

FOR REFERENCE  
NOT TO BE TAKEN FROM THIS ROOM

## CLOTHING MOTIVES

by

İLHAN CANDAS

B.A. in Business Administration, Boğaziçi University, 1985

Submitted to the Institute for Graduate Studies in  
Social Sciences in partial fulfillment of  
the requirements for the degree of  
Master of Arts  
in  
Business Administration

Bogazici University Library



39001100372815

14

Boğaziçi University

1985

Sevgili hocam Eser BÖRÄK'a, deęerli destek ve yardımları için  
teşekkürler

## ÖZET

Bu araştırma, insanın en eski ve o zamandan beri en yakın eşyasını, giyimi, giyimin insan yaşamında ihtiyaçları karşılarken oynadığı rolleri ortaya çıkarmak amacıyla yapıldı.

Sağlığı korumak, rahatlık ve fonksiyonel yönleri yanında giyim, görüntüler aracılığıyla insanlararası etkileşimi sağlama fırsatını vermektedir. Herkesin farkında olduğu gibi, başkalarıyla ilgili, her zaman etkili olacak derin yargılara, kaçınılmaz ve geri dönüşü olmayan bir biçimde, karşı karşıya geldiğimiz ilk saniyelerde varırız. Bu gerçek bile giyimin şifreli mesajlar yollamasının ne kadar önemli olduğunu kavramaya yeter. Öyle görünmektedir ki, giyimde tarz-desen-renk bu sessiz dilin alfabesidir. Belki, bu dil aracılığıyla gönderilen mesajlara, bilinçsizce de olsa, sıkı sıkıya sarılmamız hiç kimsenin kendi görüntüsünü rastgele bir biçimde seçememesindedir. Kalıcı tarz desen renk tercihlerimiz, ya da zevklerimiz, öyle görünmektedir ki, kişiliğimize, benlik imajımıza ve sosyal tutumumuza doğrudan bağlıdır.

Bu araştırmada, birçok insan ihtiyacını karşılayan giyimin, bu şaşırtıcı zenginlikteki potansiyelinin, belirlenebilen, ölçülebilir ve açıklanabilir olduğu ortaya konmuştur. Bunu sağlayan da, bilinçaltındaki bilgileri dahi ortaya çıkaran yansıtma tekniği dolaylı test yöntemlerinin, giyime uygulanarak ve geliştirilerek kullanılmış olmasıdır.

## ABSTRACT

The research is conducted to discover the roles clothing plays in our lives, what are the clothing motives, or what are the needs clothing satisfy and how.

Many types of tests are used in the research. Demographic and socio-economic characteristics, attitudes and opinions, awareness and knowledge, motivation and behavior are all measured with a 163 variables questionnaire. Pictured projective tests, design preference tests are specially developed and used in the research.

In data analysis, frequencies, cross-tabulation and factor analysis are used.

Frequently used clothing items, accessories, even mustache and beard are found to have images. People think a bearded man is intellectual and unconformistic without being aware of the fact that "beard" stimulates these personality attributions. The projective technique developed in this study showed that clothing items send some visual messages, and these messages can be identified and measured although they are unconscious.

Style, design and color seem to be the alphabet of a silent language. We judge others getting several messages from appearance and clothing in the first few seconds of a meeting. Our tastes, how we make ourselves look, or our permanent style-design-color preferences seem to be close related to our personality, self-image, social attitudes. It is shown that design tastes are also identifiable and measurable if the objective elements of design like "simplicity-complexity", "symmetry-asymmetry", "dynamism-statism" are considered separately. As an example, unconformistic and more individualistic people tend to prefer complex

design consisting of asymmetrical balance, crossing lines, and contrasting shades of color. And this taste is not only clothing specific, but a general preference. Colors are closely related to designs. Besides their very well-known ability to send messages, it seems they also have some functional abilities in clothing. Grey color, for instance, is shown to be an economic color because of its multi-purpose characteristics.

It seems that some life-styles are identified with clothing. Fashionable women, for instance, develop their individuality and their self and social image by caring and improving their look in the determined way of following fashion and innovations. Some other people use clothing as a means of social adaptation. Conservative, classical, conforming clothing seem to create respect and as a consequence social acceptance in traditional social environments.

Some other people make shopping of unnecessary cloths to compensate personal disillusion.

It seems that a relaxing physical harmony between body and cloth secures and make certain people more comfortable. They prefer cloths which are soft and just fitting the body like a natural fur.

Brand loyalty and value perception are closely related to status-prestige seeking motive. Frequently renewing expensive branded cloths seems to reflect a show of economic power.

Clothing reflects, help to identify, and satisfy the needs of any personality: conformistic or unconformistic, perfectionist or down-to-earth, defensive or extrovert, leader or follower.

# TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS.....	
ABSTRACT.....	
ÖZET.....	
INTRODUCTION.....	I
LITERATURE REVIEW AND THEORETHICAL BACKGROUND.....	2
RESEARCH DESIGN AND METHODOLOGY.....	6
SAMPLING.....	8
DATA COLLECTION PROCEDURE.....	9
DATA ANALYSIS METHODS.....	11
FINDINGS	
PART I. MEASUREMENT OF UNCONSCIOUS IMAGES OF CLOTHING ITEMS.	12
BEARD IMAGE.....	15
NECKTIE IMAGE.....	18
MUSTACHE IMAGE.....	20
ACCESSORY IMAGE.....	22
SHORT SKIRT IMAGE.....	24
PART II. THE ROOTS OF DESIGN COLOR STYLE PREFERENCES.....	26
SIMPLE VS COMPLEX DESIGN PREFERENCE.....	27
DESIGN BALANCE PREFERENCE.....	33
CLOTHING COLOR CONTRAST PREFERENCE.....	38
COLOR HARMONY PREFERENCE.....	40
LIKING YELLOW COLOR.....	42
LIKING BLACK COLOR.....	44
USE OF GREY COLOR IN CLOTHING.....	46
MUSIC RHYTHM PREFERENCE.....	48

	Page
PART III. LIFE STYLES, ATTITUDES AND CLOTHING MOTIVES.....	50
FASHION INFORMATION.....	51
SEX.....	54
AUTHORITARIAN VS TOLERANT LOOK PREFERENCE.....	57
INNOVATIVE VS CONSERVATIVE CLOTH PREFERENCE.....	59
CLOTHING'S USE IN CREATING RESPECT VS AESTHETIC..	62
CLOTHING EASE VS APPEARANCE PREFERENCE.....	64
CLOTHING'S USE IN HIDING PHYSICAL DEFECTS VS EMPHASIZING BEAUTIES.....	66
COSTUMES' INFLUENCE ON MANNERS.....	67
CLOTH VARIETY SUITABILITY PREFERENCE.....	69
PART IV. QUALITY-PRICE-VALUE PERCEPTIONS AND SHOP-BRAND LOYALTY.....	71
PART V. FACTOR ANALYSIS OF CLOTHING MOTIVES.....	75
APPENDIX.....	96
QUESTIONNAIRE (ENGLISH).....	122
QUESTIONNAIRE (TURKISH).....	132

## INTRODUCTION

The present study attempts to explore clothing, the oldest and ever closest human's goods, the roles it plays in satisfying human needs.

Besides health protection, comfortability and functional aspects, clothing offers the opportunity to communicate and interact visually. People's judgements on others depend deeply on the first impressions which inevitably and irreversibly happen in the first few seconds of a meeting. This fact is persuasive enough to see the importance of clothing to send coded messages. Style, design and color of clothing appears to be the alphabet of this silent language. Perhaps, we depend unconsciously but so firmly on these messages, because nobody arbitrarily prefers his/her look. Our permanent preferences, or tastes, of style-design-color seem to be directly related to our personality, self-image and social attitude.

This amazingly rich potential of clothing, which satisfy several human needs, is shown to be identifiable, measurable and explicable, if indirect test methods, like projective techniques, are developed to get unconscious, even psychologically-censored information.

## LITERATURE REVIEW AND THEORETHICAL BACKGROUND

A motivations research specifically on the clothing subject doesn't exist in the literature. However, some studies having different scopes helped in determining the scope and content of the present study.

### II.I ARTISTIC APPROACH

Color and Design<sup>1</sup>, a book written by a retailing professor, has an unusual approach to clothing subject. Any cloth has color and a design and, by experience we know that, it is not sufficient that clothes are functional, in order to be sold. This study showed how color and design are used in clothing. Although the study is not a research, it implied that clothes satisfy much more more than physical needs by their colors and designs. Colors and designs have some structure:

#### II.I.a DESIGN

Design is the planned arrangement of details. Principles of design are influenced by nature. Best fitted structural forms in the nature are models of functional designs such as egg and honeybee. The elements of design are Color, Proportion, Rhythm, Balance, Harmony, Emphasis.

Proportion: The relation of one part of an object to another part. Egyptians then Greeks worked out some of the basic laws of proportion. Pythagorean or Euclidian rectangle,  $1/1.618$  proportion (width/length) is frequently employed in design.

Balance: A loss of balance implies a loss of equilibrium which results in falling. Likewise, a badly balanced costume seems to fall apart. This element of design has to do with the distribution of color line and space from an imaginary vertical and an imaginary horizontal line. There are two kinds of balance: formal and informal (or occult). When the parts of a design are equidistant in all respects from an imaginary center line, the design is said to be formal. Georgian architecture and furniture are formal in character. The orientals developed occult balance illustrated by designs in which the movement of the eye is necessary to complete the sense of balance.

---

1. Bernice G. Chambers, "Color and Design in Apparel", New York University publications, 1945.

Objects are not placed equidistant from a certain point, but balance each other as to light and color. Formal balance is also called symmetry and informal balance is also called asymmetry.

Rhythm: This element of design involves repetition. Designs lacking this element become chaotic, without order or power. Preferred designs show a subtle use of rhythm in repetition of a line, color or decoration.

Emphasis: Every good design possesses a dominant idea, form or silhouette, color, or detail, or is made of a dominant material. In other words, one feature must be more important than the others.

Harmony or Unity: The principle of unity calls for a "pleasing" effect in the selection and use of materials. Nothing is superfluous in such a design, nothing could be omitted without destroying the effect.

When all the elements of design are combined appropriately, the design involves a spiritual or aesthetic quality. Really well-designed clothing almost always has a look of simplicity. Although there is consensus in some standards of beauty, people of different nationalities have different standards of beauty.

ILLUSION or TROMPE L'OEIL: Various arrangements of line, form and color produce an effect of other than the real. By using this arrangement people can appear taller or thinner.

FASHION: A fashion is a style or particular design popular at any given time.

The study integrated the opinions of experts specialized in the clothing and design fields. Obviously, it offers research opportunities by defining from a marketing point of view, the artistic side of clothing.

## II.II INTEGRATIVE APPROACH

The research by Gutman and Mills involved an integrative explication between life style, self-concept, demographics, shopping orientation, and overall fashion sense as these relate to store patronage and shopping behavior. The results of the study provide new input for a better understanding and definition of both the fashion spectrum

---

1. Gutman J. and Mills M.K., "Fashion Life Style, Self-Concept, Shopping Orientation, and Store Patronage: An integrative Analysis," Journal of Retailing, Vol. 58, No. 2, pp. A64-86, Summer 1982.

and the strategic retail opportunities. This study provided a marketing background for "Clothing Motivations Research". The integrative approach, defined marketing oriented concepts have been utilized in the present study.

#### II.II.a LIFE STYLE

Life style is a consistent way of living, a behavioral pattern, a consumer adopts to conduct his daily activities. Life style dimensions are:

- a) Variety: wide versus narrow
- b) Frequency: more versus less frequent
- c) Space: worldly versus provincial
- d) Priority: more versus less important
- e) Time frame: past versus present versus future
- f) Initiative: passive versus active
- g) Organisation: planned versus unplanned

#### II.II.b SELF-CONCEPT

Self image pairs are used to measure self-image (perceived).

- a) Sophisticated.....Down-to-earth
- b) Traditional.....Modern
- c) Different.....Conventional
- d) Taking chances.....Playing safe
- f) Confident.....Uncertain
- g) Creative.....Stable
- h) Sociable.....Reserved
- i) Standing out in a crowd.....Blending into a crowd
- j) Having a simplified life style....complicated life style

#### II.II.c FASHION ORIENTED FACTORS

- a) Fashion Leadership
- b) Fashion interest
- c) Importance of being well-dressed
- d) Antifashion attitude

#### II.II.d SHOPPING ORIENTATION FACTORS

- a) Shopping orientation
- b) Cost Consciousness
- c) Traditionalism
- d) Practicality
- e) Planning
- f) Following

## II.II.e PERSONAL TRAITS (PROFILES)

- a) Leader
- b) Follower
- c) Independent
- d) Uninvolved
- e) Neutral
- f) Negative
- g) Rejector

The factors cited above are partly utilized in the present study. The research which is basically on retailing used 22182 questionnaires. These are mailed to potential female respondents in eleven major geographic areas of Los Angeles. Factor and Cluster analyses are used.

## RESEARCH DESIGN AND METHODOLOGY

### III.A PURPOSE AND OBJECTIVES

The purpose of the study is to explore clothing-specific motives, with any behavioral correlates, through the spectrum of general human motives.

It can be observed that clothing is relevant with physical health, individual and social group needs, social and cultural rules and norms. Physical needs in clothing are health protection, durability, utility. The perceived and unperceived importance of these cited clothing functions is a concern of this study. However, the main concern is about the communication related functions of clothing. This exploratory study aims to answer to many questions asked below:

1. Does individual interact with his/her own clothes, influencing and being influenced by them?
2. Do individuals and groups interact between each other, influencing and being influenced by their clothes?
3. If these are true, why and how this visual communication takes place?
4. Is a "preferred" cloth is an identity of this individual?
5. Is it possible to change individuals by means of their clothes?
6. Besides individuality and conformity, do clothes also perform the function of unity and conformity in social groups and cultures?
7. In this communication, are colors and designs the "words" of a visual language? In other words, colors and design elements are they symbols carrying information?
8. Are these symbols just labels? or do they carry information by their identical nature with the feeling or act or position they represent? So, are these symbols universal?
9. Do we judge each other based on these symbols?
10. Is this symbolic language unconscious?
11. If it is true, can we get unconscious information from the people by means of this language?

It is already known that colors perform some of these roles. For instance, even animals use red color as a symbol of aggression. Is it also true for design?...

12. It is well known that "skin touch" is important for humans. So, what is the importance of "touch" between skin and clothes? Why some skins are more sensitive than the others? How clothes are used for these purposes?
13. What are the relations between behaviors and attitudes towards clothing?
14. How these behaviors and attitudes relate to general human motives?
15. What are the specific clothing motives? what are their content?
16. Do these clothing motives have an overall unity or are they completely independent?...

It is possible that this study will not be sufficient to answer to all of these questions. However, since it is an exploratory study, it can answer to unpredicted questions...

### III.B SAMPLING

The non-probabilistic sample of the research covered 96 students of Boğaziçi University Business Administration department. Questionnaires are given under supervision in classrooms which guaranteed that response rate is 100%, all the questions are understood, in the limited time of 40 minutes questions are answered without influencing each other. Respondents are at the age of 22 to 24, 67% are females, 74% live in luxurious quarters, only 6% have lower income, and clothing and entertainment are their prior expenditures.

