

Socio-psychological factors affecting clothing preferences : A review

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ABSTRACT

Clothes have been identified as fulfilling a vast range of physiological, psychological and our social needs. Individuals prefer different kind of clothes to fulfil all these needs. The paper will highlight and give a brief of all those factors which affect clothing preferences and will proceed by focusing in detail about various researchers view points on the basis of their researches done on following socio-psychological factors namely - a) Cosmopolitanism; b) Self-Esteem; c) Mood; d) Body-consciousness and Appearance. On the basis of reviewed papers, this paper analyses work of previous researcher's work to classify factors influencing clothing preferences. After reviewing, it was found that all the factors whether physiological, psychological and social are multi-dimensional in nature and inter-dependent. It was also found that the new emerging psychological factor in clothing preference is cosmopolitan attitude of individuals and it is closely related to self-esteem. Mood was found as a great influencing factor in clothing preference of individuals and vice versa. In conclusion, no single factor can be solely responsible for clothing preference but yes each factor has its own importance and has different impact on a person of a particular age-group and sex

Key Words : Clothing, Self-esteem, Cosmopolitanism, Body-consciousness, Mood, Appearance

INTRODUCTION

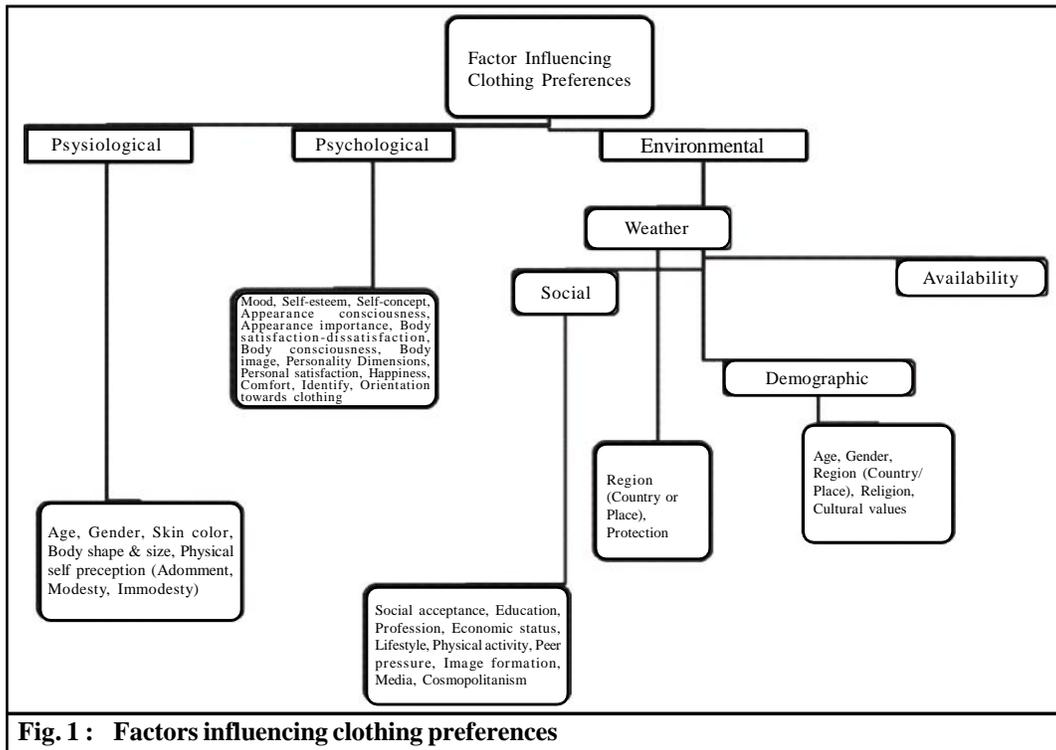
Clothes provide satisfaction to human beings by fulfilling their all kinds of needs. Famous fashion designer Michael Kors said that "*Clothes are like a good meal, good movie, and good pieces of music* (www.harparbazaar.com)." This statement clearly explains that clothes are deeply connected with us both physically and psychologically but the connection is greater psychologically. Man is a gregarious animal so we cannot leave social needs which also have equal role as physiological and sociological needs. "*Clothes mean nothing until someone lives in them* (www.harparbazaar.com)." Another famous quote by the fashion designer Marc Jacobs further explaining the magnitude of clothes *i.e.* clothes are the second skin of human beings with which we all are psychologically connected. Clothes are not just considered as a basic need now days, as it was considered during early days of human conception. Clothes were, clothes are and clothes will be worn for various reasons and motivating factors. According to theory of clothing, we started wearing clothes because of four reasons- modesty; immodesty; protection; and adornment (Kefgen, 1986 a). With time clothes have crossed the boundaries of clothing theory and become an individual's

