known of individual differences and that the model needs other components which may consist of additional factors or non-trait individual differences such as goals. However, no proposed sixth factor has generated enough support to merit its addition to the model. There are also researchers who believe five factors are too many but there is an abundance of empirical analysis to support all five being included. Despite criticism and arguments, the Five Factor Model continues to be one of the most widely used and respected trait theories.

Costa and McCrae (1995) described other criticisms that have commonly been made regarding the Five Factor Model. They stated that many scholars believe the Five Factor Model is the most promising model of personality for a broad overview of personality dimensions. However, there is argument as to whether the model is appropriate for a more differentiated, detailed perspective of personality. This argument has become quite complex because there is not agreement on what specific traits would be appropriate for a more differentiated, detailed perspective of personality. Due to the criticism of the Five Factor Model, Costa and McCrae developed an instrument, the NEO PI-R (Neuroticism, Extraversion, Openness to Experience Personality Inventory-Revised), to measure not only the five factors, but also the facets that compose them so that a more differentiated, detailed perspective of personality could be measured.

An abundance of literature has been published incorporating the Five Factor Model. For instance, in a study using "think aloud" interviews and self-report assessment, Langston and Sykes (1997) demonstrated that individual differences in beliefs were related to individual differences in trait scales. They concluded that the Big Five were strongly related to individual differences in some general beliefs about people and the world. For instance, subjects who scored low on neuroticism believed people would like them and that everything would be all right. Extraverts believed people were important. Subjects who scored high in openness to experience believed it was good to be practical and think for one's self. Conscientious subjects believed they were in control and that being conscientious was good. Subjects who scored high in agreeableness tended to not believe politeness was phony or that it was important to be right.

A longitudinal study conducted by Borkenau and Ostendorf (1998) found that the Big Five not only measured individual differences but also could help explain variability in people over time. They concluded that the Big Five was a structural model that could

be used for "higher-level descriptions of enduring differences between persons as well as of longitudinal variations within persons" (p. 203).

In an applied study, Gosling, Ko, Mannarelli, and Morris (2002) were interested in investigating whether individuals' interior physical spaces reflected their personalities. They found that conscientious individuals did not make particularly good use of space but their rooms were organized, neat, and uncluttered. Those who scored high in openness to experience had distinctive and unconventional offices. The offices of extraverts seemed to be arranged to encourage interaction in comparison to introverts' offices. They were also found to be more decorative, inviting, and warm compared to those of introverts. There were not significant results relating individuals' rooms to agreeableness or neuroticism. Researchers concluded that personal environments yield more cues for certain traits than for others.

McCrae and John (1992) gave a perspective which summarized the validity of the Five Factor Model: "although individuals differ on their standing on the five factors, the factors themselves point to universal issues" (p.199). Individuals are neurotic with response to danger, loss, and threat; extraverted by interacting with others to some degree; open to experience when choosing the risks of exploration over the limitations of familiarity; agreeable when considering social interest over self; and conscientious when balancing work and play. At a broad level, the five factors summarize the intra-individual changes mirrored by inter-individual differences in characteristic ways of thinking, feeling, and acting.

Dress, Appearance Management, and Personality

During the 1960s and 1970s the relationships among personality, dress and/or appearance management were the focus of numerous studies. However, since that time

the topic has not received extensive attention from scholarly researchers. It is difficult to draw general conclusions based on this early literature because the researchers used many different variables related to dress and/or appearance management (e.g. clothing acceptance, dress perception, clothing interest, clothing aspiration, clothing satisfaction, fabric color preferences, clothing values, dress styles, clothing dimensions, dress conformity, daily clothing selection, appearance orientation, and frequency of clothing buying). Numerous personality variables, personality theories, and instruments of measurement were used in these studies. It may have been difficult for scholars to establish concordant results due to the variation in methods and measurements used, the personality variables of interest, as well as the aspects of dress/appearance management under investigation.

Below is a discussion of the findings from previous research. The first section describes the research of Aiken (1963), Taylor and Compton (1968) and Rosenfeld and Plax (1972). These studies are considered together due to their use of a common instrument created by Aiken. Taylor and Compton used Aiken's instrument in their study and Rosenfeld and Plax used a modified version of the instrument. The second section is a review of other studies, grouped by similarity in personality variables studied. The last section describes the limited research that has been conducted most recently.

The Findings of Aiken, Taylor and Compton, and Rosenfeld and Plax

Aiken (1963) correlated a variety of personality variables with five dress variables he referred to as clothing types/dimensions/attitudes in a study using undergraduate women as subjects. The five dress variables were decoration in dress, comfort in dress, interest in dress, conformity in dress, and economy in dress. Aiken determined the use of these five dress variables based on very early literature about dress. He did not outwardly

define the five variables. However, based on the conclusions Aiken drew, there is somewhat of an implied "definition" of these variables. Decoration in dress related to details or ornamentation that would affect the aesthetic appeal of an ensemble (i.e. accessories such as jewelry as well as style features of the clothing used to create an ensemble). Subjects who were high scorers in decoration of dress were found to be uncomplicated and socially conscientious. Their personalities tended to be conscientious, conventional, stereotyped, conforming, non-intellectual, sympathetic, sociable, and submissive.

Comfort in dress was a dimension that emphasized the comfort of a garment over the aesthetic appeal. Those who scored high on comfort in dress were found to be controlled extraverts. Their personalities tended to be self-controlled, socially cooperative, sociable, thorough, and deferent to authority.

Interest in dress related to a general attraction and attention to fashion as well as dressing the self. Subjects who had a high interest in dress were found to be uncomplicated and socially conscientious with difficulties in adjustment. Their personalities tended to be conventional, conscientious, compliant before authority, stereotyped in thinking, persistent, suspicious, insecure, and tense.

Conformity in dress was a dimension that emphasized dressing like other people in one's social group. Those who scored high in conformity were found to be conventional and deferent to authority. Their personalities tended to be socially conforming, restrained, conscientious, moral, sociable, traditional, submissive, conventional, and deferent to authority.

Economy in dress was related to spending money on clothing, making and repairing clothing, and getting lengthy usage out of the clothing. Subjects who scored high in economy of dress were found to be intelligent and efficient. Their personalities

tended to be responsible, conscientious, alert, efficient, precise, controlled, and intelligent.

Aiken's associations among clothing dimensions and personality variables can be seen in

Table 2.1.

Table 2.1

Aiken's Associations among Clothing Dimensions and Personality Variables

Clothing Dimension	Personality Variables
Decoration	conscientious, conventional, stereotyped, conforming, non- intellectual, sympathetic, sociable, submissive
Comfort	self-controlled, socially cooperative, sociable, thorough, deferent to authority
Interest	conventional, conscientious, compliant before authority, stereotyped in thinking, persistent, suspicious, insecure, tense
Conformity	socially conforming, restrained, conscientious, moral, sociable, traditional, submissive, conventional, deferent to authority
Economy	responsible, conscientious, alert, efficient, precise, controlled, intelligent

Two other studies employed Aiken's instrument (see Taylor and Compton and

Rosenfeld and Plax below). In addition, a recent textbook entitled *Consumer Behavior in*

Fashion by Soloman and Rabolt (2004) included a chapter titled *Psychographics: Personality,*

Attitudes, and Lifestyle. Despite the fact that Aiken's research was published more than 40

years earlier, Aiken's study was used by Soloman and Rabolt as the prominent example

of findings about the relationship between personality and dress in the Trait Theory

section of the *Psychographics: Personality, Attitudes, and Lifestyle* chapter in *Consumer Behavior*

in Fashion.

Using Aiken's (1963) instrument for measuring five clothing dimensions, Taylor and Compton (1968) investigated the relationships among three personality variables and the five clothing dimensions defined by Aiken. The three personality variables were task orientation, interaction-orientation, and self-orientation. Task orientation referred to being drawn to a group due to the prospect of task success and its rewards. Task oriented people tend to be concerned about finishing jobs and are often highly intelligent. Interaction oriented people tend to be interested in maintaining harmonious relationships with others. They are socially group dependent and have a need for affiliation with others. They also need help from others. Self-oriented people tend to be attracted to groups because of the rewards that being with a group brings. Self-oriented people are often dominant and aggressive. People who scored high in task orientation also scored high in comfort in dress. Self oriented people had a negative correlation with comfort in dress and economy in dress. Interaction oriented people tended to score high in conformity in dress. The relationships among the three personality characteristics and the other clothing dimensions were not found to be significant. Taylor and Compton were also interested in finding the relationships among Aiken's five clothing dimensions and preferences for color, design, and textures in fabric. Results were not conclusive.

Rosenfeld and Plax (1977) measured clothing variables by using a revised version of Aiken's (1963) instrument called a clothing questionnaire. The revised version was designed for both males and females to use and wording was changed to fit 1970s clothing values. In a study of undergraduate males and females, Rosenfeld and Plax examined the personality variables of subjects in relation to four clothing variables: clothing consciousness (i.e. attention given to clothing selected to be worn), exhibitionism (i.e. would wear "skimpy" bathing suits), practicality (i.e. more important for clothing to have a practical use than be aesthetically pleasing), and designer (i.e. desire to be a

clothing designer). Numerous personality variables were examined in the study. The results indicated that the relationship between personality and clothing types was different for males and females. Clothing conscious males tended to be deliberate, guarded, and deferential to authority, custom and tradition. Males scoring low on clothing conscious were outgoing, dependent, aggressive, adventurous, and dependable. Clothing conscious females tended to be inhibited, anxious, compliant before authority, kind, sympathetic, and loyal to friends. Females scoring low on clothing consciousness were forceful, independent, dominant, and clear-thinking.

Exhibitionist males tended to be aggressive, confident, outgoing, unsympathetic, moody, impulsive, and unaffectionate. Males who scored low on exhibitionism were guarded about revealing personal information. Exhibitionist females tended to be radical, detached in terms of interpersonal relationships, and had high opinions of moral-ethical self concepts including self-worth. Females who scored low on exhibitionism tended to be timid, sincere, accepting of others, patient, and had feelings of inferiority.

Practical males tended to be inhibited, cautious, dissatisfied, rebellious, had low motivation to make friends, sustain relationships, or gain recognition of authorities. Males scoring low on practicality were success oriented, mature, forceful, serious, analytical, and tried to predict others' responses to various situations. Practical females tended to be clever, enthusiastic, confident, outgoing, had feelings of superiority, and were guarded about their personal selves. Females who scored low on practicality were self-centered, independent, and detached.

Designer males tended to be cooperative, sympathetic, warm, helpful, impulsive, irritable, demanding, conforming, seek encouragement from others, and worry about their behavior. Males scoring low on designer were adventurous, had egotistic feelings of superiority, were dissatisfied, anxious, and were not highly motivated to form friendships.

Designer females tended to be irrational, uncritical, stereotyped in their thinking, quick,

expressive, and ebullient. Females scoring low on designer were efficient, clear-thinking,

resourceful, pessimistic about occupational futures, and easily disorganized under

pressure. A summarization of the results of Rosenfeld and Plax's study can be seen in

Table 2.2.

Table 2.2

Results of Rosenfeld and Plax's Study

	Males scoring high	Males scoring low	Females scoring high	Females scoring low
Clothing Consciousness	Deliberate, guarded, deferential to authority, custom, and tradition.	Outgoing, dependent, aggressive adventurous, and dependable.	Inhibited, anxious, compliant before authority, kind, sympathetic, and loyal to friends	Forceful, independent, dominant, clear-thinking
Exhibitionism	Aggressive, confident, outgoing, unsympathetic, moody, impulsive, and unaffectionate.	Guarded about revealing personal information,	Radical, detached interpersonal relationships, high opinions of moral-ethical self concepts including self worth	Timid, sincere, accepting of others, patient, feelings of inferiority
Practicality	Inhibited, cautious, dissatisfied, rebellious, had low motivation to make friends, sustain relationships, or gain the recognition of authorities.	Success oriented, mature, forceful, serious, analytical, and tried to predict others responses to various situations	Clever, enthusiastic, confident, outgoing, feelings of superiority, guarded about personal selves	Self-centered, independent, detached
Designer	Cooperative, sympathetic, warm, helpful, impulsive, irritable, demanding, conforming, seek encouragement from others and worry about their behavior.	Adventurous, egotistic feelings of superiority, dissatisfied, anxious, not highly motivated to form friendships	Irrational, uncritical, stereotyped in their thinking, quick, expressive, ebullient	Efficient, clear-thinking, resourceful, pessimistic about occupation futures, easily disorganized under pressure

Other Research

This section presents a review of studies grouped as much as possible by

similarities in personality variables studied. The personality variable groupings are

insecurity, extraversion, masculinity/femininity, submissiveness, conformity, and sophistication/practicality/conscientiousness.

Insecurity

One of the earliest studies (Stepat, 1949) conducted in the area of dress, appearance management, and personality examined clothing and appearance "problems" in relation to personality. The clothing and appearance "problems" were selection of clothing, wardrobe planning, relation of clothing to mental health, finances, shopping practices, and grooming and care. The female subjects who had a narrow range of interests, activities, and experiences and socially and emotionally "maladjusted" personalities were more concerned with clothing and appearance than were female subjects who had a broader range of interests, activities, and experiences and who did not have socially and emotionally "maladjusted" personalities.

Another study by Adams (1972) found that African American males who had low self-esteem, or were insecure, believed there were a variety of clothing styles that were acceptable for themselves and tended to place more emphasis on being well groomed as compared to subjects who had high self esteem. Douce (1969) also investigated insecurity, however it was in relation to perception of dress. Results demonstrated that people with low self-esteem and a high level of social security were perceived by others as the "best dressed."

Darden (1975) studied personality variables similar to insecurity. She measured the relationship between types of clothing interest and personality characteristics among incarcerated and non-incarcerated women aged 18-30 years. High scorers in social awareness, regard for social reputation, and self-respect were more concerned with the aesthetics and management of clothing. Subjects who were low in emotional stability had

greater concern for modesty. In general, incarcerated women were more willing to spend time experimenting with clothing and using it to attract attention.

Extraversion

Dress has been correlated with extraversion, extrinsic-personal, and sociability, all seemingly similar personality variables. Knapper (1969) found that men who were extraverted and had poor judgment had a "high" clothing interest. Those who were outgoing, happy, and coped well with social relationships also tended to be satisfied with their clothing. Adams' (1972) study demonstrated that extrinsic-personal African-American men believed a variety of clothing styles were acceptable for themselves, yet tended to adhere to fashion norms. Compton (1962) found that subjects who scored high in sociability preferred deep shades and saturated colors in clothing fabric; subjects scoring low on sociability preferred tints. Extraversion has also been related to conformity and individuality in clothing interests and aspirations. Kahng (1971) investigated Korean college women and found that extraverts were more likely to conform to others in their interests and aspirations related to clothing. In contrast, introverts were more individualized in their interests and aspirations related to clothing. They were more interested and aspired to experiment with fashion. Introverts were also more likely to aspire to fashion that was expensive. Ditty (1962) studied extraversion in relation to clothing preferences of female college students. Extraverts had a wider range of clothing preferences for a variety of occasions and were also not as likely to be consistent in clothing preferences for a variety of occasions as introverts.

Masculinity/Femininity

Both Ditty (1962) and Kahng (1971) examined masculinity-femininity as a personality factor in relation to clothing behavior variables. Ditty (1962) found that women who were feminine preferred feminine clothing styles in sleepwear, leisure apparel, sportswear, and slips. Kahng's (1971) investigation did not support these results. Kahng found that there was no relationship between clothing design preferences and masculinity-femininity. Kahng attributed the difference in results to current fashion. Fashionable apparel in the early 1960s was more typically feminine than fashionable apparel in the early 1970s. It was further noted by Kahng that fashionableness is an important intervening variable when measuring personality and clothing preferences.

Submissiveness

Matthews (1963) examined the personality variable of submissiveness (i.e. proneness to comply with others) versus ascendance (i.e. dominating toward others) in relation to dress of female college students. Subjects who were more submissive tended to place more importance on clothing than those who were more ascendant. Submissive women were also found to be more visually distinctive in their dress compared to their ascendant counterparts.

Conformity

Gurel, Wilbur, and Gurel (1972) investigated whether social groups of male and female adolescents were both conforming in their personalities and conforming in their dress to each other. The adolescents were categorized into groups based on style of dress. Then the personality variable of conformity was measured within the subjects. Although between groups results demonstrated various levels of conformity in personalities, there

was a relationship between conformity and dress within groups. In other words, adolescents conformed to the dress of others in their group even if the members of that group did not have a high level of conformity as part of their personality.

The dress and appearance of college women has been investigated in relation to the personality variables of psychological security, field dependence, and inner-other directedness. Field dependence and inner-other directedness are personality variables similar to conformity. Field independent people are non-conforming while field dependent people are conforming. Inner-directed individuals tend to be non-conforming while other-directed individuals tend to be conforming. Two different instruments were used to measure these similar variables, and as a result, findings varied. Subjects' whose skirt length deviated from the fashion norm were found to be field-independent, psychologically secure, and were likely to dress to seek rewards and be different from others as compared to those whose skirt length did not deviate from the fashion norm. Interestingly, all the subjects in the study were found to be other-directed and therefore comparisons on this basis could not be made between subjects who did and did not deviate from the fashion norm in skirt length (White and Kernaleguen, 1971).

Sophistication, Practicality, and Conscientiousness

In a comparison of French and English Canadians, Conrad (1973), found that there were within groups consistencies between clothing values and personality factors. However, between groups comparisons were not very consistent. French Canadians scoring high on sophistication tended to show a desire for prestige or distinction through clothing. English Canadians scoring high on practicality placed value on sensuous and economic clothing. The conscientious subjects in both groups also placed value on economic clothing. Darden (1975) also examined conscientiousness and found that

conscientious incarcerated and non-incarcerated women had a high general clothing interest.

Most Recent Research

After the 1970s, scholarly interest in personality and dress/appearance management research tapered off considerably. Kwon (1987) was one of the first to reincorporate this topic into research. She examined the interrelationships among motivating factors that influenced people's selection of daily clothes. The motivating factors were temporal functions (weather, social activity, practicality, mood, and physical self), clothing orientations, and personality dimensions. Spontaneity, self-actualization, self-regard, and feeling reactivity were the personality dimensions studied. Spontaneity influenced subjects' consideration of weather and social activities in daily clothing selection, however spontaneity was not found to be significant for mood, physical self, or practical functions. The remaining personality dimensions did not influence daily clothing selection.

A somewhat recent study on this topic was conducted by Davis, Dionne, and Shuster (2001). They investigated whether certain physical and personality traits accounted for the variability in women's orientation to their appearance. The personality traits included in the study were neuroticism, perfectionism, and narcissism. Appearance orientation was measured by the 12-item Appearance Orientation Subscale of the Multidimensional Body-Self Relations Questionnaire. High scorers on the Appearance Orientation Subscale placed greater importance on how they looked and they engaged in more grooming behaviors to manage their appearance than did low scorers. Three different personality scales were used to measure the three personality traits. Respondents filled out the questionnaires, had their height and weight measured, and

photographs taken. Facial attractiveness of subjects was rated by judges who looked at photographs of the subjects. Multiple regression was used to test the combined contribution of facial attractiveness and the three personality traits to appearance orientation. High scorers on neuroticism and narcissism emphasized their appearance more than low scorers did. High scorers on general perfectionism and those rated high in facial attractiveness did not place more emphasis on their appearance than low scorers did. However high scorers on self-oriented perfectionism (a more specific type of perfectionism) and those rated high in facial attractiveness did place more emphasis on their appearance.

Goldsmith (2002) investigated the relationship between personality characteristics and frequent clothing buying in males and females. It was concluded that frequent clothing buyers described themselves as involved, innovative, knowledgeable, and being opinion leaders. They believed fashion was a way to express social and personal identity. Demographic variables such as age, income, and education were also investigated in relation to clothing buying. The personality characteristics were found to be more strongly related to clothing buying than the demographic variables under investigation.

Summary

Overall, most of the research in personality, dress, and appearance management is not recent, and therefore may not accurately reflect the relationships among personality, dress, and/or appearance management of subjects in contemporary society. Older research may not be consistent with current research practices in clothing and textiles or psychology. However, most of the literature reported significant relationships between the dress/appearance management variables and personality variables studied. Although the results varied as much as the variables studied, a connection does appear to exist

between personality, dress, and/or appearance management. It was important to further investigate this topic to clarify the nature of that connection. Further study was necessary to identify the relationships among personality and dress and/or appearance management.

Models Incorporated

As discussed in the appearance management section of this chapter, Rudd and Lennon (1994) constructed a model to explain individuals' responses to the cultural appearance ideal in relation to personal appearance. Central to the model was the idea that individuals manage their appearance in an effort to reach what they believe to be their "full attractiveness quotient" with the cultural appearance ideal being the ultimate measure of attractiveness against which they compare their appearance. The premise that individuals strive to achieve this full attractiveness quotient through appearance management relates to Maddi's (1996) concept of the actualization fulfillment model as a categorization of the Five Factor Model personality theory. According to Maddi (1996) individuals actualize themselves through an internal driving force in an effort to realize their full inherent potential. This process of actualization is continuous as individuals forever attempt to maximize that inherent potential. Actualizing one's inherent potential may include, among other things, managing one's appearance in an effort to reach what one believes is his/her full attractiveness quotient. In explaining their model, Rudd and Lennon (1994) recognized that not all individuals are born with the body, stature, facial features, and so forth that would be considered consistent with the cultural appearance ideal. However, the cultural appearance ideal forever serves as a reminding standard of attractiveness. Therefore, individuals will, to varying degrees, attempt to reach the cultural appearance ideal. The personality traits that are inherent in individuals may be

one factor in determining the degree to which they will be driven and will attempt to reach their full attractiveness quotient. Therefore, an individual possessing certain traits may manage his/her appearance differently than an individual possessing other traits.

Maddi (1996) added to his explanation of the Five Factor Model being an actualization fulfillment model by noting that individuals "actualize" themselves through the development of adaptations, biographies, and self concepts. The adaptations individuals develop serve as specific habits or activities that express underlying source traits. In appearance management these habits or activities may include rituals individuals are involved with on a day to day basis in creating their personal appearance. The appearance management rituals may express an individual's underlying source traits. Biographies refer to the conscious goals, schedules, and plans that organize one's thoughts, feelings, and actions. Individuals may have conscious goals, schedules, and plans related to personal appearance that organize thoughts, feelings, and actions in managing their appearance. Self concepts are "cognitive affective" views individuals have of themselves. Part of the self concept is perceiving information selectively in a consistent manner to one's source traits. Individuals also selectively interpret and attempt to manipulate both physical and social environments in a manner consistent with their source traits. In appearance management, individuals' source traits may have bearing on their perception of the cultural appearance ideal. Therefore, individuals' source traits may influence their selective interpretation and manipulation of their appearance in a manner consistent with their perception of the cultural appearance ideal.

The prevalent literature that guided this research consisted of the discussions, descriptions, explanations, theories, and/or work of Kaiser (1997), Brannon (1993), Maddi (1996), and Rudd and Lennon (1994). Kaiser's (1997) discussion of the concept of appearance management served as an operational definition of appearance management

as well as a description of what appearance management entails. Brannon's (1993) explanation of the self system and behavioral system theoretical orientations further operationalized the concept of appearance management and served as a guide to follow for conducting research with a clarified scope, identified boundary conditions and limitations, and provided a framework for justification for the study. Maddi's (1996) classification of the Five Factor Model as an actualization fulfillment model served as a means of explaining the relationship the Five Factor model had with Rudd and Lennon's (1994) model. Maddi's (1996) classification of the Five Factor Model as an actualization fulfillment model is complementary to Rudd and Lennon's (1994) model because individuals were striving to reach their full attractiveness quotient with the cultural ideal of beauty being the continually greater echelon individuals strive toward.

Although Rudd and Lennon (1994) originally conceptualized their model as applied to females, for the purposes of this study males were investigated as well. As addressed in the Introduction chapter, a cultural appearance ideal existed for males as well as females. This study examined only a portion of Rudd and Lennon's model as shown in Figure 2.2. The first part was the cultural ideal, or (in this study), the cultural appearance ideal. The second was the creator (person), or (in this study), the individual. In this study personality was included as a component in the model. Further, it was hypothesized that personality has bearing on how the individual would perceive the cultural appearance ideal and therefore would be associated with the construction process (the third part of Rudd and Lennon's model applied in this study) and the created appearance (the fourth part of Rudd and Lennon's model applied in this study). The terms appearance management process and style of dress were used in place of construction process and created appearance, respectively.
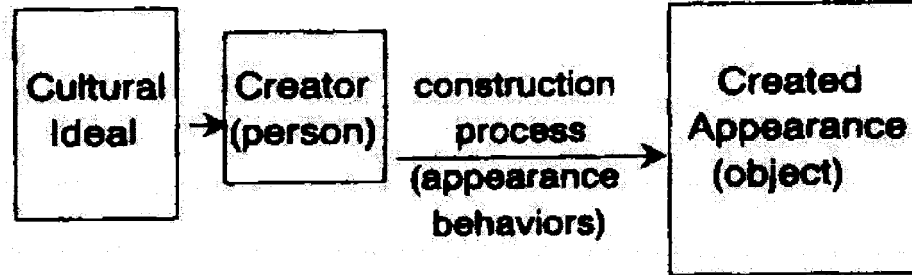
Figure 2.2. A portion of Rudd and Lennon's Model.

In this study, the interaction effects for males and females were to be examined in relation to the hypothesized relationships. The majority of previous research related to personality, dress, and/or appearance management employed female subjects which left the researcher unable to formulate separate hypotheses for each gender. Rosenfeld and Plax (1977) found that males and females who had similar clothing values possessed different personality traits. Aune and Aune (1994) found that females consistently managed their appearance for longer periods of time than did men. These findings indicated that there would be differences between males and females in appearance management and dress. Although the same hypothesized relationships were tested for both males and females, interaction effects for the two genders were analyzed to help gain an understanding of the differences that personality may play in the appearance management process and in style of dress for males and females. Due to the fact that there were differences in term usage than what was found in Rudd and Lennon's (1994) model, and that personality and gender were variables in this study, an altered appearance management and dress model was created. Figure 2.3 depicts the altered appearance management and dress model applied in this study.
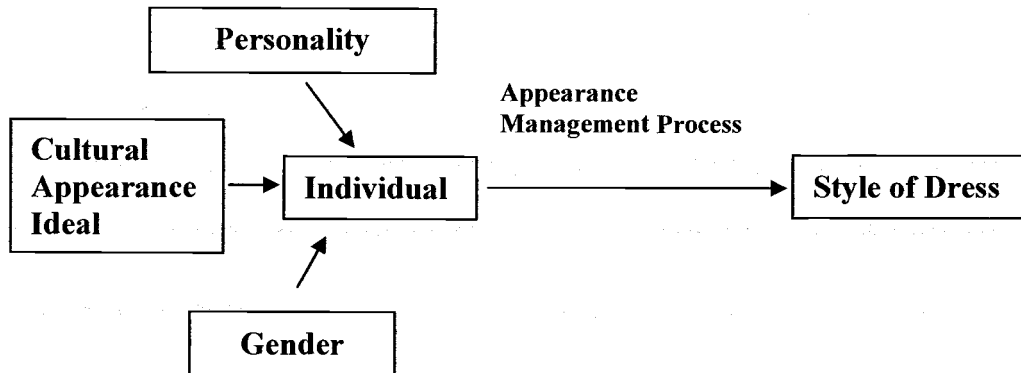
Figure 2.3. Appearance Management and Dress Model.

Development of Hypotheses

This research proposed that personality was a variable associated with

individuals' appearance management and style of dress. In developing the hypotheses for

this study it was imperative to consider five elements: the findings of previous research

that may be relevant to a contemporary study of this topic, characteristics individuals

possess related to their score on each of the five factors in the Five Factor Model

(neuroticism, extraversion, openness to experience, agreeableness, and

conscientiousness), how those characteristics may have bearing on an individual's

perception of the cultural appearance ideal, how those characteristics may be related to

appearance management which consists of thinking, planning, organizing, attention to,

self expression related to, assessing the social consequences of, experimentation with,

feelings about, and the act of creating one's appearance; and how personality may be

related to style of dress. The first seven hypotheses were formulated to aid in answering

the first research question: What is the relationship between personality and appearance

management? The eighth hypothesis was formulated to aid in answering the second research question: How is dress a reflection of an individual's personality?

Emphasis Placed on Appearance

The first four hypotheses that were formulated were related to the emphasis individuals place on personal appearance. The following sections explain the rationale for hypothesizing relationships between neuroticism and emphasis placed on appearance, agreeableness and emphasis placed on appearance, openness to experience and emphasis placed on appearance, and conscientiousness and emphasis placed on appearance.

Neuroticism and Emphasis Placed on Appearance

Previous research examined personality variables similar to neuroticism in relation to appearance management and/or dress that may be relevant to the current study. For instance, Stepat (1949) found that subjects who were emotionally and socially "maladjusted" were more concerned with their dress and appearance than subjects who were not emotionally and socially "maladjusted." Davis, Dionne, and Shuster's (2001) findings were consistent with this in that neurotics were found to be appearance oriented. Based on these findings it is plausible that a neurotic individual would be found to place emphasis on personal appearance.

Individuals who obtain a high score on neuroticism tend to be worrisome, nervous, emotional, insecure, inadequate, hypochondriacal (Pervin, 1996), anxious, self-pitying, tense, touchy, and unstable (McCrae and John, 1992). Possibly, neuroticism would have bearing on an individual's perception of the cultural appearance ideal and therefore be related to his/her appearance management. A highly neurotic individual may be very worried and concerned about whether his/her appearance is close to the

cultural appearance ideal. Therefore, a highly neurotic individual may also place emphasis on his/her personal appearance in an attempt to achieve the cultural appearance ideal. Placing emphasis on one's appearance would be demonstrated by the thinking, planning, organizing, attention to, feelings about, and assessment of the social consequences of one's personal appearance; as well as through style of dress. If an individual placed considerable emphasis on personal appearance, this would be demonstrated by the process of thinking about, organizing, and planning of one's appearance. If an individual placed considerable emphasis on personal appearance, this would be demonstrated by the attention given to personal appearance. If an individual placed considerable emphasis on personal appearance, this would be demonstrated by the feelings one has about personal appearance. As for assessing the social consequences of one's appearance, one may consider the implications that personal appearance has on social occasions/events. The neurotic may place emphasis on personal appearance because the tendency to worry, be nervous, insecure, and so forth, may cause him or her to make a negative assessment of the social consequence of one's appearance if it does not meet the cultural appearance ideal. Based on the rationale discussed, a relationship was hypothesized between neuroticism and emphasis placed on appearance. As discussed in the next several sections, there was also a rationale for hypothesizing relationships between three other personality factors (openness to experience, agreeableness, and conscientiousness) and emphasis placed on appearance. There was also a rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the interaction of other variables:

H1: Higher neuroticism will be positively associated with emphasis placed on appearance after adjusting for openness to experience, agreeableness, conscientiousness, and gender.

Agreeableness and Emphasis Placed on Appearance

Previous research investigated personality variables similar to agreeableness in relation to appearance management and/or dress. Rosenfeld and Plax (1977) found that females who were kind, sympathetic, and loyal to friends (traits similar to agreeableness) were very conscientious about their clothing (defined as attention given to clothing selected to be worn). It is reasonable to posit that if one is conscientious about some aspects of his/her appearance (such as clothing) he/she would place emphasis on personal appearance. In addition, Taylor and Compton (1968) found that subjects who scored high in interaction-orientation (defined as striving to maintain harmonious relations), also a trait similar to agreeableness, did not place high values on aesthetic appreciation of dress. This finding seems to be in contradiction with Rosenfeld and Plax. If subjects who possess agreeableness-like traits are conscientious about the clothing they wear it would seem that they would have somewhat of an aesthetic appreciation of dress.

Individuals who obtain high scores on agreeableness tend to be softhearted, good-natured, trusting, helpful, forgiving, gullible, straightforward (Pervin, 1996), appreciative, generous, kind, altruistic, nurturing, caring, and sympathetic (McCrae and John, 1992). Given Rosenfeld and Plax's (1977) findings it may be expected that agreeable individuals would place emphasis on personal appearance. However, Taylor and Compton's (1968) findings are somewhat contradictory.

In hypothesizing a relationship between agreeableness and placing emphasis on appearance, considering the characteristics of an agreeable individual was imperative. Agreeable individuals are very focused on other people, given that they are helpful, generous, altruistic, nurturing, and so forth. It would be logical to posit that agreeable individuals do not focus on personal appearance to any great degree because that would entail focusing on the self. Therefore, it may be more appropriate to posit that highly

agreeable individuals will not place emphasis on personal appearance. Highly agreeable individuals would demonstrate lack of placing emphasis on personal appearance through lack of thinking about, planning, organizing, attention, feelings about, and assessing the social consequences of personal appearance. If agreeable individuals focus on others, it is logical to posit that their level of involvement in the processes of thinking, planning, organizing, attention, feelings about, and assessment of the social consequences of their appearance is minimal. Based on the rationale discussed, a relationship was hypothesized between agreeableness and emphasis placed on appearance. As discussed in the previous and next two sections, there was also a rationale for hypothesizing relationships between three other personality factors (neuroticism, openness to experience, and conscientiousness) and emphasis placed on appearance. There was also a rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of other variables:

H2: Higher agreeableness will be negatively associated with emphasis placed on appearance after adjusting for neuroticism, openness to experience, conscientiousness, and gender.

Openness to Experience and Emphasis Placed on Appearance

Previous research has examined personality variables similar to openness to experience in relation to appearance management and dress. Stepat (1949) found that subjects who had a narrow range of interests, activities, and experiences tended to be highly concerned with their clothing and appearance. The personality variables in Stepat's study are similar to the characteristics associated with a very low score on openness to experience. Similarly, Aiken's (1963) study found that people who were

conventional had a high interest in clothing. A conventional personality trait is also similar to the characteristics of a very low scorer in openness to experience. Based on these findings it is possible that an individual who scored low on openness to experience would be found to place emphasis on personal appearance.

Individuals who obtain a low score on openness to experience tend to be conventional, down-to-earth, have narrow interests, are inartistic, and are not analytical (Pervin, 1996). Low-scorers on this factor also tend to make judgments in conventional terms, favor conservative values, and repress anxiety (McCrae & John, 1992). Given the findings of Stepat (1949) and Aiken (1963), as well as the characteristics of a low scorer on openness to experience, it is possible that an individual scoring low on this factor may be concerned about and interested in whether his/her appearance is close to the cultural appearance ideal. Due to a tendency to be conventional, the individual who scores low on openness to experience may view the cultural appearance ideal as a tradition, standard, or norm because it is so outwardly visible in society. A conventional individual may strive toward the cultural appearance ideal because it may be viewed as the only option in managing one's appearance. If this is indeed how the conventional, or low in openness to experience individual perceives the cultural appearance ideal, he/she may place emphasis on personal appearance. Placing emphasis on one's appearance would be demonstrated by thinking, planning, organizing, attention, feelings about, and assessment of the social consequences of one's personal appearance. If an individual placed considerable emphasis on personal appearance, this would be demonstrated by the processes of thinking about, organizing, and planning of one's appearance. If an individual placed considerable emphasis on personal appearance, this would be demonstrated by the attention given to personal appearance. If individuals placed considerable emphasis on personal appearance, this would be demonstrated by the

feelings one has about personal appearance. In terms of assessment of the social consequences of personal appearance, if an individual who scores low on openness to experience believes his/her appearance is not close to the cultural ideal, there may be fear of the negative social consequences that may occur. This is because if the appearance of the individual who scores low on openness to experiences is not close to the ideal, that individual may not be adhering to the convention, or tradition, of the society to which he/she belongs.

Based on the findings of previous work that looked at personality variables similar to openness to experience a relationship was hypothesized between openness to experience and emphasis placed on appearance. As discussed in the previous two and next sections, there was also a rational for hypothesizing relationships between three other personality factors (neuroticism, agreeableness, and conscientiousness) and emphasis placed on appearance. There was also a rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of other variables:

H3: Lower openness to experience will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, conscientiousness, and gender.

Conscientiousness and Emphasis Placed on Appearance

In terms of the conscientious factor of the Five Factor Model, Aiken (1963) found that individuals who were conscientious tended to prefer clothing that was decorative, had a high interest in clothing, conformed to the dress of others, and placed importance on economy of clothing. Darden's (1975) conclusions were somewhat supportive of this in that conscientious subjects had a high general interest in clothing.

Individuals who obtain a high score on conscientiousness tend to be organized, reliable, hard working, self-disciplined, punctual, scrupulous, neat, ambitious, persevering (Pervin, 1996), efficient, planners, responsible, diligent, achievement oriented, and thorough (McCrae and John, 1996). Aiken (1963) and Darden (1975) found that conscientious individuals had a high general interest in clothing. It may be reasonable to posit that if conscientious individuals have a high general interest in clothing they would also have a high general interest in other aspects of personal appearance. If the conscientious individual has a high general interest in personal appearance it may be reasonable to assume that he/she places emphasis on personal appearance.

