A STUDY OF THE ASSOCIATION BETWEEN SELF-OBJECTIFICATION AND BODY IMAGE ON THE SATISFACTION WITH WEARING HIGH HEEL SHOES

BY

MISS RACHADA SAVETTANAN

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

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ENTITLED

A STUDY OF THE ASSOCIATION BETWEEN SELF-OBJECTIFICATION AND
BODY IMAGE ON THE SATISFACTION WITH WEARING
HIGH HEEL SHOES

was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

on……………………………….. 8 MAY 2017

Chairman _____

(Professor K. Douglas Hoffman, Ph.D.)

Member and Advisor _____

(Professor Paul G. Patterson, Ph.D.)

Dean _____

(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	A STUDY OF THE ASSOCIATION BETWEEN SELF-OBJECTIFICATION AND BODY IMAGE ON THE SATISFACTION WITH WEARING HIGH HEEL SHOES
Author	Miss Rachada Savettanan
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Paul G. Patterson, Ph.D.
Academic Year	2016

ABSTRACT

High heel shoes have several advantages and disadvantages. They make women look more professional, which is a very important personality in the workplace. Nevertheless, wearing high heel shoes causes health issues. In reality, there are tradeoffs between personality and health. A majority of women, when faced with the problems caused by high heel shoes, such as ankle and joint pains or walking difficulties, give up wearing high heel shoes for the sake of their health. However, some women still keep wearing them every single day. This study aims to identify the association between self-objectification and body image on the satisfaction with wearing high heel shoes, and identify the key factors that influences consumer purchasing decision.

The research methodology consists of qualitative research to obtain the insights into the attributes that associate satisfaction with high heel shoes and then quantitative research to confirm the insights gained from the qualitative research. Under the qualitative analysis, credible secondary data was also obtained from published research articles and websites. A total of 20 respondents participated in the in-depth interviews. For the quantitative analysis, surveys were distributed through online channels. The total number of survey respondents was 200 respondents. The target respondents for the in-depth interviews and survey are Thai women who wear

high heel shoes at least one day per week. The key independent variables include 1) Self-objectification (which was separated into 6 dimensions consisting of Surveillance, Carelessness, Internalization, Controllable, Naturalness, and Confidence) and 2) Body image attitude (which was separated into 3 dimensions consisting of Positive body image attitude, Appearance concern, and Unconcerned appearance).

The results of the research indicate that women who care about their physical appearance and other people's comments on their appearance who believe that they are physically attractive, good-looking or sexually appealing are satisfied with wearing high heel shoes. The lastly, comfortability is the primary factor that influences consumer purchasing decision on high heel shoes, followed closely by design.

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Miss Rachada Savettanan

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

Thailand's luxury goods sector recorded a strong growth since the third quarter of 2015. The industry recorded a total sale of THB 51 billion, which was derived from both Thai consumers and foreign tourists. A growing demand in Thai luxury goods does not only come from the spending on luxury goods, but also Thai luxurious consumers' entertainment experiences and lifestyles. Consumer behavior has become increasingly luxurious due to emergence of new brands in Thailand such as Jimmy Choo, MCM, Dior Homme, Tiffany & Co, Alexander Wang, Roger Vivier, and Roos. Moreover, larger boutiques and new flagship stores for the brands such as Paul Smith, Charriol, and La Mer have been established (Luxury Goods in Thailand 2016). Analytical sales of luxury goods by category consist of designer clothing and footwear, accessories, wines-champagne and spirits, wearable technology, premium beauty - personal care, and jewelry. Designer clothing and footwear is significant with its 31% of sales value. Consumers tend to place such products as a top priority. However, luxury accessories sector represents the fastest growing category, with 4% of sales value.

From Euromonitor information, Thailand' footwear market grew by 6% to THB 77 billion in 2015, of which mainly are from the demand for sports-inspired and performance footwear due to the fashion trend of mix and match with daily attire (Footwear in Thailand 2016). In the analytical study of footwear sales by group category was separated into children, men and women. Most of the sales value derived from footwear are from women, which accounted for 58%. Footwear is one of the favored items that Thai women like to shop for, including slippers, flats, and high heel shoes. However, the most comfortable one, flat shoes, still remains the favorite type of shoes among Thai women.

1.2 Objectives

The purpose of this research is to identify the association between self-objectification and body image on the satisfaction with wearing high heel shoes among Thai consumers. The following are three main objectives of the study:

To explore the correlation between the satisfaction of high heel shoes and the usage frequency of high heel shoes among Thai consumers.

To explore the correlation between self-objectification and body image with satisfaction of high heel shoes among Thai consumers.

To explore the correlation between self-objectification and body image with frequency of wearing high heel shoes among Thai consumers.

To understand the key factors that influences consumer purchasing decision.
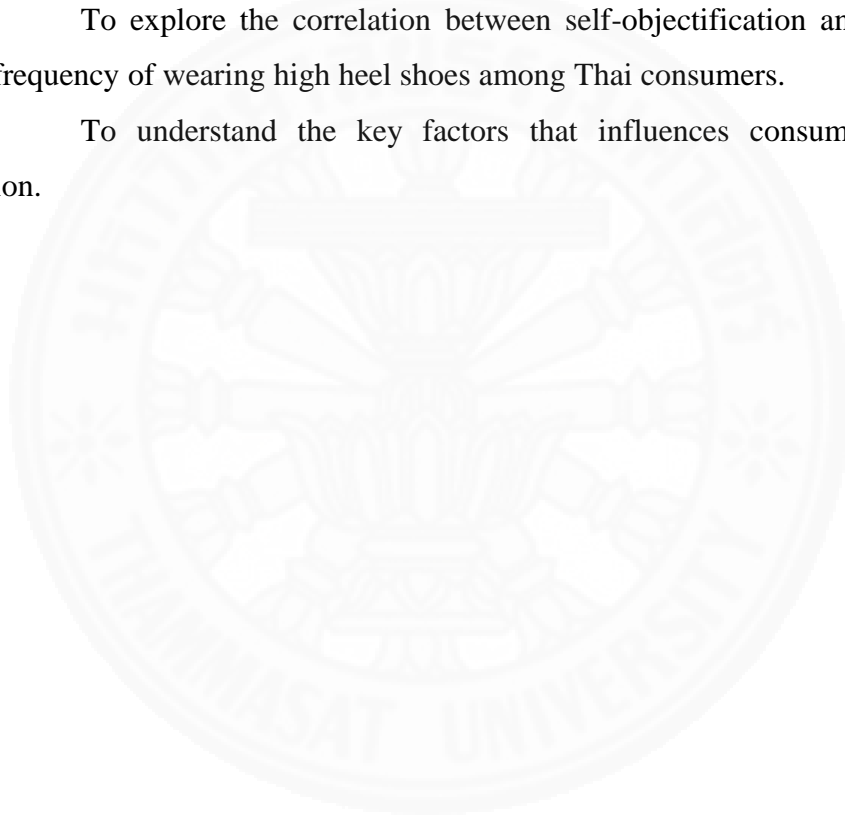
CHAPTER 2
REVIEW OF LITERATURE