most immediate environment acting as a buffer between the biological self and the wider physical and social environment (Roach and Eicher, 1973). Various researchers concluded that Clothes affect one’s behaviour. Also, equally and oppositely one’s personal behaviour or personality reflects different kinds of clothing preferences as stated in various other researches. Since, we are psychologically attached to our clothes, we cannot segregate clothes as an only affecting construct on one’s behaviour; behaviour in turn has its impact on one’s clothing preferences. Along with this, both of these are further affected by various external and internal factors. The purpose of this paper is to highlight in brief various factors affecting clothing preferences and then through published papers focusing on research work done on following socio-psychological factors and their relationship with clothing preferences - a) Cosmopolitanism; b) Self-Esteem; c) Mood; d) Body-consciousness and Appearance (appearance consciousness and appearance importance). In this paper, the term ‘socio-psychological’ has been used as these factors are related with both psychologically and our social environment.

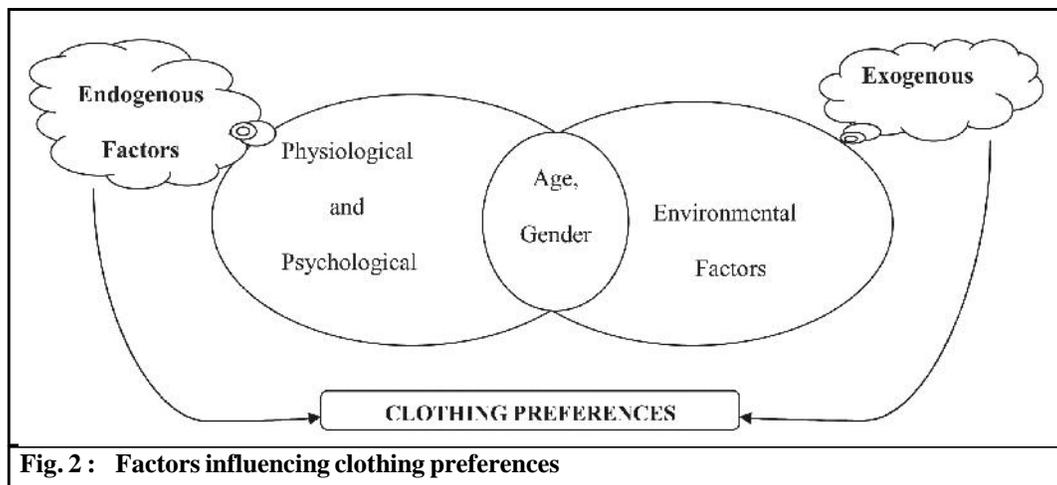
Factors influencing clothing preferences :

There are various factors which affect clothing preferences. On the basis of literature review an attempt has been made to classify these factors in two ways:

Motivating factors which influence clothing preferences can be majorly classified on the basis of three human needs namely: Physiological, Psychological and Environmental. Thus, on the basis of these needs, motivating factors can be classified into three categories namely physiological, psychological and environmental. These have further various factors which affects clothing preferences. All these factors are inter-related and multi-dimensional in nature as no single dimension is solely responsible for clothing preference of any individual at a given time (Fig. 1).



According to second classification, motivating factors affecting clothing preferences can also be classified as Exogenous and Endogenous factors. Exogenous are the external factors while endogenous are the internal factors which affects clothing preferences. Earlier, Kwon (1987) termed these motivating factors under two categories: Temporal and Constant. Factors which are at a certain time *i.e.* situational in nature and change with time or vary from one day to another are considered as temporal factors and those which remains the same (invariant) throughout all days and time are called constant factors. It was found that all the endogenous factors were constant and exogenous factors were temporal except mood which was endogenous but temporal in nature. This classification of motivating factors was limited to only few factors in Kwon’s research as per his research requirements. Later, Kwon (1991) again classified these motivating factors as exogenous and endogenous factors only which affect person’s daily choice of clothing. On the basis of Kwon classifications and other researchers work done on other factors influencing clothing preferences, a new classification on factors affecting clothing preferences under exogenous and endogenous factors can be understood as described in Fig. 2. This classification is based upon previous classification and Kwon’s Classification



The Venn diagram (Fig. 2) shows that all physiological and psychological factors are endogenous and all environmental factors are exogenous in nature which influences clothing preferences. Only age and gender are the two factors which are coinciding between both physiological and environmental factors as both come under demographic information which is part of environmental factor and also related to one’s physical information as shown in previous classification (Fig. 1).

Since 20th Century, researchers are talking about all these factors. Many theories have also been derived based on researcher’s studies done on these factors and their effect on clothing preferences. On the basis of previous research, apparently physiological and environmental factors are still easier to understand, their presence and effects can be sensed by everyone consciously or unconsciously because of the visibility and expression of these factors. On the contrary, psychological factors are the ones which are hidden (endogenous in nature), cannot be seen by the outside world, and can be reflected only through behaviour. One has to excavate inside an individual to understand his/her behaviour. Now days, researcher’s aim is more towards studying these factors and various aspects of clothing preferences. Cosmopolitanism is an upcoming new interest area for researchers

in clothing industry to understand its impact on clothing preferences and also its inter-relation with other factors too.

