Proximity of Clothing to Self Concept: Understanding Differences across the Demographics in Pakistan

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Abstract

This paper presents methods and results of a multi-dimensional research program whose objective is to investigate the impact of multi-dimensional attribute proximity of clothing to self (PCS) on selected women population of Pakistan across demographic factors like age, income and region. This study also validates the results from 39-item PCS scale over people's experience of clothing and investigates its impact on academic or job performance. Analysis of Variances (ANOVA) is applied to measure the significant relations between variables. Linear regression is done for manipulating the relation between two variables. Exploratory factor analysis is used to reduce dimensions and for the calculation of variances. LISREL is used to develop structural relationships between dimensions of PCS and assess the internal consistency of the scales. Recommendations for future research investigating, relation of proximity of clothing to self and other attributes are made. The exploratory correlation analyses will be able to lead the development of more advanced directional analyses among these variables in future research.

Keywords: Pakistan, Clothing, Fashion, job performance, women, demographics

1. INTRODUCTION

Consumer behavior is a complex process and consumer decision making process is shaped by social influences such as culture, sub-culture, social class, and family influence (Howard & Sheth, 1970; McNeal, 1973; Peter & Olson, 1993). These studies explore and highlight the interplay between culture and consumption. Cross-cultural researchers examine the concepts of culture and ethnicity in relation to international marketing issues.

The research conducted on these concepts suggests that culture and ethnicity may influence a number of variables related to consumer behavior including: attitudes toward advertising (Tse, Belk, & Zhou, 1989) consumption experiences (Caro and Cova, 2003), consumption perceptions (Jamal & Chapman, 2000), favorite possessions (Mehta & Belk, 1991; Wallendorf & Arnould, 1988), innovation adoption (Singh, 2009; Vaneverdingen & Waarts, 2003), judgement and choice (Briley & Aakar, 2001; Kang & Kim, 2009; Shaw & Clarke, 1998), and product evaluation (Bilkey & Nes, 1982; Laroche, Papadopoulos, Heslop, & Bergeron, 2002). The results of these studies suggest that ethnicity plays an important role in consumption behavior which makes the understanding of the cross culture (or 'crossing-culture') consumption increasingly necessary. The second generation Pakistani of both genders is in schools, universities, or just beginning professional careers. Pakistanis maintain their ethnic identity by means of religious places and organizations, Pakistani and ethnic newspapers, television, and videotapes. They often make individual and diligent efforts to socialize children into Pakistani culture and values. The factor that most facilitates Pakistanis' ethnic identity is their professional social class (which affords them to visit to and from Pakistan) and privacy for engaging in Pakistani lifestyles.

According to Sekhon (2007) the consumption decisions of the second generations Asians are influenced by the Asian culture which is part of their daily lives (Intergenerational impact), and they are part of both eastern and western culture.

Pakistan's per capita income is $ 1050 annually and is the eighth most populous country in the world (Asian Development Bank, 2012). It has highest per capita income in the whole south Asian region (Asian Development Bank, 2012). Pakistan has consumption-oriented society and people tend to spend more on rituals and social engagements (Burki & Mohammed, 2008). Thus it can be inferred that in order to show their status and style, Pakistani consumers spend considerable amount of money on their clothing. Thus it is a lucrative market for multinational apparel firms.

Pakistan is a developing country and is considered as one of emerging economies of the world. It bears all the Hallmarks of the consumers in developing countries. As more & more foreign apparel Retailers are coming to Pakistan, they are faced with tough competition from national and other foreign fashion brands. Purchase decisions are affected by the group influence when it comes to the selection of brands for identical products, group cohesiveness plays a decisive role in the selection of brand (Witt & Bruce, 1972). Yousaf and Huaibin (2013) determined that purchase decisions of women in Pakistani society are more influenced by social relations as compared to the men as they seek harmony in their relations.

Alongside group cohesiveness, the member's information about the brand used by other group members also affect decision to quit the existing brand and purchase the brand used by other group members (Witt, 1969). Thus greater the consumer's orientation with the group members, greater will be its impact that he/she will show

inclination towards a specific brand used by the group members (Moschis P. G., 1976).

There is a need for a more complete understanding of how consumption decisions are influenced by the complexities of demographics and life style. In view of this, the purpose of this study is to validate the dimensions Proximity of Clothing to Self Scale (PCS) for demographics including age, gender, occupation, residential area and income level as shown in conceptual framework from which hypotheses have been derived regarding the possible relationship between dimensions of PCS and demographic variables. The population for the present study includes individuals from Pakistan (born in Pakistan).