2.1 Review of wearing high heel shoes effects on the body

Wearing high heel shoes has negative effects on your body. When you stand with high heel shoes, your body has to adjust and maintain balance to help keep you in line as it is not a normal standing posture. It causes many problems on body parts including back, lumbar spine, buttock, legs, knees, and feet. Women realize those negative effects. Thus 72% of women consider wearing high heel shoes at some occasions while the rest do not want to wear them. Percentage of women wearing high heel shoes on their daily life is continuously decreasing from 60% to 39% due to health concern. (Spine Health Institute year, 2015)

2.2 Review of wearing high heel shoes affects judgments on female attractiveness

The results of research show that female gait pattern is perceived as much more attractive when wearing high heel shoes. When walking in high heel shoes, women are more likely to be properly identified as female, which also makes them become more feminine. However, this fact does not apply to only one gender. The study shows that both male and female gait patterns tend to be more attractive when wearing high heel shoes. (Morris, et al., 2013)

2.3 Review of household and social class influences consumer behavior

Understanding consumer behavior concepts can help marketers better work with their consumers. Why do people purchase goods or services? There are many reasons behind their decision making, both concrete and abstract. Psychological core is an internal consumer process which is a stage before their decision making. It covers the past experience, motivation, ability, and opportunity. The next stage is a decision making process which is a part of psychological core that includes four stages: problem recognition, information search, decision making, and post purchase evaluation. However, the objectives of this study are to understand the personality of women who wear high heel shoes as well as to identify other reasons behind their

decision making, which are parts of consumer behavior aspects. Women realized that high heel shoes cause pains but they decided to purchase them. This interesting relation can be understood by using a macro view of consumer behavior to examine the aspects of the consumer's culture including household, social class, and psychographics (values, personality, and lifestyle).

Single person household tends to spend more on new car, clothes, education, or shoes than married persons do. This shows that household structure has an effect on consumer behavior. Social class can be influenced by individuals in their own class or the lower class, which is called trickle-down effect - "trends that start in the upper classes and then are copied by lower classes". People have been classified into different classes of which a typical classification structure is three classes at the top, two in the middle, and two at the lower. Class level can be indicated by using the Computerized Status Index (CSI) which assesses consumer's education, occupation, area of residence, and income. Both consumers' household and social class reflect their personality, lifestyle, and value. (Hoyer, Maclnnis, and Pieters, 2013)

2.4 Review of social class effects to luxury goods consumption

There are some behaviors which can describe luxury goods consumption. Conspicuous consumption is a purchasing of goods or services in a way that people can show off and communicate their status through items. It can activate lower status consumers to feel socially competitive which in turn increase their consumption rate. Compensatory consumption behavior is an attempt to compensate a lack of esteem by giving attention to consumption. When people face difficulties in life in terms of career development or status level, they may compensate by purchasing status symbols such as car, clothes, or shoes to restore their lost self-esteem. (Hoyer, Maclnnis, and Pieters, 2013)

2.5 Review of self-objectification

Along with feminist theorists, the women body is built as an object "to be looked at". Therefore, many women learn to observe and view themselves as if they were the observers. Women adopt cultural body standards and try to achieve them. These standards, created from one's personal beliefs and experience, could cause one

to view themselves as an object, called "Objectified body consciousness (OBC)". In theory, higher level of OBC leads to negative body experience for women. Objectified body consciousness has three subs-scales, including cultural body standards internalization, body surveillance, and appearance control beliefs.

    Body surveillance − This is a concept of seeing one's appearance as an external observer. Women try to fulfill the cultural body standards and avoid bad judgments. Women with body surveillance tendencies perceive their bodies as an object and from an external observer's perspective. This can be beneficial if one can learn to relate it with self-love, healthiness and individual achievement. However, it can be harmful if taken to the extreme, as it can cause these women to constantly compare themselves to the standard and if they are unable to attain it, it can lead to negative feelings.

    Cultural body standards internalization - Comparing oneself on how their body look, is a personal choice, rather than a social force. All females want to be attractive, smart, or beautiful. When this aspiration is a personal choice, they are more willing to pursue it, as opposed to if the standards were externally forced. However, cultural body standards internalization can be a cause of embarrassment if they cannot achieve it. This embarrassment does not only cause negative feelings about one's body but also about oneself.

    Control beliefs - Women are responsible for and have control over their appearance. They can influence their attractiveness by putting in enough effort to control their look and fulfill the cultural body standards. The cultural body standards can encourage their beliefs that appearance can be controlled. (Hyde and McKinley, 1996)

2.6 Review of body image literature

    Body image is a concept of perception and attitudes about one's physical appearance. Key aspects of attitudes include body satisfaction and investment. Furthermore, these attitudes might be compared to the overall entrance or to definite physical characteristics. Body image has received increasing attention because an increasing number of people, especially women, are concerned with their body image (Cash & Fleming, 2002). The different level of body image attitude depends on

personal factors, interpersonal factors, biological factors and cultural factors (Neagu, 2015).

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research design

This study aims to identify the correlation between the satisfaction of high heel shoes and the usage frequency of high heel shoes, as well as the correlation between self-objectification and body image and the satisfaction of high heel shoes, as depicted in the following diagram *(Refer to Figure 3.1.1).*
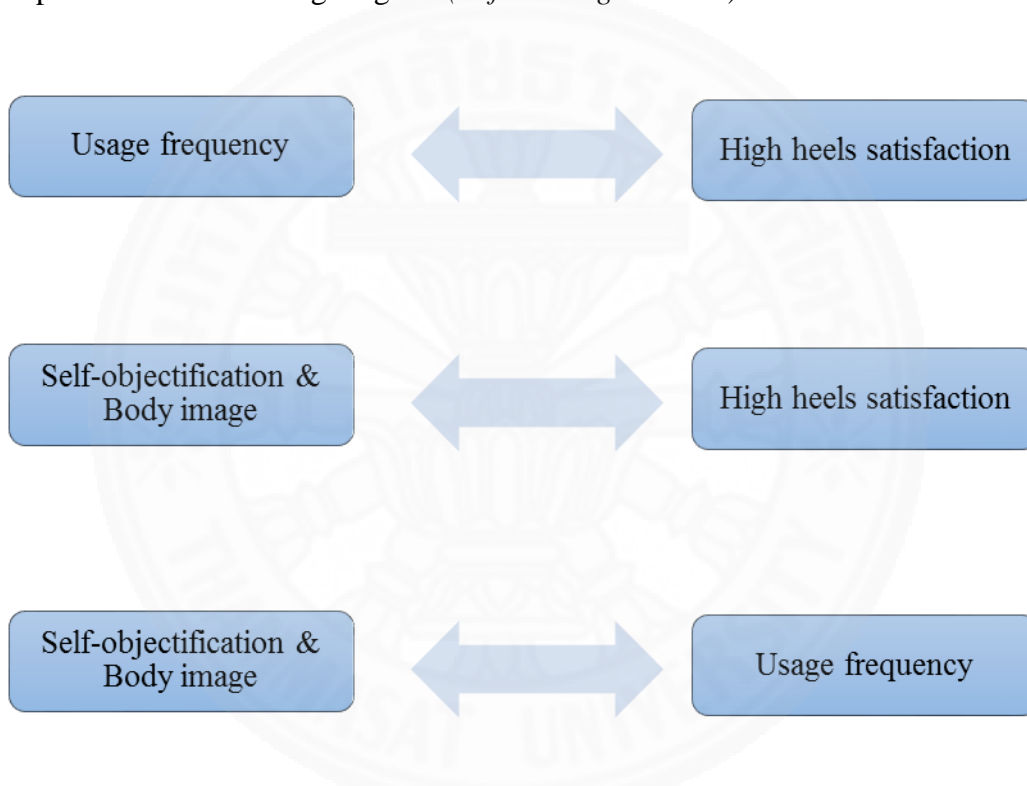
Figure 3.1.1: Research methodology framework