Placing emphasis on one's appearance would be demonstrated by the thinking, planning, organizing, attention to, feelings about, and assessment of the social consequences of one's personal appearance. If an individual placed considerable emphasis on personal appearance, this would be demonstrated through the processes of thinking, organizing, and planning of one's appearance. Because the conscientious individual has a tendency toward thinking, organizing, and planning related to goal directed behavior, it is reasonable to posit that this would extend to the goal of appearance management. If an individual placed considerable emphasis on personal appearance, this would be demonstrated through the attention given to personal appearance. Given the conscientious individual's tendency to be thorough he/she may devote attention to the details of appearance management. If individuals placed considerable emphasis on personal appearance, this would be demonstrated by the feelings one has about personal appearance. As for assessing the social consequences of appearance one may consider the implications that personal appearance has on social occasions/events. The conscientious individual may place emphasis on personal appearance because this individual may be mindful of the social importance of having a

particular appearance, and view achieving the cultural appearance ideal as a motivational social goal since conscientious individuals tend to be goal oriented. The conscientious individual may also give careful consideration to achieving the goal. Additionally, the conscientious individual may perceive the cultural appearance ideal as a social norm or rule. Part of being conscientious is following norms and rules (John and Srivastava, 1999). Norms and rules are set by the society in which one lives. Therefore, it would seem logical that if an individual follows the norms and rules in a society he/she would be inclined to attempt to achieve the cultural appearance ideal of the society in which he/she lives and hence, would emphasize personal appearance in the process of attempting to reach the ideal. Based on the rationale discussed above, a relationship was hypothesized between conscientiousness and emphasis placed on appearance. As discussed in the previous three sections, there was also a rationale for hypothesizing relationships between three other personality factors (neuroticism, agreeableness, and openness to experience) and emphasis placed on appearance. There was also a rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of other variables:

H4: Higher conscientiousness will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, openness to experience, and gender.

Receptiveness to a Variety of Appearances for the Self

The fifth and six hypotheses that were formulated were related to receptiveness to a variety of appearances for the self. The following sections explain the rationale for hypothesizing relationships between extraversion and receptiveness to a variety of

appearances for the self, and openness to experience and receptiveness to a variety of appearances for the self.

Extraversion and Receptiveness to a Variety of Appearances for the Self

Previous research results may have predictive value for the extraversion factor of the Five Factor Model given that similar personality variables have been investigated in relation to appearance management and dress. Ditty (1962) found that extraverts had a wider range of clothing preferences for various occasions than did introverts and were not as consistent in clothing preferences for various occasions as introverts. Based on these findings it is possible that extraverts may be more receptive to a variety of appearances for the self.

Individuals who obtain a high score on extraversion tend to be sociable, active, talkative, person-oriented, optimistic, fun-loving, affectionate (Pervin, 1996), assertive, energetic, enthusiastic, and outgoing (McCrae and John, 1992). As mentioned above, Ditty (1962) found that extraverts had a wider range of clothing preferences for various occasions than did introverts and extraverts were not as consistent in clothing preferences for various occasions as were introverts. Based on Ditty's conclusions it is possible that extraverts are receptive to a variety of appearances for the self. This may be because extraverts' sociable nature drives them to be involved in a variety of social activities or events. This variety of social activities or events may make it necessary to acquire and use various articles of clothing and other appearance management products for creating one's appearance. If extraverts are receptive to a variety of appearances for the self this would be demonstrated through experimentation with appearance. This is because if individuals are receptive to a variety of appearances for the self they would also be continuously experimenting with clothing and other appearance management products to

create a variety of appearances for the self. Based on the rationale discussed above, a relationship was hypothesized between extraversion and receptiveness to a variety of appearances for the self. As discussed in the following section, there was also a rational for hypothesizing a relationship between openness to experience and receptiveness to a variety of appearances for the self. There was also a rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of other variables:

H5: Higher extraversion will be positively associated with receptiveness to a variety of appearances for the self after adjusting for openness to experience and gender.

Openness to Experience and Receptiveness to a Variety of Appearances for the Self

Findings from a study conducted by Gosling, Ko, Mannarelli, and Morris (2002) were useful in hypothesis formulation related to openness to experience. These researchers found that subjects who scored high on openness to experience tended to have distinctive and unconventional interior spaces. Both dress and interior spaces are aspects of the near environment, perhaps individuals who score high on openness to experience would also dress and/or manage their appearance in a distinctive or unconventional manner or, more specifically, maybe they would be more likely to experiment with their personal appearance to make it distinctive or unconventional. This would seem logical given that individuals open to experience seek what is unfamiliar and may therefore be inclined to experiment with their appearance.

Individuals who obtain a high score on openness to experience tend to be curious, have broad interests, be creative, original, imaginative, untraditional (Pervin, 1996), artistic, perceptive, and insightful (McCrae and John, 1992). It is possible that being

highly open to experience would have bearing on an individual's perception of the cultural appearance ideal. A highly open to experience individual may not perceive the cultural appearance ideal as the only acceptable appearance for him/herself. He/she may be receptive to a variety of appearances given the tendency to be creative, imaginative, untraditional, and so forth. A highly open to experience individual would demonstrate being receptive to a variety of appearances for the self through experimentation with appearance. A highly open to experience individual may demonstrate being receptive to a variety of appearances for the self through experimentation with his/her appearance to make it distinct or unconventional from the cultural appearance ideal. It is logical to posit that if one deviates from the cultural appearance ideal that experimentation with one's appearance would be done.

Based on the rationale discussed above, a relationship was hypothesized between openness to experience and receptiveness to a variety of appearances for the self. As discussed in the previous section, there was also a rationale for hypothesizing a relationship between extraversion and receptiveness to a variety of appearances for the self. There was also rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of other variables:

H6: Higher openness to experience will be positively associated with receptiveness to a variety of appearances for the self after adjusting for extraversion and gender.

Economical Appearance Management

The last hypothesis that was formulated was related to economical use of clothing and other appearance management products. The following section explains the

rationale for hypothesizing a relationship between conscientiousness and economical use of clothing and other appearance management products.

Conscientiousness and Economical Appearance Management

Both Aiken (1963) and Conrad (1973) found that conscientious subjects placed importance on, or valued economical clothing. Aiken's implied definition of "economy in dress" included efficient use of money spent on clothing and getting lengthy usage out of clothing. If conscientious individuals place importance on or value economical clothing, they may have economical appearance management practices in the way they use their clothing and other appearance management products. Conscientious individuals would demonstrate economy in appearance management through thinking, planning, organizing, and the act of creating their appearance. Based on the rationale discussed above, a relationship was hypothesized between conscientiousness and economical appearance management. There is also rationale that appearance management will be different for males and females. Therefore, the following hypothesis was formulated to account for the influence of the other variable:

H7: Higher conscientiousness will be positively associated with economical appearance management after adjusting for gender.

Summary of Appearance Management Hypotheses

This study hypothesized that there were associations between specific personality factors and the following appearance management and dress variables: emphasis placed on appearance, receptiveness to a variety of appearances for the self, and economical

appearance management. Table 2.3 depicts the hypothesized associations between the personality factors and the appearance management variables.

Table 2.3

Hypothesized Associations between Personality Factors and the Appearance Management Variables

	Emphasis Placed on Appearance	Receptiveness to a Variety of Appearances for the Self	Economical Appearance Management
Higher Neuroticism	+		
Higher Extraversion		+	
Higher Openness to Experience		+	
Lower Openness to Experience	+		
Higher Agreeableness	−		
Higher Conscientiousness	+		+

Style of Dress Hypothesis

One general hypothesis related to personality and style of dress was formulated. This hypothesis aided in answering the second research question: how is dress a reflection of an individual's personality? As discussed in the rationale for the first seven hypotheses, dress is the ultimate result of appearance management. If personality traits are associated with an individual's management of his/her appearance, then ultimately, personality will be associated with style of dress. Based on this rationale, a general hypothesis was formulated:

H8: Personality will be associated with style of dress.

Assumptions

1. Personality is associated with appearance management.

2. Personality is associated with style of dress.

3. Style of dress is a result of appearance management activities.

4. Personality has bearing on individuals' perception of the cultural ideal, and hence, appearance management activities and style of dress.

5. Personality can be measured reliably and validly.

6. Measures developed by the researcher for the present study are reliable and valid.

7. The cultural appearance ideal can be measured reliable and validly.

8. There is a cultural appearance ideal.

9. Subjects participating in the present study will give truthful responses.

CHAPTER III

METHODS

The purpose of the present research was to gain further understanding of the relationships among personality, appearance management, and style of dress. As part of daily life, people manage their personal appearance. Appearance management ultimately results in a created appearance which is observable as a style of dress. For some individuals, appearance management may include complex, time-consuming rituals that require an abundance of thinking, planning, organizing, and attention to personal appearance. For other individuals, appearance management may be simple daily tasks in which little thought, planning, organizing, or attention is involved. Some individuals greatly experiment with their appearance. Other individuals may experiment very little or not at all with their appearance. Some individuals manage their appearance related to conclusions they form from assessing the social consequences of personal appearance. For others, social consequences may have little or no bearing on appearance management. Some individuals may have a definite style in which they consistently dress themselves. For others, a definite style may be difficult to define. Additionally, some individuals may be greatly influenced by the cultural appearance ideal in their appearance management activities and style of dress. Other individuals may be less influenced by the cultural appearance ideal. The goal of this study was to test the relationships among personality, appearance management, and dress.

Brannon (1993) stated that research in appearance management at the micro level should include an inquiry into the self-system and the behavioral system. Research incorporating the self system focuses on self-presentation through consumption of appearance products and the thoughts and feelings individuals have about themselves and

how they conceal or reveal themselves through dress based on those thoughts and feelings. Research incorporating the behavioral system focuses on the social implications of dress. It involves the thoughts and feelings individuals have about dress related to an occasion, situation, or expected social interaction and how those thoughts and feelings influence the selection of appearance products. Brannon also claimed that using the self system and the behavioral system together clarifies the scope of the study, identifies boundary conditions and limitations, and assists in framing the justifications for the study. The present research will incorporate both the self system and the behavioral system examining personality as it relates to the thoughts and feelings individuals have about themselves in managing their appearance (Brannon's self system) as well as examining personality as it relates to the thoughts and feelings individuals have about social implications in the management of their appearance (Brannon's behavioral system).

Instrument Development

Previous research on dress and appearance management used a variety of types of instruments. These instruments measured a variety of appearance management and/or dress variables. However, none of the instruments specifically measured all of the appearance management and/or dress variables necessary to answer the research questions in this study.

Due to the limited applicability previous instruments had for the purposes of this study, a new instrument was designed to measure appearance management and style of dress. The process of developing an instrument began by considering the two broad research questions underlying this research. The first research question was: What is the relationship between personality and appearance management? Based on Brannon's

(1993) description of micro-level appearance management research and Kaiser's (1997) discussion of the concept of appearance management, the operational definition for appearance management in this study is the thinking, planning, organizing, attention to, self expression related to, assessing the social consequences of, experimentation with, feelings about, and the act of creating one's appearance. Therefore, it was posited that an instrument measuring appearance management should include: 1) items related to time spent managing appearance, 2) decisions related to managing appearance, 3) the process individuals go through in creating their personal appearance, 4) decisions about adding new items to one's wardrobe, 5) the social implications that individuals believe are related to their personal appearance, 6) attention given to personal appearance, 7) self expression related to personal appearance, and 8) experimentation with personal appearance.

Inquiring about the time individuals spend creating their personal appearance aids in a general understanding of the act of creating one's appearance, the organization involved in appearance management, and the attention given to managing appearance. By inquiring about decisions related to managing appearance an understanding could be reached about the thinking, planning, and organizing that individuals do in managing appearance because decisions reflect the processes of thinking, planning, and organizing. It was important to inquire about the process individuals go through in creating their personal appearance to aid in understanding the attention given to managing appearance as well as the act itself of creating personal appearance. By inquiring about decisions in adding new items to one's wardrobe, an understanding could be reached about the thinking, planning, and organizing individuals do in managing appearance because decisions reflect the processes of thinking, planning, and organizing. It was important to inquire about the social implications of appearance management to aid in understanding how individuals assess the social consequences related to one's personal appearance. By

inquiring about attention given to personal appearance, further understanding could be reached about the attention given to the management of one's personal appearance. An inquiry about self expression related to appearance management was important to gain further understanding of the thoughts and feelings individuals have about themselves in the creation of their appearance. By inquiring about experimentation with personal appearance, an understanding could be reached about how individuals experiment with personal appearance as part of managing personal appearance.

The second research question in this study was: How is style of dress a reflection of an individual's personality? To answer this research question it was necessary to include an item that asked subjects to describe their individual style of dress.

Preliminary Data Collection

Nine open-ended questions about appearance management and dress were constructed. It was decided that open-ended responses to the nine items would provide rich data that would aid in the construction of an instrument called the Appearance Management and Dress Questionnaire. Below is a list of the nine open-ended items.

- How much time do you spend preparing/creating your personal appearance on an average day?

- How do you make decisions about what to wear each day?

- Describe the process you go through to prepare/create your personal appearance on an average day. Include as much detail as possible.

- Think carefully about the manner in which you dress. Below, list words or phrases that you believe describe your manner of dress.

- How do you make decisions about new items you add to your wardrobe?

- Do you believe there are social implications to the way you create your personal appearance? If so, explain.

- Describe how you experiment with your personal appearance.

- How does creating your personal appearance serve as a form of self expression?

- Describe the attention you give to your personal appearance.

Preliminary data were collected from a convenience sample of 82 subjects: 77 undergraduate student subjects enrolled in a fashion trend analysis course and five undergraduate student subjects enrolled in an appearance, power, and society course. Permission was obtained from the Institutional Review Board before preliminary data were collected. The mean age of the subjects was 19.90 years. Seventy-two participants were female and ten were male. Thirty-eight were merchandising management majors, twenty-four were apparel design majors, fifteen were business majors, and five had other majors. In terms of year in school, seventeen were first year students, twenty-nine were sophomores, thirty-two were juniors, and four were seniors. The subjects' ethnic background consisted of 69 Caucasian, five Asian American, three Hispanic American, and five subjects of other ethnicities. This group of subjects was appropriate for development of an instrument because most subjects were either apparel design or merchandising management majors and were assumed to have a strong interest in dress and appearance and would therefore give detailed descriptions about managing their appearance and their style of dress. It was important to obtain detailed appearance management and dress descriptions to develop an instrument that would encompass as much of the breadth of appearance management and dress as possible. The preliminary sample was primarily female. Initially, this caused some concern given that only ten out of 82 subjects were male and that final data collection would include a more balanced male/female ratio of subjects. However, content analysis of the subjects' responses

revealed that the ten male subjects' responses were not meaningfully different than female subjects' responses in terms of additive detail. Generally, the female subjects were more likely to give detailed descriptions of their appearance management and dress than were the males.

Results of Preliminary Data Collection

Responses to the nine open-ended items were coded for themes by the researcher. Although the intent was to create items that would form scales to measure the variables of interest in this study, subjects' responses to each of the nine items were categorized by similarities in content. This approach was used to avoid "forcing" the responses into preconceived categories related to the variables of interest in this study. The items discussed in this section of the chapter represent themes found in the data. In statements where percentages are discussed, numbers have been rounded to the nearest whole number. For example if the percentage number was 15.50%, 16% was reported. If the number was 15.49%, 15% was reported.

- How much time do you spend preparing/creating your personal appearance on an average day?

Subjects reported that it took them anywhere from three minutes to three hours to prepare their personal appearance. It was most common for subjects to report that it took them one hour to prepare their personal appearance (40% of subjects). Based on the responses the following item was constructed:

How much time do you spend preparing/creating your personal appearance on an average day?

_____less than 15 minutes
_____between 16 and 30 minutes
_____between 31 and 60 minutes
_____between 61 and 120 minutes
_____between 121 and 180 minutes
_____over 3 hours

- How do you make decisions about what to wear each day?

Eight themes were found that guided decisions in what to wear each day. Based on the responses subjects made within the eight themes, pretest items were constructed. The first theme was Weather (68% of subjects). Subjects mentioned that they chose what to wear based on weather conditions. Specifically, subjects discussed "dressing up" versus dressing casually based on good or bad weather conditions. They also discussed that bad weather would cause them to put less effort into preparing their personal appearances. The Weather theme resulted in the construction of two items:

I am less likely to "dress up" if the weather is bad.

I will put more effort into my personal appearance if the weather is nice.

The second theme that served as a deciding factor in choosing what to wear was Mood (61% of subjects). Subjects mentioned that a positive or negative mood factored into their decision about what to wear. Specifically, they mentioned that when they were in a positive mood they would "dress up" or put more effort into their appearances. The Mood theme resulted in the construction of the following three items:

My style of dress changes with my mood.

When I am in a good mood I will "dress up."

I put less effort into my appearance when I am in a bad mood.

The third theme that was found was Activities of the Day (44% of subjects). Subjects reported that the number as well as type of activities they would be involved in impacted their choices in dress each day. If a day did not include many activities, subjects mentioned they put more effort into their appearance. Subjects also mentioned that a particular activity might call for a specific style or formality of dress. The Activities of the Day theme resulted in the construction of the following two items:

If my day does not include many activities, I will put more effort into my personal appearance.

It is important that what I wear be appropriate for the activities in which I am involved.

The fourth theme was Comfort (18% of subjects). Subjects mentioned they would select items they thought would be comfortable to wear each day. The Comfort theme resulted in the creation of the following item:

I do not wear uncomfortable clothing.

The fifth theme found was Cleanliness of Items (18% of subjects). Subjects reported they made their choices about what to wear each day based on what items were clean. The Cleanliness of Items theme resulted in the creation of the following item:

Usually, whatever I can find to wear that is clean is what I wear.

The sixth theme was Body Image (5% of subjects). Subjects reported that positive versus negative feelings about their body could change on a daily basis, and therefore, influenced their choices in what to wear. The Body Image theme resulted in the construction of the following item:

Whether or not I feel attractive influences what I will wear each day.

Whether or not I feel good about my body influences what I will wear each day.

The seventh theme was Social Contacts (6% of subjects). Subjects reported they made their choices about what to wear based on who they would be seeing or interacting with each day. They mentioned they wanted their style of dress to "fit in" with what they

thought other people would be wearing. They also mentioned that they may be concerned about the impression they would make on certain people they expected to see on a given day, and would therefore, choose what to wear accordingly. The Social Contacts theme resulted in the construction of the following two items:

I make decisions about what to wear in order to "fit in" with the people I will see that day.

If I know who I will be seeing on a given day, I will select what to wear to make a specific impression on them.

The eighth and final theme was Time (4% of subjects). Subjects reported that the time available to prepare their personal appearance sometimes varied from day to day, and therefore, impacted their selection of items to wear each day. They mentioned that the amount of time available to prepare their personal appearance correlated with the amount of effort they put into it. They also mentioned that they would plan what to wear in advance to save time. The Time theme resulted in the construction of the following two items:

The more time I have to prepare my personal appearance, the more effort I will put into it.

I save time in preparing my personal appearance by planning what to wear in advance.

- Describe the process you go through to prepare/create your personal appearance on an average day. Include as much detail as possible.

Responses to this item included the mentioning of the following appearance management activities: accessory selection, brushing teeth, clothing selection, cosmetic application, deodorant application, eyebrow plucking, exercising, hairstyling, shaving, and showering. The variation in the responses was related to how much time was spent on these activities. Therefore, it seemed appropriate to inquire about the time spent on these activities. The following item was constructed:

In the blank space next to each item, fill in the number of minutes you spend each day on each of the following appearance management activities. If one of the appearance management activities listed is not something you do, please write 0.

_____accessory selection (jewelry, hat, sunglasses, belt, etc.)
_____clothing selection
_____cosmetic application
_____eyebrow plucking
_____exercising
_____hairstyling (combing, blow drying, straightening, curling, etc.)
_____hygiene activities (deodorant application, shaving, showering, teeth brushing, etc.)
_____other, please specify _____

- Think carefully about the manner in which you dress. Below, list words or phrases that you believe describe your manner of dress.

The responses to this item varied greatly. The majority of subjects listed at least five words or phrases to describe their style of dress. Some subjects used adjectives like sophisticated or clean cut. Other subjects categorized themselves into a group of people with a style name like Preppy or Punk. There were also subjects who described their way of dressing as being definitive of a particular retailer or brand name such as The Gap, Nordstrom, or Ralph Lauren. It was decided that because there was little consistency in the responses of the subjects it would be best to make another attempt to construct items related to style of dress.

Therefore, a group of 59 student subjects from another fashion trend analysis course participated in a class activity in which they listed and described the dress of five style tribes they had observed on the university campus. Brannon (2000), the author of the course textbook, discussed the concept of style tribe as a group of individuals who adopt a defining appearance style which is a marker of their membership in a particular group.

The responses were content analyzed and it was observed that it was common for a similar style of dress to have multiple style names. For instance, people who wore

cowboy boots, Carhartt brand clothing, fitted jeans, and so forth were said to be dressed in a cowboy, hick, agricultural, western, or country style. To ensure that the most appropriate style name was assigned to dress descriptions, as well as to ensure the researcher's interpretations of the dress descriptions were accurate, the class was later given a "matching" sheet where they matched dress descriptions to dress names.

Results of the "matching" sheet indicated that 98% of the 59 subjects were in agreement about the style names matching the style descriptions. The subjects were also asked to indicate which of the multiple style names they believed members of a given style tribe would call themselves. In the example discussed above, subjects believed that either cowboy or hick would be appropriate. Because the term cowboy/cowgirl seemed less offensive than the term hick, cowboy/cowgirl was chosen for use in this study. Subjects were also asked to indicate if items in the dress descriptions were descriptive of females, males, or both females and males who dressed in a particular style. Based on the responses subjects gave to the "matching" sheets, eleven names of styles of dress and accompanying dress descriptions were created: athletic, casual, cowboy/cowgirl, gothic, hip-hop, hippy, preppy, punk, skater, surfer, and trendy.

Athletic style individuals wear clothing embellished with sports team logos, mesh shorts, running shoes, warm-up suits, and carry large sports bags. Athletic style females typically wear few cosmetics and often have hair pulled back in a ponytail. Athletic style males typically wear baseball caps and jerseys.

Casual style individuals wear jeans with t-shirts or sweatshirts, pajamas, sweatpants, running shoes, slippers, and flip-flops. Hair is typically minimally groomed. Clothing chosen to be worn each day is typically whatever can be located that is clean.

Cowboy/Cowgirl individuals wear Wrangler and Carhartt brand clothing, fitted jeans with tucked in flannel or t-shirts, work boots or cowboy boots, and large-sized belt

buckles with wide belts. Cowgirl style females typically have long hair sometimes worn in a ponytail. Cowboy style males typically have short hair.

Gothic style individuals wear black clothing, pale facial makeup with dark makeup on eyes and mouth, combat boots, and have body piercings, tattoos, and dyed black hair.

Hip-hop style individuals wear velour sweat suits resembling those that rapper musicians wear; Ecko, Phat Pharm, Rocawear, Timberland, Fubu, and Nike brands; unlaced shoes, "do-rag" on head, and dark denim with adornments. Hip-hop style males also wear baggy clothes and throwback jerseys.

Hippy style individuals wear sandals/Birkenstocks, second-hand clothing, clothing and accessories made from hemp, earth tones or neutral colors, tie-dyed clothing, and may have dreadlocks or minimally groomed hair. Hippy style females sometimes wear broomstick skirts. Hippy style males typically have facial hair.

Preppy style individuals wear chinos or designer jeans, Ralph Lauren brand, shirts/sweaters with brand logos, loafers, classic styled clothing, and neutral colored clothing. Preppy style females often have curly hair. Preppy style males often have gelled or moussed hair.

Punk style individuals wear torn clothing, Hot Topic brand clothing, studded belts and jeans, safety pins, Converse, Pumas, or Adidas brand shoes, alcohol or cigarette logo shirts, and have brightly colored dyed hair. Punk style females wear bracelets or wrist warmers. Punk style males sometimes have Mohawk hairstyles.

Skater style individuals wear Ethes, DC, Spitfire, Alien Workshop, Airwalk, and Vans brands; hooded sweatshirts (hoodies), and have shaggy hair. Skater style females wear long sleeved t-shirts under short sleeved t-shirts. Skater style males wear baggy and ripped cargo pants or jeans, wallet chains, beanies, and backward/sideways baseball caps.

Surfer style individuals wear surfing brand clothing that is not oversized or tight, flip-flops, T-shirts, shell necklaces, and Hawaiian pendants. Surfer style males wear surf-style shorts, Hawaiian patterned shirts, and baseball caps.

Trendy style individuals wear clothing from Nordstrom, current fashion trends, fashionable brand names, clothing seen in fashion magazines and fashionable stores, low-rise boot cut designer jeans, and are dressed up with planned, coordinated clothing and accessories. Hair is carefully styled and often highlighted. Trendy style females often carry handbags instead of backpacks, wear pointy-toed shoes, and wear carefully applied makeup.

Based on the eleven styles of dress and accompanying descriptions, eleven items were created. Each of the eleven items gave the description of the dress style.

- How do you make decisions about new items you add to your wardrobe?

There were fourteen themes found in the responses to this item. They consisted of Price, Coordination, Attractiveness of Item, Fashion, Versatility, Attractiveness on Individual, Uniqueness, Appropriate Fit, Item seen on Others, Comfort, Color, Classic Styling, Impulsiveness, and Replacement.

Not surprisingly, most subjects discussed purchasing new items for their wardrobe as opposed to making or acquiring an item in some other manner. Price was the most common theme factoring into decisions about adding items to subjects' wardrobes (50%). Subjects discussed that they had limited budgets and would not purchase items for their wardrobes unless they were affordable. Based on responses categorized into the Price theme, the following item was constructed:

I am price conscious about items I purchase for my wardrobe.

The second theme was Coordination (31%). Subjects discussed the importance that a new item would coordinate with existing items in their wardrobes. Also, in contrast, some subjects mentioned that it did not matter to them if a new item coordinated with others in their wardrobes. Based on responses categorized into the Coordination theme, the following item was constructed:

Most items I add to my wardrobe coordinate with existing items in my wardrobe.

The third theme was Attractiveness of Item (29%). Subjects mentioned that the visual appeal of an item was an important factor in deciding to add it to their wardrobes. Based on responses categorized into the Attractiveness of Item theme, the following item was constructed:

It is important that the items I add to my wardrobe be attractive.

The fourth theme was Fashion (23%). Subjects mentioned that an item had to be fashionable for them to add it to their wardrobes. Based on responses categorized into the Fashion theme, the following two items were constructed:

The items I add to my wardrobe reflect current fashion trends.

I will not add a new item to my wardrobe unless it is fashionable.

The fifth theme was Versatility (23%). Subjects were concerned about being able to use the item for multiple purposes. An example would be an item that is suitable for the purpose of "dressing up" or dressing casually. Based on responses categorized into the Versatility theme, the following two items were constructed:

Items in my wardrobe tend to be useful for both "dressing up" and dressing casually.

I will add an item to my wardrobe if I think it will be useful for many different occasions.

The sixth theme was Attractiveness on Individual (23%). Subjects mentioned that a criterion for selecting new items for their wardrobes related to the item looking

attractive on them. Based on responses categorized into the Attractiveness on Individual theme, the following item was constructed:

It is important that items I add to my wardrobe look attractive on me.

The seventh theme was Uniqueness (22%). Subjects reported that a new item for their wardrobe needed to be different from other items they owned. Subjects also reported that an item needed to be different from items they had seen other people wearing. Based on responses categorized into the Uniqueness theme, the following two items were constructed:

I add items to my wardrobe if they are different from items I already own.

I add items to my wardrobe if they are different from items I have seen other people wearing.

The eighth theme was Appropriate Fit (23%). Subjects reported an important criterion for adding something to their wardrobe was that it fit the measurements of their bodies. Based on responses categorized into the Appropriate Fit theme, the following two items were constructed:

Items I add to my wardrobe must fit my body measurements.

The ninth theme was Item Seen on Others (22%). Subjects reported that they added items to their wardrobe based on whether they had seen either celebrities wearing it or their peers wearing it. Based on responses categorized into the Item Seen on Others theme, the following two items were constructed:

I add an item to my wardrobe if it is something I have seen celebrities wearing.

I add an item to my wardrobe if it is something I have seen my peers wearing.

The tenth theme was Comfort (18%). Subjects reported that comfort was an important criterion in deciding what to add to their wardrobes. Based on responses categorized into the Comfort theme, the following item was constructed:

It is important to me that the items I add to my wardrobe are comfortable to wear.

The eleventh theme was Appealing Color (17%). Subjects mentioned they would not add an otherwise attractive item to their wardrobes if they did not like the color. Based on responses categorized into the Appealing Color theme, the following item was constructed.

I will not add an otherwise attractive item to my wardrobe if I do not like the color..

The twelfth theme was Classic Styling (12%). Subjects mentioned an important criterion in deciding to add an item to their wardrobe was whether it was a classic style and would remain in fashion for a long period of time, or not go out of fashion. Based on responses categorized into the Classic Styling theme, the following item was constructed:

I add items to my wardrobe that will be fashionable for a long period of time.

The thirteenth theme was Impulsiveness (9%). This item related to not having a conscious criterion for adding an item to their wardrobes. Subjects mentioned they would purchase or acquire an item on "impulse" as opposed to thinking about whether it suited any needs or wants that served as criteria for adding an item to their wardrobes. Based on responses categorized into the Impulsiveness theme, the following item was constructed:

I usually get an item for my wardrobe on impulse.

The fourteenth theme was Replacement (10%). Subjects reported that they made the decision to add a new item to their wardrobes in an effort to replace an existing item in their wardrobes. Based on responses categorized into the Replacement theme, the following item was constructed:

I add items to my wardrobe to replace existing ones.

- Do you believe there are social implications to the way you create your personal appearance? If so, explain.

The majority of subjects (66%) responded that they did believe there were social implications to the way they created their personal appearances. Subjects commented that they believed contemporary society persuades people to dress fashionably and that there are negative social consequences to not dressing fashionably. Another common comment made by subjects was that they were very conscious about constructing their personal appearance because they believed others were judging the type of person they were based on their personal appearance. As for subjects who stated they did not believe there were social implications to the way they constructed their personal appearance, it was common to mention that they dressed for themselves as opposed to dressing for others. Based on subjects' responses regarding the social implications of dress, the following four items were constructed:

I am afraid of what others will think of me if I don't dress fashionably.

I am very careful about how I construct my personal appearance.

I construct my personal appearance to please myself.

I worry about judgments people make related to my appearance.

- Describe how you experiment with your personal appearance.

Seven themes resulted from the analysis of responses to this item. They consisted of Clothing Styles, Hair, Cosmetics, Accessories, Ensembles, Little Change, and Colors in Clothing.

The first theme was Clothing Styles (61%). Subjects reported that they liked to experiment with their personal appearance by wearing different styles of clothing. Subjects would specifically mention that they created a "whole new look" for themselves by wearing different styles of clothing. Based on responses categorized into the Clothing Styles theme, the following item was constructed:

I experiment with different styles of dress.

The second theme was Hair (56%). Subjects reported that they experimented with different hairstyles as well different hair colors. Based on responses categorized into the Hair theme, the following two items were constructed:

I tend to experiment with different hairstyles..

I don't experiment with different hair colors.

The third theme was Cosmetics (49%). Subjects reported that they experimented with different types of cosmetics as well as different ways to apply them. Based on responses categorized into the Cosmetics theme, the following two items were constructed:

I experiment with different types of cosmetics.

I don't experiment with different ways to apply cosmetics.

The fourth theme was Accessories (22%). Subjects reported that they liked to experiment with different accessories to create their personal appearances. Based on responses categorized into the Accessories theme, the following item was constructed:

I experiment with different accessories.

The fifth theme was Ensembles (18%). Subjects reported that they experimented with their personal appearance by creating different ensembles from the items they had available in their wardrobes. Based on the responses categorized into the Ensembles theme, the following item was constructed:

I create various ensembles from the items I have in my wardrobe.

The sixth theme was Little Change (17%). Subjects reported that they rarely experimented with their personal appearance, or if they did, the change was subtle or gradual. Based on the responses categorized into the Little Change theme, the following three items were constructed:

I rarely experiment with my personal appearance.

Changes I make to my personal appearance tend to be subtle.

I make changes to my personal appearance on a gradual basis.

The seventh theme was Colors in Clothing (13%). Subjects reported they experimented with their personal appearance by wearing clothing colors that were different from the colors they normally wore. Based on the responses categorized into the Colors in Clothing theme, the following item was constructed.

I experiment with different colors of clothing.

- How does creating your personal appearance serve as a form of self expression?

Responses to this item were categorized into five themes. The four themes were: Who I Am, Lifestyle, Mood, and Evaluation by Others.

The first theme was Who I Am (66%). Subjects reported that creating their personal appearance gave others insight into the type of person they are and what their preferences were. Based on the responses categorized into the Who I Am theme, the following two items were constructed:

My personal appearance gives others an indication of who I am.

People can tell a lot about my personal tastes based on my personal appearance.

The second theme was Lifestyle (18%). Subjects reported that their personal appearance was an indication of the lifestyle they led. Based on responses categorized into the Lifestyle theme, the following item was constructed:

My personal appearance is an indication of my lifestyle.

The third theme was Mood (17%). Subjects reported that they expressed their mood through their personal appearance. Based on responses categorized into the Mood Theme, the following item was constructed:

My personal appearance is an expression of my mood.

The fourth theme was Evaluation by Others (18%). Subjects reported that their personal appearance expressed how much they cared about what other people thought of them. Based on responses categorized into the Evaluation from Others theme, the following item was constructed:

My personal appearance is an expression of how much I care about what others think of me.

- Describe the attention you give to your personal appearance.

Responses to this item were categorized into five themes. Those themes were: Consistent Attention, Comparative Attention, Confidence, Health and Fitness, and Thinking.

The first theme was Consistent Attention (55%). Subjects described themselves as paying a lot of attention to their appearance every day. Subjects also discussed that they check their personal appearance several times throughout the day. Based on responses categorized into the Consistent Attention theme, the following two items were constructed:

I give my personal appearance a lot of attention every day.

I check my personal appearance several times throughout the day.

The second theme was Comparative Attention (44%). Subjects discussed the amount of attention they gave their personal appearance relative to other people they knew. Based on responses categorized into the Comparative Attention theme, the following item was constructed:

Compared to other people I know, I pay more attention to my personal appearance.

The third theme was Confidence (42%). Subjects discussed that they had more confidence in themselves when they gave their personal appearance more attention.

I feel more confident in myself when I give my personal appearance a lot of attention.

The fourth theme was Health and Fitness (13%). Subjects discussed that they paid attention to personal health and fitness as a way of maintaining their personal appearance. Based on the responses categorized into the Health and Fitness theme, the following two items were constructed:

I maintain my personal appearance through good health practices.

I maintain my personal appearance by exercising.

The fifth theme was Thinking (10%). Subjects expressed spending considerable time thinking about their personal appearance. Based on the responses categorized into the Thinking theme, the following item was constructed:

I spend considerable time thinking about my personal appearance.

Pretest

The preliminary data collection generated an instrument which consisted of sixty items that were related to how individuals manage their personal appearances, two items related to time spent managing appearance, and eleven items that were descriptions of individuals' dress styles. The 60 appearance management items used a Likert-like response scale that was designed for subjects to indicate on a scale of one to five from *not at all descriptive of me* to *very descriptive of me*. The two items related to time spent managing appearance had blank spaces provided for subjects to indicate the time spent on appearance management activities. The eleven dress style items were also constructed in a Likert-like scale format for subjects to indicate on a scale of one to five from *not at all similar to my dress style* to *very similar to my dress style*. The instrument also included six demographic items.

Pretest data were collected from a convenience sample of 44 undergraduate student subjects enrolled in introductory psychology courses. Permission was obtained from the Institutional Review Board before pretest data were collected. The mean age of the subjects was 19.97 years. Thirty-one subjects were female and thirteen were male. There were 21 different college majors represented by the subjects. In terms of year in school, 26 were first year students, eight were sophomores, eight were juniors, and one reported "other" for year in school. The subjects' ethnic backgrounds consisted of 36 European American/Caucasian/white, five Hispanic American, and three Asian American/Pacific Islander subjects. Forty-one subjects indicated English was their first language, two wrote down that they were bilingual, and one subject did not respond to this item. This group of subjects was an appropriate pretest sample because the subjects represented a variety of majors across campus and were therefore considered to be a heterogeneous sample. The pretest sample was relatively small in size, particularly for performing a factor analysis on the appearance management items. However, the main purpose of the pretest was to reduce items on the instrument, particularly because a large number of items were related to emphasis placed on appearance.

