

Self-Concept and Self-Esteem as Predicting Variables to Clothing Preferences: A Correlational Inquiry

Inocian, Femma Rein A¹., Agarpao, Rustom B¹., Agliam, Vonnie Jhon M¹., Apasan, Jemuel P¹., Cruda, Marc David¹, Dagaang, Dee Jay P¹., Grasparil, Rhealyn P¹., Majestad, Kherwin C¹., Marcos, Breastly C¹., Masalig, Carla¹, Rimando, Ronald Jones C¹., Krystal Joy M. Clamares, PhD²., Anna Marie O. Pelandas, MAEd²

¹Department of Education, Senior High School Students, Philippines

²Department of Education, Senior High School Teachers Division of Davao de Oro, Philippines

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ABSTRACT

This study dealt with self-concept and self-esteem as predicting variables to clothing preferences: a correlational inquiry. The primary goal of the study was to determine the level of self-concept, self-esteem and clothing preferences in terms of their respective indicators, the significant difference between self-concept, self-esteem, and clothing preferences, and what domains of self-concept and self-esteem substantially influence clothing preferences. Also, this study utilized a quantitative-correlational design with 202 respondents among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School. The average weighted mean, Pearson R, and multiple regression analysis were the statistical tools used in this study. Along with this, results showed a high level of self-concept among Grade 11 students in terms of contentment and worthiness, attractiveness and approval by others, and determinism and significance. Likewise, results showed a high level of self-esteem among Grade 11 students regarding self-worth, trust, and criticism. Moreover, the results showed a high level of clothing preferences in terms of self as structure, communication of self to others, response to judgment of others, self-esteem, and body image and cathexis. In addition, there was a high correlation, and a significant relationship between self-concept and clothing preferences. There was also a high correlation and significant relationship between self-esteem and clothing preferences. Also, all domains of self-concept, self-esteem, and clothing preferences showed high ratings. Additionally, the multiple regression analysis showed that there was a significant relationship between self-concept and clothing preferences, as well as self-esteem and clothing preferences. Hence, this led to the rejection of the null hypothesis. In conclusion, the recommendation of our study suggest that Gender and Development may promote a program that helps those who are members of the LGBTQIA+ community to express their identity through clothing.

Keywords: CSS, Self-Concept, Self-Esteem, Clothing Preferences, Philippines

INTRODUCTION

In Toronto, Canada, a study revealed that old consumers encounter difficulties in finding clothes that fit their preferences, in result, many of them are frustrated and demotivated by their apparel shopping experience (Rahman & Yu, 2018). Additionally, in Taiwan, older women seek alternative clothing styles to reduce their physical and psychological discomfort, for example, they tend to wear loose and overly casual clothing to camouflage or compensate for what they perceive as overweight or less attractive body areas (Chang, 2018). However, the fashion industry has greatly ignored the aging population, as ageism in the

fashion industry is widespread and this restricts people's clothing preferences and makes it hard for people to express themselves through mediums of fashion (Swift, 2023).

Clothing preferences in the Philippines, particularly in Cebu offer a means of self-expression, a reflection of their individuality and its contribution to the self-concept of a person (Del Prado, 2017). Allowing students to make choices regarding their clothing empowers them to express their unique personalities and cultural backgrounds (Medalla, 2020). Also, this nurtures a positive self-concept by fostering a sense of agency and self-identity (Wehrle, 2019). In terms of self-esteem and confidence, the students in Cebu City wear clothing that plays a significant role in their self-confidence and identity, by wearing their clothing preferences, their self-esteem is bolstered (Moneva & Tribunalo, 2020). This, in turn, positively influences their self-concept, interactions with peers, and engagement with their academic pursuits (Shao & Kang, 2022). The clothing students wear can significantly impact their self-esteem (Puff, 2023).

Students who are born in Davao City and belongs to the middle-class families struggle in keeping styles that align with their clothing preferences (Biana, 2020). Students who want to express themselves through fashion purchase cheap clothes from online stores or "ukay-ukay", they try to improve their self-concept and self-esteem through their consumption behavior (Khalil et al., 2020). In Lorenzo S. Sarmiento Sr. National High School, the researchers had keenly observed that students with positive self-concept and self-esteem may be more accepting and prouder of their bodies, which can influence their clothing choices. On the other hand, those with negative self-concepts and self-esteem may choose clothing that hides perceived flaws or conforms to societal standards. Thus, the researchers were interested in discovering whether self-concept and self-esteem could have a significant impact on one's clothing preferences.

