

**THE COMPARISONS OF APPEARANCE MANAGEMENT, BODY  
SATISFACTION AND BUYING BEHAVIORS BETWEEN ASIAN  
NATIONAL AND ASIAN AMERICAN FEMALE STUDENTS**

**By**

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**ABSTRACT**

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The Comparisons of Appearance Management, Body Satisfaction and Buying Behaviors			
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The purpose of this study was to examine the appearance management, body satisfaction and buying behaviors of Asian nationals and Asian Americans female students attending University of Wisconsin- Stout during academic year 2002-2003.

The survey consisted of demographic information, clothing preferences, hair management care, and adornment, accessory and cosmetic preferences. Results were analyzed by using mean, percentage distribution and frequency count.

Four nationalities were studied: Chinese, Korean, Japanese, and Hmong. The ages ranged from 18-31 for Asian nationals and 18-34 for Asian Americans. The respondents were about the same height and somewhat different in weight.

Differences and similarities between Asian nationals and Asian Americans were found in the study. Although the average weight for Asian Americans was higher than Asian nationals', they were more satisfied with their bodies. Asian nationals worried about their weight and body proportion more often than Asian Americans. Differences in

cultural background and perception of beauty were also reflected in Asian respondents' different appearance-management activities such as whitening lotion applied by Asian nationals and skin-tanning lotion applied by Asian Americans. One could speculate that Asian Americans were more relaxed and casual than Asian nationals.

Asian nationals preferred expensive brand named clothing and accessories. They tended to select clothing items because of fashion and brand name, whereas Asian Americans preferred clothing that were comfortable and showed their individual identity. Asian nationals preferred Asian brands, especially in skin care and hair care products.

The majority of Asian nationals were described as fashionable or quite fashionable persons. However, they were also conservative. This factor could result Asian national respondents in dressing more conservative in their dress. Asian Americans were casual and natural types of persons and were not as quite fashion conscious. They tended to wear clothes that reflected their identity.

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Theeranart Nutthawutthisit

**DEDICATION**

To my parents, sister, brother, nanny, and my fiancé.

I love you all.

Theeranart

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## **CHAPTER I**

### **Introduction**

Although the Asian population is, at the current time, considered a minority group in the United States, Asians have significant implications for the nation's retailers and manufacturers.

The United States is undergoing a demographic transition. After the Civil Rights Act of 1964 and the Immigration Act of 1965, the United States gained increasing numbers of immigrants and has rapidly become a multicultural society. The Immigration Act of 1965 allowed higher quotas, which in turn encouraged the immigration of Japanese, Chinese, Koreans, Filipino, and other Asian nationals to America. During the 1980s, the U.S. received six million legal immigrants and among those, nearly half (2.4 million) came from Asia (Hsia, 1988).

In the 21<sup>st</sup> century, the entire population growth of the nation is predicted to slow to approximately 1.4 million per year compared to 1.8 million in the 1990s. Asian Americans and Asian nationals who have moved to the United States are believed to have higher concerns for education and professional jobs. They tend to have larger households with more than one income earner, resulting in their having above average incomes. Asian nationals tend to live in such metropolitan areas as Chicago, New York, Los Angeles, and other major cities of America. Most Asian nationals come to the United States for educational and career purposes (O' Hare, 1990).

Asian Americans are the fastest growing minority group in America. Businesses should become more concerned with meeting the needs and wants of this minority.

The various Asian populations living in America are culturally and demographically diverse. These diversities include differences in acculturation, language, values, and such basic socio demographics as geographic residence, age distribution, national origin, economic level, and educational levels (Mokuau, 1991). All these factors affect their preferences in appearance management and buying behavior towards clothing and adornment.

The survey of appearance management in this study will help manufacturers and retailers to determine buying behavior and to better serve the needs of Asian American and Asian national consumers. The findings will, as well, help educators to further their research interests and students to gain a greater understanding of the product and service needs of this particular population.

#### *Statement of Problem*

The purpose of this study was to compare preferences of overall appearance management and satisfaction with their body image between Asian Americans and Asian nationals enrolled in University of Wisconsin-Stout. The Asian nationalities will include Chinese, Korean, Japanese, and Hmong students. This research was conducted to indicate buying behavior of this particular population. Data was collected during Spring of 2003 by survey.

#### *Objectives*

The objectives of this study were:

1. To examine the demographic background of Asian Americans and Asian nationals.

2. To investigate apparel and adornment preferences and shopping behavior, as well as, appearance management and satisfaction with body image of selected Asian American and Asian national female students attending the University of Wisconsin-Stout.

3. To compare the factors above among Asian nationals and Asian Americans, in an aim to point out the differences in buying behavior and satisfaction with body image including appearance management.

#### *Assumption*

The assumption of this study is that there are differences of appearance management, body satisfaction and buying behaviors between Asian Americans and Asian nationals.

#### *Limitations*

This study has limitations as follow;

1. The sample is limited to female students who are Asian nationals and Asian Americans attending University of Wisconsin- Stout.

2. Asian nationals and Asian Americans in the study are limited to only four nationalities: Chinese, Korean, Japanese, and Hmong, therefore, the result cannot be applied to other Asian groups such as Filipino and Pacific Islanders.

3. Asian nationals are limited to those students who have been in the U.S. less than 2 years.

4. The finding of this study should not be generalized to the whole Asian female population found in the United States.

## CHAPTER II

### Review of Literature

This review of literature will discuss the following topics:

1) Demographic information of Asian Americans, as well as of specific country origin of selected Asian nationals, 2) buying behaviors of Americans in general, and 3) buying behaviors of Asian American and Asian nationals.

#### Demographic information of Asian Americans

Due to the Civil Rights Act of 1964 and the Immigration Act of 1965, the United States gained increasing numbers of immigrants since it allowed the influx of more Asians and Hispanics than North European immigrants (Block & Walker, 1981). The Civil Rights Act of 1964 banned discrimination on the basis of anyone's race, color, national origin, religion, or sex in the use of public facilities, the right to vote, or to seek work. The law further directed the Office of Education, now the Department of Education, to desegregate schools. In 1968, the Civil Rights Act was extended to prohibit discrimination in the sales or rental of housing. In addition, the Immigration Act of 1965 amended the McCarran-Walter Act of 1952, which perpetuated a restrictive national origins system of the 1924 Immigration Act with tiny quotas for Asians. The 1965 amendments required one quota for the Western Hemisphere and one for the Eastern Hemisphere. With the change in Asian immigrant quotas, increasing numbers of Chinese, Koreans, Asian Indians, Filipinos, and other Asians have left their homelands voluntarily for educational and economic opportunities in the United States (Hsia, 1988).

In addition, since 1975, more than 800,000 Southeast Asian refugees have arrived in North America through a series of parole authorizations granted by the Attorney

General under the Immigration and Nationality Act. Therefore, between 1970 and 1985, Asian Americans have quadrupled in number from 1.4 million in 1970 to 3.5 million in 1980. In 1990, there were more than a million Southeast Asians in the United States especially Vietnamese and Laotians, who are known as Hmongs. The settlement of the Hmong came to be concentrated in a few areas of California, New England, Minnesota, Washington, Colorado, North Carolina, and Wisconsin. (Hsia 1988; O'Hare & Felt, 1991; Walker-Moffat, 1995).

According to American Demographics, if current trends in immigration and birth rates persist, U.S. residents who are minorities (Blacks, Hispanics, and Asians) will be nearly 115 million by the year 2020, while the white population will increase at a much lower rate. With these trends, America is becoming a more multiethnic or multicultural society (Henry III, 1990; Riche, 1991)

During the 1980s, Asian American population's growth rate was approximately 80 percent. According to the 1988 U.S. Bureau of Census, the total Asian American population in 1980 was about 3.7 million, among whom the Chinese were the largest group with 812,000, followed by 716,000 Japanese, 387,000 Asian Indians, 357,000 Koreans, and 243,000 Pacific Islander Americans (O'Hare, 1990; Makuau, 1991). Furthermore, the 2001 U.S. Bureau of Census has recorded that the total number of Asian Americans in the year 2001 were 10,990,000, and are predicted to be 12,497,000 by the year 2005, and 14,436,000 by the year 2010. Asians are the fastest growing minority, enjoying a 31 percent increase in number between 2001 and 2010 (New Strategist Publications, 2001).

Asian Americans concentrate in metropolitan areas in the West and Mid-Atlantic states of Illinois, New York, California, and in major cities of America, while other U.S. born minorities and older immigrants can be found more in suburban areas. Asian immigrants tended to settle around university centers both small and large due to their desire for higher education. They also persistently searched for fresh social and economic opportunities (Riche, 1991).

Asians did not originally decide to come to the United States for an education. Most left their homelands in order to escape war, poverty, unemployment, political and religious persecution, and other human misfortune. They emigrated because it was a new land with the ability to start a new life and have more opportunity (Hsia, 1988).

Education for Asian Americans in the earliest days was rarely at issue. Asian children seldom had access to public schools, although parents involuntarily supported public schools at higher rates than other Americans through a series of repressive taxes. However, since World War II, opportunities for education have become widely available. Asian Americans have been historically among the most committed to higher education. Chinese, Japanese, and Korean women have reported substantially higher college completion rates than white women. The right to any sort of education has been so dearly won by each of the Asian immigrant groups that most still regard a college education as a privilege, albeit one essential for their full acceptance and success in American society (Walker-Moffat, 1995).

## *Demographic information of Asian Nationals*

### *China*

China, known as the world's most populous country, is located in the east central part of Asia, with Beijing as its capital. According to the 1999 Encyclopedia of Global Population and Demographics, it is the world's third largest country besides Russia and Canada, with total land area of 3,705,390 square miles (9,596,960 square kilometers). The nation is governed by the Communist Party, that gained power in the 1949 revolution that defeated the Chinese nationals. Since the late 1970s, the Communist Party has opened the economy to foreign trade and investment and implemented market reforms that have eroded many social protections. Since 1978, China has undergone enormous economic change. Both in agriculture and industry, a socialist market economy has been created (Weinberg, 1997).