The sample has many limitations in representing all the society in terms of age, cultural-educational background, economic-social situation and life-style. However, the sample group is interested in clothing, and they are actually or potentially customers of the main clothing stores.

2. Psychological tests: Questions from MMPI<sup>1</sup> are used to collect information on personality level. Some of the questions developed in this study aimed to get information on personality but, not from clinical view. In this type of questions, the symbolic meaning of clothes or clothing styles are used.
3. Social psychological tests: Since relations between individuals, between groups and, between individual and groups are included in the scope of this study, questions from Cattell, Wrightsman, Eysenck, Edwards, Rotter, Janis-Field tests are selectively used.
4. Projective tests: These illustrated questions are developed in the light of Mason Haire's "Nescafé image" research and Thematic Apperception Test technique. This type of question aimed to measure personal and collective images of some clothes or clothing styles.
5. Design Preference tests: Every design has commonly accepted elements<sup>2</sup>. This study attempted to measure personal preferences for design elements. These preferences that is called personal tastes, are vital in clothing. In the measurement of the preference of any design element, one pair of pictures abstracting high and low levels, forced the respondents choose only one of the two.

---

1. Minnesota clinical test.

2. Bernice, G. Chambers, Color and Design, New York University, 1945.

FINDINGS

PART I

MEASUREMENT

OF

UNCONSCIOUS IMAGES OF CLOTHING ITEMS

## MEASUREMENT OF UNCONSCIOUS IMAGES OF CERTAIN CLOTHING ITEMS

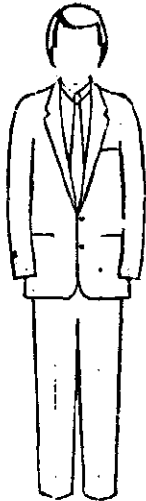
Some frequently used clothing items such as mustache, beard, necktie, short skirt, accessories seem to play an important role in daily life. However, it is evident that they have no positive function like shoe, for instance. So, what makes them so important?

It is aimed at discovering the unconscious images or biases or symbolic meanings attributed to these clothing items. In order to measure these unconscious attributions, a new technique is developed based on Mason Haire's study. Mason Haire developed a projective technique in which a group of respondents are given a long shopping list. First, the group is given the first list including Nescafe, and second, the same group is given the same list but with Maxwell House this time, after a while. In each time, the group is asked to make personality attributions depending on the shopping list. What kind of woman would prepare this shopping list? Any addition or difference in the attributions made to the lists by the same respondent is considered to reflect Nescafe and Maxwell House image difference. Obviously, no respondent could remember or be aware that only coffee brand is different in the lists. In a similar way, the present study used a projective technique, but this time dressed man and woman models in the form of drawings are used. These drawings are given on different pages of the questionnaire in order to prevent comparison and remembering. Looking back to previous pages of the questionnaire is also prevented. As an example, mustache image is measured with the models in figure 1.

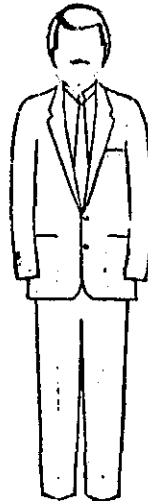
FIGURE 1.

QUESTION 38: Considering the clues given in the figure, please specify the characteristics of a man to whom this clothing is likely to belong?(please express your own opinion).

(page 1)



(page 5)



BEARD IMAGE

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.22	INTELLECTUAL	ENTELEKTÜEL, KÜLTÜRLÜ..	20
		SANATÇI.....	14
		YARATICI, YETENEKLİ.....	<u>6</u>
			40
.21	POSITIVE PERSONALITY	RAHAT, GÜVENLİ,.....	11
		BAŞARILI.....	5
		SEMPATİK.....	5
		KİŞİLİKLİ.....	4
		OLGUN.....	4
		UYUMLU.....	4
		SOSYAL.....	3
		SAYGIN.....	<u>2</u>
		38	
.12	UNCONFORMISTIC	KURALDIŞI.....	10
		MODERN.....	7
		ÖZGÜR.....	<u>4</u>
		21	
.12	CONSIDERS CLOTHING	GİYİME ÖNEM VEREN.....	16
		GÖRÜNÜME ÖNEM VEREN.....	<u>5</u>
		21	
.10	YOUNG	GENÇ.....	11
		DİNAMİK.....	<u>7</u>
		18	
.09	NEGATIVE PERSONALITY	İÇİNE KAPANIK, SORUNLU..	10
		TECRÜBESİZ, BECERİKSİZ..	4
		SOĞUK.....	<u>3</u>
		17	

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.05	BUSINESSMAN	İŞADAMI.....	9
.02	MIDDLE AGED	ORTA YAŞLI.....	4
.02	HIGH INCOME EARNER	YÜKSEK GELİRLİ.....	4
.02	NEGLECTED	BAKIMSIZ.....	4
.02	ADDICTED TO PLEASURE	ZEVKE, EĞLENCEYE DÜŞKÜN..	3
.01	SENTIMENTAL	DUYGUSAL.....	2

### EVALUATION

If the attributes are grouped:

#### PERSONALITY ATTRIBUTIONS: 45%

CONFIDENT, SOCIAL, SUCCESSFUL.....	21%
UNCONFORMISTIC, MODERN.....	12%
ASOCIAL.....	9%
OTHERS.....	<u>3%</u>
	45%

#### PROFESSIONAL-EDUCATIONAL BACKGROUND: 27%

INTELLECTUAL-ARTISTIC.....	22%
BUSINESSMAN.....	<u>5%</u>
	27%

#### CLOTHING: 14%

WELL-DRESSING.....	12%
NEGLECTED.....	<u>2%</u>
	14%

#### AGE: 12%

YOUNG.....	10%
MIDDLE-AGED.....	<u>2%</u>

NECKTIE IMAGE

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.43	ORDERED-SERIOUS	DÜZENLİ.....	12
		CİDDİ.....	10
		TİTİZ.....	8
		TEMİZ.....	7
		İŞİNE BAĞLI.....	5
		ÇALIŞKAN.....	5
		DISİPLİNLİ.....	2
		SORUMLU.....	2
		RESMİ.....	<u>2</u>
			53
.15	CONSIDERS APPEARANCE	GİYİME ÖNEM VEREN....	10
		GÖRÜNÜME ÖNEM VEREN..	5
		DİKKAT ÇEKMEK İSTEYEN	<u>3</u>
	18		
.13	PROFESSIONAL RESPONSIBILITY	İŞADAMI.....	9
		YÖNETİCİ.....	4
		MEMUR.....	<u>3</u>
	16		
.09	TRADITIONAL	GELENEKSEL.....	9
		KLASİK.....	<u>2</u>
	11		
.09	ASOCIAL	PASİF,GELİŞMEMİŞ.....	7
		SIKICI.....	<u>4</u>
	11		
.06	MIDDLE AGED	ORTA YAŞLI.....	7
.03	YOUNG	GENÇ.....	<u>4</u>

TOTAL:124

## EVALUATION

It seems that neck-tie is perceived as a sign of discipline, responsibility, dependence and traditionalism.

### SUMMARY PROFILE



ORDERED-SERIOUS-DISCIPLINED-RESPONSIBLE

PROFESSIONAL-MANAGER

TRADITIONAL

ASOCIAL

MUSTACHE IMAGE

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.18	PROFESSIONAL RESPONSIBILITY	İŞ SAHİBİ.....	9
		MEMUR.....	9
		YÖNETİCİ.....	<u>4</u>
			22
.17	ORDERED	DÜZENLİ, TİTİZ.....	7
		İŞİNE BAĞLI.....	5
		UYUMLU, BAĞIMLI.....	5
		CİDDİ.....	<u>4</u>
			21
.13	POSITIVE PERSONALITY	GÜVENLİ.....	6
		OLGUN.....	3
		SAYGIN.....	3
		SOSYAL.....	2
		SEMPATİK, NAZİK.....	<u>2</u>
			16
.12	MIDDLE AGED	ORTA YAŞLI.....	15
.11	DYNAMIC	ERKEKSİ, DİNAMİK.....	11
		GENÇ.....	<u>2</u>
			13
.07	NEGATIVE APPEARANCE	OLUMSUZ GÖRÜNÜM.....	9
.06	WELL-DRESSED	İYİ GİYİMLİ.....	5
		GÖRÜNÜMÜYLE İLGİLİ....	<u>2</u>
1.00			<u>7</u>
			TOTAL: 121

## EVALUATION

It seems that mustache is a sign of responsible and ordered personality, also giving a message of masculinistic and middle-aged man. However, some people perceive it negatively.

### SUMMARY PROFILE



- PROFESSIONAL
- RESPONSIBLE-ORDERED
- CONFIDENT-DYNAMIC
- MIDDLE-AGED
- NEGATIVE LOOK

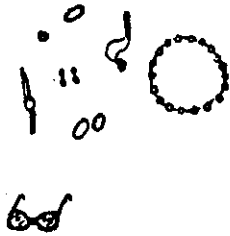
ACCESSORY IMAGE

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.35	CONSIDERS APPEARANCE	GIYİME ÖNEM VEREN.....	13
		ŞIK.....	9
		BAKIMLI.....	7
		GÖRÜNÜME ÖNEM VEREN.....	5
		MODAYA UYAN.....	3
		ZEVKLİ.....	<u>2</u>
			39
.32	LIKES ACCESSORIES	SÜSLÜ.....	22
		TAKI SEVEN.....	<u>14</u>
			36
.09	SHOWY	DİKKAT ÇEKMEK İSTEYEN....	6
		GÖSTERİŞÇİ.....	<u>4</u>
			10
.06	ELEGANT	GÜZEL,ZARIF.....	4
		ÇEKİCİ.....	<u>3</u>
			7
.06	CONSIDERS DETAILS	AYRINTIYA ÖNEM VEREN.....	7
.05	INTELLECTUAL	ENTELEKTÜEL.....	6
.04	MODERN	MODERN.....	5
.03	CLASSICAL	KLASİK.....	<u>3</u>
			TOTAL: 113

## EVALUATION

It seems that accessories have mostly a positive image in the minds of people. It appears that accessory is a sign of self-care, and care for appearance, while it is also perceived as a sign of showiness.

### SUMMARY PROFILE



WELL-DRESSING, WELL-CARED

ADORNED

SHOWY

SHORT SKIRT IMAGE

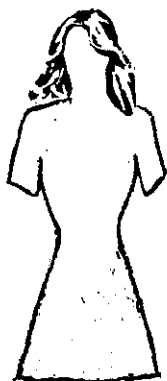
<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.28	DYNAMIC	DİNAMİK.....	15
		SPOR.....	14
		GENÇ.....	<u>14</u>
			43
.16	CONFIDENT	GÜVENLİ.....	13
		RAHAT.....	9
		CESARETLİ.....	<u>3</u>
			25
.15	MODERN	MODERN.....	11
		YENİLİĞE AÇIK.....	5
		ÖZGÜR.....	5
		PRATİK.....	<u>2</u>
			23
.11	NEGATIVE PERSONALITY-LOOK	OLUMSUZ KİŞİLİK.....	11
		GIYİMİ OLUMSUZ.....	<u>5</u>
			16
.09	SHOWY	DİKKAT ÇEKMEK İSTEYEN..	6
		İDDİALİ.....	4
		HAVALI.....	<u>3</u>
.06	SOCIAL	EĞLENCEYİ SEVEN.....	5
		POPÜLER-SOSYAL.....	<u>4</u>
			9
.05	SEXY	CAZİBELİ,SEKSİ.....	8
.05	CONSIDERS CLOTHING	GIYİME ÖNEM VEREN.....	4
		MODAYA UYAN.....	<u>3</u>
			7

<u>%</u>	<u>COMMON ATTRIBUTE</u>	<u>ATTRIBUTIONS</u>	<u>TIMES</u>
.03	STUDENT	ÖĞRENCİ.....	4
.03	SIMPLE	SADE.....	4
			<u>TOTAL: 152</u>

EVALUATION

It seems that short skirt gives messages on the personality of women. While some people interpret short skirt positively, others perceive it negatively.

SUMMARY PROFILE



- DYNAMIC-YOUNG
- CONFIDENT-MODERN-INDEPENDENT-SOCIAL
- SHOWY
- NEGATIVE LOOK

PART II

THE ROOTS

OF

DESIGN-COLOR — STYLE PREFERENCES

## SIMPLE VERSUS COMPLEX DESIGN PREFERENCE (Q3)

this study, it is aimed at measuring and explaining individuals' design and color preferences called "tastes". It is hypothesized that individuals have some design element preferences which are consistently related to their conscious and unconscious personality traits, self-image, social orientations...

On this question, respondents are given two designs: the one having simple, parallel and straight lines, the other having complex and crossing lines. Respondents are asked to choose simply one of these designs without any explanation. The first design has simple design characteristics, while the second has complex design characteristics.

### FINDINGS

Those who prefer simple design to complex design:

- a. prefer clothes having 'similar shades of color' to clothes having 'contrasting shades of color' (76%), (Q10),
- b. are well-informed on fashion (69%), (Q40),
- c. dress according to the peculiarities and necessities of the places they go (72%), (Q83),
- d. prefer costumes to have variety suitable to different places and situations, and do not prefer costumes to be the type they can wear anywhere (69%), (Q17),
- e. follow new fashion only after they see on others and their eyes become familiar with it (71%), (Q75),
- f. don't wear clothes that others don't like they wear (88%), (Q67),
- g. think they are missing opportunities because they can't decide rapidly (undetermined) (79%), (Q77).

Those who prefer complex design to simple design:

- a. prefer asymmetrical design to symmetrical design (68%), (Q5),
- b. prefer more dynamic design (69%), (Q4),
- c. prefer clothes having 'contrasting shades of color' to clothes having 'similar shades of color' (61%), (Q10),
- d. prefer clothes having more than one color (66%), (Q25),
- e. don't have clothes that they can't dare to wear (risk perception) (96%), (Q71).

#### EVALUATION

Simple design is defined as the contribution of minimum design elements: minimum variation in color, contrast and drawings. Those who visually preferred simple design to complex design are shown to be consistent in their choice of clothes 'having similar shades of color'. These people are interested in fashion. They dress according to the peculiarities and necessities of the places they go. They also prefer costumes to have variety suitable to different places and situations, and do not prefer costumes they can wear anywhere. It seems that these people try to adapt themselves to various environments by means of clothing. They need various clothes for any different environment. However, it should be noted that they constantly prefer simple designed clothes. They follow new fashion only after they see on others and their eyes become familiar with it. They don't wear clothes that others don't like they wear. They think they are missing opportunities because they can not decide rapidly. These findings show that these people are less confident, undetermined. They are interested in fashion, they

participate in social activities, nevertheless, they are always conforming and following "the last on the line". In their trial to participate to various groups and environments, they seem to avoid creating any 'difference' which would in turn create (they perceive) some reactions. So, they perceive risk in creating any difference which would result in social rejection. Simple designed and place oriented clothes seem to be a successful means for this purpose. It seems that, when social conformity is considered prior to personal difference, people tend to prefer simple designed clothes. However, the most interesting of all, "simple design taste" can not be considered solely as a purposeful and functional "social conformity means". The visual preference of simple design is much more general and unconscious than cloth preference. It seems that people perceive, like and prefer designs similar to their personality traits. Simple design preference is not only a "self projection" of "less confident, conforming, following and risk perceiver personality traits" but the preference of simple designed clothes provides a "relaxing self-justification opportunity".

