

SHOPPING AND THE SELF: THE RELATIONSHIPS  
AMONG BODY SIZE, BODY-ESTEEM, AND  
WOMEN'S SHOPPING BEHAVIORS

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SHOPPING AND THE SELF: THE RELATIONSHIPS  
AMONG BODY SIZE, BODY-ESTEEM, AND  
WOMEN'S SHOPPING BEHAVIORS

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## CHAPTER I

### INTRODUCTION

Understanding how consumers make shopping decisions is important to both marketers and consumers because it can help marketers better understand how to approach different groups of consumers, but it can also make consumers more aware and informed purchasers. In fact, apparel purchases represent a significant portion of the retail economy. It is predicted that by the year 2011, globally, the apparel market will be worth \$994.8 billion (CBCR, 2007). Market research also has shown that it is women who purchase about 80% of all apparel products (Cotton Incorporated, 2002). In 2000, the sale of women's clothing surpassed the overall growth of the apparel market. Specifically, women's apparel sales made up about 53%, approximating 97 million dollars, of all U.S. apparel sales (NPD, 2001). On average, American households spend almost double as much money on women's apparel than on men's clothing (BLS, 2004). The present research investigated the factors related to women's apparel shopping behaviors.



## CHAPTER II

### REVIEW OF LITERATURE

Over the last two decades, social psychologists have made progress toward understanding the self (Blumer, 1962; Rogers, 1951; Tajfel & Turner, 1986). Rogers (1951) theorized about the impact of self-esteem on congruency between the distinctive aspects of the self (e.g. real self vs. ideal self). Of particular interest was the idea that discrepancies or major differences between different aspects of oneself (e.g. ideal self vs. real self) create dissonance and psychological discomfort within a person, often resulting in low self-esteem. His theory further noted not only the importance of how one views oneself, but also how other's view the individual.

Many researchers have emphasized the role of social interactions in self-concept and self-esteem development, following the notions of symbolic interactionism (Blumer, 1962; Coon, 1994; Stryker, 1964;). In 1986, Taifel and Turner's proposed Social Identity Theory, arguing that people work towards self-esteem enhancement (e.g. making themselves look/feel better about themselves) or self-esteem maintenance (e.g. maintaining a positive view of themselves), especially with regards to building in-groups and out-groups.

In accordance with the Social Identity Theory, Baumeister, Tice, and Hutton (1989) argued that people strive toward maintaining or enhancing their self-esteem. He

noted that people must choose to acquire risk (e.g. shop in brick and mortar environments) or avoid risk (e.g. shop from home). Public exposure (e.g. shopping in brick and mortar) or performance can be risky (e.g. people may criticize me and my way of dress). However, success in risky situations can help enhance one's reputation/identity, so individuals with high self-esteem tend to take this approach. In contrast, individuals with low self-esteem may chose to avoid risk, as a way of protecting their esteem. He also argued that people with low self-esteem tend to avoid standing out in public, while individuals with high self-esteem may chose not to avoid public attention. In addition, McFarlin and Blascovich (1981) argued that, while all people (of low and high self-esteem) want to achieve success, they proceed towards achieving success in different ways; typically in ways congruent with protecting (i.e., low esteem) or enhancing (i.e., high esteem) their self-esteem.

Webster and Tiggeman (2003) claimed that that personal dissatisfaction with aspects of one's self, which are seen as important to one's identity (self-image/self-concept), will have negative impacts on self-esteem. Self-image has been conceptualized as including one's body image, one's experiences with the environment, and one's feelings and wants, in addition to one's perception of self, personality and abilities (Coon, 1994). Thus far, there have been two major theories proposed that attempt to link self-concept with purchasing behaviors. The Extended-Self Theory (Belk, 1988 for a review) proposes that consumer products or possessions are an important aspect of the self, referred to as the "extended self." The extended self is believed to include personal and group belongings, things, people, and places. It is a compilation of different products and things one owns, not a single asset or entity alone that can best convey a person's self

concept. In his view, the self is more apparent or visible through one's possessions than through one's own conceptualization of the "self." He argues that just as people can place meaning on things they own, possessions can also partly define us in some way. He notes that clothing, beauty products, and accessories may be important to us because they help change our bodies in some way (see Belk, 1991 for a review). Thus, decisions about purchasing apparel products are very much tied to one's perceptions of one's body (e.g. body esteem), and how one thinks others will perceive them (i.e., symbolic interactionism). It is therefore predicted that these factors not only influence the types of apparel products women chose to purchase, but also the ways in which they chose to purchase those products.

A consumer's motivation for purchasing a product is often related to maintaining or increasing their self-esteem and, in turn, their self-image (Grubb & Grathwohl, 1967). Grub and Grathwohl also argued that products are used as a way of communicating to a person's reference group. Consumers' choosing and/or purchasing a product may be driven by two different motivations: 1) guarding or improving one's self-esteem (and in subsequently improving one's self-image) and 2) self-consistency (maintaining one's current self-image; Rosenberg, 1979). Self-esteem, specifically, is related to approach (goals; moving towards positive reinforcements) and avoidance (threats; averting negative behaviors) behaviors. With regard to clothing, people may be motivated to purchase clothing that helps maintain or increase their self-esteem. For instance, women may chose clothing based on satisfaction with certain body parts (Alexander, Connell, & Presley, 2007). For example, if a woman is satisfied with a particular area of her body (e.g., legs) she may be more likely to choose clothing (e.g., tighter or shorter skirts) that

fits closer to that part of the body. Women often choose to show off body parts that they view positively, and conceal parts that they view negatively.

Sirgy's (1982) Self-Congruity Theory proposed that consumers compare their self-image to the characteristics or image of a potential product. He suggested that consumers' self-image, specifically their ideal self, plays a major role in consumer decisions. It is believed that consumers' attitude toward a product is a function of: 1) the product and the product image being strongly connected in a person's memory, and 2) the image of the product being highly valued as a part of the individual's self-concept. In 1986, Sirgy proposed that self-congruity affects self-image. He proposed that people have a need for protecting their self-esteem and keeping their self-image consistent. For instance, women who see themselves as physically inadequate may choose to purchase clothing that is very different (e.g. larger or less attention-getting) from women who have positive body images. Sirgy argued that perceptions of self-image influence one's attitudes towards product classes and brands.

Despite these two theories, much remains unknown about the factors related to women's shopping behaviors. The present research's aim is to examine the relationship between body-size, body-esteem and women's shopping behaviors; specifically whether women prefer to shop for apparel in stores, from catalogues, or on the Internet. In prior research, the body has been seen as one of the most central aspects of the self (Belk, 1988; Mittal, 2006; Prelinger, 1959). Mittal (2006 for a review) argues that this idea is especially prevalent among western consumers who are obsessed with their bodies and their appearances. Body-esteem is an integral component of self-esteem, and includes perceptions of attractiveness, body appearance, and physical condition (Franzoi &

Herzog, 1986). Franzoi and Herzog argue that women's body-esteem involves three different factors, including an individual's attitudes (positive or negative) towards their: physical condition (referring to one's endurance, strength and dexterity), level of sexual attractiveness (referring to sexuality and facial features), and concern with weight (referring to one's physical appearance and parts of one's body that can be changed).

