

American Large-Sized and Mainstream-Sized Women's Shopping Experiences in Apparel Retail Stores

Seung-Hee Lee

Department of Clothing & Textiles, University of Ulsan

In an effort to enhance the shopping experiences for large-sized women, the purpose of this research was to compare between American mainstream-sized and plus-sized women. In-depth interview was used for this research. Two groups classified by body type were created. One group consisted of large-sized women (size 16 and larger), who were between the ages of 20-60. The other group contained mainstream-sized women (size 14 and smaller) also aged 20-60. As a result, most of the mainstream women enjoy shopping, while the majority of the large-sized women do not enjoy shopping. Large-sized women report that they cannot find suitable merchandise. Fifty-four percent of the large-sized women commented on size or selection problems, while only twenty-seven percent of the mainstream-sized women commented size problems, and none commented on selection problems. Many of the large-sized women feel frustrated when trying to find clothing. The problem of sizing is present in both groups, but the large-sized women feel it to a greater degree. Both in groups also commented on price as something they disliked about stores and the quality and fabric choices that are currently offered could be improved.

A change has been occurring in the retail fashion industry in U.S. Within the past ten years, the large-sized women's apparel market has become increasingly important. Although the large-sized apparel sector is growing rapidly, there are relatively few apparel manufacturers or retailers who specialize in large-sized apparel. The small number of retailers who do focus on large sizes, often market with unrealistic representations of what the clothing looks like on a large-sized woman. The amount of merchandise and the variety and quality of the merchandise which is offered to these women is significantly lower than that offered to mainstream-sized women. This, together with the concern that large-sized women may already have lower self-esteem and body satisfaction, may lessen the satisfaction large-sized women have when shopping in retail stores. In an effort to enhance the shopping experiences for large-sized women and to investigate the linkages between shopping experiences in U.S. retail stores and body satisfaction this research study focuses on a comparison between American mainstream-sized and large-sized women.

Thin equals Attractive

Currently in U.S., the attractive ideal is a very thin and tubular body. For example, Morris, Cooper, and Cooper(1989) found that

the female fashion models are changing shape, and we as a society are seeing a trend toward a more "tubular or androgynous" body shape. Mannequins also represent an unrealistic ideal in the fashion world. Not only do we see thin models on the runways but also on the aisle ways in our retail stores. "Mannequins are said to represent the 'optimal' size eight and are actually often close to a size six" (Ola d'Aulaire, 1993, p.74). "Although today's mannequins are neither as harshly angular as those of the feminist era, nor as bony as Twiggy, mannequins still represent the ideal" (Ola d'Aulaire, 1993, p.74). If fashion models and mannequins represent the cultural ideal, then thinness is the desired trait in our society.

In a short report on desirable body shapes, Fallon and Rozin(1985) found differences in the desirable body shapes for men and women. When asked to choose their current, ideal, and most attractive shape based on a nine point range (thin-obese), men had almost identical ratings for all three. Women, however, rated the current figure heavier than the most attractive figure, and that was heavier than the ideal figure. Women feel pressure from society to meet the thin ideal, and when they do not, they can be stigmatized. "Thinness in this society is a culturally valued attribute and as such may be subsumed under body type as a component of physical attractiveness" (Lennon & Rudd, 1994).

The mass media may play a large role in the promotion of thinness. Fashion magazines no longer focus primarily on clothes and cosmetics; their emphasis is on bodies and how to perfect them (Sied, 1989; Silverstein, Perdue, & Peterson, & Kelly, 1986). The weight of celebrities is also a hot news item (e.g., Oprah, Roseanne). When a star loses weight, all of the tabloids are there to proclaim the news.

Stigmatization of Obesity and Shopping Experiences

Since this is the desired trait for women, what happens to women who do not meet the ideal? The result of not meeting the thin standard in society is being labelled overweight or obese, and often being stigmatized in several ways. This includes being stereotyped in the following situations: When interviewing for a job, when applying to college, or when in a first impression situation (Lennon, 1988; Jasper & Klassen, 1990). It is assumed that thin people will get the better jobs and the best mates in life, while the heavier persons will receive less than the best.

One study conducted to test stigmatization of obese found that public health administrators stigmatized large-sized individual was included with an application for the Public Health Graduate Program, many times the application was turned away. But, when a photo of a thin individual appeared

with the application, the person was usually accepted (Benson, Severs, & Tagenhorst, 1980). As mentioned previously, thin women are perceived in particular to be "highly intelligent, net, hard-working, tolerant, competitive, and even-tempered" (Ryckman, et al., 1991). On the other hand, Jasper and Klassen (1990), found that obese people are perceived as lazy, sloppy, dirty, slow, physically unhealthy, and unattractive.

One study to being stigmatized non-verbally, the obese often suffer verbal abuse. This can be even more damaging to their self-esteem and body image. An account from a 15 year old girl shows the verbal hatred people often inflict on those who are overweight. Comments such as "Well I don't want to waste my time on you, you big fat, and "I want you to get a big fat zero, just like you" are just two examples of the severe stigmatization (Schoenfelder & Wieser, 1983, p.74-75).