Given the conditions explained earlier this study is to validate the proximity of Clothing to Self Scale for apparel consumption of the two population groups segmented based of demographic basis within the context of Pakistan. The proposed model, adapted from a study of Suzzane Sontag's Proximity of Clothing to Self Scale (PCS), examines the relationship between sub-dimensions of PCS and demographical variables for sampled respondents from Pakistan.

Proceedings of this study will include a brief overview of literature, which will further be used for the development of research hypothesis. Next section will conclude the specific research design used for this study followed by discussion of results and conclusions of the study.

2. Literature Review

Clothing is a most important aspect of personal appearance that often put up with culturally shared meanings. While interacting with others, we have learned these cultural meanings from birth. In everyday life, we realize and validate ourselves as we communicate our thoughts, values, attitudes or feelings to others and receive responses from others both verbally and non-verbally.

Adolescents identify themselves with their peers and develop their self-concepts, in part, through compliance to preferred styles of clothing, attitudes, or actions established in the adolescent subculture. They may perceive clothing as central to the self and psychologically become linked to clothing. The centrality and psychological linkage of the person to clothing is what is meant by the psychological closeness or proximity of clothing to self. The proximity of clothing to self concept has evolved within the context of quality of life theory building and assessment and has been useful in explaining the contribution of clothing to perceived life quality(Sontag and Lee 2004:2010). For some adults, clothing has been found to contribute to a sense of well-being or quality of life along with other domains of life important to individuals (e.g., family, housing, work). Fulfillment of needs is important to a sense of positive quality of life (Bubolz & Sontag, 1993). Clothing is defined as need satisfiers as being "elements any of whose use fulfills a need" and argues that clothing is a need satisfier rather than a basic need as long as "it is not consistently required cross-culturally for life maintenance." Clothing satisfies basic physiological needs for survival along with food and shelter, but it also satisfies psychosocial needs. The perceived quality of life of adolescents may be influenced by their feelings about their clothing because clothing is very salient to them(Sontag and Lee 2004:2010).

A human ecological perspective of the individual person in interaction with his or her environment guided the design of this study. In previous work, researchers have conceptualized the environment as the total surroundings for human beings and as the context for their behavior, growth, and development. They proposed three embedded, interrelated environments: the natural physical-biological, the social cultural, and the human built (or designed) environments, which furnish the resources necessary for life (Wilson 1990).

Hattie (1982) proposed the individual self-system, a subsystem of the total interaction of the person within this complex formed and modified through dynamic person, is environment through time. We conceptualize the individual self-system as comprising (a) the person's perception and experience of his or her biological and psychosocial characteristics- with this as a basis; the individual engages in (b) the process of incorporation of the environment with the self and forms (c) a cognitive and affective response of the self to the environment. As consequences of this interactive process, (d) personal outcomes are also part of the individual self-system. This conception of the self-system builds on the long history of philosophical and psychological thought that conceives the self as subject or agent and object, knower and known, involved in reflexive and other processes.

Proximity of clothing to self:

Sontag and Lee (2004) investigated that proximity of clothing to self is a multidimensional concept considered as the psychological closeness of clothing to self and interpreted from six dimensions:

    (a) The structural model of the self,
    (b) The procedural model of the self-communication of self to others,
    (c) The procedural model of self-response to the judgments of others,
    (d) The evaluative process of self-esteem,
    (e) The affective process of self-esteem, and
    (f) Body image and body cathexis.

The relation of clothing to each of these dimensions is discussed below.

1. Clothing in relation to self as structure:

Clothing is not regarded as an object separate from the person but as a portrait of the self-that is, as an organized picture of oneself existing in one's awareness. Clothing is a mirror that reflects much about the person, such as one's image, personality, values, attitudes, beliefs or moods. Clothing is thus a medium by which the self is established and validated through an interactive two-way process involving purposeful presentation of the self and the perception of an actual or imagined response to the self by others(Sontag and Lee 2004:2010).

1.1 Self-concept:

Self-concept is a recognized construct in psychology and has been used widely in many disciplines. Understanding consumer's self-concept is very important for investigating the characteristics and shopping activities of consumers because many purchases made by consumers are directly influenced by how the individual sees him/herself defined self-concept as the total image one has of oneself, including one's actual experiences and the interpretations of those experiences. In general, most consumer researchers have accepted the definition of self-concept as the totality of the individual's thoughts and feelings having reference to him as an object. Self-concept can either be viewed as a one-dimensional or multidimensional construct. Self-concept is organized in order to allow individuals the ability to present consistent and dependable personalities and it is dynamic in that it represents a continuous process(Allyn 2007).