Complex design, in contrast, includes variations in color, contrast and drawings. Those who prefer complex design to simple design prefer asymmetrical design to symmetrical design. Symmetry is defined as "the complete balance of design elements". Asymmetry is defined as "the imbalance of design elements" which makes eye movement necessary in order to complete imbalance. This eye movement gives "moving impression". In short, asymmetry increases complexity. Therefore, complex and asymmetrical design preferences are consistent with each other. They also prefer more dynamic design. Dynamism preference question includes two asymmetrical or imbalanced designs. The two design are basically the same, but one

of them is more dynamic, in other words, more imbalanced, resulting in a relatively 'more moving' impression. The preference of complex, asymmetrical and dynamic designs together show that there is a tendency to activity (complexity and movement) in designs when a different group of people is concerned. They also prefer clothes having 'contrasting shades of color'. Moreover, they prefer clothes having more than one color. Therefore, complex design taste can be summarized as:

- a. Asymmetrical or imbalance of design elements giving 'moving impression,
- b. Tendency to more and more dynamic or moving impression,
- c. 'Contrasting shades of color' increases this activity feeling in terms of light,
- d. 'Use of more than one color' increases activity and complexity feelings in terms of color.

The people who prefer this taste do not perceive risk in wearing any of their clothes. It seems that complex design taste with its activating impression creates difference. This difference seems to be intended by the people who have individualistic, unconformistic and confident personality traits.

SIMPLICITY-COMPLEXITY DIMENSION (Q3)



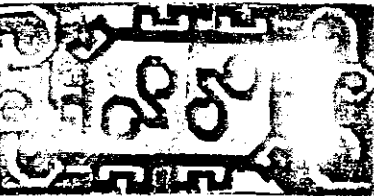
BY DESIGN DIMENSIONS

COMPLEX DESIGN

SIMPLE DESIGN

DESIGN BALANCE PREFERENCE (Q5)

Symmetrical (Perfect Balance)



14 32% 27

Asymmetrical (Imbalance)



30 68% 23

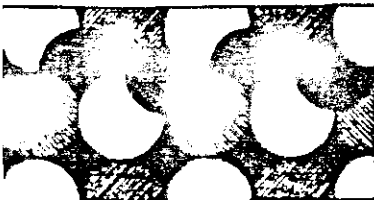
DESIGN DYNAMISM PREFERENCE (Q4)

More Dynamic



31 69% 24

Less Dynamic



14 31% 26

COLOR CONTRAST PREFERENCE (Q10)

Contrasting shades

27 61% 12 24%

Similar shades

17 39% 38 76%

COLOR HARMONY PREFERENCE (Q25)

Single-Color Harmony

15 34% 28

Multi-Color Harmony

29 66% 23

BY CLOTH VARIETY PREFERENCE(Q17)

	COMPLEX DESIGN	SIMPLE DESIGN	
Various Clothes for Various Places	20	35	69%
Multi-Purpose Cloth	25	16	31%

BY PLACE-ORIENTED DRESSING(Q83)

Yes	22	37	72%
No	22	14	28%

BY DISOBEIDENT BEHAVIOR IN CLOTHING(Q67)

Yes	16	6	12%
No	29	45	88%

BY PERCEIVED LEVEL OF FASHION INFORMATION(Q40)

Well-informed	20	34	69%
Uninformed	25	17	31%

BY FASHION NON-LEADERSHIP(Q75)

Follower	24	36	71%
Non-Follower	21	15	29%

BY RISK PERCEPTION IN WEARING OWN CLOTHES(Q71)

Risk Perceiver	2	4%	22
Non-Perceiver	43	96%	29

BY DETERMINATION(Q77)

Determined	21	11	21%
Undetermined	24	40	79%

## DESIGN BALANCE PREFERENCE (Q5)

Balance or symmetry-asymmetry is a basic dimension of design. Like 'simple versus complex design preference', it is hypothesized that individuals tend to prefer either symmetrical or asymmetrical design. To measure this preference, basically the same design is given to respondents with symmetrical and asymmetrical versions. So, other design dimensions remained constant. Respondents are only asked to prefer one of these designs without any orientation.

### FINDINGS

Those who prefer symmetrical design:

- a. prefer simple design to complex design (66%), (Q3),
- b. try to conform to majority and avoid dressing in a way people they respect would dislike, and do not participate in innovations, do not follow fashion (74%), (Q24),
- c. prefer slow music to rhythmic music (65%), (Q22),
- d. are those who are interested in positive rather than social sciences (67%), (Q33).

Those who prefer asymmetrical design:

- a. change their clothing habits, and prefer 'innovative-creative clothes' to 'conservative clothes' (71%), (Q27),
- b. are those who are interested in social sciences rather than positive sciences (60%), (Q33).

## EVALUATION

Symmetry is defined as "the complete balance of design elements" while asymmetry is defined as "imbalance of design elements".

Asymmetrical design makes eye movement necessary to complete imbalance. This eye movement gives 'moving impression'.

Simple and symmetrical designs are preferred at the same time. So, the characteristics of the design preferred by these people are:

- a. simple (minimum variation in design elements),
- b. balanced and complete (static impression)

The people who consciously or unconsciously prefer these design characters tend to conform to majority, do not participate in innovations, and do not follow fashion. It seems that dependent, conformistic and passive personality tend to prefer symmetrical design which has similar characteristics. They also tend to prefer slow music to rhythmic music. Slow music compared to rhythmic music is:

- a. motionless,
- b. harmonious (complete, systematic),
- c. less noisy.

These characteristics are very close to symmetrical design. Additionally, those who are interested in positive rather than social sciences tend to prefer symmetrical design. Positive sciences compared to social sciences are:

- a. simple (less factors),
- b. determined (complete and certain).

Those who prefer asymmetrical design or 'moving impression' also

prefer innovative and creative clothes, and tend to change their habits. While there is only one version of balance or symmetry for one design, there is an infinite possible versions of imbalance or asymmetry. This fact shows the innovative and creative potential of asymmetric design. Additionally, those who are interested in social rather than positive sciences tend to prefer asymmetrical design. Social sciences compared to positive sciences:

- a. are less complete, less certain (undetermined),
- b. are more complex (more factors),
- c. include human factor.

Obviously, these methodological aspects of social sciences are very similar to the characteristics of asymmetrical design.

The chain of behaviors related to design balance preference can be summarized on a table.

TABLE 1. "SYMMETRICAL DESIGN TASTE"

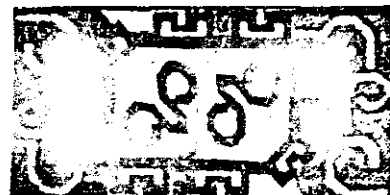
<u>Design preference</u>	<u>Personality traits</u>	<u>music preference</u>	<u>Scientific orientation</u>
simple	dependent	slow	positive sciences
complete	conservative	motionless	simple
balanced	conformistic	harmonious	certain
static	passive	less noisy	determined
	unsafe		

TABLE 2. "ASYMMETRICAL DESIGN TASTE"

<u>Design preference</u>	<u>Personality traits</u>	<u>Scientific orientation</u>
asymmetrical	changing	social sciences
imbalanced	innovative	uncertain
dynamic	creative	complex
complex	confident	

Therefore, people tend to perceive, like and prefer designs and music (tastes) similar to their personality traits. It seems that design and music which are similar to their personality is easily perceived and liked because of the "self-projection" and "self-justification" opportunities. So, when people consciously or unconsciously prefer designs and clothes reflecting their personality, they do not only justify their personality, but also they send external messages. In short, designs provide the opportunity to communicate and interact with other people by means of clothing. This communication process seems to be permanent and instant.

DESIGN BALANCE PREFERENCE (Q5)



BY VARIABLES

ASYMMETRICAL

SYMMETRICAL

DESIGN SIMPLICITY-COMPLEXITY (Q3)

Complex Design

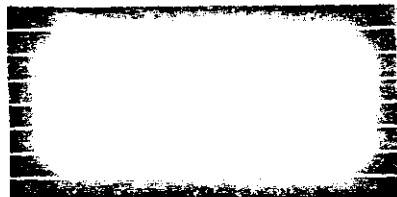


30

14

44%

Simple Design



23

27

66%

CLOTHING SOCIAL ORIENTATION (Q24)

Conservative-conformistic

27

29

74%

Fashion-innovation oriented

22

10

26%

INNOVATIVE VS CONSERVATIVE

CLOTH PREFERENCE (Q27)

Innovative cloth

37

71%

21

Conservative cloth

15

29%

20

SCIENTIFIC ORIENTATION (Q33)

Social sciences

42

60%

28

40%

Positive sciences

6

33%

12

67%

MUSIC RHYTHM PREFERENCE (Q22)

Rhythmic music

27

14

35%

Slow music

20

26

65%

## CLOTHING COLOR CONTRAST PREFERENCE(Q10)

It is hypothesized that individuals have some preferences of color contrast which are consistent with their design preferences and their personality traits. There are two extremes of color contrast preference: similar shades of color and contrasting shades of color.

Those who prefer similar shades of color:

- a. prefer simple design to complex design (69%), (Q3),
- b. prefer 'pastel-colored clothes' to 'lively-colored clothes' (84%), (Q31),
- c. prefer costumes to have variety suitable to different places and situations, and don't prefer costumes they can wear anywhere (69%), (Q17),
- d. think nudity would not be disturbing if there were no conditioning (67%), (Q28),
- e. are those who are more optimistic about the future of the world (75%), (Q41).

Those who prefer contrasting shades of color:

- a. prefer complex design to simple design (69%), (Q3),
- b. prefer to wear costumes having more than one color (79%), (Q25).

It seems that there is a specific taste related to color contrast preference. One extreme of this taste includes:

- a. similar shades of color,
- b. simple design,
- c. pastel-colored clothes,
- d. various, place-oriented costumes,

Although this taste looks like simple design and symmetrical design tastes, it differs with some characteristics. This taste also seems to relate to a social personality trait. However, these people are naturally smooth and optimistic rather than trying solely to adapt themselves to any environment. The fact that they are not disturbed because of nudity is an additional sign showing their safe and peaceful character.

The opposite taste includes:

- a. contrasting shades of color,
- b. complex design,
- c. multi-colored costumes.

These characteristics have in common more complex and active color, light and drawings.

## COLOR HARMONY PREFERENCE (Q25)

Like simple versus complex design preference, it is intended to measure the differences in the choice of color harmony in costumes. In other words, why people tend to prefer costumes having a single color or having more than one color?

Those who prefer single colored costumes:

- a. prefer simple design to complex design (65%), (Q3),
- b. prefer clothes having similar shades (against contrasting shades) of color (81%), (Q10),
- c. like grey color (81%), (Q37),
- d. use grey color in their clothes (79%), (Q50),
- e. do not use red color in their clothes (86%), (Q50).

Those who prefer costumes having more than one color:

- a. like yellow color (73%), (Q37),
- b. like red color (85%), (Q37)
- c. are those who use red color in their clothes (82%), (Q50),
- d. are those who dislike grey color (72%), (Q37),
- e. are those who do not use grey color in their clothes (76%), (Q50).

### EVALUATION

It seems that there are two almost opposite tastes related to the choice of single versus multi-colored costumes. The findings can be summarized as:

Single colored costume taste:

- a. simple design,
- b. similar shades of color in clothes,
- c. liking and using grey color, and not using red color in costumes.

This taste can be summarized as "liking and wearing simple designed grey costumes".

The opposite taste of multi-colored costume taste:

- a. liking and using red color in clothes,
- b. liking yellow color,
- c. disliking and not using grey color in clothes.

This taste can be summarized as: when people dislike single color harmony and especially grey color, they tend to use red and yellow colors together with other colors in their costumes.

## LIKING YELLOW COLOR (037)

Yellow color, as black and grey colors, seems to play an important role in clothing. It seems to reflect some needs taking part in a particular life style.

Those who like yellow color:

- a. are those who use yellow color in their clothing (95%), (Q50),
- b. are those who prefer light tones to dark tones in their clothing (77%), (Q12),
- c. are those who prefer to wear clothes having more than one color (73%), (Q25),
- d. are those who consider important softness of clothes (73%), (Q81),
- e. are those who trust other people (71%), (Q84),
- f. are those who prefer to leave a tolerant-relaxant impression rather than an authoritarian impression (65%), (Q19),
- g. are those who think their daily life is not full of interesting things (70%), (Q70),
- h. are those who think nudity would not disturb if there were no conditioning (70%), (Q28),
- i. are those who buy clothes whose quality they are sure of, even if expensive, and to the risk of being cheated (72%), (Q26).

### EVALUATION

The particular life style which is symbolized by liking and using yellow color in clothing can be summarized as:

- a. a personality trusting to other people,
- b. wish looking tolerant-relaxant but not authoritarian,

c.more tolerant to nudity,

d.have an unsatisfactory-uninteresting daily life,

e.prefer high quality and expensive goods to the risk of being cheated,

f.like soft clothes,

g.prefer light tones to dark tones and use yellow together with other colors (multi-colored) in their clothes.

To sum up,a soft-tolerant-relaxant personality seeking for more interesting-satisfactory daily life,try to compensate with high quality and expensive,light and multi-colored (yellow) soft clothes.

## LIKING BLACK COLOR(Q37)

Liking or disliking black color seems to be an important factor in terms of clothing motives and attitudes.

Those who like black color:

- a. are females (79%), (Q44),
- b. are well-informed on fashion (67%), (Q40),
- c. perceive themselves as an important person (self-worthy) (83%), (Q92),
- d. are interested in Social rather than Positive sciences (84%), (Q33),
- e. think nudity would not be disturbing if there were no conditioning (64%), (Q28),
- f. they spend more time for dressing (86%), (Q46),
- g. like make-up (71%), (Q78),
- h. like to participate in innovations and like to follow fashion (91%), (Q24),
- i. consider opinions of them important (social image) (67%), (Q86),
- j. don't like to see others wear the same things they are wearing (uniqueness) (90%), (Q69),
- k. like pink color (67%), (Q37),
- l. use black color in their clothing (77%), (Q50).

Those who dislike black color:

- a. are males (75%), (Q44),
- b. are not informed on fashion (77%), (Q40),
- c. think nudity would naturally be disturbing even if there were no conditioning (67%), (Q28),
- d. spend less time for dressing (71%), (Q46),

e. dislike make-up (64%), (Q78),

f. try to conform to majority, avoid dressing in a way people they respect would dislike (85%), (Q24),

g. dislike pink color (77%), (Q37),

h. do not use black color in their clothing (95%), (Q50),

i. prefer picture of panorama to portrait (82%), (Q14).

#### EVALUATION

It seems that liking black color is part of a life-style. The findings can be summarized as:

a. females,

b. who tend to socialize and care for their social image,

c. who perceive themselves highly self-worthy,

d. who are fashion-innovation oriented,

e. who are well-informed on fashion,

f. who spend more time for dressing,

g. who like wearing unique clothes,

h. who like to make-up,

i. like black and pink colors,

j. use black color in their clothing,

k. think nudity disturbs because of conditioning which means that they are tolerant towards more courageous clothes .

Black color, which was also the fashion color of the year, seems to be related to a "female sexual motive". This color is the most distinguishable even symbolic taste of this motive.

On the other hand, most of the males have almost opposing tendencies.