The justification that many people use for stereotyping the obese is that it "is their own fault that they are so fat!" Thus, obesity is seen as a self-inflicted condition, the assumption being that if the obese want to change their bodies, they can. Obese people are assumed to overeat and also to eat more than the rest of the population (Harris et al. 1982). Perhaps because fat people are blamed for their situations, few social sanctions against the expression of anti-fat attitudes

exist. The delegation of obesity is a common theme in advertising and television sitcoms, and is fairly common in everyday situations (Crandall & Biernat, 1990).

Lennon(1992), and Harris, Harris, and Bochner(1982) have conducted experiments to test the notion of categorization on body size and obesity. Large-sized individuals were found to be stereotyped negatively by subjects as to personality characteristics; assumptions were made about these individuals on the basis of their body size and negative traits were assigned to them. Overweight individuals have also been stereotyped and denied jobs as a result of negative categorization on traits necessary for successful job performance (Jasper & Klassen, 1990). In this study, male and female subjects rated their first impressions of a person labeled as either overweight, average weight, or underweight. The overweight persons were judged to be less competent, less productive, less industrious, more disorganized, more indecisive, more inactive, and less successful than the average weight or underweight persons. Thus, the overweight persons were attributed negative stereotypes due to their size category.

As part of the stigmatization of large-sized women, another problem exists. Retailers are guilty of not offering substantial merchandise for those whose bodies do not conform to the established ready-to-wear sizes. The large-sized market is rapidly increasing, and if

retailers want to keep up with the trend, they need focus on the plus-sized women's needs. This includes not only offerings a variety of merchandise, but also presenting it in a way to increase the large-sized shopper's good shopping experiences, and to make the shopper feel good about shopping for herself. Therefore, a study to examine what the shopping experience is currently like for large and mainstream-sized women will be useful to determine what modifications need to be made to enhance the shopping experience.

METHOD

Procedure

The research procedure used in this study consisted of in-depth interview. Two groups classified by body type were created. One group consisted of plus-sized women (size 16 and larger), who were between the ages of 20-60. The other group contained mainstream-sized women (size 14 and smaller) also aged 20-60. Forty-eight women (Mainstream; 22, Plus; 26) in total were involved in one-on-one tape recorded interviews with one of the researchers.

Instrument Development

An interview schedule was used during the

interview to prompt the subjects. The questions on the interview schedule were formulated from the results of a pilot study. The pilot study, which consisted of interviews of twelve store managers, six from a plus-sized speciality store, and five from a mainstream-sized speciality store, focused on several aspects of shopping. The questions in the pilot study asked about the market segment and marketing strategy of the speciality stores, as well as customer satisfaction and merchandise variety in the store. The information that was obtained from the store managers in the pilot study was used to formulate the questions for the interview schedule. The goal of the interview schedule was to ask enough question to gain an accurate picture of each women's shopping experience. Generally it took approximately 30 minutes for each interview.

Data Collection

The subjects were a convenience sample consisting primarily of associates who work for apparel Department Stores. Other subjects included student and faculty members from a University in Midwestern area, who were also acquaintances of the researcher. Each subject was given a short explanation of the research study, and asked to fill out a consent form. In addition, subjects were asked to give some demographic information which included their

ready-to-wear size, their occupation, and their favorite store. The interviews lasted approximately twenty minutes each and responses varied in length. Their interviews were tape-recorded.

Data Analysis

For data analysis, thematic categories were used. The responses were highlighted according to common themes and organized together based on similar answers. Content analysis was also used to count the positive and negative responses.

RESULTS

Forty-eight women were interviewed. Subjects had a variety of backgrounds including student(23), faculty member(11), retail employee(9), and other occupation such as secretary(5). The researcher divided the women into two groups on the basis of their ready-to-wear sizes. Twenty-two subjects were size fourteen and smaller, and they were placed into the mainstream category. Twenty-six women were size sixteen and larger, and they were placed in large size category.

All of the subjects' answers were grouped together based on their similarities. Descriptive number statistics were also created based on

how many positive and negative responses were given for each answer.

When subjects' answers are used as representative examples in the following section, the subject is given a label. The label consists of a letter and a number. The letter, M, or L, refers to mainstream-sized or large-sized. The number following the letter is just a random subject number.

Shopping experiences and stores

Do you enjoy shopping for yourself? Why or why not?

Eight of large-sized women answered "yes" to this question, while fourteen of the mainstream-sized women answered "yes". The variance in the two percentages is quite large. This question emphasizes the fact that there is a definite problem for large-sized women if only one third of them enjoy shopping, compared to the majority of the mainstream-sized women. In a comparison of some of the comments received from both groups, it is evident why many large-sized women may not enjoy shopping for themselves, and why mainstream-sized women do.

"Yes I like to shop for myself...everything's out there that I want" (M4).

"I enjoy shopping for myself very much because I like to buy things for myself because I always like to keep my wardrobe

updated" (M5).

"Yes I enjoy shopping for myself because I get real excited because I am going to buy something new!" (M10).