Pretest Results of Appearance Management Items

The sixty appearance management items on the pre-test were analyzed using factor analysis (principle component analysis) with varimax rotation. According to Agresti and Finlay (1999) there are three purposes for using factor analysis. The first purpose is that factor analysis will reveal patterns of interrelationships among variables. The second purpose is that factor analysis will detect clusters of variables and identify redundant strongly intercorrelated variables. The third purpose is that factor analysis will reduce a large number of variables to a smaller number of statistically uncorrelated

variables. Therefore it was appropriate to perform a factor analysis on the items after the pretest was conducted so that necessary revisions to the instrument could be made before final data collection.

The factor loadings revealed sixteen factors with eigen values over 1.00. See Table 3.1 for results of the first factor analysis. From this analysis it was decided that all items loading over .500 that were not confounded (loaded .500 on more than one factor) would be run through another factor analysis. Table 3.1 also includes the items which loaded over .500 on the factors without being confounded. The factor loadings from the second factor analysis revealed fourteen factors with eigen values over 1.00. See Table 3.2 for results of the second factor analysis. It was decided that items loading over .600 on the factors would be kept as potential items for the final data collection. Table 3.2 also includes the items which loaded over .600 on the factors without being confounded.

The first research question in this study was: What is the relationship between personality and appearance management? To aid in answering this question, the first seven hypotheses were formulated. The hypotheses were formulated based on previous studies' findings. The hypotheses proposed relationships among the five personality factors in the Five Factor Model and appearance management variables: emphasis placed on appearance, receptiveness to a variety of appearances for the self, and economical appearance management. The following three sections discuss the scales that measured emphasis placed on appearance, receptiveness to a variety of appearances for the self, and economical appearance management.

Table 3.1

Results of the First Factor Analysis

Factor	Total	% of Variance	Item	Loading
	Initial Eigen Values		**Items Loading over .500 but not Confounded**	
1	13.99	23.31	I worry about judgments people make related to my appearance.	.764
			I will not add an item to my wardrobe unless it is fashionable.	.762
			I give my personal appearance a lot of attention every day.	.756
			I am afraid of what others will think of me if I don't dress fashionably.	.734
			It is important that the items I add to my wardrobe be attractive.	.730
			I spend considerable time thinking about my personal appearance.	.703
			I add an item to my wardrobe if it is something I have seen my peers wearing.	.702
			I feel more confident in myself when I give my personal appearance a lot of attention.	.679
			Compared to other people I know, I pay more attention to my personal appearance.	.670
			I am very careful about how I construct my personal appearance	.664
			The items I add to my wardrobe reflect current fashion trends.	.552
			If I know who I will be seeing on a given day, I will select what to wear to make a specific impression on them.	.526
			If my day does not include many activities, I will put more effort into my personal appearance.	.506
2	5.53	9.21	Whether or not I feel good about my body influences what I will wear each day.	.852
			When I am in a good mood I will "dress up."	.766
			Whether or not I feel attractive influences what I will wear each day.	.725
3	4.21	7.01	I tend to experiment with different hairstyles.	.840
			I experiment with different types of cosmetics.	.709
			My style of dress changes with my mood.	.648
			I am less likely to "dress up" if the weather is bad.	.644
4	3.29	5.49	I will not add an otherwise attractive item to my wardrobe if I do not like the color.	.733
			I add items to my wardrobe if they are different from items I already own.	.670
5	3.03	5.05	I add items to my wardrobe if they are different from items I have seen other people wearing.	.863
			I experiment with different styles of dress.	.657
6	2.66	4.43	I do not wear uncomfortable clothing.	-.838
			It is important to me that the items I add to my wardrobe are comfortable to wear.	-.691
			I check my personal appearance several times throughout the day.	.504
7	2.43	4.05	Changes I make to my personal appearance tend to be subtle.	.840
			I will put more effort into my personal appearance if the weather is nice.	.530
8	2.21	3.676	I maintain my personal appearance by exercising.	.897
9	2.02	3.37	I create various ensembles from the items I have in my wardrobe.	.722
			Usually, whatever I can find to wear that is clean is what I wear.	-.667
10	1.78	2.961	I put less effort into my appearance when I am in a bad mood.	.729
			I make decisions about what to wear in order to "fit in" with the people I will see that day.	.682
11	1.74	2.91	My personal appearance gives others an indication of who I am.	.829
			People can tell a lot about my personal tastes based on my personal appearance.	.562
12	1.61	2.68	I don't experiment with different hair colors.	.863
13	1.47	2.44	I usually get an item for my wardrobe on impulse.	.825
			I save time in preparing my personal appearance by planning what to wear in advance.	.599
14	1.26	2.10	I add items to my wardrobe to replace existing ones.	.862
15	1.17	1.96	I am price conscious about items I purchase for my wardrobe.	.752
16	1.08	1.81	It is important that what I wear be appropriate for the activities in which I am involved.	.713
			Items I add to my wardrobe must fit my body measurements.	.517

Table 3.2

Results of the Second Factor Analysis

	Initial Eigen Values		Items Loading over .600 but not Confounded.	
Factor	Total	% of Variance	Item	Loading
1	11.63	26.42		
			I worry about judgments people make related to my appearance.	.784
			I spend considerable time thinking about my personal appearance.	.762
			Compared to other people I know, I pay more attention to my personal appearance.	.737
			I give my personal appearance a lot of attention every day.	.702
			I will not add an item to my wardrobe unless it is fashionable.	.674
			I am afraid of what others will think of me if I don't dress fashionably.	.668
			I feel more confident in myself when I give my personal appearance a lot of attention.	.658
			I add an item to my wardrobe if it is something I have seen my peers wearing.	.652
			It is important that the items I add to my wardrobe be attractive.	.650
2	4.18	9.50	Whether or not I feel good about my body influences what I will wear each day.	.868
			Whether or not I feel attractive influences what I will wear each day.	.760
			When I am in a good mood I will "dress up."	.733
3	3.51	7.99	I tend to experiment with different hairstyles.	.892
			I experiment with different types of cosmetics.	.736
			My style of dress changes with my mood.	.643
4	2.74	6.23	Changes I make to my personal appearance tend to be subtle.	.761
			I add items to my wardrobe that will be fashionable for a long period of time.	.671
5	2.16	4.90	I do not wear uncomfortable clothing.	-.838
			It is important to me that the items I add to my wardrobe are comfortable to wear.	-.660
6	2.04	4.65	My personal appearance gives others an indication of who I am.	.800
			People can tell a lot about my personal tastes based on my personal appearance.	.708
7	1.73	3.94	I create various ensembles from the items I have in my wardrobe.	.868
8	1.59	3.62	I add items to my wardrobe if they are different from items I have seen other people wearing.	.841
9	1.41	3.21	I put less effort into my personal appearance when I am in a bad mood.	.841
			I make decisions about what to wear in order to "fit in" with the people I will see that day.	.752
10	1.40	3.17	I don't experiment with different hair colors.	.641
11	1.22	2.78	I am price conscious about items I purchase for my wardrobe.	.838
12	1.16	2.63	I maintain my personal appearance by exercising.	.866
			It is important that what I wear be appropriate for the activities in which I am involved.	.881
13	1.05	2.39	I add items to my wardrobe to replace existing ones.	.650
14	1.01	2.30	I usually get an item for my wardrobe on impulse.	.852
			I save time in preparing my personal appearance by planning what to wear in advance.	.793

Emphasis Placed on Appearance

The first four hypotheses for this study addressed emphasis placed on appearance.

Specifically, relationships between neuroticism and emphasis placed on appearance,

openness to experience and emphasis placed on appearance, agreeableness and emphasis placed on appearance, and conscientiousness and emphasis placed on appearance were proposed. The first four hypotheses were as follows:

H1: Higher neuroticism will be positively associated with emphasis placed on appearance after adjusting for agreeableness, openness to experience, conscientiousness, and gender.

H2: Higher agreeableness will be negatively associated with emphasis placed on appearance after adjusting for neuroticism, openness to experience, conscientiousness, and gender.

H3: Lower openness to experience will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, conscientiousness, and gender.

H4: Higher conscientiousness will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, openness to experience, and gender.

As discussed in the previous chapter, placing emphasis on appearance would entail the following aspects of appearance management: processes of thinking about, planning, organizing, giving attention to, feelings about, and assessing the social consequences of personal appearance. Therefore, in determining whether the factor analysis revealed an appropriate scale to measure emphasis placed on appearance, it was imperative that the items which the scale addressed thinking about, planning, organizing, giving attention to, feelings about, and assessing the social consequences of personal appearance. The first factor from the factor analysis with varimax rotation consisted of nine items which loaded .600 or higher. The items in this factor addressed emphasis placed on appearance by thinking about, planning, organizing, giving attention to, feelings about, and assessing the social consequences of personal appearance. The

following nine paragraphs present the items that loaded on the first factor and rationalize their validity in measuring the concept of emphasis placed on appearance.

The highest loading item was: *I worry about judgments people make related to my appearance* (.784). This item measured emphasis placed on appearance by the processes of assessing the social consequences of, as well as feelings about personal appearance. If individuals worried about others' judgments regarding their personal appearance, this would likely stem from assessments the individuals had made regarding the social consequences of their appearance as well as feelings they had about their personal appearance. Individuals who devoted time, energy, or effort into assessing the social consequences of personal appearance, as well as had feelings that involved worrying about personal appearance would be placing emphasis on their personal appearance.

The second highest loading item was: *I spend considerable time thinking about my personal appearance* (.762). This item measured emphasis placed on appearance by the process of thinking about personal appearance. If thoughts about individuals' personal appearance occupied their minds for considerable amounts of time then their personal appearance was something they emphasized.

The third highest loading item was: *Compared to other people I know, I pay more attention to my personal appearance* (.737). This item measured emphasis placed on appearance by attention given to personal appearance. If individuals believed they paid more attention to their personal appearance compared to others, then this was an indication that they placed emphasis on their personal appearance.

The fourth highest loading item was: *I give my personal appearance a lot of attention every day* (.702). This item measured emphasis placed on appearance by attention given to personal appearance. If individuals devoted attention to their appearance as a daily

activity then this was an indication that they placed emphasis on their personal appearance.

The fifth highest loading item was: *I will not add an item to my wardrobe unless it is fashionable* (.674). This item measured emphasis placed on appearance by the processes of thinking about, planning, and organizing one's personal appearance. Individuals who would not add an item to their wardrobe unless it was fashionable would be indicating a particular criterion for themselves. If there were criteria involved in adding items to individuals' wardrobes then there would be thoughts about those criteria when acquiring new items. Additionally, if individuals had criteria for the types or attributes of items to be added to wardrobes, then there would be processes of planning and organizing to ensure that the items added to the wardrobe met the criteria. The particular criterion addressed in this item was fashionableness. If individuals used fashionableness as a criterion for adding an item to the wardrobe, this was an indication that emphasis was placed on appearance. Seeking fashionable items with which to create one's personal appearance was representative of attempting to reach the cultural appearance ideal because a fashionable appearance by definition is arguably somewhat representative of the cultural appearance ideal. Fashion is a continuous process of change, therefore, individuals must have made the effort to be continuously aware of fashion trends as they change. The process of making this effort is tantamount to placing emphasis on appearance. Therefore, if individuals would not add items to their wardrobes unless they were fashionable, they were placing emphasis on their personal appearance.

The sixth highest loading item was: *I am afraid of what others will think of me if I don't dress fashionably* (.668). This item measured emphasis placed on appearance by assessment of the social consequences of, and feelings about personal appearance. If individuals feared what others would think of them if they did not dress fashionably this

likely stemmed from assessments the individuals had made regarding the social consequences of their appearance as well as feelings they had about their personal appearance. Additionally, if the feelings individuals had about their personal appearance resulted in fears of the social consequences of not dressing fashionably, these feelings would influence individuals to try to dress fashionably, and may have also been an attempt to reach the cultural appearance ideal. Arguably, this is because a fashionable appearance is somewhat representative of the cultural appearance ideal. If individuals were afraid of others' thoughts toward them if they were not dressed fashionably, they may have also been fearful their appearance was not close to the cultural appearance ideal. Therefore, if individuals were afraid of what others would think of them if they did not dress fashionably, they were placing emphasis on their personal appearance.

The seventh highest loading item was: *I feel more confident in myself when I give my personal appearance a lot of attention* (.658). This item measured emphasis placed on appearance by feelings about and attention given to personal appearance. If individuals experienced feelings of confidence by giving their personal appearance a lot of attention they placed emphasis on their appearance. If individuals gave a lot of attention to their personal appearance they were placing emphasis on their personal appearance.

The eighth highest loading item was: *I add an item to my wardrobe if it is something I have seen my peers wearing* (.652). This item measured emphasis placed on appearance by the processes of thinking about, planning, organizing, and assessing the social consequences of personal appearance. Individuals who added items to their wardrobe if they were something they had seen their peers wearing would be indicating a particular criterion for themselves. If there were criteria involved in adding items to an individuals' wardrobes then thinking about those criteria would occur when acquiring new items. Additionally, if individuals had criteria for the types or attributes of items to be added to

wardrobes, there would be processes of planning and organizing to ensure that the items added to the wardrobes met the criteria. The particular criterion addressed in this item was that an item be something that was seen on individuals' peers. This criterion would imply that decisions about adding items to the wardrobe were made in relation to assessing the social consequences of personal appearance. If individuals added items to their wardrobes that they had seen their peers wearing they were indicating a desire to conform to the dress of the people in their social groups. If individuals were attempting to conform to the dress of others by adding items to their wardrobe that they have seen their peers wearing, they were placing emphasis on their personal appearance.

The ninth highest loading item was: *It is important that the items I add to my wardrobe be attractive* (.650). This item measured emphasis placed on appearance by the processes of thinking about, planning, and organizing one's personal appearance. Individuals who believed it was important that items they added to their wardrobe be attractive were indicating a particular criterion for themselves. If there were criteria involved in adding items to individuals' wardrobe then thinking about those criteria would occur when acquiring new items. Additionally, if individuals had criteria for the types or attributes of items to be added to their wardrobes, there would be a process of planning and organizing to ensure that the items added to the wardrobe met the criteria. The particular criterion addressed in this item is that items that were added to an individual's wardrobe be attractive. If individuals placed importance on the attractiveness of the items that were added to their wardrobes then they were placing emphasis on personal appearance.

The nine items that were used to measure emphasis placed on appearance composed the Emphasis Placed on Appearance Scale. Cronbach's alpha was used to calculate the internal reliability of the scale. The reliability coefficient for the scale was

.9166, therefore the scale was highly internally consistent. Table 3.3 shows the Emphasis Placed on Appearance Scale.

Table 3.3

Emphasis Placed on Appearance Scale

Scale Items
1   I worry about judgments people make related to my appearance.
2   I spend considerable time thinking about my personal appearance.
3   Compared to other people I know, I pay more attention to my personal appearance.
4   I give my personal appearance a lot of attention every day.
5   I will not add an item to my wardrobe unless it is fashionable.
6   I am afraid of what others will think of me if I don't dress fashionably.
7   I feel more confident in myself when I give my personal appearance a lot of attention.
8   I add an item to my wardrobe if it is something I have seen my peers wearing.
9   It is important that the items I add to my wardrobe be attractive.

Based on the scale measuring the first appearance management variable, individuals who place emphasis on their appearance tend to give their personal appearance much attention, be concerned about fashionableness and attractiveness of the items in their wardrobes, worry about the judgments made by others in relation to their appearance and fashionableness, and are likely to spend considerable time thinking about their personal appearance.

Receptiveness to a Variety of Appearances for the Self

The fifth and sixth hypotheses developed for this study addressed receptiveness to a variety of appearances for the self. Specifically, relationships between extraversion and receptiveness to a variety of appearances for the self, and openness to experience and receptiveness to a variety of appearances for the self were proposed. The fifth and six hypotheses were as follows:

H5: Higher extraversion will be positively associated with receptiveness to a variety of appearances for the self.

H6: Higher openness to experience will be positively associated with receptiveness to a variety of appearances for the self.

As discussed in the previous chapter, receptiveness to a variety of appearances for the self would entail experimentation in managing personal appearance. Therefore, in determining which factor or factors represented an appropriate scale to measure receptiveness to a variety of appearances for the self, it was imperative that the items which the scale was composed addressed experimentation with personal appearance. The third factor from the factor analysis with varimax rotation consisted of three items, which loaded .600 higher. These were the most appropriate measures of receptiveness to a variety of appearances for the self. Experimentation with personal appearance was addressed in the items.

The highest loading item was: *I tend to experiment with different hairstyles* (.892). This item measured receptiveness to a variety of appearances for the self by experimentation with personal appearance. If individuals indicated experimentation with an outwardly visible aspect of personal appearance such as hairstyles, then they were demonstrating receptiveness to a variety of appearances for the self.

The second highest loading item was: *I experiment with different types of cosmetics* (.736). This item measured receptiveness to a variety of appearances for the self by experimentation with personal appearance. If individuals indicated experimentation with an outwardly visible aspect of personal appearance such as cosmetics, then they were demonstrating receptiveness to a variety of appearances for the self.

The third highest loading item was: *My style of dress changes with my mood* (.643). This item was not a direct measure of receptiveness to a variety of appearances for the self

by experimentation. However, this item did imply that dress style was not necessarily consistent, even though it was mood dependent. If individuals indicated their style of dress was mood dependent, this meant that style of dress may change from one day to another or one event to another, therefore the individuals whose styles of dress did change were receptive to a variety of appearances for the self. It may have been that a change in mood inspires experimentation with different styles of dress.

The three items that were used to measure receptiveness to a variety of appearances for the self by experimentation compose the Receptiveness to a Variety of Appearances for the Self Scale. Cronbach's alpha was used to calculate the internal reliability of the scale. The reliability coefficient for the scale was .5631, therefore the scale was moderately internally consistent. Table 3.4 shows the Receptiveness to a Variety of Appearances for the Self Scale.

Table 3.4

Receptiveness to a Variety of Appearances for the Self Scale

Scale Items
1   I tend to experiment with different hairstyles.
2   I experiment with different types of cosmetics.
3   My style of dress changes with my mood.

Based on the scale measuring the second appearance management variable, individuals who are receptive to a variety of appearances for the self tend to experiment with different hairstyles and types of cosmetics. Their appearance management activities are mood dependent, meaning decisions made about their style of dress can change with their moods.

Economical Appearance Management

The seventh hypothesis developed for this study addressed economical

appearance management and dress. Specifically, a relationship between

conscientiousness and economical appearance management was proposed. The seventh

hypothesis was as follows:

H7: Higher conscientiousness will be positively associated with economical appearance
    management.

As discussed in the previous chapter, for the purposes of this study, economical

appearance management is operationally defined as efficient use of money spent on

clothing and other appearance management products and getting lengthy usage out of

clothing and other appearance management products. Economical appearance

management would entail the processes of thinking about, planning, organizing, and the

act of creating one's personal appearance. Therefore, in determining which factor

represented the appropriate scale to measure economical appearance management, it was

imperative that the items which the scale or scales were composed of addressed thinking

about, planning, organizing and the act of creating one's personal appearance. The

eleventh factor from the factor analysis with varimax rotation consisted of one item

which loaded .600 or higher. This item was the most appropriate scale to measure

economical appearance management and dress. Thinking, planning, and organizing

were addressed in the item.

The item was: *I am price conscious about items I purchase for my wardrobe* (.866). This

item measured economical appearance management and dress by the processes of

thinking, planning, and organizing their personal appearance. If an individual was price

conscious about items purchased for their wardrobe the processes of thinking, planning, and organizing would be involved when they purchased items. Whether individuals were thinking, planning, and organizing related to a specific price range in which they were willing to spend for appearance management products or just focusing on being aware of the price of products, they were demonstrating the processes of thinking, planning, and organizing in the economical management of their appearance.

The item that measured economical appearance management and dress by price consciousness made up the Price Consciousness Scale. Table 3.5 shows the Price Consciousness Scale.

Table 3.5

Price Consciousness Scale

Scale Item
1   I am price conscious about items I purchase for my wardrobe.

As previously stated, economical appearance management entails using money efficiently related to clothing and other appearance management products as well as getting lengthy use out of clothing and other appearance management products. The Price Consciousness Scale only measured the dimension of using money efficiently and not getting lengthy use out of clothing and other appearance management products. Although there were items constructed to measure the economical appearance management dimension of getting lengthy use out of clothing and other appearance management products, those items did not load together on one of the factors as

expected. Therefore, only the Price Consciousness Scale was used to measure economical appearance management.

Based on the scale measuring the third appearance management variable, individuals who economically manage their appearance are price conscious about items they purchase for their wardrobes. Price consciousness was the only dimension of economical appearance management measured in the present study.

Additional Scale

The factor analysis with varimax rotation reduced the 60 appearance management items, which were rated on a scale of *not at all descriptive of me* to *very descriptive of me* , to thirteen items measuring emphasis placed on appearance via the Emphasis Placed on Appearance Scale, receptiveness to a variety of appearances via the Receptiveness to a Variety of Appearances for the Self Scale, and one dimension of economical appearance management via the Price Consciousness Scale. Additionally, the second factor created another scale which could be used to measure a variable not of interest in this study: appearance feelings. Table 3.6 shows the Appearance Feelings Scale.

Table 3.6

Appearance Feelings Scale

Items
1   Whether or not I feel good about my body influences what I will wear each day.
2   Whether or not I feel attractive influences what I will wear each day.
3   When I am in a good mood I will "dress up."

Time Spent Managing Appearance

There were two items that addressed the amount of time that subjects spent on a variety of appearance management activities each day. In the first item subjects were asked to indicate the number of minutes spent on the appearance management activities. For accessory selection, the number of minutes subjects spent doing this ranged from zero to five minutes with a mean of 1.65 minutes. The number of minutes subjects spent selecting clothing ranged from zero to twenty minutes with a mean of 7.15 minutes. The number of minutes subjects spent applying cosmetics ranged from zero to fifteen minutes with a mean of 8.19 minutes. The number of minutes subjects spent plucking eyebrows ranged from zero to twenty minutes with a mean of 2.25 minutes. The number of minutes subjects spent exercising as an appearance management activity ranged from zero to 180 minutes with a mean of 37.09 minutes. The number of minutes subjects spent styling hair (combing, blow drying, straightening, curling, etc.) ranged from zero to 45 minutes with a mean of 13.6 minutes. The number of minutes subjects spent performing hygiene activities (deodorant application, shaving, showering, teeth brushing, etc.) ranged from three to sixty minutes with a mean of 24.67 minutes. This item included a space for "other" appearance management activities. All 44 subjects either did not complete this item or filled in zero.

The second item inquired about how much time individuals spent creating/preparing their personal appearance on an average day. Seven subjects spent less than fifteen minutes per day creating/preparing their personal appearance. Eleven subjects spent between sixteen and 30 minutes per day creating/preparing their personal appearance. Twelve subjects spent between 31 and 60 minutes per day creating/preparing their personal appearance. Twelve subjects spent between 61 and 120

minutes per day creating/preparing their personal appearance. Two subjects spent between 121 and 180 minutes per day creating/preparing their personal appearance.

For the purposes of final data collection, it was determined that these two items were not necessary to answer either research question. They measure emphasis placed on appearance by time spent managing appearance. However, these two items did not appear to substantively add to the nine item Likert-like scale that was selected as an appropriate measure for emphasis placed on appearance. The nine item scale was a suitable measure for emphasis placed on appearance as it had been operationally defined.

Pretest Results of Dress Style Items

The second research question in this study was: How is dress a reflection of an individual's personality? The eighth hypothesis formulated was:

H8: Personality will be associated with style of dress.

The items that were created related to dress styles were used to measure the concept of dress styles. Subjects read dress style descriptions and then responded on a scale of one to five, from *not at all similar to my style of dress* to *very similar to my style of dress*.

The means (and standard deviations) for athletic, casual, cowboy/cowgirl, gothic, hip-hop, hippy, preppy, punk, skater, surfer, and trendy were 2.44 (1.28), 3.45 (1.23), 1.35 (.90), 1.07 (.26), 1.48 (1.02), 1.57 (1.11), 2.73 (1.35), 1.57 (.85), 1.57 (.82), 1.93 (1.11), and 3.27(1.52) respectively. Descriptive statistics revealed that the casual style of dress had the highest mean (3.45) and the gothic style of dress had the lowest mean (1.07). The mean scores for the majority of the items were relatively low (below 2). This may have been an indication that a one to five scale was not appropriate. A one to

ten scale was believed be more appropriate for the final data collection to allow subjects to more precisely indicate the similarity of their style of dress to the descriptions in the items.

Pearson's and Kendall's tau_B correlations were performed on the style of dress data. It was important to perform these correlations to determine whether any styles of dress were synonymous. Correlations would also aid in determining if subjects had a tendency to dress in multiple styles. Pearson's correlation coefficients revealed correlations among a number of the styles of dress. The following correlations were significant at the $p<.01$ level: casual style and athletic style (.398), casual style and skater style (.431), casual style and trendy style (-.505), gothic style and punk style (.463), hippy and skater style (.456), hippy and trendy style (-.413), preppy style and trendy style (.389), punk style and skater style (.430), and trendy style and skater style (-.503). The following correlations were significant at the $p<.05$ level: hippy style and preppy style (-.329), hippy style and punk style (.342), and preppy style and skater style (-.298). The cowboy/cowgirl style, hip-hop style, and surfer style did not correlate significantly with any of the other dress styles. Table 3.7 depicts the significant Pearson's correlations among the styles of dress.

Kendall's tau_B correlation coefficients revealed correlations among a number of the styles of dress. However, the significance of the correlations were somewhat varied from those in the Pearson's Correlation analysis. The following correlations were significant at the $p<.01$ level: casual style and trendy style (-.435), gothic style and punk style (.418), punk style and skater style (.428) and skater style and trendy style (-.355). The following correlations were significant at the $p<.05$ level: athletic style and casual style (.325), casual style and skater style (.328), cowboy style and hip-hop style (.363), hippy style and skater style (.325), hippy style and trendy style (-.296), and preppy style

Table 3.7

Significant Pearson's Correlations among the Styles of Dress

	Athletic	Casual	Cowboy	Gothic	Hip-Hop	Hippy	Preppy	Punk	Skater	Surfer	Trendy
Athletic	1.00	.398**	-.138	-.024	.165	-.101	.107	-.198	-.069	-.031	.035
Casual		1.00	-.246	-.101	.027	.284	-.036	.148	.431**	.040	-.505**
Cowboy			1.00	.201	.284	.125	-.009	-.022	-.120	.117	-.069
Gothic				1.00	.140	.189	.123	.463**	.144	.181	.011
Hip-hop					1.00	.104	.046	.136	.113	.153	-.026
Hippy						1.00	-.329*	.342*	.456**	-.100	-.413**
Preppy							1.00	-.105	-.298*	.034	.389**
Punk								1.00	.430**	.042	-.160
Skater									1.00	-.059	-.503**
Surfer										1.00	.011
Trendy											1.00

*Correlation is significant at the .05 level (2-tailed).
**Correlation is significant at the .01 level (2-tailed).

and trendy style (.309). The surfer style did not correlate significantly with any of the other dress styles. Table 3.8 depicts the significant Kendall's tau_B correlations among the styles of dress.

Table 3.8

Significant Kendall's Tau_B Correlations among the Styles of Dress

	Athletic	Casual	Cowboy	Gothic	Hip-Hop	Hippy	Preppy	Punk	Skater	Surfer	Trendy
Athletic	1.00	.325*	-.128	-.021	.113	-.051	.067	-.161	-.084	-.074	.018
Casual		1.00	-.187	-.119	.081	.221	-.056	.091	.328*	-.021	-.435**
Cowboy			1.00	.145	.363*	.039	-.144	-.028	-.088	.116	-.093
Gothic				1.00	.088	.078	.099	.418**	.234	.148	.007
Hip-hop					1.00	.050	-.008	.091	.170	.123	-.073
Hippy						1.00	-.215	.229	.325*	-.182	-.296*
Preppy							1.00	-.068	-.202	.050	.309*
Punk								1.00	.428**	.098	-.114
Skater									1.00	.020	-.355**
Surfer										1.00	-.006
Trendy											1.00

*Correlation is significant at the .05 level (2-tailed).
**Correlation is significant at the .01 level (2-tailed).

Although there were some discrepancies in the significance of the correlations among the Pearson's and Kendall's tau_B correlations, there were also a number of dress

styles that correlated with each other using both analyses. The following styles of dress were significantly positively correlated among both Pearson's and Kendall's tau_B correlations: athletic style and casual style, casual style and skater style, gothic style and punk style, punk style and skater style, and trendy style and preppy style. The following styles of dress were significantly negatively correlated among both Pearson's and Kendall's tau_b correlations: casual style and trendy style, hippy style and trendy style, and skater style and trendy style.

Although preliminary, these correlation results likely indicated that subjects dressed in more than one style, as opposed to a number of styles of dress being synonymous. This was because one style of dress may have been correlated with a second and third style of dress but the second and third styles of dress may not have been correlated with each other. For instance, the casual style was correlated with both the athletic and skater styles, however, the athletic style and the skater style were not correlated with each other.

Final Data Collection

Two self administered instruments were used to collect data in this study. They included a personality instrument and an appearance management and dress instrument.

Procedure

The subjects completed the NEO-Personality Inventory-Revised (NEO PI-R) to measure their personality scores on each of the five factors in the Five Factor Model and their accompanying facets. This instrument takes 35-40 minutes to complete. The subjects also completed the Appearance Management and Dress (AMD) Questionnaire. During pre-testing it was confirmed that the mean time to complete the 79 items

(including demographic information) was twelve minutes. Pre-test results reduced the number of items to 30 (including demographic information) for the final AMD Questionnaire. Expected completion was less than ten minutes for the AMD Questionnaire given that the number of items was reduced by more than half. Data collection was administered by the researcher. The majority of subjects were able to complete both instruments in less than one hour.

Subjects

In order to advance the study of personality, appearance management, and dress it was important to be able to make comparisons to previous research that had been conducted. Most of the previous research on personality and appearance management/dress employed undergraduate students as subjects. Therefore, undergraduate students were used for comparative purposes. Comparing results from similar populations helped substantiate the results of the study and will provide insight in designing studies to investigate other populations of subjects in the future. The majority of subjects who participated in the preliminary data collection were apparel design and merchandising management majors. The subjects who participated in the pretest of the AMD instrument were introductory psychology students representing a variety of majors. For final data collection purposes, subjects were students enrolled in both Psychology and Design and Human Environment courses. This provided obtainment of a heterogeneous sample to add to external validity of the study. The Psychology department provides a pool of studies in which students can agree to participate, often with an extra credit incentive from their psychology course instructor. Subjects "signed-up" to participate in the study through the Psychology department. Subjects taking courses in the Design and Human Environment department participated in the study either by "signing-up" or by

completing the instruments during class time. Permission was obtained from the

Institutional Review Board before data were collected (see Appendix A for Institutional

Review Board application attachments and Appendix B for the informed consent

document).

Personality Instrument

The NEO Personality Inventory-Revised (NEO PI-R) was the personality

instrument employed for the study. This instrument, based on the Five Factor Model,

measures the five factors and their accompanying facets as opposed to instruments that

measure only the five factors but not their accompanying facets. Paunonen (1998)

concluded that measuring the facets as well as the factors they compose increases

predictive accuracy because the facets offer trait specific but criterion valid variance.

"Measures of both the higher and lower level personality dimensions demonstrated

predictiveness but the relatively narrow, lower level traits generally increased the criterion

predictiveness of the broader, higher level factors more than the factors increased

predictiveness of the traits. (p. 551)." In addition, the factor structure of the 30 facet

scales has been found to replicate very closely in a broad range of languages and cultures

(John and Srivastava, 1999). The hypotheses that were formulated for this study

proposed relationships among the five factors, appearance management, and style of

dress. Specific hypotheses regarding the relationships of the facets of each of the factors

to appearance management and dress were not formulated. However, it was important to

measure the facets as well because relationships among the variables may be more

specifically explained by facet scores. Therefore, it was believed that findings would be

more conclusive if the facets, as well as the factors, were measured. The NEO PI-R is a

240 item questionnaire designed to operationalize the five factors of personality. Subjects

score in a range from very high to very low on each of the five factors and their accompanying facets. The NEO PI-R scale norms for the five factors and their accompanying facets are different for males and females. For instance, a female considered very high on neuroticism will score between 111 and 192 on the NEO PI-R scale. A male considered very high on neuroticism will score between 102 and 192 on the NEO PI-R scale.

Costa and McCrae (1995) stated that it has been well established for many years that personality traits are hierarchically organized. The hierarchy consists of many specific facets that cluster to define a smaller number of broad factors at a higher level of abstraction. Costa and McCrae were the researchers who developed the NEO-PI-R. It was developed as a hierarchical measure of personality. The development of the instrument occurred by using a "top-down" strategy meaning they started at the top of the hierarchy with the five factors: neuroticism, extroversion, openness to experience, agreeableness, and conscientiousness. Each factor was subdivided into six more specific facet scales. Selection of the facets was based on specific criteria. The first criterion was that each facet should represent maximally distinct aspects of the domain. Second, each facet should be roughly equivalent in breadth. Third, each facet should be conceptually rooted in the psychological literature. Research results have demonstrated that each set of facets scales of the five factors covary as expected. The facet scales define the five factors as well as carry specific variance that contributes to their discriminant validity.

Appearance Management and Dress Questionnaire

The Appearance Management and Dress (AMD) Questionnaire was revised after pretest data were collected and statistically analyzed. The Appearance Management and Dress Questionnaire was created to measure emphasis placed on appearance via the

Emphasis Placed on Appearance Scale, receptiveness to a variety of appearances for the self via the Receptiveness to a Variety of Appearances for the Self Scale, one dimension of economical appearance management via the Price Consciousness Scale, and styles of dress via the eleven dress style scales. The questionnaire also consisted of a demographics section inquiring about age, gender, college major, year in school, ethnic background information, and information about English as a first language (see Appendix C for items on the Appearance Management and Dress Questionnaire).

The cultural appearance ideal was an important variable in the appearance management and dress model. However, this variable was not measured in the present study. The researcher made the assumption that personality had bearing on individuals' perceptions of the cultural appearance ideal and was therefore associated with appearance management activities and style of dress.

Analysis

The independent variable in this study was personality. The dependent variables were appearance management and style of dress. The hypotheses for this study proposed relationships among personality factors and emphasis placed on appearance, receptiveness to a variety of appearances for the self, economical appearance management, and styles of dress. This study included several sets of analyses. The first set of analyses was related to seven of the hypotheses formulated for the study and the first research question: What is the relationship between personality and appearance management? For each appearance management scale a score was calculated. So for instance, the maximum possible score for the Emphasis Placed on Appearance Scale was 45 because the scale consisted of nine items scored on a Likert-like scale from one to five. For each personality factor and facet, a score was calculated. Multiple linear regression

was used with a p-value of .05 employed for statistical significance. Interaction effects for gender were assessed as well.

There were also interaction effects assessed for the personality factors. Relationships between neuroticism and emphasis placed on appearance, openness to experience and emphasis placed on appearance, agreeableness and emphasis placed on appearance, and conscientiousness and emphasis placed on appearance were hypothesized. Additionally, relationships between extraversion and receptiveness to a variety of appearances for the self and openness to experience and receptiveness to a variety of appearances for the self were hypothesized. It was imperative to analyze the interaction effects for the hypothesized personality factors as associated with the appearance management variables. For instance, it was hypothesized that higher neuroticism, lower openness to experience, and higher conscientiousness would be associated with higher emphasis placed on appearance, and that higher agreeableness will be associated with lower emphasis placed on appearance. However, it was possible for subjects to score higher on neuroticism and lower on conscientiousness. It was imperative to see how the two personality factors interacted in association with emphasis placed on appearance. Additionally, an exploratory multiple linear regression was conducted to look at the relationships among the personality facets and appearance management variables.

The second set of analyses were related to the second research question: How is dress a reflection of an individual's personality? A general hypothesis was formulated about the personality factors and dress styles. The rationale for the hypotheses in Chapter two stated that dress is the ultimate result of appearance management activities, however, specific relationships between personality and dress were not identified or hypothesized. Therefore, the second analysis was somewhat exploratory in nature. Canonical

correlation analysis was used with a p-value of .05 employed for statistical significance. Additionally, an exploratory canonical correlation analysis was conducted to look at relationships among the personality facets and styles of dress. Items inquiring about demographic characteristics were used to provide descriptive information about the subjects.

CHAPTER IV

RESULTS

Data were analyzed from the responses of undergraduate college students to two questionnaires designed to measure appearance management, dress, and personality variables. Data obtained from the completed questionnaires were used to test eight hypotheses related to appearance management, dress, and personality. Data provide information about subjects regarding self-reported demographic information, personality factors and facets, perceived style of dress; and appearance management behaviors related to placing emphasis on appearance, being receptive to a variety of appearances for the self, and economical appearance management.

