

## Related Research of Femininity, Aesthetic Values and Clothing Education Psychology: A Case Study of Chongqing Females

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### Abstract

Female’s clothing psychology is the explicit display and representation of femininity and aesthetic values, which affects female’s clothing choices and dressing behavior. This paper adopts questionnaire sampling with 791 females in Chongqing city as the representative and continues to the research of the mutual relationship between trait, aesthetic values and clothing psychology through 788 valid questionnaires except invalid ones. The conclusions are as follows: (a) vigorous, beautiful and upright are the most typical group traits among Chongqing females, and diligent, intelligent and capable are the most representative traits of themselves; (b) a majority of Chongqing females have a demand for beauty in the work or shopping, and kindness, sincerity, wisdom are the top three aesthetic ideals; (c) Chongqing female’s clothing needs more emphasis on comfort, practicality and style, so fashion, elegant and sexy rank the top 3 of dressing style. (d) The person who “doesn’t consider” the beauty in the work and shopping at the lowest ideal standard or the scale of the realm to judge things of beauty or ugliness. And they all base on their interests and hobbies. In contrast, the person who “always consider” beautiful is most based on an ideal standard or the scale of the realm as aesthetic judgment standard in the work and shopping. The person who “sometimes considers” in the work and shopping is most affected by public opinion and popular fashion and is least influenced by an ideal standard or

the scale of the realm. (e) “vigorous” ranking the first in Chongqing female’s group traits has an extremely significant positive correlation ( $P < .001$ ) with “fashion” ranking the first in dressing style, and has a significant positive correlation ( $P < .005$ ) with “sexy” which ranks the third in dressing style; “elegant” ranking the second in dressing style has an extremely significant positive correlation ( $P < .001$ ) with “upright” and “diligent”.

**Key words:** Femininity; Aesthetic values; Clothing needs; Dressing style

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### INTRODUCTION

Female is the most persistent and the most enthusiastic pursuer of beauty, and is also the most direct and the most perfect embodiment. However, the unique female beauty from different regions, races, groups and age grades is decided by social traits of female groups, and aesthetic values play a basic and core role in the forming process of this trait. Because the aesthetic values are the core support element of embodying social and individual aesthetic psychology and behavior tendency as well as realizing aesthetic choice (Zhao, 2004). Once formed, it will be relatively stable. It manifests the aesthetic activity tendency and criticism ability, and also directly affects the form of human aesthetic creation image (Huang et al., 1994), and becomes an important part of personality, which can promote the development and perfection of personality. Female’s clothing aesthetic activity is the explicit display and representation of femininity and aesthetic values, which affects female’s clothing choices and wear behavior. It becomes a beautiful scenery line

of female in everyday life. While improving the life quality of female, it realizes female image optimization at the same time, and highlights female's value pursuit of beauty and aesthetic ideals, as well as decorates our life environment. This paper adopts questionnaire sampling with Chongqing female as the representative. Based on relevant data of "Chongqing femininity and quality investigation" project, the topic involved is mainly tendency questions, for each option, choose to record 1 points, choose not to record 0 points, a total of 791 questionnaires were collected, and each questionnaire are unified numbers. Finishing clean invalid waste volumes, there remain a total of 788 valid questionnaires. According to the unified standard, the data were reviewed, coded and entered into the computer, and the results were analyzed by SPSS10.0. To generally understand the basic situation of the Chongqing female traits, aesthetic values and clothing psychology, this paper provides some reference for improving the comprehensive quality of the Chongqing female aesthetic quality.

## 1. ANALYSIS OF OVERALL TENDENCY ABOUT FEMALE'S TRAITS, AESTHETIC VALUES AND DRESS PSYCHOLOGY IN CHONGQING

**(a) Vigorous, beautiful, upright are the most typical group traits for Chongqing females. And diligent, intelligent and capable are the most typical self traits.** Traits are "the characteristics of body and mind by distinguishing individual difference. It includes a) individual innate genetic characteristics such as complexion, hair color, figure type and so on; b) persistent psychological characteristics by individual with personality behavior, namely, behavioral tendency of individual stability and reflecting personality

(Lin, Yang, & Huang, 2003). The study on traits for females mainly includes group traits, which are social personality characteristic study and female self trait. Through questionnaires analysis showed in Table 1, in the question of "what do you think are the main female's traits in Chongqing?", vigorous, beautiful, upright are the top three traits, and diligent and capable are the latter choice. Thus, from the table we can see that what are the most typical traits to Chongqing females. In questionnaires "As a female what are your trait?" Diligent, intelligent and capable are the top three choices while vigorous and beautiful are the latter. From two statistical results, the first five choices, diligent, upright and beautiful, are the common choices for group and self. Which are the most typical traits for Chongqing females. The two negative evaluations, untutored and lazy are the least choice. It is interesting that the first choice vigorous in the group traits ranks the sixth in the self evaluation. This shows that, females are unwilling to be termagant in the unconscious and treat it as a negative side as untutored and lazy.