"No, I do not enjoy shopping for myself because I can never find the size that need, or things that I like or that I need in my size" (L3).

"No, not really. (Enjoy shopping) It's too much trouble, a lot of times I can't find the size, or I don't look good in the clothes, I guess its part of the self-esteem" (L9).

"...it is sometimes frustrating because you can't find many styles that fit and you have to try on a lot before you find something" (L16).

From the statements, it seems as though large-sized women have difficulty finding sizes and styles that they like and that they feel good in. This may explain why they do not enjoy shopping. Mainstream-sized women usually do not have this problem, so shopping therefore can be a more enjoyable experience, and filled with fewer hassles.

What do you like best about the store that you shop in?

This question received very similar responses from both groups. The large-sized women listed characteristics such as; the professional line of clothing that the store carries, availability, location, sales, variety of clothing, familiarity with the store, fit peaceful

atmosphere, wide aisles, convenience, and selection as things they like about the store they shop in. The mainstream women listed characteristics such as: variety of clothing, relaxed atmosphere, selection, style of clothing, familiarity, fit, easy access, and convenience. The two lists are almost identical. The desired shopping experience of the two groups is basically the same. Women begin the shopping experience with the same ideas about what they want. The problem arises when they get to the store and cannot find what they want in their size.

"I would say the selection because I know that I can find certain outfits...and know where to look for them. I'm real familiar with the lay-out of the store and what they carry" (M3).

"What I like best? Probably the variety of clothing that they have available" (M4).

"The sizes fit me really well, and they have good clothing selection" (M7).

"I guess easy access, close to home, and stuff that's easy to find" (M19).

"Availability, location, that they relatively close to where I live..." (L2).

"Variety of clothing, I guess" (L4).

"They usually have styles and in fabrics that I like and that fit" (L6).

"I think the stores that I like best that I shop in because I know where things are that I am looking for..." (L18).

What do you dislike most about the store that you shop in?

This question received different responses from the two groups. Most of all the large-sized women commented on either the sizing or the selection as something they disliked. Fourteen of the large-sized women are currently having a sizing or styling problem with the clothing available to them. Six of the mainstream women also talked about sizing as a general dislike, although the percentage was much smaller. Most of these women could not find clothing that was small enough to meet their needs. The other complaints that occurred in both the large and mainstream-sized women were waiting in line, the quality of clothing, and the price of the clothing. The following comments are representative of each group.

"I wear smaller sizes and you can never find, they just get like one in a really small size" (M4).

"It's too expensive, sometimes" (M8).

"Prices, I think things are too overpriced for what you buy" (M9).

"Waiting in line to get checked out" (M20).

"Sometimes they don't carry enough of the outfits that I like" (L1).

"...there is not a lot of availability in the larger sizes for women, and what is available they tend to gear it towards older woman and not young women" (L2).

"They don't carry my size in everything,

they carry it in some things" (L13).

"The prices" (L13).

Do you feel there are enough stores to meet your needs?

The mainstream women overwhelmingly said "Yes" to this question. All subjects gave a positive response. A large number of the large-sized women also agreed that there are enough stores out there. Eighteen agreed that there are enough stores, while six of the large-sized women said no. One of these women would like to see bigger large-sized departments in the department stores, and one subject would like to see more speciality stores. The third woman would like to see more discount stores, more stores with brand names, and stores with more of her sizes. The following comments show both positive and negative response.

"Yes, there are probably too many" (M8).

"Yes, I think there are because in most places that I visit I found that there are a lot like Penney's, there are a lot of Penney's all over!" (M22).

"Yeah, I think there are plenty of stores out there" (L4).

"Enough stores? Oh yeah, more than enough" (L7).

"No, I'm fairly heavy so you know it's fairly limited as far as the selection" (L18).

"No, not really in Lima" (L22).

Describe your dream store

When asked what subjects would like to see in their dream store, the two groups came up with similar answers. Both groups seem to want and expect the same types of things when they go shopping. These things include a variety of styles, good prices, good quality of clothing, and a pleasant atmosphere. The dream store characteristics are similar to the characteristics the subjects listed when they were asked what they like about the store that they shop in. This explains why they shop in the stores that they do. The following comments show how similar the comments from both groups were.

"Definitely everything under thirty dollars, atmosphere, just a lot of positive attitudes when you walk in the door, you know smiling faces" (M7).

"I guess it would be casual, almost like an outlet because they have cheap prices" (M9).

"My dream store would be a store that had all of my favorite styles, a big housewares department, good quality, under twenty dollars" (M15).

"I like stores that have a variety of styles..." (M21).

"Well, I guess just probably all the kinds of clothes I like, I don't like dressy clothes, I like casual clothes" (L2).

"Boy, dream store would be one that could tailor make clothing at off the rack prices" (L9).

"They should have clothes for the entire family and all sizes, the prices should be reasonable..." (L13).

"Oh, my dream store. A store would have a variety of selections for clothing to meet different lifestyles, in fabrics that relate to as much as the smaller sizes as the larger that would be appropriate" (L16).

Body and self-esteem in shopping

Do you see images like yourself when you go shopping?

