



A CROSS-CULTURAL COMPARISON OF BODY IMAGE AND CLOTHING SELECTION BEHAVIOR AMONG KOREAN AND AMERICAN WOMEN

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The purpose of this study was to examine and understand the differences in body image and clothing selection behaviors among Korean and American females based on cultural ideals of beauty. Subjects included 91 Koreans in Korea and 88 Americans. Their 40 body parts (e.g., weight, height, bust circumference, and hip length) were directly measured using measurements. After that, subjects were shown 20 clothing pictures (e.g., tank top, loose T-shirts, cropped T-shirts, snug fitting capri pants), responding to a questionnaire.

As a result, both groups generally indicated poor body image, perceiving a discrepancy between their actual body sizes and their ideal sizes. Also the clothing styles which revealed their body were their preference over loose styles which covered their body. Koreans used more fitted clothing (e.g., tight fitting long pants) to the body daily than Americans. However, generally both groups had a discrepancy between their actual clothing behavior and their ideal clothing selection. That is, two groups did not have many differences in the results but have a discrepancy between their ideal image and their actual image commonly.