Findings of the study are presented under the following headings: (a) valid response rate for the questionnaires, (b) demographic characteristics of the sample, (c) hypothesis testing of emphasis placed on appearance, (d) exploratory analysis of emphasis placed on appearance, (e) hypothesis testing of receptiveness to a variety of appearances for the self, (f) exploratory analysis of receptiveness to a variety of appearances for the self, (g) hypothesis testing of economical appearance management, (h) exploratory analysis of economical appearance management, (i) hypothesis testing of style of dress, (j) exploratory analysis of style of dress, and (k) summary of findings. Descriptive statistics and frequencies were used to characterize the sample of subjects. Scatter plots with line of best fit and residual plots were used to confirm the appropriateness of statistical models. Hypothesized relationships among personality factors and appearance management variables were tested with multiple linear regression. Exploratory analysis of the relationships among personality factors' facets and appearance management variables was conducted using scatter plots, Pearson correlation and multiple linear

regression. The hypothesized relationship between personality and style of dress was tested with the use of canonical correlation. Exploratory analysis of the relationships among personality factors' facets and style of dress was conducted using canonical correlation.

Valid Response Rate for the Questionnaires

In terms of sample size, a minimum of 240 subjects were needed to analyze the data. The rationale for this sample size was related to the fact that there were 24 appearance management and dress items on the AMD questionnaire, and 240 subjects would allow 10 subjects per measured appearance management and dress variable. A total of 292 undergraduate student subjects completed the AMD and NEO PI-R self-administered questionnaires during a six-week period in January and February of 2004. The sample consisted of students enrolled in courses in the Design and Human Environment and Psychology departments at Oregon State University. Data were collected from two courses in the Department of Design and Human Environment during class periods. In addition, 23 data collection sessions were held in which two other Design and Human Environment and six Psychology classes were recruited to participate in the study. Recruitment totals for subjects are as follows for each department: 146 from Design and Human Environment classes, 141 from Psychology classes, and five subjects enrolled in courses in both departments. Subjects enrolled in more than one of the courses being recruited were asked to not participate in the study more than once. Subjects received extra credit in more than one course if they were enrolled in more than one course offering extra credit for participation in the study.

Costa and McCrae (1992), the authors of the NEO PI-R, consider their questionnaire to be a valid personality measure if subjects complete 200 of the 240 items

with no more than two incomplete items for each facet scale. Fifteen of the subjects'

NEO PI-R answer sheets were missing more items than allowed by the authors' criteria,

and were therefore not usable for analysis. This reduced the sample size to 277. Of the

277 subjects' data that remained in the sample, there were no missing responses from the

appearance management and dress items, one missing response for ethnic background,

and two missing responses for college major on the AMD questionnaire. These missing

responses did not prevent the data from being usable for analysis, therefore the sample

size for this study was 277, or 11.54 subjects per measured appearance management and

dress item.

Demographic Characteristics of the Sample

The demographic characteristics of the sample are shown in Table 4.1. Although

every effort was made to recruit a balanced sample regarding gender, the sample of

subjects was predominantly female. Among the 277 subjects, 236 were female (85.2%),

and 41 were male (14.8%). The male subjects were kept in the sample with the intention

that interaction effects for gender would be interpreted with caution. Ages ranged from

18-46, with a mean of 20.12 years. Most of the subjects' ages were between 18 and 22

years (93.5%). The sample represented a variety of college majors: 60 merchandising

management (21.66%), 29 psychology (10.47%), 25 interior design (9.03%), 19 business

(6.86%), 17 apparel design (6.14%), 15 human development and family science (5.42%),

14 undecided (5.05%), 13 pre-nursing (4.69%), 11 pre-pharmacy (3.97%), 72 representing

32 other majors (25.99%), and two subjects did not respond to the item (.72%) . In terms

of year in school, 112 were first year students (40.43%), 57 were sophomores (20.58%), 66

were juniors (23.83%), 40 were seniors (14.44%), and two indicated their class status was

"other" (.72%). The ethnic background of the subjects was predominantly white (a.k.a.

Table 4.1

Demographic Characteristics of the Sample (n=277)

Variables	Descriptions	Frequency	Percent (%)
Gender	Female	236	85.20
	Male	41	14.80
Age in Years	≤20	204	73.64
	21-25	65	23.47
	26-46	8	2.89
College Major	Merchandising Management	60	21.66
	Psychology	29	10.47
	Interior Design	25	9.03
	Business	19	6.86
	Apparel Design	17	6.14
	Human Development and Family Sciences	15	5.42
	Undecided	14	5.05
	Pre-Nursing	13	4.69
	Pre-Pharmacy	11	3.97
	Other Major	72	25.99
	Missing Response	2	0.72
Year in School	First Year	112	40.43
	Sophomore	57	20.58
	Junior	66	23.83
	Senior	40	14.44
	Other	2	0.72
Ethnic Background	African American	1	0.36
	Asian American/Pacific Islander	41	14.80
	Hispanic American	8	2.88
	Native American/American Indian	5	1.81
	White	217	78.34
	Other	4	1.45
	Missing Response	1	0.36
English as First Language	"Yes"	258	93.14
	"No"	19	6.86

European American or Caucasian). Among the 277 subjects, 217 were white (78.34%),

41 were Asian American/Pacific Islander (14.80%), eight were Hispanic American

(2.88%), five were Native American/American Indian (1.81%), four indicated their

ethnic background to be "other" (1.45%), one was African American (.36%), and one did

not complete the item (.36%). In terms of speaking English as a first language, 258

subjects responded "yes" English was their first language (93.14%), and 19 responded "no" English was not their first language (6.86%).

According to the Oregon State University Enrollment Summary: Winter Term (2004), of the 18,206 students enrolled at the university during the term when data were collected; 9,556 were male (52.50%) and 8,650 were female (47.50%). Therefore, the gender ratio of the sample did not reflect the population of the university. In terms of age, 72.4% of students enrolled at Oregon State University were under the age of 25. Therefore, the age of the sample somewhat reflected the population of the university. For college major, the sample of subjects was predominantly drawn from three colleges: Health and Human Sciences (merchandising management, interior design, apparel design, and human development and family science), Liberal Arts (psychology), and Business (business). Data from the enrollment summary revealed that the three largest colleges were Engineering, Liberal Arts, and Science. Therefore, in terms of major representation, the sample did not reflect the population of the university.

For year in school, the Oregon State University Enrollment Summary: Winter Term (2004) revealed that 16.97% of students were first year students, 16.97% were sophomores, 18.78% were juniors, 26.86% were seniors, and 18.27% were graduate students, post baccalaureate students, or non-degree seeking undergraduate students. Therefore, in terms of year in school, the sample was somewhat reflective of the population of the university. For ethnic background, 75.96% of students were white, 7.88% of students were Asian American, 3.25% of students were Hispanic American, 1.30% of students were African American, and 1.14% of students were Native American/American Indian. The sample was, therefore, fairly representative of the ethnic background of the population of the university. The enrollment summary did not give information about English as a first language.

Hypothesis Testing of Emphasis Placed on Appearance

Multiple linear regression analysis was performed to determine the influence that the predictors neuroticism, agreeableness, openness to experience, conscientiousness, and gender had on emphasis placed on appearance. Model fit, estimates, case wise diagnostics, descriptives, and frequencies were the statistics generated in the analysis. An analysis of residuals, outliers, and multicollinearity was also of interest to assess the appropriateness of this model.

A model fit was conducted to examine the appropriateness of the statistical models. The first four hypotheses were related to emphasis placed on appearance. Therefore, one regression model would be necessary to examine the relationships among the variables for the first four hypotheses. For exploratory analysis, scatter plots and Pearson correlations were run with the personality factors' facets to more specifically explain the relationships among personality and emphasis placed on appearance. Gender and personality facets that were significantly correlated with emphasis placed on appearance were then included in a regression model as part of the exploratory analysis.

Model for Emphasis Placed on Appearance

The first four hypotheses in this study addressed emphasis placed on appearance. Specifically, relationships between neuroticism and emphasis placed on appearance, agreeableness and emphasis placed on appearance, openness to experience and emphasis placed on appearance, and conscientiousness and emphasis placed on appearance were proposed. The first four hypotheses were as follows:

H1: Higher neuroticism will be positively associated with emphasis placed on appearance after adjusting for agreeableness, openness to experience, conscientiousness, and gender.

H2: Higher agreeableness will be negatively associated with emphasis placed on appearance after adjusting for neuroticism, openness to experience, conscientiousness, and gender.

H3: Lower openness to experience will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, conscientiousness, and gender.

H4: Higher conscientiousness will be positively associated with emphasis placed on appearance after adjusting for neuroticism, agreeableness, openness to experience, and gender.

Given that the first four hypotheses proposed relationships with emphasis placed on appearance, one regression model was employed. However, before running the analysis it was important to examine the data on a scatter plot that included the line of best fit to ensure that relationships existed among the variables and that the relationships were linear as opposed to curvilinear. The scatter plots revealed that linear relationships existed among three out of the four personality factors and emphasis placed on appearance: neuroticism, openness to experience, and conscientiousness. The scatter plots revealed the direction of the relationship was as predicted for those three personality factors.

The scatter plots also revealed that there was neither a linear nor curvilinear relationship between agreeableness and emphasis placed on appearance. The line on the agreeableness/emphasis placed on appearance scatter plot had almost no slope, and was therefore almost perfectly horizontal. This indicated there was neither a negative (as hypothesized) nor positive relationship between agreeableness and emphasis placed on appearance. According to Schroeder, Sjoquist, and Stephan (1986), including an irrelevant variable into a regression model can result in increased estimated standard errors of the coefficients of the relevant variables. This also causes the ratios to be smaller

than if the correct specifications were used. Adding unnecessary variables to a regression model causes a loss of precision of the estimated coefficients on the relevant variables, and therefore, increases the likelihood of rejected hypotheses. Therefore, it was not appropriate to include agreeableness in the regression model, which also meant the third hypothesis would not be tested, and could not be accepted. See Figure 4.1 for the scatter plot of neuroticism and emphasis placed on appearance, Figure 4.2 for the scatter plot of openness to experience and emphasis placed on appearance, Figure 4.3 for the scatter plot of agreeableness and emphasis placed on appearance, and Figure 4.4 for the scatter plot of conscientiousness and emphasis placed on appearance.
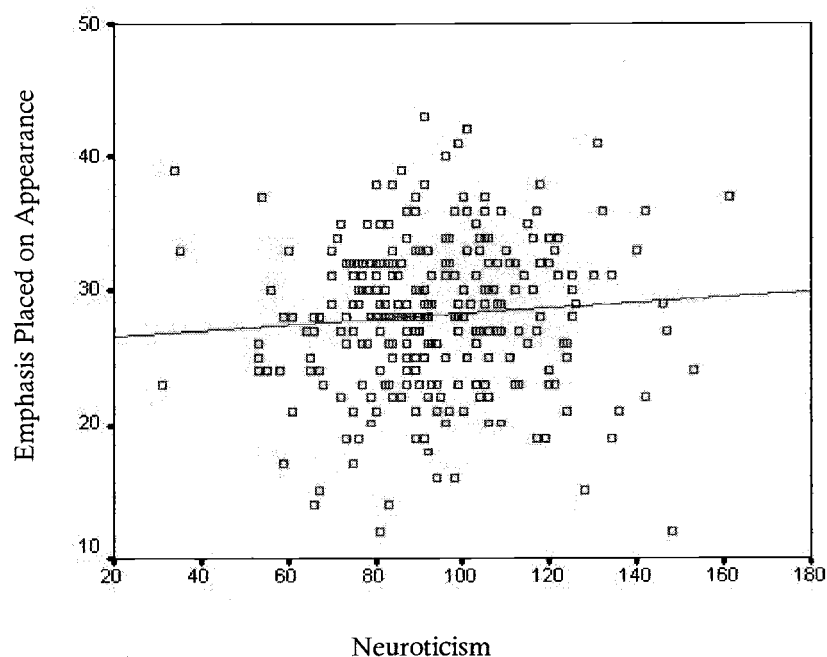
Figure 4.1: Scatter plot of neuroticism and emphasis placed on appearance.
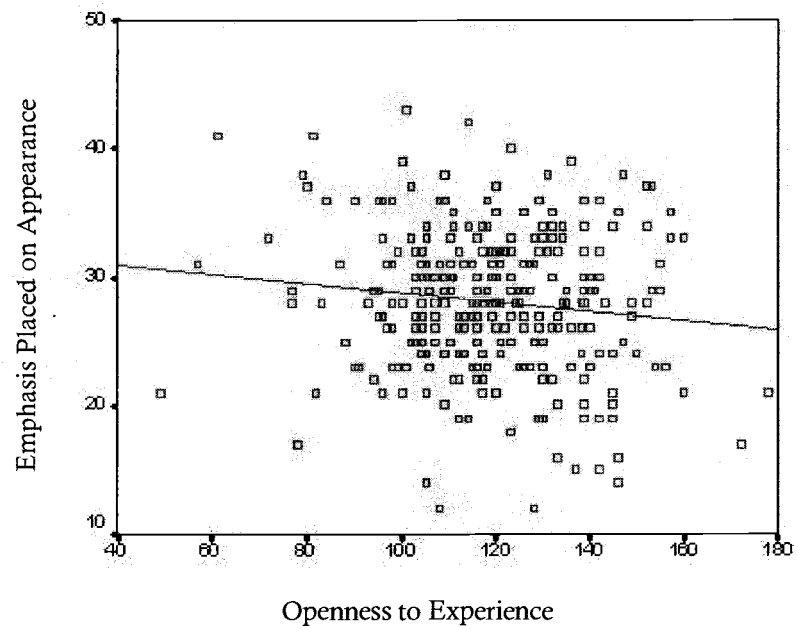
Figure 4.2. Scatter plot of openness to experience and emphasis placed on appearance.
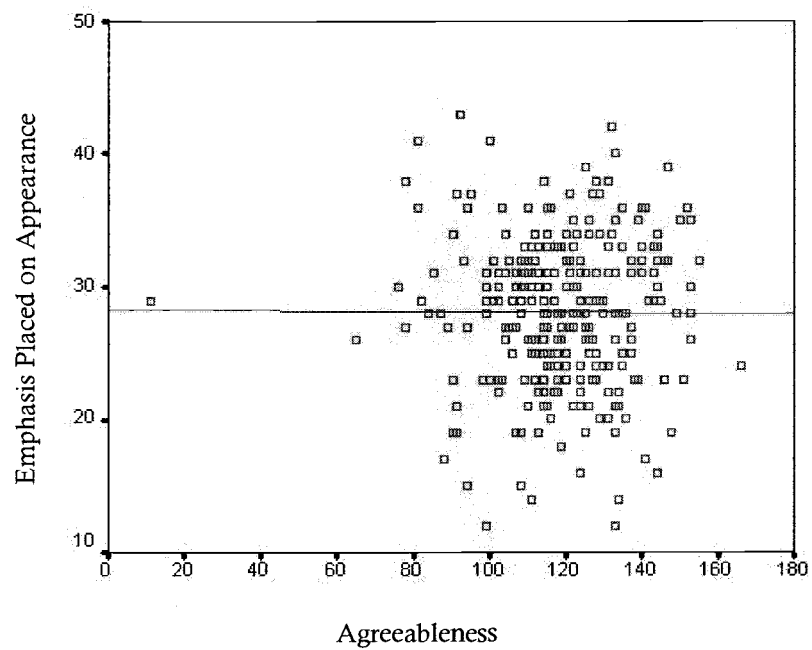
Figure 4.3. Scatter plot of agreeableness and emphasis placed on appearance.
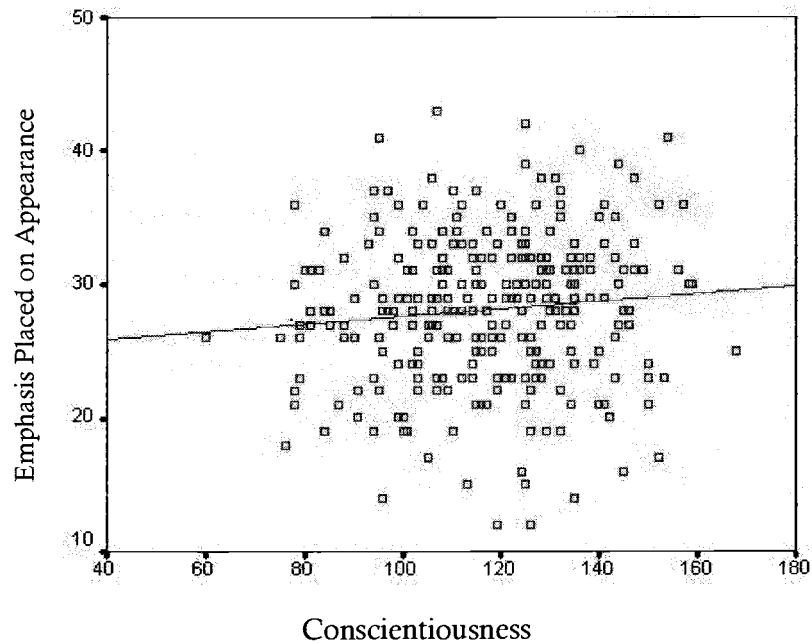
Figure 4.4. Scatter plot of conscientiousness and emphasis placed on appearance.

The next step in the model assessment for emphasis placed on appearance was to examine residual plots. This began by generating a residual plot for the following regression model: emphasis placed on appearance = gender + neuroticism + openness to experience + conscientiousness + gender*neuroticism + gender*openness to experience + gender*conscientiousness.

The residual plot revealed that the model was appropriate. Therefore, a second residual plot was generated to assess whether the last four variables would be necessary in the regression model. This residual plot was generated for the following regression model: emphasis placed on appearance = gender + neuroticism + openness to experience + conscientiousness.

A comparison of the two residual plots revealed that the second regression model would be appropriate for the analysis. The residual plots were nearly identical making the gender*personality factor variables unnecessary in the model. See Figure 4.5 for the residual plot for the first emphasis placed on appearance model and Figure 4.6 for the residual plot for the second emphasis placed on appearance model.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Emphasis Placed on Appearance
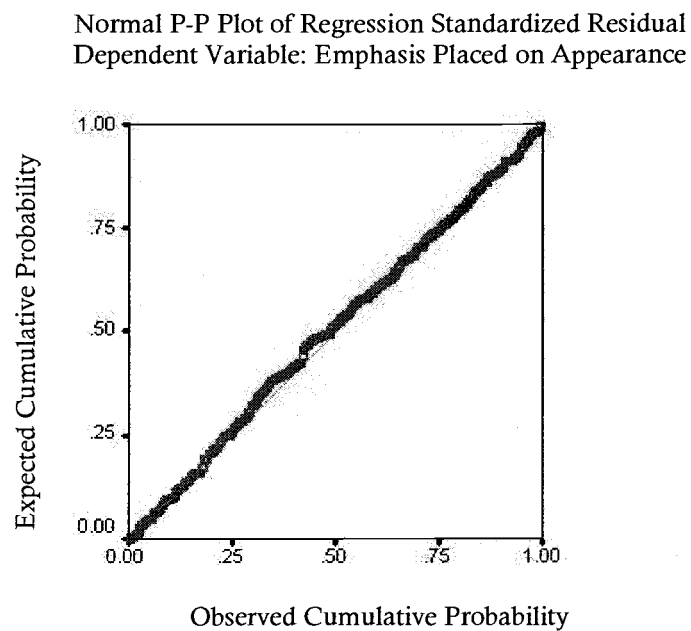
Figure 4.5. Residual plot for the first emphasis placed on appearance model.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Emphasis Placed on Appearance

Observed Cumulative Probability
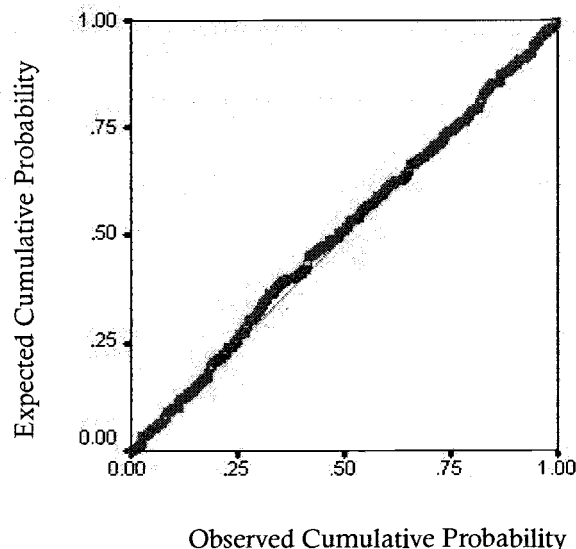
Figure 4.6. Residual plot for the second emphasis placed on appearance model.

Results

The means (and standard deviations) for emphasis placed on appearance, neuroticism, openness to experience, conscientiousness, and gender were 28.10 (5.60), 93.36 (20.55), 118.86 (19.68), 116.89(19.32), and -.70 (.71) respectively. With emphasis placed on appearance as the dependent variable and all other variables held constant, the linear regression analysis was significant F (4, 276) = 3.459, $p<.01$, MS = 104.617. For intercorrelations among variables in H1-H4 see Table 4.2.

In terms of outliers, the case wise diagnostics reported that all standardized residuals for cases were less than three. Therefore, there were no outlier statistics that were potentially problematic. For multicollinearity, there was no inflation because all VIF values were less than two. Openness to experience had the highest tolerance at .980,

Table 4.2

Intercorrelations among Variables in H1-H4

Variables	Emphasis Placed on Appearance	Neuroticism	Openness to Experience	Conscientiousness	Gender	B	ß
Emphasis Placed on Appearance	1.00	.074	-.124*	.097	-.132*	25.487	
Neuroticism		1.00	-.117*	-.309**	-.151**	.021	.078
Openness to Experience			1.00	-.003	-.045	-.034	-.120*
Conscientiousness				1.00	-.019	.034	.118
Gender					1.00	-.967	-.123*

Intercept = 25.487, R = .048, Adjusted R^2 = .034, F = 3.459**

*p < .05
**p < .01

t_{88} =-2.013, p < .05. This means that 98% of the variance was new and independent of the other predictors, 2% of the variance could be explained by other factors. Neuroticism had the lowest tolerance at .864, t_{88} = 1.230, p > .05 (not statistically significant). This means that 86.4% of the variance was new and independent of the other predictors, 13.6% could be explained by other factors.

To estimate the risk of committing a Type II error, it was important to estimate statistical power. Cohen (1969) provided information about the power of statistical significance tests for varying levels of significance, sample size, and relationship magnitudes. According to Cohen's data, the statistical power in this analysis exceeded .99, meaning there was less than a .01 chance of committing a Type II error.

Each additional point in neuroticism score yielded an estimated increase in emphasis placed on appearance of .02132. Each additional point in openness to experience score yielded an estimated decrease in emphasis placed on appearance of -.0342. Each additional point in conscientiousness score yielded an estimated increase in emphasis placed on appearance of .03433. Being male yielded an estimated decrease in

emphasis placed on appearance of -.967. The only statistics that were significant were openness to experience and gender. These results confirm that as hypothesized, openness to experience was a predictor for emphasis placed on appearance. Therefore, Hypothesis 3 was accepted. Hypotheses 1, 2, and 4 were not accepted. Hypotheses 1 and 4 could not be accepted due to lack of statistical significance, although the direction of the slope of the linear regression was as predicted. Hypothesis 2 could not be accepted because scatter plots revealed there was not a linear or curvilinear relationship between agreeableness and emphasis placed on appearance. This hypothesis was not tested, and so therefore, was not accepted.

Exploratory Analysis of Emphasis Placed on Appearance

Exploratory analysis of the facets that comprise the factors of neuroticism, openness to experience, agreeableness, and conscientiousness was important to gain a greater understanding of the relationships these variables have with emphasis placed on appearance. An exploratory analysis of the relationships of the facets of these four factors was imperative to more fully understand how personality is related to emphasis placed on appearance. An exploratory analysis would also provide a more complete answer to the first research question in this study: what is the relationship between personality and appearance management?

The exploratory analysis began with an examination of scatter plots and Pearson correlation coefficients. Scatter plots of neuroticism facets and emphasis placed on appearance revealed that all six facets of neuroticism (anxiety, angry hostility, depression, self-consciousness, impulsiveness, and vulnerability) were positively associated with emphasis placed on appearance. Scatter plots of openness to experience facets and emphasis placed on appearance revealed that the facets of fantasy, aesthetics, ideas, and

values were negatively associated with emphasis placed on appearance. Scatter plots of agreeableness facets and emphasis placed on appearance revealed that the altruism facet was positively associated with emphasis placed on appearance and the modesty facet was negatively associated with emphasis placed on appearance. Scatter plots of conscientiousness facets revealed that the facets of competence, order, dutifulness, achievement striving, and deliberation were positively associated with emphasis placed on appearance and that the facet of self-discipline was negatively associated with emphasis placed on appearance.

The next step in the exploratory analysis was to identify which facets had statistically significant correlations with emphasis placed on appearance. Pearson correlation coefficients were generated because of the close association this statistic has with regression (Bryman and Cramer, 2001). For neuroticism, the facets that were significantly correlated with emphasis placed on appearance were anxiety and impulsiveness. For openness to experience, the facets that were significantly correlated with emphasis placed on appearance were fantasy, ideas, and values. For agreeableness, the facets that were significantly correlated with emphasis placed on appearance were altruism and modesty. For conscientiousness, the facets that were significantly correlated with emphasis placed on appearance were achievement striving and deliberation. See Figures 4.7-4.15 for the scatter plots of the facets that were significantly correlated with emphasis placed on appearance. Figure 4.7 shows the scatter plot of anxiety and emphasis placed on appearance. Figure 4.8 shows the scatter plot of impulsiveness and emphasis placed on appearance. Figure 4.9 shows the scatter plot of fantasy and emphasis placed on appearance. Figure 4.10 shows the scatter plot of ideas and emphasis placed on appearance. Figure 4.11 shows the scatter plot of values and emphasis placed on appearance. Figure 4.12 shows the scatter plot of altruism and emphasis placed on

appearance. Figure 4.13 shows the scatter plot of modesty and emphasis placed on

appearance. Figure 4.14 shows the scatter plot of achievement striving and emphasis

placed on appearance. Figure 4.15 shows the scatter plot of deliberation and emphasis

placed on appearance. See Table 4.3 for significant Pearson correlations between facets

and emphasis placed on appearance.
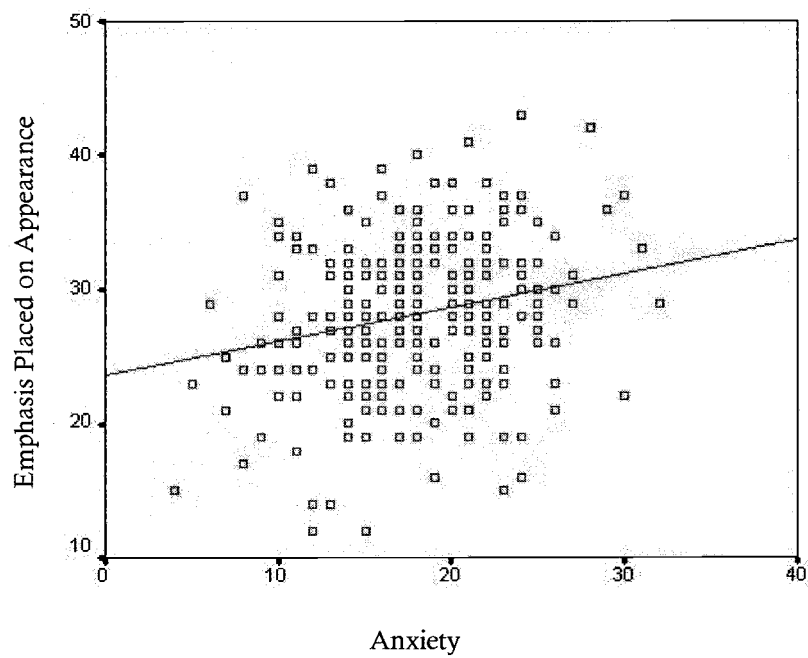
Figure 4.7. Scatter plot of anxiety and emphasis placed on appearance.
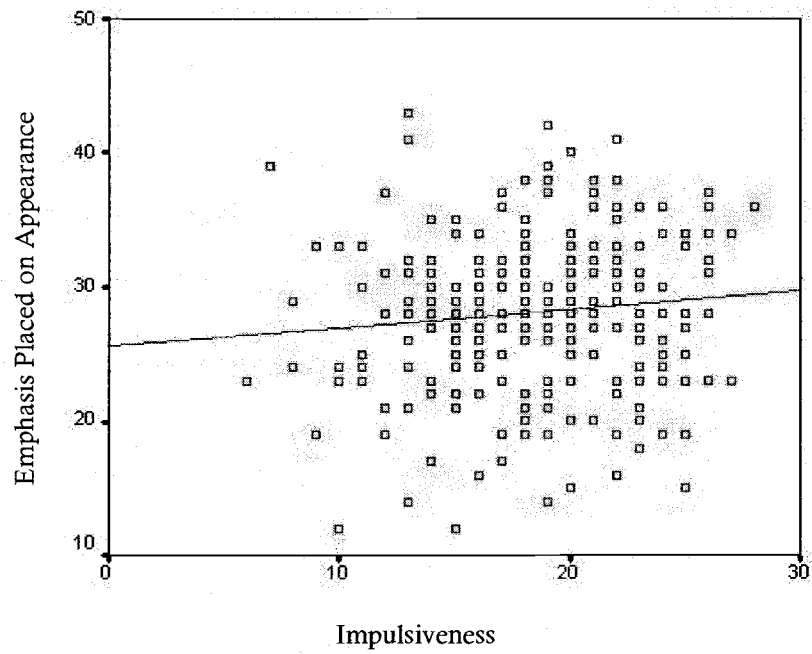
Figure 4.8. Scatter plot of impulsiveness and emphasis placed on appearance.
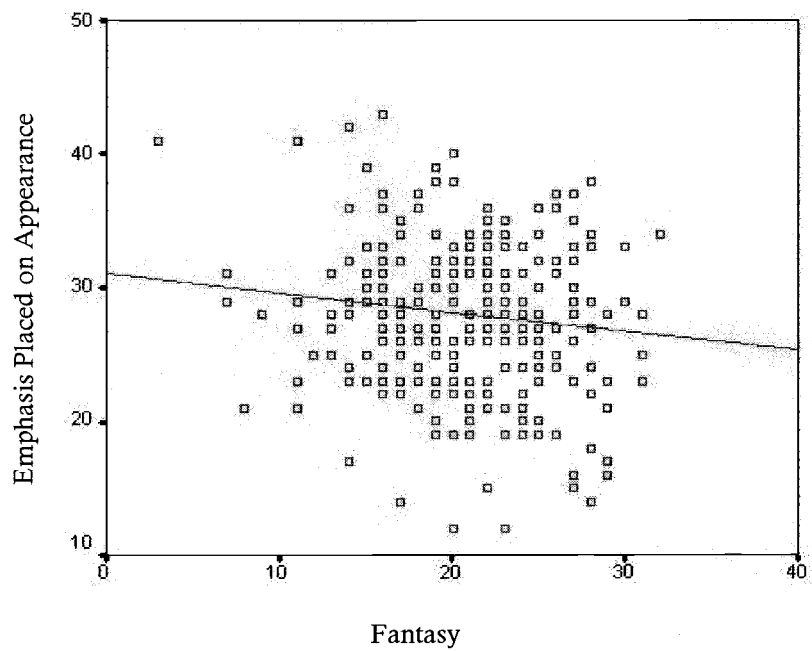
Figure 4.9. Scatter plot of fantasy and emphasis placed on appearance.
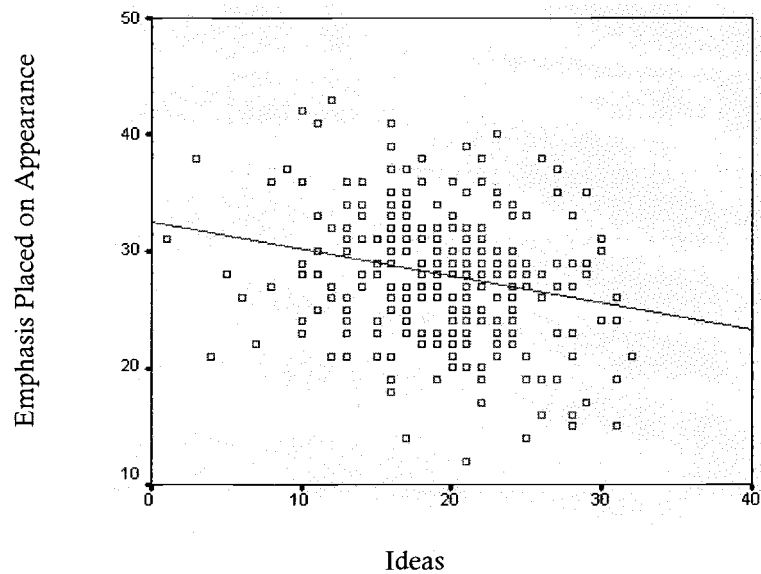
Figure 4.10. Scatter plot of ideas and emphasis placed on appearance.
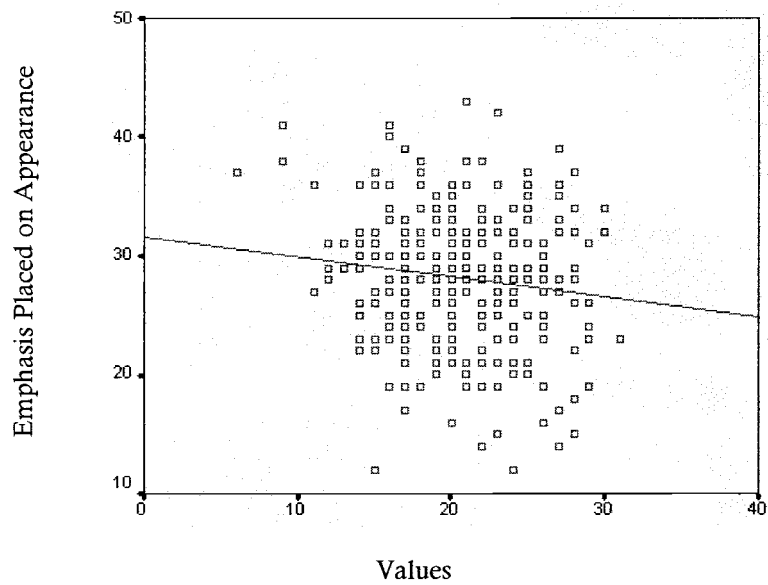
Figure 4.11. Scatter plot of values and emphasis placed on appearance.
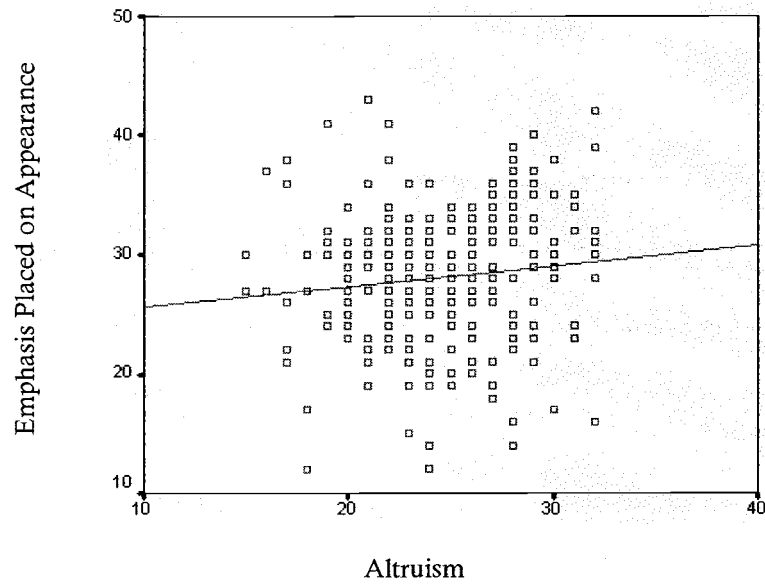
Figure 4.12. Scatter plot of altruism and emphasis placed on appearance.
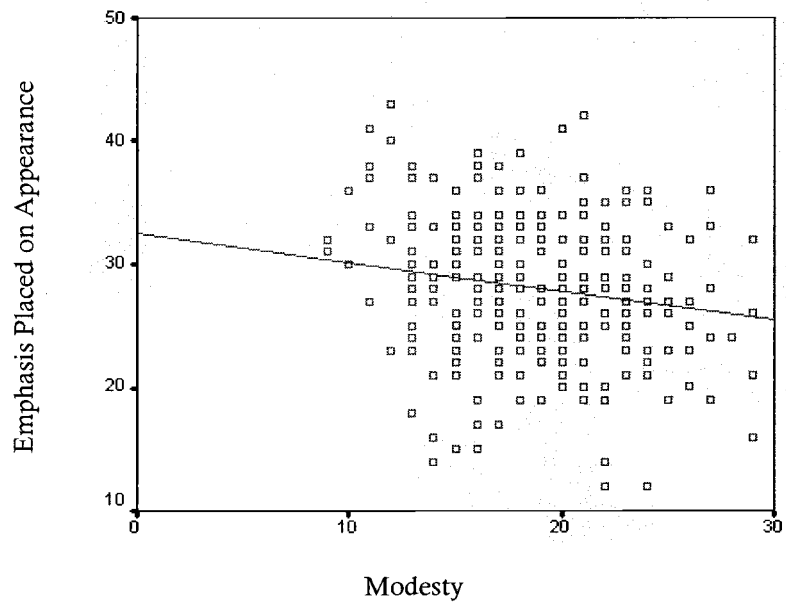
Figure 4.13. Scatter plot of modesty and emphasis placed on appearance.
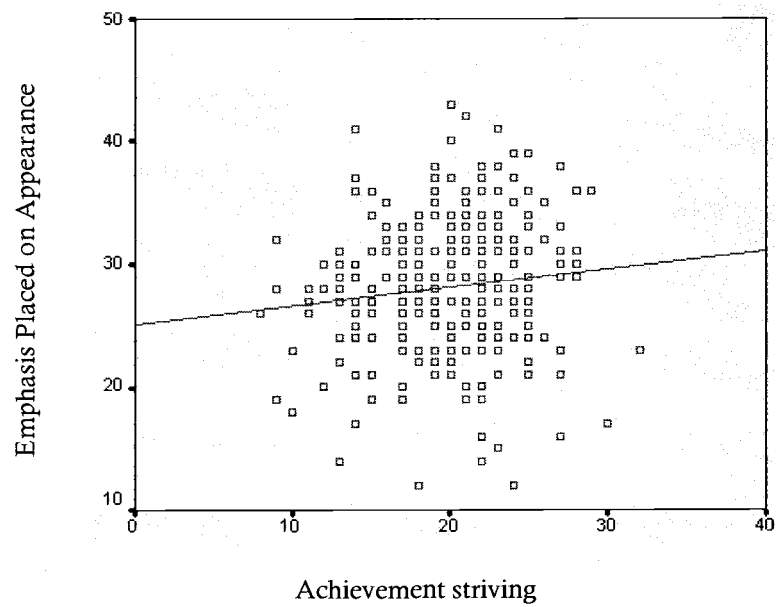
Figure 4.14. Scatter plot of achievement striving and emphasis placed on appearance.
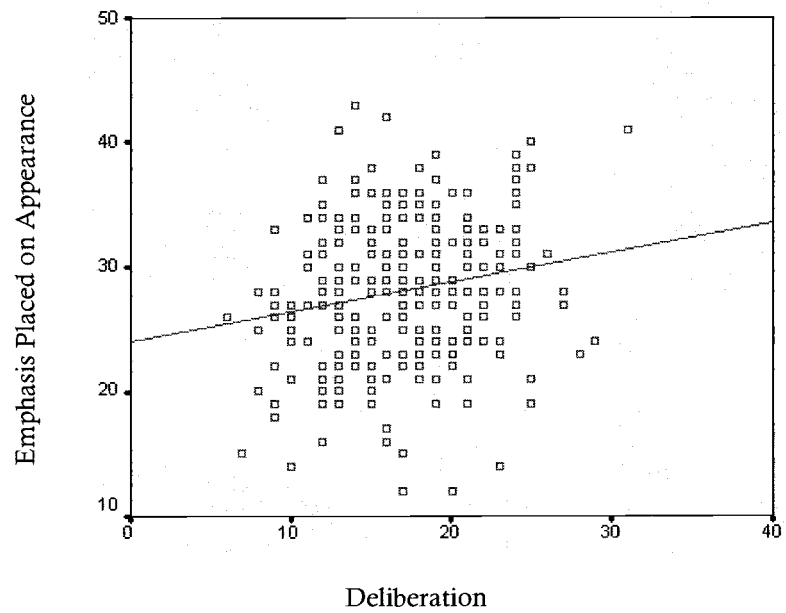
Figure 4.15. Scatter plot of deliberation and emphasis placed on appearance.