There were several stages conducted in this research. Starting with exploratory research, secondary research data were collected from various sources including websites, forums, and previous research articles. This was them used in forming qualitative research which included observation of customer behavior and in-depth interview to understand wearing high heel shoes' attitude of women, before continuing on to quantitative research. *(Refer to Figure 3.1.2).*
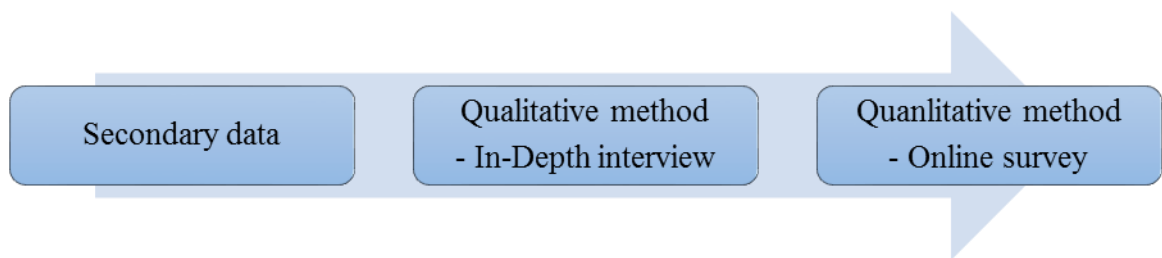
Figure 3.1.2: Research framework

3.2 Exploratory research design

3.2.1 Secondary data

Secondary research was conducted to gather information on different aspects of the use of high heel shoes, such as its advantages and disadvantages. Moreover, secondary research was conducted to understand the rationale behind why women still wear high heel shoes even though they cause pain. Relevant information was obtained from highly credible sources such as 1) Spine Health Institute, 2) Elsevier journals, 3) Consumer behavior literature.

3.2.2 In-depth interviews

In-depth interviews were conducted to gain better insights into consumers' attitudes including their thoughts and concerns toward the use of high heel shoes. In-depth interviews were conducted on 20 participants, focusing on Thai high heel shoes consumers.

3.3 Descriptive research design: Survey

The information obtained from the in-depth interviews was used to design and develop the questionnaire which was divided into three parts, including screening questions, main questions and demographic questions *(Refer to Figure 3.3.1).* Before the questionnaire was officially launched, a pilot questionnaire was distributed to ensure the results of the qualitative part.
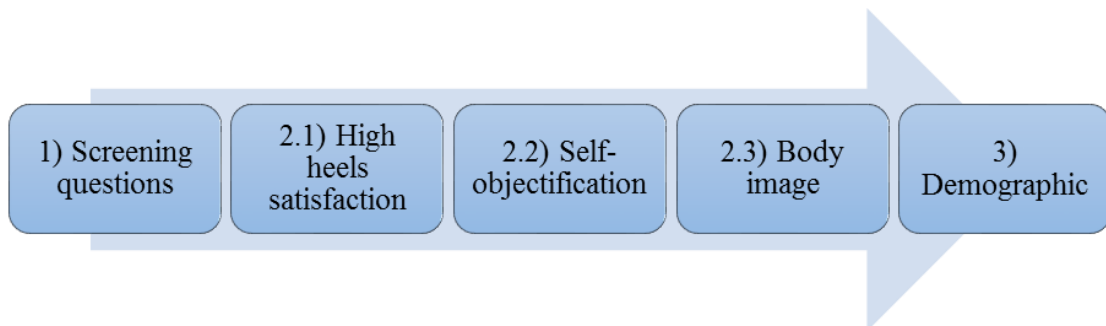
Figure 3.3.1: Research design

The purpose of the descriptive research is to quantify the results on consumer attitude and insights the researcher obtained from the in-depth interviews, into percentages and figures.

Screening questions were used to identify target respondents who are Thai women who wear high heel shoes at least one day per week.

High heel shoes satisfaction scale was used to determine the participants' levels of high heel shoes satisfaction. This section contains 9 questions *(See Appendix B: Survey)*. Higher scores reflect greater high heel shoes satisfaction. Positive statements which involve normal scoring contain items 1, 4, 6, 7, and 8. Negative statement which involve scoring reversal contains item 9.

Objectified body consciousness scale (OBC) by McKinley and Hyde (1996) was used to define the participants' level of self-objectification. This section contains 24 questions *(See Appendix B: Survey)*. Higher scores reflect greater high heel shoes satisfaction. According to McKinley and Hyde (1996), positive statements which involve normal scoring contain items 5, 6, 9, 10, 11, 12, 14, 16, 19, and 23. Negative statements which involve scoring reversal contain items 1, 2, 3, 4, 7, 8, 13, 15, 17, 18, 20, 21, 22, and 24.

The Appearance scales, by Untas, Koleck, and Rascle (2009), was used to determine the participants' attitude towards their body image. This section contains 14 questions. Higher scores suggest higher levels of body image attitude. All statements are normal scoring.

3.4 Identification of key research variables

The main goal of this study is to identify the association between self-objectification and body image on the satisfaction with wearing high heel shoes. The conceptual frameworks of dependent and independent variables were created based on the information obtained from the in-depth interviews *(See in Table 3.4.1).* The first involves identifying the correlation between two variables, usage frequency and high heel shoes satisfaction. The second, Correlation analysis, involves showing the correlation between self-objectification and body image with the overall satisfaction and frequency of wearing high heel shoes.

The dependent variable was created from a set of 9 questions, asking about high heel shoes satisfaction and frequency of wearing high heel shoes. However, the results based on the satisfaction of high heel shoes were combined and averaged from questions 1.3.4, 1.3.6, and 1.3.7 by factor analysis. *(See in Table 3.8.1)*

The independent variables are as follows:

Self-objectification: Respondents were inquired to answer to a set of 24 questions on self-objectification. This could be divided into 6 consumer characteristics, consisting of Surveillance, Carelessness, Internalization, Controllable, Naturalness, and Confidence. *(See in Table 3.8.2)*

Body image: Respondents were inquired to answer to a set of 14 questions on body image. This could be into 3 consumer characters, consisting of Positive body image attitude, Appearance concern, and Unconcern appearance. *(See in Table 3.8.3)*

Table 3.4.1: Identification of key research variables

Variable	Research variable
Correlation	
Dependent variable	High heel shoes satisfaction dimension
	Frequency of wearing high heel shoes
Independent variable	Self-objectification dimensions
	Body image dimensions

3.5 Sampling procedure

Both the qualitative and quantitative researches employed convenience sampling method, in order to allow the researcher to obtain information in a limited timeframe. The target respondents are Thai high heel shoes consumers, who are women and wear high heel shoes at least one day per week.