1.1.1 Actual Self

Allyn (2007) argued that the actual self is defined as the individual's truthful perception of self. The individual may try to verify this self concept by double checking on how the image is being seen by others around him, such as personal friends or family members. Consuming products with the actual self in mind, an individual may do two things: (1) identify the typical user of a specific product, and (2) choose brands where the individual considers the actual self to be a typical user. An example of this would be a person who buys a specific sock brand because he or she prefers that brand of sock, regardless of what others expect to be purchased.

1.1.2 Situational Self:

Halstead (2006) discovered that the situational self is defined as the ideal self on a situational basis. This means that depending on what the expectations are in a given situation, the situational self will behave accordingly, especially if the behavior will help the individual reach a specific goal. Four advantages of using the situational self as the self-concept when making consumer purchases are: (1) the situational self combines the ideal self and actual self; (2) it includes the behavior factor; (3) it acknowledges the fact that consumers may use different self concepts when consuming a brand; and (4) it does not assume that just because a consumer uses oneself concept for a specific brand, the consumer will use the same self-concept each time the brand is consumed

1.2 Appearance and Identity:

In postmodern society, physical appearance has become increasingly central to defining personal identity, as evidenced by the proliferation of features in newspapers, magazines, and television concerned with the health, shape, and fashioning of the body, and by the advent of a plethora of products and technologies for modifying the body, such as diet pills, exercise programs, and cosmetic surgery. Individuals are now expected to undertake regimes of body maintenance designed to sustain and improve their health and physical appearance, and failure to do so is seen as a sign of moral laxity. In our modern consumer culture, a new conception of the self has emerged namely, the self as performer which places great emphasis upon appearance, display, and the management of impressions. Whereas previously, greater emphasis was placed on other sources of identity formation than that of personal appearance, increasingly, the self is defined primarily in aesthetic terms that is, in terms of how one looks rather than in terms of what one does (Negrin, 1999).

1.3 Primary Motives in Clothing:

According to the (Gilman 1915) the motives which underlie the wide variations of human clothing are reducible to a few main lines of causation. "He" is used here not only in our usual incorrect andro-centric sense, as representing the race, but most correctly as representing that part of the race essentially given to decoration. His toiling wife has labor enough to make his shirts clean, let alone "doing them up." But he of wealth and leisure, or one whose occupation allows him to imitate the aspect of wealth and leisure, shines in starch (Gourdine, 2004).

Veblen, (1899) agreed that every kind of livery and uniform is based on symbolism, save inasmuch as it directly is modified to use. That is why American-born persons, even if they must be servants, dislike what they call "the badge of servitude," a livery. A cook's cap, to keep the food from touching his hair—or his hair from touching the food, is a reasonable article. He doesn't wear it merely to announce that he is a cook—unless in a play. But the splash of white on the head of a "correct maid" is not a cap at all—it is only a symbol, as in the scant film of frilled muslin which passes for an apron.

2. Clothing in relation to self as process- communication of self to others:

A person can learn and enact the social role by wearing clothing required by the role. Clothing also provides opportunities for experimenting with and representing identities to others (Sontag and Lee 2004).

2.1 Clothing and identity:

From the time Veblen (1889) and Simmel (1904) onwards sociologists have explored the way in which clothing operates as part of class identity, with fashions strewing down the social hierarchy as they are successively adopted by elites, and as lower groups take up the style (Twigg 2007). Competitive class emulation is thus the engine of fashion.

(Trigg, 2001) refined the account with analysis of the role of clothing as a marker of class distinction in which dress is an aspect of cultural capital, part of how elites establish, maintain and reproduce positions of power, reinforcing relation of dominance and subordination. More recently the dominance of class in the account of fashion has been challenged. Indeed theorists like (Entwistle 2006) present fashion as essentially preoccupied with gender.

Wilson (1990) suggested that much of the writing on gender and fashion has been rooted in feminist analysis. Feminists of the second wave tended to be critical of the fashion system and its malignant impact on the lives of women. Fashion was seen as imposing oppressive forms of gender identity, embodying practices designed to objectify and limit women, locking them into defensive and inauthentic forms of presentation, and reinforcing their cultural association with narcissism and triviality. (Davis 1994) suggests clothing is indeed a code, but one with what he terms low semanticist; he argues we should regard it as an artistic rather than linguistic code, communicating ambiguity and complexity.