Table 4.3

Significant Correlations between Facets and Emphasis Placed on Appearance

Variables	Emphasis Placed on Appearance
Anxiety	.220**
Impulsiveness	.107*
Fantasy	-.122*
Ideas	-.203**
Values	-.134*
Altruism	.114*
Modesty	-.171**
Achievement Striving	.115*
Deliberation	.194**

* $p < .05$
** $p < .01$

The next step in the exploratory analysis was to perform a regression analysis to determine the influence that the predictors anxiety, impulsiveness, fantasy, ideas, values, altruism, modesty, achievement striving, deliberation, and gender had on emphasis placed on appearance. Model fit, estimates, case wise diagnostics, descriptives, and frequencies were the statistics generated in the analysis. An analysis of residuals, outliers, and multicollinearity was also of interest to assess the appropriateness of this model.

The means (and standard deviations) for emphasis placed on appearance, anxiety, impulsiveness, fantasy, ideas, values, altruism, modesty, achievement striving, deliberation, and gender were 28.10 (5.60), 17.80 (4.89), 18.31 (4.36), 20.71 (4.87), 19.50 (8.09), 20.73 (4.87), 24.43 (3.64), 18.70 (4.08), 19.98 (4.36), 16.97 (4.56), and -.7040 (.7115) respectively. With emphasis placed on appearance as the dependent variable and all other variables held constant there was significance, $F (10, 276) = 6.904$, $p < .001$, MS $=178.157$. For interrcorrelations among variables in the exploratory analysis of emphasis placed on appearance, see Table 4.4.

Table 4.4

Interrcorrelations among Variables in the Exploratory Analysis of Emphasis Placed on Appearance.

Variables	EPOA	Anxiety	Impulsiveness	Fantasy	Ideas	Values	Altruism	Modesty	AS	Deliberation	Gender	B	ß
EPOA	1.00	.220**	.107*	-.122*	-.203**	-.134*	.114*	-.171**	.115*	.194**	-.132*	20.219	
Anxiety		1.00	.333**	.017	-.129*	-.108*	-.057	.128*	.036	-.107*	-.197**	.231	.202**
Impulsiveness			1.00	.178**	-.042	.047	-.105*	-.001	-.161**	-.382**	-.264**	.189	.147*
Fantasy				1.00	.251**	.340**	.228**	.036	-.109*	-.227**	-.023	-.08498	-.074
Ideas					1.00	.292**	.062	-.036	.130*	-.009	.191**	-.107	-.154*
Values						1.00	.352**	.117*	-.025	-.104**	.016	-.06149	-.048
Altruism							1.00	.115*	.219**	.217**	-.186**	.241	.157*
Modesty								1.00	-.100*	.016	-.009	-.292	-.213**
AS									1.00	.302**	-.066	.02774	.022
Deliberation										1.00	.060	.260	.212**
Gender											1.00	-.0681	-.009

Intercept = 20.219, R = .206, Adjusted $\underline{R}^2$ = .176, $\underline{F}$ = 6.904***

*p < .05
**p < .01
***p < .001
EPOA = emphasis placed on appearance, AS = achievement striving

In terms of outliers, the case wise diagnostics indicated that all standardized residuals for cases were less than three. Therefore, there were no outlier statistics that were potentially problematic. For multicollinearity, there was no inflation because all VIF values were less than two. Modesty had the highest tolerance at .934, t_{88} =-3.775, p < .001. This means that 93.4% of the variance was new and independent of the other predictors, 6.6% of the variance can be explained by other factors. Altruism had the lowest tolerance at .698, t_{88} = 2.395, p < .05. This means that 69.8% of the variance was new and independent of the other predictors, 30.2% can be explained by other factors.

To estimate the risk of committing a Type II error, it was important to estimate statistical power. Cohen (1969) provided information about the power of statistical significance tests for varying levels of significance, sample size, and relationship magnitudes. According to Cohen's data, the statistical power in this analysis exceeded .99, meaning there was less than a .01 chance of committing a Type II error. Each additional point in anxiety score yielded an estimated increase in emphasis placed on appearance of .231. Each additional point in impulsiveness score yielded an estimated increase in emphasis placed on appearance of .189. Each additional point in fantasy score yielded an estimated decrease in emphasis placed on appearance by -.08498. Each additional point in ideas score yielded an estimated decrease in emphasis placed on appearance of -.107. Each additional point in values score yielded an estimated decrease in emphasis placed on appearance of -.06149. Each additional point in fantasy score yielded an estimated decrease in emphasis placed on appearance of -.08498. Each additional point in ideas score yielded an estimated decrease in emphasis placed on appearance of -.107. Each additional point in values score yielded an estimated decrease in emphasis placed on appearance of -.06149. Each additional point in altruism score

yielded an estimated increase in emphasis placed on appearance of .241. Each additional point in modesty score yielded an estimated decrease in emphasis placed on appearance of -.292. Each additional point in achievement striving score yielded an estimated increase in emphasis placed on appearance of .02774. Each additional point in deliberation score yielded an estimated increase in emphasis placed on appearance by .260. Being male yielded an estimated decrease in emphasis placed on appearance by -.0681.

The two facets of neuroticism tested in the exploratory regression model were anxiety and impulsiveness. Both of these facets had significant positive relationships with emphasis placed on appearance. This would indicate that although neuroticism as a broad factor did not have the significantly positive relationship with emphasis placed on appearance as was proposed in Hypothesis 1, two of its facets (anxiety and impulsiveness) were significantly positively related to emphasis placed on appearance (see Table 4.4).

The two facets of agreeableness in this regression model were altruism and modesty. Altruism had a significant positive relationship with emphasis placed on appearance. Modesty, on the other hand, had a significant negative relationship with emphasis placed on appearance. Hypothesis 2, which proposed a negative relationship between agreeableness and emphasis placed on appearance, could not be tested, and therefore could not be accepted. The results of the exploratory analysis indicated that although agreeableness as a broad factor did not have a significant positive or negative relationship with emphasis placed on appearance, the altruism facet had a positive significant relationship with emphasis placed on appearance, and the modesty facet has a negative significant relationship with emphasis placed on appearance. Due to the fact that one facet has a positive significant relationship and another facet has a negative significant relationship with emphasis placed on appearance, the lack of a relationship

between agreeableness and emphasis placed on appearance is more fully understood (see Table 4.4).

The three facets of openness to experience in this regression model were fantasy, ideas, and values. Although all three facets had negative associations with emphasis placed on appearance, ideas was the only facet for which the relationship was significant. This would indicate that although openness to experience as a broad factor did have a significant negative relationship with emphasis placed on appearance as hypothesized in Hypothesis 3, the ideas facet is the most highly contributing facet to the negative relationship between openness to experience and emphasis placed on appearance (see Table 4.4).

The two facets of conscientiousness in this regression model were achievement striving and deliberation. Although both of these facets had positive associations with emphasis placed on appearance, deliberation was the only facet that had a significant positive relationship with emphasis placed on appearance. This would indicate that although conscientiousness as a broad factor did not have the significantly positive relationship with emphasis placed on appearance that was proposed in Hypothesis 4, the deliberation facet is significantly positively related to emphasis placed on appearance (see Table 4.4).

Gender was included in this regression model just as it was in the model which tested Hypotheses 1-4. Although being male had a significant negative relationship with emphasis placed on appearance in the regression model for Hypotheses 1-4, the findings were different for the exploratory regression model. The exploratory regression model also resulted in a negative association for being male and emphasis placed on appearance. However, this negative relationship was not significant. This contradiction in

significance of results was likely due to generating a regression analysis of facets of the factors as opposed to the broad factors themselves (see Table 4.4).

Hypothesis Testing of Receptiveness to a Variety of Appearances for the Self

Multiple linear regression was performed to determine the influence that the predictors extraversion, openness to experience, and gender had on receptiveness to a variety of appearances for the self. Model fit, estimates, case wise diagnostics, descriptives, and frequencies were the statistics generated in the analysis. An analysis of residuals, outliers, and multicollinearity were also of interest to assess the appropriateness of this model.

A model fit was conducted to examine the appropriateness of the statistical model. The fifth and sixth hypotheses were related to receptiveness to a variety of appearances for the self. Therefore, one regression model was necessary to examine the relationships among the variables for the fifth and sixth hypotheses. For exploratory analysis, Pearson correlations were run with the personality factors' facets to more specifically explain the relationships among the variables in hypotheses five and six. Gender and personality facets that were significantly correlated with receptiveness to a variety of appearances for the self were included in a regression model as part of the exploratory analysis.

Model for Receptiveness to a Variety of Appearances for the Self

The fifth and sixth hypotheses developed for this study addressed receptiveness to a variety of appearances for the self. Specifically, relationships between extraversion and receptiveness to a variety of appearances for the self, and openness to experience and receptiveness to a variety of appearances for the self were proposed. The fifth and six hypotheses were:

H5: Higher extraversion will be positively associated with receptiveness to a variety of appearances for the self.

H6: Higher openness to experience will be positively associated with receptiveness to a variety of appearances for the self.

Given that the fifth and sixth hypotheses proposed relationships with receptiveness to a variety of appearances for the self, one regression model was employed. However, before running the analysis it was important to examine the data on a scatter plot that included the line of best fit to ensure that relationships existed among the variables and that the relationship was linear as opposed to curvilinear. The scatter plots revealed that positive linear relationships existed for both extraversion and receptiveness to a variety of appearances for the self and openness to experience and receptiveness to a variety of appearances for the self. See Figure 4.16 for the scatter plot of extraversion and receptiveness to a variety of appearances for the self. See Figure 4.17 for openness to experience and receptiveness to a variety of appearances for the self.
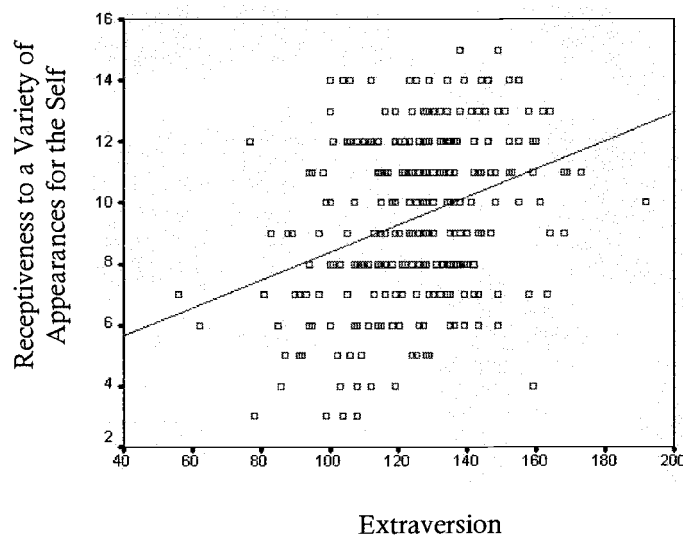
Extraversion

Figure 4.16. Scatter plot of extraversion and receptiveness to a variety of appearances for the self.
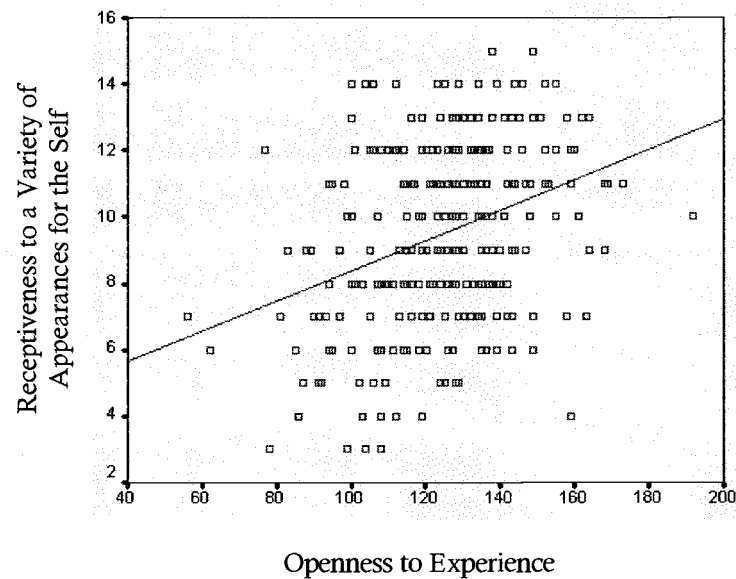
Figure 4.17. Scatter plot of openness to experience and receptiveness to a variety of appearances for the self.

The next step in the model assessment for receptiveness to a variety of appearances for the self was to examine residual plots. This began by generating a residual plot for the following regression model: receptiveness to a variety of appearances for the self = gender + extraversion + openness to experience + gender*extraversion +gender*openness to experience.

The residual plot revealed that the model was appropriate. In terms of outliers, the case wise diagnostics reported the standardized residuals for cases that were three or more. Case number 53 was the only case with a standardized residual of more than three. This case had a standardized residual of -3.067. A second residual plot was generated to assess whether the last two variables would be necessary in the regression model. This residual plot was generated for the following regression model: receptiveness to a variety of appearances for the self = gender + extraversion + openness to experience.

A comparison of the two residual plots revealed that the second regression model would be appropriate for the analysis. The residual plots were nearly identical making the gender*personality factor variables unnecessary in the model. In terms of outliers, the case wise diagnostics reported the standardized residuals for cases that were three or more. Case number 53, once again, was the only case with a standardized residual of more than three. This case had a standardized residual of -3.092. See Figure 4.18 for the first residual plot for receptiveness to a variety of appearances for the self and Figure 4.19 for the second residual plot for receptiveness to a variety of appearances for the self.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Receptiveness to a Variety of
Appearances for the Self
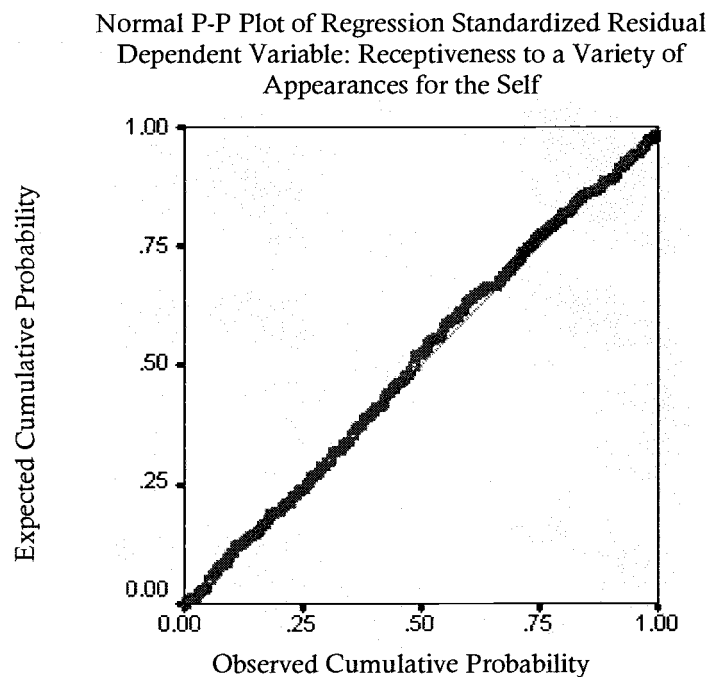
Figure 4.18. First residual plot for receptiveness to a variety of appearances for the self.

Normal P-P Plot of Regression Standardized
Residual
Dependent Variable: Receptiveness to a Variety of
Appearances for the Self
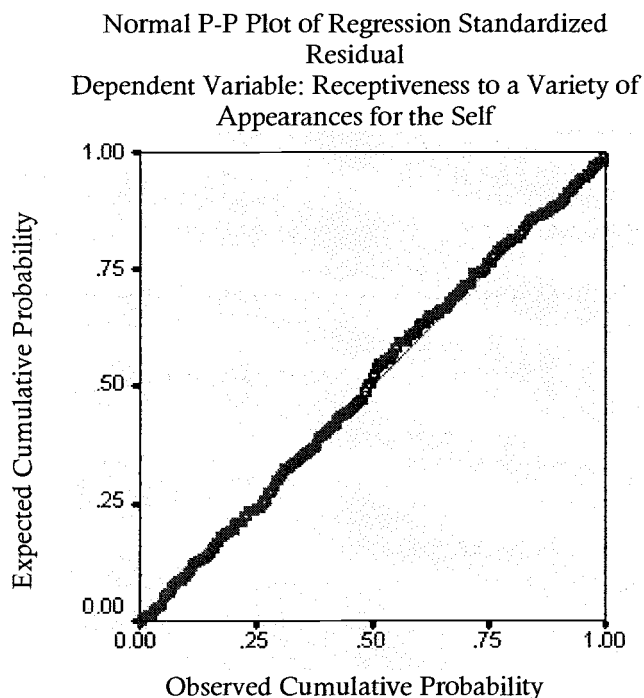
Figure 4.19. Second residual plot for receptiveness to a variety of appearances for the self.

For multicollinearity, there was not inflation because all VIF values were less than two. Gender had the highest tolerance at .967. $t_{88} = -8.518$, p < .01. This means that 96.7% of the variance was new and independent of the other predictors, 3.3% of the variance can be explained by other factors. Extraversion had the lowest tolerance at .847, $t_{88} = 4.124$, p < .01. This means that 84.7% of the variance was new and independent of the other predictors, 15.3% of the variance can be explained by other factors.

Results

The means (and standard deviations) for receptiveness to a variety of appearances for the self, extraversion, openness to experience, and gender were 9.53 (2.70), 125.13 (19.70), 118.86 (19.68), -.70 and (.71) respectively. With receptiveness to a variety of appearances for the self held constant, the linear regression analysis was significant $\underline{F}$ (3,

276) = 39.023, p < .001, MS = 201.175. For intercorrelations among variables in H5-H6, see Table 4.5.

Table 4.5

Intercorrelations among Variables in H5-H6

Variables	RVAS	Extraversion	Openness to Experience	Gender	B	ß
RVAS	1.000	.332**	.175**	-.483**	3.252	
Extraversion		1.000	.356**	-.180**	.031	.227***
Openness to Experience			1.000	-.045	.010	.075
Gender				1.000	-1.664	-.439***

Intercept = 3.252, R = .300, Adjusted $\underline{R}^2$ = .292, $\underline{F}$ = 39.023***

*p < .05
**p < .01
***p < .001
RVAS =receptiveness to a variety of appearances for the self

To estimate the risk of committing a Type II error, it was important to estimate statistical power. Cohen (1969) provided information about the power of statistical significance tests for varying levels of significance, sample size, and relationship magnitudes. According to Cohen's data, the statistical power in this analysis exceeded .99, meaning there was less than a .01 chance of committing a Type II error.

Each additional point in extraversion score yielded an estimated increase in receptiveness to a variety of appearances for the self of .0311. Each additional point in openness to experience score yielded an estimated increase in receptiveness to a variety of appearances for the self of .01026. Being male yielded an estimated decrease in receptiveness to a variety of appearances for the self of -1.664. Results were significant for extraversion and gender. These results confirm that as hypothesized, extraversion was a predictor for receptiveness to a variety of appearances for the self. Therefore,

Hypothesis 5 was accepted. Hypothesis 6 can not be accepted due to lack of statistical significance, although the direction of the slope of the linear regression was as predicted.

Exploratory Analysis of Receptiveness to a Variety of Appearances for the Self

Exploratory analysis of the facets that comprise extraversion and openness to experience was important to gain a greater understanding of the relationships these variables have with receptiveness to a variety of appearances for the self. An exploratory analysis of the facets of these two factors was imperative to more fully understand how personality is related to receptiveness to a variety of appearances for the self. An exploratory analysis would also provide a more complete answer to the first research question in this study: what is the relationship between personality and appearance management?

The exploratory analysis began with an examination of scatter plots. Scatter plots of extraversion facets and receptiveness to a variety of appearances for the self revealed that all six facets of extraversion (warmth, gregariousness, assertiveness, activity, excitement-seeking, and positive emotions) were positively associated with receptiveness to a variety of appearances for the self. Scatter plots of openness to experience facets and receptiveness to a variety of appearances for the self revealed that five of the facets (fantasy, aesthetics, feelings, actions, and values) were positively associated with receptiveness to a variety of appearances for the self and one of the facets (ideas) had a slight slope indicating a negative association with receptiveness to a variety of appearances for the self.

The next step in the exploratory analysis was to identify which facets had statistically significant correlations with receptiveness to a variety of appearances for the self. Pearson correlation coefficients were generated because of the close association this

statistic has with regression (Bryman & Duncan, 2001). For extraversion, all six facets were positively correlated with receptiveness to a variety of appearances for the self. For openness to experience, the facets that were significantly correlated with receptiveness to a variety of appearances for the self were aesthetics, feelings and actions. Figures 4.20-4.28 present the scatter plots of the facets that were significantly correlated with receptiveness to a variety of appearances for the self. See Figure 4.20 for the scatter plot of warmth and receptiveness to a variety of appearances for the self. See Figure 4.21 for the scatter plot of gregariousness and receptiveness to a variety of appearances for the self. See Figure 4.22 for the scatter plot of assertiveness and receptiveness to a variety of appearances for the self. See Figure 4.23 for the scatter plot of activity and receptiveness to a variety of appearances for the self. See Figure 4.24 for the scatter plot of excitement seeking and receptiveness to a variety of appearances for the self. See Figure 4.25 for the scatter plot of positive emotions and receptiveness to a variety of appearances for the self. See Figure 4.26 for the scatter plot of aesthetics and receptiveness to a variety of appearances for the self. See Figure 4.27 for the scatter plot of feelings and receptiveness to a variety of appearances for the self. See Figure 4.28 for the scatter plot of actions and receptiveness to a variety of appearances for the self. See Table 4.6 for significant correlations between facets and receptiveness to a variety of appearances for the self.

The next step in the exploratory analysis was to perform a regression analysis to determine the influence that the predictors warmth, gregariousness, assertiveness, activity, excitement seeking, positive emotions, aesthetics, feelings, actions, and gender had on receptiveness to a variety of appearances for the self. Model fit, estimates, case wise diagnostics, descriptives, and frequencies were the statistics generated in the analysis. An analysis of residuals, outliers, and multicollinearity was also of interest.
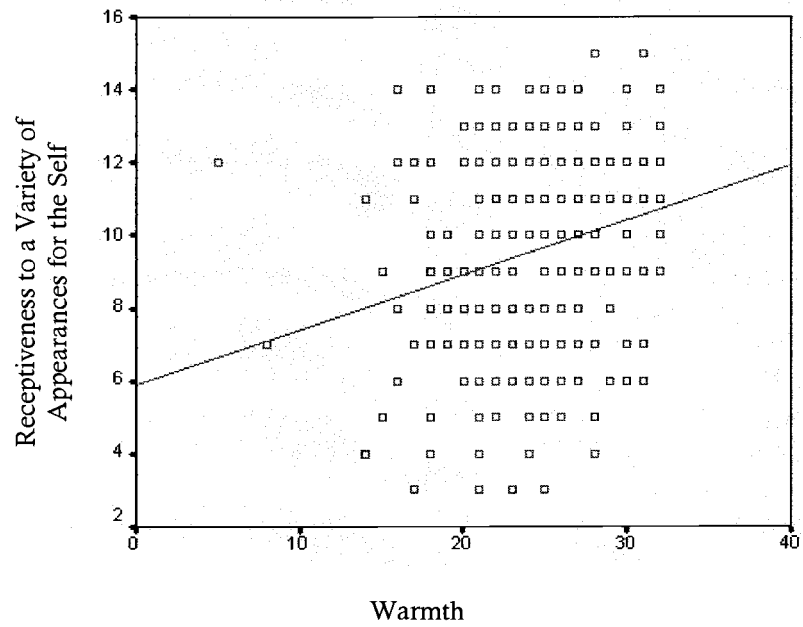
Figure 4.20. Scatter plot of warmth and receptiveness to a variety of appearances for the self.
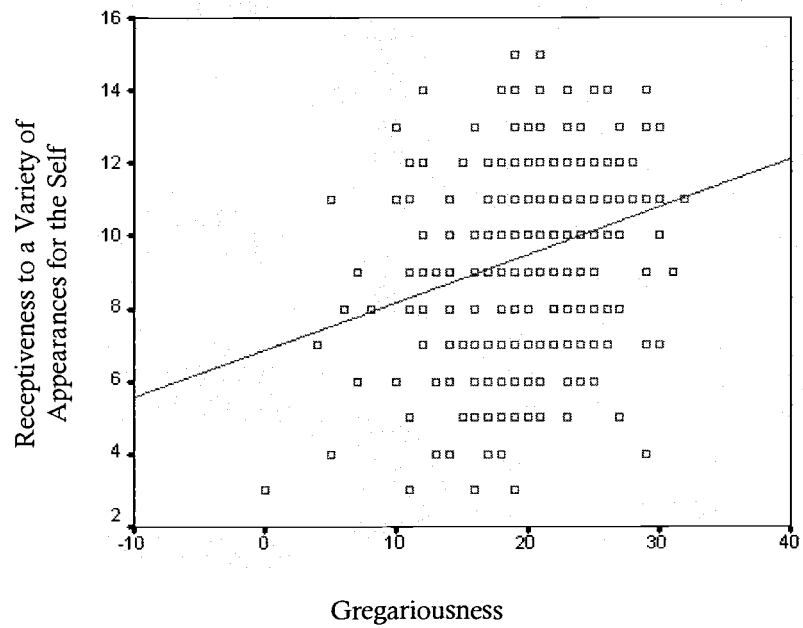
Figure 4.21. Scatter plot of gregariousness and receptiveness to a variety of appearances for the self.
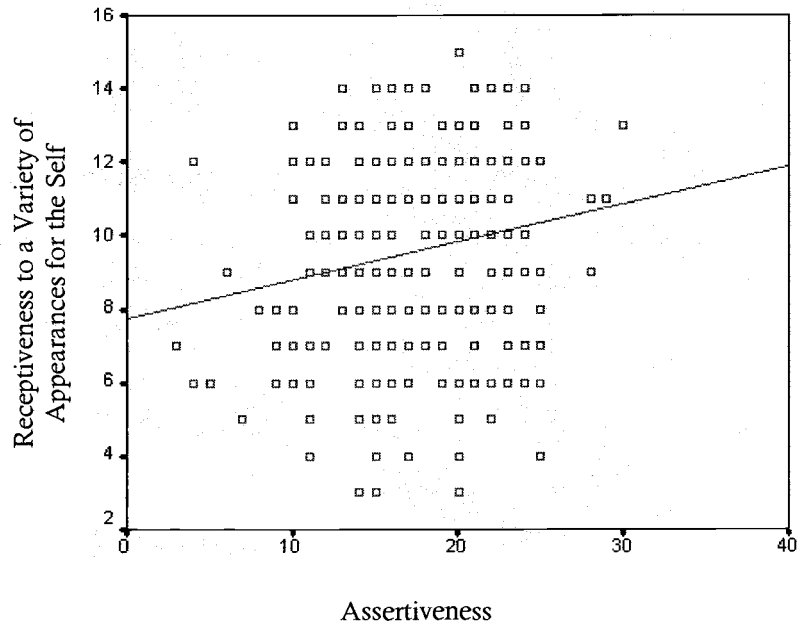
Figure 4.22. Scatter plot of assertiveness and receptiveness to a variety of appearances for the self.
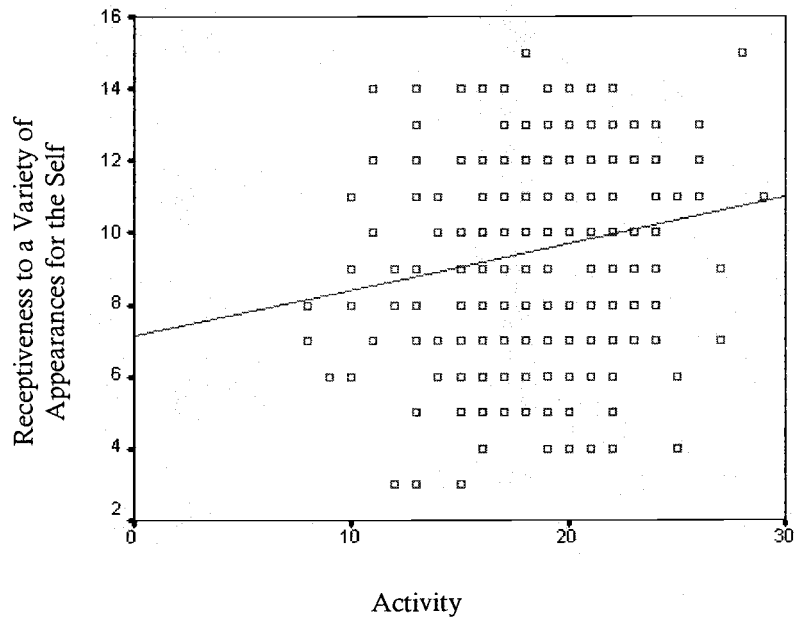
Figure 4.23. Scatter plot of activity and receptiveness to a variety of appearances for the self.
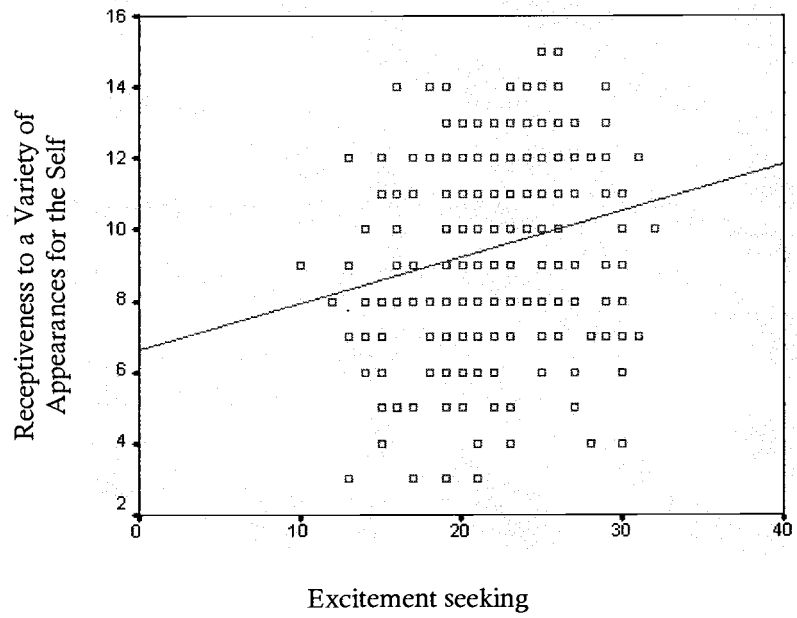
Figure 4.24. Scatter plot of excitement seeking and receptiveness to a variety of appearances for the self.
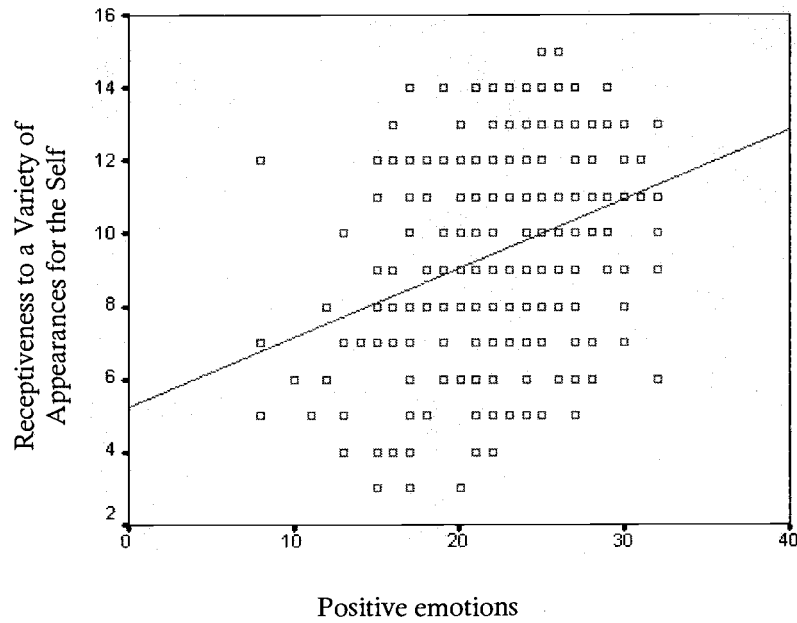
Figure 4.25. Scatter plot of positive emotions and receptiveness to a variety of appearances for the self.
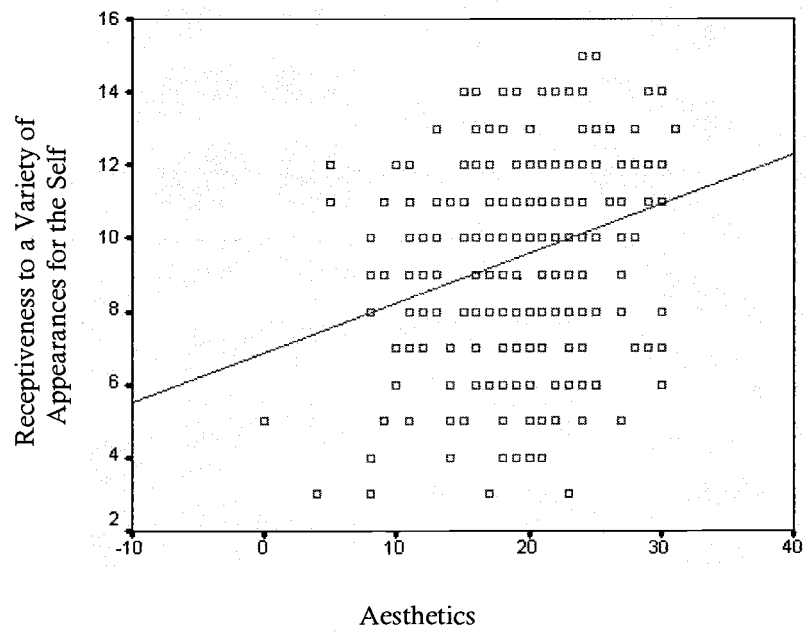
Figure 4.26. Scatter plot of aesthetics and receptiveness to a variety of appearances for the self.
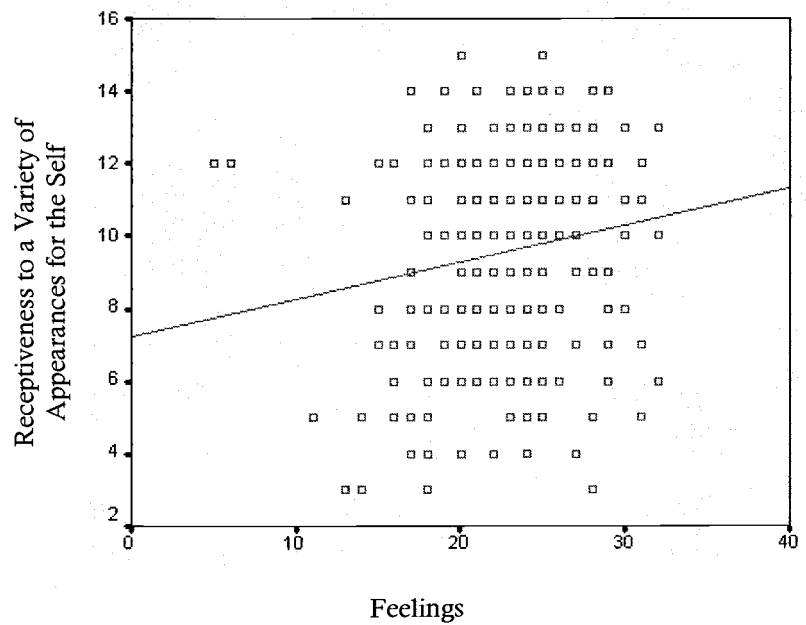
Figure 4.27. Scatter plot of feelings and receptiveness to a variety of appearances for the self.
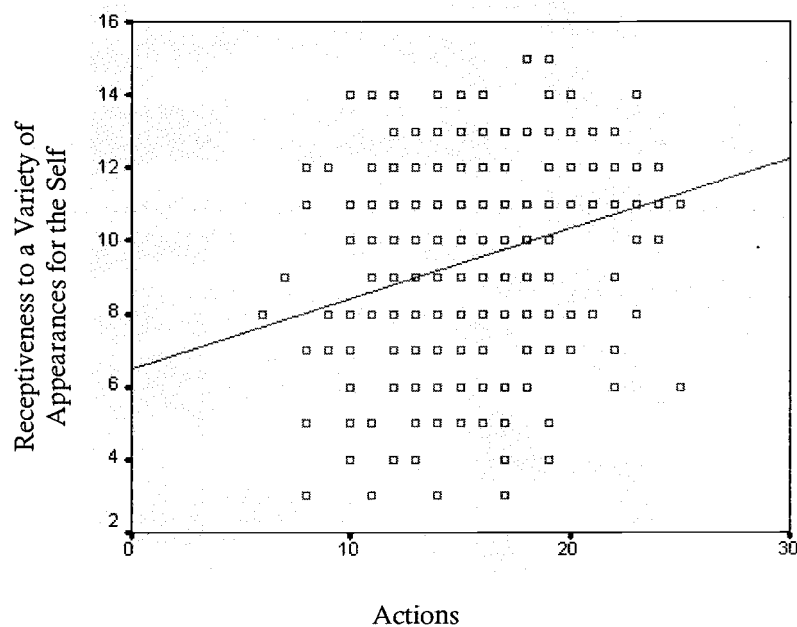
Actions

Figure 4.28. Scatter plot of actions and receptiveness to a variety of appearances for the self.