Research Objectives

1. To determine the level of self-concept of high school students in terms of:
 - 1.1 contentment and worthiness;
 - 1.2 attractiveness, approval by others; and
 - 1.3 determinism and significance
2. To determine the level of self-esteem of high school students in terms of:
 - 2.1 self-worth;
 - 2.2 trust; and
 - 2.3 criticism
3. To determine the level of clothing preferences of high school students in terms of:
 - 3.1 self as structure;
 - 3.2 communication of self to others;
 - 3.3 response to judgments of others;
 - 3.4 self-esteem; and
 - 3.5 body image and body cathexis
4. To determine the significant relationship between self-concept and clothing preferences of students in Lorenzo S. Sarmiento Sr. National High School.
5. To determine the significant relationship between self-esteem and clothing preferences of students in Lorenzo S. Sarmiento Sr. National High School.
6. To determine which of the domains in self-concept influences clothing preferences.
7. To determine which of the domains in self-esteem influences clothing preferences.

METHODOLOGY

This study used a quantitative non-experimental research design utilizing a correlational technique. This method was used when the objective is to describe the status of the situation as it exists at the same time of the study to explore the causes of a particular phenomenon. In correlation research, it involves collecting data in order to determine whether the degree of a relationship exists between two or more quantifiable variables (Gay et al., 2006).

This survey dealt on quantitative data about the said phenomenon. The quantitative aspect was an appropriate schedule for gathering the data designed for the target respondents to answer the questions. The process of gathering the data was based through the use of questionnaire. The focus of the study was to determine the influence of self-concept and self-esteem on clothing preferences among Grade 11 senior high school students in Lorenzo S. Sarmiento Sr. National High School.

Population and Sample

Simple random sampling was used in the selection of respondents. The subjects of the study were the 423 students of Grade 11 of Lorenzo S. Sarmiento Sr. National High School. They were ideal respondents for this study because they are often influenced by social expectations, they actively engage in selecting and wearing clothing that reflects their self-concept and self-esteem, they have different levels of self-esteem and various self-concept perceptions. Exploring the correlation between self-concept, self-esteem, and clothing preferences within the context of Grade 11 students can provide insights into how these factors interact in an educational setting. Moreover, the study employed stratified random sampling which enabled the researchers to obtain a sample population that best represents the entire population being studied, making sure that each subgroup of interest is represented. The students were randomly selected among the Grade 11 of Lorenzo S. Sarmiento Sr. National High School.

According to Kline (2005), a sample size of 100-200 respondents is considered medium. In the case of students in Grade 11, out of a total population of 423 individuals, a random sample of 202 respondents were selected. The sample size was computed using the Raosoft sample size calculator (Raosoft, 2004).

Statistical Tool

The following statistical tools were utilized for the data analysis and interpretation.

Mean. This statistical tool was used to determine the level of self-concept, self-esteem to the clothing preferences of the Grade 11 Students in Lorenzo S. Sarmiento Sr. National High School.

Pearson (r). This statistical tool was used to determine the significance on the relationship between self-concept and self-esteem to clothing preferences among Grade 11 students of Lorenzo S. Sarmiento Sr. National High School.

Multiple regression analysis. This statistical tool was used to determine the influence of self-concept and self-esteem to clothing preferences among Grade 11 students of Lorenzo S. Sarmiento Sr. National High School.

RESULTS

Level of Self-Concept

Shown in Table 1 are the mean scores for the indicators of self-concept among Grade 11 Students in

Lorenzo S. Sarmiento Sr. National High School with an overall mean of 3.82 and described as high with a standard deviation of 0.69. The high level could be attributed to the high rating given by the respondents in all indicators. This entails that the respondents' responses to the level of self-concept are positive in terms of contentment and worthiness, attractiveness and approval by others, and determinism and significance.

The cited overall mean score was the result obtained from the following computed mean scores from highest to lowest: 3.90 or high for contentment and worthiness with standard deviation of 0.65; 3.88 or high for determinism and significance with standard deviation of 0.71; and 3.67 or high for attractiveness, approval by others with standard deviation of 0.72.

Table 2. Level of Self-Concept

Indicators	Mean	SD	Descriptive Equivalent
Contentment and worthiness	3.90	0.65	High
Attractiveness, approval by others	3.67	0.72	High
Determinism and significance	3.88	0.71	High
Overall	3.82	0.69	High

Level of Self-Esteem

Shown in Table 2 are the mean scores for the indicators of self-esteem among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School with an overall mean of 3.82 and described as high with a standard deviation of 0.70. The high level could be attributed to the high rating given by the respondents in all indicators. This entails that the respondent's responses to the level of self-regulated learning are positive in terms of self-worth, trust, and criticism.