**(b) The most majority of chongqing females has aesthetic needs of doing the deed and shopping. Kindness, genuineness and wisdom are the top three aesthetic ideals for Chongqing female.** Aesthetic values mainly consist of aesthetic needs and aesthetic taste, aesthetic standard and aesthetic judgment and aesthetic ideals. Aesthetic taste is the feeling of humanity to thing's external beauty and can be shown aesthetic choice and surface level of value tendency. The judgment is the competitive and selective comparison to aesthetic value of object and phenomenon. It is bases on cognition of things or emotional conditions arising there and is the core level of value to human's cognitive process. Aesthetic ideals, the direction and goal's pursuit, are at the most top of level. The three closely linking and mutual progressing levels jointly influence human's aesthetic.

**Table 1**  
**Comparison of Female's Overall and Self Traits**

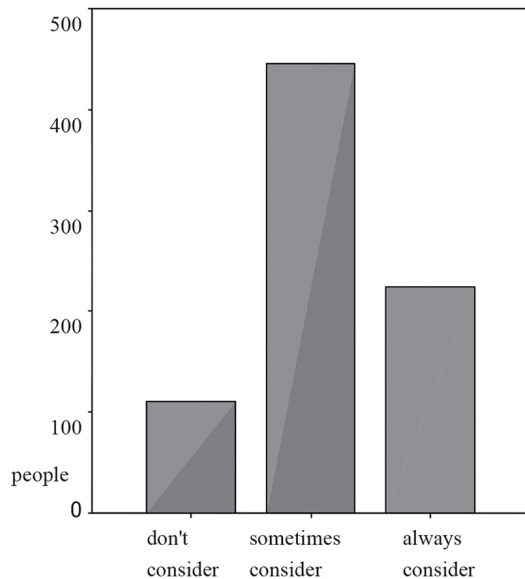
	Termagant %	Upright%	Diligent %	Intelligent %	Gluttonous %	Fashion%	Beautiful%	Untutored %	Lazy%
Group traits	461 58.5	310 39.3	266 33.8	237 30.1	65 8.2	132 16.8	368 46.7	48 6.1	24 3.0
Order	1	3	4	6	8	7	2	9	10
Self traits	135 17.1	320 40.6	520 66.0	431 54.7	97 12.3	54 6.9	194 24.6	17 2.2	28 3.6
Order	6	4	1	2	7	8	5	10	9

"Beauty is a value for it is a need for humanity." (Huang & Chen et al., 2004) When ask the Chongqing females "If you consider the beauty when you in the work or shopping?", the answer is "sometimes", "always" and "little" are 57.1%, 28.6% and 14.2% respectively.

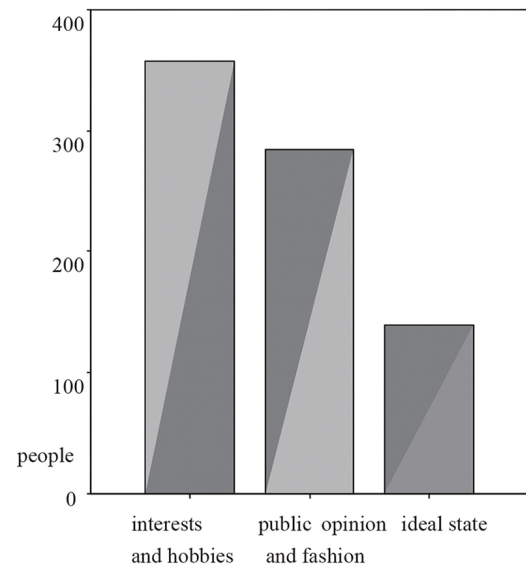
In terms of "What is your standard to judge ugliness and beauty?" 45.3% of females base on their interests and hobbies and 36.4% base on public opinion and fashion trend and only 17.8% rely on ideal aesthetic standard. Therefore, females most would consider beauty when

in the work and shopping, while judging ugliness and beauty depends on interests and hobbies. Which

indicates that female's aesthetic need to be improved and strengthened.