These aspects of choice and agency in dress – as in other things -are, however, greatly overstated. It is notable in modern society how similar people in fact appear. This is partly because individuals shop in a market that is shaped by mass production and the Fashion System, but it also reflects the truth that the range of people's self expression is fairly narrow. At least as dominant as agency and choice, are the principles of conformity and order. Wearing the right clothes, the appropriate dress for the occasion, fitting in rather than standing out, are the dominant concerns of most people. (Davis 1994)

Twigg (2007) proposed that the fashion must be understood in terms of the competing desires for social equalization and for individual differentiation, the interplay between the wish to fit in and to stand out, in which, I would suggest, the first is in many ways the more significant. Indeed (Davis 1994) argues that postmodern fluidity and optionality produce anxiety as much as pleasure and agency, with the wish to choose the right clothes and fear of choosing the wrong dominating many women's shopping choices.

2.2 Age and identity:

In many ways we are in a similar position in relation to age as we were thirty years ago in regard to gender: just as gender used be invisible, part of the taken for granted reality of the world, so age categorization is currently something so assumed, so naturalized in biology, that we fail to acknowledge its power. If age is indeed a key dimension of difference, how should we conceptualize the role of dress in its constitution? First we should note that it is not sensible to interpret this in terms of sub cultures. Though attempts have on occasion been made to interpret age as a form of deviant identity, it remains a strained and ultimately misleading analogy.

2.3 Dress and Intelligence:

Behling and Williams (1991) argues that this is an important finding, that the element of physical attractiveness which is dress can influence one's perception of the intellectual capabilities of others. It is particularly important considering the role of the classroom teacher. The dress and physical attractiveness dyad also appears to have a cultural/sub cultural dimension in the classroom, and socioeconomics appears to play a role.

3: Clothing in relation to self as process- response to judgments of others:

People are conscious to varying degrees of how others think about them. When people receive compliments or criticism about their clothing from others, they internalize these and form personal standards for their appearance based on their response to social standards for appearance. A person imagines how the self appears to others through clothing, imagines how others may judge the self on the basis of this appearance, and experiences positive or negative self feelings as a result. Such reflected appraisals may guide choice of clothing. If the actual or imagined judgment of self by others is congruent with the self-image, the person should have a consistent self-concept and be satisfied or have positive self-feelings(Sontag and Lee 2004).

However, there is no consistent agreement between people's self-perceptions and how they are actually viewed by others. There is no clear indication that self-evaluations are influenced by the feedback received from others in naturally occurring situations. When feedback from others is manipulated experimentally, self-perceptions are usually changed. However, methodological limitations such as the questionable external validity and strong demand characteristics of the experimental situations employed make the significance of these findings unclear. The available evidence is examined within a framework that considers the transmission, processing, and evaluation of judgments from others. Other means by which interaction may influence self-perceptions aside from direct evaluative feedback are considered.

3.1: Impression Formation through Appearance:

Impression formation or how people form impressions about others may be understood from a cognitive perspective, which focuses on how people simplify their perceptions and develop judgments about others from

certain cues. Appearance cues are important in impression formation because the cues are visual. Especially when an individual has limited information about another, such as in a first impression situation, appearance cues typically set the stage for interaction between two persons. Appearance is a primary source of information when judging others and researchers have found that dress cues are used in inferring various personal characteristics, such as a social status and personality(Park and Lennon 2008).

Also that appearance and dress cues evoke inferences of a person's sociability, job appropriateness, sexual orientation, social power, professional image, social and political attitude, sexual attitude and behaviors, and status symbolism (Park and Lennon 2008).

4. Clothing in relation to self-esteem –evaluative process dominant:

Clothing can positively or negatively affect one's self-worth or self-respect. A person not only compares one's clothing to others' clothing on the basis of a personal or social standard but also evaluates the self in terms of one's confidence, competence, mastery of environment, and social adequacy. In turn, a person acts in accordance with this evaluation. For example, a person may feel more confident when dressed appropriately and may, in turn, act confidently. If a person thinks or feels that his or her clothing is appropriate or desirable, positive self-esteem may result. Clothing can affect confidence in one's abilities, personal qualities, features, or performance(Sontag and Lee 2004).

5. Clothing in relation to self-esteem-affective process dominant:

Clothing in relation to self-esteem-affective process dominant As a result of evaluations made above, people experience an emotional response directed toward the self. This positive or negative affect is expressive of self esteem and is often verbally expressed with words such as feeling good, bad, content, embarrassed, or comfortable about or with the self. Self-esteem may also affect one's feelings about or behavior toward clothing. For example, individuals who feel bad about themselves may select clothing that reveals or expresses this feeling or helps compensate for it and bolsters their self-esteem(Sontag and Lee 2004).