China's open opportunity for foreign trade and investment has led to a lack of regulations, which in turn degraded the physical environment. Though the economy has industrialized rapidly, poverty, particularly in rural areas, increased dramatically. By the mid-1990s, up to 100 million migrant workers left the countryside and moved into cities in search of work. In 1995, China was the world's most populous country, with 1,210,004,956 people. The country has instituted one of the most Draconian birth-control policies in the world, leading its population to decline 1.5 percent in 1953 and 1.0 percent in 1995, though equivalent to growth rates in most industrialized countries (Ciment, 1999)

In China, women tend to have fewer educational opportunities than men. This is a result of the historic, structural, and cultural components. Chinese women are expected to

take care of the household and children. Therefore, education is not as important as for men who have to work and support the family. Moreover, in many rural areas, school attendance was said to be declining as farmers kept their children on the farm to meet output goals. This behavior resulted in less opportunity for Chinese children to go to school (Weinberg, 1997). In 1995, only 5 percent of the total population possessed higher education, while 67 percent had completed secondary education (Ciment, 1999).

### *Japan*

Japan is an island country located in East Asia surrounded by the East China Sea, Pacific Ocean, and Sea of Japan. Tokyo is Japan's capital and it has other major cities such as Osaka, Nagoya, Sapporo and Kobe. The country's neighbors are the Korean Peninsula to the west and the Russian Federation to the northwest. The total land area is 144,689 square miles. The country has a democratic system of government dominated by the Liberal Democratic Party (Ciment, 1999).

Japan is also known as one of the world's leading economic powers, with a modern and highly efficient industrial sector. The Japanese government plays an important role in assisting industrial growth. In 1990, the nation faced a financial crisis and was enduring a long economic recession. This occurred in part because of high levels of speculation on real estate and equities (Hsia, 1988; Weinberg, 1997).

Japan's leading industries have historically provided workers with a cradle-to-grave safety net. Its people are the healthiest people in the world, with a comprehensive and accessible medical care system. In 1995, the nation's population of nearly 125.5 million was growing at the slow rate of 0.2 percent, due to a declining birth rate. The country also has high life expectancy at birth of nearly 80 years and the lowest infant

mortality rate in the world with 4.4 deaths per 1,000 live births (Ciment, 1999; Cohen, 2002).

Japanese women are among those who have high education attainment. According to the 1997 World Fact book, up to 40 percent of Japanese women had higher education by the year 1995, meanwhile 99 percent completed their secondary level education degree.

*Korea (Republic of Korea)*

The Republic of Korea is also known as South Korea. South Korea is located in East Asia on the southern half of the Korean Peninsula between the Sea of Japan and the Yellow Sea. Its total land area is 38,023 square miles with North Korea to the north and Japan to the southeast, across the Korea Strait (Ciment, 1999).

South Korea gained independence in August of 1948 and had developed its economy quickly. The country has a modern industrial economy, with a highly trained and skilled labor force. The South Korean government played an important role in developing the economy in terms of planning and investment. Its startling industrial advance has been accompanied by the development of an autonomous workers' movement demanding higher wages and improved working conditions (Hsia, 1988; Ciment, 1999).

From the 1960s to the 1980s, South Korea faced one of the most dramatic social, economic, and political transformations of any country on the face of the earth. It went from a primarily rural and agricultural society to a largely industrialized and urban one. Between 1965 and 1995, the country's population increased from more than 16.2 million to 45.5 million. Moreover, as the economy modernized and became more urbanized, the

population growth rate stabilized and gradually declined to less than half the earlier growth rate. The country also has high a life expectancy and a low infant mortality rate (Ciment, 1999).

As recorded in the 1997 World Fact book, in the year 1995, over 50 percent of Korean women had earned a higher education degree, and up to 97 percent had finished secondary school.

*Laos (The Lao People's Democratic Republic)*

Laos is located in Southeast Asia. Vietnam is on its eastern and northeastern borders, China to its north, Myanmar on the northwestern, and Thailand and Cambodia to its southwest. The nation was a territory of France and gained its independence in July 1949 (Ciment, 1999).

Laos is considered an agricultural country, with a largely undeveloped infrastructure that is in great need of expansion. Its per capita gross domestic product (GDP) was only \$1,100 in 1995. At that time, the country's population of nearly 5 million was growing at an annual rate of 2.8 percent, primarily due to high birth rate. The country's 1995 infant mortality rate approached 96.8 deaths per 1,000 live births (Weinberg, 1997).

The Hmong who number 8 percent of Laos' population in 1995, are those who fled China during the 19<sup>th</sup> and 20<sup>th</sup> centuries. They lived exclusively in mountainous areas with a lack of education and career opportunity. In 1975 and 1984, the Hmong refugees arrived in the United States through a series of parole authorizations granted by the Attorney General under the Immigration and Nationality Act (Walker-Moffat, 1995).

In Laos, the rate of literacy is extremely low. In 1995, only 3 percent of the total population could read a newspaper and 7 percent had television. This has led to low completion of education among the Lao population. Hmong women lived in the mountain regions and had the least chance for education. Moreover, only 18 percent of Lao females finished secondary school and none of them had completed higher level of education (Ciment, 1999).

### *Buying behaviors of Americans*

According to 1999 New Strategist Publications, the American household income stands at a record high today, with the median reaching \$37,005 in 1997. Besides, nearly one in ten households had an income of \$100,000 or more. In 1967, fewer than 2 million households had incomes of \$100,000 or more (in 1997 dollars). By the year 1997, the number had risen to nearly 10 million, which was more than five times the 1967 figure.

Consumer behavior is highly related to household income. Consumer behavior is defined as the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas (Mowen, 1995). Americans in general are more likely to have less brand loyalty, but value quality and are price conscious. They look more for better deals with better quality, especially among women ages 30 to 45, while having low store loyalty. There are several reasons that people purchase products, such as needs and wants of consumption, and enhancing physical attractiveness. Many factors influence the buying process, such as peer pressure, cultural background, advertisement, etc. According to New Strategist Publications of 1999, Americans spend most on food and beverages, followed by apparel, health care,

electronics equipment, and personal care products and services. In addition, female consumers spend 50 percent more on apparel than males (Riche, 1993).

It appears that most female American students pay higher attention to their appearance than male students. In 2000, college students, especially female students, were reported spending 9,244,278 dollars on food and beverage and up to 7,771,330 dollars on apparel. (New Strategist Publications, 1999). The buying behaviors of college students are highly impacted by feelings and emotions. Almost 80 percent of their apparel expense is impulsive buying. They also rely heavily on image and social situations, such as peer pressure. Their strong emotional elements drive them to engage in actions that have high levels of symbolic meaning, such as wearing certain types of jewelry to create a tough image (Mowen, 1995).

In addition, the improvement of household income in the midwest since 1990 has reflected in midwestern spending habits. In Wisconsin in 2001, total consumer buying power was 97,744,759,000 dollars. Milwaukee County had the biggest consumer buying power at 16,452,495 dollars followed by Dane County at 8,892,690,000 dollars, and Waukesha County at 8,837,603,000 dollars (Claritus, 2002).

However, people in the midwest tend to consume products and services based largely on their wants and needs, rather than feelings and emotions. Teenagers in the midwest tend to be more relaxed in their appearance, which in turn reflects on their less spending on apparel and adornment (New Strategist Publications, 1999).

#### *Buying behaviors of Asian Americans and Asian nationals*

Asian Americans and Asian nationals possess more household income because of higher educational attainment and greater career success. They also respect and keep the

family as first priority. These factors, as well as their cultural background and cultural differences, affect their purchasing decisions (Hartnett, 1992).

Asians are more likely to have high brand loyalty. However there is a difference between Asian Americans' and Asian nationals' buying behavior. Asian Americans seems to be more price-, selection-, and location-conscious, while Asian nationals are more willing to pay higher price for products. They put more emphasis on brand and store names. Most Asian nationals, especially those with higher education, are more likely to buy apparel, shoes, and health and beauty aids that are designer brands. On the other hand, many Asian Americans have their own loyalties. As they become acculturated and confront a greater multitude of new and different brands, the previous loyalty for certain products is diminished and they turn to new buying habits (Miller, 1991). According to the American Management Association (1987), all of the sources of product information and advertising have a great effect on Asian American buying decisions.

Asians also have high loyalty to their home country's brands. For example, Japanese people will be more likely to buy Japanese cars, and Colgate toothpaste is popular in California because these items were popular in Asia. This is also applied to apparel and adornment. Ninety percent of Asian nationals prefer to buy clothing from designer brands that were advertised or had their branches in their home country. However, some Asian Americans who used to consume certain American brands would rather buy products from their homeland after they moved to the United States. They think it shows their loyalty to their home country (American Management Association, 1987).

According to American Management Association (1987), in 1985, Asian Americans made over 40 percent of their purchases due to impulse buying. Apparel and shoes were considered to be the most frequently purchased items, followed by cosmetics, jewelry, and handbags. However, Asian Americans are more careful in choosing products than Asian nationals. This may be due to lack of product information. Asian Americans are those who are better English speakers and have a higher chance of being informed about products. It is more complicated for Asian nationals to choose particular products.

## CHAPTER III

### Methodology

This study primarily compared the differences of appearance management, body image satisfaction and buying behavior between Asian national and Asian American female students. The research also studied four nationalities including Chinese, Korean, Japanese and Hmong. The respondents were attending the University of Wisconsin-Stout.

#### *Development of the Survey*

The surveys consisted of four categories with 57 questions. The categories included self perception, body satisfaction, appearance management, and buying behaviors and preferences. The survey questions also included basic demographic characteristics descriptive of the respondents. Some questions were based on a research project conducted by Dr. Renee Lynch (1989).

The surveys consisted of Likert Scales with response options from 1- too small to 5- too big, and 1- very dissatisfied to 5- very satisfied. These were designed to perceive the body image satisfaction of the respondents. Closed- ended and partially closed-ended questions with ordered and unordered response selection were also included. These were designed to examine respondents' perceptions of their bodies, appearance management and buying behaviors and preferences. Some questions with short answer were included in order to examine personal preferences in regard to their buying behaviors. In addition, demographic information was gathered by using short answer and closed-ended questions. A copy of the survey is shown in Appendix A.

### *Selection of the Sample*

The sample group consisted of female Asian national and Asian American students enrolled in University of Wisconsin- Stout. The respondents were limited to four nationalities: Chinese, Korean, Japanese and Hmong. Asian nationals were limited to those who had been in the United States for two years or less. A list of name of the sample group was obtained from Registration and Records office of UW- Stout. The list was randomly selected from the students meeting the research criteria.

