

**Predicting Clothing Behaviour of Generation Z Men and Women through
Self Esteem and Body Appreciation**

A Thesis submitted in the partial fulfillment of the requirement for the degree of
MASTER OF ARTS IN PSYCHOLOGY (ORGANIZATIONAL BEHAVIOR)

Submitted by:

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UNDER THE SUPERVISION OF

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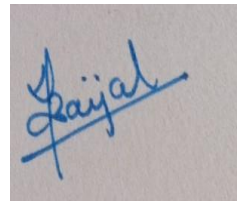
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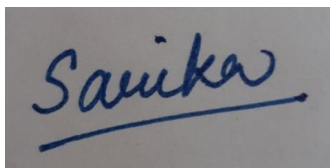
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This certifies that the thesis, "**Predicting Clothing Behaviour of Generation Z men and women through self esteem and body appreciation**" is being submitted in partial fulfillment of the requirements for the **Master of Arts in Psychology** degree at the **Thapar Institute of Engineering and Technology, Patiala**. The work was conducted under the supervision of **Dr. Sarika Alreja Mishra** at the Thapar School of Liberal Arts and Sciences, and that no portion of the thesis has been submitted for the award of any other degree or qualification.



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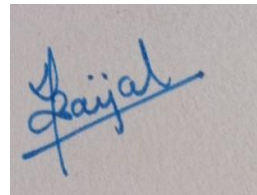
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CANDIDATE'S DECLARATION

I hereby declare that the work presented in this thesis, "Predicting Clothing Behaviour of Generation Z men and women through self esteem and Body Appreciation" is an authentic record of my own work completed under Prof. Sarika Alreja's supervision and guidance at the School of Humanities and Social Sciences, Thapar Institute of Engineering and Technology, Patiala. It also refers to the work of other researchers, which is duly listed in the reference section. This work is being submitted in partial fulfillment of the requirements for the award of a Master of Arts in Psychology degree.

The content written in this thesis has not formed the basis for the award of any other degree of this or any other university.

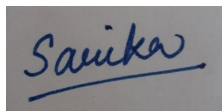


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This is to certify that the above declaration made by the student concerned is correct and true to the best of my knowledge.



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Acknowledgement

I want to start by expressing my gratitude to Dr. Sarika Alreja, who guided me on this project and never stopped encouraging me. She has always been one of my biggest inspirations. I will always be appreciative of her immense kindness in giving me guidance, inspiration, and most importantly, taking time out of her hectic schedule for me. She always went out of her way to explain everything to me. Working under her direction was, in my opinion, a fantastic way to get experience in research methodology.

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ABSTRACT

The purpose of this study is to look into how Generation Z individuals' dress choices, body image, and self-esteem relate to one another. Studying how young men and women in this age range perceive themselves and their bodies shapes the clothes they wear is the main goal of the research. The variables of self-esteem, body appreciation, and wardrobe choices will be investigated using a quantitative research approach that makes use of surveys and statistical analysis. It is anticipated that the study's findings will offer important new perspectives on the elements influencing Generation Z's clothing choices, including how body image and self-perception influence looks. There were 162 participants in the study (N=162), 81 of whom were male and 81 of whom were female, with ages ranging from 12 to 27. This study is a modest attempt to use regression analysis, correlation analysis and T- Test to examine the relationship between the variables listed above.

Key words: Generation Z, Clothing behavior, Self-esteem, Body Appreciation, Men, Women.

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Chapter1: Introduction

Consumer behavior is impacted by an array of factors, and the fashion business is always changing. Self-esteem and body admiration play a significant influence in influencing people's fashion choices, especially for guys in Generation Z. This is one issue that is receiving more and more attention. This cohort's views of their bodies and their sense of self-worth may have a big influence based on their attire since they grow up in a digital era, where networking sites and cultural pressures are strong. The goal of this research is to provide light on the underlying motivations and causes that influence the fashion choices of males in Generation Z by exploring the complex interaction between self-esteem, body admiration, and clothing behavior. Retailers and marketers can create more successful and effective marketing campaigns by adjusting their techniques to appeal to this group by knowing these psychological characteristics.

1.1 Understanding Generation Z

A new generation, known as Generation Z, This encompasses those who were born during the middle of the 1990s and the late 2000s, has progressively gained attention over the past few years. The entire world in which this generation of "digital natives" grew up was dominated by technology (Gentina, Elodie; Parry, Emma (2020). Young people from "Gen Z" have comparable consumption patterns in terms of media consumption, music, and clothes around the globe, supporting the idea of a "global youth culture." But despite this alleged homogeneity, could be untrue. According to a recent study, "Gen Z" modifies global consumption patterns and meanings to suit regional settings (Kjeldgaard & Askegaard, 2006).