6. Clothing in relation to body image and body cathexis:

Clothing in relation to body image and body cathexis everyone has a picture of her or his body existing in consciousness. This picture can change from time to time or be stable over time. The individual's body image may closely match her or his body figure or be quite distorted. Characteristics of clothing-such as line, style, color, and texture-can help create or modify one's body image. A person may select or wear clothing that reveals or hides parts of the body according to one's body image or body cathexis relative to those parts. Therefore, clothing can play a significant role in enhancing or reflecting an individual's body satisfaction or in compensating for body dissatisfaction(Sontag and Lee 2004).

Each of the six dimensions of the Proximity of Clothing to Self Scale (hereafter cited as the PCS Scale) developed in phase 1 by Sontag and Lee will be measured with a subscale containing 13 items for each dimension, so 78 items comprise the PCS Scale at present. Each item states a relationship between clothing and the self. The items can be classified as proximal or distal with respect to the PCS concept; each one is constructed to measure one and only one dimension of the PCS attribute (Sontag and Lee 2004).

Literature review and discussion above observes great emphasis that clothing becomes an important domain of life in the process of rebuilding of the self and in the attraction to different groups of significant others.

It is also observed that people who had similar characteristics or traits were found to be more likely to buy similar clothing. The respondents tended to like and wear types of clothing that they perceived to be consistent with their attitudes and concluded that dress is a means of communication of social and political attitudes. The researchers have found that participants inferred various personal characteristics such as personality traits, biological traits, attitudes, and social position from a target person. Also that appearance and dress cues evoke inferences of a person's sociability, job appropriateness, sexual orientation, social power, professional image, social and political attitude, sexual attitude and behaviors, and overall performance. This implies that all six dimensions of clothing to self scales identified in literature review are equally important on individual performance.

All studies discussed in literature review have been conducted in developed culture with different consumer behavior but this research study is conducted in developing country like Pakistan, where consumer behavior may get influenced by so on many individual, economical and cultural factors. So, it is to find that where one's intimacy does lie to one's clothing.

3. Research Methodology

The methods use for data collection is Surveys & Questionnaires, a pilot survey (pre-test) is done to evaluate the content & construct validity. The nature of the research is descriptive. The Total sample size is 200 female respondents. Female respondents were students and working females. The questionnaire is adopted from Suzanne Sontag PCS scale. The questionnaire consists of four sections: A five-point Likert scale is used for the questions related to apparel consumption behavior (6= very strongly agree, 1= very strongly disagree).

Participants are asked to rate the degree to which they agreed with each item using this seven-point Likert type scales. The statistical process tool was used for calculating frequencies and percentages and for performing analysis of variance & regression analysis.

Analysis of Variances (ANOVA) is applied to measure the significant relations between variables. Linear regression is done for manipulating the relation between two variables. A scree-plot is constructed to make components more presentable. Exploratory factor analysis is used to reduce dimensions and for the calculation of variances. LISREL is used to develop structural relationships between dimensions of PCS and assess the internal consistency of the scales.

For purpose of this study, following hypotheses have been developed.

Hypothesis 01

 H1: Relative proximity of the six dimensions of clothing to self does not differ by gender and age

Hypothesis 02

H2: There is no significant difference with regard to the level of clothing interest among adolescents by gender, income and region

Hypothesis 03

*H3: T*he impact of PCS dimensions on selected performance outcomes for career woman (Salary Increase) for students (satisfaction with last 6 months academic outcomes) is not significantly different

4.Analysis and Discussion

Testing of Hypothesis 01

H1: Relative proximity of the six dimensions of clothing to self does not differ in terms of their significance

Factor Analysis:

Table (Factor Analysis)

| Table 4.6 Factor Loadings (Factor Analysis)		1	2	3	4	5	6
	PCSDIM1 Clothing in Relation to Self as Structure						
D1	What I wear is consistent with who I am	.529					
D 3	Clothes help me become the person I want to be	.594					
D 4	The clothes I wear help me to be who I am	.585					
D 5	My clothing reflects how I feel about myself	.890					
D 6	I am a certain type of person, and my clothes reflect t	.473					
	PCSDIM2 Clothing in Relation to Self as communication of self to others						
D 7	My clothing gives others an idea about my interests or activities		.493				
D 8	My clothing shows others how I think and feel about myself		.434				
D 9	I try to project a certain image of myself to others through my clothing		.511				
D 10	I often wear certain clothing to let people know what kind of person I am		.585				
D 11	I want my clothes to make a statement about me without any need for words		.544				
D 12	What I wear and the way I wear it show others my attitudes		.870				
D 13	Through my clothing, I can show my values to others		.491				
	PCSDIM3 Clothing in Relation to Self as Response to other's judgment						
D 14	How I look in my clothing is important because I want others to accept me			.472			
D 15	It matters to me that people make judgments about the type of person I am by the way I dress			.467			
D 16	I care about what other people think of how I look in my clothes			.456			
D 17	I'm careful in wearing certain styles or brands of clothing because they affect how people respect me			.422			
	PCSDIM4 Clothing in Relation to Self Esteem (Evaluative Process)						
D 18	The clothes I like to wear help me feel self-assured				.439		
D 19	My self-confidence increases when I dress appropriately				.532		
D 20	I try to buy clothing that makes me feel attractive				.645		