The cited overall mean score was the result obtained from the following computed mean scores from highest to lowest: 3.91 or high for self-worth with standard deviation of 0.68; 3.85 or high for criticism with standard deviation of 0.66; and 3.70 or high for trust with standard deviation of 0.77.

Table 3. Level of Self-Esteem

Indicators	Mean	SD	Descriptive Equivalent
Self-worth	3.91	0.68	High
Trust	3.70	0.77	High
Criticism	3.85	0.66	High
Overall	3.82	0.70	High

Level of Clothing Preferences

Shown in Table 3 are the mean scores for the indicators of clothing preferences among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School with an overall mean of 3.82 and described as high with a standard deviation of 0.74. The high level could be attributed to the high rating given by the respondents in all indicators. This entails that the respondent's responses to the level of self-regulated learning are positive in terms of self as structure, communication of self to others, response to judgments of others, self-esteem, and body image and cathexis.

The cited overall mean score was the result obtained from the following computed mean scores from highest to lowest: 3.91 or high for self-esteem with standard deviation of 0.78; 3.88 or high for body image

and cathexis with standard deviation of 0.73; 3.85 or high for self as structure with standard deviation of 0.82; 3.74 or high for response to judgments of others with standard deviation of 0.67; and 3.72 or high for communication of self to others with standard deviation of 0.72.

Table 4. Level of Clothing Preferences

Indicators	Mean	SD	Descriptive Equivalent
Self as structure	3.85	0.82	High
Communication of self to others	3.72	0.72	High
Response to judgments of others	3.74	0.67	High
Self-esteem	3.91	0.78	High
Body image and cathexis	3.88	0.73	High

Significant Relationship between Self-Concept and Clothing Preferences

One of the crucial purposes of this study is to determine whether or not self-concept has a significant relationship with clothing preferences among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School. Pearson r was used to determine the correlation between the two variables.

The results revealed that self-concept versus clothing preferences have a significant relationship. This result is due to a p-value of <0.001 , which is less than the 0.05 p-value. Hence, this leads to the decision that the null hypothesis, which stated that there is no significant relationship between self-concept and clothing preferences among the Grade 11 students of Lorenzo S. Sarmiento Sr. National High School is rejected. Moreover, Pearson's R value which is 0.689 further means that there is a moderate correlation between self-concept and clothing preferences.

Significant Relationship between Self-Esteem and Clothing Preferences

Another crucial purpose of this study is to determine whether or not self-esteem has a significant relationship with clothing preferences among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School. Pearson r was used to determine the correlation between the two variables.

Likewise, the results revealed that self-esteem and clothing preferences have a significant relationship. This result is due to a p-value of <0.001 , which is less than the 0.05 p-value. Hence, this leads to the decision that the null hypothesis, which stated that there is no significant relationship between self-esteem and clothing preferences among the Grade 11 students of Lorenzo S. Sarmiento Sr. National High School is rejected. Moreover, Pearson's R value which is 0.737 further means that there is a high correlation between self-esteem and clothing preferences.

Multiple Regression Analysis of the Influence of Self-Concept on Clothing Preferences

Using the Multiple Regression Analysis, the data revealed that the influence of self-concept and clothing preferences has f-value of 67.491 and corresponding significance p-value of <0.001 which was significant.

Consistently, this means that self-concept influences the clothing preferences of grade 11 students since the probability is less than 0.05. The R square of 0.507 implies that 50.7% of the clothing preferences of grade 11 students in Lorenzo S. Sarmiento Sr. National High School is influenced by their self-concept, while 49.3% remaining were not covered by the study and influenced by other factors.

Multiple Regression Analysis of the Influence of Self-Esteem on Clothing Preferences

Using the Multiple Regression Analysis, the data revealed that the influence of self-esteem and clothing preferences has f-value of 80.638 and corresponding significance p-value of $<.001$ which was significant. Consistently, this means that self-esteem influences the clothing preferences of grade 11 students since the probability is less than 0.05. The R squared of 0.551 implies that 55.1% of the clothing preferences of grade 11 students in Lorenzo S. Sarmiento Sr. National High School is influenced by their self-esteem, while 44.9% remaining were not covered by the study and influenced by other factors.