1.2 Self-Esteem and Body Appreciation in Generation Z

Physical appearance is one of the many components of self-evaluation that go into creating self-esteem, which is the total affective assessment of one's own worth, value, or importance (Blascovich & Tomaka, 1991). Individual body image, or the way that someone perceives themselves and how happy they are with it (Grogan, 2016), is probably related to their self-esteem, particularly throughout adolescence, when young women's body image concerns are at their highest (Burgess et al., in Grogan, 2016). Absolute acceptance of one's own body is known as the Positive Body Image (PBI). Since PBI is not the opposite of negative body image, it is crucial to consider the PBI component when developing a thorough comprehension of the body image concept. Additionally, since discrepancies in body image are a developing problems in public health that contributes to psychopathological and behavioral disorders like body shame, appearance anxiety, depression, and disordered eating, researching and addressing body image and its relationship to self-esteem requires an empirically grounded approach (Atika Khalaf, Iman Al Hashmi, Omar Al Omari,2021).

1.3 Men's Clothing Behaviour of Generation Z

Nowadays, men are engaged in the process of creating a stylish yet cozy wardrobe and the procedure for choosing clothing. (Torres and associates, 2001). In addition, men's attitudes toward clothing have clearly changed, suggesting that gender identification may eventually give way to self-identity in future trends. Women are no longer the only people with a vested interest in fashion and style (Torres et al. 2001). Men have been increasing their expenditures on

clothing than they ever have in recent years due to a growing concern for their image (Roberto A. Ferdman. 2014).

1.4 Women's clothing behavior of Generation Z

People create opinions about individuals based on the information they learn from clothing, as evidenced by other studies. There is a minor but growing body of literature (Forsythe, 1987; Heke, 2010; Mavin, 2015) that focuses on understanding the effects of clothing on women in traditionally male-dominated fields like politics and management, though most of the studies are on managerial positions. Results from the literature, however, are a little inconsistent. According to certain studies, women must emphasize their femininity in order to flourish in a white-collar environment, whereas some argue that women must masculinize their fashion choices to be able to be perceived as suitable for the position.

1.5 Rationale

1.5.1 Potential role of self esteem in clothing behaviour of Generation Z

Marketing managers acknowledge that consumers' behavior and decision-making are primarily motivated by their pursuit of self-esteem. As a result, consumers frequently make decisions in the context of boosting or defending their sense of self-worth (Grubb and Grathwohl, 1967). Customers frequently base their decisions about accepting or rejecting brands and products on symbolic rather than functional characteristics, assigning either positive or negative symbolic interpretations to the objects. Though a lot of Studies have been conducted regarding how people use the symbolic meanings of brands and products to maintain or improve their

self-esteem, a lesser amount of attention has been given to why consumers reject brands or products for symbolic reasons (i.e., negative symbolic consumption) in order to preserve their self-esteem. The fact that negative symbolic consumption leaves relatively little trace is one explanation for this (Wilk, 1995, 1997). However, marketing managers' top priority is to comprehend why customers reject particular brands and products.

1.5.2 Potential role of body appreciation in clothing behaviour of Generation Z

There is proof that young people spend plenty of time consuming media, especially on social networks, the platform on which they are influenced by the fashionable looks and body types that the media presents as current, appealing, and lovely. The young people are motivated to take the required actions to reach their goals of body shape and wardrobe fulfillment by the desire to look like or want to be like "her" or "him." Low self-esteem and discontent stem from not meeting the predetermined goals (Jung and Lee, 2006). In 1958, Fisher and Cleveland asserted a link between clothing desire and bodily satisfaction. Their findings were corroborated by several researchers (Giddon; 1983; Gardner et al., 1980; Rubin; 1978; Fisher; 1973).

1.6 Variables of interest

When anticipating Generation Z men's and women's clothing choices based on body admiration and self-esteem, there are several relevant elements to take into account. Here are a few crucial elements that could affect this relationship:

- **Self-Esteem:** According to Hobza et al. (2007), self-esteem is a broad indicator of one's assessment based on overall feelings. Studies have indicated that one's sense of self-worth rises during youth and middle adulthood, peaking in the interval between 50 and 60 (Rosenberg 1965). Self-esteem has been discovered to be a reliable indicator of a variety of life's consequences for individuals, including satisfaction in marriage and close relationships, physical and mental health, and life satisfaction (Orth and Robins 2014). Other variables related to body image include body dissatisfaction (Ricciardelli and McCabe 2001) and body satisfaction (Frost and McKelvie 2005).
- **Body Appreciation:** The use of clothes to elevate mood was investigated by Kwon and Shim (1999), who looked at the connections between self-consciousness, weight satisfaction, and these factors. Women who were not as happy with their weight were greater usage of clothing to improve mood due to their enhanced self-consciousness. Davis (1985) and Kwon (1992) found no differences in women's attitudes toward clothing practices or levels of body consciousness, which refers to awareness of one's body weight. Additional research revealed that women who thought they had different body shapes—thick, muscular, or thin—were equally interested in and concerned about fashion as each other.
- **Gender Identity:** Many research on older adults' wardrobes and fashions have only looked at female participants. Research on men's fashion is generally scarce, and the inadequacy of research on fashion for older men is compounded by the traditional perception of fashion and clothing as feminine. Still, more research on menswear apparel

