

Zero-Size Body Physique and Fashion Models' Health

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Abstract

The purpose of this research is to study the effect of zero size body type structure on model's health. It is an emerging concept of modeling with zero size body type on ramp in fashion industry of Pakistan. General public specifically females who likes the fashion become the part of this research. Restricted non probability sampling technique was used. After applying statistical test based on sig value, the coefficient indicates, only a positive relationship between designers prefers zero size for their collection and zero-size model looks good on ramp, designers prefer zero size for their collection shows a negative relationship. Table 3 clearly shows that these independent variables (zero size is harmful to health, zero size model looks good on ramp, designers prefer zero size for their collection) have higher significance because their sig values are less than 5%.

Keywords: Zero Body Size, Fashion, Models' Health.

1. Introduction

1.1 Background

Fashion industry is an emerging and growing sector that supports and promotes the textile industry of Pakistan. It is clearly observed that people from all social classes are tending towards to adopt new trends of fashion and life style. Similarly, designers are also focusing on creativity and developing new trends in fashion industry.

Fashion industry is one of the key elements in economic sector. Due to huge volume size and competition designers are now become more proactive and applying new marketing techniques to ensure their presence in long run in the fashion market. The key focus of marketers and designers is the demographic profile because it depends upon the individual characteristics of consumers. Mostly the young age girls and women are more eager to adopt new fashion at the earlier stage. Marketers and designers are always tried to attract the target group through ramp and catwalks in order to reinforce the audience to look like a model on ramp.

The concept of zero size models is a new terminology used in the fashion industry and models are now adopting zero-size figure to portray her self more attracting and dashing. It is exposed that due to maintain zero-size figure by female models may effect medically harmful for the human body.

1.2 Objective

The purpose of this research is to study the effect of zero-size body type structure on model's health. It is an emerging concept of modeling with zero-size body type on ramp in fashion industry of Pakistan. Zero-size 1) harmful effects of zero-size, 2) good looking zero-size physique, and 3) designers' zero-size preference are the independent variables which considered as important and vital variables for this research. A questionnaire developed to conduct the survey. Questions were designed according to these three independent variables related to modeling with zero-size body type structure and its effect on the health of fashion model that either it is harmful or not. In this study respondents were young age fashion lover females. Instrument consisted of various questions that are in supporting of above three variables.

1.3 Problem statement

To study the effect of zero-size modeling on the health of fashion model.

1.4 Hypotheses

H₁: There is no harmful effect of zero-size on the health of fashion model.

H₂: There is no effect of good looking zero-size physique on the health of fashion model.

H₃: There is no effect of designer's zero-size preference on the health of fashion model.

2. Literature Review

In every era of life designed clothing was the sign of social status (Simmel, 1904). Clothing relates to look different and covering of the body. It expresses the way of life that rotates around the behavior. Age, social class and gender are the cultural values that express the self expression (Kaiser1985, Davis 1992). Everyone has different body structure so that the purpose of clothing is to transforming the outlook and shape of the body according to the latest trend and fashion (Rouse, 1989).

According to Mintel (2006), celebrity's enforcement in fashion industry is the factor that motivates women to get more awareness regarding fashion trends and life style. The bombardment of fashion magazines and media programs is the way to collect the new fashion trends. Some cultures like Western encourages, skinny body structure especially younger females, which then serve to figure out the individual's attitude to ideal body size Slade (1994).

Grogan (1999) observed that admiration of skinniness body type structure rely on cultural aspect. Under develop countries that face poor economical conditions, thinness may consider a depressing aspect such as medically illness or poverty; similarly well off countries may relate skinniness to social attractiveness, status symbol and style that's why the slimness is more valuable characteristic than any other in front of youth. In accordance with LaBat & DeLong, 1990, recent fashion atmosphere obtain and construe social messages of which and what is measured or considered as the ideal and zero size body structure. Media is the sources who sets the standards of beauty through promotion of modified fashionable women figures and also play its role towards the negative body image (Tebbel, 2000).

Taylor & Cosenza (2002) observed and assumed that young adults are more worried about their clothing decisions to make sure their social acceptance and association. It is propose that young adults spends heavily on their out fit and in adopting new fashion and styles than any other age groups Koester & May (1985).