### *Administration of Survey*

A completion of Human Subject Protection training was required prior to a process of sending out surveys. Consent for the research was obtained from the UW- Stout Institutional Review Board for the Protection of Human Subjects in Research (IRB). After an approval, a cover letter was attached to the survey explaining the purpose of the study and inviting the subjects' response. The letter appears in Appendix B. A total of 100 surveys were sent out between May 7, 2003 and May 9, 2003. Sixty seven surveys out of the total were emailed to the respondents, and 33 surveys were sent out by mail. There were divided into 50 surveys for Asian nationals and Asian Americans. Self-addressed, stamped return envelopes were also included with the surveys sent by mail. The request was made to complete the survey and return it by May 30, 2003. The last surveys were returned on June 4, 2003.

### *Statistical Treatment of the Data*

The data collected from usable surveys was analyzed by the Academic Computer Services Center at the University of Wisconsin- Stout. Mean, frequency count and

percentage were used for a comparison among Asian national and Asian American female students.

## CHAPTER IV

### Results

This chapter will include the results of surveys comparing appearance management, body image satisfaction and buying behavior between Asian national and Asian American female students. It also includes demographic information of the respondents.

One hundred surveys were sent to identified Asian national and Asian American female students enrolled in University of Wisconsin-Stout. Sixty-seven surveys were emailed and 33 surveys were sent by mail. A total of 62 surveys were returned, 58 of which were usable. Of the 58 usable, 27 surveys were from Asian nationals and 31 surveys from Asian Americans. This resulted in an overall return rate of 58 percent.

#### *Demographic information*

Of the 58 participants, 46.6 percent ( $n = 27$ ) indicated they were Asian national, and 53.4 percent ( $n = 31$ ) indicated they were Asian American. Of the total groups of students, 32.8 percent ( $n = 19$ ) said they were Chinese origin, 25.9 percent ( $n = 15$ ) indicated they were Korean origin, 24.1 percent ( $n = 14$ ) said they were Japanese origin, and 17.2 percent ( $n = 10$ ) said they were Hmong origin. There were 2.32 percent of respondents who identified themselves as Asian, though they did not fit into the above groups.

Of the 27 Asian national respondents, 37 percent ( $n = 10$ ) were of Chinese origin, 25.9 percent ( $n = 7$ ) said they were of Korea origin, 25.9 percent ( $n = 7$ ) indicated they were of Japanese origin and 11.1 percent ( $n = 3$ ) said they were of Hmong origin. Out of 31 Asian American respondents, 29 percent ( $n = 9$ ) said they were of Chinese origin, 25.8

percent (n = 8) indicated they were of Korean origin, 22.6 percent (n = 7) indicated they were of Japanese origin and 22.6 percent (n = 7) said they were of Hmong origin.

Of the 58 respondents, the average age for Asian nationals was 24 years old, and of Asian Americans was 22 years old. The ages ranged from 18 to 31 for Asian nationals and 18 to 34 for Asian Americans. The average reported height for Asian nationals was 5 feet 2 inches, and 5 feet 1 inch for Asian Americans. The range in height for Asian nationals was from 4 feet 9 inches to 5 feet 6 inches, and for Asian Americans was from 4 feet 8 inches to 5 feet 6 inches. The average reported weight for Asian nationals was 109 pounds and 123 pounds for Asian Americans. The weights of the Asian nationals ranged from 98 to 125 pounds. Asian Americans' weights ranged from 85 to 246 pounds. According to the surveys, the different percentage of each Asian origin might result in the differences of body build.

### *Body Satisfaction*

Respondents were asked to indicate their feeling and concerns about their appearance and body image, in relation to the society they are in right now. Of all the respondents, the largest number of Asian nationals (58.6 percent) weighed themselves weekly and the majority of Asian Americans (62.1 percent) measured their body parts every few months. In addition, 48.1 percent of Asian nationals indicated they were 5-10 pounds overweight and 33.3 percent always worried about their weight. Most of Asian Americans, 41.9 percent thought their weight was just about right and 45.2 percent worried about their weight once in a while. Thirty seven percent of Asian national respondents indicated that from looking at them, most people thought they were normal weight, 33.3 percent said people thought they were somewhat underweight, and 25.9

percent said people thought they were somewhat overweight (between normal weight and very overweight). Most Asian American respondents (61.3 percent) indicated people thought they were normal weight.

Although average weight of Asian nationals was lower than Asian American, they tended to worry more about their body and weight.

*Satisfaction toward sizes of body parts*

Items 10 and 11 in the surveys addressed satisfaction with body proportion. According to item 10, most of Asian nationals (81.5 percent) were satisfied with size of their breasts. Size of shoulders was the second in satisfaction by Asian nationals (74.1 percent). The sizes of other body parts Asian nationals were satisfied with included feet (70.4 percent), calves (59.3 percent), and height (51.9 percent). There were several parts of the body fewer Asian nationals were unsatisfied with. Approximately 48.2 percent revealed they were satisfied with their face, while 40.8 said their arms met their satisfaction. Buttocks were satisfied by 29.7 percent of Asian nationals. Approximately 26 percent of Asian nationals were satisfied with their hips, and 26 percent of Asian nationals were also satisfied with their thighs. The body parts least Asian nationals were satisfied with was the waist (11.2 percent).

Asian Americans were most satisfied with the size of their shoulders (86.7 percent). It was also indicated that Asian Americans were satisfied with their feet (83.9 percent). The percentage of satisfaction towards sizes of shoulders and feet for Asian Americans was only 2.8 percent different. Asian Americans were also satisfied with their face (71.0 percent), arm (67.7 percent), hips (64.5 percent), buttocks (58.1 percent), and weight (54.9 percent). Less than half of Asian American respondents were satisfied with

following body parts; calves (48.5 percent), thighs (48.5 percent), waist (30.3 percent), chests (26.1 percent), and height was least satisfied (19.7 percent).

However, when being asked about their satisfaction toward overall appearance, 46.2 percent of Asian nationals said they were satisfied, whereas 64.5 percent of Asian Americans indicated that they were satisfied with their overall appearance.

Table 1 and 2 list the respondents' satisfaction with their sizes of body parts.

**Table 1**

The Frequency and Percentage Distribution of Asian Nationals' Satisfaction with Sizes of Body Parts

Body parts	Frequency count	Percentage
Chests/ breasts	22	81.5
Shoulders	20	74.1
Feet	19	70.4
Calves	16	59.3
Height	14	51.9
Face	13	48.2
Arms	11	40.8
Buttocks	7	29.7
Hips	6	26.0
Thighs	6	26.0
Weight	5	22.3
Waist/ stomach	2	11.2

**Table 2**The Frequency and Percentage Distribution of Asian Americans' Satisfaction with Sizes of Body Parts

Body parts	Frequency count	Percentage
Shoulders	27	86.7
Feet	25	83.9
Face	22	71.0
Arm	21	67.7
Hips	20	64.5
Buttocks	18	58.1
Weight	17	54.9
Calves	15	48.5
Thighs	15	48.5
Waist/ stomach	10	32.5
Chests/ breasts	8	26.1
Height	6	19.7

Asian nationals were less satisfied with the size of their lower body parts than Asian Americans. It could be seen that some differences existed between Asian nationals' satisfaction and Asian Americans' satisfaction with body parts. Both groups expressed less satisfaction with waist/ stomach and thigh. Satisfaction with height was also different between the two groups. Asian nationals seemed to be more satisfied with height than

Asian Americans. However, from the results, it could be noted that Asian Americans were more satisfied with sizes of their body parts than Asian nationals.

According to item 11, the respondents were asked to rate their satisfaction with the following aspects of their body; face (facial features, complexion), hair (color, thickness, texture), lower torso (buttocks, hips, thighs, legs), mid torso (waist, stomach), upper torso (chest or breast, shoulders, arms), muscle tone, weight and height. The rating scales were from 1- very dissatisfied to 5- very satisfied.

Asian Americans were more satisfied with these aspects of body than Asian nationals. The average rating scores for most areas of the body were higher for Asian Americans than for Asian nationals. Asian Americans had an average rating score of 4.5 for hair and 4.3 for face, which indicated that they were almost very satisfied (5 represents “very satisfied”). The highest rating score for Asian nationals was for hair (4.1 average rating) which indicated they were mostly satisfied. However, more Asian nationals were satisfied with their upper torso (2.5 average rating) than Asian Americans who had 2.0 average rating. Asian Americans (2.7 average rating) were more satisfied with lower torso than Asian nationals (1.5 average rating). The body part for which Asian nationals were least satisfied was weight which they rated average on 1.1, and for Asian Americans was mid torso with a mean rating of 1.1.

Table 3 shows an average rating of the responses toward satisfaction of the aspects of body.

**Table 3**

The Average Rating of Responses towards the Aspects of Body.

Areas of body	Asian nationals	Asian Americans
Hair (color, thickness, texture)	4.1	4.5
Face (facial features, complexion)	3.5	4.3
Upper torso (breasts, shoulders, arms)	2.5	2.0
Lower torso (buttocks, hips, thighs, legs)	1.5	2.7
Muscle tone	1.5	1.4
Height	1.5	2.2
Mid torso (waist, stomach)	1.3	1.1
Weight	1.1	3.7

1- very satisfied, 2- mostly dissatisfied, 3- Neither satisfied nor dissatisfied, 4- mostly satisfied, 5- very satisfied.

Although, Asian Americans' average weight was heavier, they tended to have higher satisfactions toward their weight. Asian nationals were more satisfied with their upper torso and mid torso, while Asian Americans seemed to be more satisfied with their lower torso, Respondents' origin and cultural background could affect their satisfaction.