Prior research has also been shown that there is a relationship between body-esteem and body size. Alexander, Connell, & Presley (2007) found that women chose clothing based on satisfaction with certain body parts. In other research, female consumers were found to be more dissatisfied with their bodies than male consumers (Webster & Tiggemann, 2003; O'Dea, 2006). O'Dea found that non-overweight women were more satisfied with their bodies than overweight women. O'Dea found that as early as 7<sup>th</sup> grade, girls who are heavier in weight (i.e., BMI), showed significant declines in perceptions of physical appearance and self-concept over a three year period. Research has also shown that body size is a significant factor affecting women's preferences for clothing and apparel-related products (Alexander, Connell, & Presley, 2007). However, few studies in the apparel-related literature take into consideration the impact of body size (Chattarman & Rudd, 2006; Chowdhary & Beale, 1988; Feather, Ford, & Herr, 1996; Goldsberry, Shim, & Reich, 1996) on preferences and consumption patterns. Even fewer studies consider the differences between women of different sizes (e.g., small, average, and large-sized; Chattarman & Rudd, 2006; Shim & Kotsiopulos, 1990). In essence, most clothing and apparel related research disproportionately focuses on average or non-plus sized women.

The present research tested six hypotheses. These are summarized in Table 1 and are discussed in turn. First, body size was hypothesized to be negatively related to body-esteem, specifically, larger sizes were expected to be associated with lower body-esteem. It was also predicted that body image internalization would moderate the relationship between body size and body-esteem, as it was predicted that women with larger body sizes who were high on body image internalization would have lower body-esteem than larger sized women with lower body image internalization and smaller-sized women. This prediction follows from self-congruity theory (Sirgy, 1982). This prediction is motivated by the prior research suggesting that there is a relationship between body-esteem and internalized body image. It has been suggested that because women do not see average- or large-sized women in advertisements, they may become dissatisfied with their own bodies (citations). Levine and Smolak (1996) reported that 98% of American women are larger than the average female model. However, this sociocultural norm of being thin and attractive affects women's perceptions of what they should look like, and subsequently their own self-image (Strahan, Wilson, Cressman, & Buote, 2006). In a qualitative study with adolescent girls, Tiggemann et al. (2000) found that the most common reasons given for wanting to be thin are the recurrent and powerful media messages girls are exposed to, and the desire to look like models shown in the media. While the girls acknowledged that media portrayals of thinness were unrealistic and often times digitally manipulated, they still felt pressure to conform to those images.

Regardless of size and body perception, women tend to be interested in fashion and clothing (Kwon, 1992). However, overall women tend to be more self-conscious and dissatisfied with their bodies than men. Self consciousness is said to be made up of both

the private and public self-consciousness (Fenigstein, Scheier, & Buss, 1975). Public self-consciousness is defined as “the tendency to direct attention toward the self as a social object” (Fenigstein, 1987). Public self-consciousness involves awareness of one’s own outward actions and physical exterior. The private self-consciousness involves awareness of one’s private motives, feelings, and thoughts about oneself. Of interest to research with clothing and apparel-related products is public self-consciousness.

Research shows that individuals high in public self-consciousness may show more self-attention (Fenigstein, 1984), and react more negatively or take ambiguous experiences more personally (Fenigstein, 1979) than individuals low in public self-consciousness.

The present research also tested three additional hypotheses. The hypotheses pertain directly to shopping preferences (i.e., where women prefer to shop). It was reasoned that women who are more self-conscious about their weight may view negative interpersonal situations as a direct result of being overweight instead of considering alternative explanations such as their own behavior or the other person’s mood or personality (Cash, 1990). Being aware of one’s appearance and self-image may increase a person’s self-consciousness, and thus increase their social anxiety (Briggs, Cheek, & Buss, 1980). Solomon and Schopler (1982) conducted one of the first studies assessing the relationship between clothing and the self. They examined participants’ self-consciousness (private, public, and social anxiety), fashion opinion leadership, attitudes-toward conformity, clothing interest, and degree to which clothing is related to the self. The findings showed that for female college students, public self-consciousness was positively related to the various clothing-related aspects including: attitudes toward conformity, degree to which participants felt that clothing contributed to their mood, how

important it was to be dressed fashionably, and how much they felt clothing influenced how they perceived others. In a more recent study, Kwon (1992) found that body consciousness affects self-consciousness and social anxiety. In accordance with this prior research, it was predicted that body-esteem would be related to shopping experiences. Individuals with low body-esteem were expected to report more negative brick and mortar shopping experiences and would be likely to shop via catalogues or on the Internet.

Additionally, the relationship between body size and in-store shopping experiences was hypothesized to be mediated by body-esteem. The process of shopping for clothing at brick and mortar stores (in public) certainly involves a consumer's self-image in a number of ways. While shopping, women often try on clothing and or see themselves in a mirror. Viewing oneself in a mirror makes an individual more self-aware and may increase self-consciousness (Duval & Wicklund, 1972). For women with a positive body image, viewing themselves in a mirror may confirm the positive view of their body and themselves. Women with a negative body image may view themselves even more negatively after seeing themselves in a mirror. Fenigstein (1979) found that individuals who were made more self-aware through viewing themselves in a mirror tended to show more negative (positive) responses toward negative (positive) evaluations made by the researcher. Therefore, it may be the case that women, who experience negative feelings because of heightened self awareness (i.e. more aware of self-image) during shopping, may further extend these negative feelings toward evaluations of their shopping experience.



It was also hypothesized that public self-consciousness would moderate the relationship between body-esteem and in-store shopping experiences. Specifically, individuals with high body-esteem and who are low in public self-consciousness would experience more positive in-store shopping experiences. Prior research has shown that an interaction between self-esteem and “publicness” (i.e. others are present) predicts behavioral outcomes (e.g. evaluation of one’s performance; Archibald and Cohen, 1971; use of self-presentation strategies; Baumeister, 1982). Although there has been a relative increase of people shopping from home, many consumers chose not to shop from home for a number of reasons including the absence of immediate gratification from purchasing the item, inability to completely experience or interact with a product, and the risk of being dissatisfied with the product (Brown, Culkin, & Fletcher, 2001; Vijayasathy & Jones, 2000). Moreover, research shows that in-store shoppers differ from in-home shoppers. Rajamma, Paswan, and Ganesh (2007) found that in comparison to consumers who prefer to shop online, consumers who prefer to shop in brick and mortar place a greater degree of importance on shopping enjoyment and assurance (i.e. security, problem resolution, and customer service). While some researchers argue that in-store consumer purchases are decreasing due to innovations in technology and changes in consumers’ available time (Taher, Leigh, & French, 1996), in-store shopping continues to be one of the most prevalent ways of shopping for clothing. In the increasingly global marketplace, shoppers have more opportunities to shop using catalogues and the Internet. It has been predicted that by the year 2010, internet sales will makeup about 15 to 20 % of all retail sales (Crawford, 2000). Currently, apparel purchases are within the top five types of products sold over the internet (Crawford, 2000).

Lastly, it was hypothesized that shopping experiences, product involvement, and body-esteem would be significantly related to shopping modes. In particular, it was predicted that shopping experience, product involvement, and body-esteem would be positively related to likelihood of using in-store methods of shopping for clothing, and negatively related to likelihood of using alternative forms (i.e. internet and/or catalogue) of shopping for clothing.