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D 21	When I wear clothes that make me feel good, I am better able to talk others				.546		
D 22	Dressing up makes me feel important				.592		
D 23	Good quality clothes that look good on me make me feel competent				.673		
D 24	The way I dress is important in giving me a sense of being in control of my life				.491		
D 25	When I feel good about what I am wearing, then I have confidence in myself				.607		
	PCSDIM5 Clothing in Relation to Self Esteem (Affective Process)						
D 26	Certain clothes make me feel good about myself					.526	
D 27	Taking time to dress up gives me a feeling of pride in how I look.					.611	
D 28	When I look good in what I wear, I feel content with myself					.633	
D 29	When I look good in my clothes, I feel good about myself					.673	
D 30	When I feel good about myself, I take care in getting dressed					.592	
D 31	I feel good about myself when I have something new to wear.					.441	
D 32	I feel better about myself when I am well dressed					.483	
	PCSDIM6 Clothing in Relation to Body Image						
D 33	I look best in my clothing when I'm at the right weight for me.						.457
D 34	I avoid certain styles or colors in clothing that do not enhance my physical appearance						.570
D 35	I wear certain clothing styles to change the way my body looks.						.511
D 36	The way my clothing fits affects the way I feel about my physical appearance						.47
D 37	When I'm dissatisfied with a part of my physical appearance, I wear clothing that draws attention away from it.						.610
D 38	I choose clothes that accent the parts of my body that I like.						.472
D 39	When I buy clothing that looks good on me, I feel satisfied with my physical appearance						.481
Variance Explained		11.0	10.1	10.0	9.7	8.7	6.7
Total Variance Explained		56.61					

Factor analysis is applied on all the variables to reduce dimensions. The percentage (%) of variance calculated for PCSDIM1 Clothing in Relation to Self as Structure is 11.0%, for PCSDIM2 Clothing in Relation to Self as communication of self to others percentage of variance is 10.1%, percentage of variance for PCSDIM3 Clothing in Relation to Self as Response to other's judgment is 10%, percentage of variance for PCSDIM4 Clothing in Relation to Self Esteem (Evaluative Process) 9.7%, percentage of variance for PCSDIM5 Clothing in Relation to Self Esteem (Affective Process) 8.7%, percentage of variance for PCSDIM6 Clothing in Relation to Body Image 6.7%. Total variance explained by all 6 dimensions of PCS is 56.61%.

Higher Order Model Test for PCS

Based on factor analysis loadings, SPSS for Windows transform facility used to compute the latent variables, which resulted in the form of 6 dimensions. Next we proceeded with a higher-order CFA, which combines a latent variable model and a measurement model. In the higher-order factor model, the first-order factors (PCS dimensions) are explained by a higher-order structure which in this research is a single second-order factor, proximity of clothing to self, PCS. PCS dimensions are modeled as linear combinations of PCS and a latent error variable for each PCS dimension. Co-variation among the four dimensions is explained by their regression on PCS. The 39 observed variables are linear combinations of the PCS dimensions and measurement error. The SE model developed by using LISREL 8.8 and results of this analysis are given in Figure given as follow.