and contemporary masculinity have suggested that males ought to be examined pertaining to fashion. Studies on menswear should be more positively viewed than those on womenswear because modern men of all ages are currently more engaged in fashion (Duje KODŽOMAN;2019).

- **Media Influence:** According to a study titled "Social Media and its Impact on Consumers Behavior" (Elisabeta Ioanās, 2014) [3], the majority of internet shoppers are young, with the majority falling between the 25 and 29 age range. Additionally, the majority of internet shoppers are female and have a respectably high earning potential.
- **Cultural Background:** It is more important than ever to comprehend how customer behavior varies throughout cultures in today's fiercely competitive global marketplace. Cultural factors impact not only the items that individuals purchase, but also the way in which society communicates, consumes, and makes individual decisions (Blackwell, Miniard, & Engel, 2001, p. 320). Numerous company collapses have been linked to marketers to their unwillingness to consider the cultural diversity among their customers (Ricks, 1993). Therefore, cross-cultural comparisons might be applied to comprehend the distinctions and similarities between one's own culture and the society in which one intends to market (Aaker & Maheswaran, 1997). However, due to the large number of factors to consider, designing and analyzing thorough cross-cultural comparative research can be challenging (Hantrais & Mangen, 1996).

Chapter 2: Literature Review

2.1 Self esteem

On reviewing the literature (The Commodification of Self-Esteem: Branding and British Teenagers; Katja Jezkova Isaksen et.al. 2012), the study investigates how consumerism affects British teenagers' lives, with an emphasis on how it affects the development and maintenance of self-esteem. More than a hundred teenagers shared their thoughts and feelings about consumption, especially fashion, in a sizable qualitative survey. Due to peer pressure and the value placed on conformity by teenagers, Research has revealed that consuming the appropriate things at the right times is crucial for achieving and retaining friendships, social acceptance, and ultimately self-esteem. This study makes the case that self-worth has become a commodity. The repercussions of being unable to "keep up" with consumption patterns were made clear; these included diminished self-esteem, social marginalization, and unfavorable peer appraisal. Furthermore, teenagers from low-income households were especially affected by these detrimental effects since they were eager to buy the more costly products despite their financial situation. Teenagers don't seem in order to be capable to resist peer pressure, branding, or advertising, while they are fully conscious of how these things shape their views toward consuming. The study's findings demonstrate that the more conventional elements of teenage self-esteem require reconsideration.

Jihyun Sung and Ruoh-Nan Yan (2020) conducted a study focused on predicting clothing behaviour of generation Y men through self esteem and body dissatisfaction. This study looked at how men's weight, height, and muscles connected to their body dissatisfaction and how these elements impacted their responses to clothing, including what they bought and avoided wearing. The three dimensions of body dissatisfaction were anticipated to include self-esteem as one of their components. The data came from heterosexual men in Generation Y through an online survey. Only the body dissatisfaction-weight dimension affected men's clothing image avoidance and clothing purchase behavior, according to the findings, after controlling for body dissatisfaction-muscles and body dissatisfaction-height. Self-esteem negatively influenced the other two dimensions of body dissatisfaction in different ways.

2.2 Body Appreciation

A study related to Predicting body appreciation in young women: An integrated model of positive body image was conducted by Rachel Andrew; et.al., 2016. Based on earlier theoretical models, this study looked at a variety of indicators of positive body image in young adult females. An online survey evaluating body admiration, activity engagement, media consumption, perceived body acceptance by others, self-compassion, and autonomy was completed by 266 women who served as participants. Internalization of the thin-ideal, self-objectification, and social appearance comparison were identified as potential pathways in predicting body appreciation. The results demonstrated that greater amounts of self-compassion, perceived acceptance of one's body by others, and less consumption of appearance media, self-objectification, social comparison, and internalization of the thin-ideal were linked to increased concentrations of body appreciation. An integrated model revealed that reduced

concentrations of self-objectification, social comparison, and thin-ideal internalization were linked to higher levels of body appreciation. Non-appearance media and self-compassion were positively and inversely connected with reduced concentrations of self-objectification. Additionally, there was a direct correlation between body admiration and how others regarded your physique. The findings shed light on prospective intervention targets by advancing our understanding of potential mechanisms leading to the formation of a positive body image.