#### *Appearance Management and Buying Behavior*

The respondents were asked to describe their choice of clothing to manage or enhance their appearance. They were requested to respond to given reasons why they chose clothing items to manage their bodily appearance. Most Asian nationals strongly agreed that "looking good on a model" was the most important reason when choosing certain type of clothing. They selected clothing because it was a well-known brand with higher price (4.5 average rating), made them look taller (4.1 average rating), and also because it was fashionable (4.1 average rating). Asian nationals neither agreed nor

disagreed on the following reasons; it is comfortable (3.3 average rating), it is suitable to my culture (3.2 average rating), it makes my hip, thighs and buttocks slimmer (3.2 average rating), it makes my skin brighter (3.2 average rating), and it makes me feel national pride (2.9 average rating). Several reasons were considered less than important reasons. These were: it shows my individual identity (1.7 average rating), it covers unwanted scar or mark on body (1.6 average rating), it makes my neck look longer (1.4 average rating), it makes my arms look longer/ slimmer (1.4 average rating), and it makes my chests look bigger (1.2 average rating).

Most Asian Americans strongly agreed that comfort was the most important reason for choosing certain clothing (4.9 average rating). They indicated that selecting a well-known and expensive brand was very important (4.7 average rating). Most Asian Americans revealed it is important that certain clothing should make them look taller (4.6 average rating). Asian American respondents also agreed that certain types of clothing should make their chests look bigger (4.1 average rating), and their legs look longer (3.8 average rating). They neither agreed nor disagreed that the clothing should make their hips, thighs and buttocks look slimmer (2.8 average rating). Other reasons that were not strong selection factors for Asian Americans when choosing clothing items were: it covers scar or unwanted mark on my body (2.3 average rating), it looks good on a model (2.2 average rating), it is fashionable (2.2 average rating), it makes my neck look longer (2.1 average rating), it makes my arms longer (1.9 average rating), it is well-known or popular brand with higher price (1.8 average rating), it makes me feel national pride (1.8 average rating), it is suitable to my culture (1.5 average rating), and it makes my skin

look brighter (1.2 average rating). Table 4 and 5 shows average rating scores of the respondents toward reasons why they chose clothing items to manage bodily appearance.

**Table 4**

The Average Rating Scores of Asian Nationals towards Reasons Why They Chose Clothing Items to Manage Their Bodily Appearance.

Given reasons	Average rating score
Looks good on a model	4.8
Is popular or well-know brand with high price	4.5
Makes me look taller	4.1
Is fashionable	4.1
Is comfortable	3.3
Is suitable to my culture	3.2
Makes my hip, thighs, and buttocks slimmer	3.2
Makes my skin look brighter	3.1
Makes me feel national pride	2.9
Makes my legs look longer	2.1
Makes my waist look slimmer	2.0
Shows my individual identity	1.7
Covers unwanted scars	1.6
Makes my neck look longer	1.4
Makes my arms look longer or slimmer	1.4
Makes my chests look bigger	1.2

1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree

**Table 5**

The Average Rating Scores of Asian Americans towards Reasons Why They Chose a Certain Type of Clothing to Manage Their Bodily Appearance.

Given reasons	Average rating score
Is comfortable	4.9
Shows my individual identity	4.7
Makes me look taller	4.6
Makes my waist look slimmer	4.3
Makes my chests look bigger	4.1
Makes my legs look longer	3.8
Makes my hips, thighs and buttocks slimmer	2.8
Covers scar or unwanted mark on my body	2.3
Looks good on a model	2.2
Is fashionable	2.2
Makes my neck look longer	2.1
Makes my arms longer	1.9
Is well-known or popular brand with higher price	1.8
Makes me feel national pride	1.8
Is suitable to my culture	1.5
Makes my skin look brighter	1.2

1- strongly disagree, 2- disagree, 3- neutral, 4- agree, 5- strongly agree

Most Asian Americans selected comfort over other reasons when choosing types of clothing to wear. Asian nationals seemed to be more concerned about fashion and brand name. Asian nationals neither agreed nor disagreed that comfort was important, while Asian Americans strongly agreed that comfort was a very important reason for selecting clothing. Asian Americans agreed that certain type of clothing should make their chests look bigger. However, Asian nationals were least concerned about their chest. Moreover, Asian Americans were concerned more about their individual identity than Asian nationals. Most of the respondents had no concern towards clothing enhancing their neck and arms. Several factors could affect their decision when choosing clothing items, such as cultural background, origin, economy, and individual appearance.

#### *General Clothing Preferences*

Items 28- 35 addressed what the respondents' preferences for fabric, size, clothing color and type of garments.

#### *Type of Fabric*

Most of Asian nationals (44.0 percent) had no preferences towards type of fabric they prefer to wear. Only 33.3 percent of them liked solid color fabrics more and 22.2 percent preferred print. As for Asian Americans, 48.4 percent said they had no preferences while 35.5 percent indicated they preferred solid color and 16.1 percent preferred print. Table 6 shows the frequency and percentage distribution of the responses by fabric preference.

**Table 6**

The Frequency and Percentage Distribution of The Responses towards Fabric Preference.

Type of fabric	Asian nationals		Asian Americans	
	N	%	N	%
Solid	9	33.3	11	35.5
Print	6	22.2	5	16.1
No preferences	12	44.4	15	48.4

Both groups were similar in preferences of type of fabric. The respondents preferred solid fabric over print fabric. However, the majority did not have any preferences.

In addition, respondents who preferred print fabric were also asked to indicate what size and what type of print they would most likely wear. The results are as follow, 66.7 percent of Asian nationals preferred medium size print, while 33.3 percent chose small print. Thirty-three percent of Asian nationals also preferred plaids and florals, followed with 16.7 percent who preferred stripes and dots. Forty percent of Asian Americans who chose prints would prefer to wear small prints and 40 percent preferred medium print. Meanwhile 20 percent of Asian Americans had no preferences for size of print fabric. None of the respondents chose large print. Forty percent of Asian Americans chose stripes, 40 percent indicated they preferred floral patterns. Only 20% said they would wear all the styles; plaids, stripes, dots, floral, and paisleys.

Preferences for small and medium prints could be because most Asian respondents were of small body size. Large prints might be disproportionate to the body.

Clothing Colors

Light and pastel clothing colors were most preferred by Asian nationals (33.3 percent), followed by 22.2 percent who preferred bright, 22.2 percent preferred dark, 7.4 percent said they preferred earth tone and 14.8 percent had no preferences. Dark colors were most preferred by the largest number of Asian American respondents ( 41.9 percent), while 16.1 percent indicated they liked earth tone, 6.5 percent chose light/pastel, 3.2 percent preferred bright and 32.2 percent has no preferences. Table 7 shows the frequency and percentage distribution of the responses towards clothing color they most preferred to wear.

**Table 7**

The Frequency and Percentage Distribution of the Responses towards Clothing Color Preferences.

Clothing colors	Asian nationals		Asian Americans	
	N	%	N	%
Bright	6	22.2	1	3.2
Dark	6	22.2	13	41.9
Earth tone	2	7.4	5	16.1
Light and pastel	9	33.3	2	6.5
No preferences	4	14.8	10	32.3

Most Asian nationals preferred light and pastel colors, while the majority of Asian Americans selected dark color. More Asian Americans than Asian nationals had no preferences.

Clothing Sizes

Approximately 48 percent of Asian nationals indicated they wore junior sizes, while 29.6 percent wore petites' sizes, 18.5 percent said they wore misses' sizes and only 3.7 percent chose women's sizes. None of Asian nationals wore half sizes. There were 45.1 percent of Asian Americans who wore petites' sizes while 32.2 percent wore juniors' sizes, 12.9 percent wore misses' sizes, 6.5 percent wore women's sizes and 3.2 percent wore half sizes. Table 8 reveals the frequency and percentage distribution of responses towards their preferences of clothing size.

**Table 8**

The Frequency and Percentage Distribution of the Responses towards Clothing Size Preferences.

Clothing sizes	Asian nationals		Asian Americans	
	N	%	N	%
Juniors	13	48.1	10	32.2
Misses	5	18.5	4	12.9
Women's	1	3.7	2	6.5
Half sizes	0	0.0	1	3.2
Petites	8	29.6	14	45.1

The majority of both groups tended to wear juniors' sizes and petites' sizes most often. The reason could be their small and short stature reflecting their body build, since juniors and petites are sized for a shorter body.

### Type of Garments

The respondents were also asked about type of garments they most preferred to wear. The majority of Asian national respondents (48.1 percent) selected ready-made clothing, while 37.0 percent selected almost-ready made clothing ( ready- made clothing with some alteration ), and 14.8 percent chose tailor-made clothing. Approximately 77 percent of Asian Americans chose ready-made clothing and only 22.6 percent selected almost-ready made clothing. The selection of almost-ready-made clothing may suggest available ready-made clothing often did not fit the Asian women figure.

In addition, most of Asian nationals preferred to wear dressy-casual clothes (66.7 percent), followed by casual clothes (22.2 percent), and 3.7 percent of each said they preferred to wear sport-casual clothes, professional attire and other. More than 50 percent of Asian Americans said they preferred casual clothes, 29.0 percent chose dressy-casual clothes, 9.7 percent preferred sport-casual clothes and only 6.5 percent preferred multiple styles.

There was a large difference in the preferred style between Asian nationals and Asian Americans. Since Asian Americans chose comfort over fashion, therefore, they might be more casual when wearing clothes. It could also be speculated that most Asian nationals were from very big cities and their countries might not have adopted a relaxed American mode, resulting in the preference for dressy casual style.

Table 9 shows the frequency and percentage distribution of responses towards their preference of categories of garments.

**Table 9**

The Frequency and Percentage Distribution of the Responses towards Preference of

Categories of Garments.

Categories of garments	Asian nationals		Asian Americans	
	N	%	N	%
Casual	6	22.2	17	54.8
Dressy casual	18	66.7	9	29.0
Sporty casual	1	3.7	3	9.7
Professional attire	1	3.7	0	0.0
Other	1	3.7	0	0.0

*Brand Preferences*

The highest percentage of Asian nationals (88.5 percent) preferred brand-name clothing and accessories. The brands they mentioned included Polo Ralph Lauren, Tommy Jeans, Prada, Chanel etc. Only 3.8 percent of them chose store brands and 7.7 percent did not have any preferences. On the other hand, 74.2 percent of Asian Americans chose store-brand clothing, followed by 12.9 percent who chose both store brand and brand name. Approximately 6 percent of Asian Americans preferred only brand-name clothing and only 6.5 percent said they had no preferences. The store brands Asian Americans most mentioned were Gap, Abercrombie, and Old Navy, and also indicated they like to shop at Kohl's and Target. Table 10 shows the frequency and percentage distribution of the responses towards preference of clothing and apparel accessory brand.