Figure 4.1:
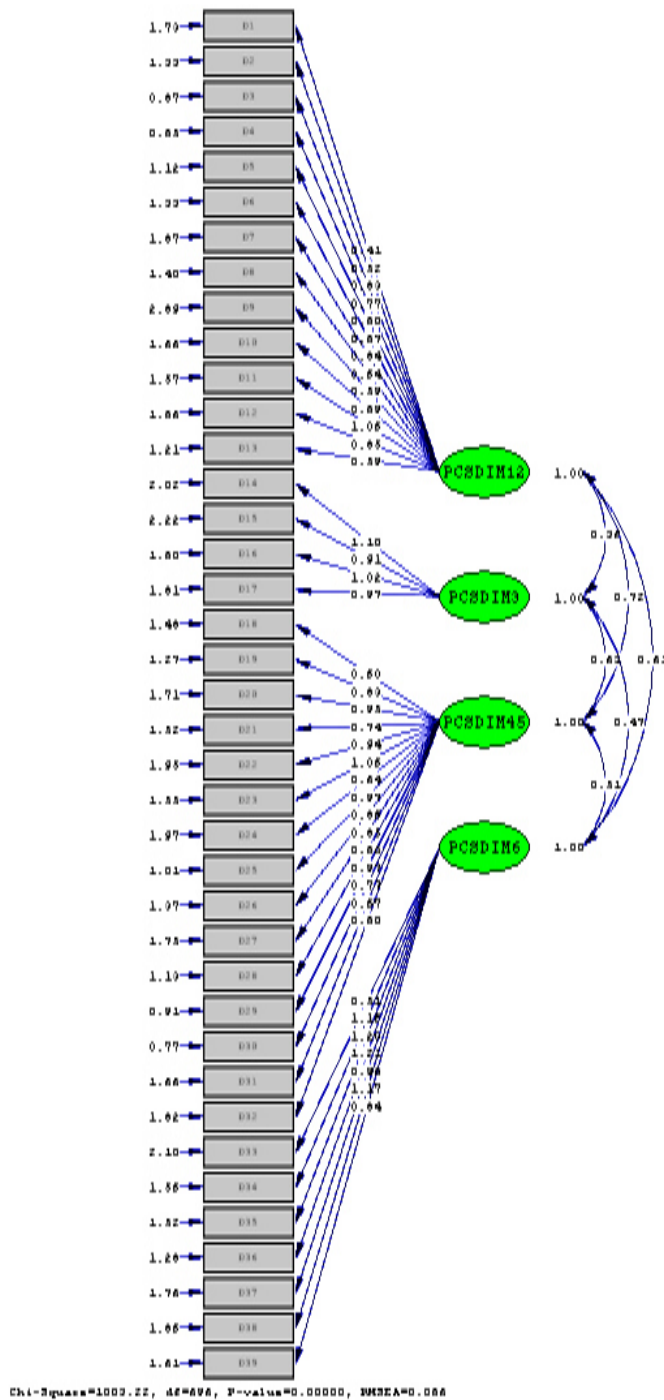
All paths were significantly different from zero; PCS is a second-order factor acronym meaning Proximity of Clothing to Self; PCS DIM is a first-order factor acronym meaning Proximity of Clothing to Self (PCS) Dimension for the subsequent single numbered or combined dimension; PCSD is an observed variable acronym meaning Proximity of Clothing to Self (PCS) Dimension (e.g., PCSD105 refers to item number 05 of PCS Dimension 1)

Based on the results we reject the hypothesis(h1) as six dimensions of proximity of clothing to self differs in terms of their significance as shown in the figure 4.1.

Testing the Hypothesis 02

H2: There is no significant difference with regard to the level of clothing interest among adolescents by age, income and region

ANOVA (Analysis of Variance) is applied for analyzing the significance of demographic variables factor with six PCS dimensions as dependent variables.

Analysis of Variance by taking 'Age' Factor:

Clothing in relation to self as structure shows a high significance level between for the age groups. Clothing in relation to self as structure on both the groups varies greatly. Age group of 31 to 40 (.086) with respect to their proximity of clothing to self, compared to young adults of less than 26 years as shown in following tables.

Table (Age Factor)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.595	1	2.595	3.185	.080[a]
	Residual	47.251	58	.815		
	Total	49.846	59			
a. Predictors: (Constant), Age						
b. Dependent Variable: Clothing in relation to self as structure						

Analysis of Variance by taking 'Income' Factor:

Clothing in relation to self esteem effective process shows a positive significance with the level of income (0.036). Clothing in relation to self esteem effective process has greater significant with reference to two major income groups as less than 15000 PKR income level group shows a significantly different tendency of self esteem than that of income level of PKR 26000-50000 (0.034) and income group of PKR 76000 to 99000 (0.049)

Table (Income Factor)

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.931	1	3.931	4.608	.036[a]
	Residual	49.482	58	.853		
	Total	53.413	59			

a. Predictors: (Constant), Income

b. Dependent Variable: Clothing in relation to self esteem effective process

Analysis of Variance by taking 'Region factor:

In case of Clothing in relation to self as response to judgment, found to be important with respect to regional differences. Clothing in relation to self as response to judgment found to be negatively significant for respondents of Multan region different from respondents living in Islamabad (0.001) and relatively less significantly different from respondents living in Lahore

Table (Region Factor)

ANOVA[b]

Dependent Variable: Clothing in relation to self as response to judgment

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	18.606[a]	2	9.303	6.864	.002
Intercept	790.843	1	790.843	583.528	.000
Region	18.606	2	9.303	6.864	.002
Error	77.251	57	1.355		
Total	883.786	60			
Corrected Total	95.857	59			

a.   R Squared = .194 (Adjusted R Squared = .166)

Based on the analysis we reject the hypothesis (h2) as level of clothing interest is found varying with varying dependant variables like age, factor and region.