Cosmopolitanism - a new construct of 21st century influencing clothing preferences:

Cosmopolitans are defined as individuals who adapt and interact with people of different cultures, imbibe diverse cultural values, candour, and favour associating with multiple cultures (Hannerz, 1990; Cannon and Yaprak, 2002; Cleveland *et al.*, 2009). Economic, cultural and political factors affect cosmopolitanism. Theorists say Cosmopolitans are further of two types - global or local. Local are those who love their local roots and values, but appreciate other cultures too. While global cosmopolitans are those who imbibe global culture and values. Along with this they believe their cultural values to be superior to local cultural values (Khare, 2014). De Mooji (2004) found younger generation are more engaged in cosmopolitan activities than older. While Han and Won, (2017) found cosmopolitanism attitude is more individualistic and present developing countries. But, when it come to gender there is still controversy that who are more cosmopolite males or females? Cleveland *et al.* (2011), found females as more cosmopolitan than men. While, no such gender difference was found by Riefler *et al.* (2012).

Cosmopolitanism is not a new theory, but in clothing sector, from past few years, it has attracted various researchers' interest to understand consumer behaviour. After probing various publications of Sage, Springer, Emerald, ProQuest etc. in depth, limited research was found on cosmopolitanism attitude in relation to clothing preferences globally. Greater part of researches found in Springer, Emerald and other publications are in Indian context. Reason for this might be that developing country like India, and its favourable scenario of changing behaviour of Individuals by accepting international brands in comparison to other developed countries.

The same scenario can be found in other developing countries too which are still unexplored. But it does not mean that this research area is limited to developing countries only because globalization is worldwide and the whole world has been affected and benefited from it which no one can deny.

A recent study, done in University of York, UK, investigated by Jimenez (2016), showed a positive correlation *i.e.* cosmopolitanism is positively associated with four functions of clothing (fashion, assurance, individuality and comfort) except camouflage. The study showed that cosmopolitan women are more affected in terms of clothing preferences than men.

In Indian context, people's lifestyle is changing. Since last ten years, people's interest towards travelling to other countries, exploring different cultures, potential for purchasing international brands etc. have increased. An investigation done by Carlson, and Widaman (1988) proves that migration to different countries because of study or jobs have also played an important role in incorporating cosmopolitanism amongst youth. Thus, there would be a definite change in cosmopolitanism attitude amongst Indians which develops a key interest for researchers to find out their association with other psychological factors too.

Along with this, India has witnessed a transformation not only in economic standards but also in socio-cultural factors. The traditional values, norms, and behaviours are being altered into more westernized and global values. It was found that Indian youth may appear to endorse western values, but family traditions, group values, and cultural traditions play a pivotal role in determining brand meanings (Khare, 2011). This clearly explains the example of clothing choice of Indians, *i.e.* in spite of westernization adoption; family, traditions and values influence clothing preferences.

Another study conducted by Khare (2014), explored the relationship of fashion clothing

involvement and cosmopolitanism. Amongst Indians, the study also talked about the role of demographic factors which showed that place where one person lives influence cosmopolitan attitude and fashion clothing involvement. Along with this, people in Indian metropolitans were highly involved in fashion and global clothing but income and education factors showed moderate influence of cosmopolitanism on fashion clothing involvement. No difference of age, marital status and sex was found in fashion clothing involvement with influence of cosmopolitanism.

So it can be said that, a cosmopolitan individual's lifestyle is influenced by different cultures, they are more sensitive towards other cultures and willing to adapt. Awareness through mass media, foreign trips and availability of international brands has exposed people to different cultures. In short, globalization has led to multi-nationalism and multi-internationalism. One's cosmopolitan attitude can be seen easily visible through its clothing practices/preference. Maximum findings are from India which showed that Indians appreciate western clothing. They like to wear and actually wear western clothes in their daily life. But, when it comes to acceptance of majorly old or middle age adults are rigid to their roots and culture which is clearly visible in their attire especially during special occasions like marriages and youth is bounded to some extent to their culture and roots. The same behaviour can be seen when it comes to food but not for other products like gadgets. The trend is changing now and Indians are accepting and wearing different culture clothes especially influenced from western culture but with an addition of Indian touch (appreciating own cultural roots).

Thus, it can be said that cosmopolitanism has influence on clothing preferences. But, it is not the only factor which affects clothing preferences. There are various other factors which have not been explored yet! These factors either influence or help in developing cosmopolitan attitude which further influence and affect clothing preferences of an individual. With reference to this, cosmopolitanism is a multi-dimensional construct. There is a need to explore and find out relationship of these factors with cosmopolitanism and clothing preferences. Also, till now researchers interests' area was more towards marketing and brand involvement etc. Psychological perspectives of cosmopolitanism and clothing preferences have just been touched upon.