Previous research shows that alternative forms of shopping maybe especially attractive or unattractive to consumers with certain characteristics (Rosa et al, 2006). Rosa et al. conducted an online-study. The researchers tested body-esteem, body boundary aberration, product involvement, and consumer concern with product fit, as predictors of online apparel purchases. They found that body-esteem positively influences consumers' apparel involvement and general concern with apparel physical fit. Specifically, individuals with low body-esteem showed a lesser degree of involvement with apparel products. They also found that these factors then contributed to consumer's intentions to purchase clothing online in the future. Consumers with high body-esteem and high apparel involvement showed high concern for product fit, and therefore were less likely to purchase apparel items online.

## CHAPTER III

### METHODOLOGY

#### *Participants*

Three hundred twenty one female participants ranging from age 18 to 25 ( $M = 21.44$ ,  $SD = 2.25$ ) completed the survey. A total of 715 people accessed and initiated some part of the survey. Approximately 450 of those individuals completed at least some part of the measures, and 321 completed the entire survey. Participants were recruited through the psychology research pool at Oklahoma State University, through flyers and email listserves. Approximately 83% of participants were college students. Of the sample participants, 69% were White; 11% were Hispanic; 10% were African American; 4% were Native American; 3% were Asian, and 3% were from other groups. Other demographics are found in Table 2.

#### *Procedure*

Participants were asked to complete various survey measures online. Questionnaires were presented to participant in random order (order randomly sorted by Survey Gizmo), with the exception of the demographic form, which was always completed at the end of the survey. The demographic form contained the body size, weight, and height questions. Upon completion, participants were debriefed and an explanation of the nature of the study was revealed.

## *Measures*

*Body type/size.* Body size was measured through three questions that were answered at the end of the demographic form. Participants were asked to indicate their clothing size. Clothing sizes were grouped and listed based on recommendations by Farr, Stone, Auliff, and Ouverson (1996). Participants were also asked to indicate their weight and height. From this information, BMI was calculated. A copy of this measure is provided in Appendix A.

*Body-esteem Scale.* The Body-esteem Scale (BES: Franzoi and Shields, 1984) measures how people feel about their bodies. It has three scales for women and three scales pertinent to men. Women's body-esteem involves three different factors including an individual's attitudes (positive or negative) towards their physical condition (referring to one's endurance, strength and dexterity), sexual attractiveness (referring to sexuality and facial features) and concern with weight (referring to one's physical appearance and parts of one's body that can be changed). High Scores indicate positive body-esteem, while low scores indicate negative body-esteem. In the present study, reliability coefficients (*Cronbach  $\alpha$* ) for each of scales were .85 (sexual attractiveness), .92 (weight concern), and .88 (physical condition). Reliability for the overall measure was .94.

*Body ideal internalization.* The Sociocultural Attitudes Towards Appearance Questionnaire (SATAQ; Heinberg, Thompson, & Stormer, 1995) internalization subscale (*Cronbach  $\alpha$  = .75*) was used to assess body ideal internalization. Participants were presented with eight statements about body ideals and asked to indicate to what degree they agreed or disagreed with those statements. Answer options ranged from completely

disagree (1) to completely agree (5). A high score indicates high body ideal internalization.

*Self-consciousness.* Public self consciousness was measured using the Self-consciousness Scale (Fenigstein, Scheier, & Buss, 1975). This scale is a 23-item measure designed to assess a person's propensity towards focusing on themselves. This measure contains three scales which include: private self-consciousness, public self-consciousness, and social anxiety. Only the public self-consciousness scale ( $\alpha = .81$ ) was administered in this study. This subscale has seven items. Answer options ranged from extremely uncharacteristic (0) to extremely characteristic (4).

*Shopping experiences.* Shopping experiences were measured using the SERVQUAL (Parasuraman et. al., 1988). This measure assesses retail and service-related quality received by a consumer. In this case, participants were asked to consider what an excellent clothing store would resemble. Then they were asked to rate their last clothing shopping experience in a brick and mortar store. Answer options ranged from strongly disagree (1) to strongly agree (7). This measure has 5 scales including: Tangibles (e.g., facility, staff;  $\alpha = .86$ ), Reliability (e.g. dependable service;  $\alpha = .88$ ), Responsiveness (e.g., meet customer needs;  $\alpha = .88$ ), Assurance (e.g., staff is trustworthy;  $\alpha = .89$ ), and Empathy (e.g., proving caring and personalized service;  $\alpha = .89$ ). An example of questions used is found in Appendix B.

*Product involvement.* Product involvement was measured using a measure ( $\alpha = .94$ ) created by Mittal (1995). The measure contains five questions. Ratings are based on a 7-point semantic differential scale, with 7 indicating the "*most involvement*" and one

indicating the “*least amount of involvement*” with apparel products. A copy of this measure is provided in Appendix C.

*Modes of shopping.* Modes of shopping preferences were measured using four questions from the Behavioral Intentions Scale. Participants were asked to rate their inclination toward using each shopping channel: in stores (brick and mortar), on the internet, and in a catalogue. Ratings are based on a 7-point semantic differential scale, with 7 indicating the most inclination and one indicating the least inclination towards using that particular shopping channel. For each shopping channel (e.g., brick and mortar,  $\alpha = .91$ ; catalogue,  $\alpha = .93$ ; internet,  $\alpha = .96$ ), participants were presented with the following semantic differential scales: Unlikely-Likely, Improbable-Probable, Definitely would not use-Definitely would use, and Not at all-Very Frequent. In order to test this measure for predictive ability, two questions were asked about participants’ frequency of shopping in brick and mortar and alternative channels of shopping. Answer options ranged from everyday to never. Preference for brick and mortar was positively related to frequency of shopping in brick and mortar,  $r(320) = .43, p = .001$ . Preference for shopping on the internet was positively related to frequency of shopping on internet,  $r(320) = .71, p = .00$ . Preference for shopping via catalogue was positively related to frequency of shopping via catalogue,  $r(320) = .66, p = .00$ . This measure is found in Appendix D.

## CHAPTER IV

### RESULTS

Participant's responses from the online survey were scored for each measure. Reliability coefficients were calculated for each of the measures. Table 1 contains a summary of predicted relationships and statistical analysis that were conducted. Descriptive analyses were conducted. Means and standard deviations were calculated. Bivariate correlations between all combinations of the variables were also calculated. Table 3 provides a summary of the results from the correlational analyses.

For Hypothesis 1, it was predicted that body size and BMI would be negatively correlated with body-esteem. In order to test this hypothesis, a Pearson Correlation was conducted. It was expected that as size and BMI increased, body-esteem would decrease. Results supported this hypothesis. BMI was significantly related to the three BES scales: Sexual Attractiveness,  $r(311) = -.13, p = .03$ ; Weight Concern,  $r(311) = -.47, p = .00$ ; and Physical Condition,  $r(310) = -.30, p = .00$ . Additionally, shirt size and pant size were also significantly related to the three BES scales. These correlations are displayed in Table 3.

For Hypothesis 2, it was predicted that ideal body-image internalization would moderate the relationship between body size and body-esteem. In order to test this hypothesis, three regression analyses were conducted. Each regression used pant size,

shirt size, or BMI as a predictor in addition to body image internalization. Each body size variable and the ideal body image internalization variable were centered. A product (interaction term) was calculated between the two centered variables. A multiple regression was conducted with the two centered variables and the interaction term entered as predictors and body-esteem entered as the dependent variable. Results showed a significant Regression equation,  $R^2 = .30$ ;  $F(3, 308) = 44.51, p = .000$ . While there were significant main effects for BMI,  $t(311) = -8.11, p = .000$ , and ideal body internalization,  $t(311) = -8.47, p = .000$ , the interaction was not significant ( $p = .31$ ). Thus, Hypothesis 2 was not supported. The results of this analysis are displayed in Table 5.

