

被服イメージ判断におよぼす被服志向性の影響

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Effects of clothing orientation on the dress image judgment

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The purpose of this study is to investigate the effects of the subject's clothing orientation on the colored dress image judgment. In the 1st session, Clothing Orientation Scale (developed by the authors; COS) and the Self-Consciousness Scale (Fenigstein *et al.*, 1975; public and private self-consciousness) were administered to male and female students ($N=430$). In the 2nd session, subjects rated the images for either colored dress stimulus or colored square stimulus ($N=213$). The predictions were as follows: **Prediction I**: *The image judgments for colored dress stimuli are influenced by clothing orientation.* **Prediction II**: *The judgments for colored square stimuli are not influenced by clothing orientation.*

The principal-components analyses of COS yielded four constructs labeled "fashionability", "conservativeness", "practicality", and "modesty", respectively. Correlation analyses supported both predictions for males. In females, either prediction was not supported. Their self-consciousness was related to both kinds of judgments. The structural equation modeling analyses (Amos 4.0; Arbuckle & Wothke) were executed. The results indicated sex differences. The social functions of clothing orientation were discussed.

Key words: clothing, clothing orientation, self-consciousness,
structural equation modeling