Researches on cosmopolitan attitude is not only limited to cosmopolitanism and its relation to clothing preferences but also to other psychological factors which has been discussed in the paper one by one in the coming readings.

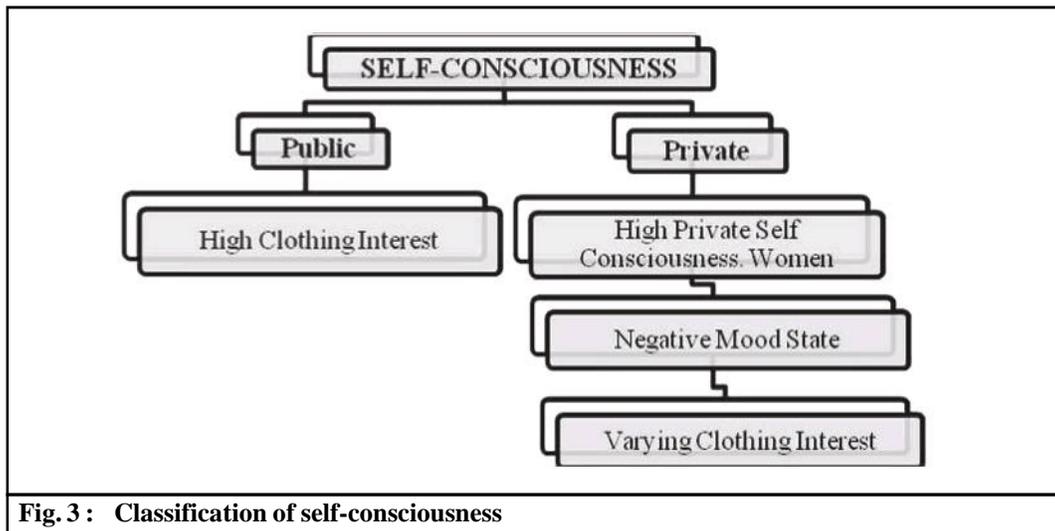
Clothing, appearance and self-consciousness :

Appearance is defined as the state, condition, manner, or style in which a person or object appears (Dictionary.com). Individuals can be appearance conscious or give more importance to their appearance which is termed as appearance importance, or both; may or may not occur in an individual together. Markus (1977), defined Appearance Importance as placing cognitive importance on one's own appearance as well as making evaluations about oneself and others based primarily on outward appearance, based on appearance self-schema theory (Merritt, 2004). Appearance consciousness is the tendency of being conscious about one's own personal look amongst the society. It was found that individuals who place cognitive importance on appearance are more occupied with and concerned about appearance-related characteristics (Jung and Lee, 2006).

To overcome both the dimensions individuals tend to reflect through their clothes. But again these are not the solitary constructs which affects clothing preferences. There are other constructs which affects clothing preferences equally and simultaneously. Clothing is just one aspect which gets affected; along with this the whole dressing behaviour of an individual gets affected due to this

trait. Dressing behaviour is an act of a person towards the way one dresses, where, dress of an individual is an assemblage of modifications and/or supplements to the body. It includes a long list of possible direct modifications of the body such as coiffed hair, colored skin, pierced ears, scented breath as well as equally long list of garments, jewellery, accessories, and other categories of items added to the body as supplements (Eicher and Roach-Higgins, 1992). We communicate through our dress thus clothing too as it is a part of dress. (But studying dress is not the aim of this paper).

Appearance importance and appearance consciousness both are closely related to self-consciousness, another psychological factor which affects clothing preferences. Self-Consciousness is defined as excessively aware of being observed by others or consciousness of oneself or one's own being (Dictionary.com). In other words we can say that self-consciousness is an acute sense of self-awareness. It is a concern with oneself, as opposed to the philosophical state of self-awareness, which is the awareness that one exists as an individual being. Self-consciousness has two dimensions: public self-consciousness (P. S.C.) and private self-consciousness (Pv. S.C.) (Buss, 1980). P. S.C. is the tendency to be aware of one's appearance and concerned about making a good impression on others; while Pv. S.C. involves focusing attention on the internal or covert aspects of the self (Fenigstein *et al.*, 1975). People who are highly Public Self-Conscious have been found to be more sensitive to rejection and more attuned to social reference groups than others (Fenigstein, 1979; Carver and Humphries, 1981). On the other hand, people who are highly private self-conscious give more accurate self-reports, have more extreme affective responses, and write longer self-descriptions than do the low scorers (Scheier *et al.*, 1978; Scheier and Carver, 1977; Turner, 1978a). Thus, laboratory research has revealed that P.S.C. has a different, and sometimes divergent, impact on behaviour than does Pv. S.C. (Scheier, 1980; Turner, 1978b; Cheek and Briggs, 1982).