For Hypotheses 3, it was expected that there would be a positive correlation between body-esteem and brick and mortar apparel shopping experiences. Individuals who feel better about their bodies were expected to report more positive shopping experiences in a store. To test this hypothesis, a *Pearson* correlation was conducted. The results supported this hypothesis. Two of the three body-esteem factors were negatively related to shopping experiences: Weight Concern,  $r(330) = .20, p = .000$ , and Physical Condition,  $r(330) = .24, p = .000$ . The Sexual Attractiveness scale showed a trend toward a positive relationship with shopping experiences,  $r(331) = .10, p = .06$ .

For Hypothesis 4, it was predicted that the relationship between body size (i.e. BMI) and shopping evaluations would be mediated by body-esteem. In order to test this mediation, correlations were first computed between body size (IV) and body esteem (mediator). As reported before, body size and body esteem were significantly negatively related. Next a correlation between BMI (IV) and shopping experience satisfaction (DV) was computed. BMI and shopping experience satisfaction were also negatively related,  $r(310) = -.13, p = .02$ . Next, four multiple regressions were conducted, each using BMI and



one of the four body-esteem factors (physical condition, weight concern, sexual attractiveness, or BES total) as predictors, and shopping evaluations as the criterion. It was expected that body size would not be a significant predictor when body esteem was entered into the regression equation. Results showed that body esteem was a significant mediator, when physical condition,  $t(2, 311) = 3.74, p = .000$  and weight concern,  $t(2, 311) = 2.69, p = .007$ , were entered into a regression equation with BMI, separately. Table 6 displays the regression coefficients. While BMI was still a significant predictor when sexual attractiveness factor was entered into the regression equation, BMI showed a decreased partial correlation,  $r_{part} = -.119, p = .036$ .

For Hypothesis 5, it was predicted that self-consciousnesses would moderate the relationship between body-esteem and shopping experiences. In order to test this hypothesis, body-esteem (i.e. sexual attractiveness, weight concern, physical condition, or BES total) and public self-consciousness were centered. A product (interaction term) was calculated between the two (i.e. one of the four measures of body esteem and public self-consciousness) centered variables. Four multiple regressions with the two centered variables and the interaction term entered as predictors and shopping experiences entered as the dependent variable, were conducted. Results showed a significant regression equation,  $R^2 = .06; F(3, 327) = 6.98, p = .000$  and a significant interaction between body-esteem and self-consciousness,  $t(324) = -2.21, p = .028$ . Figures 1 and 2 display these relationships, respectively. Thus, the results indicated that public self-consciousness was a significant moderator. Women with high body-esteem and who were more publicly self-conscious reported the most positive shopping experiences ( $M = -.77$ ). Women with low body esteem and who were low on public self-consciousness experienced more negative shopping experiences ( $M = -.86$ ). Based on recommendations by Aiken and West (1991), post hoc analysis were run by

testing whether simple slopes of the mediator (public self-consciousness) significantly differed from zero. Slopes for high,  $Z = 3.81$ ;  $t(324) = 3.81$ ,  $p = .000$ ; medium,  $Z = 4.14$ ;  $t(324) = 4.14$ ,  $p = .000$ ; and low,  $Z = 4.32$ ;  $t(324) = 4.32$ ,  $p = .000$  levels of public self-consciousness significantly differed from zero. Thus, public self-consciousness, regardless of level (high, medium or low) is a significant predictor of the shopping experience.

Finally, for Hypotheses 6, it was predicted that shopping experiences, body-esteem, and product involvement would be significantly related to women's preferences for shopping channels (e.g., in-store, catalogue or Internet). It was predicted that shopping experience, body-esteem, and product involvement would be positive predictors of in-store shopping. It was also predicted that shopping experience, body-esteem, and product involvement would be negative predictors of using alternative forms (i.e., internet and/or catalogue) of shopping for clothing. To test this hypothesis, three multiple regressions were conducted. Shopping experiences, body-esteem, and product involvement were entered as predictors, and brick and mortar, internet, and catalogue shopping modes were used as criteria in each of the multiple regression equations. For brick and mortar,  $t(324) = 6.43$ ,  $p = .000$ ;  $\beta = .30$ ,  $SE = .05$  and internet,  $t(324) = 2.33$ ,  $p = .02$ ;  $\beta = .18$ ,  $SE = .08$ , only apparel involvement was a significant predictor. It was also found that shopping experience was negatively related to internet shopping. This indicated that more negative shopping experiences were associated with shopping online or more positive shopping experiences were associated with less shopping online. None of the predictors were significant for catalogue shopping.

## CHAPTER V

### DISCUSSION

The present research provides greater understanding about the factors related to women's apparel shopping preference and provides the beginnings of a comprehensive model to predict women's preferred channel of shopping (i.e., in-store, catalogue, or Internet) for apparel products. Five of the six hypotheses were supported. Body size was negatively related to body-esteem. The relationship between body size and body-esteem was not significantly moderated by body image internalization. Body-esteem was found to be positively related to in-store shopping experiences. Body esteem was found to mediate the relationship between body size and shopping experiences. Self-consciousness was found to moderate the relationship between body-esteem and shopping experiences. Lastly, shopping experiences and body-esteem were not significant predictors of shopping channel preferences. However, product involvement was significantly related to women's preferences for shopping channels (e.g., in-store and Internet). The resulting model of how these factors influence women's apparel shopping preference is displayed in Figure 3.

The present findings also showed that individuals who felt better about their bodies experienced more positive brick and mortar shopping experiences. These findings provided further support for the importance of body-esteem in understanding women's shopping experiences. Being able to understand this dynamic could potentially help

differentiate what part of women's clothing shopping experiences may be due to women's own psychological attributes versus the impact of the store in general. In doing so, marketers would be able to identify how they might be able to impact how women feel about themselves while shopping for clothing.

This investigation also showed that self-consciousness moderates the relationship between body-esteem and shopping experiences. This relationship underscores the importance of assessing self-consciousness in understanding women's shopping experiences. These findings further supported the notion that public exposure/awareness may create a greater sense of risk for people with low-self-esteem, one which they try to avoid. It may be a self-fulfilling prophecy and or social inadequacy that turn their public experiences (brick and mortar shopping) into negative experiences. Given that satisfaction with one's shopping experience is largely predictive of whether one will shop at a store again or purchase a particular product (Taylor and Baker, 1994), how one perceives the typical shopping experience should impact decisions about how to purchase apparel products. Therefore, public-self-consciousness appears to be an important factor to incorporate in a comprehensive model of shopping.

Lastly, the present findings showed that high apparel involvement was a positive predictor of purchasing clothing in brick and mortar and online. High preference for shopping in brick and mortar, internet, and catalogue, respectively, was related to high involvement with apparel products. Thus, it appears that the highly involved individual may have needed to see and experience products in person. However, involved individuals were still willing to use the internet to purchase products. Researchers argue that involvement is the most predictive relational variable with regards to purchasing a

product (Evrard & Aurier, 1996; Martin, 1998), thus involvement is also included in the model of shopping decisions.