**Table 10**

The Frequency and Percentage Distribution of the Responses toward Brand Preference of Clothing and Accessories.

Clothing-and-accessory brands	Asian nationals		Asian Americans	
	N	%	N	%
Brand name	23	88.5	2	6.5
Store brand	1	3.8	23	74.2
Brand name and store brand	0	0.0	4	12.9
No preferences	2	7.7	2	6.5

It can be seen that most Asian nationals preferred expensive brand names over store brands, while Asian Americans most preferred store brands which were lower priced.

#### *Hair Care and Management Preferences*

Items 36-41 showed hair products and services the respondents preferred and also how they took care and managed their hair appearance.

#### Hair Condition

The respondents were asked to best describe their hair based on given choices: A. chemically straightened/ curled/ waved, B. bleached/ colored/ rinsed, C. styled incorporating human/ synthetic hair, and D. natural. The largest percentage of Asian nationals (51.7 percent) said their hair was natural, while 29.8 percent indicated their hair was bleached, colored and rinsed, and 18.5 percent said their hair was straightened, curled, and waved. Most Asian Americans, 54.8 percent revealed their hair was bleached,

colored and rinsed. Only 25.8 percent indicated their hair was natural, and 19.4 percent said they chemically straightened, curled and also had their hair waved. None of the respondents chose styled incorporating human synthetic hair. Table 11 shows the frequency and percentage distribution of the responses towards their hair condition.

**Table 11**

The Frequency and Percentage Distribution of the Responses towards Hair Condition.

Hair condition	Asian nationals		Asian Americans	
	N	%	N	%
Chemically straightened, curled, waved	14	18.5	6	19.4
Bleached, colored, rinsed	8	29.8	17	54.8
Styled incorporating human-synthetic hair	0	0.0	0	0.0
Natural	5	51.7	8	25.8

Most Asian nationals tended to prefer natural hair. Asian nationals were more reserved, while Asian Americans very concerned about their individual identity (in Table 5), this could be the reason why Asian Americans chemically treated their hair more than Asian nationals.

*Stylist Services during the Past Three Months*

Respondents were asked to indicate the services their hair stylist had performed for them during the past three months. They were allowed to circle all the choices that applied. The selections for hair category included A. shampoo/ condition/ style (curl, crimp, braid, twist), B. special treatment (heat treat to make hair stronger etc.), C. cut/ shape/ trim, D. perm, and E. color.

The service most respondents chose was cut, shape and trim. There were 74.1 percent of Asian nationals and 61.3 percent of Asian Americans who chose the service. Asian nationals also had following services: shampoo/ condition/ style (22.7 percent), and color (3.2 percent). Perm was not chosen by Asian nationals at all. Color was also selected by Asian Americans (32.3percent), followed by perm (3.percent), and shampoo/ condition/ style (3.2percent). Special treatment was not selected by the respondents. Some of the respondents indicated they had several services.

The respondents were also asked to indicate how they preferred to have their hair colored or permed. Most Asian national respondents said they preferred the salon (70.4 percent), while 18.5 percent would have hair done by non-professional. Persons selecting the non-professional option did so because of price (57.1 percent), and they did not trust beautician (28.6 percent). Approximately 14 percent revealed they knew someone who could perform better than the beautician. Moreover, 7.4 percent said they preferred to color or perm hair by themselves, while only 3.7 percent had no preferences.

More than half of Asian American respondents (51.6 percent) also preferred their hair colored or permed by the salon, followed by non-professional (22.6 percent), and themselves (3.2 percent). There were 22.6 percent who had no preferences. Those who preferred non-professional service selected this option because of price (75.0 percent) or because they knew someone else who could perform better than the beautician (25.0 percent).

Asian nations had fewer services than Asian Americans, especially perms. It could be said that perms might not be popular in Asian countries, or not a current popular fashion trend.

### Shampoo Preferences

In response to the question regarding the kind of shampoo, conditioner and other hair styling products the respondents preferred to use, the majority of Asian national respondents (57.7 percent) preferred American brand, followed by imported brand (38.5 percent) and 3.8 percent selected both American and imported brand. For those who preferred imported brands, the most-mentioned brand was an Asian brand, such as Shiseido and Shokubuse. Other imported brands mentioned were Clinique, Chanel, and Faesa. All of the Asian Americans chose American brands. The most mentioned brand was Pantene, followed by Herbal Essence and Dove. Other mentioned brands were Neutrogena, Aveda, Salon Selective, Bedhead and Bath &Body.

### Length of Hair

A question about length of hair was also asked; most of the respondents preferred their hair to be at shoulder length or longer. Only a few people preferred wearing their hair very short.

Approximately 60 percent of the Asian national respondents preferred very long hair; while 37.0 percent chose shoulder length and only one person (3.7 percent) said she like bobbed hair. Of the Asian American respondents, 51.6 percent chose shoulder length, 35.5 percent liked very long hair, 6.5 percent preferred short hair (above ears), and only 3.2 percent chose other, which they did not specify. Extremely short hair (almost shaved) was not selected by the respondents at all. Table 12 shows the frequency and percentage distribution of the responses towards length of hair they most prefer to wear.

**Table 12**

The Frequency and Percentage Distribution of the Responses towards Preference of Hair Length.

Hair length	Asian nationals		Asian Americans	
	N	%	N	%
Extremely short (almost shaved)	0	0.0	0	0.0
Short (above ears)	0	0.0	2	6.5
Shoulder length	10	37.0	16	51.6
Very long (below shoulder)	16	59.3	11	35.5
Other	0	0.0	0	0.0

The majority of both groups preferred very long and shoulder length hair. Short hair might not appear popular among Asian people.

*The Care and Management of the body*

Responses related to the care and management of the body included manicure, pedicure, facial and makeover, skin tanning and waxing. Asian national respondents performed fewer activities in care and management of body than Asian American respondents. There were only three activities chosen by Asian nationals; manicure (11.1 percent), facial and makeover (11.1 percent) and pedicure (3.7 percent). The majority (74.1 percent) did not have any services during the past three months.

Of the total Asian American respondents, 35.5 percent performed skin tanning, 32.2 percent performed waxing, 22.6 percent performed manicure, and 6.5 percent had pedicure services. However, none of Asian Americans had facial/ makeover services.

There was a large difference of skin tanning and waxing between both sample groups. Asian did not have any of those services at all, while about one-third of the Asian Americans had skin tanning and waxing. Cultural background could affect the above results. Beauty might be perceived differently by Asian nationals and Asian Americans. As a result, they tended to manage their body and appearance differently.

#### *Accessory, Adornment, Cosmetic Management*

##### *Typically-worn Accessories and Adornments*

The accessory typically worn by both Asian nationals and Asian American was a watch (51.9 percent of Asian nationals, and 41.9 percent of Asian Americans). The second most-worn accessory was jewelry. Almost one-third, 29.1 percent, of Asian nationals and 25.8 percent of Asian Americans chose jewelry. Approximately 14.8 percent of Asian nationals typically wore belts, and 7.4 percent indicated they wore other accessories but did not specify. None of Asian nationals wore hats. Of the Asian American respondents, 25.8 percent typically wore belts and only 3.2 percent wore hats. Some respondents also selected multiple answers.

Watches might be necessities, therefore, more respondents tended to wear them. Only about one-quarter to one-third of the respondents wore jewelry. Hats were often seasonal adornment items (mostly worn in winter) and might not be popular accessories.

##### *Jewelry Preferences*

A question about jewelry preferences was also asked. The selections were gold, white gold, silver, and costume or art jewelry. Most Asian nationals (40.7 percent) preferred white gold jewelry, while 25.9 percent preferred gold jewelry, 22.2 percent chose silver jewelry and 11.1 percent preferred costume or art jewelry. Silver was the

most preferred by Asian Americans (35.5 percent). There were 22.6 percent of Asian Americans who selected gold jewelry, 25.4 percent selected white gold jewelry, and approximately 16 percent preferred costume or art jewelry. Table 13 indicates the frequency and percentage distribution of responses regarding their jewelry preferences.

**Table 13**

The Frequency and Percentage Distribution of Responses towards Jewelry Ppreferences.

Jewelry preferences	Asian nationals		Asian Americans	
	N	%	N	%
Gold	7	25.9	7	22.6
White gold	11	40.7	8	25.4
Silver	6	22.2	11	35.5
Costume or art	3	11.1	5	16.1

White gold jewelry and silver jewelry are very similar in their appearance. However, silver jewelry might be more affordable for Asian Americans.

There were several styles of jewelry the respondents prefer to wear. The selections included modern design, very feminine design, ethnic design, antique design, and religious or inspirational design. Most Asian nationals, 44.4 percent, chose modern designs, followed by very feminine design (33.3 percent), religious or inspirational designs (11.1 percent), antique designs (7.4 percent), and ethnic designs (3.7 percent). Most Asian Americans, 60.0 percent, preferred modern designs, 13.3 percent preferred very feminine designs, another 13.3 percent chose ethnic designs, and 10.0 percent chose religious or inspirational designs. Both of the sample groups preferred modern and

feminine designs. They tended to possess similar preferences for jewelry design. However, ethnic design was more preferred by Asian Americans.

*Cosmetic Preferences and the management*

Most of the respondents said they sometimes wore make up. Of the Asian national respondents, 22.2 percent indicated they very often wore make up, while 14.8 percent said they often wore make up, 37.0 percent said they sometimes wore make up, and 25.9 percent indicated they rarely wore make up. None of Asian nationals indicated that they never wore make up.

Approximately 23 percent of Asian American respondents very often wore make up, 25.8 percent often wore make up, 29.0 percent sometimes wore make up, 19.4 percent rarely wore make up, and only 3.2 percent never wore make up. The results are also revealed in Table 14.

**Table 14**

The Frequency and Percentage Distribution of the Responses towards the Frequency of Wearing Make Up.

Frequency of wearing make up	Asian nationals		Asian Americans	
	N	%	N	%
Very often	6	22.2	7	22.6
Often	4	14.8	8	25.8
Sometimes	10	37.0	9	29.0
Rarely	7	25.9	6	19.4
Never	0	0.00	1	3.2

Asian Americans more frequently wore make up than Asian nationals. There could be cultural differences and personal facial features which resulted in these differences.