3.5.1 Sample size

The sample size for the in-depth interviews was 20 women, who wear high heel shoes at least one day per week. The data collection was conducted in October 2016.

The sample size for the survey was 200 women, who wear high heel shoes at least one day per week. The data collection was conducted 1st February – 31st March 2017.

3.5.2 Survey acquisition and recruiting plan

For the in-depth interviews, the researcher enlisted all respondents using the researcher's personal contacts. In order to identify "target respondents", all respondents must answer a series of screening questions at the beginning of the interviews.

The online questionnaire surveys were distributed via "Google Forms" web page. All of 200 respondents passed screening questions before answering, in order to collect data from the right target group. The questionnaires were then distributed to respondents using the researcher's personal contacts in universities, families and workplaces. However, they must meet certain criteria of being target respondents.

3.6 Data collection

3.6.1 In-depth interview

All of 20 respondents for in-depth interviews were conducted by convenience sampling method and random interview. Target respondents who wear high heel shoes at least one day per week *(See Appendix A: In-depth interview question for wearing high heel shoes).* The duration of each in-depth interview was approximately 15 minutes.

3.6.2 Survey

The total number of survey respondents was 200. The questionnaires were distributed to respondents that meet certain criteria of being target respondents, using the researcher's personal contacts in universities, families and workplaces which is a convenience sampling methods through online channels *(See Appendix B: Questionnaire).* Each interview lasted between 10-20 minutes.

3.7 Data analysis

3.7.1 Qualitative research

The in-depth interviews were conducted to gain better consumer insights and meet the objectives of research. Moreover, they were conducted to allow the researcher to identify the attitudes and beliefs of wearing high heel shoes and identify a list of key factors that influence the consumer purchasing decisions of high heel shoes.

3.7.2 Quantitative research

Data was analyzed and interpreted by using the Statistical Package for the Social Sciences Program (SPSS) and other statistical descriptive tools, such as frequency, mean, mode, standard deviation etc.

3.8 Factor analysis

The respondents were asked to provide responses to 9 questions on high heel shoes satisfaction, 24 questions on self-objectification and 14 questions on body image attitude, using the Likert Scale. These three scale sets were then separately factor analyzed using a common factor analysis, with varimax rotation.

High heel shoes satisfaction represents one predicted dimension: high heel shoes satisfaction dimension (F1). Items that did not load on the grouping score were dropped. However, the items that loaded on the appropriate scale demonstrating the high heel shoes satisfaction scale, which consists of the satisfaction of high heel shoes dimension (HHSatisfaction). Table 3.8.1 shows 3 items and 1 factor loading. The remainder of the analysis includes these items only. *(Appendix C: Factor Loadings of High heel shoes Satisfaction Scales)*

Table 3.8.1: Factor loadings of high heel shoes satisfaction scales

| | Items/questions | Factor |
		F1
Q 1.3.7	Wearing high heel shoes make me have more confident.	**.945**
Q 1.3.6	Wearing high heel shoes make me have a better personality.	**.898**
Q 1.3.4	I am happy when I wore high heel shoes.	**.874**

Self-objectification represents three opposite pairs of predicted dimensions:

1) A surveillance dimension (F3), a carelessness dimension (F1),

2) An internalization dimension (F2), a controllable dimension (F5), and

3) A naturalness dimension (F4), a confidence dimension (F6).

All items loaded on the appropriate scale, proving the self-objectification scale, which consists of checking the body often versus checking the body less, believing appearance can be controlled versus believing appearance cannot be controlled, body shame versus confidence, respectively. Table 3.8.2 shows 24 items and 6 factor loadings. The remainder of the analysis includes these items only *(Appendix D: Factor Loadings of Self-Objectification Scales)*

Table 3.8.2: Factor loadings of self-objectification scales

| | Items/questions | Factors | | | | | |
		F1	*F2*	*F3*	*F4*	*F5*	*F6*
Q 2.1.6	I feel shamed when I am not the size I think I should be	**-.829**					
Q 2.1.5	I feel something is wrong with me when I cannot control my weight	**-.827**					
Q 2.1.7	I feel like a bad person when I do not look as good as I could.	**.765**					

Table 3.8.2: Factor loadings of self-objectification scales (Cont')

Items/questions		Factors					
		F1	*F2*	*F3*	*F4*	*F5*	*F6*
Q 2.1.2	I often think about whether the clothes I wear make me look good.	.617					
Q 2.1.9	I question whether I am a good enough person when I do not exercise enough.	-.507					
Q 2.1.19	A large part of being in shape is having that body in the first place.		.779				
Q 2.1.14	I think a person's weight is mostly determined by a person's genes.		.726				
Q 2.1.22	Your body shape depends mostly on your genes.		-.706				
Q 2.1.15	I think a person can achieve their desired looks if they are willing to work at it.		.655				
Q 2.1.16	I can achieve my desired weight if I try hard enough.		-.601				
Q 2.1.12	I think a person cannot change the looks they are born with.		.567				
Q 2.1.20	I care more about what my body can do than how my body looks.			.758			
Q 2.1.3	I think about how my body feels rather than how it looks.			.747			

Table 3.8.2: Factor loadings of self-objectification scales (Cont')

Items/questions		Factors					
		F1	*F2*	*F3*	*F4*	*F5*	*F6*
Q 2.1.8	I rarely compare how I look with other people.			**.686**			
Q 2.1.10	I think it is more important for clothes to be comfortable than look good on me.			**-.577**			
Q 2.1.13	I rarely worry about how my appearance is to other people.			**.533**			
Q 2.1.23	I never worry that something is wrong with me when I am not exercising as much as I should.				**-.838**		
Q 2.1.21	I am ashamed for people to know my weigh.				**.537**		
Q 2.1.17	I think about how I look many times a day.	.492			**.498**		
Q 2.1.18	I feel ashamed when 1 do not make the effort to look my best.	.554			**.452**		
Q 2.1.4	I really do not think I have much control over how my body looks.					**.752**	
Q 2.1.1	I rarely think about how I look.					**.721**	
Q 2.1.24	I always weight about the same, regardless of how hard I try.				.414	**.424**	
Q 2.1.11	I think I am an okay person, even if I cannot control my weight						**.818**

Body image attitude (BIA) represents three predicted dimensions: a positive BIA dimension (F1), an appearance concern (F2) and an unconcerned appearance (F3). All items loaded on the appropriate scale, proving the BIA scale, which consists of positive view on their body, appearance concern and unconcerned appearance. Table 3.8.3 shows 14 items and 3 factor loadings. The remainder of the analysis includes these items only. *(Appendix E: Factor loadings of body image attitude scales)*