3. Methodology

3.1 Method of Data Collection

In this research major source of collecting data were primary and secondary. Both sources were used to gather the data in order to evaluate the effect zero-size body type modeling concept on fashion model's health. Surveyed questionnaire was used to collect the data from the fashion lover young girls and secondary source was the articles.

3.2 Sampling Technique

General public specifically females who like the fashion become the part of this research. Purposive, non probability, sampling technique was used as a sampling technique.

3.3 Sampling size

In this research 150 respondents took part, which includes,

- Females
- Age group: young
- Students
- Fashion lovers
- Karachi based

3.4 Instrument of Data Collection

Dichotomous type of questionnaire was the instrument to gather the data. Questionnaire consisted with 19 questions. A total no of 150 questionnaires were distributed among the fashion loving young girls of Karachi.

3.5 Statistical Technique

The instruments adapted for gathering data for this research consisted of questionnaire for surveys and SPSS as an assessing tool. The Multiple Linear Regression was applied for data analysis because this research has one dependent variable and three independent variables. Therefore, MLR model is the best model to assess this type of data.

4. Results & Discussion

4.1 Findings and Interpretations

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.309	.289	.424

a. Predictors: (Constant), zerosizeisharmfultohealth, zerosizemodellooksgoodonramp, designerspreferzerosizefortheircollection

Table 1 indicates that how much of the variance in the dependent variable is explained by the model (which includes the variables of zero size is harmful to health, zero size model looks good on ramp, designers prefer zero-size for their collection). The adjusted R square value is 0.289; it means that our model (which includes the variables of zero-size is harmful to health, zero size model looks good on ramp, designers prefer zero size for their collection) explains 28.9% of the variance in dependent variable.

Table 2: ANOVA

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	8.110	3	2.703	15.070	.000 ^a
	Residual	18.118	101	.179		
	Total	26.229	104			

a. Predictors: (Constant), zerosizeisharmfultohealth, zerosizemodellooksgoodonramp, designerspreferzerosizefortheircollection

b. Dependent Variable: zerosizewithoutharminghealth

Based on the statistical test the significant value 0.000 is less than 0.05, which indicates the significance of test. It is clear that there is a significant effect of (which includes the variables of zero size is harmful to health, zero size model looks good on ramp, designers prefer zero-size for their collection) on the health of fashion models.

Table 3: Coefficients

After applying statistical test based on sig value, the B coefficient indicates, only a positive relationship between designers prefer zero size for their collection and zero-size model looks good on ramp, designers prefer zero-

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.604	.129		4.688	.000		
	Zero size model looks good on ramp	-.184	.090	-.175	-2.047	.043	.935	1.069
	Designers prefer zero size for their collection	.394	.088	.394	4.480	.000	.885	1.129
	Zero size is harmful to health	-.288	.098	-.265	-2.950	.004	.847	1.181

a. Dependent Variable: zero size without harming health

size for their collection shows a negative relationship. Table 3 clearly shows that these independent variables (zero-size is harmful to health, zero-size model looks good on ramp, designers prefer zero-size for their collection) have higher significance because their sig values are less than 0.05.

4.2 Hypotheses assessment summary

No.	Hypotheses	t-value	Sig value	Result
H ₁	There is no harmful effect of zero-size on the health of fashion model.	-2.95	.004	Reject
H ₂	There is no effect of good looking zero-size physique on the health of fashion model	-2.047	.043	Reject
H ₃	There is no effect of designer's zero-size preference on the health of fashion model	4.48	.000	Reject

5. Conclusion

There is a harmful effect of zero-size on the health of fashion model. Fashion models use variety of methods to lose weight and that harms their health. They achieve the desired figure but they lose their health. This is due to pressure created by society and fashion designers, their required body measurements are becoming smaller by the day and models have to come up with ways to maintain their figure accordingly.

Moreover, there is an increasing appeal of zero-size figure in youth these days. They idealize it because they think it is good for health and no one should be fat. But they ignore the fact that zero-size destroys health.

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