*Most-worn Cosmetics*

The cosmetics were divided into two groups; overall face, and eyes area. In the overall face area, lipstick and blush were most selected by both groups. Most Asian nationals (74.1 percent) wore lipstick. Blush was selected by Asian national as the second highest percentage (63.0 percent). Other selected cosmetics were as follows: powder (51.9 percent), foundation (37.0 percent), and concealer (11.1 percent).

Of all Asian American respondents, the highest percentage wore lipstick (86.7 percent). Other cosmetics Asian Americans wore were: blush (80.0 percent), powder (60.0 percent), foundation (36.7 percent), and concealer (20.0 percent). The results and comparison are shown in Table 15.

**Table 15**

The Frequency and Percentage Distribution of the Responses towards the Overall Facial Cosmetics Mostly Worn.

Cosmetics	Asian nationals		Asian Americans	
	N	%	N	%
Lipstick	20	74.1	26	86.7
Blush	17	63.0	24	80.0
Foundation	10	37.0	11	36.7
Powder	14	51.9	18	60.0
Concealer	3	11.1	6	20.0

Most of the respondents mostly wore lipstick, blush, and powder. Concealer was not popular among Asian respondents.

A large percentage of respondents frequently wore eye cosmetics such as eye shadow, eye liner, mascara, artificial eyelashes, and contact lens (for purpose of changing eye color). Eye shadow was the cosmetic most worn by both groups. Approximately 93.0 percent of Asian American respondents and 74.1 percent of Asian nationals wore eye shadow. Sixty three percent of Asian nationals, and 70.0 percent of Asian Americans chose mascara. Sixty percent of Asian Americans and 48.1 percent of Asian nationals chose eye liner. Only one Asian national wore artificial eyelashes, while none of Asian Americans did. Contact lenses were worn by 22.2 percent of Asian nationals and 16.7 percent of Asian Americans. Most of the respondents selected more than one cosmetic. The comparison of the results regarding eye cosmetics is shown in Table 16.

**Table 16**

The Frequency and Percentage Distribution of the Responses towards the Eye Cosmetics

Mostly Worn.

Cosmetics	Asian nationals		Asian Americans	
	N	%	N	%
Eye shadow	20	74.1	28	93.3
Eye liner	13	48.1	18	60.0
Mascara	17	63.0	21	70.0
Artificial eyelashes	1	3.7	0	0.00
Contact lens	6	22.2	5	16.7

Most respondents concentrated on the same eye cosmetics, especially eye shadow, mascara and eye liner. Only a few of them wore artificial eyelashes.

### Perfume

The respondents were asked to indicate how often they wore perfume. The selections were as follows; very often, often, sometimes, rarely and never.

Forty four percent of Asian nationals very often wore the perfume, while 25.9 percent often wore perfume, 18.5 percent sometimes wore perfume, 7.4 percent said they rarely wore perfume and only 3.7 percent never wore perfume at all. Of all Asian Americans, 12.9 said they very often wore perfume while 19.4 percent indicated they often wore perfume. There were an equal number (29.0 percent) of Asian Americans who selected “sometimes”, and “rarely. Only 9.7 percent never wore perfume. Table 17 reveals the frequency and percentage distribution of responses toward their frequency of wearing perfume.

Table 17

The Frequency and Percentage Distribution of Responses towards the Frequency of Wearing Perfume

Frequency of wearing perfume	Asian nationals		Asian Americans	
	N	%	N	%
Very often	12	44.4	4	12.9
Often	7	25.9	6	19.4
Sometimes	5	18.5	9	29.0
Rarely	2	7.4	9	29.0
Never	1	3.7	3	9.7

Asian nationals wore perfume more often than Asian American. One could speculate that Asian nationals preferred to wear dressy-casual clothing; as a result, they tended to wear perfume together with their dressy style. Most Asian Americans were more casual and relax, reflecting their tendency to wear perfume less often.

### *Skin Products*

All of Asian national respondents and 93.5 percent of Asian American respondents used skin care products. Most of the respondents indicated they used whitening lotion, moisturizing lotion, firming lotion, sunscreen, and tanning lotion. One Asian national said she used facial masks. According to the survey, most Asian nationals (81.5 percent) and Asian Americans (58.6 percent) applied skin products on their bodies. Approximately 55 percent of Asian Americans also applied skin care products to their face. Asian national respondents also applied skin care products on face (59.3 percent), around eyes (29.6 percent), and hands (25.9 percent). Asian Americans also applied skin products to hands (37.9 percent), other areas (not specified-6.9percent), and around eyes (3.4 percent). However, most of the respondents applied skin product on more than one area. These areas were face and eyes, body, face and hands. The comparisons are made and presented in Table 18. Many respondents selected multiple answers.

**Table 18**

The Frequency and Percentage Distribution of Respondents towards Applications of Skin Products to Body Area.

Body areas	Asian nationals		Asian Americans	
	N	%	N	%
Around the eyes	8	29.6	1	3.4
Face	16	59.3	16	55.2
Body	22	81.5	17	58.6
Hands	7	25.9	11	37.9
Other (not specified)	0	0.00	2	6.9

More Asian nationals than Asian Americans applied skin products to their body. Most of Asian nationals also applied skin products around their eyes more than Asian Americans. The average age for Asian nationals was 2 years higher than Asian American; this might cause Asian nationals to apply skin care products more than Asian Americans. Asian Americans may be more casual; therefore, they tended to be more relaxed in appearance management than Asian nationals.

*Reasons for Using Skin Products*

There are several reason indicated for use of skin care products, however, the most common reason selected was “personal preferences”, by 58.6 percent of Asian Americans, and 51.9 percent of Asian nationals. Media influence was second highest reason selected by 25.9 percent of Asian nationals, followed by “other reasons” (18.5 percent). Only one person (3.7 percent) selected peer pressure.

Those who selected “others” specified several reasons for using skin care products. Nearly one-third of Asian Americans used skin products mainly because of other reasons such as blemishes, dry skin, tanning, and firming their skin. The other reason Asian nationals used skin care products was because of very dry skin.

Asian nationals’ skin might be very dry due to the weather condition in Wisconsin. Asian Americans tended to applied skin products less than Asian nationals. Skin type could also reflect the application of skin products.

Most Asian nationals also preferred Asian brands over American or imported brand of skin care products, while approximately 83 percent of Asian Americans preferred American brands. The most popular brand among the Asian nationals was Shiseido, while Clinique was the most popular brand among Asian American respondents. Table 19 shows the frequency and percentage distribution of preferences towards the reasons of using skin care products.

**Table 19**

The Frequency and Percentage distribution of Responses towards Reasons for Using Skin Products

Reasons	Asian nationals		Asian Americans	
	N	%	N	%
Media influences	3	25.9	3	10.3
Personal preference	16	59.3	16	55.2
Peer pressure	1	3.7	0	0.00
Others	5	18.5	9	31.0

Nails management

According to the survey results, only 3.7 percent of Asian nationals and 9.7 percent of Asian Americans very often painted their nails. Approximately 11 percent of Asian nationals indicated they often painted their nails, while 16.1 percent of Asian American often painted their nails. The largest percentage of Asian nationals (40.7 percent) and Asian Americans (35.5) sometimes painted their nails. Almost one-fourth of Asian nationals rarely painted their nails, while 16.1 percent of Asian Americans revealed they rarely painted their nails. Approximately 15 percent of Asian nationals and 23 percent of Asian Americans never painted their nails at all. Table 20 shows the frequency and percentage distribution towards the frequency of painting nails.

**Table 20**

The Frequency and Percentage Distribution of Responses towards the Frequency of Painting Nails

Frequency of painting nails	Asian nationals		Asian Americans	
	N	%	N	%
Very often	1	3.7	3	9.7
Often	3	11.1	5	16.1
Sometimes	11	40.7	11	35.5
Rarely	8	29.6	5	16.1
Never	4	14.8	7	22.6

Most of the respondents sometimes painted their nails. Some of the respondents rarely or never painted their nails. However, Asian nationals seemed to paint nails less

often than Asian Americans. Painting nails might not be a popular activity among Asian nationals.

Color of nail polish most preferred by both groups was clear and natural color. Forty eight percent of Asian nationals chose the clear and natural color, followed by light and pastel (39.1 percent), and bright (8.7 percent), while 4.3 percent had no preferences. Approximately 38.0 percent of Asian Americans selected clear and natural color, while 25.0 percent selected light and pastel, 20.8 percent chose dark color, 12.5 percent chose bright, while 4.2 percent has no preferences. Most of the respondents preferred to wear clear/ natural, and light/ pastel colors of nail polish. Table 21 indicates the frequency and percentage distribution toward preferences of nail-polish colors.

**Table 21**

The Frequency and Percentage Distribution of Responses towards Preferences of Nail-Polish Colors

Nail-polish colors	Asian nationals		Asian Americans	
	N	%	N	%
Clear and natural	11	47.8	9	37.5
Light and pastel	9	39.1	6	25.0
Bright	2	8.7	3	12.5
Dark	0	0.0	5	20.8
No preferences	1	4.3	1	4.2

Clear and natural color seemed to be most popular among both groups, as well as light and pastel. Dark was not selected by Asian nationals at all. In Asian countries, dark could be an unlucky color or unpopular.

In addition, the majority of respondents did not prefer to go to beauty salon for nail services. However, a higher percentage of Asian Americans (29.2 percent) than Asian nationals (13.0 percent) chose to go to the salon.

One could speculate that painting nails at the salon was more popular for Asian Americans than Asian nationals.

#### *Attitudes towards self image*

Most of Asian national respondents were more fashion conscious than Asian Americans. There were 55.6 percent of Asian nationals who rated themselves quite fashion conscious, while only 16.1 percent of Asian Americans rated themselves quite fashion conscious. In addition, 22.2 percent of Asian nationals were extremely conscious about fashion, followed by “not very”(14.8 percent) and “somewhat” (7.4 percent). The most frequent responses of Asian Americans, 41.9 percent, said they were somewhat fashion conscious. Approximately one- third of Asian Americans, 29.0 percent, said they were not very conscious about fashion, 9.7 percent said they were extremely fashion conscious and only 3.2 percent were not conscious about fashion at all. The complete results are shown in table 22.