DISCUSSIONS

Level of Self-Concept

The respondents' level of self-concept in Lorenzo S. Sarmiento Sr. National High School is high. This means that self-concept among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School is positive. This further means that the Grade 11 students in Lorenzo S. Sarmiento Sr. National High School manifested a positive self-concept which the students have contentment and worthiness, which refers to feelings of fulfillment and a sense of deservingness; for attractiveness, approval by others which refers to the students' recognition of the significance of how others view them and the extent to which they are socially accepted or regarded as attractive; and determinism and significance which refers to a strong sense of determination in shaping their own destinies and attaching significance to their actions and contributions.

Moreover, this result is in relation to the proposition of Fernández-Bustos et al., (2019) which stated that self-concept is an individual's view or impression of themselves in a comprehensive manner which includes their opinion of their self. Furthermore, individuals sustain consistency between self-respect or thoughts and behaviors, which becomes a mechanism that establishes an individual's self-concept (Jeong & Ko, 2021). This conforms to the statement of Legere & Kang (2020) which stated that individuals value their self-concept, thereby directing their behavior towards actions that both protect and enhance it.

Level of Self-Esteem

The respondents' level of self-esteem at Lorenzo S. Sarmiento Sr. National High School is high. This means that the self-esteem of Grade 11 students was positive. This also elicits the fact that students consider self-esteem a crucial aspect in the context of clothing preferences. This result is symmetrical with the work of Lifshin (2021) who argues that people with high self-esteem may simply perceive themselves more positively in general, including being remembered over time. This study is cognate with the conjecture of Schubert and Bowker (2019) that to develop secure self-esteem, one strives to become an idealized version of the self by gaining the approval from others needed to maintain self-esteem.

The high level of self-worth indicated that self-esteem among Grade 11 students was positive and well-observed. This means that the student finds themselves valuable, capable, deserving of respect and consideration. This is compatible with Ackerman's (2018) observations that self-worth is at the core of our very selves, our thoughts, feelings, and behaviors are intimately tied into how we view our worthiness and value as human beings. In line with this, Gupta (2023) explained that having a healthy sense of self-worth is important and can contribute to better relationships, work, health, and overall mental and emotional well-being. Furthermore, Gooden's (2020) insistence that unconditional self-worth is the antidote to low self-worth, it is a way out of self-criticism, shame and unhealthy behavior further supported this study.

Level of Clothing Preferences

The respondents' level of clothing preferences at Lorenzo S. Sarmiento Sr. National High School is high.

This means that different kinds of clothing preferences were positive among Grade 11 students. This also elicits the fact that students consider clothing preferences a crucial aspect. This result is symmetrical with the work of Yu et al. (2018), who argues that aesthetic features play a vital role in clothing recommendation since a users' decision depends largely on whether the clothing is in line with her aesthetics. This study is cognate with the conjecture of Bhui et al., (2018) that clothing preferences may be a proxy for acquiring knowledge about how to develop and sustain mutually advantageous relationships with better social support, also, identity as expressed in clothing choice may improve self-esteem.

The high level of clothing preferences indicated that self as structure among Grade 11 students was positive and well-observed. This is compatible with Savary and Dhar (2020) observations that self-concept structure can affect preferences across a range of goods from different domains. In line with this, Nowak et al. (2018) explained that phenomena such as self-esteem maintenance, self-verification, self-affirmation, self-deception, self-conscious emotions, identity maintenance, and self-regulation, attest to the special nature of the self-structure, but before one can verify one's self-concept or maintain a level of self-esteem, one must have a relatively coherent perspective on the vast number of features relevant to self-understanding. Furthermore, Pincus et al. (2019) insistence self-structure is the notion that the self has the potential to develop into a great variety of structural configurations as it relates with itself and others over time.

Significance on the Relationship Between Self-Concept and Clothing Preferences

The present study reveals a significant relationship between self-concept and clothing preferences among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School. This implies that self-concept influences clothing preferences among Grade 11 students, which can be seen in the data. This confirms the main anchor of this study, Schilder's Body Image Theory (1935), which explains that body image is a personal characteristic that affects an individual's clothing styles and preference which contributes to an individual's self-concept and self-esteem. This agitates the other supporting anchor proposition used in this study, the proposition of Yu et al. (2018), that clothing styles and preferences can be affected by a person's self-concept, self-esteem, aesthetics, and their way of expressing themselves.