Testing the Hypothesis 03

*H3: T*he impact of PCS dimensions on selected performance outcomes for career woman (Salary Increase) for students (satisfaction with last 6 months academic outcomes) is not significantly different

Table

ANOVA

Dependent Variable:PCSDM12

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	23.503[a]	10	2.350	3.288	.001
Intercept	774.610	1	774.610	1083.735	.000
SR1	.513	2	.256	.359	.700
SR2	15.571	4	3.893	5.446	.001
SR1 * SR2	13.227	4	3.307	4.626	.002
Error	63.614	89	.715		
Total	1876.407	100			
Corrected Total	87.117	99			

a. R Squared = .270 (Adjusted R Squared = .188)

Our last research question deals with the analysis of, which dimension of PCS scale, may have influence on expected performance outcomes of our sampled population. Sampled population is divided into two groups on the basis of their occupation. One group i-e Career women were subject to influence on their salary increase because of satisfactory job performance and other group i-e students whom academic performance during last six months taken as dependent on their proximity to clothing as self . Analysis of the results shows that career women's perceived proximity to self as structure PCSDIM1 and proximity to clothing as communication to other has negatively significant relationship if their salary does not increase as compared to those who can get salary increase of 11 to 15% (0.001). Similarly, other perceived differential of proximity to self as structure and communication to other found to be increase at the rate of more than 16% for those who can get the increase of 11 to 15% (0.034) but this relationship is positively moderate significant.

Based on the analysis we reject the hypothesis (h3) because the impact of PCS dimensions on selected performance outcomes for career woman (Salary Increase) and for students (satisfaction with last 6 months academic outcomes) is significantly different.

After testing the entire three Hypotheses by applying various tests, we come to conclusion that significance of all six dimensions of proximity of clothing to self is not same. Moreover, level of clothing interest is found varying with varying dependant variables like age, factor and region. Most significant demographic variable which explain differences with respect to PCS happened to be region i-e respondents living in less urban region like city of Multan perceived no significant responsiveness to their proximity of clothing to self to be used as structure and as means to communicate with other as compared with the respondents living in urban cities like Islamabad and Lahore.

Similarly, when we analyzed the relationship between PCS dimensions and perceived impact on performance, it w\is found that not all the dimensions are predictor of performance outcomes except PCSDIM1 and 2 that's proximity of clothing to self as structure and means of communication of self to others.

5. CONCLUSION AND RECOMMENDATIONS

Our Literature review concluded that clothing becomes an important domain of life in the process of rebuilding of the self and in the attraction to different groups of significant others.It is also observed that people who had similar characteristics or traits were found to be more likely to buy similar clothing. The respondents tended to like and wear types of clothing that they perceived to be consistent with their attitudes and concluded that dress is a means of communication of social and political attitudes. The researchers have found that participants inferred various personal characteristics such as personality traits, biological traits, attitudes, and social position from a target person.

This study, by using confirmatory factor analysis and LISREL based structural equation modeling have resulted in a 4-factor, 39-item PCS Scale. Whereas we were not surprised at the merger of PCS Dimensions 4 and 5, we did not anticipate the merger of PCS Dimensions 1 and 2. It is possible that the latter may be separate factors in the minds of respondents who have a longer history and experience in self-formation than do adolescents such that a more stable (however, not immutable) self has been achieved. Some conceptions of the self represent a core self and are stable over time; whereas some self-images may be more transient, that is, they comprise the current working copy of the self. Developmentally then, adolescents may not have this core self as an established structure, but have many possible selves which they are representing in many dynamic ways.

This study also found that all four PCS dimensions are not predictor of proximity of clothing to self with respondents grouped in various segments based on their demographics.

There are several recommendations for future refinement and use of the PCS Scale. Firstly, the 4-factor, 39-item model resulting from first phase of our research should be tested again on an independent set of data with adolescents. If the 4-factor model is confirmed again, then the 4-factor, 39-item scale   could be used with confidence in its content and construct validity and reliability with adolescents.

Second, the factor structure needs to be confirmed with other age groups. As we proceeded through the analysis, certain items were eliminated in during factorization that had been reported frequently by respondents. Thus, we recommend beginning with the set of 39 items that were retained at the conclusion.

Finally, methodological study could be conducted to evaluate alternative response scales. The current six-point response scale created complications in using SEM. A 7-point scale may more closely approximate a normal distribution.

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