Table 4.6

Significant Correlations between Facets and Receptiveness to a Variety of Appearances for the Self.

Variable	Receptiveness to a Variety of Appearances for the Self
Warmth	.224**
Gregariousness	.259**
Assertiveness	.178**
Activity	.185**
Excitement-Seeking	.206**
Positive Emotions	.341**
Aesthetics	.281**
Feelings	.159**
Actions	.261**

The means (and standard deviations) for receptiveness to a variety of appearances for the self, warmth, gregariousness, assertiveness, activity, excitement seeking, positive

emotions, aesthetics, feelings, actions, and gender were 9.53 (2.70), 24.12 (4.00), 20.35 (5.34), 17.22 (4.70), 18.61 (3.85), 22.18 (4.28), 22.59 (4.83), 19.67 (5.62), 22.61 (4.21), 15.87 (3.69), and -.70 (.71) respectively. With receptiveness to a variety of appearances as the dependent variable and all other variables held constant there was significance, F (10, 276) = 14.366, p < .001, $\underline{MS}$ = 70.521. For intercorrelations among variables in the exploratory analysis of receptiveness to a variety of appearances for the self, see Table 4.7.

In terms of outliers, the case wise diagnostics reported that all standardized residuals for cases were less than three. Therefore, there were not outlier statistics that were potentially problematic. For multicollinearity, there was no inflation because all VIF values were less than three. Gender had the highest tolerance at .932, t_{88} = -8.476, p < .01. This means that 93.2% of the variance was new and independent of the other predictors, 6.8% of the variance can be explained by other factors. Warmth had the lowest tolerance at .470, t_{88} = -.765, p > .05 (not statistically significant). This means that 47.0% of the variance was new and independent of the other predictors, 53.0% of the variance can be explained by other factors.

To estimate the risk of committing a Type II error, it was important to estimate statistical power. Cohen (1969) provided information about the power of statistical significance tests for varying levels of significance, sample size, and relationship magnitudes. According to Cohen's data, the statistical power in this analysis exceeded .99, meaning there was less than a .01 chance of committing a Type II error.

Each additional point in warmth score yielded an estimated decrease in receptiveness to a variety of appearances for the self by -.03715. Each additional point in gregariousness score yielded an estimated increase in receptiveness to a variety of appearances for the self of .0393. Each additional point in assertiveness score yielded an

Table 4.7

Intercorrelations among Variables in the Exploratory Analysis of Receptiveness to a Variety of Appearances for the Self

Variables	RVAS	Warmth	Gregar-iousness	Assertive-ness	Activity	ES	PE	Aesthetics	Feelings	Actions	Gender	B	ß
RVAS	1.00	.224**	.259**	.178**	.185**	.206**	.341**	.281**	.159**	.261**	-.483**	3.996	
Warmth		1.00	.566**	.345**	.294**	.206**	.341**	.329**	.394**	.264**	-.113	-.037	-.055
Gregariousness			1.00	.402**	.434**	.554**	.427**	.162**	.185**	.230**	-.146*	.039	.078
Assertiveness				1.00	.500**	.312**	.265**	.110	.246**	.082	-.037	.062	.109
Activity					1.00	.271**	.308**	.094	.200**	.114	-.169**	-.017	-.024
ES						1.00	.335**	.175**	.172**	.273**	-.086	.018	.029
PE							1.00	.439**	.473**	.370**	-.201**	.088	.159*
Aesthetics								1.00	.494**	.376**	-.089	.085	.177**
Feelings									1.00	.150*	-.148*	-.065	-.102
Actions										1.00	-.090	.069	.095
Gender											1.00	-1.646**	-.434***

Intercept = 3.996, R =.351, Adjusted $\underline{R}^2$ =.326, $\underline{F}$ = 14.366***

*$\underline{p}$< .05
** $\underline{p}$ < .01
***$\underline{p}$ < .001

RVAS = receptiveness to a variety of appearances for the self, ES = excitement seeking, PE = positive emotions

estimated increase in receptiveness to a variety of appearances for the self of .0624. Each additional point in activity score yielded an estimated decrease in receptiveness to a variety of appearances for the self of -.01716. Each additional point in excitement seeking score yielded an estimated increase in receptiveness to a variety of appearances for the self of .01851. Each additional point in positive emotions score yielded an estimated increase in receptiveness to a variety of appearances for the self of .08888. Each additional point in aesthetics score yielded an estimated increase in receptiveness to a variety of appearances for the self of .08518. Each additional point in feelings score yielded an estimated decrease in receptiveness to a variety of appearances for the self of -.06519. Each additional point in actions score yielded an estimated increase in receptiveness to a variety of appearances for the self of .06941.

All six facets of extraversion were included in this regression model. The only facet that had a significant positive relationship with receptiveness to a variety of appearances for the self was positive emotions. Gregariousness, assertiveness, and excitement seeking were positively associated with receptiveness to a variety of appearances for the self, however results were not significant. Warmth and activity were negatively associated with receptiveness to a variety of appearances for the self in this regression model, however these results were not significant. This would indicate that although extraversion as a broad factor did have a significant positive relationship with receptiveness to a variety of appearances for the self, as proposed in Hypothesis 5, the positive emotions facet is the most highly contributing facet to the positive relationship between extraversion and receptiveness to a variety of appearances for the self. Furthermore, the relationship is more significant when the entire factor is considered in

relation to the dependent variable than the separate facets considered in relation to the dependent variable (see Table 4.7).

The three facets of openness to experience included in this regression model were aesthetics, feelings and actions. Aesthetics and actions were positively related to receptiveness to a variety of appearances for the self, while feelings was negatively related to receptiveness to a variety of appearances for the self. However, aesthetics was the only facet that had a significant positive relationship with receptiveness to a variety of appearances for the self. This would indicate that although openness to experience as a broad factor did not have a significantly positive relationship with receptiveness to a variety of appearances for the self as was proposed in Hypothesis 6, the aesthetics facet was significantly positively associated with receptiveness to a variety of appearances for the self (see Table 4.7).

Gender was included in this regression model just as it was in the model which tested Hypotheses 5 and 6. Being male had a significant negative relationship with receptiveness to a variety of appearances for the self just as it did in the regression model that was used to test Hypotheses 5 and 6. Although the ratio of female subjects to male subjects is extremely disproportionate, results from both the hypothesis tested regression model and the exploratory regression model indicate that being male is negatively related to being receptive to a variety of appearances for the self (see Table 4.7).

Hypothesis Testing of Economical Appearance Management

A regression analysis was performed to determine the influence that the predictors conscientiousness and gender had on the dimension of economical appearance management being tested in this study: price consciousness. Model fit, estimates, case wise diagnostics, descriptives, and frequencies were the statistics generated in the

analysis. An analysis of residuals, outliers, and multicollinearity was also of interest to assess the appropriateness of this model.

A model fit was conducted to examine the appropriateness of the statistical model. The seventh hypothesis was related to one dimension of economical appearance management, price consciousness. Based on analysis of the model fit, a regression model was employed. Pearson correlations were run with the personality factors' facets to more specifically explain the relationships among the variables in the seventh hypothesis. None of the conscientiousness facets were significantly correlated with economical appearance management, therefore, further exploratory analysis was not conducted.

Model for Economical Appearance Management

A relationship between conscientiousness and economical appearance management was proposed for the seventh hypothesis. The seventh hypothesis was as follows:

H7: Higher conscientiousness will be positively associated with economical appearance management.

Before running the regression analysis it was important to examine the data on a scatter plot that included the line of best fit to ensure that a relationship existed among the variables and that the relationship was linear as opposed to curvilinear. The scatter plots revealed that there was not a linear relationship between conscientiousness and economical appearance management. There was, however, a curvilinear relationship between the variables. See Figure 4.29 for the scatter plot of conscientiousness and economical appearance management which demonstrates the lack of a linear relationship

between the variables. See Figure 4.30 for the scatter plot of conscientiousness and economical appearance management which demonstrates the presence of a curvilinear relationship between the variables.

Conscientiousness
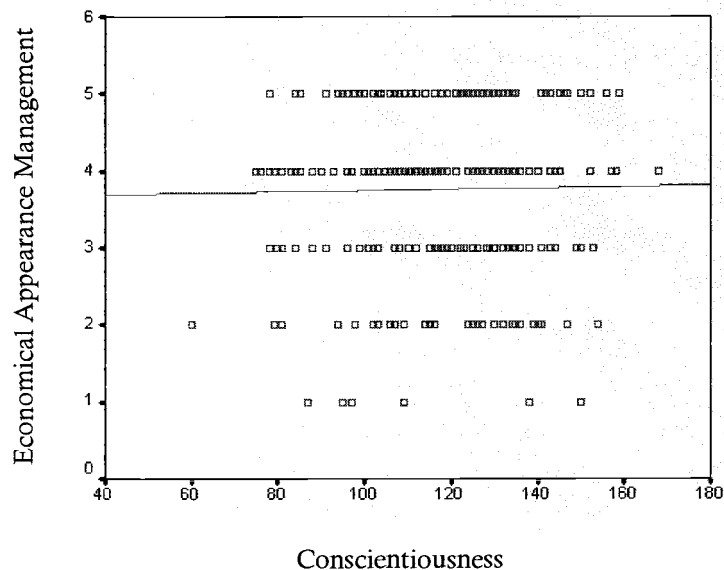
Figure 4.29. Scatter plot of conscientiousness and economical appearance management which demonstrates the lack of a linear relationship between the variables.

The next step in the model assessment for economical appearance management was to examine residual plots. This began by generating a residual plot for the following regression model: economical appearance management = gender + conscientiousness + $gender^2$ + $conscientiousness^2$ + gender*conscientiousness + $gender^2$*conscientiousness^2.

A second residual plot was generated for the following regression model: economical appearance management = gender + conscientiousness + $gender^2$ + $conscientiousness^2$.
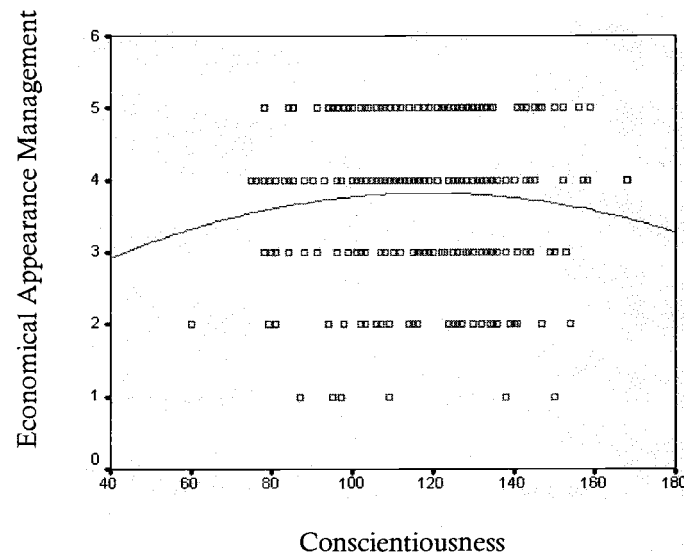
Figure 4.30. Scatter plot of conscientiousness and economical appearance management which demonstrates the presence of a curvilinear relationship between the variables.

The purpose of generating both plots was to determine whether gender*conscientiousness + gender^2*conscientiousness^2 would be necessary in the regression model. The combined residuals for both models were nearly identical, making the first model unnecessary. See Figure 4.31 for the first economical appearance management residual plot and Figure 4.32 for the second economical appearance management residual plot.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Economical Appearance Management
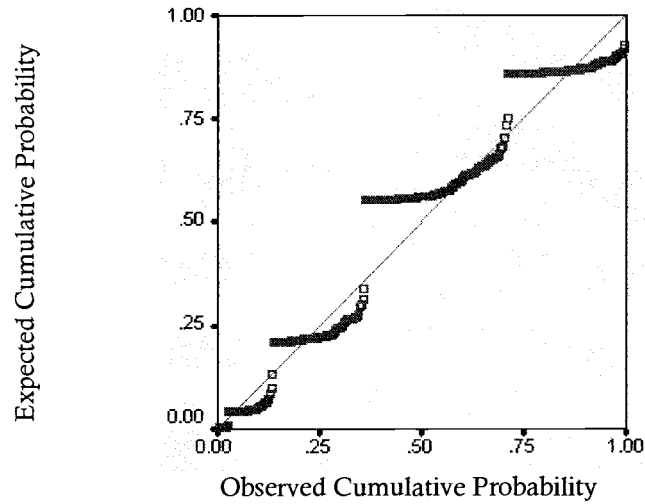
Figure 4.31. First economical appearance management residual plot.

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Economical Appearance Management
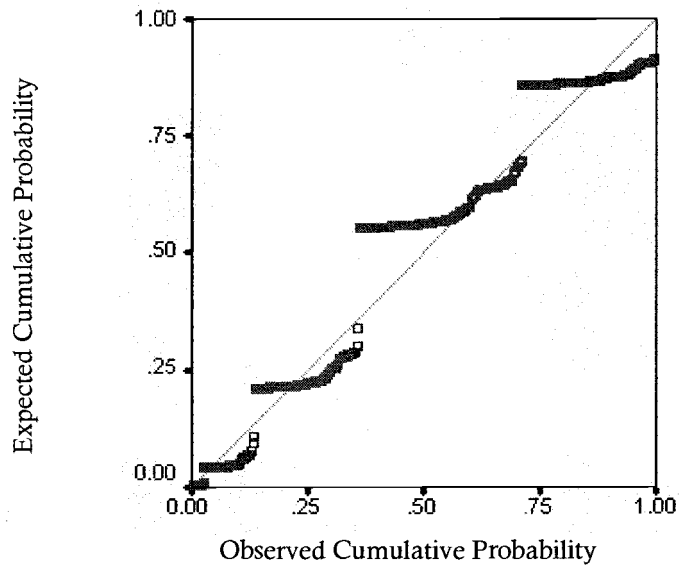
Figure 4.32. Second economical appearance management residual plot.

Results

The means (and standard deviations) for economical appearance management,

conscientiousness, and gender were 3.77 (1.07), 116.89 (19.32), and -.70 (.71)

respectively. With economical appearance management as the dependent variable and all

other variables held constant, the linear regression analysis was not significant F (3, 276)

= .902, p> .05 (not statistically significant), $\underline{MS}$ = 1.026. For intercorrelations among

variables in H7, see Table 4.8.

Table 4.8

Interrcorrelations among variables in H7

Variables	EAM	Conscientiousness	Conscientiousness^2	Gender	B	ß
EAM	1.000	.015	.008	-.070	1.596	
Conscientiousness		1.000	.994**	-.019	.036	.659
Conscientiousness^2			1.000	-.024	-.001	-.649
Gender				1.000	-.111	-.074

Intercept = 1.596 , R =.010 , Adjusted $\underline{R^2}$ =-.001 , $\underline{F}$ = .902

** $\underline{p}$ < .01

EAM = economical appearance management

To estimate the risk of committing a Type II error, it was important to estimate

statistical power. Cohen (1969) provided information about the power of statistical

significance tests for varying levels of significance, sample size, and relationship

magnitudes. According to Cohen's data, the statistical power in this analysis exceeded

.70, meaning there was less than a .30 chance of committing a Type II error.

In terms of outliers, the case wise diagnostics indicated that all standardized residuals for

cases were less than three. Therefore, there were not outlier statistics that were

potentially problematic. For multicollinearity, there was inflation because VIF values for

conscientiousness and conscientiousness^2 were 90.345, and 90.67 respectively. Gender

had the highest tolerance at .997, $t_{88} = -1.226$, $p > .05$ (not statistically significant). This means that 99.7% of the variance was new and independent of the other predictors, .3% of the variance can be explained by other factors. Both conscientiousness and conscientiousness^2 had the lowest tolerance at .011, $t_{88} = 1.151$ (conscientiousness), $p > .05$ (not statistically significant), and $t_{88} = -1.134$ (conscientiousness^2), $p > .05$ (not statistically significant). For both variables this meant that 1.1% of the variance was new and independent of the other predictors, 98.9% can be explained by other factors.

Each additional point in conscientiousness yielded an estimated increase in economical appearance management of .03637. With conscientiousness squared, each additional point in conscientiousness yielded an estimated decrease in economical appearance management of -.0001539. Being male yielded an estimated decrease in economical appearance management of -.111. None of the statistics in this regression model were significant. Therefore, Hypothesis 7 could not be accepted.

Exploratory Analysis of Economical Appearance Management

Exploratory analysis of the facets of conscientiousness was important to gain a greater understanding of the relationship conscientiousness has with economical appearance management. Hypothesis testing previously revealed that there was not a significant relationship, either linear or curvilinear, between conscientiousness and economical appearance management. Therefore, Hypothesis 7 was not accepted. An exploratory analysis of the relationships of the facets of conscientiousness was imperative to more fully understand whether any relationship at all existed between conscientiousness and economical appearance management. An exploratory analysis would also provide a more complete answer to the first research question in this study: what is the relationship between personality and appearance management?

The exploratory analysis was conducted with both an examination of scatter plots and Pearson correlation coefficients of the conscientiousness facets and economical appearance management. Although the conscientiousness facets of competence, dutifulness, and deliberation showed positive linear relationships with economical appearance management, and achievement striving showed a negative relationship with economical appearance management, the Pearson correlations coefficients were not significant. Therefore, it was not necessary to conduct further exploratory analysis. The results of this investigation indicate that there is not a significant relationship between the conscientiousness factor or the facets which comprise this factor and the one economical appearance management dimension studied: price consciousness.

Hypothesis Testing of Style of Dress

The eighth hypothesis was related to personality and style of dress. Specifically, the eighth hypothesis was:

H8: Personality will be associated with style of dress.

A canonical correlation analysis was performed between the set of personality factors and the set of style of dress variables. The set of personality factors were neuroticism, extraversion, openness to experience, and agreeableness. The set of style of dress variables were athletic, casual, cowboy/cowgirl, gothic, hip-hop, hippy, preppy, punk, skater, surfer, and trendy. Increasingly larger numbers reflect a greater presence of the personality factor in a self-reported personality. Increasingly higher numbers reflect a greater agreement that a particular style of dress was considered by the subject to be similar to a self-reported dress style.

The first canonical correlation was .552 (30.47% of variance), the second was .388

(15.05% of variance), and the third was .319 (10.18% of variance). The fourth and fifth

canonical correlations were effectively zero due to rc values being less than .30, thus

representing less than 10% of the variance. With all five canonical correlations included,

x^2 (55) = 202.780, p <.01; with the first canonical correlation removed, x^2 (40) = 105.549,

p < .01; with the second canonical correlation removed, x^2 (27) =61.955, p < .01;and with

the third canonical correlation removed, x^2 (16) = 33.247, p < .01. The x^2 test for the fifth

canonical correlation was not statistically significant. Although the x^2 test for the fourth

canonical correlation was statistically significant, this correlation was not further

interpreted due to the rc values being less than .30, and less than 10% of the variance

being represented. Tabachnick and Fidell (1983) stated that canonical correlations with rc

values less than .30 generally are not interpreted. Therefore, the first three canonical

correlations accounted for the significant linkages between the two sets of variables and

were subject to further interpretation.

Analysis of the canonical functions for style of dress appears in Table 4.9. Shown

in the table are the standardized function coefficients (Function), the structure coefficients

(rs), the squared structure coefficients (r²s), redundancy (Rd), the squared canonical

correlation coefficients (Rc²), and the canonical communality coefficients (h²).

With a cutoff correlation of .30 for interpretation, the variables relevant to the first

canonical function in the personality set were, in order of magnitude: conscientiousness,

extraversion, and openness to experience. The variables relevant to the first canonical

function in the style of dress set were, in order of magnitude: trendy, skater, punk,

preppy, hippy, gothic, and casual. The first canonical function indicates that individuals

who are lower in conscientiousness (-.642), lower in extraversion (-.548), and higher in

Table 4.9

Analysis of the Canonical Functions for Style of Dress

Variable	Function I			Function II			Function III			h²
	Function	rs	r²s	Function	rs	r²s	Function	rs	r²s	
Neuroticism	-.098	.225	5.06%	.155	.050	0.25%	-.066	-.344	11.83%	17.14%
Extraversion	-.694	-.548	30.03%	.684	.670	44.89%	.006	.385	14.82%	89.74%
Openness to Experience	.712	.444	19.71%	.433	.512	26.21%	.586	.731	53.44%	99.36%
Agreeableness	-.148	-.162	2.62%	-.639	-.481	23.14%	.591	.786	61.78%	87.54%
Conscientiousness	-.471	-.642	41.22%	-.069	-.073	0.53%	.227	.362	13.10%	54.85%
Adequacy			19.70%			19.00%			31.00%	
Rd			6.00%			2.90%			3.20%	
Rc²			30.47%			15.05%			10.18%	
Rd			5.90%			1.50%			1.20%	
Adequacy			19.40%			10.00%			11.50%	
Athletic	-.306	-.233	5.43%	.048	-.124	1.54%	-.116	-.429	18.40%	25.37%
Casual	.270	.384	14.75%	-.438	-.427	18.23%	-.215	-.320	10.24%	43.22%
Cowboy/Cowgirl	.058	-.003	0.00%	.133	.099	0.98%	-.617	-.696	48.44%	49.42%
Gothic	.113	.398	15.84%	-.347	.197	3.88%	.032	-.108	1.17%	20.89%
Hip-hop	-.022	-.131	1.72%	.110	.238	5.66%	-.579	-.666	44.36%	51.74%
Hippy	.031	.463	21.44%	.421	.421	17.72%	.017	-.065	0.42%	39.58%
Preppy	-.209	-.524	27.46%	-.292	-.002	0.00%	.020	-.064	0.41%	27.87%
Punk	.241	.560	31.36%	.741	.604	36.48%	-.089	-.016	0.03%	67.87%
Skater	.235	.572	32.72%	.038	.343	11.76%	.217	.137	1.88%	46.36%
Surfer	-.130	-.095	0.90%	-.144	.071	0.50%	.320	.108	1.17%	2.57%
Trendy	-.473	-.787	61.94%	.592	.371	13.76%	.096	.068	0.46%	76.16%

Rd = redundancy coefficient for a given variable set, Rc² = squared canonical correlation coefficient

openness to experience (.444) tended to not agree their style of dress was trendy (-.787), or preppy (-.524); but to agree their style of dress was skater (.572), punk (.560), hippy (.463) gothic (.398) and casual (.384).

The variables relevant to the second canonical function in the personality set were, in order of magnitude: extraversion, openness to experience, and agreeableness. The variables relevant to the second canonical function in the style of dress set were, in order of magnitude: punk, casual, hippy, trendy, and skater. The second canonical function indicates that individuals who are higher in extraversion (.670), higher in openness to experience (.512) and lower in agreeableness (-.481) do not describe their style of dress as casual (-.438); but do describe their style of dress as punk (.604), hippy (.421), trendy (.371), and skater (.343).

All five of the variables in the personality set were relevant to the third canonical function. In order of magnitude they were: agreeableness, openness to experience, extraversion, conscientiousness, and neuroticism. The variables relevant to the third canonical function in the style of dress set were, in order of magnitude: cowboy/cowgirl, hip-hop, athletic, and casual. The third canonical function indicates that individuals who are higher in agreeableness (.786), higher in openness to experience (.731), higher in extraversion (.385), higher in conscientiousness (.362), and lower in neuroticism (-.344) do not describe their style of dress as cowboy/cowgirl (-.696), hip-hop (-.666), athletic (-.429), or casual (-.320).

Given the significant findings related to the first three canonical functions in the canonical correlation analysis, H8 was accepted.

Exploratory Analysis of Style of Dress

Exploratory analysis of the facets of all five personality factors was important to gain a greater understanding of the relationship between personality and style of dress. Hypothesis testing previously revealed there were some significant relationships between the personality factors and style of dress. An exploratory analysis of the relationships of the facets of the personality factors was imperative to more fully answer the second research question in this study: how is style of dress a reflection of an individual's personality?

A canonical correlation analysis was performed between the set of 30 personality facets (each of the five factors has six facets) and the set of style of dress variables. The set of personality facets were: anxiety, angry hostility, depression, self-consciousness, impulsiveness, and vulnerability for neuroticism; warmth, gregariousness, assertiveness, activity, excitement-seeking, and positive emotions for extraversion; fantasy, aesthetics, feelings, actions, ideas, and values for openness to experience; trust, straightforwardness, altruism, compliance, modesty, and tender-mindedness for agreeableness; and competence, order, dutifulness, achievement striving, self-discipline, and deliberation for conscientiousness. The set of style of dress variables were athletic, casual, cowboy/cowgirl, gothic, hip-hop, hippy, preppy, punk, skater, surfer, and trendy. Increasingly larger numbers reflect a greater presence of the personality facet in a self-reported personality. Increasingly higher numbers reflect a greater agreement that a particular style of dress was considered by the subjects to be similar to their dress style.

The first canonical correlation was .681 (46.38% of the variance), the second was .556 (30.91% of the variance), the third was .523 (27.35% of the variance), the fourth was .481 (23.14% of the variance), the fifth was .426 (18.15% of the variance), the sixth was .368 (13.54% of the variance), and the seventh was .352 (12.39% of the variance). The

eighth, ninth, tenth, and eleventh canonical correlations were effectively zero due to r_c values being less than .30, thus representing less than 10% of the variance. With all eleven canonical correlations included, x^2 (330) = 588.866, p <.001; with the first canonical correlation removed, x^2 (290) = 429.966, p < .001; with the second canonical correlation removed, x^2 (252) =335.658, p < .001; and with the third canonical correlation removed, x^2 (216) = 254.142, p < .05. The x^2 tests for the fifth through eleventh canonical correlations were not statistically significant. Although the fifth, sixth, and seventh canonical correlations were above .30, these correlations were not further interpreted due to lack of statistically significant x^2 tests. Therefore, the first four canonical correlations accounted for the significant linkages between the two sets of variables and were subject to further interpretation.

Exploratory analysis of canonical functions one and two for style of dress appear in Table 4.10. Exploratory analysis of canonical functions three and four for style of dress appear in Table 4.11. Shown in the tables are the standardized function coefficients (Function), the structure coefficients (rs), the squared structure coefficients (r^2s), redundancy (Rd), the squared canonical correlation coefficients (Rc^2), and the canonical communality coefficients (h^2).

With a cutoff correlation of .30 for interpretation, the variables relevant to the first canonical function in the personality facet set were, in order of magnitude: achievement striving (conscientiousness facet), order (conscientiousness facet), activity (extraversion facet), deliberation (conscientiousness facet), gregariousness (extraversion facet), self-discipline (conscientiousness facet), ideas (openness to experience facet), depression (neuroticism facet), and positive emotions (extraversion facet). The variables relevant to

Table 4.10

Exploratory Analysis of Canonical Functions One and Two for Style of Dress

Variable	Function 1			Function 2		
	Function	rs	r²s	Function	rs	r²s
Anxiety	.214	.139	1.93%	-.023	.026	0.00%
Angry Hostility	.119	.025	0.00%	-.322	-.010	0.00%
Depression	-.282	-.380	14.44%	.287	.126	1.59%
Self-Consciousness	.118	-.143	2.04%	-.109	-.145	2.10%
Impulsiveness	.029	-.074	0.55%	.277	.358	12.82%
Vulnerability	.063	-.073	0.53%	.000	-.024	0.00%
Warmth	-.002	.284	8.07%	-.016	.176	3.10%
Gregariousness	.048	.429	18.40%	.254	.361	13.03%
Assertiveness	.042	.290	8.41%	-.072	.131	1.72%
Activity	.041	.462	21.34%	.107	.098	0.96%
Excitement-Seeking	.290	.254	6.45%	.001	.333	11.09%
Positive Emotions	.183	.309	9.55%	.274	.364	13.25%
Fantasy	-.134	-.280	7.84%	-.007	.296	8.76%
Aesthetics	.013	-.122	1.49%	.201	.446	19.89%
Feelings	-.021	.030	0.00%	.119	.339	11.49%
Actions	.019	-.032	0.00%	.004	.293	8.58%
Ideas	-.373	-.425	18.06%	-.116	.123	1.51%
Values	.000	-.162	2.62%	.433	.488	23.81%
Trust	.156	.156	2.84%	-.521	-.209	4.37%
Straightforwardness	.223	.226	5.11%	.336	.059	0.03%
Altruism	-.026	.258	6.66%	-.364	.037	0.01%
Compliance	-.103	.030	0.00%	-.157	-.180	3.24%
Modesty	-.180	-.239	5.71%	-.217	-.139	1.93%
Tender-Mindedness	.060	-.049	0.24%	.167	.161	2.59%
Competence	-.055	.229	5.24%	.064	.021	0.00%
Order	.351	.503	25.30%	.141	-.020	0.00%
Dutifulness	-.289	.211	4.45%	-.261	-.244	2.95%
Achievement-Striving	.302	.505	25.50%	-.375	-.181	3.28%
Self-Discipline	-.050	.425	18.06%	.399	-.005	0.00%
Deliberation	.387	.440	19.36%	-.006	-.283	8.01%
Adequacy			8.00%			5.50%
Rd			3.70%			1.70%
Rc²			46.38%			30.91%
Rd			8.30%			2.90%
Adequacy			17.90%			9.50%
Athletic	.167	-.049	0.24%	-.327	-.466	21.72%
Casual	-.235	-.477	22.75%	-.144	-.320	10.24%
CB/CG	-.026	.008	0.00%	-.086	-.182	3.31%
Gothic	-.006	-.228	5.20%	-.311	.175	3.06%
Hip-hop	-.054	.076	0.58%	.100	.076	0.58%
Hippy	.110	-.363	13.18%	.401	.378	14.29%
Preppy	.140	.487	23.72%	-.540	-.310	9.61%
Punk	-.096	-.439	19.27%	.773	.563	31.70%
Skater	-.368	-.592	35.05%	-.187	.227	5.15%
Surfer	.022	.004	0.00%	-.030	.010	0.00%
Trendy	.676	.879	77.26%	.576	.211	4.45%

Rd = redundancy coefficient for a given variable set, Rc² = squared canonical coefficient

Table 4.11

Exploratory Analysis of Canonical Functions Three and Four for Style of Dress

Variables	Function 3			Function 4			
	Function	rs	r²s	Function	rs	r²s	h²
Anxiety	.091	.155	2.40%	-.226	-.023	0.00%	4.33%
Angry Hostility	.048	.212	4.49%	.360	.413	17.06%	21.55%
Depression	.664	.280	7.84%	.036	-.003	0.00%	23.87%
Self-Consciousness	-.221	.057	0.32%	-.006	-.019	0.00%	4.46%
Impulsiveness	-.299	-.043	0.18%	.155	.109	1.19%	14.74%
Vulnerability	-.152	.183	3.35%	-.099	-.065	0.42%	4.30%
Warmth	.032	-.200	4.00%	-.238	-.336	11.29%	26.46%
Gregariousness	-.339	-.125	1.56%	.003	-.283	8.01%	41.00%
Assertiveness	.167	.092	0.85%	.103	.209	4.37%	15.35%
Activity	.199	.140	1.96%	.158	.186	3.46%	27.72%
Excitement-Seeking	-.028	-.046	0.21%	-.488	-.425	18.06%	35.81%
Positive Emotions	.678	.009	0.00%	-.024	-.123	1.51%	24.31%
Fantasy	-.454	-.359	12.89%	.112	.038	0.14%	29.63%
Aesthetics	.153	-.080	0.64%	-.103	.021	0.00%	22.02%
Feelings	-.407	-.314	9.86%	.106	.132	1.74%	23.09%
Actions	-.160	-.192	3.69%	.115	-.036	0.13%	12.40%
Ideas	-.154	-.202	4.08%	.157	.223	4.97%	28.62%
Values	-.015	-.273	7.45%	.318	.099	0.98%	34.86%
Trust	-.136	-.280	7.84%	.129	-.158	2.50%	17.55%
Straightforwardness	-.036	-.253	6.40%	.063	-.145	2.10%	13.64%
Altruism	-.011	-.245	6.00%	-.257	-.353	12.46%	25.13%
Compliance	.080	-.205	4.20%	.074	-.219	4.80%	12.24%
Modesty	-.414	-.454	20.61%	-.114	-.198	3.92%	32.17%
Tender-Mindedness	.012	-.217	4.71%	-.141	-.259	6.71%	11.42%
Competence	-.151	-.216	4.67%	.136	.237	5.62%	15.53%
Order	-.058	-.066	0.44%	.496	.453	20.52%	46.26%
Dutifulness	.210	-.064	0.41%	.044	.199	3.96%	11.77%
Achievement-Striving	-.001	-.020	0.00%	.251	.314	9.86%	38.64%
Self-Discipline	-.294	-.186	3.46%	-.308	.138	1.90%	23.42%
Deliberation	-.286	-.313	9.80%	-.043	.053	0.28%	37.45%
Adequacy			4.50%			4.90%	
Rd			12.00%			11.00%	
Rc²			27.35%			23.14%	
Rd			3.30%			1.80%	
Adequacy			12.20%			7.70%	
Athletic	.279	.523	27.35%	.353	.044	.019%	49.33%
Casual	.075	.312	9.73%	-.507	-.374	13.99%	56.71%
CB/CG	.466	.609	37.09%	.192	.175	3.06%	43.46%
Gothic	-.345	-.042	0.18%	.239	.276	7.62%	16.06%
Hip-hop	.461	.633	40.07%	-.296	-.209	4.37%	45.60%
Hippy	.240	.247	6.10%	.632	.429	18.40%	51.97%
Preppy	-.207	.015	0.00%	.182	-.087	0.76%	34.09%
Punk	.434	.147	2.16%	-.038	-.027	0.00%	53.13%
Skater	-.552	-.109	1.19%	-.337	-.174	3.03%	44.42%
Surfer	.188	.314	9.86%	-.470	-.500	25.00%	34.86%
Trendy	-.051	-.040	0.16%	-.292	-.283	8.01%	89.88%

Rd = redundancy coefficient for a given variable set, Rc² = squared canonical coefficient

the first canonical function in the style of dress set were, in order of magnitude: trendy, skater, preppy, casual, punk, and hippy. The first canonical function indicated that individuals who were higher in achievement striving (.505), higher in order (.503), higher in activity (.462), higher in deliberation (.440), higher in gregariousness (.429), higher in self-discipline (.425), lower in ideas (-.425), lower in depression (-.380) and higher in positive emotions (.309) tended to agree their style of dress was trendy (.879) and preppy (.487); but did not agree their style of dress was skater (-.592), casual (-.477), punk (-.439), or hippy (-.363). With a cutoff of .30 for interpretation, the variables relevant to the second canonical function of the personality facet set were, in order of magnitude: values, (openness to experience facet), aesthetics (openness to experience facet), positive emotions (extraversion facet), gregariousness (extraversion facet), impulsiveness (neuroticism facet), feelings (openness to experience facet), and excitement seeking (extraversion facet). The variables relevant to the second canonical function in the style of dress set were, in order of magnitude: punk, athletic, hippy, casual, and preppy. The second canonical function indicated that individuals who were higher in values (.488), higher in aesthetics (.446), higher in positive emotions (.364), higher in gregariousness (.361), higher in impulsiveness (.358), higher in feelings (.339), and higher in excitement seeking (.333) tended to agree their style of dress was punk (.563), and hippy (.378); but did not agree their style of dress was athletic (-.466), casual (-.320), or preppy (-.310).