This fact is a strong conviction that black color and the related female motive is clearly perceived by males.

## USE OF GREY COLOR IN CLOTHING(Q50)

Grey color by itself seems to play an important role in clothing.

a.those who like to be noticed and admired by their appearance (67%),(Q7),

b.those who prefer "not to draw the attention of people" (100%), (Q34),

c.those who consider well-dressing a part of good living (64%), (Q59),

d.those who think they are as successful as they wish (75%),(Q42),

e.those who like their costumes to have variety suitable to different places and situations,and not the type they can wear anywhere (76%),(Q17),

f.those who prefer colors of clothing that they like to the colors which are in harmony with their skin-eye-hair colors (68%),(Q29),

g.those who prefer dark clors to light colors in their clothes (73%),(Q12),

h.those who prefer single colored costumes to multi-colored costumes (79%),(Q25),

i.those who like to wear pastel but not lively colored clothes (86%),(Q31)

j.those who like grey color (93%),(Q37).

### EVALUATION

It seems that grey color has several and almost contrasting functions in clothing.First,grey color is used by both:

a.being attractive,

b.not drawing attention.

These opposing purposes seem to be realized by the use of grey color. But, it seems that those who wish being noticed and admired by their appearance prefer various costumes to multi-purpose costumes. Well-dressing is considered important. Single, pastel, dark colors are preferred to multi, lively, light colors. The liked color grey is preferred to colors which are in harmony with eye-skin-hair colors. Grey color seem to facilitate adaptation to different environments both as a means of aesthetic and a means of camouflage. It seems that, the multi purpose characteristics of grey color in clothing makes it an economical color in the eyes of everybody.

## EVALUATION

It seems that rhythmic music and asymmetrical design are tastes which are preferred by the same people probably because of their complexity, and perhaps because they are not orderly and balanced. The people who prefer slow music is from the high income group, and they are classical and conformistic. Slow music seems to reflect the smooth, orderly, conforming mood of these people. It seems that they are satisfied with their life, and trying to conserve their social position by conforming and respect creating, to guarantee social acceptance. This fact led to raise other questions: do rhythmic music and asymmetrical design reflect the mood of non conforming and reaction. These so simple design and music tastes are they so closely related with social-economic satisfaction? The answer seems to be positive.

PART III

LIFE STYLES

ATTITUDES

AND

CLOTHING MOTIVES

It is aimed at measuring perceived level of fashion information in order to find out its relation between fashion interest, and if it represents a necessity for women who try to dress well. If it represents one of the most critical factors in a specific life-style.

#### FINDINGS

Those who are well-informed on fashion:

- a. are mostly females (87%), (Q44),
- b. think personality defects need not be hidden (70%), (Q23),
- c. like to be noticed and admired by their appearance (80%), (Q7),
- d. consider 'appearance' more important than 'ease' in clothing (83%), (Q8),
- e. prefer that costumes create 'aesthetic-beauty' rather than 'respect' (91%), (Q11),
- f. prefer leaving a 'tolerant-relaxant impression' to an 'authoritarian impression' (96%), (Q19),
- g. prefer 'innovative-creative cloths' to 'habitual-conservative cloths' (77%), (Q27),
- h. like make-up (77%), (Q78),
- i. like fashion shows (80%), (Q85),
- j. Like their personality to be reflected (self-image) in their clothing (69%), (Q56),
- k. don't like to see others wearing the same things they are wearing (91%), (Q69),
- l. are against 'rules in clothing' (67%), (Q63),
- m. like black color (91%), (Q37),
- n. use black color in their cloths (70%), (Q50),
- o. perceive themselves as 'an important person' (self-worthyness) (92%), (Q92)

- p.have higher income (65%),(Q47),
- q.prefer simple design to complex design (67%),(Q3),
- r.prefer picture of portrait to panorama (67%),(Q14).

#### EVALUATION

It seems that a fashionable life-style enables females to develop a:

- .prestigious (status),
- .open-active (extrovert),
- .self-worthy (important person),
- .tolerant-relaxant
- .independent-unconformistic
- .up-to-date (innovative)
- .overall beautiful (aesthetic)

personality image.They participate all fashion-clothing activities. However,this life-style is only in the disposition of high income group.This fact shows the basic motive of status-prestige in this life-style. The specific tastes for the life-style seem to be the preference of 'simple design and liking-using black color (fashion color of the year) in clothing.It should be noted that fashion is perceived as a basically feministic activity especially by males.They hold anti-fashion attitudes.This fact can be deeply rooted in the oriental belief that 'males can not seek prestige-status through "beautiful-ever changing(unstable) appearance". Males need not be good-looking but stable-dependable(classical),

TABLE FASHION WELL-INFORMEDS

females

open, less defensive personality

self-worthy

"clothing without rules" attitude

being noticed-admired (appearance)

"appearance" factor more important than "ease" factor in clothing

leaving tolerant-relaxant impression

spend time for dressing

cloths create aesthetic (against respect)

participate innovations-follow fashion

watch fashion shows

like shopping

like make-up

personality (self-image) reflecting, innovative-creative, exclusive

simple design preference (against complex)

cloths

like and use black color in clothing

prefer picture of portrait to panorama

higher income

The importance of sexual difference in terms of clothing motives is evident. It is aimed at discovering the specific needs, personality traits, and clothing attitudes related to sex.

## FINDINGS

## Females:

- a. are well-informed on fashion (87%), (Q40),
- b. like their personality to be reflected in their clothing (77%), (Q56),
- c. prefer to leave a 'tolerant-relaxant impression' against 'authoritarian impression' (72%), (Q19),
- d. prefer 'innovative-creative' cloths to 'habitual-conservative' cloths (77%), (Q27),
- e. prefer cloths creating 'aesthetic-beauty' against 'respect' (74%), (Q11),
- f. like wearing exclusive cloths (89%), (Q69),
- g. like shopping (89%), (Q54),
- h. like make-up (71%), (Q78),
- i. are sensitive to skin touch (82%), (Q87),
- j. like black color (77%), (Q37),
- k. like pink color (87%), (Q37),
- l. use black color in clothing (84%), (Q50),
- m. use white color in clothing (75%), (Q50).

## Males:

- a. spend little time for dressing (82%), (Q46),
- b. spend little time for hair care (85%), (Q48),
- c. are uninformed on fashion (77%), (Q40),

- d.like brown color (80%),(Q37),
- e.don't like white color (77%),(Q37),
- f.don't like pink color (77%),(Q37),
- g.use brown color in clothing (77%),(Q50),
- h.don't use black color in clothing (71%),(Q50).

#### EVALUATION

As it can be seen easily from the findings,sex and 'fashion information'are very close factors of the life-style explained in fashion information findings.The profile of the female:

- a.fashionable,up-to-date (innovative),exclusive(unique)
- b.tolerant,relaxant,aesthetic.

Females have 2 additional tendencies compared to fashion informeds:

- c.spending more time for dressing and hair care,
- d.liking and using black and white colors in clothing.

It can be understood that fashionable life-style is time-saving, because it seems that personal care becomes unnecessary.We can see that a woman can create 'well-cared image' with the help of fashion but without spending time for personal care.This can be a result of a more active daily life.In terms of color choice, fashionable females seem to be oriented,since their unique color choicę is black which was the fashion color of the year.However, females generally like and use white and pink colors in their clothing.

Males to the opposite,have less interest in clothing and they care less for their physical appearance.It seems that males don't have the tendency to attract people through aesthetic means but,it seems that they try to impress people with authoritarian,respect creating look,consistent and habitual appearance."Sexual attractiveness"

of the females seems to leave its place to "leadership" in males. Males' negative attitude towards white, black and pink colors, and their liking of brown color can be the signs of defensive behavior against "female adopted appearances". This shows the difficulties to promote unisex fashion in Turkey.

TABLE      SEX

FEMALES

MALES

fashion well-informed.....	uninformed
tolerant-relaxant look(versus authoritarian)	
aesthetic creating cloth(versus respect creating)	
innovative-creative cloth	
exclusive cloth	
personality(self-image) reflecting cloth	
more time spent for dressing.....	less time
more time spent for hair care.....	less time
like shopping	
like fashion shows	
like make-up	
skin sensitive to touch	
like and use black color in clothing.....	dislike-don't use
like and use white color in clothing.....	dislike
like pink color.....	dislike
dislike, don't use brown color in clothing.....	like and use

## AUTHORITARIAN VERSUS TOLERANT LOOK PREFERENCE (Q19)

It is well known that people try to impress others in one way or another by their appearance. Respondents are asked to prefer one of the two contrasting appearances:

a) leaving an authoritarian impression is important.

b) leaving a tolerant-relaxant impression is important.

It is therefore indirectly asked what kind of social image they are trying to create.

### FINDINGS

Those who consider "leaving a tolerant-relaxant impression more important than an authoritarian impression:

a. are mostly females (72%), (Q44),

b. do not perceive themselves clumsy (89%), (Q88),

c. do not worry that they are not more beautiful or, they feel satisfied with their physical appearance (79%), (Q66),

d. are against rules in clothing (65%), (Q63),

e. prefer 'aesthetic creating cloths' to 'respect creating cloths' (89%), (Q11),

f. are well-informed on fashion (96%), (Q40),

g. prefer their clothing to have a pains-value only known to them (private pains-value of cloths) (84%), (Q60),

h. like make-up (69%), (Q78),

i. like fashion shows (70%), (Q85),

j. like shopping (83%), (Q54),

k. have 'sensitive to touch skin' (74%), (Q87),

l. like yellow color (65%), (Q37),

m. use black color in their clothing (65%), (Q50).

## EVALUATION

The findings show that 'tolerant-relaxant look' is one of the basic factors in the life-style which is deeply analysed in 'sex' and 'fashion information', the other basic factors of this life-style. These people try to improve their social and self image by actively participating all fashion activities, by improving their appearance-look with the help of clothing.

## INNOVATIVE VERSUS CONSERVATIVE CLOTH PREFERENCE(Q27)

There are two opposing tendencies in the choice of cloths:

- a) looking for new and creative forms, liking to make changes,
- b) no need to change habits.

It is hypothesized that these two tendencies are related to two different life-styles.

### FINDINGS

Those who look for new and creative forms and like to make changes:

- a. are mostly females (71%), (Q44),
- b. like their appearance to be appreciated by others (73%), (Q7),
- c. think clothing reflects self-image (70%), (Q62),
- d. are well-informed on fashion (77%), (Q40),
- e. perceive themselves having a good taste for clothing (77%), (Q53)
- f. prefer cloths which would make them look different from others (85%), (Q64),
- g. want to wear exclusive cloths (67%), (Q69),
- h. are against rules in clothing (77%), (Q63),
- i. prefer "asymmetrical design" to "symmetrical design" (71%), (Q5),
- j. like to participate in innovations and like to follow fashion (85%), (Q24),
- k. like make-up (72%), (Q78),
- l. need to justify themselves (65%), (Q89).

Those who do not need to change their habits:

- a. try to conform to majority, try to avoid dressing in a way people they respect would dislike (86%), (Q24),
- b. don't prefer cloths which would make them look different from others (88%), (64),
- c. don't perceive themselves having a good taste for clothing (71%), (Q53).

## EVALUATION

The same life-style theme, observed in fashion information and sex factors, emerge from the innovative versus conservative tendencies analyses. In the first group:

- a. females,
- b. wishing to be noticed and admired by their appearance,
- c. thinking clothing reflects self-image,
- d. are well-informed on and follow fashion,
- e. perceive themselves having a good taste for clothing,
- f. prefer exclusive cloths which would make them look different from others,
- g. prefer asymmetrical design to symmetrical design,
- h. are against rules in clothing,
- i. like make-up,
- j. are in need of justifying themselves,
- k. look for new and creative forms when they chose clothing.

It seems that "modern-independent female" try to create a "fashionable-new-beautiful-exclusive-independent" self and social image.

Innovative-creative, asymmetrical designed clothing is the means of this purpose.

In the contrasting life-style, there are the tendencies of:

- a. conforming to majority,
- b. avoid dressing in a way respected people would dislike,
- c. don't feel a need to change their clothing habits, don't look for new and creative forms,
- d. don't prefer cloths which would make them look different from others,
- e. don't perceive themselves having a good taste for clothing.

In this life-style theme, the basic motive seems to avoid any social reaction-rejection harmful for social conformity. The adopted social and clothing attitude is conformistic and conservative. Group-society

is prior to personality-individuality. Expectedly, uniformity-similarity in clothing is preferred to novelty-difference (fashion).

to the belief that people adjust their manners to their costumes. Some people seem to be motivated in the way that they create respect by means of clothing. These costumes should have such an image that they tend to play a 'respect creating social role' which is facilitated by means of clothing.

## CLOTHING EASE VS APPEARANCE PREFERENCE(Q8)

Comfortability and appearance are two important choice criterias in clothing. It is expected to answer which comes first? who? and why?

### FINDINGS

Those who consider their costume having a no-defect appearance, when they go a place important for them:

- a. perceive themselves as an important person (self-worthy) (85%), (Q92)
- b. consider others' opinion of them important (social image) (68%), (Q86),
- c. do not perceive themselves as successful as they wish (76%), (Q42),
- d. clothing is a prior expenditure out of their budget (75%), (Q49),
- e. are well-informed on fashion (83%), (Q40),
- f. buy cloths at certain times, even if they don't need (shop regularly) (91%), (Q16)
- g. don't like brown color (89%), (Q37).

Those who consider their costume's comfortability, when they go a place important for them:

- a. think their daily life is full of interesting things (life satisfaction) (67%), (Q70),
- b. are not informed on fashion (67%), (Q40),
- c. buy cloths whenever they need them (unregularly) (93%), (Q16),
- d. like brown color (84%), (Q37).

## EVALUATION

It seems that a no-defect appearance in a perceived to be important place, is a result of the strong wish to be personally and socially important person. In order to reach this aim, they consider how they look, so, they are interested in fashion, then, they shop regularly, and they spend an important amount for clothing.

When comfortability of clothing and ease is prior to appearance of clothing, even in an important place, it seems that clothing, fashion, shopping are not important for these people. Because, it seems, they have different motives. They get satisfaction from their daily life which, they think, is full of interesting things. It appears that brown color is perceived negatively by passionate people, while it is liked by the satisfied, clothing-appearance-unconcerned people.

## CLOTHING'S USE IN HIDING PHYSICAL DEFECTS VS EMPHASIZING BEAUTIES(Q30)

Hiding physical defects and emphasizing beauties are two important functions of clothing. It is expected to discover if one of these functions is more important for certain individuals, and why?

### FINDINGS

Those who consider cloths covering physical defects more important:

- a. think humans naturally hide their personal defects (63%), (Q23),
- b. try to conform to majority and avoid dressing in a way people they respect would dislike (against: participate innovations and follow fashion) (78%), (Q24),
- c. think more attractive dresses had been worn in past times (classical clothing taste) (67%), (Q68),
- d. prefer slow music to rhythmic music (69%), (Q22),

Those who consider cloths' emphasizing physical beauties more important:

- a. think personal defects need not be hidden (70%), (Q23),
- b. think a part of good living is well-dressing (84%), (Q59),
- c. don't have cloths that they can't dare to wear (no risk perception) (83%), (Q71),
- d. don't feel themselves clumsy (74%), (Q88).