Table 3.8.3: Factor loadings of body image attitude scales

	Items/questions	Factors		
		F1	*F2*	*F3*
Q 3.1.4	Like my looks.	**.802**		
Q 3.1.7	Be considered good-looking.	**.760**		
Q 3.1.13	Feel physically unattractive.	**-.689**		
Q 3.1.3	Have a body that is sexually appealing.	**.687**		
Q 3.1.1	Notice how I look.	**.635**		
Q 3.1.10	Try to improve physical appearance.		**.757**	
Q 3.1.9	Use of grooming products.		**.714**	
Q 3.1.8	Important always to look good.	.407	**.711**	
Q3.1.6	Spend time getting ready.		**.637**	
Q 3.1.2	Buy clothes to look my best.		**.590**	
Q 3.1.11	Be self-conscious of my grooming.	-.424	**.570**	
Q 3.1.5	Never think about appearance.			**.764**
Q 3.1.12	Wear whatever in handy.			**.731**
Q 3.1.14	Don't care about what people think.			**.718**

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Results from exploratory research

4.1.1 Secondary research result

Exploratory research was carried out by exploring websites, web board forums, published research articles and studies presented in the literature review part. The reasons why women wear high heel shoes include internal factors including their beliefs, perception and personality or external factors including cultural influence, demographic characteristics or appearance attractiveness among genders. However, the most interesting factors are self-objectification and body image. There are many studies that have been published on self-objectification and body image. Women who have high self-objectification tend to observe and view themselves as if they were the observers, by focusing, comparing or improving themselves to meet the culture body standard through grooming, wearing accessories, controlling their weight, depending on their cultural body standard. Women have different levels of body image attitude depending on personal factors, interpersonal factors, biological factors and cultural factors. Body image is not only limited to the physical characteristics of a person, but also their health, skill and sexuality.

4.1.2 In-depth interview result

The goal is to gain better insights into the attitude and beliefs of those wearing high heel shoes and identify a list of key factors that influence consumer purchasing decisions when purchasing high heel shoes. A total of 20 respondents participated in the in-depth interviews. The respondents are female, aged between 24-30 years old, who wear high heel shoes at least one day per week. Respondents were asked to think back to past situations where they wore high heel shoes to get the common insights into their attitudes and beliefs.

The respondents were divided into 3 groups, depending on the usage frequency of high heel shoes; heavy users, occasional users, and past users. Most of the respondents were private company employees.

Heavy users: Heavy users perceive themselves to be outgoing and habitually follow fashion trends. They are interested in many activities, in which they like to do with their friends. They always wear high heel shoes for work and sometimes in daily lives. They are satisfied with high heel shoes because high heel shoes help to enhance their looks and personalities, making them look more professional and credible. They feel that they are a different person when wearing high heel shoes. Physical appearance is important to them and they try to meet social value, especially in the workplace. The limitations of high heel shoes are that they cause pain, not only on the feet but other body parts, including the back, lumbar spine, buttock, legs and knees. However, these users view that body image is more important than health. The key factor that influences their high heel shoes purchasing decision is the design. To support these results, the following are quotes from the respondents of from the in-depth interviews:

"I feel that I look more professional in high heel shoes. I have to wear them all the time. I feel less confident when I do not wear them".
- Tanapon A., age 26

"There was this one day that I did not wear high heel shoes and someone commented "I have always thought you were tall". From that day onward, I wear high heel shoes all the time".
- Rosesanant P., age 30

Occasional users: Occasional users are aware of fashion trends. They perceive themselves to be travelers and enjoy adventure activities. They view that life is good when you are happy. These users view that their personalities are incompatible with high heel shoes. However, they do wear high heel shoes for important situations, such as for work, events, parties and etc. They are rather satisfied with high heel shoes because high heel shoes help to enhance their appearance in those situations. They tend to dress appropriately according to the occasion. The key factor that influences their high heel shoes purchasing decision is

the quality. To support these results, the following are quotes from the respondents of from the in-depth interviews:

> *"I like high heel shoes but I do not walk well in them, so I only wear them on special occasions".*
> *- Proedphan K., age 26*

> *"I like high heel shoes but I do not wear them on a daily basis because they do not suit my lifestyle".*
> *- Ananyaporn P., age 27*

Past users: Past users used to be heavy users of high heel shoes. However, they no longer wear high heel shoes because they either have medical problems (e.g., bone disease) or they became overweight. One of respondent has recovered and another has lost weight to the level that they believe that wearing high heel shoes is no longer harmful. Both of these respondents try to wear high heel shoes again. The key factors that influence their high heel shoes purchasing decision are both the design and the quality. To support these results, the following are quotes from the respondents of from the in-depth interviews:

> *"I love high heel shoes and used to wear them everyday. However, after being diagnosed with a herniated disc, the doctor ordered me to stop wearing them. At first, I was not used to it and did not feel confident at all".*
> *- Napharat T., age 30*

> *"I used to wear high heel shoes everyday. After I gained 20 kilograms, I had to stop wearing them. If I can lose weight, I will start wearing high heel shoes again".*
> *- Patcharakamol E., age 33*

4.2 Results from quantitative, survey research

4.2.1 Summary of respondent profile

The data was collected from the survey was analyzed using Statistic Package for Social Sciences (SPSS). From a total of 200 survey respondents, all are female, a majority is between 23-32 years old, 56% has a bachelor's degree as their highest education level, and 49% work as an employee. The respondents fall into every income category. When looking at the purpose of use, approximately 71% wear high heel shoes on special occasions, 23% wear high heel shoes for work and the rest wear high heel shoes in their daily life. Approximately 58% of all respondents were wearing high heel shoes with the frequency of 1 time per week *(See in Table 4.2.1.1).*

Table 4.2.1.1: Summary of Respondents' Demographic

Respondents' Demographic		N=200	%
Gender	**Female**	**200**	**100%**
Ages (years)	18 - 22	10	5%
	23 - 27	117	59%
	28 - 32	51	26%
	33 - 37	17	8%
	More than 37	5	2%
Education	High school or less	2	1%
	College degree	1	0.5%
	Bachelor degree	112	56%
	Master degree	83	41.5%
	PHD	2	1%
Occupation	Employee	97	49%
	Student	25	13%
	Accounting	20	10%
	Medical field	19	9%
	Business owner	17	8%
	Others	22	11%

Table 4.2.1.1: Summary of Respondents' Demographic (Cont')

Respondents' Demographic		N=200	%
Gender	**Female**	**200**	**100%**
Income (baht)	Lower than 20,001	40	20%
	20,001 - 30,000	47	24%
	30,001 - 40,000	44	22%
	40,001 - 50,000	28	14%
	More than 50,000	41	20%
Purpose of use	Daily life	13	6%
	Work	45	23%
	Occasional	142	71%
Usage frequency (time (s) per week)	1	116	58%
	2	31	16%
	3	24	12%
	More than 3	29	14%

4.2.2 The correlation between high heel shoe satisfaction and frequency of wearing high heel shoes

The correlation between high heel shoes satisfaction and usage frequency are shown in Table 4.2.2.1. High heel shoes satisfaction has a positive correlation with usage frequency ($r = .42$, $p < .01$). There is a significant relationship between these two variables. Therefore, these variables are positively correlated that higher level of satisfaction of high heel shoes can lead to higher level of usage frequency, and vice versa. *(Appendix F: Descriptive statistics and Appendix G: correlation matrix)*

Table 4.2.2.1: Descriptive Statistics and Correlations for the High Heel shoe Satisfaction and Usage Frequency.