Another study was done by Hannah Frith; et.al., (2008), related to Dressing the Body: The Role of Clothing in Sustaining Body Pride and Managing Body Distress. This qualitative research looks into how women regulate their body image through clothing choices, which expands on recent theoretical frameworks on behavioral methods for regulating body distress. In answer to open-ended surveys, eighty-two women expressed their subjective perceptions of the connections between dress behaviors and body appraisal. The responses' thematic analysis demonstrated that clothes practices constitute an ordinary and agentic component of the self-regulatory and adjustive mechanisms for dealing with negative body image (cf. Citation Cash, 2002b). Through the deliberate concealment of "problem areas," highlighting of "assets," and figure-flattering, clothing is utilized to regulate anxiety and bodily appearance. Through routine behaviors that change on "thin" and "fat" days, body image is actively negotiated and managed. These data capture the fluidity of body evaluations and appearance management tactics, as well as the mechanisms that underlie the active negotiation of body image. These results present several theoretical and methodological issues, such as the need to use techniques

that capture the dynamic interaction of processes related to body image and the necessity of addressing both body admiration and discomfort.

2.3 Clothing Behaviour

Ruby jain, et.al.,(2017), conducted a study on the topic General Values and Clothing Behavior of College-going Students. The study investigates the connection between behavior in clothes and overall values. 160 students from two distinct streams—home science and commerce—were involved in the study. The findings suggest that, regardless of the field to which they belong, students generally prioritize economic values above aesthetic ones and do not differ in their views on either side.

2.4 Research Gap

Research on the clothing behavior of Generation Z men and women in relation to self-esteem and body appreciation is not as extensive as previous studies conducted solely on Generation Y men, focusing on self-esteem and body dissatisfaction. The current study is focussing on predicting the clothing behaviour of Generation Z men and women through ‘self esteem’ and ‘body appreciation’.

Research on clothing behavior through the lenses of self-esteem and body appreciation in Generation Z men and women is important because it can provide insights into the evolving

relationship between fashion, identity, and well-being. It can also help brands and marketers better understand the values and preferences of this demographic, leading to more effective and relevant products and campaigns.

Chapter 3: Methodology

3.1 Sample:

The sample consists of 162 participants in which 81 were males and 81 were females.

3.2 Sampling criteria:

Inclusion criteria

- Participants between the age group of 12 to 27 years.
- Participants born between the years 1997 to 2012.

3.3 Type of sampling:

Purposive sampling was used to collect data from the sample.

3.4 Tools used:

Three scales were used in a questionnaire:

1. Rosenberg Self Esteem Scale

Rosenberg's Self-Esteem Scale, which was first designed to gauge teenage self-esteem, is arguably the most well-liked self-esteem test for adult populations. Ten components create the scale, five of which have negative wording. The Guttman-type scale, which consists of items with an ascending pattern on the attribute, was initially designed, but most researchers now use a 4-point response style that goes from strongly agreeing to strongly disagreeing. The commonly used self-esteem scale in psychology research is

Rosenberg's Self-Esteem Scale. The scale offers a quick, simple, and practical way to gauge one's overall level of self-esteem. Temporal consistency: one week test-retest reliability of .82 was observed by Fleming and Courtney (1984). Internal consistency: A coefficient alpha of .88 was observed by Fleming and Courtney (1984). Factor structure: A single-dimensional factor structure was reported by Hensley (1977). Convergent Validity Reynolds (1988) discovered a connection of .44 between the Academic Self-Concept Scale and Rosenberg's Self-Esteem Scale.

2. Body Appreciation Scale

The 13-item Body Appreciation Scale (BAS; Avalos, Tylka, & Wood-Barcalow, 2005) is regarded as a positive body image assessment that evaluates people's acceptance of, positive thoughts of, and respect for their bodies. Although the BAS has gained psychometric assistance the researchers made improvements to it by creating new items based on research on a positive body image and rewording some of the items (to remove language that was based on body dissatisfaction and sex). Ten items (five of the initial BAS items) were kept after the exploratory factor analysis. Confirmatory factor analysis supported the unidimensionality and cross-sample invariance of the BAS-2. According to Tylka & Wood-Barcalow, 2015a; Webb, 2015, the BAS-2 consists of a single dimension that has strong internal reliability (Cronbach α = .91–.94) and 3-week stability (r = .90) in samples of men and women and college students. Cronbach α = .94–.95 indicates that BAS-2 scores have strong internal reliability, according to Halliwell et al. (2015).

