CHAPTER-V

SUMMARY

AND

CONCLUSIONS
All these discussion above leads us to conclusion that it will be worthwhile to undertake an effort to investigate in to the relationship between concept of self, self-esteem, body image, body cathexis and their detrimental effect upon clothing behaviour of middle aged working women.

**OBJECTIVES**

The study was conducted with the following objectives:

1. To examine and understand the relationship between self concept and clothing interest among middle age working women.

2. To explore the relationship between self esteem and clothing interest among middle age working women.

3. To make sense of the relationship between body image and clothing interest among middle age working women.

4. To understand the relationship between body cathexis and clothing interest among middle age working women.

5. To explore, examine and understand the inter relationship between self concept, self esteem, body image and body cathexis and how these variables contribute to clothing interests among middle age working women.

**Hypotheses**

1. Self concept, self esteem body image, Body Cathexis, is significantly positively related with clothing interest among middle age working women college lecturer and doctors.

2. It is assumed that relationship between self concept and clothing interest among middle age working women would be significant and positive.

3. Self esteem and clothing interest among middle age working women will have positive significant correlation.
4. Body image is positively related and contributes significant position of variance in clothing interest among middle age working women.

5. There is a significant positive correlation between body cathexis and clothing interest among middle age working women.

6. Self concept and self esteem are positively correlated and two variables taken together will explain significant portion of variance for clothing interest among middle age working women.

7. Self concept and body image will have significant nature and variables taken together will contribute significantly to clothing interest among middle age working women.

8. Self esteem and body cathexis are positively correlated and two variables taken together will significant to clothing interest among middle age working women.

9. Body cathexis and self concept are positively correlated and both are taking together have significant relation among middle age working women.

10. Self Esteem and Body Image will have significant nature and variables taken together will contribute significantly to clothing interest among middle age working women.

11. Body image and body cathexis are positively correlated and contribute significantly to clothing interest among middle age working women.

**Sample**

Since population for this study is middle aged working women, the non-probability sampling techniques of sampling and judgement sampling will be used.
A purposive sample of 200 working women will be taken from amongst colleges and university teachers and doctors. Sample age would range between (40-55 years).

The representative sample will be as shown:

Representative sample of middle aged working women for interest in clothing

- College and university lecturers: 100 Samples
- Doctors: 100 Samples

MEASURES

**Body image questionnaire (Huddy, D.C. 1993):**

The scale is a Likert type 5 point scale ranging from 1 = vary never to 5 = always. The scale has total 55 items, 14 in subset A, and 41 in subset B. The total score on both subsets measure activity and behaviour related to body of a woman.

**Body cathexis scale (Secord and Jourd, 1953):**

The scale has three sections and has 50 items the scale is Likert type. Section A has two items points ranging from 1-7, 1 = below average and 7 = above average. Section B has 39 items, ranging from 1-5, which shows feeling according to the following scale 1=have strong feeling to change, 5 = feel fortunate. section C has 9 items ranging from 1-6 where 1= always and 6 = never.
Self concept scale (R.K. Saraswat, 2004):

The scale has three different forms, that is real, ideal and social. There are three responses given against each traits i.e. low, average and high, where 1 = low, 2 = average and 3 = high.

Here,
1. **Real self concept** : The traits which describe the type of person you think you are.
2. **Ideal self concept** : The traits which describe the type of person you aspire to be.
3. **Social self concept**: The traits which describe the type of person you think, the others think you are.

Finally average of all three will be taken.

Self esteem scale (Battle, J., 1976):

The scale is Likert type 5 point scale ranging from 1-5 where 1=false or no, 2 = probably not, 3 = undecided, 4 = probably, 5 = true or yes .scale has 40 items which has questions related to general self esteem, social interpersonal self esteem, personal self esteem and items related to lie sum the scores for the 40 items, the higher the score, higher the self esteem.

Clothing interest scale (Smith, C. 1976):

The questionnaire is developed to ensure the views and opinion of middle aged working women for their clothing interest. Respondents are required to indicate their view on a 5 point Likert type scale ranging from 1-5. where 1 = false or no, 2 = probably not, 3 = undecided, 4 = probably, 5 = true or yes. Scale has 21 items, scores are summed up for all 21 items, higher the total score higher the clothing interests.
**Variables**

Self concept, Self esteem, Body image, Body cathexis, Clothing interests.