## EVALUATION

It seems that conservative and conformistic people, who try to avoid dressing in a way people they respect would dislike, and who do not participate in innovations and fashion, tend to hide both personality and physical defects. It appears that this conservatism is closely related to regressive feelings; a yearning of the past times and cloths, preference of slow music against rhythmic music. These people tend to react anything new, and try to hide anything defected with a defensive, introvert personality.

On the other hand, the people who are confident, open, and modern do not tend to hide personality defects, but try to show their beauties by well-dressing, and without perceiving any risk in wearing a cloth.

## COSTUMES INFLUENCE ON MANNERS (Q57)

It is always tried to find out how people design and prefer clothes. But, is there an influence from the opposite way?

### FINDINGS

Those who think people adjust their manners to their costumes:

- a. think external appearance, costume reflect what people think of themselves (reflects self-image) (83%), (Q62),
- b. consider more important that costumes create respect (against: create aesthetic-beauty) (94%), (Q11),
- c. dress according to the peculiarities and necessities of the place they go (69%), (Q83),
- d. when they decide what to wear, consult the people whose ideas they respect (don't feel free to dress as they wish) (65%), (Q32),
- e. follow new fashion only after they see on others and their eye becomes familiar with it (71%), (Q75),
- f. when they meet something they like, they don't buy without thinking if they need it (73%), (Q58),
- g. use green color in their clothing (67%), (Q50),
- h. like blue color (68%), (Q37).

## EVALUATION

It seems that some people are very dependent on others: always consulting others where and what to wear, what to do. They do not feel free to dress, to behave as they wish. Their basic motive seems to be socially accepted. So, they consult others: what to wear, what type of clothing would create respect in a specific place. Interestingly, they also think costume reflects what people think of themselves. It seems that these people are suggested what to be and how to behave and what they should think about themselves. It appears that costume is the most critical means for playing a suggested social role. Do they use green color in their clothing to give the message of peace, social conformity? Do they like blue color because of social pressure on their ego?

## CLOTH VARIETY-SUITABILITY PREFERENCE (Q17)

"Suitability to different places" vs. "multi-purpose" character is an important aspect of clothing. Obviously, to increase suitability to different places, various and several cloths are necessary. Multi-purpose cloth, to the opposite, is worn in different places. It is expected to find out, who prefers which type of clothing and why.

### FINDINGS

Those who like their costumes to have variety suitable to different places:

- a. prefer simple design to complex design (67%), (Q3),
- b. prefer "similar shades of color" to "contrasting shades" in their costumes (69%), (Q10),

Those who like their costumes to be the type they can wear anywhere:

- a. do not perceive themselves having a good taste for clothing (71%), (Q53),
- b. use grey color in their clothing (76%), (Q50).

### EVALUATION

It seems that, people trying to wear various cloths suitable to different places have two interrelated tastes. They always prefer simple design and similar shades of color to complex design and contrasting shades. This simple taste and simple designed clothing but the need for place-oriented various cloths is a sign of conformity and social adaptation need.

On the other hand, when people prefer costumes they can wear anywhere, they use grey color. It seems that grey color increases multi-purpose character of clothing since it can be used both in sports wear or night costumes, in serious and unserious places, and can be used in harmony with almost all other colors. It appears that this type of clothing is adopted by practical people who perceive themselves having no good taste for clothing, or who are less interested in clothing.

PART IV

QUALITY PRICE VALUE PERCEPTIONS  
AND  
SHOP-BRAND LOYALTY

QUALITY, PRICE, VALUE PERCEPTIONS AND SHOP LOYALTY

(Q9,26,58,72)

It is also tried to discover in the study, how people evaluate quality, how do they perceive price and value, what are the reasons behind brand and shop loyalty.

FINDINGS

Those who buy cloths whose quality they are sure of, even if expensive (against: consider price, want to make sure of not being cheated):

- a. think a part of good living is well-dressing (importance of well-dressing) (89%), (Q59),
- b. they buy without thinking if they need it when they meet something they like (73%), (Q58),
- c. the things they wear sometime lose from their value in their eyes (73%), (Q72),
- d. shop directly from the shops that produce/sell tasteful cloths (against: find the suitable cloth only after searching and trying) (82%), (Q9).

Those who consider price and want to make sure of not being cheated:

- a. don't buy without thinkink if they need it when they meet something they like (68%), (Q58),
- b. the things they wear sometime don't lose from their value in their eyes (68%), (Q72),
- c. find the suitable cloth only after searching and trying (against: shop directly from the shops that produce/sell tasteful cloths) (88%), (Q9).

Those who shop directly from the shops that produce/sell tasteful cloths:

- a. buy cloths whose quality they are sure of (82%), (Q9),
- b. the things they wear sometime lose from their value in their eyes (75%), (Q72).

Those who find the suitable cloth only after searching and trying (not shop/brand loyal):

- a. the things they wear some time don't lose from their value in their eyes (60%), (Q72),
- b. like grey color (73%), (Q37).

#### EVALUATION

It seems that for some people well-dressing is so important that they buy a cloth even if expensive, even if they don't need, but only if they like it. It seems that they shop from the stores which ensure quality, without perceiving a risk of being cheated. However, even these cloths lose their value in their eyes after some time. It appears that a cloth, in their eyes, is a prestigious commodity when it is expensive, quickly renewed, and having a high quality. This is especially so when all these characteristics are visually certified to everybody by brand name. This implies rebuying his/her own money, a status seeking motive by showing the economic strength, by dressing so well that it can not be affordable by others.

Some other people have an economic point of view to clothing. They buy a cloth if they need it, but perceiving risks of being cheated they find the suitable cloth after searching and trying or making comparisons. These cloths can be worn for a long time without being psychologically obsolete. It seems that price-durability and functional aspects of clothing are considered by these people under the pressure of economic situation. Interestingly, these people like grey color. As presented in the findings of "liking grey color", grey color has multi-purpose characteristics. It can be successfully used with other colors, and it is perceived to be suitable to any social environment. So, grey color is economical. But, liking the economical color grey seems to be a self rationalization effort.

PART V

FACTOR ANALYSIS  
OF  
CLOTHING MOTIVES

## CLOTHING MOTIVES

<u>FACTOR NAME</u>	<u>% OF VARIATION</u>
1. DEVELOPING FEMALE INDIVIDUALITY THROUGH FASHIONABLE CLOTHING	16.2
2. DISMOTIVE FOR CARING PERCEIVED TO BE DEFECTED SELF	9.7
3. REACTING TO BE UNIFORM AND RULED BY MEANS OF CLOTHING	7.9
4. WELL-DRESSING AS A FACTOR OF MODERN AND PLANNED LIFE-STYLE	6.7
5. SELF JUSTIFICATION THROUGH PERSONALITY PROJECTION ON CLOTHING	5.9
6. BUYING CLOTHS TO COMPENSATE PERSONAL DISILLUSION	5.9
7. PLAYING THE SUGGESTED SOCIAL ROLE BY MEANS OF CLOTHING	5.2
8. SEEKING FOR HARMONY BETWEEN BODY AND CLOTH	4.3
9. BEING LIKED BY MEANS OF TASTEFUL CLOTHING	4.3
10. CLOTHING TO COVER PERCEIVED TO BE RISKY NUDITY	3.8
11. BEING ATTRACTIVE BY MEANS OF "ADJUSTED TO PLACE" CLOTHING	3.6
12. CLASSICAL CLOTHING TASTE AS A RESULT OF ROMANTIC PERSONALITY	3.4
13. CLOTHING AS A MEANS OF SOCIAL CONFORMITY	3.3
14. EASY CLOTHING AS A RESULT OF SOCIAL INDIFFERENCE	2.9
15. PERFECTIONIST CLOTHING AS AN ASPECT OF CHARACTER	2.7
THE REST IS OMITTED	<u>19.4</u>
	100.0

FACTOR 1 : DEVELOPING FEMALE INDIVIDUALITY THROUGH FASHIONABLE CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 19,	Leaving a tolerant-relaxing impression is more important than an authoritarian impression.....	.76
Q 40,	I am Well-informed on fashion.....	.68
Q 11,	Aesthetic-beauty in costumes is more important than their creating respect.....	.68
Q 44,	Sexuality: Female.....	.66
Q 78,	I like make-up.....	.62
Q 27,	When choosing clothing,I look for new and creative forms,I like to make changes.....	.55
Q 85,	I like to watch fashion shows.....	.50

EVALUATION

These findings can be summarized as:

- .Females,
- .wishing to look tolerant and relaxant rather than authoritarian,
- .think that the function of costumes,creating aesthetic and beauty,is more important than their respect creating function,
- .so,they search for new and creative forms,and like to make changes,
- .then,they need to be informed on fashion,
- .they watch fashion shows,
- .they like make-up.

The basic motive here seems to realize the personality,individuality, and self-worthyness of a modern and independent female.So,these females develop self-worthyness by caring for themselves.The way to do this is to develop self and social image by creating admiration, tolerance,relax by means of aesthetic and fashionable clothing.

FACTOR 2: DISMOTIVE FOR CARING PERCEIVED TO BE DEFECTED SELF

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 48,	Spend fewer time for hair care.....	.63
Q 46,	Spend fewer time for dressing.....	.61
Q 23,	(think)humans naturally hide their defects.....	.59
Q 65,	When I buy something new,I wear it after waiting sometime,when my eyes become familiar with it.....	.56
Q 42,	I think I am not as successful as I wish.....	.46

EVALUATION

It seems that people,who unconsciously perceive themselves personally and physically defected,who feel unsuccessful,are dismotivated to care for themselves.So,they don't care for their look,don't try to improve their appearance,and perceive risk in changing their appearance and image by means of clothing. This factor,seems to reflect a lack of interest for clothing,rather than being a motive.

FACTOR 3: REACTING TO BE UNIFORM AND RULED BY MEANS OF CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 55,	I don't change immediately when my costume is soiled.	.71
Q 67,	It happens that I wear cloths that others don't like I wear.....	.62
Q 63,	There should be no rule in clothing.....	.58
Q 64,	I buy cloths which would make me look different from others.....	.50

EVALUATION

It seems that the basic motive here is to behave unexpectedly as a reaction to being governed, ruled or influenced by others. In this case, clothing plays the role "rebellion" against uniformity and conformity.

FACTOR 4: WELL-DRESSING AS A FACTOR OF MODERN AND PLANNED LIFE-STYLE

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 16,	I buy cloths at certain times(against:whenever I need them).....	.76
Q 59,	(think)A part of good living is well-dressing.....	.58
Q 24,	I like to participate in innovations and like to follow fashion (against:Itry to conform to majority, I try to avoid to dress in a way people I respect would dislike).....	.41

EVALUATION

It seems that,there exists a life-style with high standards of living;modern,innovative,fashionable,and planned shopping... Well-dressing appears to be the first requirement of this way of living.

FACTOR 5: SELF JUSTIFICATION THROUGH PERSONALITY PROJECTION ON CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 60,	There should be a pains-value in my clothing only known to me .....	.70
Q 56,	I like my personality to be reflected on my clothing	.53
Q 53,	I have a good taste for clothing.....	.49
Q 62,	External appearance, costume reflect what people think of themselves .....	.40

EVALUATION

It seems that here clothing plays the role of identity, a communication means between the self-image and external appearance. It also seems that there is a two-way communication: a tasteful cloth can improve or justify self-image, because it is considered as a reflection of the self. So, it is possible to change the opinions of these people about themselves just playing with external appearance or clothing. This "painted or arranged" image of the self identified with clothing seems to encourage, justify, rationalize, and support the person constantly in the social environment.

FACTOR 6: BUYING CLOTHS TO COMPENSATE PERSONAL DISILLUSION

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 70,	My daily life is not full of interesting things....	.70
Q 66,	I worry that I am not more beautiful/handsome.....	.53
Q 58,	When I meet something I like,I buy without thinking if I need it .....	.43

EVALUATION

It seems that buying something which is liked,a cloth for instance, without thinking if it is needed,is a means of compensating the disillusion of uninteresting daily life,and physical-look dissatisfaction.This irrational purchase can be an interesting thing to break the monotony of daily life,and can be a compensating gift for self-compassion.

FACTOR 7: PLAYING THE SUGGESTED SOCIAL ROLE BY MEANS OF CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 57,	People adjust their manners to their costumes ....	.74
Q 32,	When I decide what to wear,I consult the people whose ideas I respect (against I feel free to dress as I wish) .....	.69

EVALUATION

It seems that some people are suggested on what to wear, and adjust their manners to these costumes. These dependent people, who do not feel free to behave as they wish, seem to play the social roles suggested by others. Clothing's function here is to imply symbolically a predetermined social role: the same of what costume represents in a theatre.

FACTOR 8: SEEKING FOR HARMONY BETWEEN BODY AND CLOTH

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 81,	Softness of cloths is as important as their appearance	.65
Q 30,	It is important that cloths emphasize physical beauties (against:it is important that cloths cover physical defects) .....	.58
Q 87,	My skin is very sensitive to touch.....	.38

EVALUATION

This clothing motive can be explained as seeking a perfect physical fit of the cloth to body.Clothing should emphasize physical beauties, and more important than that,it should be soft because of very sensitive-to-touch skin.This perfect physical fit recalls the function of fur in animals:comfortable like a natural extension of body.

FACTOR 9: BEING LIKED BY MEANS OF TASTEFUL CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 76,	A tasteful person wouldn't dress tastelessly(think)	.65
Q 80,	It is important that if others like or dislike being with me .....	.60

EVALUATION

It seems that some people try to create sympathy, and wish being liked. The way to do that is being tasteful which can be created and shown by tasteful clothing.

FACTOR 10: CLOTHING TO COVER PERCEIVED TO BE RISKY NUDITY

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 18,	I don't like to lose a competition I consider important (against:Even if I lose,I find the same pleasure) .....	.78
Q 28,	Even if there were no conditioning,nudity would naturally be disturbing .....	.57

EVALUATION

Some people perceive risk in losing an important competition, and nudity is deeply disturbing. In both cases, the risky outcome seems to be the feeling of shame. This motive seems to reflect one of the oldest functions of clothing: covering body because of sexual shame.

FACTOR 11: BEING ATTRACTIVE BY MEANS OF "ADJUSTED TO PLACE" CLOTHING

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 34,	An attractive look is important (against:a look which doesn't draw attention is important).....	.68
Q 17,	I like my costumes to have variety suitable to different places and situations (against:I like my costumes to be the type I can wear anywhere).....	.58

EVALUATION

It seems that some people wish to draw attention by their look. So,they adjust their appearance according to different environments, by means of various cloths.

FACTOR 12: CLASSICAL CLOTHING TASTE AS A RESULT OF ROMANTIC PERSONALITY

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 68,	More attractive dresses had been worn in past times	.75
Q 39,	I keep meaningful cloths that I like .....	.38

EVALUATION

It seems that people yearning for the past times, perceive clothing as a symbol which can recall memories. So, they keep these meaningful cloths: unchanged witnesses of these important events...

FACTOR 13: CLOTHING AS A MEANS OF SOCIAL CONFORMITY

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 83,	I dress according to the peculiarities and necessities of the place I go .....	.79
Q 71,	I have cloths that I can't dare to wear .....	.52

EVALUATION

It seems that some people perceive risk in looking different from others. Since they are afraid of social reactions or social rejection, they conform to others in any environment like a chameleon by means of clothing.