3. Clothing Behaviour Scale

A scale was created using the findings of Kwon & Parham (1994) and the clothing factor from the Body Image Avoidance Questionnaire (Rosen et al., 1991). Eleven questions made up the scale, which assessed attitudes regarding clothes in connection to the body, such as refraining from dressing in stuff that are too revealing due to discomfort. The items were scored on a 5-point Likert scale (1 being very disagree and 5 being strongly agree). A reliability coefficient of .590 was found for clothing behavior. If a scale's Cronbach's alpha value is .6 or above, it is seen to have good reliability (Hair et al., 1995).

Software called SPSS was utilized for analysis of data..

3.5 Procedure:

Men and women of Generation Z (those born between 1997 and 2012) participated in a survey carried out online that was used to gather data. A link and QR code were used to distribute the questionnaire which was created with Google Forms. Participants could only access the survey if they fulfilled the following requirements, as this study aimed to primarily focus on the male and female consumer sector of Generation Z: (1) Those who fell under the Generation Z category, or those born between 1997 and 2012, were invited to do the survey.

After obtaining the consent of the participants, a demographic questionnaire was administered. Considering the reaction to the demographic questionnaire, participants filled in their responses for the questionnaires. With the help of SPSS software result of the data was tabulated.

Chapter 4: Results

4.1 Descriptive Statistics

Table 1: Group descriptive Statistics

| | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|-----|--------|----|-------|----------------|-----------------|
| SES | Female | 81 | 17.60 | 4.35 | .48 |
| | Male | 81 | 18.75 | 3.73 | .41 |
| CBS | Female | 81 | 25.91 | 3.63 | .40 |
| | Male | 81 | 26.45 | 4.03 | .44 |
| BAS | Female | 81 | 37.76 | 7.87 | .87 |
| | Male | 81 | 38.00 | 7.27 | .80 |

The Mean (S.D) of females for Self Esteem, Body Appreciation and Clothing Behaviour came out to be 17.60 (4.35), 37.76 (7.87) and 25.91 (3.63) respectively.

The Mean (S.D) of males for Self Esteem, Body Appreciation and Clothing Behaviour came out to be 18.75 (3.73), 38.00 (7.27) and 26.45 (4.03) respectively.

4.2 : Inferential Statistics

Table 2: Independent t-test to assess differences in gender

| | Gender | N | Mean | Std. Deviation | t | Sig. (2 tailed) |
|--------------------------|--------|----|-------|----------------|-------|-----------------|
| Self esteem scale | Female | 81 | 17.60 | 4.35 | -1.80 | 0.07 |
| | Male | 81 | 18.75 | 3.73 | | |
| Body appreciation scale | Female | 81 | 37.76 | 7.87 | -0.19 | 0.84 |
| | Male | 81 | 38.00 | 7.27 | | |
| Clothing behaviour scale | Female | 81 | 25.91 | 3.63 | -0.90 | 0.36 |
| | Male | 81 | 26.45 | 4.03 | | |

Table 2 indicates gender difference across variables. Table 2 depicts that Self Esteem in females (M= 17.60, SD= 4.35) is slightly less than Males (M=18.75, SD= 3.73). Independent t-test suggests that there isn't any significant gender difference in self esteem ($t = -1.80, p > 0.05$). Body Appreciation is slightly less in Females (M= 37.76, SD= 7.87) than Males (M= 38.00, SD=7.27). Independent t-test suggests that there isn't any significant gender difference in Body Appreciation ($t = -0.19, p > 0.05$). Clothing Behaviour in Females is (M= 25.91, SD= 3.63) and Males is (M= 26.45, SD= 4.03). Independent t-test suggests that there isn't any significant gender difference in Emotional Intimacy ($t = -0.90, p > 0.05$).

Table 3: Correlation results for predicting clothing behaviour of generation Z men through self esteem and body appreciation

| Correlations | | SES | BAS | CBS |
|--------------|---------------------|------|------|-----|
| SES | Pearson Correlation | 1 | | |
| | Sig. (2-tailed) | | | |
| BAS | N | 81 | | |
| | Pearson Correlation | .338 | 1 | |
| | Sig. (2-tailed) | .002 | | |
| CBS | N | 81 | 81 | |
| | Pearson Correlation | .01 | -.01 | 1 |
| | Sig. (2-tailed) | .92 | .91 | |
| | N | 81 | 81 | 81 |

Table 3 displays the outcomes of the correlational analysis between SES, BAS and CBS. As shown in the table above there is a favorable correlation between SES and BAS ($r = 0.33$, $p < 0.01$).