The most common answer to this question was "sometimes". It seems as though large-sized women see salespeople who look similar to them some of the time when they are shopping, and sometimes they do not. Eight of the large-sized women definitely see salespeople who look similar to them, and four women do not usually see similar looking at people. Ten of the mainstream-sized women said "yes" they do see images like themselves when they are shopping. Eight of the mainstream-sized women said no, and four said sometimes they do and sometimes they do not. When the subjects answered "no" to this question, they were prompted "Would you like to?" Surprisingly, most women said that seeing images like themselves when they were shopping would not make a difference in their overall shopping experience.

"Yeah, I see salespeople who wear jeans or

khakis with sweaters or like t-shirts and vests and stuff" (M5).

"In my eyes, no. Usually they are smaller, thinner, taller" (M6).

"Sometimes, I'm kind of short, so it's hard to find someone as short as me wearing something I would wear" (M7).

"No." "Would you like to?" "I don't know if it would matter" (M10).

"The majority of the time..." (L2)

"No, Yes, I guess so, it depends on where I go shopping" (L11).

"In certain stores I do, and in other stores I don't see any" (L14).

"Not too many, no." "Would you like to?" "I would like to look more like the salespeople!" (L17).

Do salespeople influence what you buy?

Twenty of the large-sized women said that salespeople did not influence what they bought, for the most part. Twelve of the mainstream-sized women said that salespeople did not influence what they bought. These figures are quite high. It seems from the responses that most shoppers generally do not believe that salespeople are sincere when asked a question by a shopper. This probably explains why the subjects are not influenced by the salespeople; they cannot believe what the person tells them. The following statements show the disbelief many shoppers have toward the influence of sales associate.

"No, sometimes I find that I go to some stores and they are probably commission, and they are like 'Would you like a pair of socks or a pair of shoes, or a belt, or accessory?' I usually won't buy into it, unless its an unusual shade of the color then I might do it, but I pretty much do my own thing" (M3).

"No, not that I know of" (M6).

"No, not really, not at all. I mean some people are like 'We have socks on sale for three for ten dollars' or whatever and if I want to buy them I will buy them, and if I don't, I'm like thanks, but no thanks!" (M17).

"No, not really. If I have my mind set on something I want than I usually just ask their opinion if they like the color or the size" (L4).

"Never" (L5).

"No, not too much, in fact some will say 'How nice that fits' and I know it doesn't so my standards of fit are different from theirs. There may be some who are honest in the evaluation, but I make my decisions" (L16).

How does the feeling you have about your body affect your shopping experiences?

The feelings women have about their body affect shopping in a variety of different ways. To some women, having a negative feeling about their bodies makes them unwilling to shop at all. Sometimes this is just for a particular item of clothing, for example, jeans. For others, the feelings they have about their body limits the kind of styles and fabrics for

which they look. And to some women, shopping is just a depressing experiences.

"It does a lot. I get discouraged more easily if I weigh a lot, more than I would like to weigh. So I tend not to shop or do very limited shopping" (M1).

"Well, if I'm feeling fatter, you know if I put on some weight, or if I'm not feeling good about my body, then I will not shop..." (M7).

"I don't like to shop for jeans because I'm short, and I have to get short ones and you have to fit your bottom of course, so it's not the best thing" (M13).

"Just I guess skirts and shorts are my two most concerns. Shorts are too short, and they show too much leg, and I feel self-conscious about wearing them. Skirts are the same way" (M7).

"Sometimes it gets really depressing because like I started earlier, it's really hard to find sizes and styles that look youthful and fun and attractive" (L2).

"I think it's very limited for what I look at for me...half the time I look at something and say: 'Oh that wouldn't look nice on me'" (L4).

"I avoid shopping more than I used to..." (L15).

"It really does, because when I am really heavy, I don't like to shop" (L17).

Is your self-esteem related to your shopping experience?

There was quite a big difference in the

results from this question. Twelve of the plus-sizes group said yes, and ten said no. Eighteen of the mainstream group said yes, and four said sometimes. In general, people in both groups who agreed thought that their self-esteem declined when they shopped.

"Yes, low self-esteem don't like to shop, more than likely" (M6).

"Yeah, I guess if I go somewhere and I find something and it doesn't fit, or it doesn't look right on me, then I feel lousy" (M10).

"Definitely, because I went shopping for a bathing suit with a friend and we were so depressed..." (M20).

"Oh yeah, because every time you go to try on a bathing suit or a certain type of dress that you see other people wearing like in People Magazine would wear, and you don't like yourself in it, that makes you feel bad like 'why didn't I look like that in that dresses?" (L4).

"Yeah because my mirrors at home are from the waist up and I don't see the bad part, which is the waist down, and when you go into the stores, the mirrors show you what you really look like.." (L5).

"Oh it probably is, I think it's well, yeah, because I have had experiences where you know I was really looking for something and I tried on twelve or fourteen things and they don't work and you get discouraged, well if I didn't weigh so much, I would have more selection" (L16).

"Yeah, I get discouraged. Like I said, I don't even like to try on clothes in the stores. I feel I don't even deserve clothes". (L19).