Measure	Mean (SD)	Correlations	
		High heel shoes satisfaction	Usage frequency
High heel shoes satisfaction	5.31 (1.40)		.416**
Usage frequency	1.83 (1.12)	.416**	
*Note: N=200; **p< .01 (2-tailed)*			

4.2.3 The correlation between high heel shoe satisfaction and self-objectification dimension and body image attitude dimension

The correlation between high heel shoes satisfaction and other dimensions are shown in Table 4.2.3.1. High heel shoes satisfaction and appearance concerns are significantly positive correlated, $r = .45$, $p = <.000$. High heel shoes satisfaction and positive BIA are also found to be significantly positive correlated, $r = .37$, $p = <.000$. High heel shoes satisfaction and naturalness are significantly negative correlated, $r = -.19$, $p = <.007$. Lastly, high heel shoes satisfaction and unconcerned appearance are significantly negative correlated, $r = -35$, $p = <.000$. Appearance concern has the strongest correlation with high heel shoes satisfaction. This is confirmed by unconcerned appearance having negative coefficient. *(Appendix F: Descriptive statistics and Appendix G: correlation matrix)*

Table 4.2.3.1: Descriptive Statistics and Correlations for High Heel Shoes Satisfaction and Other Dimensions.

Measure	Mean (SD)	Correlated with High heel shoes satisfaction	
		Pearson Correlation	Sig
Appearance Concern	5.16 (0.93)	.453**	.000
Positive BIA	4.70 (078)	.367**	.000
Unconcerned Appearance	3.76 (1.28)	-.349**	.000
Naturalness	4.19 (0.97)	-.191**	.007
*Note: N=200; **p< .01 (2-tailed)*			

4.2.4 The correlation between frequency of wearing high heel shoes and self-objectification dimension and body image attitude dimension

The correlation between the frequency of wearing high heel shoes and other dimensions are shown in Table 4.2.4.1. The frequency of wearing high heel shoes and positive BIA are significantly positive correlated, $r = .23$, $p = <.001$. The frequency of wearing high heel shoes and appearance concerns are also significantly positive correlated, $r = .15$, $p = <.038$. However, the frequency of wearing high heel shoes and naturalness are significantly negative correlated, $r = -.22$, $p = <.002$. *(Appendix F: Descriptive statistics and Appendix G: correlation matrix)*

Table 4.2.4.1: Descriptive Statistics and Correlations for Frequency of Wearing High Heel Shoes and Other Dimensions.

Measure	Mean (SD)	Correlated with Frequency of wearing high heel shoes	
		Pearson Correlation	Sig
Positive BIA	4.70 (078)	.230**	.001
Appearance Concern	5.16 (0.93)	.147*	.038
Naturalness	4.19 (0.97)	-.215**	.002
*Note: N=200; **p< .01 (2-tailed)*			

4.2.5 Key factors that influence consumer purchasing decision when purchasing high heel shoes shoe

The researcher wanted to better understand the key factors that influence consumer purchasing when purchasing high heel shoes. The respondents were asked to rate different factors on high heel shoes purchase, using the Likert Scale. The mean and standard deviation results are shown in Table 4.2.5.1. The primary factor that influences consumer purchasing decision when purchasing high heel shoes is comfortability, as shown by the highest mean of 6.47. *(Appendix H: Descriptive statistics)*

Table 4.2.5.1: Means and Standard Deviations of Key Factors of Decision Making

	N	M	SD
1. Design	200	6.44	.94
2. Price	200	6.01	1.13
3. Quality	200	6.27	1.02
4. Brand reputation	200	4.33	1.56
5. Comfortability	200	6.47	.95

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The purpose of this research is to identify the association between self-objectification, body image and high heel shoes satisfaction of Thai consumers. From the qualitative analysis, it can be concluded that the high heel shoes satisfaction have some correlation to the usage frequency. Women who are satisfied with wearing high heel shoes tend to wear them frequently. Most women said that they are satisfied with high heel shoes because high heel shoes help to enhance their appearance. From the quantitative analysis, it can be concluded that high heel shoes satisfaction is positively correlated to usage frequency. In other words, women who have high level of satisfaction of high heel shoes will have a high usage frequency, and vice versa. To understand about each dimensions, researcher explained the characteristic definition as follows:

Self-objectification can be analyzed in three opposite pairs of dimensions by factor analysis, as follows:

Surveillance include those who are concerned more with how their body look, compared to what their body can do and are concerned on how other people perceive them. **Carelessness,** include those who think that they are a good enough person, even though they are not of the ideal size or weight, and are not concerned about other people's comments. **Internalization** include those who believe that their weight, body and looks are determined by the genes since they were born. **Controllable** include those who believe that it is possible to change their weight if they put in the effort (was removed from regression analysis). **Confidence** include those who try to control their weight, but are still fine if they cannot attain their ideal weight. **Naturalness** include those who do not feel ashamed and are not concerned about other people's comments on their appearance and are not concerned about their appearance.

Body image attitude can be analyzed in the three dimensions by factor analysis, as follows:

A positive BIA dimension include those who believe that they are physically attractive, good-looking or sexually appealing. **An appearance concern include those** who are high maintenance to try to enhance their appearance. **An unconcerned appearance include those** who is not concerned about their appearance and are not concerned about what people think of them.

Based on the results, it was found that the satisfaction of high heel shoes is positively correlated to appearance concern and positive BIA and is negatively correlated to unconcern appearance and naturalness. Moreover, it was found that the frequency of wearing high heel shoes is positively correlated to positive BIA and appearance concern and is negatively correlated to naturalness. Based on the results, it could be summarized that both high heel shoes satisfaction of high heel shoes and usage frequency are positively correlated with appearance concern and positive BIA, and are negatively correlated to naturalness.

In conclusion, Women who have attitude which extremely care about their physical appearance and other people's comment on them, believe that they are physically attractive, good-looking or sexually appealing are satisfied with wearing high heel shoes.

Comfortability is the primary factor that influences consumer purchasing decision when purchasing high heel shoes, followed closely by **Design**. In view of this, high heel shoes business owners should pay close attention on these two factors. The other factors that influence consumer purchasing decision include quality, price, and brand reputation, respectively.

5.2 Recommendations

This study aims to explore the association between self-objectification, body image on the satisfaction with wearing high heels and provide a better understanding into the primary factors affecting customer purchasing decision.