Table 4: Regression analysis for men to predict clothing behaviour through self esteem and body appreciation

| | Unstandardized Coefficient | | Standardized Coefficient | | | Adjusted R SQUARE |
|----------|----------------------------|-----------|--------------------------|-------|------|-------------------|
| Model | B | Std Error | Beta | t | Sig | |
| constant | 26.48 | 2.89 | | -9.14 | .000 | |
| SES | .01 | .13 | .01 | .14 | .889 | -.025 |
| BAS | -.01 | .06 | -.01 | -.14 | .884 | -.008 |

a. Dependent Variable: Clothing Behaviour Scale

Table4 indicates regression analysis for the variables for males self esteem and body appreciation pertaining to clothing behavior. Self-esteem illustrated in the above table has an adjusted R value of “-.025” which means 25% variance in clothing behaviour can be attributed to self esteem. Also, self esteem and body appreciation have an Adjusted R value of “-.008”. This means 8% variance in clothing behaviour can be attributed to self esteem and body appreciation. Self Esteem has a B value of 0.01 This indicates a rise of one unit in self esteem causes .01 increase in clothing behaviour. Body appreciation however, has a B value of -0.01 This indicates a rise of one unit in Body appreciation causes a -.01 decrease in clothing behaviour. The above table additionally illustrates that both self esteem and body appreciation has an insignificant relationship ($p>0.05$) with clothing behaviour.

Table 5: Correlation results for predicting clothing behaviour of generation Z women through self esteem and body appreciation

| Correlations | | SES | BAS | CBS |
|--------------|---------------------|-------|-------|-----|
| SES | Pearson Correlation | 1 | | |
| | Sig. (2-tailed) | | | |
| BAS | N | 81 | | |
| | Pearson Correlation | .532 | 1 | |
| | Sig. (2-tailed) | .000 | | |
| CBS | N | 81 | 81 | |
| | Pearson Correlation | -.232 | -.161 | 1 |
| | Sig. (2-tailed) | .037 | .151 | |
| | N | 81 | 81 | 81 |

Table 5 displays the results of the correlational analysis between SES, BAS and CBS of females. As shown in table 5 it can be seen that SES and BAS are correlated positively, where, ($r = 0.53$; $p < 0.01$). There is negative correlation between SES and BAS, where, ($r = -0.23$; $p < 0.01$). Furthermore, the table shows that there is no correlation between BAS and CBS.

Table 6: Regression analysis for women to predict clothing behaviour through self esteem and body appreciation

| | Unstandardized Coefficient | | Standardized Coefficient | Adjusted R SQUARE | | |
|----------|----------------------------|-----------|--------------------------|-------------------|------|------|
| Model | B | Std Error | Beta | t | Sig | |
| constant | 29.82 | 2.081 | | 14.334 | .000 | |
| BAS | -.024 | .060 | -.052 | -.403 | .688 | .009 |
| SES | -.170 | .108 | -.204 | -1.571 | .120 | .101 |

a. Dependent Variable: Clothing Behaviour Scale

Table 6 indicates regression analysis for the variables for females self esteem and body appreciation pertaining to clothing behavior. Table 6 illustrates that body appreciation has an adjusted R value of “.009” which means 9% variance in clothing behaviour can be attributed to body appreciation. Also, self esteem and body appreciation have an Adjusted R value of “.101”. This means 10.1% variance in clothing behaviour can be attributed to self esteem and body appreciation. Body Appreciation has a B value of -.024 This indicates a rise of one unit in body appreciation causes -.024 decrease in clothing behaviour. Self Esteem on the other hand has a B value of -0.170 which implies a rise of one unit inSelf Esteem causes -.170 decrease in clothing behaviour. Additionally, the above table shows that both self esteem and body appreciation has an insignificant relationship ($p>0.05$) with clothing behaviour.

CHAPTER 5: DISCUSSION

Our study's objective was to predict the clothing behaviour of Generation Z men and women through self esteem and body appreciation.

To study this, 162 participants participated in the study. The mean age was 21.29 years. To study the aim we drew two hypotheses which are as follows:

In the current study we hypothesized that Satisfaction with clothing behavior and style has a positive correlation with higher levels of self-esteem and appreciation for one's body, both for men and women.

The connection between clothes and self-esteem has been investigated by many researchers. According to research findings, an individual's clothing choices are influenced by their self-perception, and one's self-perception is influenced by the clothes they choose to wear (Atkins, 1976; Ryan, 1953). It follows from this that clothes can be a useful instrument for raising someone's attitude. Numerous studies (Herzoget al., 1998; Reitzes et al., 1995; Mathes and Kahn, 1975; O'Grady, 1989) came to the conclusion that social interaction Physical appeal and beauty are linked to self-esteem.