How do you feel about advertisements in magazines?

This question received mixed reactions from both groups. Most of the women agreed that the ads are unrealistic and the they portray the female body as skinny an image that is unattainable for most people. Two-thirds of the plus-sized women stated that they do not even look at ads. Only one mainstream woman said that she did not look at the ads. Generally speaking, most of the women thought that the ads are unrealistic at times, but they still enjoy looking at them and do not see a major problem with the ads. The following comments are representative of both groups.

"Oh, I like them, I like to look at the pictures. I think the ads now they are going for the more unshapely figure..." (M3).

"I think it helps because it shows you what the fashions are" (M6).

"They are totally anorexic, and stick-like, not shape or curves to them, they rarely have hips..." (M12).

"For the department stores they are not bad, they try to cater to everybody...the ads in general that are in magazines, that is the reason there is so much problems with young girls, and stuff like poor self-esteem, oh well

you have to be perfect, these models are six foot and six three, size five, size seven, they are not realistic...the advertisers are really out of touch with what society is" (M21).

"Glamour and Vogue and things like that are a little unrealistic, but it at least gives you an idea, not necessarily price wise, but an idea of what's going to be coming up..." (L1).

"I don't pay attention to them. Well I think the people in ads are totally unreal...I totally discount them as advertising and I don't need to look at that!" (L5).

"I like them" (L19).

DISCUSSION

An overall results shows that for some topics the large and the mainstream-sized women have very similar views. These areas include: feeling that the advertisements currently used are unrealistic, and feelings about what would make a perfect dream store. But, there were also topics on which the two groups held very different views. Some of these topics include: shopping enjoyment, sizing/fit problems, feelings of self-esteem, and feelings about mirrors in stores.

Regarding the shopping experiences, the results of the research show two very important for the two groups. First, the desired shopping experiences is almost identical

for the two groups. When asked what the women generally like about the stores that they shop in, and what they would like in a dream store, the two groups names many of the same things. However, when asked what the women disliked about the stores that they shop in, very different responses were obtained from the two groups. For example, fifty-four percent of the large-sized women commented on size or selection problems, while only twenty-seven percent of the mainstream-sized women commented size problems, and none commented on selection problems. Many of the large-sized women feel frustrated when trying to find clothing. Half of the mainstream-sized women also complained of sizing problems. These woman had the opposite problem. The clothing they found was too big or there was only one in their size. The problem of sizing is present in both groups, but the large-sized women feel it to a greater degree. Both in groups also commented on price as something they disliked about stores and the quality and fabric choices that are currently offered could be improved.

Regarding the body and self-esteem in shopping, the self-esteem differences were a surprise for the researchers. Forty-six percent of the large-sized women and eight-one percent of the mainstream-sized women said that their self-esteem is related to their shopping. What could be happening here is what is know as in-group and out-group

comparisons (Crandall & Biernat, 1990). The mainstream-sized women see images of other mainstream-sized women and infer that these images are relevant to them. This is what is known as in-group comparison because the images are relevant to the mainstream-sized women. Therefore the mainstream-sized women have lower self-esteem as a result of comparing themselves to the images. Large-sized women, however, see the mainstream-sized images and only sometimes infer that the images are relevant to them. This is called out-group comparison, because the mainstream-sized women are not always thought to be relevant to the plus-sized women. Therefore the comparison may have less effect on self-esteem. This may explain why eighty-one percent of the mainstream-sized women in the study said that their self-esteem is related to shopping and only forty-six percent of the large-sized women said that theirs is.

The two groups of women were very similar in their beliefs and attitudes toward shopping. Although each person is an individual and responds in a different way, the answers received were generally similar. The style of garments for large-sized women need to be current and the fabrics that are used need to be fashionable. Further, not all plus-sized women are older, and the styles need to reflect a younger generation as well as an older generation. Finally, the sizing system

that is currently used should be modified to accommodate more women.

It has been established that large-sized women, for the most part have trouble finding sizes and styles of clothing that they like and that look good on them. Mainstream-sized women have similar problems but on a much smaller scale. This research has focused primarily on the desired shopping experiences for women, and what they actually encounter when they go to the stores. What has been learned is that retailers need to find a way to make the shopping experience more desirable for large-sized women. Most of the mainstream women enjoy shopping, while the majority of the large-sized women do not enjoy shopping. Large-sized women report that they cannot find suitable merchandise.

The retailers could try a variety of things to make a better experience for large-sized women. The stores definitely need to have a wider selection and more fashionable items for the women. Retailers have the power to improve the selection since they order the merchandise that is sold in their stores. In some stores, the design and creation of the clothing is done through the store itself. The key to this problem is not only having merchandise which is comparable to that offered to mainstream women, but to also make the overall shopping experience more enjoyable. Factors such as having the right sizes and styles in a pleasant, non-crowded

atmosphere would make the experience more enjoyable for the majority of shoppers. The biggest complaint from the subjects in the research study was trouble with sizing. Therefore, retailers need to focus on how the merchandise is sized.