**Figure 1**  
**Choice Condition of Chongqing Females Choice Condition of the Standards Toward**



**Figure 2**  
**Beauty Consideration in Working or Shopping Beauty of Ugly of Chongqing Females**

Questionnaire survey “Which three of the following do you think is beautiful”, kindness (80.4%) , honest (52.6%), wisdom (46.9%), harmony (34%) beautiful (29.8%), fashion ( 27.6%), wealth ( 8.5%), power ( 4.2%), weird (1.0%) (Table 2). As can be seen in Chongqing female's aesthetic ideal first influenced by Confucian

ethics and values of traditional Chinese culture. They treat “kindness”, “genuineness” and “wisdom” as the most beautiful, and kindness and beauty are inseparable and genuineness and beauty are consistent. Thus, female in Chongqing regards kindness and genuineness as beauty. Truth, however, ranked 8.

**Table 2**  
**the Choice of “Which Three Options Are Beautiful?” in Chongqing Females**

Beautiful%	Kindness%	Fashion%	Truth%	Wealth%	Power%	Wisdom%	Harmony%	Genuine%	Weird%
233	627	215	60	66	33	366	266	410	8
29.8	80.4	27.6	7.7	8.5	4.2	46.9	34.1	52.6	1
5	1	6	8	7	9	3	4	2	10

This understanding of beauty is relatively narrow, firstly, “harmonious” means beauty is the highest realm of aesthetic, it includes the person and person's harmony, the harmony between man and himself, and including people and the other's harmonious, and Chongqing female only rank “harmony” in the fourth of beauty. Secondly, “sincere” is not only “genuineness” but more important is beauty pursuit of logical and rational for truth. Without the special aesthetic education and training it is hardly understood. Today, the beauty is needed to achieve the goal of harmonious society and women's cognition for the essence of beauty is to be strengthened. Actually, such options related to material as wealth and power, ranking 7 and 9, are not treated as beauty.

**(C) Chongqing females' clothing more emphasis on comfort, practicality and type and fashion, elegant and sexy are main style of dressing.** Group's interest, emotion and value dominated by an era assembles a spirit, which is reflected in the people's way of life in general. Women's clothing aesthetic activities are one side of the spirit and its formation is an either strong or weak process of aesthetic and practical motivation of clothing. Women's clothing survey “What is your primary consideration when buy clothing?” in Chongqing, the answer are comfort (56.1%), practicality (43.9%), style (36.2%), texture (28.7%), good-looking (24.5%), price (23.5%), professional application (18.9%), individuation (18.0%), color and pattern (16.6%) and “social communication”

function (5.5%) (See Table 3). This shows that Chongqing women take closing primary level, comfort and practicality, at first, namely, what we often called the utility function of clothing. While the aesthetic function is the following choice and women more emphasize on style and texture than color and pattern in three factors structuring closing formal beauty, color, style and texture. On the whole, women in Chongqing think relatively little about the need from interrelation of multidimensional and multilevel need requirement

system of clothes and need of self-fulfillment, including dressing, social interaction, professional application and individualization functions. The aesthetic value on this aspect, while, is little obvious and affects the overall dressing, as well as person's sense of self-worth. This sense of the value is based on human understanding of their own constituents and clothing can help people achieve self-worth constantly confirmed at every stage of life to get a sense of pleasure of self-image optimization.