We cannot segregate and study separately about appearance and self-consciousness as self-consciousness occurs due to one's consciousness about appearance in public (P. S.C.). Various researchers tried to find out relationship between clothing variables (interest and attitudes) and self-consciousness of a person. Clothes are a way to describe one's social self. Thus, clothing is affected through both appearance (appearance importance and appearance consciousness) and

self-consciousness. Various researches were done to understand the relationship between appearance and self-consciousness. Along with this, other various clothing factors like relationship between fashion interest, opinion leadership and self-consciousness were considered. These showed a significant correlation between P. S.C. and clothing interest in which male were more prominent than females. But, in case of mood related items females who were P. S.C. showed greater interest in clothing than males (Solomon and Schopler 1982; Kwon 1991).

Another study (Miller *et al.*, 1982) also showed a positive correlation between P.S.C. and Clothing Variables: Clothing Interest, Self Perception of fashionability, fashion opinion leadership, actual fashionability and clothing conformity. It was found that in comparison to low self-consciousness, people with higher Pv. S.C. and P. S.C. showed greater conformity with respect to ambiguous judgments of future fashionability (Davis, 1984). Kwon (1992), found a close relationship of body consciousness with P. S.C. and social anxiety but not with Pv. S.C. This means body consciousness is a domain of public aspect of self rather than private aspect. Also, he did not find any significant relationship between Pv. S.C. and women's attitude towards clothing practices. On the other hand, P. S.C. was considered as an important construct in women's attitude towards clothing practices. In conclusion, the correlation of women's clothing practices was found maximum with P. S.C. followed by social anxiety and almost negligible with Pv. S.C. This study supported previous studies conducted by Miller *et al.* (1982) that P. S.C. is significantly correlated with clothing preferences/behaviour. Thus, we can say that people who are more P. S.C. shows more interest in clothing especially women.

High Public Self-Consciousness ⇔ High Clothing Interest

But, when it comes to different mood states especially in females, it was found that Pv. S.C. plays an important role than P. S.C. on to the selection of clothing than in males i.e. perceived moods influence clothing selection in females. Also, a significant correlation was found between males' and females' P. S.C. and positive mood states but not with negative mood states (Kwon, 1991). This concludes that females with high Pv. S.C. tend to utilize clothing to manage their different mood states than females with low Pv. S.C.

Appearance consciousness :

This cannot be separated from body consciousness, is another construct which was also investigated by various researchers to understand its impact on clothing behaviour. Previous research has suggested that individuals tend to choose certain types of clothing to either emphasize their attractive body parts or downplay their unattractive body parts in order to feel confident with their overall appearance (Lunceford, 2010, Roux *et al.*, 2017). Majorly, adolescents were the main target group for understanding relationship of appearance and clothing behaviour. It is because adolescence is the age group where appearance consciousness is at its peak and grabs researcher's attention. Various different clothing constructs in different studies were considered to understand the same amongst adolescents.

Mac Gillivray and Wilson (1997) did their investigation by considering clothing use; and satisfaction with clothes as clothing behaviour constructs in their research and impact on these constructs amongst early, middle and late adolescents. A significant difference amongst the three stages of adolescents was found where late adolescents were found less satisfied with their clothing and appearance in comparison to early and middle adolescents. With these results we can say that

as we grow, consciousness towards appearance increases which leads to the dissatisfaction of the body or looks and changes in clothing preferences. Along with this, a significant difference between male and female adolescents were found for all the clothing use factors considered in the study (Approval, Dependence, Conformity, Nonconformity) except the economic factor as both sex had enough money all the time, whenever they need. While in case of other factors - Approval, Dependence, and non-conformity; females were found more common but not for the conformity factor. Along with this, no such difference was found amongst both the sex for satisfaction with clothing but it was there for satisfaction with their bodies as males were more satisfied than females (Body satisfaction is one of the important aspect in appearance consciousness). Region also plays their role in clothing preference as in the case of urban and rural adolescents. Urban adolescents tend to use clothing for social approval, social distinction and to make feel oneself good. While rural use it for conformity only. But, as adolescents become mature, the influence of residence on clothing diminishes (MacGillivray and Wilson 1997).

This shows that locality and lifestyle plays an important role in clothing preferences by affecting one's self consciousness and appearance consciousness which further reflect their clothing choices.

Another new theory was derived and researchers termed it as 'appearance schematics' to the individuals who give more importance to appearance based on Markus (1977) self-schema theory. According to this theory, these individuals invest more time in their looks; they make judgments about themselves and on others based on appearance (Cash and Labarge, 1996). To manage their appearance, individuals use various resources, clothes are one of them (Rudd and Lennon, 2000). Since, appearance consciousness and self-consciousness leads to body dissatisfaction, individuals use appearance management techniques in which clothes are one of the ways to overcome the same. The technique may be used either to hide body dissatisfaction or to enhance one's body satisfaction in relation to cultural ideal (Kaiser, 1997). With this, we can say that body satisfaction and dissatisfaction is related to appearance consciousness or importance.