With regard to clothes, studies found that individuals who are happy with their physical appearance are more inclined to feel good about the suitable of ready-to-wear attire (LeBat and Delong, 1990). Conversely, Individuals who are dissatisfied with their physical appearances are more prone to have a negative attitude toward clothing, be less confident when choosing clothes, and be less aware of fashion trends (Sontag and Schlater, 1982).

Body satisfaction and self-esteem are strongly correlated, according to Secord and Jourard (1953) and numerous other researchers (Loftis, 1981; Mahoney and Finch, 1976; Zamarin, 1976; McLean, 1976). In 1958, Fisher and Cleveland asserted a link between clothing interest and bodily satisfaction. Their findings were confirmed by further researchers (Giddon, 1983; Garner et al., 1980; Rubin, 1978; Fisher, 1973).

In a study done by Elena Gatti, et.al.,(2014), 'I Like My Body; Therefore, I Like Myself': How Body Image Influences Self-Esteem—A Cross-Sectional Study on Italian Adolescents, it was found that Good body satisfaction leads to high self-esteem in both males and females, however the paths are distinct.

In the current study we found that Self Esteem and Body Appreciation are positively correlated whereas self esteem and Clothing Behaviour of females of Generation Z are negatively correlated. Additionally, we observed a positive correlation between men's body appreciation and self-esteem, whereas we observed that there was no correlation discovered between self esteem and clothing behaviour of men and body appreciation and clothing behaviour of men. Therefore our hypothesis is partially accepted.

In the current investigation, we also hypothesize that there is no gender difference between body appreciation, self esteem and clothing behaviour.

However in a study done by Lee, et.al.,(2013), Effect of Body Image and Clothing Behavior on Self-Esteem of Multicultural Children, it was found that Positive attitudes towards appearance and physical attributes were facilitated by females' self-esteem, whereas boys' self-esteem

seemed to be increased by greater satisfaction with their general looks and weight. Furthermore, children's clothing choices had a varying degree of influence on their self-esteem depending on their gender. Since boys' self-esteem is enhanced by greater interests and less resemblance, it is better to have them express interest in clothing than to allow them to dress like their friends. With their focus on manageability and comfort, girls' self-esteem can be enhanced by neatly organizing the clothes they have and wearing comfortable clothing.

In addition to pointing out that beauty matters more to women than to men, a number of papers have emphasized the significance of evaluating the way one looks (i.e., body pleasure) for females' self-esteem (Fredrickson & Roberts, 1997). The association between body satisfaction and self-esteem may be larger in teenage girls than in teenage boys, according to the outcomes of cross-sectional studies (Wichstrøm, 1998). This might be because women place a higher value on their physical appearance than do men. Others, however (van den Berg et al., 2010) and (Mellor et al., 2010) have not noticed any disparities in gender in adolescents and adults.

Thus, in the present study our alternate hypothesis is accepted as we found that there is no distinction in gender among three variables present throughout the research.

Chapter6: Conclusion, limitations and implications

6.1 Conclusion

Our investigation reveals a significant correlation between self esteem and body appreciation in men whereas there was no correlation of aforementioned variables with clothing behaviour in men. Our Additionally, research revealed highly significant correlation between self esteem and body appreciation in females and significant correlation between self esteem and clothing behaviour in females.

Studying how Generation Z men and women behave when it comes to clothing via the lenses of body acceptance and self-esteem is crucial because it can provide light on how fashion, identity, and wellbeing are changing over time. Additionally, it can aid in the better understanding of this demographic's beliefs and preferences by companies and marketers, resulting in more pertinent and successful products and campaigns. This study aims to shed light on the underlying reasons and drives that shape the fashion choices of males belonging to Generation Z by exploring the complex interaction between self-esteem, body appreciation, and clothing behavior. Retailers and marketers can create tactics that appeal to this group by knowing these psychological dynamics, which will ultimately result in more successful and effective marketing campaigns.

6.2 Limitations

Language of the items was a barrier to our research. There were some items that were not framed accurately due to which some participants faced problems filling in the questionnaire.

Research was less controlled as some people filled the forms in groups, some alone and some in their rooms due to lack of time.

6.3 Implications for Future Research

Longitudinal studies that monitor the evolution of Generation Z members' self-perception, body image, and dressing habits can provide significant understandings of the interplay between these variables.

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APPENDIX A

Greetings,

I am Devyani Baijal, Master's student of I/O Psychology, at Thapar Institute of Engineering and Technology, Patiala, conducting a research with the topic entitled: " Predicting clothing behaviors of Generation Z men and women through self-esteem and body appreciation. The research is being conducted on individuals between the age group of 12 to 27 yrs old. If you fit into the criteria, you can participate in the study by filling out the forms.

CONSENT FORM

Your participation will require approx. 10 minute of your time. The questions will be related to self esteem and body appreciation. The participants are required to answer a set of questions.