**Table 3**  
**Chongqing Females' Dressing need and Style Tendency**

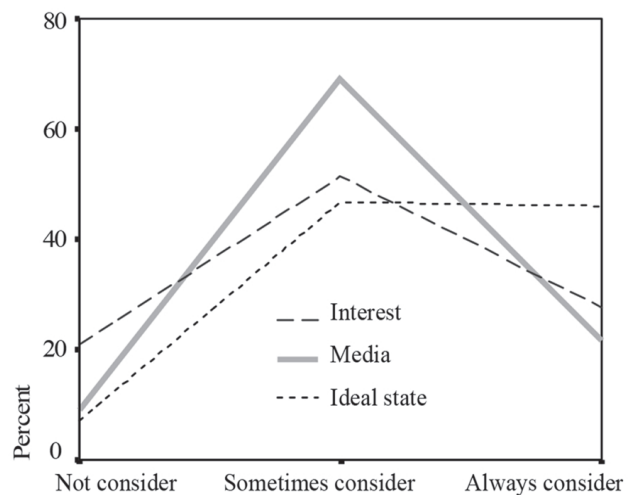
		Purchase main consideration																			
		Price%	Social communication%	Individualization %	Professional utilizing%	Good-looking%	Texture%	Style %	Color and pattern%	Comfort%	Practical%										
		185	23.5	43	5.5	142	18.0	149	18.9	193	24.5	226	28.7	285	36.2	131	16.6	442	56.1	346	43.9
Order		6		10		8		7		5		4		3		9		1		2	
		Comparing other cities dressing in Chongqing																			
		Fashion%	Elegant%	Bright%	Sexy%	Various%	Androgynous %	Male%	Weird%	Beautiful%	Special%										
		539	68.4	274	34.6	235	29.8	264	33.5	248	31.5	28	3.6	8	1.0	77	9.8	259	32.9	194	24.6
Order		1		2		6		3		5		9		10		8		4		7	

## 2. CORRELATION ANALYSIS OF CHONGQING FEMALES' AESTHETIC VALUES OF THE STRUCTURAL ELEMENTS AND THE FEMALES' GROUP CHARACTERISTICS AS WELL AS DRESSING STYLE

### 2.1 Correlation Analyses of Chongqing Females' Aesthetic Needs, Aesthetic Judgment and Aesthetic Ideals

In the formation and development process of whole aesthetic values, the more outward things people accepted, the more abundant feelings of beauty they will get, and the formation of interest will be more diverse. Meanwhile, it will be more selective in the judgment process. In continuous comparison and selection, understanding will be sublimated, aesthetic ideal standard will change, which in turn restricts the aesthetic taste and aesthetic judgment. This paper makes a further analysis on the relationship between the aesthetic demand, aesthetic judgment and the aesthetic ideal of Chongqing female's aesthetic values. From the changes of 3 curves in Figure 3 below, we can see that the person who "don't consider" beauty in the work and shopping at the lowest ideal standard or the scale of the realm to judge things of beauty or ugliness. And they all depend on their interests and hobbies. In contrast, the person who "always consider" beautiful is most based on ideal standard or the scale of the realm as aesthetic

judgment standard in the work and shopping, and the public opinion and popular fashion influence them least. The person who "sometimes consider" in the work and shopping is most affected by public opinion and popular fashion and is least influenced by ideal standard or the scale of the realm, and the ideal standard or the scale of the realm influences them least. So we should strengthen the guiding role of aesthetic ideal, strengthen the reflection of aesthetic problem in the public opinion and popular fashion, train people the elegant aesthetic taste and aesthetic preference, and guide females to achieve aesthetic survival.



**Figure 3**  
**Relation Graph of Chongqing Females' Aesthetic Values Judgment and Aesthetic Standard**

## 2.2 Correlation analysis of Chongqing Females' Group Traits and Dressing Style

In the Figure 3 above, we can also see that in the survey of Chongqing female's dressing style which choose 3 from 10, 68.4% of the people "think that compared to other cities, Chongqing female's clothing is more" "fashion", which ranks first; 34.6% of the people think that it is more "elegant", which ranks second; 33.5% of the people think that the Chongqing female's clothing is more "sexy", which ranks third. This paper further analyzes the top five Chongqing female's group characteristics and dressing style in a correlation matrix way. In the conclusion of Table 4, we can see that "vigorous" ranking the first in Chongqing female's group traits has an extremely significant positive correlation ( $P<.001$ ) with "fashion" ranking the first in dressing style, and has a significant positive correlation ( $P<.005$ ) with "sexy" which ranks the third in dressing

style; "elegant" ranking the second in dressing style has an extremely significant positive correlation ( $P<.001$ ) with "upright" and "diligent". According to four temperament types which divided by psychologist Eysenck, Chongqing female's group traits is mainly stable extroversion type, the equivalent of many blood quality, which manifests lively, leisure, cheerful, rich in reflect, external show obvious and so on (Huang, 2001), which is also identical with the conclusion of "research on personality traits of female's clothing stereotype" written by Liu Chun and Zhao Ping. The study pointed out that "extrovert female clothing impression is closely related to warm colors, more skin exposure, design of contrast, popular dressing and so on." (Liu & Zhao, 1998) So we think that Chongqing female's aesthetic values influences the formation of Chongqing female traits, which radically determine Chongqing female's dressing style.