FACTOR 14: EASY CLOTHING AS A RESULT OF SOCIAL INDIFFERENCE

<u>QUESTION no</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 8,	When I go a place important for me,I consider my costume's comfortability(against:.....,I consider my costume having a no-defect apearance) .....	.79
Q 86,	I don't consider other's opinion of me important	.52
Q 69,	I don't care to see others wear the same things I am wearing .....	.43

EVALUATION

It seems that some people don't consider important how they look, what other people think of them.So,their clothing is equally unimportant from the visual point of view.It seems that they only care for their comfort,and their costumes' comfortability.

FACTOR 15: PERFECTIONIST CLOTHING AS AN ASPECT OF CHARACTER

<u>QUESTION no:</u>	<u>VARIABLE</u>	<u>FACTOR SCORE</u>
Q 89,	I mostly do what is right .....	.74
Q 26,	Even if expensive,I buy cloths whose quality I am sure of .....	.53

EVALUATION

It seems that perfectionist people always try to do what they think is right. Accordingly, they buy good quality cloths if they are sure of it. So, they seek for "quality" in clothing.

## CONCLUSION

The study's scope to explore the roles of clothing in human life, and the needs it satisfies, gave several results.

It seems that some frequently used clothing accessories and even mustache and beard have images in the minds of people. These clothing items stimulate personality attributions. For instance, people perceive a neck-tied man as a professional, responsible, dependent man, without being aware of the fact that they feel so because he has a neck-tie. The projective technique developed in this study showed that clothing items send some visual messages, and these messages can be identified and measured although they are unconscious.

It seems that there exists a silent language having an alphabet of style, design and color. We make judgements on a person based on these visual clues, since it seems, we unconsciously know that nobody is free to make choices on his/her tastes. These tastes, or our permanent style-design-color preferences, are closely related to our personality, self-image and social attitudes. That's why they are our tastes and we like them. It is shown that design tastes are also identifiable and measurable if the objective elements of design like "simplicity-complexity", "symmetry-asymmetry", "dynamism-statism" are considered separately. For instance, the people who consider their social adaptation prior to "realization of their individuality" prefer simple-symmetrical-static designs.

Colors are known to send messages, but it seems, they also provide some functions in clothing. For instance, grey color is considered

as an economic clothing color, because it can be used for several and contradictory purposes. Professional, sportive or aesthetic images, attention drawing or disguising functions are provided by grey color in any kind of social environment. Moreover, a grey colored clothing item can be harmoniously matched with different colored clothing items. It disguises soiled and worn out material. So, grey color is liked and used as a multi-purpose economic color in clothing.

It seems that clothing is identified with some life-styles. Modern, innovative woman who try to develop her individuality and self-worthiness care herself by improving her look and her self-image in a determined way: she follows fashion and innovations.

Some people seem to use clothing as a means of social acceptance in traditional environments. This conservative, classical, conforming clothing create respect and thus social acceptance.

Some people create sympathy and liking by means of "tasteful cloths".

Some other people seem to make shopping of unnecessary cloths to compensate personal disillusion.

Some people seek a relaxing physical harmony between their body and their cloths: clothing should be soft and just fit body like a natural fur.

Brand loyalty and value perception seem to be closely related with status-prestige seeking motive. Frequently renewed, expensive branded cloths symbolize economic power.

To sum up, clothing reflects, helps to identify, and satisfy the needs

of any personality:conformistic or unconformistic,perfectionist or  
down-to-earth,defensive or extrovert,leader or follower.

APPENDIX

Clothing "ease" vs. "appearance" preference (Q8)

	Ease		Appearance	
Q16.shopping orientation				
a.regular	2	↓ →	21	91%
b.irregular	25	93%	47	
Q37.liking brown color				
a.like	21	84%	37	
b.dislike	4	↓ →	31	89%
Q40.fashion information				
a.well informed	9	↓ →	45	83%
b.uninformed	18	67%	23	
Q42.perceived achievement satisfaction				
a.satisfied	13		23	
b.unsatisfied	14	→	45	76%
Q49.clothing expenditure				
a.no	7		5	
b.yes	18	→	55	75%
Q70.life satisfaction level				
a.satisfied	18	67%	34	
b.unsatisfied	9	↑	34	
Q86.importance of social image				
a.unimportant	13		22	↓
b.important	14		46	68%
Q92.perceived self worthiness				
a.high	16		55	85%
b.low	11		10	↑

Clothing color contrast preference (Q10)

	Similar shades		Contrasting shades	
Q3.design simplicity vs comlexity preference				
a.complex design	17	↓	27	69% ↑
b.simple design	38	69%	12	↑
Q17.cloth variety preference				
a.various cloths for various places	38	69%	17	↑
b.multi purpose cloth	17	↑	22	
Q25.color harmony preference				
a.single color harmony	34		8	↓
b.multi color harmony	21		31	79% ↓
Q28.nudity disturbance				
a.nudity confident	37	67%	16	↑
b.nudity disturbed	18	↑	22	
Q31.clothing color tone preference				
a.lively colored cloths	8	↓	14	
b.pastel colored cloths	43	84%	21	
Q41.optimism vs pessimism				
a.optimistic	15	75%	← 5	
b.pessimistic	38		34	

Respect vs aesthetic creating cloth preference(Q11)

	respect creating	aesthetic creating	
Q13.age look preference			
a.young appearance	10	64	84% ↑
b.mature appearance	6	12	
Q19.authoritarian vs tolerant look preference			
a.authoritarian	7	5	↓
b.tolerant	9	71	93% ↑
Q40.fashion information			
a.well informed	5	49	63% ↑
b.uninformed	11	29	
Q44.sex			
a.female	7	58	74% ↑
b.male	9	20	
Q57.costume' s influence on manners			
a.think influential	15	47	94% ↑
b.think not influential	1	30	

Cloth variety preference (Q17)

various multi purpose  
cloths cloth

Q3.design simplicity complexity preference

a.complex design	20		25
b.simple design	35	67% ←	16

Q10.clothing color contrast preference

a.similar shades	38	69% ↑	17
b.contrasting shades	17		22

Q50.use of grey color in clothing

a.user	27		31	76% ↑
b.non user	27		10	

Q53.perceived level of clothing taste

a.high	31	72% ←	12	
b.low	24		29	71% ↓

Authoritarian vs tolerant look preference(Q19)

authoritarian      tolerant

Q11.respect vs aesthetic creating cloth pref.

a.respect creating	7	9	↓
b.aesthetic creating	5	71	89%

Q37.liking yellow color

a.like	6	52	65%
b.dislike	6	28	↑

Q40.fashion information

a.well informed	2	52	96%
b.uninformed	10	30	↑

Q44.sex

a.female	4	59	72%
b,male	8	23	↑

Q50.use of black color in clothing

a.user	3	53	65%
b.non user	9	29	↑

Q54.liking shopping

a.dislike	5	14	↓
b.like	7	68	83%

Q60.importance of private pains value in clothing

a.important	7	68	84%
b.unimportant	5	13	↑

Q63. adoption of rules in clothing

a. "no rule" attitude	4	53	65% ↑
b. adopt rules	8	29	

Q66. physical aesthetic self sufficiency

a. dissatisfied	5	17	↓
b. satisfied	7	65	79% ↑

Q78. liking make up

a. dislike	8	25	↓
b. like	4	56	69% ↑

Q85. liking fashion shows

a. like	5	57	70% ↑
b. dislike	7	24	

Q87. skin touch sensitivity

a. sensitive	7	61	74% ↑
b. non sensitive	5	21	

Q88. perceived clumsyness

a. clumsy	5	9	↓
b. not clumsy	7	73	89% ↑

Music rhythm preference (Q22)

rhythmic music      slow music

Q5.design balance preference

a.asymmetrical(imbalance)	27	66%	20
b.symmetrical (balance)	14	↑	26

Q24.clothing social orientation

a.conservative conformistic	20	33	73%
b.fashion innovation oriented	21	12	↑

Q30.clothing physical defect hiding  
vs beauty emphasizing orientation

a.defect hiding cloths	8	—————→	18	69%
b.beauty emphasizing cloths	33		26	

Q36.upper class vs moderate neighborhood

a.upper class	26	37	86%
b.moderate	15	6	↑

Q83.place oriented dressing

a.yes	22	33	72%
b.no	20	13	↑

Q47.income

a.lower	25	16	↓
b.higher	16	30	65%

Color harmony preference (Q25)

single color harmony      multi color harmony

Q3.design simplicity complexity preference

a.complex design	15	↓	29
b.simple design	28	65%	23

Q10.clothing color contrast preference

a.similar shades	34	81%	21
b.contrasting shades	8	↑	31

Q37.liking yellow color

a.like	21		37	73%
b.dislike	22		14	↑

Q37.liking red color

a.like	27		44	85%
	16		8	↑

Q37.liking grey color

a.like	35	81%	31	
b.dislike	8	↑	21	72%

Q50.use of red color in clothing

a.user	6	↓	27	82%
b.non user	37	86%	25	

Q50.use of grey color in clothing

a.user	34	79%	23	
b.non user	9	↑	28	76%

Quality vs price orientation (Q26)

	quality oriented		price oriented	
Q9.shop loyalty				
a.shop loyal	23	82% ←	5	↓
b.non loyal	33		35	88%
Q58.need consideration in appreciated cloth purchase				
a.appreciation is enough	35	73% ←	13	
b.consider need	21		27	
Q59.importance of well dressing				
a.very important	50	89%	25	
b.less important	6	↑	14	
Q72.value loss perception in worn cloths				
a.yes	35	73% ←	13	
b.no	21		27	

Shop loyalty (Q9)

	shop loyal		non loyal	
Q37.liking grey color				
a.like	17	→	49	73
b.dislike	11		18	
Q72.value loss perception in worn cloths				
a.yes	21	75%	27	↓
b.no	7	↑	41	73

Innovative vs conservative cloth preference(Q27)

	innovative cloth		conservative cloth	
Q5.design balance preference				
a.asymmetrical	37	71% ←	15	
b.symmetrical	21		20	
Q7.appearance active vs passive attitude				
a.being admired	49	73% ←	18	
b.admire others	11		16	
Q24.clothing social orientation				
a.conservative conformistic	27		30	86% ↑
b.fashion innovation oriented	28	85% ←	5	
Q40perceived level of fashion information				
a.well informed	41	77% ←	12	
b.uninformed	19		23	
Q44.sex				
a.female	46	71% ←	19	
b.male	14		16	
Q53.perceived level of clothing taste				
a.high	33	77% ←	10	
b.low	27		25	
Q62.self image reflection on clothing				
a.perceived	52	70% ←	22	
b.not p erceived	8		13	

innovative cloth	conservative cloth
---------------------	-----------------------

Q63. adoption of rules in clothing

a. "no rule" attitude	44	77%	←	13
b. adopt rules	16			22

Q64. style preference in clothing

a. non different style	37			30	88%
b. different style	22	85%	←	4	↑

Q69. clothing uniqueness need

a. yes	51	67%	←	25
b. no	9			10

Q78. perceived liking of make up

a. dislike	17	↓		18
b. like	43	72%	←	16

Q89. self adjustment need

a. high	54	65%	←	29
b. low	6			6

thing's use in hiding physical defects vs emphasizing beauties(Q30)

	defect hiding cloths		beauty emphasizing cloths	
Q22.music rhythm preference				
a.rhythmic music preference	8	↓	33	
b.slow music preference	18	69%	26	
Q23.personality defect hiding orientation				
a.defect hiding	17	63%	19	↓
b.non defect hiding	10	↑	44	70%
Q24.clothing social orientation				
a.conservative conformistic	21	78%	31	
b.fsahion innovation oriented	6	↑	27	
Q59.importance of well dressing				
a.very important	17		52	84%
b.less important	10		10	↑
Q68.classical clothing taste				
a.yes	18	67%	25	
b.no	9	↑	38	
Q71.risk perception in wearing own cloths				
a.risk perceiver	11		11	↓
b.non perceiver	16		52	83%
Q88.perceived clumsyness				
a.clumsy	7		7	
b.not clumsy	20		56	

Liking black color (Q37)

	like		dislike	
Q14.picture taste				
a.prefer portrait	26	96% ←	1	↓
b.prefer panorama	46		21	95%
Q24.clothing social orientation				
a.conservative conformistic	39		17	85%
b.fashion innovation oriented	30	91% ←	3	↑
Q28.nudity disturbance				
a.nudity confident	47	64% ←	7	↓
b.nudity disturbed	26		14	67%
Q33.scientific orientation				
a.social sciences	59	84%	12	
b.positive sciences	11	↑	7	
Q37.liking pink color				
a.like	48	67%	5	
b.dislike	24	↑	17	
Q40.fashion information				
a.well informed	49	67% ←	5	↓
b.uninformed	24		17	77%
Q44.sex				
a.female	58	79%	7	↓
b.male	15	↑	15	68%

	like		dislike	
Q46.dressing time				
a.little	30		15	
b.much	38	86% ←	6	
Q50.use of black color in clothing				
a.user	56	77%	1	↓
b.non user	17	↑	21	95%
Q69.clothing uniqueness need				
a.yes	66	90%	10	
b.no	7	↑	12	
Q78.perceived liking of make up				
a.dislike	21	↓	14	64%
b.like	51	71%	8	↑
Q86.importance of social image				
a.unimportant	24	↓	11	
b.important	49	67%	11	
Q92.perceived self worthyness				
a.high	58	83%	13	
b.low	12	↑	9	

Liking yellow color (Q37)

	like		dislike
Q12.clothing color light preference			
a.light tones	34	77% ←	10
b.dark tones	22		23
Q19.authoritarian vs tolerant look preference			
a.authoritarian	6		6
b.tolerant	52	65% ←	28
Q25.color harmony preference			
a.single color harmony	21		22
b.multi color harmony	37	73% ←	14
Q26.quality vs price orientation			
a.quality oriented	43	72%	17
b.price oriented	15	↑	19
Q28.nudity disturbance			
a.nudity confident	37	70% ←	16
b.nudity disturbed	21		19
Q50.use of yellow color in clothing			
a.user	18	95% ←	1
b.non user	40		35
Q70.life satisfaction level			
a.satisfied	28		23
b.unsatisfied	31	70% ←	13

like      dislike

Q81.softness of cloths

a.important

32 ← 12 81%

b.unimportant

26      24

Q84.social trust

a.high

29 71% ← 12

b.low

29      24

Fashion information (Q40)

	well informed		uninformed
Q3.design simplicity vs complexity preference			
a.complex design	20		25
b.simple design	34	67% ←	17
Q7.appearance active vs passive attitude			
a.being admired	43	80% ↑	24
b.admire others	11		17
Q8.clothing ease vs appearance preference			
a.ease comfort more important	9	↓	18
b.appearance more important	45	83%	23
Q11.respect vs aesthetic creating cloth preference			
a.respect creating	5	↓	11
b.aesthetic creating	49	91%	29
Q14.picture taste			
a.prefer portrait	18	67% ←	9
b.prefer picture of panorama	35		33
Q19.authoritarian vs tolerant look preference			
a.authoritarian	2	↓	10
b.tolerant	52	96%	30
Q23.personality defect hiding orientation			
a.defect hiding	16	↓	21
b.open	38	70%	21

well  
informed                      uninformed

Q24.clothing social orientation			
a.conservative conformistic	28	29	78% ↑
b.fashion innovation oriented	24	9	↑
Q27.innovative vs conservative cloth preference			
a.innovative cloth	41	77% ↑	19
b.conservative cloth	12	↑	23
Q37.liking black color			
a.like	49	91% ↑	24
b.dislike	5	↑	17
Q44.sex			
a.female	47	87% ↑	18
b.male	7	↑	24
Q46.dressing time			
a.little	21		25    66% ↑
b.much	31		13
Q50.use of black color in clothing			
a.user	38	70% ↑	19
b.non user	16	↑	23
Q54.liking shopping			
a.dislike	3		17
b.like	51	67% →	25
Q56.personality reflecting clothing preference			
a.reflecting	37	69% ↑	20
b.not reflecting	17	↑	22

	well informed		uninformed
Q63. adoption of rules in clothing			
a. "no rule" attitude	36	67%	21
b. adopt rules	18	↑	21
Q69. clothing uniqueness need			
a. yes	49	91%	27
b. no	5	↑	15
Q47. income			
a. low	24		23
b. high	32	65% →	17
Q78. liking make up			
a. dislike	12	↓	23
b. like	41	77%	12
Q85. liking fashion shows			
a. like	43	80%	20
b. dislike	11	↑	21
Q92. self worthyness			
a. high	48	92%	24
b. low	4	↑	17