In relation to clothing, researchers found that individuals who are satisfied with their body were more positive towards the fit of ready-to-wear clothing (LeBat and Delong, 1990), while, a negative attitude towards clothing; lower level of confidence level during clothing selection; and less consciousness towards fashion trends were found amongst individuals with higher level of body dissatisfaction (Sontag and Schlater, 1982). The same was confirmed in relation to lower body perception and higher appearance importance, where body satisfaction/dissatisfaction; body image are part of body perception and loose clothing was observed as adolescents choice to hide their dissatisfied body parts. (Merritt, 2004; Cash and Lebarge, 1996; Jung and Lennon, 2003). While another study conducted by Stapleton *et al.* (2016) suggested that men tends to do more exercise to improve their physical appearance as they were found to be more dissatisfied with their body. Also, men who were more dissatisfied with their height give more time to improve their overall appearance to look better (Sung and Yan, 2017). Thus, with time, along with women, men have also become conscious towards their physical appearance.

Other researchers tried to connect personality, appearance consciousness, self-consciousness and clothing behavior like: Gurel, Wilbur and Gurel (1972) suggested in their study that choices of clothes were in part determined by the kind of a person one was and the group to which one belonged. Here, they talked about personality structures and conformity to peers amongst adolescents. Being appearance conscious or being self-conscious both are traits of one's personality only. Another study of Gurel and Gurel (1979) concluded that clothing interest and personality trait of an individual not only affect the purchase of clothing and wardrobe building but also daily practice of clothing

selection.

In sum, it concludes that all these dimensions - appearance consciousness, appearance importance, self-consciousness, body satisfaction and dissatisfaction, personality and even body image (not included in this paper) are inter-related, and multidimensional in nature, inter-dependent on each other and affects clothing preferences and clothing behaviour.

Clothing and self -esteem :

Self-Esteem is another psychological factor which affects clothing preferences. It is the affective component of the self. Affective component is one of the three attitudes where it refers to the feelings or emotions associated with a given object or entity (Kefgen, 1986, b). The word 'esteem' comes from the Latin word "aestimare", which means "to estimate or appraise" (Brahm and Kassin, 1990). According to Rosenberg (1979), Self-esteem is defined as people's feelings about their worth or value of themselves. *i.e.* it reflects a large part in people's perceptions of the way others feel about them. Feelings about one's personal appearance, along with other dimensions of self, shape self esteem of an individual (Cited in Joung and Miller, 2006). In other words, evaluation of oneself based upon his/her overall feelings (Hobza *et al.*, 2007). Clothes are very closely related to self-esteem.

Various researchers have studied relationship between clothing and self-esteem. A research concluded that how one feels about oneself affects one's clothing choice and the clothes a person decides to wear also affects his feelings about oneself (Atkins, 1976; Ryan, 1953). This concludes that clothing is used as a tool to boost an individual's morale. Various researchers concluded that self-esteem is related to social participation and physical attractiveness (Herzog *et al.*, 1998; Reitzes *et al.*, 1995; Mathes and Kahn, 1975; O'Grady, 1989). Undoubtedly, clothes and even dress (which is not the aim of this paper discussion) plays an important role both in maintaining physical attractiveness, social participation, conformity to social norms and certain groups and thus helps in maintaining or increasing self-esteem. Along with this, various researches also depicted that deprivation of the same have effect on social participation thus in turns affect self-esteem. This shows that physiological, psychological and environmental factors which influence clothing preferences are inter-related. Since, physical attractiveness is one of the important aspects in self-esteem and in clothing preference, researches showed that with age, interest in managing physical attractiveness increases especially amongst women and it is also at its peak during adolescence which further affects their clothing preference. This has been found by various researchers that during adolescence, clothing interest and importance is at its peak and as the child grows role of parents in clothing selection decreases (Koester and May, 1985). This shows that as a child grows older, it becomes more independent gradually. It's horizons of society grows which further increase other needs like physical attractiveness for conforming in social gatherings. Thus, an individual's clothing preferences changes. This is further dependent upon level of self-esteem achieved by an individual.

To understand the self-esteem level, another study was conducted on adolescents to determine any differences in the importance of clothing comfort in three situations (social, school, and leisure). Results showed that adolescents preferred comfortable clothing during school and social situations than in leisure situations. No difference in self-Esteem was found with the students who gave importance to comfortable clothing in three situations than to those who considered comfortable clothing as unimportant in three situations *i.e.* social, school and leisure. The research is not limited to adolescents in relation to self-esteem and clothing.