**Table 4**  
**Correlation Coefficient Matrix Between Chongqing Females' Group Traits and Dressing Style**

Factor	Fashion	Elegant	Sexy	Beautiful	Dvigorous	Beautiful	Upright	Industrious
Elegant	.112**							
Sexy	-.177***	-.298***						
Beautiful	.022	-.057	.020					
Diverse	-.051	-.277***	-.110*	-.090*				
Vigorous	.187***	-.110**	.112**	-.041				
Beautiful	.084*	-.010	.020	.141***	-.079*			
Uoright	.044	.159***	-.027	-.160***	-.086*	-.004		
Industrious	-.023	.149***	-.035	.043	-.314***	-.200***	-.058	
Competent	.133***	.063	-.079*	.155***	.001	-.139***	-.193***	-.100**

## 3. COUNTERMEASURES AND SUGGESTIONS

(a) Because the public opinion and popular fashion is an important medium for the formation of most Chongqing female's aesthetic values, so we should strengthen the supervisory and guiding role of public opinion and popular fashion values, cultivate female's positive, healthy aesthetic value orientation, and establish female happiness and lofty aesthetic ideal. "Life's highest value is to seek good, and make oneself produce better life, and aesthetic means everything in life should be aesthetic" (Zhao, 1996, p.17). Pursuit of fashion is a kind of behavior that needs less wisdom but can fully exposed one's temperament, however, display style, finding the meaning of clothing aesthetic needs wisdom mind, accumulation of culture, ideological innovation, and to grasp the inherent aesthetic value orientation. "Correct aesthetic values culture is the higher level of ascension to the citizen life values, which guides the citizens to

follow the laws of beauty to shape oneself and to pursuit the perfect personality, to the process and results of the activities in all fields of our entire life, we should proceed aesthetic appreciation, aesthetic expression and aesthetic creation by using aesthetic values". (Zhao, 1996, p.277)

(b) To strengthen aesthetic education to improve personality development, broaden aesthetic ways, we should carry out clothing aesthetic education which is close to female's daily life to realize the individual clothing choices and wearing free. Clothing aesthetic is not only a kind of emotional experience activities in the pursuit of happiness, beauty and pleasure of people, it also needs a person possesses a certain aesthetic ability, an intellectual personality quality. Today, aesthetic needs have become the dominant factor of clothing choice, how to get clothing choices and the freedom to wear it? Most people agree that what we wear is influenced by economic conditions, social and other constraints, but an experimental study of a social psychology of clothing has shown that lack of aesthetic ability will also limit

the perception of freedom in the choice of clothing. This sensibility may be related to the ability of combining various interesting things by individual. With this sensibility, the individual can make use of his original ability (such as self sewing or modify the clothes which are bought from faire-price store or discount store) and creativity of clothing management to overcome financial constraints (Lowe and Anspach, 1978) (Xu & Guan, 2007). It can't be obtained to solve this problem without clothing aesthetic education. Maslow pointed out that "aesthetic is a kind of advanced needs, and beauty is fully embodied in the self-actualizers", it is actually the nature, instinct and basic needs of people. In the function of personality, aesthetic factor is not only the elements of a sound personality, but it can also serve as a mediating force, to improve and enhance the intelligence factor and the moral factors in personality structure. In fact, moral and intelligent factors in personality once join the aesthetic components, it tends to be more energetic, more outstanding.

## CONCLUSION

(a) Vigorous, beautiful and upright are the most typical group traits among Chongqing females, and diligent, intelligent and capable are the most representative traits of themselves.

(b) A majority of Chongqing females have a demand for beauty in the work or shopping, and kindness, sincerity, wisdom are the top three aesthetic ideals.

(c) Chongqing female's clothing needs more emphasis on comfort, practicality and style, so fashionable, elegant and sexy rank the top 3 of dressing style.

(d) The person who "don't consider" the beauty in the work and shopping at the lowest ideal standard or the

scale of the realm to judge things of beauty or ugliness. And they all base on their interests and hobbies. In contrast, the person who "always consider" beautiful is most based on ideal standard or the scale of the realm as aesthetic judgment standard in the work and shopping. The person who "sometimes considers" in the work and shopping is most affected by public opinion and popular fashion and is least influenced by ideal standard or the scale of the realm.

(e) "Vigorous" ranking the first in Chongqing female's group traits.

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