## Sex (Q44)

Female Male

Q11.respect vs aesthetic creating cloth prefer.

a.respect creating	7	9	
b.aesthetic	58	74%	←20

Q19.authoritarian vs tolerant look preference

a.authoritarian	4	8	
b.tolerant	59	72%	←23

Q27.innovative vs conservative cloth preference

a.innovative cloth	46	77%	←14
b.conservative cloth	19	16	

Q37.liking black color

a.like	58	77%	←15
b.dislike	7	15	

Q37.liking white color

a.like	29	7	↓
b.dislike	35	23	77%

Q37.liking broun color

a.like	36	23	80%
b.dislike	28	7	↑

Q37.liking pink color

a.like	46	87%	7	↓
b.dislike	18	↑	23	77%

Q40.fashion information

a.well informed	47	87%	7	↓
b.uninformed	18	↑	24	77%

	Female	Male
Q46.dressing time		
a.little	24	22
b.much	36	8
		82% ↑
Q48.hair care time		
a.little	30	25
b.much	28	5
		85% ↑
Q50.use of black color in clothing		
a.user	48	9
b.non user	17	22
		84% ↑
Q50.use of white color in clothing		
a.user	41	14
b.non user	24	17
		75% ←
Q50.use of brown color in clothing		
a.user	25	24
b.non user	39	7
		77% ↑
Q54.perceived level of liking shopping		
a.dislike	7	13
b.like	58	18
		89% ↓
Q56.personality reflecting clothing preference		
a.reflecting	44	13
b.non reflecting	21	18
		77% ←
Q69.clothing uniqueness need(exclusive)		
a.yes	58	18
b.no	7	13
		89% ←

Female      Male

Q78.liking make up

a.dislike

19      16

b.like

46    71%←14

Q85.liking fashion shows

a.like

49    77%←14

b.dislike

15      17

Q87.skin touch sensitivity

a.sensitive

53    82%←17

b.non sensitive

12      14

Use of grey color in clothing(Q50)

	user	non user
Q7.appearance active vs passive attitude		
a.being admired	44	67% ← 22
b.admire others	14	14
Q12.clothing color light preference		
a.light tones	21	22
b.dark tones	33	73% ← 12
Q17.cloth variety preference		
a.various cloths	27	27
b.multi purpose cloth	31	76% ← 10
Q25.color harmony preference		
a.single color harmony	34	79% ← 9
b.multi color harmony	23	28
Q29.cloth harmonious vs liked colors preference		
a.colors in harmony with my skin eye hair	18	19
b.colors that I like	39	68% ← 16
Q31.clothing color tone preference		
a.lively colored cloths	7	↓ 15
b.pastel colored cloths	44	86% ← 20
Q34.attention drawing appearance		
a.attractive	46	34
b.not drawing attention	11	100% ← 0

user      non user

Likin  
Q37.liking grey color

a.like	53	93%	12
b.dislike	4	↑	25

Q42.perceived achievement satisfaction

a.satisfied	27	75% ←	9
b.unsatisfied	31		28

Q59.importance of well dressing

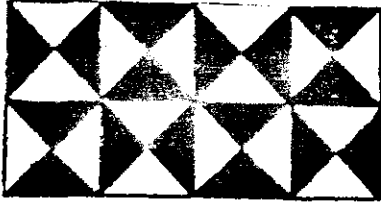
a.important	47	64% ←	27
b.unimportant	10		10

Costumes influence on manners (Q57)

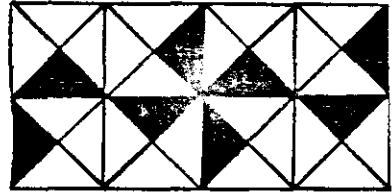
	influential	not influential
Q11.respect vs aesthetic creating cloth preference		
a.respect creating	15 94% ←	1
b.aesthetic creating	47	30
Q32.clothing taste dependency		
a.consulting	40 65%	9
b.free	22 ↑	23
Q37.liking blue color		
a.like	56 68% ←	26
b.dislike	6	5
Q50.use of green color in clothing		
a.user	21 ↓	15
b.non user	42 67%	16
Q58.need consideration in appreciated cloth purchase		
a.appreciation is enough	28	19
b.consider need	35 73% ←	13
Q62.self image reflection on clothing		
a.perceived	52 83%	23
b.not perceived	11 ↑	9
Q75.fashion conformism		
a.follower conformist	45 71%	15
b.non follower	18 ↑	17
Q83.place oriented dressing		
a.yes	43 69%	15
b.no	19 ↑	17

QUESTIONNAIRE

q1. please mark the design you prefer.



A.



B.

q2. one pair of hair styles are given for each of the three different face shapes. please mark the hairstyle that you think is appropriate to each face shape in terms of aesthetic considerations.



A.



B.



A.



B.



A.



B.

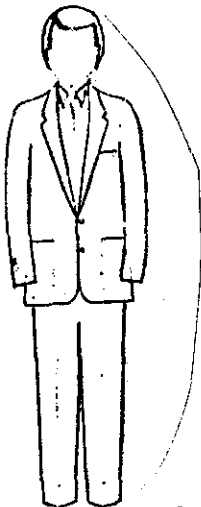
q3. please mark the design you prefer.



A.



B.



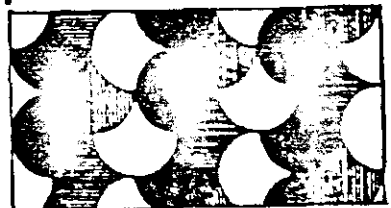
.considering the clues given in the figure, please specify the characteristics of a man to whom this clothing is likely to belong (please express your own opinion).

.....  
.....  
.....

q4. please mark the design you prefer.



A.



B.

q5. please mark the design you prefer.



A.



B.

.two phrases are given in the questions below. please mark the one which is appropriate for you.

q6.a) before I go shopping, I decide what I need, what I will buy.

b) it isn't always wise to plan for the future, because many things turn out to be a matter of good or bad fortune anyhow.

q7.a) when I am among people, I would like them to notice my appearance, and I like to be admired.

b) I like to watch people whose taste for clothing and beauty I admire.

q8.a) when I go a place important for me, I consider my costume's comfortability.

b) when I go a place important for me, I consider my costume having a no-defect appearance.

q9.a) I shop directly from the shops that produce /sell tasteful cloths.

b) I find the suitable cloth only after searching and trying.

q10.a) I like the colors of the cloth that I choose to have similar shades.

b) I like the colors of the cloth that I choose to create harmonious contrasts.

q11.a) it is important that costumes create respect.

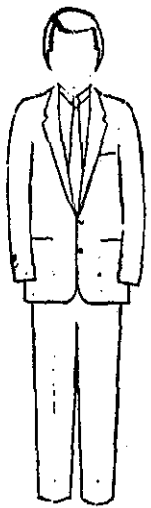
b) aesthetic beauty is important in costumes.

q12.a) I like light colors in my clothing.

- b) I like dark colors in my clothing.
- q13.a) I like young appearance.
- b) I like mature appearance.
- q14.a) I like portraits.
- b) I like pictures of panorama.
- q15.a) striking and chic cloths are beautiful.
- b) simple and chic cloths are beautiful.
- q16.a) I buy cloths at certain times.
- b) I buy cloths whenever I need them.
- q17.a) I like my costumes to have variety suitable to different places and situations.
- b) I like my costumes to be the type I can wear anywhere.
- q18.a) I don't like to lose a competition I consider important.
- b) even if I lose, I find almost the same pleasure.
- q19.a) leaving an authoritarian impression is important.
- b) leaving a tolerant-relaxing impression is important.
- q20.a) I buy ready-made cloths (if possible).
- b) I either make my cloths myself or have them tailor-made (if pos.).
- q21.a) achievement is a matter of hard work, luck has little or nothing to do with it.
- b) achievement depends mainly on being in the right place at the right time.
- q22.a) I like rhythmic music.
- b) I like slow music.
- q23.a) humans naturally hide their defects.
- b) personal defects need not be hidden.
- q24.a) I try to conform to majority, I try to avoid to dress in a way people I respect would dislike.

- b) I like to participate in innovations and I like to follow fashion.
- q25.a) I like to wear cloths that a single color dominates.
- b) I like to wear cloths having more than one color.
- q26.a) even if expensive, I buy cloths whose quality I am sure of.
- b) I consider price, I want to make sure of not being cheated.
- q27.a) when choosing clothing, I look for new and creative forms, I like to make changes.
- b) when choosing clothing, I don't feel a need to change my habits.
- q28.a) if there were no conditioning, nudity would naturally be disturbing.
- q29.a) it is important that the colors of clothing I preferred are in harmony with my hair eye skin color.
- b) it is important that the colors of clothing I preferred are the colors I like.
- q30.a) it is important that cloths cover physical defects.
- b) it is important that cloths emphasize physical beauties.
- q31.a) I like to wear lively colored cloths.
- b) I like to wear pastel colored cloths.
- q32.a) when I decide what to wear, I consult the people whose ideas I respect.
- b) I feel free to dress as I wish.
- q33.a) I am interested in social sciences.
- b) I am interested in positive sciences.
- q34.a) an attractive look is important.
- b) a look which doesn't draw attention is important.

q35.



.considering the clues given in the figure,  
please specify the characteristics of a  
man to whom this clothing is likely to  
belong (please express your own opinion).

q36.a my residence is in an upper class neighborhood.

b my residence is in a moderate neighborhood.

.Mark with an "x" at what degree you like the colors below.

a)I like very much b)I like c)I don t like much d)I don t like at all

1.white

2.black

3.blue

4.yellow

5.red

6.green

7.brown

8.pink

9.grey

10.others .....

38. Which one of the costumes below would you recommend to a man who would like to appear taller?



(1)



(2)



q39. I keep the meaningful cloths that I like.

a) all of them b. most of them c. some of them d. none of them

q40. how informed do you think you are about fashion.

a. very much informed b. informed c. not much informed d. not informed

q41. international problems, in the coming 20 years, appear to become=

a. much better b. better c. worse d. much worse

q42. I think I am as successful as I wish.

a. very frequently b. frequently c. sometimes d. almost never

q43. how do you generally prefer to spend your holidays.

a. alone b. couple c. family d. friends, in group

q44. my sexuality=

a. female b. male

q45.



.considering the clues given in the figure please specify the characteristics of a woman to whom this clothing is likely to belong (please express your own opinion)

q46. the time I spend for dressing per day=.....

q47.a our income is not sufficient

b our income is equal to our expenditures

c our income is more than our expenditures

q48.the time I spend for hair care per day=.....

q49.quantitative order of my expenditures, in the subjects I decide myself=

1.....

2.....

3.....

q50.mark with an x how frequently the colors below are found on your costumes.

a.very frequently b.frequently c.sometimes d.almost never

1.white

2.black

3.blue

4.yellow

5.red

6.green

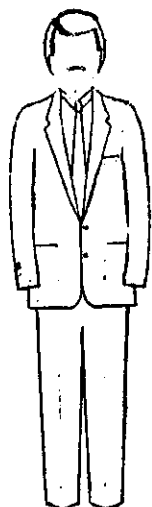
7.brown

8.grey

9.pink

10.other=.....

q51.



.considering the clues given in the figure, please specify the characteristics of a man to whom this clothing is likely to belong (please express your own opinion).

Response category for the following questions=

a.1 hold the same view

b.1 hold partly the same view

c.1 hold partly the opposite view

q52.1 like to have a rich wardrobe.

q53.1 have a good taste for clothing.

q54.1 don t like shopping.

q55.1 change immediately when my costume is soiled.

q56.1 like my personality to be reflected in my clothing.

q57.people adjust their manners to their costumes.

q58.when l meet something l like,l buy without thinking if l need it.

q59.a part of good living is well dressing.

q60.there should be a pains value in my clothing only known to me.

q61.fashion is a way of getting more money from people.

q62.external appearance,costume reflect what people think of themselves.

q63.there should be no rule in clothing.

q64.1 don t buy cloths which would make me look different from others.

q65.when l buy something new,l wear it after waiting sometime,when  
my eyes become familiar with it.

q66.1 worry that l am not more beautiful/handsome.

q67.it happens that l wear cloths that others don t like l wear.

q68.more attractive dresses had been worn in past times.

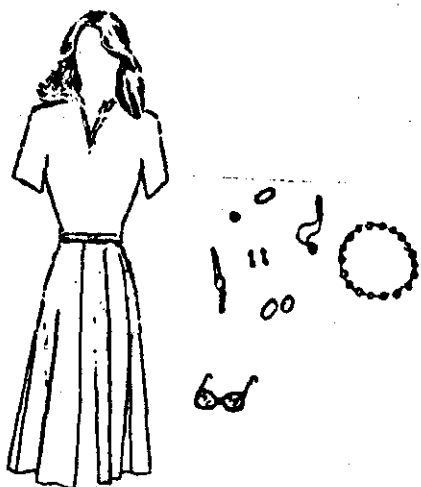
q69.1 don t like to see others wear the same things l am wearing.

q70.my daily life is full of interesting things.

q71.1 have cloths that l can t dare to wear.

q72.the things l wear sometime lose from their value in my eyes.

q73.



.considering the clues given in the figure,  
please specify the characteristics of a  
woman to whom this clothing is likely  
to belong (please specify your own opinion)

q74.1 control doors-windows-faucets before leaving home.

q75.1 follow new fashion only after I see on others and my eyes  
become familiar with it.

q76.a tasteful person wouldn't dress tastelessly.

q77.there are opportunities I missed because I can't decide rapidly.

q78.1 don't like make up.

q79.1 dream.

q80.it is important that if others like or dislike being together  
with me.

q81.softness of cloths are as important as their appearance.

q82.1 have difficulty in beginning a new work.

q83.1 dress according to the peculiarities and necessities of the  
place I go.

q84.if you trust others they will be just to you.

q85.1 like to watch fashion shows.

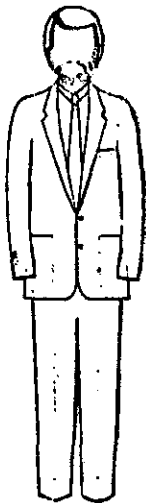
q86.1 don't consider other's opinion of me important.

q87.my skin is very sensitive to touch.

q88.1 feel clumsy.

q89.1 mostly do what is right.

q98.