A second issue that retailers might want to consider is the set-up of the dressing rooms. Many of the subjects stated that they do not like the mirrors in the dressing rooms and a couple of the large-sized subjects stated that they do not even try on the clothing at the stores, instead they take it home. Retailers could enhance the large-sized woman's shopping experience by making the dressing room larger. The dressing room should be large enough so that the shopper can move with ease, and try to on clothing without bumping into the walls. There should be two kinds of dressing rooms available for shoppers. One with a three-way mirror inside the stall, and one with only a full-length mirror. A tree-way mirror should be located right outside the stalls, still in the dressing rooms but not right in the stall for those shoppers who want to get a three-way view, but only after they are fully dressed. That way, if women want to get a full view they are able to do so with ease, but they are not forced to see every angle while they are trying to put the clothing on. These measures should reduce the stigma of the dressing rooms and hopefully make them a more inviting place for

shoppers.

With these implications, sizing and styling modification, and dressing room remodeling, the shopping experience for large-sized women hopefully would become a more enjoyable experience and something the woman would look forward to, instead of dread.

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미국 비만 여성들의 의류점포에서의 쇼핑경험에 대한 연구

이 승 회

울산대학교 의류학과

본 연구는 미국의 일반 여성과의 비교를 통해, 비만 여성들이 신체와 관련하여 의류 쇼핑시 겪고 있는 부정적인 쇼핑경험을 조사 파악한 후, 좀 더 바람직하고 효율적인 패션 마케팅 전략의 방향을 제시해 주는 데 그 목적이 있다. 연구대상자는 20세부터 60세로 구성된 여성들로서, 그들의 의복 사이즈에 따라 비만 여성과 일반 여성, 두 집단으로 분류하였다. 연구결과를 요약하면 다음과 같다.

1. 대부분의 일반 여성들이 의류점포 안에서 긍정적인 쇼핑경험을 하고 있는 반면, 대다수의 비만 여성들은 부정적인 쇼핑경험을 가지고 있는 것으로 나타났다.
2. 일반 여성들은 쇼핑시 옷의 사이즈문제가 불만이라고 지적한 반면, 비만여성의 경우는 사이즈뿐만 아니라, 의복선택의 다양성, dress room의 좁은 공간, 그리고 일반 기성복과는 달리 대체로 세련되지 못하고 나이가 들어 보이는 옷의 스타일등 많은 문제들을 지적하고 있었다. 옷의 사이즈 문제에 있어서도 비만여성의 경우가 훨씬 더 심각하게 경험하고 있었다.
3. 의류점포 안에서의 부정적인 쇼핑경험은 비만여성의 신체와 자아존중감과 연관이 있는 것으로 나타났다.
4. 그 밖에 의복의 가격, 품질 그리고 선택의 다양성이 더 향상되어야 앞으로의 쇼핑경험에 도움을 줄 것이라고 지적했다.

편집을 마치며 . . .

새로운 천년을 맞이한 2000년에 「한국심리학회지: 소비자·광고」 창간호가 발간되었습니다. 모든 회원들의 오랜 간절한 기다림 속에 1999년 12월 17일 “한국소비자·광고심리학회”를 창립하여 그 뿌듯함을 느낀 후 다시 맞이하는 기쁨입니다. 이는 학회의 존재가치를 느끼게 해주는 것이 바로 학회지이기 때문일 것입니다.

많은 분들의 도움으로 발행한 이번 창간호의 편집 과정을 간략히 소개하겠습니다. 게재 신청한 총 12편 중 편집위원회의 결과 그 내용이 적절하지 않다고 판단하여 반려한 3편의 논문을 제외한 9편의 원고에 대하여 13분의 심사위원이 수고하셨습니다. 1차 심사 결과 ‘게재’ 1건, ‘수정권유 게재’ 7건, ‘일부수정 후 게재’ 8건, ‘대폭수정 후 재심사’ 2건이었으며, 본 창간호에는 최종적으로 총 7편의 논문을 실게 되었습니다.

“한국소비자·광고심리학회”는 소비자 및 광고와 관련되는 여러 분야의 회원들로 구성되어있습니다. 따라서 본 학회지의 게재 논문에는 소비자와 광고 전반에 관련된 다양한 주제를 담을 수 있습니다. 한 예로 홍보, 디자인, 감성 공학, 현장 사례 등과 같은 분야도 포함할 수 있습니다. 소비자·광고와 관련된 다양한 영역들이 함께 어우러져야 진정으로 소비자와 광고를 이해할 수 있을 것입니다.

「한국심리학회지: 소비자·광고」는 모든 회원들의 애정과 관심으로 첫발을 내디디게 되었습니다. 본 학회지의 양과 질에서의 성장은 바로 회원 여러분께 달려 있습니다. 본 학회를 창립할 때의 그 열정과 사랑을 본 학회지에도 계속해서 쏟아 주십시오. 학회지는 바로 회원 여러분의 것입니다. 끝으로 본 학회지에 논문을 투고해 주신 분들과 심사위원 그리고 편집위원 여러분께 진심으로 감사를 표합니다.