All information shared by you will be kept confidential and anonymous. It is going to be used for research purposes only. Your name will not be collected or included in any report. If you have any further questions about this study, please contact the researcher through the following email:

dbaijal_ma22@thapar.edu. Please respond below indicating that you understand the purpose and objective of the study, and willingly agree to participate in the study.

I have read the instructions and I understand the purpose of the study. I Consent to answer the questions with honesty.

- YES
- NO

APPENDIX B: Self esteem scale

Instructions: Below is a list of statements dealing with your general feelings about yourself. If you strongly agree, circle SA. If you agree with the statement, circle A. If you disagree, circle D. If you strongly disagree, circle SD.

| S.NO. | | | | | |
|-------|--|----|---|---|----|
| 1. | On the whole, I am satisfied with myself. | SA | A | D | SD |
| 2. | At times, I think I am no good at all. | SA | A | D | SD |
| 3. | I feel that I have a number of good qualities. | SA | A | D | SD |
| 4. | I am able to do things as well as most other people. | SA | A | D | SD |
| 5. | I feel I do not have much to be proud of. | SA | A | D | SD |
| 6. | I certainly feel useless at times. | SA | A | D | SD |
| 7. | I feel that I'm a person of worth, at least on an equal plane with others. | SA | A | D | SD |
| 8. | I wish I could have more respect for myself. | SA | A | D | SD |
| 9. | All in all, I am inclined to feel that I am a failure. | SA | A | D | SD |
| 10. | I take a positive attitude toward myself. | SA | A | D | SD |

APPENDIX C: Body Appreciation Scale-2

Instructions: Below is a list of statements designed to measure their attitudes and feelings towards their body. read each statement carefully and respond based on how they feel. They should indicate their level of agreement with each statement using a scale ranging from 1 to 5, where, 1=Never, 2=Seldom, 3=Sometimes, 4=Often, 5=Always.

| S.NO. | | | | | | |
|-------|--|---|---|---|---|---|
| 1. | I respect my body. | 1 | 2 | 3 | 4 | 5 |
| 2. | I feel good about my body. | 1 | 2 | 3 | 4 | 5 |
| 3. | I feel that my body has at least some good qualities. | 1 | 2 | 3 | 4 | 5 |
| 4. | I take a positive attitude towards my body. | 1 | 2 | 3 | 4 | 5 |
| 5. | I am attentive to my body's needs. | 1 | 2 | 3 | 4 | 5 |
| 6. | I feel love for my body. | 1 | 2 | 3 | 4 | 5 |
| 7. | I appreciate the different and unique characteristics of my body. | 1 | 2 | 3 | 4 | 5 |
| 8. | My behavior reveals my positive attitude toward my body; for example, I hold my head high and smile. | 1 | 2 | 3 | 4 | 5 |
| 9. | I am comfortable in my body. | 1 | 2 | 3 | 4 | 5 |
| 10. | I feel like I am beautiful even if I am different from media images of attractive people (e.g., models, actresses/actors). | 1 | 2 | 3 | 4 | 5 |

APPENDIX D: Clothing Behaviour Scale

Instructions: Please select the option which you feel is most appropriate related to your clothing behaviour on the continuum of strongly agree to strongly disagree. Be honest with your answers. There are no write or wrong answers.

| S.NO. | | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|-------|---|-------------------|----------|----------------------------|-------|----------------|
| 1. | I usually select clothes that are stylish. | 1 | 2 | 3 | 4 | 5 |
| 2. | I usually choose clothes that will impress people. | 1 | 2 | 3 | 4 | 5 |
| 3. | I usually select clothes based on what's "in" or a trend. | 1 | 2 | 3 | 4 | 5 |
| 4. | I prefer clothing that is dark in color (e.g. black). | 1 | 2 | 3 | 4 | 5 |
| 5. | I tend to pick clothing that is loose and not fitted to the body. | 1 | 2 | 3 | 4 | 5 |
| 6. | I pick clothing regardless of my weight or shape. | 1 | 2 | 3 | 4 | 5 |
| 7. | I enjoy wearing tight-fitting clothes to show off my curves. | 1 | 2 | 3 | 4 | 5 |
| 8. | My clothing | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|-----|--|---|---|---|---|---|
| | boosts my self-confidence. | | | | | |
| 9. | I prefer clothes that do not draw attention to my figure or shape. | 1 | 2 | 3 | 4 | 5 |
| 10. | I feel uncomfortable in my clothing because of my body. | 1 | 2 | 3 | 4 | 5 |
| 11. | I choose clothing that will hide any figure problems that I feel I have (e.g. large thighs). | 1 | 2 | 3 | 4 | 5 |