.considering the clues given in the figure, please specify the characteristics of a man to whom this clothing is likely to belong (please specify your own opinion).

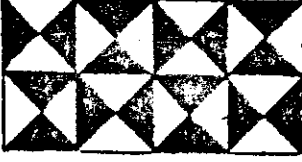
q91. I like to solve puzzles and problems that others have difficulty with.

q92. I am an important person.

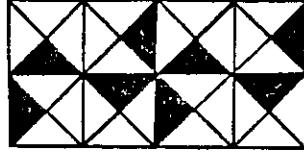
## GİYİM MOTİVASYONLARI ANKETİ

.Her sayfa bitince lütfen arkaya katlayınız, ve bu sayfalara geri dönmeyiniz.

1. Aşağıdaki desenlerden tercih ettiğinizi işaretleyiniz.



A.



B.

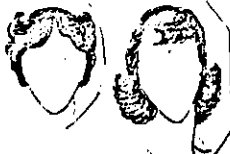
2. Aşağıda 3 değişik yüz yanısına, ikişer saç modeli verilmiştir. Sizce, yüz yapılarına estetik yönden uygun, kadın saç modellerini işaretleyiniz.



A.



B.



A.



B.

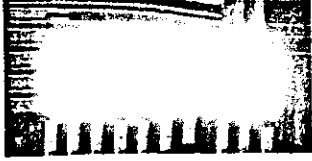


A.



B.

3. Aşağıdaki desenlerden tercih ettiğinizi işaretleyiniz.

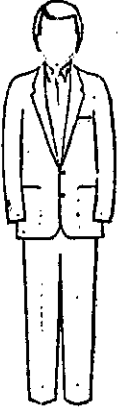


A.



B.

4.



Yandaki soruda verilen giyimle ilgili ipuçlarını değerlendirerek, size göre bu kıyafetin, ne gibi özelliklere sahip bir erkeğe ait olabileceğini belirtiniz.

.....  
.....  
.....  
.....

5. Aşağıdaki desenlerden tercih ettiğinizi işaretleyiniz.



A.

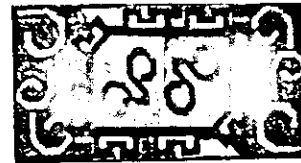


B.

6. Aşağıdaki desenlerden tercih ettiğinizi işaretleyiniz.



A.



B.

Her soruda ikişer cümle verilmiştir. Hangisi size daha uygun geliyorsa işaretleyiniz.

- 1.A)Giyim eşyası alışverişine çıkacağım zaman,neye ihtiyacım olduğuna,ne alacağıma önceden karar veririm.  
B)İlerisini planlamak her zaman akıllıca değildir,çünkü zaten bir çok şey iyi ya da kötü,raslantı meselesidir.
- 2.A)Dışarıda toplum içindeyken,insanların görünüşümü farketmesinden ve beğenilmekten hoşlanırım.  
B)Giyim zevkini ve güzelliğini beğendiğim insanlara seyretmeyi severim.
- 3.A)Benim için önemli bir yere giderken,kıyafetimin rahat olmasına dikkat ederim.  
B)Benim için önemli bir yere giderken,kıyafetimin görünümünün kusursuz olmasına dikkat ederim.
- 4.A)Alışverişimi doğrudan,zevкли giysi yapan/satan mağazalardan yaparım.  
B)Kendime yakışan kıyafeti ancak arayarak ve deneyerek buluyorum.
- 5.A)Seçtiğim kıyafetlerdeki renklerin,yakın tonlarda olmasını isterim.  
B)Seçtiğim kıyafetlerdeki renklerin,uyumlu kontrast yaratmasını severim.
- 6.A)Kıyafetlerin saygı uyandırması önemlidir.  
B)Kıyafetlerde estetik-güzellik önemlidir.
- 7.A)Giyimimde açık renkleri severim.  
B)Giyimimde koyu renkleri severim.
- 8.A)Genç bir görünümden hoşlanırım.  
B)Olgun bir görünümden hoşlanırım.
- 9.A)Portre konulu resimleri severim.  
B)Manzara konulu resimleri severim.
- 10.A)Gösterişli ve şık kıyafetler güzeldir.  
B)Sade ve şık kıyafetler güzeldir.
- 11.A)Belirli zamanlarda giyim eşyası almaya çıkarım.  
B)Giyim eşyası almaya tamamen ihtiyaca bağlı olarak çıkarım.
- 12.A)Değişik yer ve durumlar için,kıyafetlerimin çeşitli olmasını isterim.  
B)Kıyafetlerimin çoğunun,her yere giyebileceğim türden olmasını isterim.
- 13.A)Önem verdiğim bir yarışmayı kaybetmekten hoşlanmam.  
B)Kaybetsem de,hemen hemen aynı zevki alırım.
- 14.

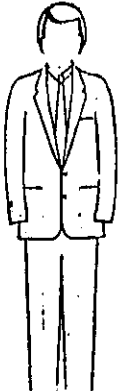
Yandaki soruda verilen giyimle ilgili ıruçlarını değerlendirerek, size göre bu kıyafetin,ne gibi özelliklere sahip bir kadına ait olabileceğini belirtiniz.



.....  
.....  
.....  
.....

- 15.A) Sözüünü dinletecek bir görünüm-izlenim bırakmak önemlidir.  
B) Hoşgörülü, rahat ettirici bir görünüm-izlenim bırakmak önemlidir.
- 16.A) Giysilerimi (imkân olursa), hazır giyimden (konfeksiyon) alırım.  
B) Giysilerimi (imkân olursa), terziye diktirir veya kendim dikerim.
- 17.A) Başarı, sıkı bir çalışma işidir, şansın ya çokaz, ya da hiç rolü yoktur.  
B) Başarı, doğru zamanda doğru yerde olmaya bağlıdır.
- 18.A) Ritmik, hareketli müzik türlerini severim.  
B) Hafif müzik türlerini severim.
- 19.A) İnsan doğal olarak kusurlarını gizler.  
B) Kişisel kusurların bilinmesi çekinilecek bir şey değildir.
- 20.A) Çoğunluğa uymaya, saygı duyduğum insanlara ters gelecek şekilde giyinmekten kaçınmaya çalışırım.  
B) Yenilik hareketlerine katılmaktan, modayı uygulamaktan hoşlanırım.
- 21.A) Tek rengin hâkim olduğu kıyafetler giymekten hoşlanırım.  
B) Birkaç renkten oluşan kıyafetler giymekten hoşlanırım.
- 22.A) Pahalı da olsa, kalitesinden emin olduğum giyim eşyası alırım.  
B) Fiyata dikkat eder, kazıklanmadığımdan emin olmak isterim.
- 23.A) Kıyafet seçerken, yeni ve yaratıcı biçimler arar, değişiklik yapmaktan hoşlanırım.  
B) Kıyafet seçerken alışkanlıklarımı değiştirmek ihtiyacını hissetmem.
- 24.A) Şartlandırmalar olmasa, çıplaklık rahatsız etmezdi.  
B) Şartlandırmalar olmasa da, doğal olarak çıplaklık rahatsız ederdi.
- 25.A) Seçtiğim kıyafetlerdeki renklerin, saç-göz-ten rençime uyumu önemlidir.  
B) Seçtiğim kıyafetlerdeki renklerin, sevdiğim renklerin olması önemlidir.
- 26.A) Kıyafetlerin fiziksel kusurları örtöbilmesi önemlidir.  
B) Kıyafetlerin fiziksel <sup>güzel</sup> kusurları belirginleştirebilmesi önemlidir.
- 27.A) Canlı renkli kıyafetler giymekten hoşlanırım.  
B) Pastel renkli kıyafetler giymekten hoşlanırım.
- 28.A) Ne giyeceğime karar verirken, fikirlerine saygı duyduğum insanların tavsiyelerini almak isterim.  
B) İstediğim gibi giyinmekte kendimi özgür hissederim.
- 29.A) Sosyal bilimlere ilgi duyuyorum.  
B) Fen bilimlerine ilgi duyuyorum.
- 30.A) Çekici bir görünüm önemlidir.  
B) Dikkati çekmeyen bir görünüm önemlidir.

31.



Yandaki soruda verilen giyimle ilgili inuçlarını değerlendirerek, sizce göre bu kıyafetin, ne gibi özelliklere sahip bir erkeğe ait olabileceğini belirtini:

.....  
.....  
.....  
.....

32.A)Lüks sayılan bir semtte oturuyorum.

B)Orta halli bir semtte oturuyorum.

-Aşağıdaki renkleri ne derece sevdiğinizi,bir "x" ile işaretleyiniz.

ÇOK SEVERİM SEVERİM PEK SEVMEM HİÇ SEVMEM

- 1.Beyaz.....
- 2.Siyah.....
- 3.Mavi.....
- 4.Sarı.....
- 5.Kırmızı.....
- 6.Yeşil.....
- 7.Kahverengi..
- 8.Pembe.....
- 9.Gri.....
- 10.Diğer:.....

-Daha uzun boylu görünmek isteyen bir erkeğe,aşağıdaki takım elbiselerden hangisini tavsiye edersiniz?



1.Sevdiğim anlamlı giysileri saklarım.

A)Hepsini B)Çoğunu C)Bazılarını D)Hiçbirini

2.Moda konusunda ne derece bilgili olduğunuz kanırsındasınız?

A)Çok bilgili B)Oldukça bilgili C)Pek bilgili sayılmam D)Hiç bilgili değil

3.Uluslararası sorunlar gelecek 20 yılda öyle görünüyor ki:

A)Çok iyiye gidecek B)İyiye gidecek C)Kötüye gidecek D)Çok kötüye gidecek

4.Arzuladığım kadar başarılı olduğumu düşünüyorum.

A)Çok sık B)Sık C)Bazan D)Hemen hiç

5.Tatillerinizi genel olarak nasıl geçirmeyi tercih edersiniz?

A)Yalnız B)İki kişi C)Ailece D)Arkadaşlarla birlikte,grup halinde

6.Cinsiyetim:

A)Kadın B)Erkek

7.



Yandaki soruda verilen giyimle ilgili ipuçlarını değerlendirerek, size göre bu kıyafetin, ne gibi özelliklere sahip bir kafağa ait olabileceğini belirtiniz.

.....  
.....  
.....  
.....

8.Giyinmeye harcadığım zaman içinde:.....

9.A)Gelirimiz yeterli değil.

B)Gelirimiz giderimize eşit.

C)Gelirimiz giderimizden fazla.

10.Saç bakımına harcadığım zaman içinde:.....

11.Kararını kendim verdiğim konularda,harcamalarımın miktara göre sıralaması:

1.....

2.....

3.....

4.....

-Aşağıdaki renkler kiyafetlerinizde ne derecede bulunur,bir "x" ile işaretleyiniz.

COK SIK      SIK      FAZLA      HEMEN HIC

1.Beyaz.....

2.Siyah.....

3.Mavi.....

4.Sarı.....

5.Kırmızı.....

6.Yeşil.....

7.Kahverengi..

8.Gri.....

9.Pembe.....

10.Diğer:.....



Yandaki soruda verilen giyimle ilgili inuçlarını değerlendirerek,size göre bu kiyafetin,ne gibi özelliklere sahip bir erkeğe ait olabileceğini belirtiniz.

.....  
.....  
.....  
.....

1.Zengin bir gardrobum olmasını isterim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

2.Giyim zevkim iyidir.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

3.Alişveriş yapmayı sevmem.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

4.Kiyafetimde bir nislenme-kirlenme halinde üstümü hemen değiştiririm.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

5.Kişiliğimin giyimime yansımalarını severim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

6. İnsanlar tavırlarını kıyafetlerine göre ayarlarlar.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

7. Beğendiğim bir şeye raslayınca, ihtiyacım olun olmadığını düşünmeksizin satın alırım.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

8. İyi yaşamının bir parçası, iyi giyinmektir.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

9. Kıyafetimde sadece benim bileceğim bir özenlilik-değerlilik olmalı.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

10. Moda, insanlardan daha fazla para sızdırmanın bir yoludur.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

11. Kılık-kıyafet, insanın kendi hakkındaki düşüncelerini dışa yansıtır.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

12. Giyimde kurallar bir yana atılmalı.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

13. Beni herkesten farklı gösterecek kıyafetler satın almam.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

14. Yeni birşey alınca, bir süre bekleyip, gözüm alıştıktan sonra alırım.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

15. Daha güzel/yakışıklı olmadığım için üzülürüm.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

16. Başkalarının giymemi istemediği şeyleri kasten giydiğim olur.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

17. Eski zamanlarda daha cazip kıyafetler giyiliyormuş.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

18. Giydiğim bir şeyi başkalarının üzerinde görmekten hoşlanmam.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

19. Günlük yaşamım ilginç şeylerle dolu.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

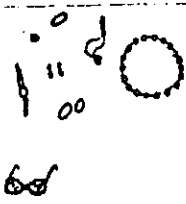
20. Giymeye cesaret edemediğim kıyafetlerim var.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

21. Bir süre giydiğim şeylerin, zamanla gözümdeki değerleri azalır.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

Yandaki soruda verilen giyimle ilgili inuclarını değerlendirerek, size göre bu kıyafetin, ne gibi özelliklere sahip bir kadına ait olabileceğini belirtiniz.



.....  
.....  
.....  
.....

22. Evden çıkmadan, kapı-bencere-musluğu kontrol ederim.

A) Aynı görüşteyim B) Kısmen aynı gör. C) Kısmen karşı görüşteyim D) Karşı gör.

23.Yeni modayı ancak başkalarının üzerinde görün,gözüm alıştıktan sonra uygulamam.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

24.Zevkli bir insan,zevksiz giyinmez.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

25.Çabuk karar veremediğim için,kaçırdığım fırsatlar vardır.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

26.Makyajdan hoşlanmam.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

27.Hayal kurarım.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

28.Başkalarının benimle birlikte olmaktan hoşlanıp,hoşlanmadığı önemlidir.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

29.Giyim eşyalarının yumuşaklığı,görünümleri kadar önemlidir.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

30.Yeni bir işe başlarken,başlamakta zorluk çekerim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

31.Gittiğim yerin-ortaman,özellik ve gereklerine göre giyinirim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

32.İnsanlara güvenirseniz,size adil davranacaklardır.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

33.Defile izlemeyi severim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

34.Başkalarının hakkımda ne düşündüğü bence önemli değildir.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

35.Derim dokunmaya son derece duyarlı.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

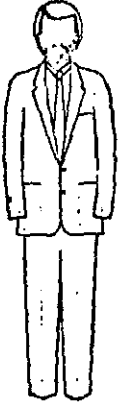
36.Beceriksiz olduğum duygusuna kapılıyorum.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

37.Çoğunlukla doğru olanı yaparım.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

38. Yandaki soruda verilen giyimle ilgili inuclarını değerlendirerek, size göre bu kıyafetin, ne gibi özelliklere sahip bir erkeğe ait olabileceğini belirtiniz.



.....  
.....  
.....  
.....

39.Başkalarının güçlük çektiği problem ve bilmeceleri çözmeyi severim.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.

40.Ben önemli bir insanım.

A)Aynı görüşteyim B)Kısmen aynı gör. C)Kısmen karşı görüşteyim D)Karşı gör.