The results of the research indicate that women who are satisfied with wearing high heels will also wear them often. Also, women who care about their physical appearance and other people's comments on their appearance who believe that they are physically attractive, good-looking or sexually appealing are satisfied with wearing high heel shoes. These findings could help marketers to devise

appropriate ways to communicate with their target customers on the brand. For example, since the target customers are highly conscious of their appearance, the marketers could draft an advertising message that appeal to the target customers. Moreover, since the marketers know that the target customers are sensitive to other people's comments, they could train the sales staff to personally recommend the products to customers through emotional message convincing. Lastly, the marketers should focus on the primary factors that influence consumer purchasing decision on high heel shoes such as comfortability and design, in order to maximize sales.

5.3 Limitation of the study

This study has some limitations. Convenience sampling method was employed due to the time constraints. Moreover, the sample size of two hundred respondents may not represent the entire population and thereby affecting the research findings and results. Lastly, factors including data collection period and that the surveys were only distributed via the online channels and other uncontrollable variables that could affect respondents' answers are also limitations of the study.

5.4 Significance of the study

This study aims to explore the association between self-objectification, body image on the satisfaction with wearing high heels and provide a better understanding into the primary factors affecting customer purchasing decision. The findings from this study would benefit high heel shoes business owners by providing insights into consumer beliefs, thoughts, attitudes, behaviors and characteristics. Consequently, these business owners would be able to serve consumers with the right products, to create attractive marketing strategies to attract consumers and to recommend them to identify the right target consumers.

Further studies under this topic can be conducted by focusing on cluster analysis, in order to understand concrete consumer profiles under the results of factor dimensions.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTION GUIDE

Interview questions (only female)

- Screening questions

   Have you wear high heel shoes at least one per week?

- Demographic questions

   - Age

   - Education

   - Family income

   - Occupation

- To evaluate high heel shoes satisfaction

What is the main reason that encourages you to purchase high heel shoes?

How often do you wear high heel shoes (i.e., how many days per week)?

In what situations do you wear high heel shoes?

   In those situations, what is the reason that high heel shoes are you choice of footwear?

Why do women still wear high heel shoes even though they cause pain? Please provide your opinions.

What factors can prevent women from wearing high heel shoes?

- To evaluate objectification body consciousness

Do you think about your appearance? If so, how often do you think about it during the day?

Do you care about your appearance? Please rate your score from 1-10.

Have you ever controlled your weight? If so, how long (i.e., in number of days) do you control your weight?

Do you believe in the beauty of thinness among women?

   If so, do you think that you have a good appearance?

   If no, what is your definition of beauty?

Do you think one can control their beauty?

   If so, in what situation do you think one can control your beauty? How can one measure their beauty?

If no, what do you think one should do to enhance their beauty for special occasions?

- To evaluate body image satisfaction

Are you satisfied with your body?

If yes, which part of your body are you most satisfied with?

If no, do you want to enhance your physical appearance?

If yes, which part of your body do you want to improve? What is the reason behind such improvement?

If no, what makes you happy even though you are dissatisfied with your body?
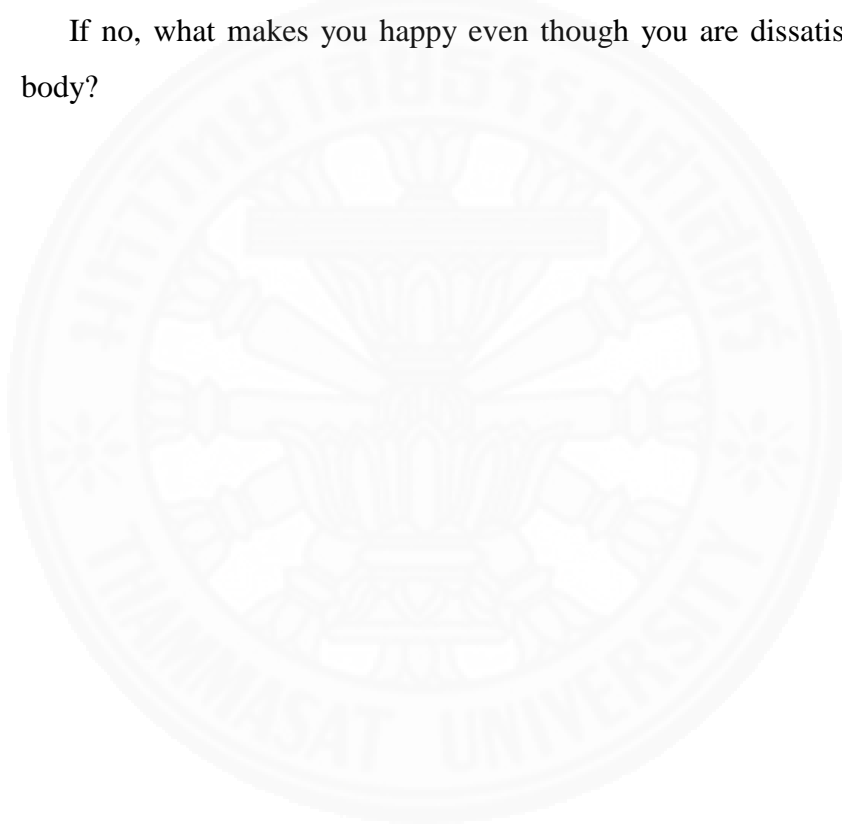
APPENDIX B

QUESTIONNAIRE

<u>Screening Questions</u>

SC1. Are you a female?

        (   )   Yes   (   )   No

SC2. Have you wear high heel shoes at least one day (One time a day has been taken into account) per week?

        (   )   Yes   (   )   No

SC3. Does your high heel shoes have the height when offset between heel and toes at least 3 inches?

        (   )   Yes   (   )   No

Note1: Respondents must answer "Yes" to both these questions, to pass our screening questions and advance to the main questionnaire.

Note2: The following abbreviations used in this questionnaire for your reference, and as a guide for coding this questionnaire later into SPSS:

SS – Single   *RS – Rating Scale*

MS – Multiple Selection   *PR – Partial Ranking*

<u>Main Questionnaire Questions</u>

This questionnaire will be broken into 4 sections. In total, the questionnaire should take approximately 15-20 minutes to complete. We still start with…

Part1: High heel satisfaction

Q1.1   What is the situation that encouraged you to <u>purchase</u> your high heel shoes? (Choose your NUMBER ONE reason.) (SS)

(   )   Daily life (Trendy)   (   )   Occasional event (Dating, Meeting, etc.)

(   )   Work   (   )   Others: <u>please specify</u>

Q1.2   How many days (one time a day has been taken into account) do you wear high heel shoes per week? (Choose your NUMBER ONE reason.) (SS)

(   )   1   (   )   2   (   )   3   (   )   More than 3

Q1.3   To what extent do you agree or disagree with the following statements, with regards to your level of satisfaction with your most favorite high heel shoes. (RS)

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1. I always wear high heel shoes wherever I go.	1	2	3	4	5	6	7
2. I prefer to wear high heel shoes when I went to the party.	1	2	3	4	5	6	7
3. I wear high heel shoes depends on occasional events (e.g. work, party, dinner, etc.).	1	2	3	4	5	6	7
4. I am happy when I wore high heel shoes.	1	2	3	4	5	6	7
5. I think high heel shoes causes my health issues.	1	2	3	4	5	6	7
6. Wearing high heel shoes make me have a better personality.	1	2	3	4	5	6	7
7. Wearing high heel shoes make me have more confident.	1	2	3	4	5	6	7
8. I will continuously wear high heel shoes even though they cause pain.	1	2	3	4	5	6	7
9. I want to stop wearing high heel shoes.	1	2	3	4	5	6	7

Q1.4 What factors do you consider important when purchasing high heel shoes?