2000년 8월 8일

편집위원장 양 윤

【부 록】

「한국심리학회지 : 소비자·광고」 편집 방침

I. 논문 투고와 게재

1. 본 학회지는 “한국소비자·광고심리학회”가 발행하는 학회지로서 연 2회 정기 발간한다.
2. “한국소비자·광고심리학회”의 모든 회원은 소정의 심사를 거쳐 본 학회지에 논문을 게재할 수 있다. 저자가 회원이 아닌 경우, 본 학회 회원과 공동 저자로 논문을 투고할 수 있다.
3. 본 학회지에는 소비자 심리와 광고에 관한 주제에 대해서 연구한 문헌고찰연구, 조사와 실험 등의 양적 연구, 질적 연구, 및 사례분석연구 모두가 게재 가능하다.
4. 본 학회지의 발행일과 논문 접수 마감일은 다음과 같다.

	논문 접수 마감일	학회지 발행일
1호	매년 2월 28일	매년 5월 30일
2호	매년 8월 31일	매년 11월 30일

<접수처>

편집위원장 : 양 윤(이화여자대학교 심리학과)
120-750 서울 서대문구 대현동 11-1 이화여자대학교 심리학과
Tel / Fax. 02-3277-2641
e-mail. yyang@mm.ewha.ac.kr
편집간사 : 채지영(011-273-3538)

5. 일반적으로, A4용지 1매에 약 1,800자가 들어가도록 하고, 총 20매 내외의 양을 원칙으로 하되, 논문의 종류에 따라 원고 양이 적절한지를 심사위원이 심사할 수 있다. 투고된 논문은 반환하지 않는 것을 원칙으로 한다.
6. 본 학회지는 “한국 소비자·광고 심리학회”의 모든 회원에게 배포하며, 비회원은 아래의 학회 사무실에서 구입이 가능하다.

<학회사무실>

회장 : 성영신(고려대학교 심리학과)

136-701 서울 성북구 안암 5가 1번지 고려대학교 심리학과

Tel / Fax. 02-929-2995

e-mail. ysung@korea.ac.kr

간사 : 강정석(016-256-9750 / kangjungsuk@hanmail.net)

II. 논문 심사 기준

1. 게재 신청 논문이 다음에 해당될 경우, 편집위원장 또는 심사위원은 그 논문을 심사대상에서 제외하여 반려한다.

- ① 연구 주제가 소비자·광고의 연구분야를 벗어난 경우
- ② '소비자·광고심리학회지'의 논문 구성 체제를 크게 벗어난 경우
- ③ 완성된 논문의 형태가 아닌 경우
- ④ 타인의 연구물에 있는 내용을 상당 부분 표절한 의심이 드는 경우
- ⑤ 국내외에서 발간된 논문집에 이미 게재된 논문의 경우

2. 논문 심사의 기준

1) 연구 주제의 적절성

해당 연구의 주제가 '소비자·광고심리학' 분야의 학술논문으로서 적절하며 필요한 것인가, 얼마나 독창적인가, 그리고 연구문제를 제기하는 논리가 설득력이 있는가를 고려한다.

2) 연구방법의 타당성

해당 연구의 방법론에 따라 세부 기준을 달리 적용한다.

(1) 이론적인 문헌 고찰 연구(review article)

해당 주제와 관련한 다른 연구를 충분히 고찰하였는가를 본다. 이 때 심리학의 영역 뿐 아니라 그 주제와 관련이 있는 다른 학문분야의 연구도 고찰하였는지, 가장 최근에 이루어진 연구도 충분히 포함하고 있는지 [예를 들어, 공식적인 출판이 되지 않았지만 현재 진행중인 연구 문헌(working paper)이나, 해당 분야 전문가와의 사적인 대화(personal communication)등] 를 고려한다.

(2) 양적 방법을 이용한 경험 연구(quantitative research)

표본 선정을 하는데 있어서 표본의 특성·수·표집 방법 등이 적절한지, 실험 및 조사 절차 방법은 타당한지, 자료를 분석하는데 적용한 통계 방법은 적절한지, 그리고 자료를 분석하고 제시하는 방식이 포괄성과 내적 일관성을 유지하고 있는지를 고려한다.

(3) 질적 방법을 이용한 경험연구(qualitative research)

연구 대상(사람, 장면, 시기 등을 포함)이 적절하게 선정되었는지, 그리고 연구 절차 및 분

석 방법이 타당한지를 고려한다.

3) 연구 결과 및 논의의 적절성

연구 결과가 지니고 있는 함축적 의미(통계적 의미와 실제적 의미)를 적절하게 해석하고 있는 지, 세부결과들 사이의 유기적 관계를 기술하는 방식이 일관성과 논리적인 응집성을 갖추었는지, 또 해당 연구 결과를 기존 관련 연구와 충분히 비교·해석하였는지, 그리고 전반적인 연구 결과를 창의적이고 풍부하게 해석하였는지를 고려한다.

4) 학문적 기여도

해당 연구가 소비자·광고심리학 분야의 학문적·이론적 발전에 기여하는 부분이 어느 정도인가를 본다.