**Research design**

The research design for the proposed study was a correlational. The following variables were used:

- Working woman
- 100 college and university lecturers
- 100 Doctors

Measures of:
- Self concept
- Self Esteem
- Body Image
- Body Cathexis
- Clothing Interest

**Statistical analysis**

Descriptive statistics (Mean and Standard deviation) of all the groups (Middle and high level Software Engineers) was computed through SPSS-17 software. Pearson product–moment correlation was computed to see the significance of nature and degree of relationship of self concept, self-esteem, body image body cathexis with clothing interest among middle aged working women.
After the researcher got pretty sure about the several assumptions to be satisfied to draw conclusions about a population based on a regression analysis done on a sample, item the multiple regression analysis was computed through SPSS-17. The dainty assumptions which were largely satisfied were as following:-

All variables largely quantitative, Non–zero variance, No perfect multi colinearity, Predictors uncorrelated with external variables, Homo elasticity, Independent errors, Normally distributed errors, Outcome variables as independent relationship modeled in linear one.

The Multiple Regression Analysis was also computed to see whether self concept, self esteem, body image body cathexis with clothing interest among middle aged working women (doctors and lecturers).

**Conclusions**

1. It was empirically proved that Self concept, self esteem body image, Body Cathexis, is significantly positively related with clothing interest among middle age working women lecturers and doctors.

2. Self concept, self esteem body image, Body Cathexis, is significantly positively related with clothing interest among middle age working women college and university lecturers.

3. Self concept, Self Esteem, Body image, Body Cathexis, is significantly positively related with clothing interest among middle age working women Doctors

4. Relationship between self concept and clothing interest among middle age working women lecturer and doctors would be significant and positive is stands weakly positively significant with respect to variables of Self Concept - Real Self Concept, Ideal.

5. Relationship between self Esteem and clothing interest among middle age working women lecturer and doctors would be significant
6. Body image is positively related and contributes significant position of variance in clothing interest among middle age working women lecturer and doctors

7. There is a significant positive correlation between Body cathexis and clothing interest among middle age working women lecturer and doctors

Main findings

1. Self Concept and Self Esteem are positively correlated and two variables have weak relation and Self Concept and Self-Esteem are positively correlated and two variables taken together will explain significant portion of variance for Clothing Interest among middle age working women.

2. Self Concept and Body Image are positively correlated and two variable taken together will explain significant portion of variance for Clothing Interest among middle age working women.

3. Self Esteem and Body Cathexis are not positively correlated and two variables have very weak relation. But two variable taken together will explain significant portion of variance for Clothing Interest among middle age working women.

4. Self Concept and Body Cathexis are negatively correlated and two variables have very weak relation. But two variable taken together will explain significant portion of variance for Clothing Interest among middle age working women.

5. Self Esteem and Body Image are positively correlated and two variable taken together will explain significant portion of variance for Clothing Interest among middle age working women.

6. Body Cathexis and Body Image are positively correlated and two variables have very weak relation. And two variable taken together will
explain significant portion of variance for Clothing Interest among middle age working women

**Limitations:**

1. The representative sample of middle age working women for the study of interest in clothing will be from randomly colleges, and hospitals
2. Being a co-relational research, for arriving at some conclusions the correlates must be theoretically obvious. Besides a whole lot of other theoretically obvious variables could have been undertaken in the study.
3. Given the purposive nature of the sampling and the size of the sample the results obtained have limited generalization.
4. The study is merely sheer of exploratory nature and does not contribute to theoretical understanding of issue.
5. Clothing interest is a psychological variable which influence consumer decision, the present study fills to depict how decision making processes influences the clothing interest.
6. Multiple correlation analysis reveals that though there are many significant predictors from among the chosen predictors but they don’t explain any significant extent of variance.

**Suggestions for Future**

1. Conduct a similar study using a different age group and compare the results of the two studies.
2. Conduct a study employing male and female subjects and compare the results by gender.
3. Conduct a similar study for middle aged male and compare the results of the two studies.
4. Conduct a similar study in another region of India and compare the results of the two studies.

5. Conduct a similar study that examines the relationship between prior and latest clothing behaviour.