With a cutoff of .30 for interpretation, the variables relevant to the third canonical function of the personality facet set were, in order of magnitude: modesty (agreeableness facet), fantasy (openness to experience facet), feelings (openness to experience facet), and deliberation (conscientiousness facet). The variables relevant to the third canonical function in the style of dress set were, in order of magnitude: hip-hop, cowboy, athletic, surfer, and casual. The third canonical function indicated that individuals who were

lower in modesty (-.454), lower in fantasy (-.359), lower in feelings (-.314), and lower in deliberation (-.313) tended to agree their style of dress was hip-hop (.633), cowboy (.609), athletic (.523), surfer (.314), and casual (.312).

With a cutoff of .30 for interpretation, the variables relevant to the fourth canonical function of the personality facet set were, in order of magnitude: order (conscientiousness facet), excitement seeking (extraversion facet), angry hostility (neuroticism facet), altruism (agreeableness facet), warmth (extraversion facet), and achievement striving (conscientiousness facet). The variables relevant to the fourth canonical function in the style of dress set were, in order of magnitude: surfer, hippy, and casual. The fourth canonical function indicated that individuals who were higher in order (.453), lower in excitement seeking (-.425), higher in angry hostility (.413), lower in altruism (-.353), lower in warmth (-.336), and higher in achievement striving (.314) tended to agree their style of dress was hippy (.429); and tended to not agree their style of dress was surfer (-.500) or casual (-.374).

Summary of Findings

Statistical analyses revealed that there were significant relationships among personality factors and/or facets and appearance management and/or dress variables. The sections below summarize findings in relation to emphasis placed on appearance, receptiveness to a variety of appearances for the self, economical appearance management, and style of dress.

Emphasis Placed on Appearance

The first hypothesis proposed that subjects higher in neuroticism would also be higher in emphasis placed on appearance after adjusting for agreeableness, openness to

experience, conscientiousness, and gender. The regression model which tested this hypothesis demonstrated that while there was a trend, the relationship was not statistically significant. Therefore, H1 was not accepted. However, the exploratory regression analysis revealed that two facets of neuroticism, anxiety and impulsiveness, were significantly positively related to emphasis placed on appearance.

The second hypothesis proposed that subjects higher in agreeableness would be lower in emphasis placed on appearance after adjusting for neuroticism, openness to experience, conscientiousness, and gender. Scatter plots revealed there was neither a linear, nor curvilinear relationship between agreeableness and emphasis placed on appearance. Therefore, H2 was not tested or accepted. However, the exploratory regression analysis revealed that one facet of agreeableness, altruism, had a significant positive relationship with emphasis placed on appearance. A second facet of agreeableness, modesty, had a significant negative relationship with emphasis placed on appearance.

The third hypothesis proposed that subjects lower in openness to experience would be higher in emphasis placed on appearance after adjusting for neuroticism, agreeableness, conscientiousness, and gender. The regression model which tested this hypothesis demonstrated a negative relationship that was statistically significant. Therefore, H3 was accepted. Additionally, the exploratory regression analysis revealed that just one facet of openness to experience, ideas, was significantly positively related to emphasis placed on appearance.

The fourth hypothesis proposed that subjects higher in conscientiousness would also be higher in emphasis placed on appearance after adjusting for neuroticism, agreeableness, openness to experience, and gender. The regression model which tested this hypothesis demonstrated that while there was a trend, the relationship was not

statistically significant. Therefore, H4 was not accepted. However, the exploratory regression analysis revealed that one facet of conscientiousness, deliberation, was significantly positively related to emphasis placed on appearance.

Gender was also a variable in the regression model. Results of the regression model which tested the first four hypotheses demonstrated that being male was significantly related to not placing emphasis on appearance. However, the regression model which incorporated personality facets demonstrated that while there was a trend, there was not a significant negative relationship between being male and emphasis placed on appearance.

Receptiveness to a Variety of Appearances for the Self

The fifth hypothesis proposed that subjects higher in extraversion would also be higher in receptiveness to a variety of appearances for the self after adjusting for openness to experience and gender. The regression model which tested this hypothesis demonstrated that there was a positive relationship that was statistically significant. Therefore, H5 was accepted. Additionally, the exploratory regression analysis revealed that just one facet of extraversion, positive emotions, was significantly positively related to receptiveness to a variety of appearances for the self.

The sixth hypothesis proposed that subjects higher in openness to experience would also be higher in receptiveness to a variety of appearances for the self after adjusting for extraversion and gender. The regression model which tested this hypothesis demonstrated that while there was a trend, the relationship was not statistically significant. Therefore, H6 was not accepted. However, the exploratory regression analysis revealed that one facet of openness to experience, aesthetic, was significantly positively related to receptiveness to a variety of appearances for the self.

Gender was also a variable in the regression model. Results of the regression model which tested the fifth and sixth hypotheses demonstrated that being male was significantly related to not being receptive to a variety of appearances for the self. Additionally, the regression model which incorporated personality facets demonstrated that there was also a significant negative relationship between being male and receptiveness to a variety of appearances for the self.

Economical Appearance Management

The seventh hypothesis proposed that subjects higher in conscientiousness would also be higher in economical appearance management after adjusting for gender. Scatter plots revealed that there was not a linear relationship between conscientiousness and economical appearance management, there was however, a curvilinear relationship. Results of the regression analysis revealed that the relationship was not statistically significant. Therefore, H8 was not accepted. Exploratory analysis of Pearson correlation coefficients revealed there were not any facets of conscientiousness that had significant correlations with economical appearance management. Therefore, an exploratory regression analysis was not generated.

Gender was also a variable in the regression model. Results of the regression model which tested the seventh hypothesis demonstrated that being male was not significantly related to economical appearance management.

Style of Dress

The eighth hypothesis proposed that personality would be associated with style of dress. The canonical correlation analysis which tested this hypothesis demonstrated that there were significant relationships. Therefore, H8 was accepted. Specifically, results

indicated that lower conscientiousness, lower extraversion, and higher openness to experience are negatively related to being trendy and preppy; and positively related to being skater, punk, hippy, gothic, and casual. Higher extraversion, higher openness to experience, and lower agreeableness was negatively related to casual; and positively related to punk, hippy, trendy, and skater. Higher agreeableness, higher openness to experience, higher extraversion, higher conscientiousness, and lower neuroticism were negatively associated with cowboy/cowgirl, hip-hop, athletic, and casual. Exploratory canonical correlation analysis revealed further significant relationships.

CHAPTER V

DISCUSSION

This study addressed the associations among appearance management, dress, and personality. In this chapter, the results are interpreted and are related to previous scholarly findings and the two theoretical models applied in this research. The first theoretical model in this study was the appearance management and dress model. This model was a modified portion of Rudd and Lennon's (1994) model of the effects of social comparison on the construction and evaluation of appearance. Central to the model was the idea that individuals manage their appearance in an effort to reach what they believe to be their "full attractiveness quotient" with the cultural appearance ideal being the ultimate measure of attractiveness to which they compare their appearance. The present study was conducted under the assumption that individuals' personalities may have bearing on their perceptions of the cultural appearance ideal and hence, be related to their appearance management activities and style of dress.

The second theoretical model in this study was the Five Factor Model of personality. Maddi (1996) stated that the Five Factor Model was an actualization fulfillment model, meaning individuals actualize themselves through an internal driving force in an effort to realize their full inherent potential. This process of actualization is continuous as individuals forever attempt to maximize that inherent potential. The present study proposed that actualizing one's inherent potential may include, among other things, managing one's appearance or wearing particular styles of dress in an effort to reach what one believes is his/her full attractiveness quotient.

Interpretation of Results

Interpretation of the study's results provides insight into individuals' appearance management and dress behavior as related to five personality factors and the facets which compose the factors. Interpretations of results are found under the following headings: (a) emphasis placed on appearance, (b) receptiveness to a variety of appearances for the self, (c) economical appearance management, and (d) style of dress.

Emphasis Placed on Appearance

As measured by the AMD Questionnaire, individuals who place emphasis on their appearance tend to give their personal appearance much attention, be concerned about fashionableness and attractiveness of the items in their wardrobes, worry about the judgments made by others in relation to their appearance and fashionableness, and are likely to spend considerable time thinking about their personal appearance.

Based on regression analysis, lower openness to experience was found to be associated with higher emphasis placed on appearance in the present study. Additionally, the exploratory regression analysis revealed that specific facets of neuroticism, agreeableness, openness to experience, and conscientiousness were associated with emphasis placed on appearance. Being male had a negative relationship with emphasis placed on appearance in the regression analysis, but was not statistically significant in the exploratory regression analysis. The following sub-sections are interpretations of the associations among neuroticism, agreeableness, openness to experience, conscientiousness (and the facets of all four of those factors), gender, and emphasis placed on appearance. These interpretations are discussed in relation to previous scholarly research and the two theoretical models surrounding the present study.

Emphasis Placed on Appearance and Neuroticism

Based on the exploratory regression analysis, the anxiety and impulsiveness facets of neuroticism were significantly positively associated with emphasis placed on appearance. These findings imply that although neuroticism as a broad factor was not significantly positively associated with emphasis placed on appearance, the anxiety and impulsiveness facets of neuroticism were significantly positively associated with emphasis placed on appearance.

Stepat (1949) found that female subjects who were emotionally maladjusted were more concerned about their clothing and appearance than female subjects who were not emotionally maladjusted. Stepat used an instrument called the Minnesota Personality Scale to measure emotional adjustment. Emotional maladjustment was defined as having anxiety states or over-reactive tendencies. Emotional maladjustment is presumably similar to the anxiety facet of neuroticism, given that individuals who score high on anxiety tend to be apprehensive, fearful, prone to worry, nervous, tense, and jittery (Costa and McCrae, 1992). Therefore, the finding of the present study that individuals who score higher on anxiety tend to place emphasis on their appearance is consistent with the findings of Stepat's study which was conducted over 50 years ago.

Davis et al (2001) found that female subjects who scored higher on neuroticism were appearance oriented. Davis and her co-researchers used the Eysenck Personality Questionnaire-Revised to measure neuroticism. Neuroticism, as measured by the Eysenck Personality Questionnaire-Revised , is defined as the degree to which individuals are nervous, easily made anxious, and preoccupied by things that might go wrong. According to Costa and McCrae (1992), the neuroticism scale on the Eysenck Personality Questionnaire-Revised is highly correlated with the broad factor of neuroticism and all six of the facets which compose neuroticism on the NEO PI-R. Thus, the findings of the

present study that individuals who score higher on anxiety and impulsiveness tend to place emphasis on their appearance are consistent with the findings of Davis et al (2001).

Within the context of the appearance management and dress model surrounding the present study, there is a basis to conjecture how higher anxiety may have bearing on an individual's perception of the cultural appearance ideal, and hence, be related to the management of appearance. The rationale for hypothesizing a relationship between neuroticism and emphasis placed on appearance was partially based on a theoretical assumption that a neurotic individual would be worried and concerned about whether his/her appearance was close to the cultural appearance ideal and thus, would likely place emphasis on appearance. The fact that the anxiety facet of neuroticism was significantly positively associated with emphasis placed on appearance supports this rationale. Of all the six facets of neuroticism, it is the anxiety facet which is related to being prone to worry.

The impulsiveness facet of neuroticism was not taken into consideration as related to the appearance management and dress model nor in hypothesizing a relationship between neuroticism and emphasis placed on appearance. However, there is a basis to conjecture how higher impulsiveness may have bearing on an individual's perception of the cultural appearance ideal, and hence, be related to the management of appearance. Costa and McCrae (1992) stated that contrary to some personality theories, impulsiveness in the Five Factor Model is not related to spontaneity, risk-taking, or rapid decision time. Rather, highly impulsive individuals experience desires, cravings, or urges so strong they cannot resist them. Impulsive individuals may desire to be fashionable or to achieve the cultural appearance ideal. To maintain a fashionable appearance or attempt to achieve the cultural appearance ideal, new or different possessions would need to be acquired for the wardrobe on a frequent basis. Impulsive individuals may also have

a strong, irresistible desire to acquire those new or different possessions. Costa and McCrae acknowledged that possessions may be something that impulsive individuals desire or crave.

Anxious individuals may worry about, and impulsive individuals may experience irresistible desires toward, achieving the cultural appearance ideal. Both anxious and impulsive individuals may place emphasis on their appearance in an attempt to reach their full attractiveness quotient, because this will allow them to be as close to the cultural appearance ideal as possible. They would have maximized their full inherent potential in terms of appearance, thus supporting Maddi's actualization fulfillment model.

Emphasis Placed on Appearance and Agreeableness

Based on the exploratory regression analysis, the altruism facet of agreeableness was significantly positively associated with emphasis placed on appearance. Additionally, the modesty facet of agreeableness was significantly negatively associated with emphasis placed on appearance. These findings indicate that although agreeableness as a broad factor was not significantly positively or negatively associated with emphasis placed on appearance, the altruism and modesty facets had positive and negative, respectfully, significant associations with emphasis placed on appearance. Due to the fact that one facet had a positive significant association and another facet had a negative significant association with emphasis placed on appearance, the lack of an association between agreeableness as a broad factor and emphasis placed on appearance is more fully understood.

With use of the Bass Orientation Inventory, Taylor and Compton (1968) found that females who were high on interaction-orientation (defined as striving to maintain harmonious relations) did not place high value on aesthetic appreciation of dress.

Although aesthetic appreciation of dress was not outwardly defined by Taylor and Compton, the present author believed that if individuals valued the aesthetic appreciation of dress, they would likely also be interested in dress and appearance, and may therefore place emphasis on their appearance. The trait of interaction-orientation, as defined, is most conceptually similar to the agreeableness facet of compliance. Compliant individuals tend to defer to others, inhibit aggression, and forgive and forget in situations of interpersonal conflict (Costa and McCrae, 1992). However, the findings of the present study indicate that compliance was not associated with emphasis placed on appearance. Therefore, it may be interpreted that Taylor and Compton's findings were not consistent with the findings of the present study. However, due to the ambiguous nature by which Taylor and Compton described their research variables it is difficult to determine how the findings of the present study are related to those of Taylor and Compton.

Rosenfeld and Plax (1977) found that females who were kind, sympathetic, and loyal to friends were very conscientious about their clothing (defined as attention given to clothing selected to be worn). The present study found that altruistic individuals tended to place emphasis on appearance. The characteristics of being kind, sympathetic, and loyal to friends, are not exact parallels to the altruism facet of agreeableness which Costa and McCrae (1992) defined as being generous, considerate of others, and willing to assist others in need of help. However, the traits are conceptually similar. Rosenfeld and Plax employed a battery of personality instruments when collecting data. These authors did not specifically state which instrument(s) measured kindness, sympathy, or loyalty to friends. Given the lack of information provided by Rosenfeld and Plax, comparing their findings to those of the present study is quite difficult. However, if being clothing conscientious can be considered similar to placing emphasis on appearance, Rosenfeld

and Plax's findings do provide conceptual consistency with the results of the present study.

It was hypothesized that agreeable individuals would not place emphasis on appearance, partially because emphasizing one's appearance entails focusing on the self. Ironically, of all the six facets of agreeableness, altruism is the facet most related to focusing on others. Within the context of the appearance management and dress model surrounding the present study, there is a basis to conjecture why higher altruism may have been associated with emphasis placed on appearance. The cultural appearance ideal partially stems from, and is proliferated by, cultural socialization. Inadvertently, altruistic individuals may be actively exposed to cultural socialization and any ideals that result from that socialization, because they are actively involved with the socialization process by helping other individuals. Altruistic individuals may place emphasis on appearance in an attempt to reach the cultural appearance ideal simply as a byproduct of having extensive exposure to proliferation of the cultural appearance ideal through socialization.

With employment of the Narcissistic Personality Inventory, Davis et al (2001) found that females who were narcissistic were appearance oriented. The items on the Narcissistic Personality Inventory instrument are based on the diagnostic criteria for Narcissistic Personality Disorder as defined by the DSM-III (Diagnostic Standard Manual, third edition). In comparison, the present study found that individuals who were lower on modesty placed emphasis on their appearance. Costa and McCrae (1992) stated that a pathological lack of modesty is part of the clinical conception of narcissism and that the modesty facet scale measures traits related to defining features of Narcissistic Personality Disorder as defined by the DSM-III. Costa and McCrae did not discuss whether the modesty facet scale correlates with the Narcissistic Personality Inventory. However, because both are related to the diagnostic criteria for Narcissistic Personality

Disorder, it is probable that the two scales are measuring some of the same dimensions of a trait. Therefore, the finding that individuals lower on modesty place emphasis on appearance is consistent with Davis et al's (2001) findings.

Within the context of the appearance management and dress model, there is a basis to conjecture why lower modesty was associated with emphasis placed on appearance in the present study. Individuals lower on modesty believe they are superior and may be considered arrogant or conceited by others (Costa and McCrae, 1992). Individuals lower on modesty may place emphasis on their appearance because they believe achieving the cultural appearance ideal or having a fashionable appearance is something they deserve. To attain a fashionable appearance or attempt to achieve the cultural appearance ideal, new or different possessions would need to be acquired for the wardrobe on a frequent basis. Individuals lower on modesty, in their belief that they are superior, may believe they are worthy of acquiring those new or different possessions for their wardrobes. Therefore, lower on modesty individuals may place emphasis on their appearance in an attempt to reach the cultural appearance ideal to appeal to their sense of superiority.

Altruistic individuals may be unavoidably exposed to the socialization which proliferates, and lower on modesty individuals may believe they deserve to achieve, the cultural appearance ideal. Both altruistic and lower on modesty individuals may place emphasis on their appearance in an attempt to reach their full attractiveness quotient, because this will allow them to be as close to the cultural appearance ideal as possible. They will have maximized their full inherent potential in terms of appearance, thus supporting Maddi's actualization fulfillment model.

Emphasis Placed on Appearance and Openness to Experience

Based on the regression analysis, openness to experience was found to be significantly negatively associated with higher emphasis placed on appearance. Based on the exploratory regression analysis, the ideas facet of openness to experience was found to be significantly negatively associated with emphasis placed on appearance after adjusting for the facets of the other three personality factors that were associated with emphasis placed on appearance. These findings indicate that although openness to experience as a broad factor was associated with emphasis placed on appearance, the ideas facet was the most highly contributing facet to the negative association between openness to experience and emphasis placed on appearance.

Stepat (1949) found that female subjects who had a narrow range of interests, activities, and experiences tended to be highly concerned with their clothing and appearance. Stepat measured range of interests, activities, and experiences via a "personal data form" which inquired about creative, social, and recreational activities; cultural interests; and travel and work experiences. Although Stepat's instrument for measuring interests, activities, and experiences was not an instrument for which validity or reliability data are available, the findings of the study can still be compared to those of the present study. Having a narrow range of interests, activities, and experiences is consistent with a low score on openness to experience and, particularly, a low score on ideas. Lower openness to experience individuals have a narrow scope and intensity of interests. More specifically, individuals who are lower on the ideas facet narrowly focus their resources on limited topics (Costa and McCrae, 1992). The findings of the present study imply that individuals who were lower on openness to experience, and particularly lower on ideas, place emphasis on appearance. Therefore, the findings of this study are consistent with the findings of Stepat.

Aiken (1963) found that female subjects who were conventional had a high interest in clothing. A battery of personality instruments were employed in Aiken's study and the author did not clearly state which instrument(s) was (were) used to measure convention. Therefore, it can be assumed that convention is a similar trait to the openness to experience factor in the Five Factor Model. Given that individuals lower on openness to experience are conventional in behavior (Costa and McCrae, 1992), there is consistency between the findings of Aiken and the present study.

Within the context of the appearance management and dress model, there is a basis to conjecture why lower openness to experience, and particularly lower ideas, were associated with emphasis placed on appearance in the present study. Individuals who have a narrow scope and intensity of interests may accept the cultural appearance ideal as the only appearance toward which one can strive because they have not expanded their horizons far enough to consider other possibilities. Also due to a tendency to be conventional, individuals who scored lower on openness to experience may have viewed the cultural appearance ideal as a tradition, standard, or norm because it is so outwardly visible in society. A conventional individual may strive toward the cultural appearance ideal because again, it may be viewed as the only option in managing one's appearance. If this is how individuals lower on openness to experience perceived the cultural appearance ideal, they may have placed emphasis on appearance.

Lower on openness to experience individuals, and particularly those lower on the ideas facet, may narrowly focus their concept of an acceptable appearance, and therefore strive toward achieving the cultural appearance ideal. Lower on openness to experience individuals, and particularly those lower on ideas, may place emphasis on their appearance in an attempt to reach their full attractiveness quotient, because this will allow them to be as close to the cultural appearance ideal as possible. They will have

maximized their full inherent potential in terms of appearance, thus supporting Maddi's actualization fulfillment model.

Emphasis Placed on Appearance and Conscientiousness

Based on the exploratory regression analysis, the deliberation facet of conscientiousness was significantly positively associated with emphasis placed on appearance. These findings indicate that although conscientiousness as a broad factor was not significantly positively associated with emphasis placed on appearance, the facet of deliberation was significantly positively associated with emphasis placed on appearance.

Aiken (1963) found that female subjects who were conscientious had a high interest in clothing. In the present study it was proposed that if individuals were highly interested in clothing they may place emphasis on their appearance. A battery of personality instruments were employed in Aiken's study and the author did not clearly state which instrument(s) was (were) used to measure conscientiousness. Therefore, it can only be assumed that conscientiousness as studied by Aiken, is a similar trait to the conscientiousness factor in the Five Factor Model, and specifically the conscientiousness facet of deliberation. Comparing the finding of the present study to that of Aiken is quite difficult given that a definition for conscientiousness was not provided by Aiken. Therefore, it is with caution that it is stated that the findings of the present study are consistent with the findings of Aiken.

Similar to Aiken (1963), Darden (1975) found that conscientious incarcerated female subjects had a high general interest in clothing. Darden employed the Sixteen Personality Factor Questionnaire to measure conscientiousness. Conscientiousness was defined as persevering, staid, rule-bound, exacting in character, bound by sense of duty,

responsible and "planful". Costa and McCrae (1992) did not indicate that the conscientiousness factor or any of its facets were correlated with the conscientiousness factor of the Sixteen Personality Factor Questionnaire. Costa and McCrae did, however, acknowledge that the Sixteen Personality Factor Questionnaire was one of many personality measurements analyzed in the development of the NEO PI-R. The deliberation facet of conscientiousness measures caution and a tendency to think before acting (Costa and McCrae, 1992). From a conceptual standpoint, these traits are similar to the conscientiousness factor on the Sixteen Personality Factor Questionnaire. Therefore, it is with caution that it is stated that the findings of the present study are consistent with the findings of Darden.

Within the context of the appearance management and dress model, there is a basis to conjecture why higher deliberation was associated with emphasis placed on appearance in the present study. In hypothesizing a relationship between conscientiousness and emphasis placed on appearance, it was the traits associated with the deliberation facet that contributed most to the theoretical assumptions that were made. It was theorized that the conscientious individual's tendency to think before acting, organize, and plan as related to goal directed behavior may influence him/her to think, organize, and plan appearance management activities. It was further assumed that conscientious individuals would place emphasis on appearance after giving careful consideration to achieve the goal of reaching the cultural appearance ideal. Of all the six facets of conscientiousness, it is the deliberation facet which is most closely associated with this theoretical rationale.

Deliberate individuals may very carefully consider the consequences of their appearance management activities and place emphasis on their appearance in an attempt to maximize their chances of achieving the cultural appearance ideal. By placing

emphasis on their appearance they will have maximized their full inherent potential in terms of appearance, thus supporting Maddi's actualization fulfillment model.

Emphasis Placed on Appearance and Gender

Based on the regression analysis, males were less likely to place emphasis on their appearance as compared to females. Based on the exploratory regression analysis, although there was a tendency for males to be less likely to place emphasis on their appearance, the difference was not significant. These results imply that females are more likely to place emphasis on their appearance than males, however differences among individuals' personalities have interaction effects with gender. The exploratory regression analysis accounted for specific facets of four personality factors that were found to have significant correlation coefficients as related to emphasis placed on appearance. When these specific facets were included in the regression equation, as opposed to including only the more general factors that consisted of the scores of other facets which were not associated with emphasis placed on appearance, gender did not have an interaction effect. This implies that while females are more likely to place emphasis on their appearance as compared to males, the personality factors/facets may be stronger predictors for emphasis placed on appearance. However, given the limited number of male subjects who participated in this study, this interpretation is made with caution.

Aune and Aune (1994) found that females consistently managed their appearance for longer periods of time than did men. If amount of time can be equated with emphasis placed on appearance, then the findings of the present study were consistent with those of Aune and Aune.

Receptiveness to a Variety of Appearances for the Self

As measured by the AMD Questionnaire, individuals who are receptive to a variety of appearances for the self tend to experiment with different hairstyles and types of cosmetics. Their appearance management activities are mood dependent, meaning decisions made about their style of dress can change with their moods.

Based on the regression analysis, higher extraversion was found to be associated with higher receptiveness to a variety of appearances for the self in the present study. Additionally, the exploratory regression analysis revealed that specific facets of extraversion and openness to experience were associated with receptiveness to a variety of appearances for the self. Being male had a negative relationship with receptiveness to a variety of appearances for the self in both the regression analysis and the exploratory regression analysis. The following sub-sections are interpretations of the associations among extraversion, openness to experience (and the facets of these factors), gender, and receptiveness to a variety of appearances for the self. These interpretations are discussed in relation to findings of previous scholarly research and the two theoretical models framing the present study.

Receptiveness to a Variety of Appearances for the Self and Extraversion

Based on the regression analysis, higher extraversion was found to be significantly positively associated with receptiveness to a variety of appearances for the self. Based on the exploratory regression analysis, the positive emotions facet of extraversion was found to be significantly positively associated with receptiveness to a variety of appearances for the self after adjusting for the other facets of extraversion and the facets of openness to experience that were associated with receptiveness to a variety of appearances for the self. These findings indicate that although extraversion as a broad factor was associated with

receptiveness to a variety of appearances for the self, the positive emotions facet was the most highly contributing facet to the positive association between extraversion and receptiveness to a variety of appearances for the self.

Ditty (1962) found that extraverted females had a wider range of clothing preferences for various occasions than did introverts, and extraverts were not as consistent in clothing preferences for various occasions as were introverts. The Personal Preference Scale was used to measure "social extraversion-introversion." Extraversion was described as approaching social situations objectively and being inclined to make social contacts. Although Costa and McCrae (1992) did not indicate whether extraversion on the Personal Preference Scale was highly correlated with extraversion on the NEO PI-R, the two traits appeared to be conceptually similar. In forming a hypothesis between extraversion and receptiveness to a variety of appearances for the self it was theorized that if extraverts had a wide range of clothing preferences for various occasions and were not as consistent in clothing preferences for various occasions (as found by Ditty) they would be receptive to a variety of appearances for the self. Therefore, the findings of this study were consistent with the findings of Ditty's study. The instrument that Ditty employed to measure extraversion did not appear to measure the positive emotions aspect of extraversion, therefore, comparisons can not readily be made between positive emotions and the Personal Preference Scale's measurement of extraversion.

Within the context of the appearance management and dress model, there is a basis to conjecture why higher extraversion, and particularly higher positive emotions, were associated with receptiveness to a variety of appearances for the self in the present study. Individuals who are receptive to a variety of appearances for the self experiment with their appearance and allow their mood to influence their appearance management

activities. Through experimentation and the influence of mood, an individual may or may not achieve the cultural appearance ideal. However, for the individual who is receptive to a variety of appearances for the self, the cultural appearance ideal may not be the goal of appearance management. Instead, appearance management activities may just be enjoyed for their own sake and the cultural appearance ideal is not the focus of appearance management activities. Extraverted individuals, and particularly those higher on positive emotions, are cheerful and optimistic (Costa and McCrae, 1992). Appearance management activities may or may not be a process extraverts enjoy, but regardless, it may be that they do not allow the proliferation of the cultural appearance ideal to define their appearance management activities.

Extraverted individuals, and particularly those higher on positive emotions, may not perceive reaching the cultural appearance ideal as maximizing their full inherent potential in terms of appearance. Extraverts may perceive the proliferation of the cultural appearance ideal as preventing them from maximizing their full inherent potential. Thus, Maddi's actualization fulfillment model is still supported.

Receptiveness to a Variety of Appearances for the Self and Openness to Experience

Based on the exploratory regression analysis, the aesthetics facet of openness to experience was found to be significantly positively associated with receptiveness to a variety of appearances for the self. Although openness to experience as a broad factor was not associated with being receptive to a variety of appearances for the self, its aesthetics facet was associated with being receptive to a variety of appearances for the self.

Gosling et al (2002) found that subjects who scored high on openness to experience tended to have distinctive and unconventional interior spaces. In formulating

hypotheses, it was rationalized that because interior spaces and dress are both aspects of the near environment, individuals who were higher on openness to experience would be more likely to manage their appearance in a distinct or unconventional manner or experiment with their personal appearance to make it more distinct and unconventional. Although the association between openness to experience and receptiveness to a variety of appearances for the self was confined to a narrower facet instead of the broad factor of openness to experience, the finding of the present study is still partially consistent the finding of Gosling and his colleagues.

Within the context of the appearance management and dress model, there is a basis to conjecture why higher aesthetics was associated with receptiveness to a variety of appearances for the self in the present study. As measured in this study, individuals who were receptive to a variety of appearances for the self experiment with their appearance and allow their mood to influence their appearance management activities. Through experimentation and the influence of mood, an individual may or may not achieve the cultural appearance ideal. However, for the individual who is receptive to a variety of appearances for the self, the cultural appearance ideal may not be the goal of appearance management. Instead, appearance management activities may simply be enjoyed for their own sake and the cultural appearance ideal is not the focus of appearance management activities. Individuals higher on aesthetics are deeply moved and intrigued by the arts (Costa and McCrae, 1992). Appearance management may be considered an art form in and of itself, and therefore, it may be that individuals higher on aesthetics do not allow the proliferation of the cultural appearance ideal to define their appearance management activities. Treating the appearance management process as an art form would allow one to experiment and make decisions based on mood as opposed to allowing the cultural appearance ideal to define one's appearance management activities.

Higher on aesthetics individuals may not perceive reaching the cultural appearance ideal as maximizing their full inherent potential in terms of appearance. Higher on aesthetics individuals may perceive the proliferation of the cultural appearance ideal as a means of preventing them from experimenting with their appearance and maximizing their full inherent potential. Thus, Maddi's actualization fulfillment model is supported.

Receptiveness to a Variety of Appearances for the Self and Gender

Being male had a negative relationship with receptiveness to a variety of appearances for the self in both the regression analysis and the exploratory regression analysis. This implies that females are more likely than males to be receptive to a variety of appearances for the self regardless of whether interaction effects use broad personality factors or their more specific facets that were used as predictors in the present study. Given the limited number of male subjects who participated in this study, this interpretation is made with caution.

Rosenfeld and Plax (1977) found that males and females who had similar clothing values possessed different personality traits. The present study did not measure clothing values; instead, appearance management variables were measured. However, clothing values imply attitudes about clothing which may be related to appearance management activities. It is possible that males possessing personality traits other than higher extraversion and its accompanying positive emotions facet, and higher aesthetics would be found to be receptive to a variety of appearances for the self. There was not previous literature located to find support or lack of support for the finding of this study. Rosenfeld and Plax's (1977) findings, do however, merit acknowledgement that the results may have been different in the present study if other personality factors/facets had

been taken into consideration in relation to gender and receptiveness to a variety of appearances for the self.

Economical Appearance Management

As measured by the AMD questionnaire, individuals who economically manage their appearance are price conscious about items they purchase for their wardrobes. Price consciousness was the only dimension of economical appearance management measured in the present study.

Based on the regression analysis, no associations were found among economical appearance management, conscientiousness, and gender. An exploratory regression analysis was not performed due to lack of significant correlation coefficients between the facets of conscientiousness and economical appearance management.

Both Aiken (1963) and Conrad (1973) found that conscientious subjects placed importance on, or valued economical clothing. Aiken's implied definition of "economy in dress" included efficient use of money spent on clothing and getting lengthy usage out of clothing. The present study measured just one dimension of economical appearance management: price consciousness of items purchased for the wardrobe. This likely explains the conflicting findings between the present study and those of the previous studies.

Style of Dress

The present study proposed that style of dress results from the appearance management process. Eleven dress styles were measured for the present study: athletic, casual, cowboy/cowgirl, gothic, hip-hop, hippy, preppy, punk, skater, surfer, and trendy.

Based on the canonical correlation analysis, all five of the personality factors were found to be associated with style of dress. Based on the exploratory canonical correlation analysis, various facets of the five factors were also found to be associated with style of dress. Interpretation of the canonical correlation analysis and the exploratory canonical correlation analysis suggested several personality and dress style profiles. The following sections describe the profiles. The profiles are not described in order of the functions that were generated in the canonical correlation analyses. Instead, the profile descriptions are organized by dress styles. These interpretations are discussed in relation to the two theoretical models applied in this study.

Trendy/Preppy: Safely Fashionable

The first function of the exploratory canonical correlation analysis revealed that scoring high on four facets of conscientiousness and three facets of extraversion, as well as scoring low on one facet of openness to experience and one facet of neuroticism was associated with perceiving one's style of dress as both trendy and preppy. Specifically, these individuals were achievement striving, orderly, deliberate, self-disciplined (conscientiousness facets), active, gregarious, had positive emotions (extraversion facets), had limited curiosity (openness to experience facet of ideas), and were not prone to feelings of guilt/sadness/hopelessness/loneliness (neuroticism facet of depression). Conversely, these individuals did not perceive their style of dress to be casual, hippy, punk, or skater.

As measured in the present study, the trendy and preppy dress styles likely represented mainstream fashionable dress, and particularly that of undergraduate students. An amalgamation of the trendy and preppy styles yielded an individual who dressed in a fashion forward manner and shopped at fashion forward retailers, but also

wore items that would not "go out of fashion" quickly. In other words, trendy/preppy style individuals likely did not adopt fads and could have been described as safely fashionable.

The trendy/preppy amalgamation may in some respects be equated with, the cultural appearance ideal in the appearance management and dress model. A trendy style appearance, and to some extent a preppy style appearance, is promoted by the media. Magazines, television shows, movies, and so forth typically present fashionably dressed people. The media's promotion of a trendy, and to some extent, preppy style appearance makes these dress styles a part of the dominant culture.