Another research (Joung and Miller, 2006) was conducted on old females (55years and above)

to understand about various factors which have effects on self-esteem. It was found that appearance management [activities that an individual engages himself/herself with to manage his/her overall appearances, (Sung and Yan, 2017)] and social participation have direct effect on self-esteem while no direct effect was found in fashion involvement on self-esteem. However, it was observed through investigation that both the factors *i.e.* appearance management and fashion involvement had positive direct effect on self-esteem through social participation. This concluded that active engagement in social activities leads to high self-esteem amongst older females; findings coincided with previous researches (Reitzes *et al.*, 1995, cited in Joung and Miller 2006). Also, those who are more involved in appearance management participated more in social activities and had high self-esteem. This shows that participation in social gatherings act as a moderator between appearance management and self-esteem. Its, not limited to women only. Recent study by Sung and Yan (2017) shown that self –esteem level effects men’s body satisfaction level too and this was confirmed through their clothing behaviour. The more dissatisfied men avoid certain clothing to conceal their body, higher the level of self-esteem lesser dissatisfied they are from their body and get less involved in appearance management.

Apart from appearance management, studies showed a positive correlation between cosmopolitanism and self-esteem; *i.e.* people who have cosmopolitan attitude are with high self-esteem and are more concerned about their body appearance thus they are conscious towards fashion, individuality, assurance and comfort. So, it can be said that cosmopolitanism, self-esteem and consciousness towards body appearance *i.e.* body consciousness are inter-related. All these factors collaboratively have effect on clothing preferences of an individual. It could be choice of clothes, involvement into branded clothes, involvement into latest fashion, or even for conformity.

Clothing and mood :

Mood is defined as a temporary state of mind or feeling (Oxford Dictionary). It varies from unhappy -to- pleased; from low to high which includes different kinds of feelings like: excited, bored, mournful, sad, angry, annoyed, depressed, delighted, calm, relaxed etc (Hu, 2009) Researchers, in relation to clothing preferences generally consider all feelings which comes under happy and high mood as positive mood state and other feelings which comes under unhappy and low mood as negative mood state.

Mood and clothing cannot be separated from each other; they are like two side of a coin. Both have its impact on each other. This is clearly visible from the review that earlier focus of the researchers was to investigate impact of mood on clothing and later, interest of researchers got diverted towards impact of clothing on mood of an individual. In fact both work simultaneously. Mood affects clothing selection and practices while selected clothes have further impact on the mood of an individual. Author is trying to explain the same with references of various researches done in the past.

Various researches talked about dress to impress in which clothing was considered one of the key elements during investigation. Since 20th Century, researcher’s key interest was to investigate the relationship between mood and clothing. The interest was not only limited to mood but also to find out relationship amongst various other social, physiological and psychological factors, but here we will focus only on mood and clothing.

Kwon (1987) concluded in his study that mood is not an independent motivating factor. There are other motivating factors which are inter-related and affect clothing selection. Significant relationship between clothing orientation factors (interest in clothing, dress affects my feelings,

importance of my appearance, sensitivity towards people's clothing, notice other people's clothing) and mood (a temporal clothing function) was found. According to Moody (2009), both positive and negative mood have measurable, predictive and important relationships with clothing preference. Apart from this, (Kwon 1987), inter-relationship between exogenous and endogenous factors were tested which showed that mood function as an endogenous factor was affected by physical self and weather functions. The most significant correlation was between weather and mood followed by physical self and mood *i.e.* person's mood is correlated with one's physical self.

Later, Kwon (1991), investigated effect of perceived mood and selection of clothing of males and females; results showed that sensitivity towards different mood states and its affect on clothing selection was more amongst females than males. Along with this, it was found that negative mood state of females has greater effect on clothing selection than males. Reason for this was perceived mood state amongst females had higher level of private-self consciousness. It was also found that females were more sensitive towards perceived mood state than males thus affecting their private-self consciousness and thus choice of clothing. A correlation was found between the private self-consciousness of females and different mood states which clearly concludes that private self-consciousness plays an important role than public self-consciousness on the influence of perceived mood, thus on to the selection of clothing. However, no such difference was found amongst males. Also, a significant correlation was found between males' and females' public self-consciousness and positive mood states but not with negative mood states. The study concluded that females with high private self-consciousness tend to utilize clothing to manage their different mood states than females with low private self-consciousness.