5) 실용적 기여도

해당 연구가 소비자·광고심리학 분야의 실용적인 측면에 기여하는 부분이 어느 정도인가를 본다.

6) 논문 작성의 적절성

논문 기술에 있어서 철자와 문장을 문법에 맞게 표현하였는지, 어휘 선정은 적절한지, 전문용어를 사용할 때 가급적 한글로 표기하였는지, 또 참고문헌·표·그림 등의 표기방식이 제대로 되었는지, 그리고 논문의 구성 체계가 본 학회지의 편집 방침에 맞게 갖추어졌는지 등을 고려한다.

3. 종합 평가 및 심사평

심사위원은 해당논문을 상기한 여섯 차원의 심사기준에 따라 7점 척도에서 평정을 한 후, 이를 종합하여 해당 논문 게재 여부를 결정한다. 여섯 차원의 평정치를 합산한 결과에 의해 ① 36-42점 : 게재(accept) ② 29-35점 : 수정권유(suggested revision) ③ 21-28점 : 일부 수정 후 게재(minor revision) ④ 13-20점 : 대폭 수정 후 게재(major revision) ⑤ 6-12점 : 게재 불가(reject) 중 하나를 최종 선택한다. 그리고 수정할 내용을 해당 차원별로 구체적으로 서술한다.

4. 사례분석연구

현장의 사례를 분석한 연구는 학회지에 별도의 섹션에서 두며 게재 여부는 편집위원회에서 결정한다.

III. 논문 심사 절차

1. 본 학회지에 게재를 희망하는 논문에 대하여 편집위원회에서 그 논문의 주제에 가장 부합하는 2인 또는 3인의 심사위원을 선정하여 심사를 위촉한다.

2. 모든 심사과정은 익명으로 이루어지며, 심사결과는 다음과 같이 처리된다.

① 게재: 수정할 필요가 없다.

② 수정 권유: 심사위원의 심사평을 참고하되, 수정여부는 논문 저자의 독자적 판단에 맡긴다.

③ 일부 수정 후 게재: 논문 저자는 심사위원의 심사평을 반영하여 논문을 일부 수정한 후, 수정된 부분의 요약표를 첨부하여 수정 논문을 편집위원장에게 제출하고,

편집위원회에서 재심한다.

④ 대폭 수정 후 게재: 논문 저자는 심사위원의 심사평을 반영하여 논문을 대폭 수정한 후 수정 논문을 편집위원장에게 다시 제출하여 해당 심사위원에게 재심을 청구한다.

⑤ 게재 불가: 논문을 게재할 수 없다.

3. 해당논문은 2인이상의 심사위원으로부터 '게재', '수정 권유', 혹은 '일부 수정 후 게재' 평가를 받은 경우에 한하여 게재되며, 최종 게재 여부는 편집위원회에서 판단하여 연구자에게 그 결과를 통보한다.
4. 해당논문에 대하여 심사위원들 사이의 평가가 불일치 하는 경우는 다음과 같이 처리한다. 불일치 경우 : 1인은 '① 게재', '② 수정 권유', 혹은 '③ 일부 수정 후 게재' 평가를 내리고, 다른 1인은 '④ 대폭 수정 후 게재' 혹은 '⑤ 게재 불가' 평가를 내리는 경우에 해당함.
 - 1) ①, ②, ③의 평가는 유효.
 - 2) ④의 경우 논문 수정 후 해당 심사위원에게서 재심사를 받아야 하며, 그 결과가 ①, ②, ③이면 게재하고, ④와 ⑤의 경우에는 제3의 심사위원에게 최종 심사를 의뢰한다. 최종 결과가 ①, ②, ③일 경우에만 게재를 허용한다.
 - 3) ⑤의 경우 제3의 심사위원에게 최종 심사를 의뢰하여 판정한다.
5. 한 연구자가 일회에 게재 가능한 논문 최대 편수는 2편을 원칙으로 한다.
6. 해당 논문 저자의 견해가 심사위원의 견해와 다른 경우, 편집위원장을 통하여 심사위원과 의사 교류를 할 수 있다.
7. 해당 논문 저자가 심사위원의 교체를 요구하는 경우, 편집위원회에서 교체 여부를 결정한다.
8. 논문의 수정 과정에서 논문 저자와 논문 제목이 변경되는 경우, 논문 저자의 변경은 1차 심사 후 1차 수정본 접수 때까지 가능하며, 논문 제목의 변경은 최종 심사 후 최종 수정본 접수 때까지 가능한 것으로 인정한다.
9. 게재하기로 결정한 논문의 저자는 최종 논문작성 요령(편집체제)에 맞추어 편집한 논문 1부와 디스켓 1부를 편집위원장에게 제출한다.
10. 일반 논문의 경우는 게재료 10만원(단독, 공동 구분 없음) 그리고 연구비 수혜 논문의 경우는 20만원을 한국소비자·광고심리학회로 지불한다.
11. 저자에게 학회지 5권과 별쇄본 20부를 제공한다.
12. '한국 심리학회지: 소비자·광고'에 게재된 모든 논문의 판권은 한국 소비자·광고 심리학회에 귀속된다.