Trendy/preppy style individuals were found to be achievement striving and it may be that they considered their full attractiveness quotient to be a goal to achieve. These individuals were also found to be orderly and self-disciplined so this implies they possessed the organizational skills and motivation necessary to start and complete the tasks necessary to reach what they perceived to be their full attractiveness quotient. Trendy/preppy style individuals were found to be deliberate, which may be what lent their style of dress to be somewhat preppy. These individuals may have considered clothing and other appearance management products very carefully before acquiring them to ensure that the items being acquired would be "in" for an extended period of time. Trendy/preppy style individuals may have been drawn to the preppy style given their limited curiosity (i.e. lower on ideas). These individuals may have been interested in fashion, and therefore considered themselves to be trendy. However, given their lack of curiosity about new or unconventional ideas, they may have had limited interest in fashion change. Additionally, trendy/preppy individuals would likely have been exposed to the social process of fashion given they were found to be active, gregarious, and experience positive emotions. Their limited curiosity may inhibit their desire to try new

ideas in dress, but their active, social, positive nature draws them to other people, and hence, exposes them to the social process of fashion and changes that occur as part of that process. Therefore, trendy/preppy style individuals could reach their aspiration of reaching their perceived full attractiveness quotient to be fashionable although they may have lacked interest in considering novel ideas about styles of dress. As previously stated, trendy/preppy style individuals could be considered safely fashionable.

Additionally, obtaining a trendy/preppy dress style would likely require purchasing expensive clothing and other appearance management products given that both were brand oriented styles of dress. Trendy/preppy individuals were found to be lower on depression, which partially means they tend to not experience feelings of guilt. Therefore, these individuals may not be disturbed if a significant amount of their financial resources were expended on appearance management products.

If an individual's style of dress is a reflection of his/her personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Trendy/preppy individuals may have perceived a safely fashionable style of dress that results from their appearance management activities as maximizing their full inherent potential in terms of appearance. Thus, Maddi's actualization fulfillment model is supported.

Trendy/ Hippy/Punk/Skater: Eclectically Fashionable

The second function of the canonical correlation analysis revealed that individuals who were higher on extraversion and openness to experience, and lower on agreeableness perceived their dress style to be trendy, hippy, punk, and skater. These individuals did not perceive their style of dress to be casual. This implies that individuals who are sociable and person oriented, willing to entertain novel ideas and unconventional

values, and cynical and self-centered (Costa and McCrae, 1992) tended to perceive their style of dress as being trendy, hippy, punk, and skater, but not casual.

As previously discussed, the trendy dress style likely represented mainstream fashionable dress of undergraduate students; while punk, hippy, and skater styles likely represented alternatives to mainstream fashionable dress of undergraduate students. Recent fashion trends had yielded hippy, and particularly punk, styles to become somewhat more mainstream than they were previously, but these styles did not represent an icon of mainstream fashionable dress as exemplified by the trendy or preppy style. An amalgamation of the trendy, hippy, punk, and skaters styles yields an individual who dressed in a fashion forward manner, but incorporated aspects of other dress styles to create a fashionable, yet unique look. In other words, the trendy/hippy/punk/skater style dresser may have been someone who was interested in fashion but did not want to completely conform to mainstream fashionable dress. The trendy/hippy/punk/skater style individual could be described as eclectically fashionable.

Trendy/hippy/punk/skater style individuals were found to be extraverted which was not so different from their trendy/preppy counterparts who were found to score higher on four facets of extraversion. Trendy/hippy/punk/skater style individuals may have been exposed to the social processes of fashion given their tendency to be extraverted. It may be this personality trait which lends them to dress in the trendy style. Unlike trendy/preppy style individuals, trendy/hippy/punk/skater individuals were not found to be lower on ideas, conversely, there were found to be higher on openness to experience as a broad factor. Trendy/hippy punk/skater style individuals may have been open to new ideas in dress, and so therefore, would incorporate a variety of styles into the way they dress, and could have been considered eclectically fashionable.

Trendy/hippy/punk/skater style individuals were also found to be lower on agreeableness. It may be that these individuals' tendency to be egocentric and antagonistic coupled with being open to experience that contribute to being eclectically fashionable in style of dress. The trendy/hippy/punk/skater style individuals' antagonistic nature may have been acted out through alternative dress styles. They may have been looking for an adverse reaction from others. The egocentric aspect of these individuals' personalities may have provided just enough arrogance to have the nerve to combine alternative styles of dress with mainstream fashionable dress. It is possible that individuals with these personality traits may have been partially responsible for punk and hippy styles becoming somewhat more mainstream than in previous time periods. In other words, the eclectically fashionable individuals may have been fashion change agents.

Within the context of the appearance management and dress model, there is a basis to conjecture the concept of incorporating mainstream fashionable dress with alternative styles of dress. The eclectically fashionable style may represent individuals who were influenced by the cultural appearance ideal to the extent that aspects of the trendy style of dress were adopted. However, eclectically fashionable individuals may not have let the proliferation of the cultural appearance ideal completely define the way they dress. In comparison, individuals who were found to be receptive to a variety of appearances for the self were considered in a similar manner relative to theory. Not surprisingly, there were some similarities among the personalities of those whose appearance management activities lent them to be receptive to a variety of appearances for the self and those who dressed in the trendy/hippy/punk/skater style. Individuals who were receptive to a variety of appearances for the self were found to be extraverted

and open to aesthetics. Trendy/hippy/punk/skater style individuals were found to be extraverted and higher on openness to experience as a broad factor.

If an individual's style of dress is a reflection of his/her personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Trendy/hippy/punk/skater style individuals may have perceived the eclectically fashionable style of dress that results from their appearance management activities as maximizing their full inherent potential in terms of appearance. Thus, Maddi's actualization fulfillment model is supported.

Hippy/Punk/Skater/Gothic/Casual: Anti-fashionable

The first function of the canonical correlation analysis revealed that individuals who scored lower on conscientiousness, lower on extraversion, and higher on openness to experience perceived their style of dress to be casual, hippy, gothic, punk, and skater. These individuals did not perceive their style of dress as being trendy or preppy.

As previously discussed, punk, hippy, and skater styles likely represented alternatives to mainstream fashionable dress in undergraduate students. The gothic style was also likely an alternative to mainstream fashionable dress. Recent fashion trends had indicated hippy, and particularly punk, styles as becoming somewhat more mainstream than they were previously, but they did not represent an icon of mainstream fashionable dress as exemplified by the trendy or preppy style. An amalgamation of the hippy, punk, skater, gothic, and casual styles yielded an individual who dressed in styles alternative to those found in mainstream fashion, yet who also wore ordinary clothing and did limited grooming. The hippy/punk/skater/gothic/casual style individual could be described as anti- fashionable.

Lower on conscientiousness individuals are less likely to follow norms and rules (John and Srivastava, 1999), introverted individuals are reserved and aloof, and open to experience individuals enjoy exploring the unfamiliar and appreciate experience for its own sake (Pervin, 1996). Mainstream fashionable dress may represent a cultural rule or norm and lower on conscientious individuals do not consistently adhere to rules or norms unlike their higher on conscientious, and particularly higher on dutifulness, counterparts. Introverts are inherently less social than extraverts, and so therefore, may be less involved in the social processes that result in mainstream fashionable dress. Hence, mainstream fashionable dress may have had little influence on the way these individuals dress. Finally, open to experience individuals explore new and different ideas which may lead them to differentiate from mainstream styles of dress.

It was previously noted that the trendy/preppy amalgamation may in some respects be equated with the cultural appearance ideal in the appearance management and dress model. Not surprisingly, the hippy/punk/skater/gothic/casual (but not trendy or preppy) style individuals' personalities were found to be almost polar opposites of the trendy/preppy (but not hippy/punk/skater/casual) style individuals' personalities. Hippy/punk/skater/gothic/casual individuals were found to be lower on conscientiousness and extraversion and higher on openness to experience. Conversely, trendy/preppy individuals were found to be higher on four facets of conscientiousness and three facets of extraversion, and lower on one facet of openness to experience. If, as conjectured, trendy/preppy style individuals represented trying to reach one's full attractiveness quotient by dressing in a manner consistent with the cultural appeal ideal, then it is logical to conjecture that hippy/punk/skater/gothic/casual style individuals represented trying to reach one's full attractiveness quotient by not dressing in a manner consistent with the cultural appearance ideal. Hence, the trendy/preppy style could be

considered safely fashionable and the hippy/punk/skater/gothic/casual style could be considered anti-fashionable.

If an individual's style of dress is a reflection of their personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Hippy/punk/skater/gothic/casual style individuals may perceive the anti-fashionable style of dress that results from their appearance management activities as maximizing their full inherent potential in terms of appearance. Thus, Maddi's actualization fulfillment model is supported.

Hippy/Punk Style: Classically Alternative

The second function of the exploratory canonical correlation analysis revealed that individuals who scored higher on three facets of openness to experience, three facets of extraversion, and lower on one facet of neuroticism perceived their style of dress to be hippy and punk but not athletic, casual, or preppy. Specifically, individuals who perceived their style of dress as being hippy and punk but not athletic, casual, or preppy tended to be higher on values, aesthetics, feelings (facets of openness to experience), positive emotions, gregariousness, excitement seeking (facets of extraversion), and impulsiveness (facet of neuroticism).

As previously discussed, hippy and punk styles likely represented alternatives to mainstream fashionable dress in undergraduate students. Recent fashion trends had yielded hippy, and particularly punk, styles to become somewhat more mainstream than they were previously, but they did not represent an icon of mainstream fashionable dress as exemplified by the trendy or preppy style. The amalgamation of the hippy and punk styles would yield an individual who incorporated aspects of two forms of alternative

styles of dress into his/her own style of dress. The hippy/punk style may have represented an individual who did not want to conform to mainstream fashionable dress but did not want to be radically alternative (such as gothic style) either. Instead his or her style of dress would have represented more of a classic conception of alternative. The hippy/punk style might be described as classically alternative.

The hippies of the 1960s and the punks of the 1970s and 1980s were associated with alternative lifestyles. Steele (1997) discussed hippies' representing ideas of peace and love, while punks represented deliberate aggression, confrontation, and sadomasochism. The three facets of openness to experience that hippy/punk style individuals scored higher on were values, aesthetics, and feelings. This implies that individuals who were open to reexamining social, political, and religious values; were sensitive to, and had a deep appreciation for the arts; and experienced deep and differentiated emotional states perceived their style of dress to be hippy and punk. These facets, particularly the values facet, may be the traits that were traditionally associated with individuals who were part of the hippy movement of the 1960s and the punk movement of the 1970s and 1980s. The hippy style may have been associated with reexamining political values, given the "original" hippies were protestors of the Vietnam War and were in general, proponents of peace. Similarly, the punk style may have been associated with reexamining social values in that the "original" punks were equated with sadomasochism. It may have been that these dress styles became commonly associated with alternative values or lifestyles within this culture. Therefore, individuals who scored higher on these three facets of openness to experience, and particularly the values facet, may have perceived their dress style as hippy or punk because these dress styles are classically associated with traits such as these.

Of the three facets of extraversion associated with the hippy/punk dress style, it is the excitement seeking facet which can most directly be hypothetically explained. Excitement seekers crave stimulation. This coupled with being open to values may explain the hippy/punk style individual's tendency to be drawn to this style of dressing. These individuals may find it exciting or stimulating to question traditional values be they religious, social, or political. The hippy/punk style individual can self express these traits by dressing in a style that is classically associated with alternative lifestyles or values in this culture.

Within the context of the appearance management and dress model framing the present study, there was a basis to conjecture about the hippy/punk style dresser. Dressing in a classically alternative style may have demonstrated an avoidance of adhering to the cultural appearance ideal. Hippy/punk style individuals were found to have a tendency to reexamine social values, so they may have also reexamined, or questioned an entity which social values influence, such as the cultural appearance ideal.

If an individual's style of dress is a reflection of his/her personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Hippy/punk style individuals may have perceived the classically alternative style of dress that results from their appearance management activities as maximizing their full inherent potential in terms of appearance. Thus, Maddi's actualization fulfillment model is supported.

Hippy Only: Simply Earthy

The fourth function that was generated from the exploratory canonical correlation analysis revealed that individuals who were higher on order and achievement striving (conscientiousness facets), lower on excitement seeking and warmth (extraversion facets),

higher on angry hostility (neuroticism facet), and lower on altruism (agreeableness facet), tended to perceive their style of dress as hippy only; and tended to not perceive their style of dress as surfer or casual.

Given that hippy only style individuals were found to not perceive their style of dress to be casual or surfer, this may be an indication that hippy only style individuals do not perceive themselves as having a relaxed, "laid back" sort of lifestyle. This notion would be supported by the personality facets that were associated with the hippy only style. Hippy only style individuals were found to be organized and have high aspirations. Therefore, these individuals may not perceive their style of dress to be relaxed as implied by the casual and surfer style descriptions. Unlike their hippy/punk counterparts, hippy only style individuals do not seek excitement. Hippy only style individuals were also found to be reserved, easily frustrated, and self-centered. Conjecturing an explanation for the association of these personality facets with the hippy only style is difficult. One possibility is the combination of these traits might contribute to an individual having limited interaction with others. This would make their exposure to the social process of fashion somewhat limited, thus contributing to hippy individuals adopting only one style of dress. Within the context of the appearance management and dress model framing the present study, it is difficult to conjecture an explanation of the hippy only style individual in relation to the cultural appearance ideal. Again, hippy style only individuals may have had limited exposure to the social processes of fashion, and were therefore less influenced by the proliferation of the cultural appearance ideal.

If an individual's style of dress is a reflection of his/her personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Hippy style individuals may perceive the simply earthy style of dress that results from their appearance management

activities as maximizing their full inherent potential in terms of appearance. Thus,

Maddi's actualization fulfillment model is supported.

Hip-hop/Cowboy/Athletic /Casual/Surfer: Lifestyle Expressive

Based on the third function that was generated in the exploratory canonical

correlation analysis, it was found that individuals who were lower on modesty

(agreeableness facet), lower on fantasy and feelings (openness to experience facets), and

lower on deliberation (conscientiousness facets) tended to agree their style of dress was

hip-hop, cowboy, athletic, casual, and surfer.

There was tremendous variation among the descriptions of all of these styles of

dress in the present study. It may have been that the hip-hop/cowboy/athletic/casual/

surfer style represented an individual who expressed his/her lifestyle through dress. With

the exception of casual, all of these dress styles described clothing and other appearance

management products that might be associated with lifestyle variables such as activities or

interests. This implied that the personality facets associated with the hip-

hop/cowboy/athletic/casual/surfer style yielded an individual who was lifestyle

expressive through dress.

Individuals who believe they are superior people, keep their minds on the task at

hand, do not believe feeling states are of much importance, and are hasty: often speaking

or acting without considering the consequences (Costa and McCrae, 1992) perceived their

style of dress to be hip-hop, cowboy, athletic, casual, and surfer. It is possible these

individuals' sense of superiority and the fact that they keep their minds on the task at

hand that contributed to lifestyle expression through style of dress. Individuals who

believed they were superior people may have also believed their activities and interests

were very important. They may have expressed their lifestyle through dress because it

informed others of the activities or interests which engaged them, potentially contributing to their sense of superiority. The fact that hip-hop/cowboy/athletic/casual/surfer style individuals do not fantasize, but instead keep their mind on the task at hand, further supports the notion that their style of dress is an expression of their lifestyle. They may have been so focused on their lifestyle that their activities and interests extended to their style of dress.

The cultural appearance ideal may have less bearing on the dress style of hip-hop/cowboy/athletic/casual/surfer style individuals as compared to other individuals. Their lower on modesty, fantasy, feelings, and deliberation personalities may have contributed to them being less exposed to the proliferation of the cultural appearance ideal as compared to individuals with different personality traits. These individuals may be so consumed by their activities and interests, that it was their lifestyle which has bearing on their style of dress, not the cultural appearance ideal.

If an individual's style of dress is a reflection of their personality, as the second research question addressed, then style of dress should be the result of maximizing one's inherent potential via appearance management activities. Hip-hop/cowboy/athletic/ casual/surfer style individuals may perceive the lifestyle expressive style of dress that results from their appearance management activities as maximizing their full inherent potential in terms of appearance. Thus, Maddi's actualization fulfillment model is supported.

Not Hip-hop / Cowboy / Athletic / Casual

Based on the third function that was generated in the canonical correlation analysis, it was found that higher agreeableness, higher openness to experience, higher extraversion, higher conscientiousness, and lower neuroticism were negatively associated

with cowboy/cowgirl, hip-hop, athletic, and casual styles of dress. This implies that individuals who are altruistic and sympathetic to others, willing to entertain new ideas and unconventional values, sociable and person-oriented, task and goal oriented, and calm and even tempered tended to not perceive their style of dress as being cowboy/cowgirl, hip-hop, athletic, and casual. The results generated from this canonical function imply only the personality traits of those individuals who did not perceive their style of dress to be hip-hop/cowboy/athletic/casual. Therefore, there is little to be interpreted from this function. The results imply that agreeable, open to experience, extraverted, conscientious, lower on neuroticism individuals do not express their activities and interests through their style of dress, unlike the lifestyle expressive individuals discussed in the previous sub-section. Those individuals were found to be lower on two facets of openness to experience, one facet of conscientiousness, and one facet of agreeableness. The personalities of these two sets of individuals were somewhat in opposition, although not entirely. Beyond this, it is difficult to conjecture further explanation for the negative association between these personality factors and the hip-hop/cowboy/athletic/casual styles of dress.

CHAPTER VI

CONCLUSION AND IMPLICATIONS

Conclusions are made based on interpretations of the findings. Implications for the fields of clothing and textiles and personality psychology, along with implications for appearance management product marketers and retailers, are discussed. Finally, the limitations of the present study and recommendations for future research are provided.

Conclusions and Implications

The results of the present study indicate that personality is related to appearance management and style of dress. The first research question in this study was: What is the relationship between personality and appearance management? The second research question was: How is style of dress a reflection of an individual's personality?

Results of the present study imply that a relationship does exist between personality and appearance management. As discussed in the previous chapter, there were broad personality factors as well as specific facets that were found to be associated with emphasis placed on appearance and receptiveness to a variety of appearances for the self. The findings of this study indicated that personality was a relevant predictor for certain appearance management behaviors, particularly when interaction effects among personality factors/facets and gender were taken into consideration. The findings of this study also indicated that the specific personality facets were sometimes more relevant predictors for appearance management behaviors than were the broad factors.

Results of the present study imply that a relationship does exist between personality and style of dress. As discussed in the previous chapter, there were groupings of broad personality factors or specific facets that were found to be associated with

groupings of dress styles. The results generated among most of the canonical correlation functions indicated that individuals did not subscribe to one style of dress. Conversely, the findings of the present study implied that individuals perceived their style of dress to be represented among several of the dress styles that were described in the questionnaire. Personality was found to be associated with style of dress, however the relationship was very complex. Style of dress as an aspect of human behavior was a difficult topic to investigate because it is temporal and likely to be dependent on many other variables besides personality. Age, culture, climate, education, income, and occupation may have been other variables associated with style of dress but not investigated in the present study.

The appearance management and dress model that was applied in this study was a modification of part of Rudd and Lennon's (1994) model of the effects of social comparison on the construction and evaluation of appearance. In essence, the present study employed the cultural ideal and construction aspects of Rudd and Lennon's model with the addition of two variables: personality and gender. Findings indicated that certain personality factors and/or facets, as well as gender, were predictors for appearance management and dress behaviors. These findings imply that personality and gender are relevant variables to be included in the appearance management and dress model. The findings of the present study also indicate that the appearance management and dress model was an appropriate theoretical framework for this research. The model could be further modified with the addition of other potentially relevant variables such as age, education, ethnicity, income, or socialization.

The results of the present study have implications for the clothing and textiles field. Personality is a variable associated with appearance management and dress. As mentioned in the introduction chapter, very little research had been conducted on this

topic since the 1970s. This study revisited personality as a topic of investigation in the social/ psychological aspects of dress and appearance area of the clothing and textiles field. Clothing and textiles theories could grow and develop through further exploration of personality as a variable related to dress and appearance.

The results of the present study have implications for personality psychology. Appearance management and dress are human behavior variables for which personality variables were analyzed as predictors. The findings of this study indicated that it was often the personality facets that were associated with appearance management and dress as opposed to the broad factors. This suggests that as psychologists and other researchers investigate personality in relation to any aspect of human behavior, there is relevance in measuring both the broad factors and the specific facets.

The results of the present study have implications for appearance management product marketers and/or retailers. Personality was found to be associated with appearance management and dress behaviors. As strategies are developed for marketing and merchandising appearance management products, it may be useful to consider personality as a psychographic characteristic associated with the appearance management process and style of dress.

Limitations

The present study has limitations that suggest important directions for future research. First, the results of this study can not be generalized beyond the present sample. The data were gathered through a convenience sample and the respondents were limited to undergraduate college students at Oregon State University.

Another limitation rests in the age of the subjects. According to McCrae and Costa (1994) individual differences in personality traits show continuity from early

childhood. A person's mean level of a personality trait may change with development between the ages of 20 and 30. Men and women become more mature which allows a mean level of a personality trait to stabilize and personality traits are essentially fixed by age 30. In this study the majority of subjects were less than 30 years of age, therefore, their personalities may still have been somewhat in the developmental stages. This limits the findings of the study for applicability to fully matured adults because the mean levels of the subjects' personality traits may not have been fully stabilized at the time data were collected.

Another limitation is that, as John and Srivastava (1999) noted, personality scales with the same or similar names may measure different concepts. The hypotheses that were developed for this study were partially based on findings of studies which used personality scales with same or similar names as those found in the Five Factor Model. For this reason, the comparisons that could be made between the results of this study and the results of previous studies were limited.

There is also a limitation in assessing the interaction effects for gender due to the disproportionate male: female ratio in this sample. Gender was an important variable in the appearance management and dress model that was applied in this study. Although interaction effects were significant in some cases, a more equally balanced male: female sample would have permitted greater insight into gender differences for appearance management.

The final limitation rests in the Appearance Management and Dress Questionnaire. This instrument was developed for employment in the present study. Other than pre-testing, there is no validity or reliability evidence to support it as a measure of the variables of interest in this study. The scales developed for the present

study should undergo further research before being considered valid and reliable measures.

Recommendations for Further Research

There are an abundance of possibilities for research that emerged from this study. First, the emphasis placed on appearance scale could be combined with the appearance orientation scale used in Davis et al's (2001) study. This may provide convergent and discriminant validity for both the concepts and the measurement of emphasis placed on appearance and appearance orientation scales. If the emphasis placed on appearance scale were established as a valid and reliable scale it could be employed for other research topics such as body image or appearance management product shopping behavior. Emphasis placed on appearance could also be explored in relation to how individuals may be socialized to place emphasis on their appearance.

Second, the findings of this study could be useful in exploring the personality, appearance management behaviors, and dress styles of fashion change agents. Some of the conjectures that were provided in the previous chapter implied the presence of fashion change agents. Relationships between personality variables and fashion innovativeness and leadership could be hypothesized with the use of the results from the present study.

Third, *Zeitgiest* (spirit of the times) could be explored in conjunction with personality as predictors for appearance management and dress. It would be interesting to explore the interaction effect between personality and spirit of the times variables in relation to appearance management and dress.

Fourth, this study found that particular combinations of personality factors or facets were associated with particular combinations of dress styles. Those combined dress styles created their own amalgamated dress styles (e.g. trendy/preppy was described as

safely fashionable). An instrument could be designed which would include those amalgamated dress styles. Then a study similar to the present study could be conducted. Results may provide support for the conjectured explanations that were offered in the previous chapter.

Fifth, Rudd and Lennon's (1994) original model incorporated a number of coping strategies. Those coping strategies were related to how individuals handled the results of comparing their appearance to the cultural appearance ideal. Research could be conducted on how personality relates to those coping strategies.

Finally, this study could be repeated with individuals over the age of 30 years. As previously stated, the personality becomes fully stable sometime between the age of 20 and 30 years. Results of a study such as the present one may be very different for fully matured adults.

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Appendices

Appendix A

Institutional Review Board Application Attachments

1. A Brief Description of the Significance of Project in Lay Terms

The research proposed in this application is designed to examine relationships among appearance management, dress, and personality. This study is being conducted for a doctoral dissertation. The data collected for this study will be statistically analyzed and summarized. Results stemming from this project will be used to complete the dissertation and be presented to the dissertation committee. Findings from the study will be used to write manuscripts that will be submitted to peer-refereed academic journals for publication.

2. Participant Population

- The study will likely involve 300 participants, but potentially as many as 600 participants.
- Participants in this study will be students enrolled in psychology courses who volunteer in exchange for extra credit in their class. Only students age 18 or older may participate in this study. A statement will be made in the recruitment materials and the informed consent statement that invites only those age 18 years or older to participate.
- Most previous research on this topic was conducted in the 1960s and 1970s and employed college students as participants. As one of few recent studies to examine this topic, the student investigator would like to research a similar population for comparative purposes. This particular group of students is a convenience sample enrolled in Psychology courses. The participant population was not chosen to restrict a gender or ethnic group.

3. Methods and Procedures

Participants will be recruited through a sign-up sheet posted on a bulletin board in the Psychology department. Participants will choose one of fifteen available sessions and sign-up to participate in the study. The fifteen sessions will be held in a campus classroom, Milam 033. Participants will report to the classroom. Two questionnaires will be handed out to the participants and the informed consent letter found on the second page of the first questionnaire will be read to them. Participants will then complete the questionnaires if they so choose. The first questionnaire is the Appearance Management and Dress Questionnaire designed by the student researcher. This questionnaire inquires about subjects' appearance management practices, dress styles, as well as demographic information. Completing this questionnaire includes circling numbers for scaled response items related to appearance management and dress and filling in demographic information. Expected completion time for this questionnaire is less than ten minutes. The second questionnaire is the NEO PI-R. This is a personality questionnaire which assesses subjects on the following personality traits: neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness. Completing the NEO PI-R includes reading items from a booklet and circling responses to the items on a separate answer sheet. The top of the answer sheet has three areas that could potentially identify subjects: Name, ID Number, and His/Her Initials. To ensure that participants' identities cannot be linked to their responses, these sections will be pre-completed with the words: Subject #1, Subject #2, Subject #3, and so forth (see attached NEO PI-R answer sheet as an example). According to the publisher of the NEO PI-R (Psychological Assessment Resources) completion of the questionnaire will take 30-40 minutes. Total participation time is expected to be 50 minutes or less. After completion

of the questionnaires, participants will return the questionnaires and answer sheets to the student investigator and write their name, course title, time of course, and name of instructor on a sign-in sheet. The sign-in sheet serves as documentation of their participation in order to receive extra credit in their Psychology course. A copy of the informed consent letter will be given to participants.

4. Risks

There are no foreseeable risks to the participants involved in this research. In the informed consent document, participants will be informed that the choice to not participate will not harm their grade in the Psychology course, their standing with the Psychology instructor, or their standing with the university.

5. Benefits

There are no direct benefits to participants. However, participation may be enjoyable and interesting.

6. Compensation

Participants will be given extra credit in their Psychology course in exchange for participation in this study. Amount of extra credit is arranged between the individual instructor and students in advance. The amount of this extra credit is determined by individual instructors on a per-hour basis, such that students get a set amount of extra credit for each hour of research that they participate in (students completing a portion of an hour will be given credit for the full hour). Because students will be recruited from different psychology classes, different instructors determine the amount of extra credit subjects will receive for research experience. As a result there may be some minimal differences in the amount of extra credit students from different classes receive per hour (since grading schemes may differ from class to class). However, it is always the case that credit is given on a per hour basis, and students are always informed in advance of volunteering how much credit they receive per hour. It is estimated that participation in this study will take approximately 50 minutes.

7. Informed Consent Process

The second page of the Appearance Management and Dress questionnaire will include a letter explaining the purpose of the project, what participation entails, information on confidentiality, an explanation of benefits/risks, and contact information regarding participants' rights. Informed consent is documented by completion of the questionnaires. Prospective participants will be given the opportunity to ask questions and to have those questions answered before making a decision about their participation in the study. The informed consent document will inform them of this. A copy of the informed consent document will be given to the participants to take with them.

8. Anonymity or Confidentiality

In order to receive extra credit for participation, students will sign-in on a provided sheet when they return the completed questionnaires and answer sheets to the student investigator. There will be no information on the questionnaires or answer sheets that could serve as a link to their identity. The participants will be informed of this in the letter on the informed consent document given to them.

9. Attachments:

The application includes the following attachments:

- Recruitment Materials-this is in the form of a sign-up sheet that will be posted on a bulletin board in the Psychology department
- Informed Consent Information-this is in the form of a letter on the second page of the Appearance Management and Dress questionnaire and provided on an additional sheet
- Questionnaires: Appearance Management and Dress questionnaire, NEO PI-R (personality questionnaire), and NEO PI-R answer sheet

Debriefing materials and letters of approval are not applicable to this study.

Psychology Study: Appearance Management, Dress, and Personality
When: Wednesday, January 21   Time: 2:00   Where: Milam 033

Be sure to write the above information down! Please be on time!
You will be completing two surveys. In the first, you will be responding to items that inquire about how you dress and manage your personal appearance. In the second, you will be responding to items that inquire about your personality. You must be age 18 to participate. The session will last no more than one hour. If you have questions or sign-up and then can't make it call, Dr. John Edwards at 737-1370 or Tricia Johnson at 737-9514.

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Appendix B

Informed Consent Document

January 21, 2004

Dear Student,

You are invited to participate in completing two questionnaires related to appearance management, dress, and personality for a doctoral dissertation research project. Your participation will provide data to aid in understanding the relationships among appearance management, dress, and personality. It is expected that the appearance management and dress questionnaire will take less than 10 minutes to complete and the personality questionnaire will take 30-40 minutes to complete. Your responses, together with others, will be combined and used for statistical summaries only. **Your participation in this study is voluntary and is not required by the Psychology course in which you are enrolled.** You will receive extra credit in your Psychology course in accordance with arrangements your Psychology instructor has made with you. You will still be eligible to receive the extra credit if you skip questions you prefer not to answer or are unable to finish the questionnaires in the time allotted. Your standing with your instructor, the Psychology department, and the university will <u>not</u> be jeopardized if you choose to not participate. In order to participate, you must be age 18 or older.

The answers you provide are **confidential** to the extent permitted by law and special precautions have been established to ensure the confidentiality of your responses. Your name will not be on these questionnaires so your identity can not be linked to your responses. To receive extra credit for participation, you will simply write your name, Psychology course title, time of course, and name of instructor on the sign-up sheet provided by the student researcher when you return your questionnaires today.

Benefits resulting from your participation include the opportunity to contribute to research. You may find completing the survey to be an interesting experience. Participation is extremely valuable and has no foreseeable risks. All research undertaken at Oregon State University is approved by the Institutional Review Board to ensure ethical practices are followed. If you would like a summary of the results obtained from this study please contact the student researcher using the information listed in the next paragraph.

You will be given the opportunity to ask questions and to have those questions answered before making a decision about participating in the study. If you have any additional questions about the questionnaires, please contact Tricia Johnson at 541-737-9514 or by e-mail at johntric@onid.orst.edu. If she is not available when you call please leave a message and she will call back. If you have questions about your rights as a participant in this research please contact the Oregon State University Institutional Review Board (IRB) Human Protections administrator at 541-737-3437 or by email at IRB@oregonstate.edu.

Thank you very much for your participation in this study.

Appendix C

Items on the Appearance Management and Dress Questionnaire

The responses to items 1-13 are on a scale numbered 1-5. A response of one (1) indicates "not at all descriptive of me." A response of five (5) indicates "very descriptive of me." Please circle the numbered response that is most descriptive of you. Circle one number for each item.

		not at all descriptive of me				very descriptive of me
1	I give my personal appearance a lot of attention every day.	1	2	3	4	5
2	I will not add an item to my wardrobe unless it is fashionable.	1	2	3	4	5
3	I tend to experiment with different hairstyles.	1	2	3	4	5
4	I worry about judgments people make related to my appearance.	1	2	3	4	5
5	It is important that the items I add to my wardrobe be attractive.	1	2	3	4	5
6	My style of dress changes with my mood.	1	2	3	4	5
7	I feel more confident in myself when I give my personal appearance a lot of attention.	1	2	3	4	5
8	I am price conscious about items I purchase for my wardrobe.	1	2	3	4	5
9	I add an item to my wardrobe if it is something I have seen my peers wearing.	1	2	3	4	5
10	Compared to other people I know, I pay more attention to my personal appearance.	1	2	3	4	5
11	I experiment with different types of cosmetics.	1	2	3	4	5
12	I spend considerable time thinking about my personal appearance.	1	2	3	4	5
13	I am afraid of what others will think of me if I don't dress fashionably.	1	2	3	4	5

Items #14-24 are related to style of dress. Each item is a description of a style of dress. For each item, indicate on a 1-10 scale how similar the style description is to your style of dress. A response of one (1) indicates "not at all similar to my dress style." A response of ten (10) indicates "very similar to my dress style." Please circle the numbered response that is similar to your style. Circle one number for each item.

	not at all similar to my dress style	very similar to my dress style
14	**Athletic Style**: individuals wear clothing embellished with sports team logos, mesh shorts, running shoes, warm-up suits, and carry large sports bags. Athletic style females typically wear few cosmetics and often have hair pulled back in a ponytail. Athletic style males typically wear baseball caps and jerseys.	1 2 3 4 5 6 7 8 9 10
15	**Casual Style:** individuals wear jeans with t-shirts or sweatshirts, pajamas, sweatpants, running shoes, slippers, and flip flops. Hair is typically minimally groomed. Clothing chosen to be worn each day is typically whatever can be located that is clean.	1 2 3 4 5 6 7 8 9 10
16	**Cowboy/Cowgirl Style:** individuals wear Wrangler and Carhartt brand clothing, fitted jeans with tucked in flannel or t-shirts, work boots or cowboy boots, and large-sized belt buckles with wide belts. Cowgirl style females typically have long hair sometimes worn in a ponytail. Cowboy style males typically have short hair.	1 2 3 4 5 6 7 8 9 10

17	**Gothic Style:** individuals wear black clothing, pale facial makeup with dark makeup on eyes and mouth, combat boots, and have body piercings, tattoos, and dyed black hair.	1	2	3	4	5	6	7	8	9	10
18	**Hip-Hop Style:** individuals wear velour sweat suits resembling those that rapper musicians wear; Ecko, Phat Pharm, Rocawear, Timberland, Fubu, and Nike brands; unlaced shoes, "do-rag" on head, and dark denim with adornments. Hip-hop style males also wear baggy clothes and throwback jerseys.	1	2	3	4	5	6	7	8	9	10
19	**Hippy Style:** individuals wear sandals/Birkenstocks, second-hand clothing, clothing and accessories made from hemp, earth tones or neutral colors, tie-dyed clothing, and may have dreadlocks or minimally groomed hair. Hippy style females sometimes wear broomstick skirts. Hippy style males typically have facial hair.	1	2	3	4	5	6	7	8	9	10
20	**Preppy Style:** individuals wear chinos or designer jeans, Ralph Lauren brand, shirts/sweaters with brand logos; loafers, classic styled clothing, and neutral colored clothing. Preppy style females often have curly hair. Preppy style males often have gelled or moussed hair.	1	2	3	4	5	6	7	8	9	10

21	**Punk Style:** individuals wear torn clothing, Hot Topic clothing, studded belts and jeans, safety pins, Converse, Pumas, or Adidas brand shoes, alcohol or cigarette logo shirts, and have brightly colored dyed hair. Punk style females wear bracelets or wrist warmers. Punk style males sometimes have Mohawks	1 2 3 4 5 6 7 8 9 10
22	**Skater Style:** individuals wear Ethes, DC, Spitfire, Alien Workshop, Airwalk, and Vans brands; hooded sweatshirts (hoodies), and have shaggy hair. Skater style females wear long sleeved t-shirts under short sleeved t-shirts. Skater style males wear baggy and ripped cargo pants or jeans, wallet chains, beanies, and backward/sideways baseball caps.	1 2 3 4 5 6 7 8 9 10
23	**Surfer Style:** individuals wear surfing brand clothing that is not oversized or tight, flip-flops, T-shirts, shell necklaces, and Hawaiian pendants. Surfer style males wear surf-style shorts, Hawaiian patterned shirts, and baseball caps.	1 2 3 4 5 6 7 8 9 10
24	**Trendy Style:** individuals wear clothing from Nordstrom, current fashion trends, Fashionable brand names, clothing seen in fashion magazines and fashionable stores, and are dressed up with planned, coordinated clothing and accessories. Hair is carefully styled and often highlighted. Trendy style females often carry handbags instead of backpacks, wear pointy-toed shoes, wear low-rise boot cut designer jeans, and have carefully applied makeup.	1 2 3 4 5 6 7 8 9 10

Demographics

Please share some demographic characteristics about yourself.

25. Age in years on your last birthday _____

26. Gender: _____ Male   _____ Female

27. College major: _____

28. Year in school
_____ First year student
_____ Sophomore
_____ Junior
_____ Senior
_____ Other (please specify) _____

29. Please indicate the ethnic background with which you   mostly closely identify
_____ African American
_____ Asian American/Pacific Islander
_____ European American/Caucasian/White
_____ Hispanic American
_____ Middle Eastern American
_____ Native American/American Indian
_____ Other (please specify) _____

30. Is English your first language?   _____ Yes   _____No