High private self-consciousness ##### Perceived mood of females ##### Clothing selection of females

Next question is - what kind of clothing was the choice during different mood states for males and females? According to Kwon's (1991) research, it was found that comfortable clothing was the first choice for both the genders during negative mood state. Also, the choice was found to be same for males in their positive mood state while in the case of women, choices were not the same as their first preference was flattering followed by favourite and exciting clothes. This concludes that in females with positive mood, chances of expected behaviour in positive direction are more which supported previous investigations too (Kwon, 1991). The study also supported previous study of Dubler and Gurel (1984) that people tend to boost their morale by using clothes when they are psychologically not certain. Their choice of clothing during negative state of mood (which in itself is heterogeneous in nature), were comfortable one followed by ordinary and any clothes. But, no such difference in different negative mood state was observed as in all negative mood states choice was comfortable clothes. We can relate this with Freud (1946) theory, when the ego faces difficulty in handling pressures from the outer world; it uses a defense mechanism (Morgan *et al.*, 1997). Similarly, people uses or prefer different kinds of clothes unconsciously as a defense mechanism to cope up with the situation as in the case of Kwon study, individuals in their negative mood state preferred comfortable clothing as a defense mechanism. Another study justifies Freud theory again which was done on a group of mildly and moderately depressed students which showed a higher level of interest in clothing by depressed students whose depression reached to a point (Worrell, 1977). While Fisher (1973) stated that bright color clothing was the preference of slightly depressed individuals so as to fight with negative feelings. Few researchers (Compton 1962; Gibbins and Gwynn 1975) through their researches also suggested particular outfits and

fabrics which can be used to enhance self-presentation. Overall, people choices varies, but aim is same- defense mechanism to divert their mind, some prefers comfortable clothes while others defends their different mood states by preferring bright colors in their clothes.

As explained earlier also, with time a new phenomenon emerged which diverted researchers interest towards selection of clothing and its impact on to the mood of the wearer. Continuing with the impact of mood on to the selection of clothing color, researchers also investigated impact of clothing color on to the mood of individuals. The same was investigated and concluded by Frank and Gilovich (1988) in their research where they concluded that wearing black color clothes leads to aggressive behavior of an individual. Since, colors have their cultural meaning thus, it effects perceiver also (Frank and Gilovich, 1988; Roberts *et al.*, 2010).

Apart from clothing color, kind of clothes also change the mood and behavior of the wearer like: Adam and Galinsky (2012) found the same in their investigation where a doctor's white lab coat leads to more attentiveness during task performance in comparison to painter's white lab-coat. This shows that clothes change attitude and behavior of an individual wearing it. While Subhani's (2011), research was totally in different direction. She investigated factors influencing dress of individuals and relationship between wearing new dresses and the mood of the wearer. Various constructs namely: general comfort factor, current trends, comfort for cultural dress, trendsetters, quality of fabric, style, print, color, brands, fittings and stitching, availability of accessories, appearance pleases others, appearance pleases self were taken for investigation that do these factors influence the mood of an individual? Results showed a positive and strong influence of all these factors on to the mood of an individual while wearing new clothes in which a strong percentage of influence was observed by all the constructs having least influence of branded clothes in comparison to other constructs. Results may differ from country to country as mentioned by the researcher, that preferences, attitudes and beliefs of a consumer from developing country are significantly different from developed countries.

In sum, Clothes whether a particular category, any specific colored dress, new or old have its impact on to the mood and thus behavior of an individual. Similarly, mood leads to different clothing practices especially during negative mood people prefer comfortable or bright color clothes. With this we could say, individuals use clothes to satisfy themselves psychologically and to divert their minds from a particular situation say: negative mood.

Conclusion:

By summarizing the review, it could be concluded that there are various external and internal factors which affects clothing preferences. All these factors are multi-dimensional in nature and inter-dependent to each other, but each has its sole importance and role. One factor might be responsible for the development of another factor which further affects clothing preferences. These factors are also termed as endogenous and exogenous factors. Individuals are strongly connected with psychological factors which are also known as endogenous factors. The paper focused and reviewed five socio-psychological factors on the basis of their role and impact on clothing preferences. After, reviewing the literature, it was found that all these five factors are inter-related and dependent to each other. Cosmopolitanism was found as a new emerging factor which affects clothing preferences. It is not a new concept, various researchers have found impact of cosmopolitanism in different sectors, ample of theorist have given their viewpoints on cosmopolitanism. But in clothing sector, very limited researches with interesting findings have done on cosmopolitanism in relation to clothing. These findings have opened the horizons further for researchers to work upon this factor

in relation to clothing preferences. Cosmopolitanism was found as positively correlated with self-esteem of individuals. Another factor Mood as clothing preference construct was found as a dependent factor on other factors: self-esteem, cosmopolitanism, self-consciousness and appearance consciousness and importance. Along with this it is not only mood of an individual which affects clothing preference; it is the types of clothes also which affects mood of an individual. The third factor reviewed was self-consciousness, that plays an important role in developing positive or negative self-esteem which further affects clothing preferences. Two dimension of self-consciousness have different impact on clothing preferences and even relationships with other factors were found different. The same difference was found with different genders. P. S.C. was found higher in females than males which further effect perceived mood and thus clothing preferences. But, with change in time, recent studies have found men also becoming more conscious towards their appearance and body. Interestingly, self- esteem is dependent upon all other factors and majorly responsible for different clothing preferences.

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