A number of the findings from the present research were consistent with those found in previous studies. First, the present research showed that body size was negatively related to body esteem in women (c.f., O’Dea, 2006, Webster & Tiggemann, 2003). Large-sized women’s negative body esteem may impact their shopping experiences as well as their decisions about what apparel products to buy (Chataraman and Rudd, 2006) and where to buy them. Second, the present research found, as did Lokken, Worthy, and Trautmann (2004), that there was a negative relationship between body-esteem and body-image internalization. Lokken et al. also found a direct positive relationship between women’s body dissatisfaction and the degree to which they internalize culturally prescribed standards of beauty. Third, the present research found that self-consciousness was found to moderate the relationship between body-esteem and shopping experiences, as has been found by Briggs, Cheek, and Buss (1980) and Kwon (1992). The results are consistent with Baumeister et al.’s (1989) notions about public awareness and self-esteem; because shopping in brick and mortar is a public activity, individuals with low self-esteem may have felt more inadequate and less willing to take a “risk”, while individuals with high self-esteem may have felt more comfortable and thus enjoyed the shopping experience.

Among the limitations of the present research is the fact that there may have been an under representation of women who do more shopping on the internet or via catalogue. Approximately 25 percent of the sample reported shopping for apparel on the internet at least monthly, and 4% of women reported shopping for apparel via catalogue

at least once a month. However, for brick and mortar, 74 % of women reported shopping for apparel products at least once month or more. A larger representation of these women is needed to better understand how primary users of the various channels differ on each of the physical and psychological characteristics. One alternative explanation for the underrepresentation of women who shop online and via catalogue may be due to age. For instance, research shows that catalogue shoppers tend to be older (Beaudry, 2000) and have less time (Dholakia & Uusitalo, 2002) to spend on shopping. Thus, they resort to alternative forms of shopping such as using a catalogue.

Because the present research did not find that body image internalization moderated the relationship between body size and body esteem, future research may be warranted. It is possible that some women may not be aware of the influence that media may have on perceptions of appearance. Previous research has shown that not all women buy into media images as much as others (Lennon, Lillethun, & Buckland, 1999). Through a series of focus groups, Lennon et al. found that women reported a higher likelihood of purchasing clothing or beauty products when exposed to ads with average-looking models versus idealized-looking models. They also found that a variety of personality characteristics (e.g., depression, perceptions of gender roles, self-esteem) may help determine the extent to which women are negatively affected by idealized media images.

The marketing implications of the present research are clear. If a clothing store would like to attract different types of women, they must make them “feel good” about themselves within the shopping experience. For individuals with low self-esteem, this may result in using modes of shopping that allow women to shop from home or modes of

shopping that call little attention to them. For instance, displaying pictures of regular, everyday women in store advertisements (e.g. Dove Beautiful Bodies Campaign), and providing access to friendly sales-personnel may help female shoppers feel more positive about their shopping experiences. Internet and catalogue merchandisers might advertise the positive aspects of shopping using alternative modes as opposed to shopping in a store. For instance, emphasizing that a customer will not be observed by anyone as they shop or that they will not have to try on clothing may encourage women with a negative body image and who are highly self-conscious to use these alternative shopping modes.

In summary, female consumers feel about their bodies and how self-conscious they are, can help predict positive or negative brick and mortar shopping experiences. Additionally, clothing and apparel involvement is an important determinant for preferences to shop in brick and mortar and via internet. These findings have important implications for how marketers should approach the shopping experience. Thus, the proposed model of women's apparel shopping decisions illustrates the importance of considering these variables (i.e. body size, body esteem, shopping experiences) along with other psychological and situational factors that impact women's shopping decisions. Future research should investigate the impact of the various variables in helping better understand and segment the women's apparel market.

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## APPENDICES



Appendix A

**Demographic Form**

Age 18 19 20 21 22 23 24 25

Gender: Male Female

Are you a college student? Yes No

Ethnic background:

1. White
2. African American
3. Hispanic/Latino/Chicano
4. Asian
5. Native American/Alaskan Native
6. Native Hawaiian / Pacific Islander
7. Mixed (Please specify \_\_\_\_\_)

**Pant size:**

2 to 4

4 to 6

6 to 8

8 to 10

10 to 12

12 to 14

14 to 16

16 to 18

18 to 20

20 to 22

22 to 24

24 to 26

26 to 28

28 to 30

30 to 32

**Shirt size:**

XS (extra small) to small

Small to medium

Medium to large

Large to XL

XL to XXL

XXL to XXXL (2XL to 3XL)

XXXL to XXXXL (3XL to 4XL)

Do you wear petite size clothing?      Yes                      No

Do you wear tall size clothing?      Yes                      No

Do you wear plus size clothing?      Yes                      No

Weight: (in lbs): \_\_\_\_ lbs

Height: (in feet and inches) \_\_\_\_ft and \_\_\_\_Inches

***What State do you live in?***                      (Drop down menu of U.S. states will be provided)

***Which of the following describes the city in which you live in?***

- 1) Urban
- 2) Suburban
- 3) Rural

What is your yearly household income in U.S. dollars?

Under \$10,000

\$10,000 - \$19,999

\$20,000 - \$29,999

\$30,000 - \$39,999

\$40,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

\$100,000 - \$150,000

Over \$150,000

***What is your marital status?***

Single

Married

Divorced

Widowed

Living with someone

***What is the highest level of education you have completed?***

Less than high school education

High school DIPLOMA or the equivalent (*for example: GED*)

Some college, no degree

Associate degree (*for example: AA, AS*)

Bachelor's degree (*for example: BA, AB, BS*)

Master's degree (*for example: MA, MS, MEng,MSW, MBA*)

Professional degree (*for example: MD, DDS, LLB, JD*)

Doctorate degree (*for example: PhD, EdD*)

***What year and month were you born? Please select the month and year you were born.***

(options: 1-12) month and (Options: 2000 to 1945) YearAppendix B

## Appendix B

### Quality of Service Questionnaire – Sample Instructions and Questions

Instructions: Based on your experiences as a shopper in a clothing store (brick and mortar), please think about the kind of clothing store that would deliver excellent quality of service. Think about the kind of clothing store in which you would like to shop. Please show the extent to which you think such a clothing store would possess the feature described by each statement. If you feel a feature is *not at all essential* for excellent clothing stores such as the one you have in mind, circle the number 1. If you feel a feature is *absolutely essential* for excellent clothing stores, circle 7. If your feelings are less strong, circle one of the numbers in the middle. There are no right or wrong answers - all we are interested in is the number that truly reflects your feelings regarding clothing stores that would deliver excellent quality of service.

\*\*Answer Options ranged from Strongly Disagree (1) to 7(Strongly Agree)

1. Excellent clothing stores will have modern looking equipment.
5. When excellent clothing stores promise to do something by a certain time they will do so.
9. Excellent clothing stores will insist on error-free records.
13. Personnel in excellent clothing stores never be too busy to respond to customers' requests.
17. Personnel in excellent clothing stores will have the knowledge to answer customers' questions.
20. Excellent clothing stores will have staff who give customers personal attention.

Instructions: The following set of statements relate to your feelings about the clothing store you last attended. For each statement, please show the extent to which you believe the clothing store has the feature described by the statement. Once again, circling a (1) means that you strongly disagree that the clothing store you have attended has this feature and circling a (7) means that you strongly agree. You may circle any of the numbers in the middle that show how strong your feelings are. There are no right or

wrong answers - all we are interested in is a number that best shows your perceptions about the clothing store which has treated you.

1. The clothing store has modern-looking equipment.
5. When the clothing store promises do something by a certain time it does so.
9. The clothing store insists on error-free records.
13. Personnel in the clothing store are never be too busy to respond to your requests.
17. Personnel in the clothing store have the knowledge to answer your questions.
20. The clothing store has personnel who give you personal attention.