**Table 22**The Frequency and Percentage Distribution of Responses towards Fashion Consciousness

Extend of fashion consciousness	Asian nationals		Asian Americans	
	N	%	N	%
Extremely	6	22.2	3	9.7
Quite	15	55.6	5	16.1
Somewhat	2	7.4	13	41.9
Not very	4	14.8	9	29.0
Not at all	0	0.00	1	3.2

Since Asian nationals preferred to wear dressy casual clothing, they might have more awareness of fashion. Most Asian nationals could be from big cities, causing them to be more fashion conscious than Asian Americans.

Most Asian nationals described their own personalities as flexible (63.0 percent), followed by social butterfly (37.0 percent), sophisticated (37.0 percent) and futuristic (25.9 percent). Asian Americans indicated they were flexible (83.9 percent), social butterfly (41.9 percent), futuristic (12.9 percent), and sophisticated (9.7 percent). The respondents often chose multiple selections.

In addition, 70.4 percent of Asian nationals said they were determined, followed by sensitive (66.7 percent), conservative (18.5 percent) and reserved (18.5 percent). Most of Asian Americans respondents (53.8 percent) had sensitive personalities, followed by determined (41.9 percent), reserved (35.5 percent), and conservative (22.6 percent). Both groups again chose multiple selections.

Personality differences could be a result of cultural influences. Asian Americans who had strong Asian family background might be taught in an Asian way, although they were living in America.

Most Asian nationals responded that most of their friends would describe them as a fashionable person (51.9 percent), casual and natural (29.6 percent), conservative (11.1 percent), and sophisticated (7.4 percent). Asian American respondents thought they were most described by friends as a casual and natural person (64.5 percent), followed by fashionable (32.3 percent), sophisticated (6.5 percent), conservative (6.5 percent), and fashion disaster (6.5 percent).

Most Asian nationals believed friend considered them as fashionable persons while Asian Americans selected casual-natural. It could be speculated that Asian nationals were fashion conscious and tended to wear dressy clothing. This may be a reflection of the more urban background of Asian nationals. Most Asian nationals were described as conservative persons, possibly as a result of their cultural background.

## CHAPTER V

### Summary, Conclusion, and Recommendation

#### *Introduction*

This study compared appearance management, body satisfaction, and buying behavior of Asian national and Asian American female students. The purpose of this chapter is to summarize the finding of the research, draw conclusion, and offer recommendation for retailers as well as future study in this area.

#### *Summary*

The objective of this study was to investigate apparel and adornment preferences and shopping behavior, as well as appearance management of selected Asian American and Asian national female students attending the University of Wisconsin-Stout during 2002-2003 academic year. The study also explored differences in satisfaction with body image between the two Asian groups. Demographic information of Asian nationals and Asian Americans was also presented.

Fifty seven surveys consisting of short answer, Likert scales, closed-ended and partially closed-ended questions with ordered and unordered response selections were analyzed. The surveys were sent to fifty Asian national and fifty Asian American female students enrolled in University of Wisconsin-Stout by email and mail. Fifty eight surveys were returned, a 58 percent returned rate. Descriptive statistics, frequency counts, percentage distribution, and means were used on comparisons of the two sample groups.

#### *Conclusions*

This study focused on three objectives.

1. To examine the demographic background of Asian Americans and Asian nationals.

Asians are the fastest growing minority group in the United States: due to the Civil Rights Act 1964, and the Immigration Act of 1965 (Block & Walker, 1981). Asians tend to have higher education and higher buying power than other minority groups. In fact, some Asian Americans tend to settle around university areas due to their desire for higher education. They also live in major metropolitan areas of the nation (O' Hare, 1990). In addition, most Asian national come to the country to pursue a Master's degree. Some of them were also allowed to work in the United Stated after their graduation.

The 58 participants in the study were represented by four nationalities: Chinese (32.8 percent), Koreans (25.9 percent), Japanese (24.1 percent), and Hmong (17.2 percent). Twenty seven surveys were returned from Asian nationals and 31 surveys were returned from Asian Americans. The average age for Asian nationals was 24 years old and Asian Americans was 22 years old. Average reported height for Asian nationals was 5 feet and 2 inches, while average height for Asian Americans was 5 feet and 1 inch. Average reported weight was 109 pounds for Asian nationals and 123 pounds for Asian Americans.

2. To investigate apparel and adornment preferences and shopping behaviors, as well as appearance management and satisfaction with body image of selected Asian American and Asian national female students attending the University of Wisconsin-Stout.

Asian nationals and Asian Americans shared similarities in activities and preferences towards their appearance management and shopping behavior. Both groups tended to manage their bodily appearance in the same way, such as wearing long hair, putting more make up around their eye areas and choosing certain clothing items due to the same reasons (to make them look taller). Both groups of respondents seemed to

mange their bodily appearance in order to correct the same body parts, such as legs, waist and stomach, and hips/ thighs/ buttocks. However, they were somewhat different in the attitudes toward their appearance. Although Asian Americans were heavier than Asian nationals as well as an inch shorter on the average, they seemed to be more satisfied with their weight and body parts.

Cultural background may be a factor causing the two sample groups to view certain things differently, such as a perception of “beauty”. As a result, they performed different activities in managing their appearance. Asian Americans tended to go to salons for tanning, waxing, or even applied skin-tanning lotion to their body, while Asian nationals tended to avoid those activities. They used whitening lotion and did not perform waxing as often as Asian Americans.

3. To compare the differences in buying behavior and satisfaction with body image, including appearance management among Asian nationals and Asian Americans.

This study indicated that Asian Americans were more satisfied with their body than Asian nationals, especially their lower parts of body such as waist, hips, thighs etc. They weighed themselves fewer times than Asian national respondents, and rarely or never measured their body. Although the majority group was heavier than Asian nationals, they indicated they were normal weight while most of Asian nationals said they were 5-10 pounds over weight. Asian nationals weighed themselves weekly; most of them worried about their body and weight all the time. It could be speculated that cultural background resulted in different cultural attitudes and perception about “a perfect body”. Asian nationals seemed to be more sensitive toward their body. As a result, Asian nationals were more careful than Asian Americans when choosing certain kinds of

clothes. Most Asian nationals preferred expensive brand named clothing and accessories. Most Asian nationals were quite fashion conscious, dressed in dressy-casual clothing, often wore perfume and used skin products. Unlike Asian Americans, Asian nationals dressed to impress rather than to be comfortable and show their individual identity. Some Asian nationals tended to come from big cities; they may be more fashion conscious than Asian Americans. Since Asian nationals were in a country rather than their home country, their skin and health might be affected by different weather, and environment. Their skin could be very dry causing them to apply skin products more often.

Asian Americans were more casual than Asian nationals. They liked to wear casual clothing such as jeans and T shirt, preferred store brands, and mostly wore necessary accessory such as watches and belts. It can be concluded that Asian American respondents were more relaxed towards their appearance. Asian Americans' first criterion for selecting clothes was comfort, and second, to show their individual identity rather than price and fashion aspects. Asian Americans tended to buy less expensive clothes and accessories, and had friends or someone they knew perform hair care and management.

#### *Recommendations to Retailers*

The following suggestion may aid retailers in providing good and services for Asian women.

1. Target Asian nationals as a market for brand name and fashionable clothing and accessories.
2. Order clothing specifically designed for Asian females' taste and to fit their body proportion without the need of alteration.

3. Understand the perception of beauty of Asian nationals and Asian Americans, in order to design appropriate marketing methods.
4. Provide clothing alteration services for Asian consumers.
5. Use information from this study to better understand Asian consumers.

*Recommendations for Future Study*

From this study, there are several suggested directions for future study.

1. Conduct a similar study for Asian male consumers.
2. Conduct a similar study comparing Asian and Caucasian consumers.
3. Investigate the concept of “beauty” among different cultures.
4. Compare buying behaviors of Asian nationals and/or Asian Americans with other demographic groups.

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**APPENDIX A:**  
**Appearance Management Survey**

APPEARANCE MANAGEMENT SURVEY

University of Wisconsin – Stout

This survey is part of a graduate study designed to examine differences of appearance management; body image satisfaction, and buying behaviors between Asian nationals and Asian Americans. Your cooperation in the study would be of great help. Please answer all of the following questions to the best of your ability. All of your answers are kept confidential.

Personal Background

1. Age: \_\_\_\_\_ Gender: Male \_\_\_\_\_ Female \_\_\_\_\_
2. Race/Ethnic Origin (circle one)
- a. Asian/Asian American/ Pacific Islander (please mark below according to your nationality (for Asian nationals) or your original nationality (for Asian Americans).  
 Chinese  
 Korean  
 Japanese  
 Hmong  
 Others (please specify \_\_\_\_\_)
  - b. African American
  - c. Caucasian/ White (non-Hispanic)
  - d. Hispanic/ Latino
  - e. Native American/ American Indian/ Aleutian
  - f. Other (please specify \_\_\_\_\_)
3. Height \_\_\_\_\_ Feet and \_\_\_\_\_ inches
4. Actual weight \_\_\_\_\_ pounds

---

**These questions are concerning how you feel about your appearance, in relation to the society you are in right now.**

---

**DIRECTION:** Circle the best answer that most accurately describes how you feel about yourself.

- |   |   |
|---|---|
| <p>5. How often do you weigh yourself?</p> <ol style="list-style-type: none"> <li>a. Daily</li> <li>b. Weekly</li> <li>c. Monthly</li> <li>d. Every few months</li> <li>e. Rarely or never</li> </ol>   | <p>8. How often do you measure any part of your body?</p> <ol style="list-style-type: none"> <li>a. Daily</li> <li>b. Weekly</li> <li>c. Monthly</li> <li>d. Every few months</li> <li>e. Rarely or never</li> </ol>  |
| <p>6. What do you think about your weight?</p> <ol style="list-style-type: none"> <li>a. More than 10 pounds underweight</li> <li>b. 5-10 pounds underweight</li> <li>c. Just about the right weight</li> <li>d. 5-10 pounds overweight</li> <li>e. More than 10 pounds overweight</li> </ol> | <p>9. From looking at me, most other people would think I am</p> <ol style="list-style-type: none"> <li>a. Very underweight</li> <li>b. Somewhat underweight</li> <li>c. Normal weight</li> <li>d. Somewhat overweight</li> <li>e. Very overweight</li> </ol> |
| <p>7. Do you worry about your weight?</p> <ol style="list-style-type: none"> <li>a. Almost never</li> <li>b. Once in a while</li> <li>c. Often</li> <li>d. Almost always</li> <li>e. Always</li> </ol>  |   |