The relationship between overall self-concept and clothing preferences is significant among Grade 11 students at Lorenzo S. Sarmiento Senior National High School. This implies that clothing preferences is dependent on self-concept among Grade 11 students at Lorenzo S. Sarmiento Senior National High School. This study was supported by McNeill (2018) which suggests that self-concept have a positive relationship in being more innovative and fashionable in clothing preferences. This also conforms with the claim of Vingilyte and Khadaroo (2022) that the way people present themselves to the world is shaped by the self-concept, which largely develops through social interaction, clothing also allows to externalize desired self-images and make them accessible to social evaluation, as people tend to define themselves the way they expect others to view them, and the real or imagined impressions they make on others through their clothing style have a direct impact on their self-concept.

Significance on the Relationship Between Self-Esteem and Clothing Preferences

The present study reveals a significant relationship between self-esteem and clothing preferences among Grade 11 students in Lorenzo S. Sarmiento Sr. National High School. This implies that self-esteem influences clothing preferences among Grade 11 students, which can be seen in the data. This confirms with James' Self-Esteem Theory, which claims that self-esteem is a psychological factor that affects clothing preferences and the clothes a person decides to wear also affects his feelings about oneself. This agitates the other gleaned proposition in this study, the proposition of Arora et al. (2018) that stated that self-esteem is related to social participation and physical attractiveness, clothing is used as a tool to boost an individual's

morale, undoubtedly, clothes and even dress 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.

Further, the relationship between overall self-esteem and clothing preferences is significant among Grade 11 students at Lorenzo S. Sarmiento Senior National High School. This implies that clothing preferences is dependent on self-esteem among Grade 11 students at Lorenzo S. Sarmiento Senior National High School.

These findings affirmed the notion of Lee (2019) that self-esteem had significant relationship with clothing behaviors and favorite clothing image, and these relationships were different by sex and age variable. This also conforms with the claim of Chowdhary (2019) clothing preferences are significant in the enhancement of self and appearance, clothing contributes to feelings of self-acceptance and self-esteem. This also conforms with the claim of Alaedini and Hasannejad (2020) that self-objectification and appearance schemas seem to play a mediating role in the relationship between self-esteem and functions of clothing, it is observed that self-esteem and various aspects of body image influence the clothing choice style.

Multiple Regression Analysis of The Influence of Self-Concept on Clothing Preferences

The regression coefficient is to test the significant influence of overall self-concept and clothing preferences among grade 11 students in Lorenzo S. Sarmiento Sr. National High School. Using the Multiple Regression in JASP Software, the data revealed that the self-concept and clothing preferences among grade 11 students have a significant influence. The overall result of the self-concept predicts clothing preferences in grade 11 students. Therefore, the significance level of the hypothesis of self-concept and clothing preferences among grade 11 students is not rejected.

This result supports the analysis of Jeong (2021) that individuals' self-concepts play in their fashion lifestyle choices, they pursue an adventurous lifestyle and show a self-concept that values their own style. Moreover, the perspective of McNeill (2018) that when an individual already has a strong self-concept and therefore a sense of role within a group, their fashion choices may be broader or 'riskier' in relation to the group, or perhaps they are overall more confident in fashion consumption than those with weaker self-concepts. To boot, the attestation of Legere and Kang (2020) further endows the findings of this study that individuals value their self-concept, thereby directing their behavior towards actions that both protect and enhance it.

CONCLUSION

Conclusions are drawn based on the results of the study. The study concludes that the level of influence of self-concept among grade 11 students in Lorenzo S. Sarmiento Sr. National High School is high, as well as its indicators, namely contentment and worthiness, attractiveness and approval by others, and determinism and significance. Additionally, the level of self-esteem among grade 11 students in Lorenzo S. Sarmiento Sr. National High School is high level for self-worth, trust, and criticism, thus the overall mean is high level for self-esteem. Furthermore, the overall level of clothing preferences grade 11 students in Lorenzo S. Sarmiento Sr. National High School is high, as well as all five domains namely self as structure, communication of self to others, response to judgments of others, self-esteem, and body image and cathexis. Moreover, the findings opposed the theoretical assumption that there is no significant relationship between self-concept, self-esteem, and clothing preference in Lorenzo S. Sarmiento Sr. National High School. The study concludes that self-concept, self-esteem, and clothing preferences were positively correlated. That was, the level of that self-concept and self-esteem affects the level of clothing preferences. Further, all of the domains of self-concept and self-esteem significantly influence the clothing preferences among grade 11 students in Lorenzo S. Sarmiento Sr. National High.

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