## Appendix C

*Involvement with Apparel**Apparel Is Important*

To me, apparel is:

<b>Unimportant</b>	-3	-2	-1	0	<b>Neutral</b> 1	2	3	<b>Important</b>
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To me, apparel:

<b>Doesn't Matter</b>	-3	-2	-1	0	<b>Neutral</b> 1	2	3	<b>Matters</b>
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To me, apparel is

<b>Insignificant</b>	-3	-2	-1	0	<b>Neutral</b> 1	2	3	<b>Significant</b>
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*Concerned With Apparel*

To me, apparel is of:

<b>No concern</b>	-3	-2	-1	0	<b>Neutral</b> 1	2	3	<b>concern.</b>
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To me, apparel means:

<b>Nothing</b>	-3	-2	-1	0	<b>Neutral</b> 1	2	3	<b>A lot.</b>
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## Appendix D

**Behavioral Intention Scale** [*this measure used to assess shopping channel preference*]*For me, Shopping for clothing in a store (brick and mortar) is:*

<b>1. Unlikely</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Likely</b>
<b>3. Improbable</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Probable</b>
<b>6. Definitely use</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Definitely would not</b>
<b>7. Not at all</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Very frequent</b>

*For me, Shopping for clothing online is:*

<b>1. Unlikely</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Likely</b>
<b>3. Improbable</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Probable</b>
<b>6. Definitely use</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Definitely would not</b>
<b>7. Not at all</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Very frequent</b>

*For me, Shopping for clothing in a catalogue is:*

<b>1. Unlikely</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Likely</b>
<b>3. Improbable</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Probable</b>
<b>6. Definitely use</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Definitely would not</b>
<b>7. Not at all</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Very frequent</b>



TABLES

Table 1

*Proposed Hypotheses, Proposed Statistical Analyses, and Expected Results*

<b>Variables of Interest</b>	<b>Predicted Relationships</b>	<b>Statistical Test</b>	<b>Expected Results</b>
H1: Body size and body-esteem	Negative relationship	Bivariate Correlation	Larger size related to lower body-esteem
H2: Body size, Ideal Body image internalization (IBI), body-esteem	Body image internalization will <i>moderate</i> relationship between body size and body-esteem	Regression with centered variables.	Larger size with high BII will have lower body-esteem than larger size with low IBI and lower size individuals.
H3: Body-esteem and shopping experience attitudes	Positive relationship with in-store.	Bivariate Correlations	High body-esteem associated with positive in-store experiences.
H4: Body size, shopping experiences, body-esteem.	Body-esteem will <i>mediate</i> relationship between body size and shopping evaluations.	Correlation and Regression to assess mediation.	Variance in shopping experience will be accounted for by body-esteem.
H5: Public self-consciousness (PSC), body-esteem, and shopping experiences	PSC will <i>moderate</i> relationship between body-esteem and shopping experiences	Regression with centered variables	A significant interaction between PSC and body-esteem.
H6: Body-esteem, shopping experiences, and product involvement	Positive predictors of in-store shopping channels. Negative predictors of alternative shopping channels	2 multiple regressions with In-store purchase and alternative purchase as DVs.	High BE, positive SE and High PI will predict higher in-store purchase. Low BE, positive SE, and High PI will predict higher Alternative purchase

Table 2

*Sample Demographics*

<b>Student Status</b>	<b>Age</b>	<b>Marital Status</b>	<b>Ethnicity</b>	<b>Education</b>	<b>Income</b>	<b>State</b>	<b>Type of City</b>
83% college student	21	78% single; 11% married	69% White; 11% Hispanic; 10% African American; 4% Native American; 3% Asian; 3% Other	41% Some College; 30% bachelors; 13% high school	Under 10,000 (32%); 14% 10,000 to 19,999	35 states; 57% OK, 8% TX; 5% CA;	43% Suburban, 36% Urban

Table 3

*Correlation Matrix for all Major Variables*

**Table 1 Correlation Table of Major Variables**

	Variables													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. BMI	--	.803**	.836**		-.125*			-.060	-.131*	-.004	-.104	-.140*	-.027	-.055
2. Pant Size		--	.758**					.029	-.092	.029	-.088	-.091	.016	-.033
3. Shirt Size			--					.000	-.100	.025	-.082	-.118*	.027	-.065
4. BES Total Score				--	.833**	.893**	.861**		.210**		.063	.084	.003	.052
5. BES Sexual Attractiveness Scale					--	.582**	.603**		.102		.098	.081	.008	.008
6. BES Weight Concern Scale						--	.672**		.200**		.031	.080	-.004	.053
7. BES Physical Condition Scale							--		.244**		.039	.051	.005	.073
8. SATAQ Internalization Factor								--	-.042	.448**	.278**	.076	.111*	.028
9. SERVQUAL TOTAL									--	.007	.046	.076	.000	.061
10. Public Self-Consciousness										--	.451**	.113*	.096	.013
11. Apparel Involvement											--	.358**	.177**	-.041
12. Brick and Mortar Preference												--	-.037	-.025
13. Internet Preference													--	.326**
14. Catalogue Preference														--

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 4

*Correlation Matrix for Variables in Moderation Analyses*

<b>Correlations for Hypotheses 2 Moderation Analysis</b>			
	1	2	3
BMI_Centered	-	-	-0.060
		-.251**	
BMI_IBI_Interaction_Hypth2		--	.121*
SATAQ_IBI_Centered			--

<b>Correlations for Hypotheses 5 Moderation Analysis</b>									
	1	2	3	4	5	6	7	8	9
BES_TOTAL_Centered	-	-	.833**	.084	.893**	.117*	.861**	.054	.210**
		-.216**							
Self-Consciousness_Centered		--	-.058		-.023			.089	.007
			.201**	.209**		.136**			
BES_SA_Centered			--	.078	.582**	.081	.603**	.054	.102
InteractionTerm_BES_SA				--	.080	.609**	.056	.650**	-.112*
BES_WC_Centered					--	.163**	.672**	.034	.200**
HYPth5_InteractionTerm_BES_WC						--	.037	.671**	-.091
BES_Public_Centered							--	.054	.244**
HYPth5_InteractionTerm_BES_PC								--	-.037
SERVQUAL_TOTAL									--

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 5

## Regression Coefficients for Moderation Analyses

Hypothesis	Number of Regressions Run	DV	R <sup>2</sup>	F	T	Beta	b	SE		
H2	3	Body Esteem Total								
		BMI Centered	.30	44.51**	-8.11**	-0.4	-1.42	0.17		
		<i>Internalization Centered</i>			-8.48**	-0.41	-1.18	0.14		
		BMI x Internalization			-1.02	-0.05	-0.02	0.02		
		Pant Size Centered	0.31	46.334**	-8.35**	-0.39	-2.17	0.33		
		<i>Internalization Centered</i>			-8.05**	-0.38	-1.10	0.14		
		Pant Size x Internalization			0.91	0.04	0.04	0.04		
		Shirt Size Centered	0.27	38.73**	-7.09**	-0.34	-6.51	0.92		
		<i>Internalization Centered</i>			-8.02**	-0.39	-1.13	0.14		
		Shirt Size x Internalization			.20	0.01	0.01	0.04		
		H5	4	Shopping Experiences						
					0.06			0.23		0.00
Body-Esteem	1			6.98**	4.24**	5	0.01	3		
Public Self-Consciousness					1.11	0.06	0.02	0.01		
Body-Esteem x Public SC					-2.21*	-0.12	0.001	1		
BES_Sexual Attractiveness	0.02									
Public Self-Consciousness	6			2.84*	2.08*	0.12	0.02	0.01		
Sexual Attractiveness x Public SC						0.03	5	0.01		
						0.63		0.01		
						-2.26*	-1.3	-0.004	.002	
BES_Weight Concern	0.05									
Public Self-Consciousness	8			6.66**	4.14**	0.23	0.03	0.01		
Weight Concern x Public SC						0.96	0.05	0.01		
						-2.29*	-0.13	.003*	.001	
BES_Physical Condition	0.06									
Public Self-Consciousness	5			7.47**	4.68**	0.25	0.05	0.01		
Physical Condition x Public SC						0.84	0.05	0.01		
						-1.04	-0.06	-0.002	.002	