10. My body is...(Circle the number that best describe each of your body parts for each body part)

Body part	Too small		OK		Too big	
Face	1	2	3	4	5	
Arms	1	2	3	4	5	
Shoulders	1	2	3	4	5	
Chest/ breasts	1	2	3	4	5	
Waist/stomach	1	2	3	4	5	
Buttocks	1	2	3	4	5	
Hips	1	2	3	4	5	
Thighs	1	2	3	4	5	
Calves	1	2	3	4	5	
Feet	1	2	3	4	5	
Height	1	2	3	4	5	
Weight	1	2	3	4	5	
Overall appearance	1	2	3	4	5	

11. Indicate how satisfied you are with each of the following areas or aspects of your body by circling the corresponding number

Body part	Very dissatisfied	Mostly dissatisfied	Neither satisfied or dissatisfied	Mostly satisfied	Very satisfied
Face (facial features, complexion)	1	2	3	4	5
Hair (color, thickness, texture)	1	2	3	4	5
Lower torso (buttocks, hips, thighs, legs)	1	2	3	4	5
Mid torso (waist, stomach)	1	2	3	4	5
Upper torso (chest or breasts, shoulders, arms)	1	2	3	4	5
Muscle tone	1	2	3	4	5
Weight	1	2	3	4	5
Height	1	2	3	4	5

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**These questions are related to clothing preference and how you manage your bodily appearance in order to make you look better or to correct appearance of certain body parts.**

---

**SECTION 1:** Reasons why you chose a certain type of clothing to manage your bodily appearance.

**DIRECTION:** Please circle the number that best describe your appearance management.

I chose a certain type of clothing because.....	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
12. It makes my neck look longer/ slimmer.	1	2	3	4	5
13. It makes my arms look longer/ slimmer.	1	2	3	4	5
14. It makes my legs look longer/ slimmer.	1	2	3	4	5

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15. It makes my waist look slimmer	1	2	3	4	5
16. It makes my chest look bigger.	1	2	3	4	5
17. It makes my hip, thighs and buttocks slimmer.	1	2	3	4	5
18. It makes me look taller.	1	2	3	4	5
19. It makes my skin looks brighter.	1	2	3	4	5
20. It covers scar or unwanted mark on my body.	1	2	3	4	5
21. It looks good on a model.	1	2	3	4	5
22. Only it is comfortable.	1	2	3	4	5
23. Only it is fashionable.	1	2	3	4	5
24. It is suitable to my culture.	1	2	3	4	5
25. It shows my individual identity.	1	2	3	4	5
26. It is a well-known or popular brand (with higher price).	1	2	3	4	5
27. The brand is nationally recognized clothing brand, which makes me feel national pride.	1	2	3	4	5

## SECTION 2: General Clothing preferences.

**DIRECTION:** Circle the most accurate answer and write answer in blanks where indicated.

28. What type of fabric do you most prefer?
- Solid color (go to question 31)
  - Print
  - No preferences (go to question 31)
29. What size of print do you most prefer to wear?
- Small
  - Medium
  - Large
  - No preferences
30. If you prefer print fabric, what type would you most prefer?
- Plaids
  - Stripes
  - Dots
  - Floral
  - Paisleys
  - Other (Please specify \_\_\_\_\_)
31. Please specify which clothing colors you most prefer to wear:
- Bright (e.g. yellow, orange, bright green, etc.)
  - Dark (e.g. black, navy blue, gray, etc.)
  - Earth tone
  - Light and pastel
  - No preferences
32. Which of the following clothing sizes most accurately describe you?
- Juniors
  - Misses
  - Women's
  - Half Sizes
  - Petites
33. Which type of garments do you most prefer to wear?
- Ready-made clothing (clothing that are ready made and available at any store)
  - Almost ready-made clothing (ready-made clothing with some alteration)
  - Tailor-made clothing (made by dressmaker or someone you know, only for you)
  - No preferences

34. Which of the following categories of garments do you most prefer to wear?
- Casual (e.g. Jeans and T-Shirt, etc.)
  - Dressy Casual (e.g. Capri and blouse, etc.)
  - Sporty Casual (e.g. Sport clothing, etc.)
  - Professional (e.g. Business attire, etc.)
  - Other (please specify \_\_\_\_\_)

35. When you buy clothes or apparel accessories, do you prefer brand name or store brand (please specify your answer).
- Brand name (e.g. Prada, Gucci, Louis Vitton etc.) \_\_\_\_\_
  - Store Brand (e.g. JC Penney, Sears, etc.) \_\_\_\_\_

---

**The following questions ask about your hair preferences and the care and management of it.**

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**DIRECTION:** Circle the answer that most accurately describes your actions.  
For numbers 44 and 45- circle all that apply and write answer in blanks where indicated.

36. My hair is \_\_\_\_\_ (please circle all that apply)
- Chemically straightened/ curled/ waved
  - Bleached/ colored/ rinsed
  - Styled incorporating human/ synthetic hair
  - Natural

37. My hair stylist has performed the following services during the past three months. (please circle all that apply)

- Hair
  - Shampoo/ condition/ style (curl, crimp, braid, twist)
  - Special treatment (heat treatment to make hair stronger etc.)
  - Cut/ shape/ trim
  - Perm
  - Color
- Others
  - Manicure
  - Pedicure
  - Facial/ Makeover
  - Skin tanning
  - Waxing

38. How would you most prefer to have your hair colored or permed?
- By a salon (skip to question 40)
  - By yourself
  - By nonprofessionals (e.g. friends)
  - No preferences (skip to question 40)

39. Relative to the previous question, why would you prefer to have your hair done by someone else, rather than a salon?
- Price issue
  - Do not trust beauticians
  - Know someone else who can perform better than a beauty salon stylist.
  - Other (please specify \_\_\_\_\_)

40. What kind of shampoo/ conditioner/ and other hairstyle product do you prefer to use? (please specify)

- American brand \_\_\_\_\_
- Imported Brand \_\_\_\_\_

41. What is the length of hair you most prefer to wear?

- Extremely short (almost shaved)
- Short (Men's hair style—cut above ear)
- Bobbed
- Shoulder length
- Very long (below shoulder length)
- Other (please specify \_\_\_\_\_)

These questions concern your preferences towards accessories, adornments and cosmetics. They examine the use of these items in modifying and managing your appearance in order to create the most desired outcome possible.

**DIRECTION:** Circle the most appropriate answer and complete the blanks where indicated.

42. Which accessories do you typically wear?

- a. Watch
- b. Hats
- c. Belts
- d. Jewelry
- e. Others (please specify) \_\_\_\_\_

43. What kind of jewelry do you most prefer?

- a. Gold
- b. White gold
- c. Silver
- d. Costume or Art

44. What styles of jewelry do you most prefer?

- a. Modern
- b. Very feminine design
- c. Ethnic design
- d. Antique
- e. Religious or Inspirational

45. How often do you wear make up?

- a. Very often
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

46. Which types of cosmetics do you wear the most?

(please circle all that apply)

1) Overall face

- a. Foundation
- b. Powder
- c. Concealers
- d. Lipstick
- e. Blush

2) Eyes area

- a. Eye shadow
- b. Eye liner
- c. Mascara
- d. Artificial eyelashes
- e. Contact lens (for purpose of changing eye color)

47. How often do you wear perfume/ cologne?

- a. Very often
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

48. Do you use any skin products?

- a. Yes (please specify \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_)
- b. No

49. Where on your body do you apply skin products?

- a. Around the eyes
- b. Face
- c. Body
- d. Hands
- e. Other (please specify \_\_\_\_\_)

50. What is your reason for using skin products?

- a. Media influence (models with smooth skin and flawless face.)
- b. Personal preference ( I like the way it makes my skin look and feel.)
- c. Peer pressure
- d. Other (please specify \_\_\_\_\_)

51. What brand name of skin products do you most prefer to use? (please also specify)

- a. American brand name \_\_\_\_\_
- b. European name \_\_\_\_\_
- c. Asian brand name \_\_\_\_\_
- d. Other \_\_\_\_\_
- e. No preferences

52. How often do you paint/ polish your nails?

- a. Very often
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

53. What color of nail polish do you prefer to wear?

- a. Bright (e.g. yellow, orange, red etc.)
- b. Dark (e.g. black, gray, navy blue etc.)
- c. Light and Pastel
- d. Clear or natural
- e. No preferences

54. Do you normally go to a beauty salon for nail services?

- a. Yes
- b. No

55. I consider myself to be \_\_\_\_\_ fashion conscious.

- a. Extremely
- b. Quite
- c. Somewhat
- d. Not very
- e. Not at all

56. Check words that best describe your personality.  
(please check all that apply)

1) Group 1

- a. Futuristic
- b. Sophisticated
- c. Social butterfly
- d. Flexible
- e. None

2) Group 2

- a. Conservative
- b. Determined
- c. Sensitive
- d. Reserved
- e. None

57. Check words that a close friend would use to describe your total look

- a. Fashionable
- b. Professional / Sophisticated
- c. Conservative
- d. Casual / Natural
- e. Fashion disaster

**APPENDIX B:**

**Cover Letter**

University Of Wisconsin-Stout

Theeranart Nutthawutthisit  
711 4<sup>th</sup> St. East  
Menomonie, WI. 54751

May 3, 2003

Dear \_\_\_\_\_:

I am a graduate student at University of Wisconsin-Stout, majoring in Home Economics (Apparel Design, Manufacturing and Retailing). Currently I am working on my thesis as a requirement for Master's Degree. My thesis topic is Comparisons of Appearance Management, Body Satisfaction and Buying Behavior between Asian National and Asian American Female Students.

I would like your corporation in filling out the survey and reply back to my email address no later than May 30th. Survey sent by mail can be returned to the address above. Stamped-self addressed envelop was already enclosed. It should take approximately 30 minutes in completing the survey.

Your answers will be kept confidential and destroyed after the data analysis is finished. Your support would be greatly appreciated and helpful to the apparel and retail industries. Any questions please call at 715-233-1421.

Thank You,

Theeranart Nutthawutthisit