Table 6

*Regression Coefficients for Mediation Analysis*

<b>DV</b>	<b>R<sup>2</sup></b>	<b>F</b>	<b>t</b>	<b>Beta</b>	<b>b</b>	<b>SE</b>
Shopping Evaluations	.048	7.71**				
BMI	.05	7.71**	-1.07	-.06	-.014	.59
Body Esteem Total			<b>3.13**</b>	.19	.011	.004
BMI	.027	4.28**	-2.10*	-.12	-.03	.012
BES - Sexual Attractiveness			1.76	.099	.017	.009
BMI	.06	9.83**	-1.14	-.07	-.014	.013
BES - Physical Condition			<b>3.74**</b>	.22	.04	.01
BMI	.04	6.40**	-.82	-.052	-.011	.014
BES - Weight Concern			<b>2.69**</b>	.17	.02	.008

Table 7

Regression Coefficients for Hypothesis 6

<b>DV</b>	<b>R<sup>2</sup></b>	<b>F</b>	<b>t</b>	<b>Beta</b>	<b>b</b>	<b>SE</b>
Brick and Mortar Preference	.12	15.03**				
Body Esteem Total			.76	.04	.009	.012
Shopping Experiences			.97	.05	.19	.19
Apparel Involvement			6.43**	.34	.30	.048
Internet Preference	.017	1.85				
Body Esteem Total			.16	.01	.003	.02
Shopping Experiences			-.25	-.01	-.08	.32
Apparel Involvement			2.33*	.13	.18	.08
Catalogue Preference	.01	1.14				
Body Esteem Total			1.12	.06	.015	.014
Shopping Experiences			.97	.06	.22	.23
Apparel Involvement			-.96	-.05	-.05	.06



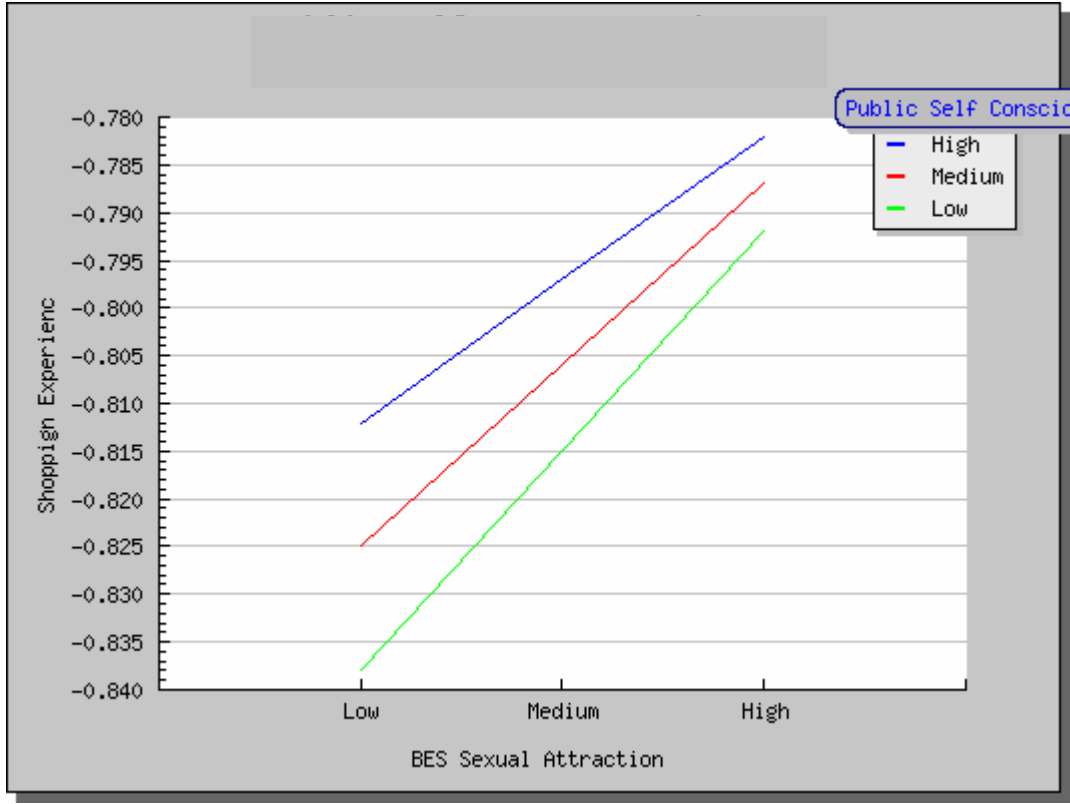
## FIGURES

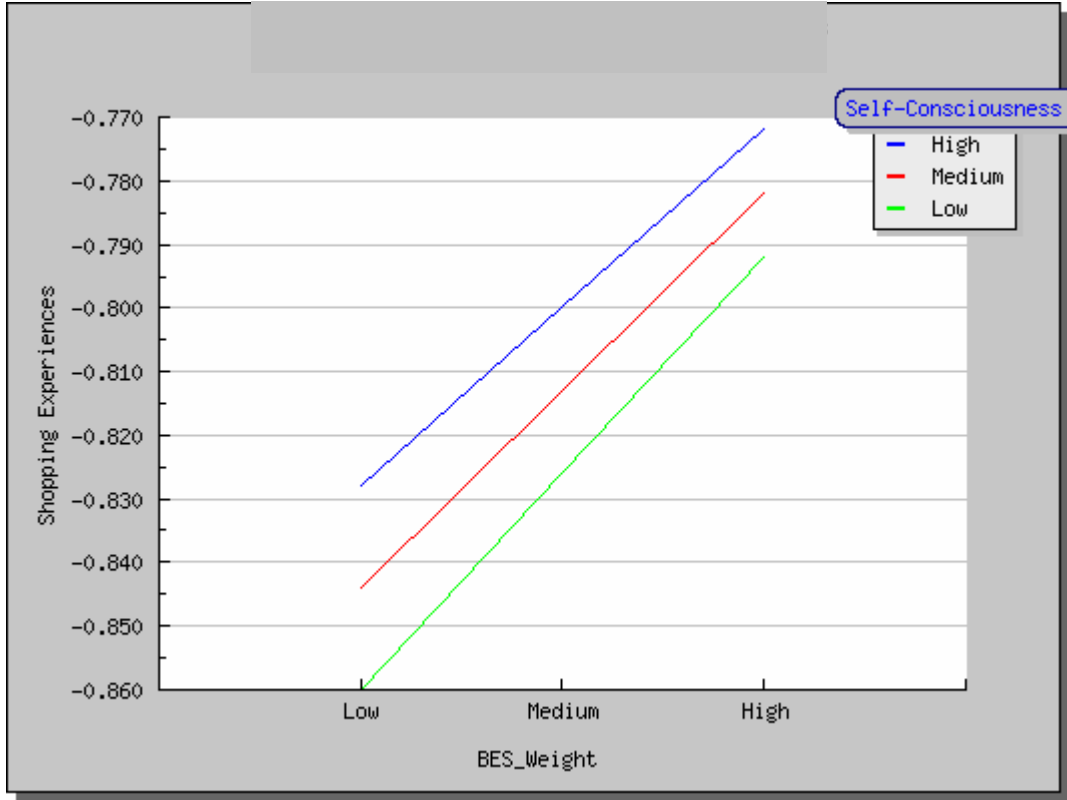
## Figure Captions

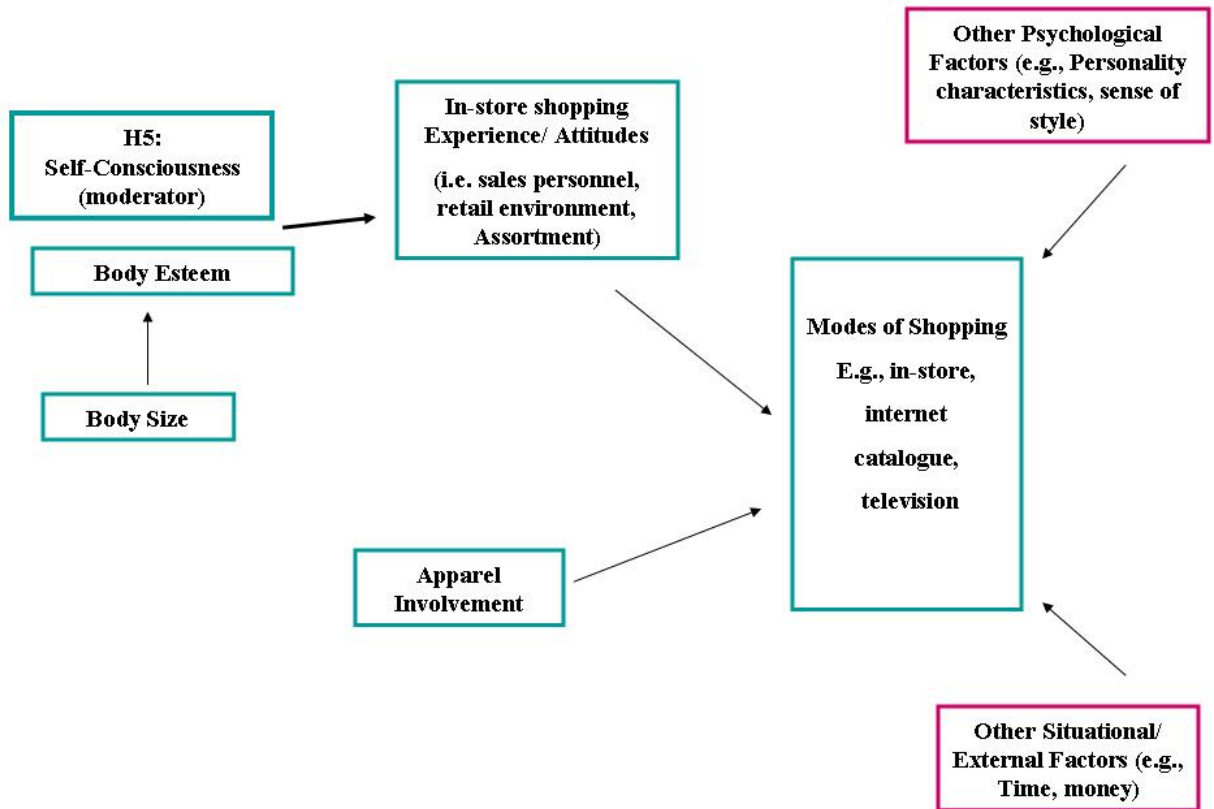
*Figure 1.* Moderation effect of public self-consciousness on shopping experiences and body-esteem (Sexual Attractiveness) relationship.

*Figure 2.* Moderation effect of public self-consciousness on shopping experiences and body-esteem (Weight Concern) relationship.

Figure 3. Proposed comprehensive model of women's apparel shopping decisions.







**Oklahoma State University Institutional Review Board**

Date: Wednesday, June 25, 2008

IRB Application No AS0838

Proposal Title: Women's Consumer Characteristics Study

Reviewed and  
Processed as: Expedited

Status Recommended by Reviewer(s): Approved

Protocol Expires: 6/24/2009

Principal  
Investigator(s):

Adelina Longoria  
112 N. Murray  
Stillwater, OK 74078

Shelia M. Kennison  
116 N. Murray  
Stillwater, OK 74078

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The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

The reviewer(s) had these comments:  
Protocol is approved for data collection via SONA. Once letters granting permission from from list serve administrators are sent to the IRB, recruitment/data collection via the listserve(s) may begin.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 219 Cordell North(phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,



Shelia Kennison, Chair  
Institutional Review Board

VITA

Adelina Longoria

Candidate for the Degree of

Doctor of Philosophy

Thesis: MAINTAINING SELF-ESTEEM: PREDICTING WOMEN'S MODES OF SHOPPING FROM BODY SIZE, BODY-ESTEEM, AND SHOPPING EXPERIENCES

Major Field: Psychology

Biographical:

Personal Data: Born April 14, 1981 in Houston, TX

Education:

Completed the requirements for the Doctor of Philosophy and Masters of Science in Psychology at Oklahoma State University, Stillwater, Oklahoma in July, 2008.

Completed the requirement for the Masters of Science in Psychology at Oklahoma State University, Stillwater, Oklahoma in May, 2006

Completed Bachelors of Science in Psychology at University of Houston, Houston, Texas in May, 2003

Experience:

*Inclusion Leadership Course*                      Fall 2007 to Spring 2008

*Families and Schools for Health* (funded by USDA), 2005 - present

Professional Memberships:

Society for Consumer Psychology (SCP)

Society for the Advancement of Chicanos and Native Americans in Science (SACNAS)

National Latino/a Psychological Association (NLPA)

Name: Adelina Longoria

Date of Degree: July, 2008

Institution: Oklahoma State University

Location: Stillwater, Oklahoma

Title of Study: Shopping and the Self: The Relationships among Body-Size, Body-Esteem, and Women's Shopping Behaviors

Pages in Study: 52

Candidate for the Degree of Doctor of Philosophy

Major Field: Psychology

Scope and Method of Study: Theories of the self suggest that individuals are likely to strive towards maintaining or enhancing self-esteem. Such theories have implications for marketing and models of consumer decision-making. Thus far, there have been few attempts to predict shopping behaviors from characteristics specifically related to the self. The present research aimed to fill this gap in knowledge, by investigating the relationships among body-size, body-esteem, and women's apparel shopping behaviors. Three hundred twenty one women between the ages of 18 and 25 were surveyed.

Findings and Conclusions: The results showed that body-esteem was a significant mediator between body size and brick and mortar shopping experience satisfaction. Additionally, the results showed that public self-consciousness moderated the relationship between body-esteem and shopping experiences. A comprehensive model of women's apparel shopping preferences is proposed.

ADVISER'S APPROVAL: Shelia M. Kennison

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