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
1. Design	1	2	3	4	5	6	7
2. Price	1	2	3	4	5	6	7
3. Quality	1	2	3	4	5	6	7
4. Brand reputation	1	2	3	4	5	6	7
5. Comfortable	1	2	3	4	5	6	7

Part2: Objectification body consciousness scales

Q2.1   To what extent do you agree or disagree with the following statements. (RS)

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Surveillance scale							
1. I rarely think about how I look.	1	2	3	4	5	6	7
2. I often think about whether the clothes I wear make me look good.	1	2	3	4	5	6	7
3. I think about how my body feels rather than how it looks.	1	2	3	4	5	6	7

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
4. I really do not think I have much control over how my body looks.	1	2	3	4	5	6	7
5. I feel something is wrong with me when I cannot control my weight	1	2	3	4	5	6	7
6. I feel shamed when I am not the size I think I should be	1	2	3	4	5	6	7
7. I feel like a bad person when I do not look as good as I could.	1	2	3	4	5	6	7
8. I rarely compare how I look with how other people look.	1	2	3	4	5	6	7
Body shame scale (Internalization)							
9. I question whether I am a good enough person when I do not exercise enough.	1	2	3	4	5	6	7
10. I think it is more important for clothes to be comfortable than look good on me.	1	2	3	4	5	6	7
11. I think I am an okay person, even if I cannot control my weight	1	2	3	4	5	6	7

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
12. I think a person cannot change the looks they are born with.	1	2	3	4	5	6	7
13. I rarely worry about how my appearance is to other people.	1	2	3	4	5	6	7
14. I think a person's weight is mostly determined by a person's genes.	1	2	3	4	5	6	7
15. I think a person can achieve their desired looks if they are willing to work at it.	1	2	3	4	5	6	7
16. I can achieve my desired weight if I try hard enough.	1	2	3	4	5	6	7
Control Scale							
17. I think about how I look many times a day.	1	2	3	4	5	6	7
18. I feel ashamed when 1 do not make the effort to look my best.	1	2	3	4	5	6	7
19. A large part of being in shape is having that body in the first place.	1	2	3	4	5	6	7

	Strongly disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
20. I care more about what my body can do than how my body looks.	1	2	3	4	5	6	7
21. I am ashamed for people to know my weigh.	1	2	3	4	5	6	7
22. Your body shape depends mostly on your genes.	1	2	3	4	5	6	7
23. I never worry that something is wrong with me when I am not exercising as much as I should.	1	2	3	4	5	6	7
23. I never worry that something is wrong with me when I am not exercising as much as I should.	1	2	3	4	5	6	7
24. I always weight about the same, regardless of how hard I try.	1	2	3	4	5	6	7

Part3: Body image satisfaction

Q3.1 To what extent do you agree or disagree with the following statements. (RS)

	Very untrue of me	Untrue of me	Somewhat untrue of me	Neutral	Somewhat untrue of me	True of me	Very true of me
1. Notice how I look.	1	2	3	4	5	6	7
2. Buy clothes to look my best.	1	2	3	4	5	6	7

	Very untrue of me	Untrue of me	Somewhat untrue of me	Neutral	Somewhat untrue of me	True of me	Very true of me
3. Have a body that is sexually appealing.	1	2	3	4	5	6	7
4. Like my looks.	1	2	3	4	5	6	7
5. Never think about appearance.	1	2	3	4	5	6	7
6. Spend time getting ready.	1	2	3	4	5	6	7
7. Be considered good-looking.	1	2	3	4	5	6	7
8. Important always to look good.	1	2	3	4	5	6	7
9. Use of grooming products.	1	2	3	4	5	6	7
10. Try to enhance physical appearance.	1	2	3	4	5	6	7
11. Be self-conscious of my grooming.	1	2	3	4	5	6	7
12. Wear whatever in handy.	1	2	3	4	5	6	7
13. Feel physically unattractive.	1	2	3	4	5	6	7
14. Don't care about what people think.	1	2	3	4	5	6	7

Part 4: Demographics

Q4.1   What is your age? (SS)

( ) Under 18 years

( ) 18-22 years

( ) 23-27 years

( ) 28-32 years

( ) 33-37 years

( ) More than 37 years

Q4.2   What is the highest level of education you have attained? (SS)

( ) High school or less

( ) College degree

( ) Bachelor degree

( ) Master degree

( ) Other, please specify

Q4.3   How much average income of your family per month? (SS)

( ) Lower than 20,001 Baht

( ) 20,001 - 30,000 Baht

( ) 30,001 - 40,000 Baht

( ) 40,001 - 50,000 Baht

( ) More than 50,000 Baht

Q4.4   What is your type of accommodation (Choose the only one that you spend the most time in) (SS)

( ) Townhome

( ) Single Home Unit

( ) Commercial Building

( ) Condominium / Apartment

( ) Other, please specify

Q4.5 **What is your occupation (Job Title & Company)?** (SS)

Occupation (with drop down list)	
Management	Food Preparation or Serving
Architecture or Engineering	Business and Financial Operations
Art and Design	Military and Protective Service
Entertainer or Performer	Healthcare Support
Media and Communications	Community and Social Service
Computer or Mathematical	Social Science
Farming, Fishing, or Forestry Worker	Office or Administrative Support
Sales	Legal Occupations
Production or Manufacturing	Education, Training, or Library
Personal Care and Service	Transportation
	Others

APPENDIX C
FACTOR LOADING OF HIGH HEEL SHOES SATISFACTION SCALES

Total variance explained table showing cumulative % of factors

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.463	82.101	82.101	2.463	82.101	82.101
2	.374	12.476	94.577			
3	.163	5.423	100.000			

APPENDIX D

FACTOR LOADING OF SELF-OBJECTIFICATION SCALES

Total variance explained table showing cumulative % of factors

Total Variance Explained								
Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.888	20.367	20.367	4.888	20.367	20.367	3.785	15.769	15.769
2	3.599	14.998	35.365	3.599	14.998	35.365	3.130	13.041	28.810
3	2.982	12.427	47.792	2.982	12.427	47.792	2.732	11.381	40.191
4	1.399	5.831	53.623	1.399	5.831	53.623	2.024	8.434	48.625
5	1.219	5.078	58.701	1.219	5.078	58.701	2.016	8.400	57.026
6	1.142	4.758	63.459	1.142	4.758	63.459	1.544	6.433	63.459
7	.989	4.120	67.579						
8	.873	3.636	71.215						

9	.723	3.013	74.228						
10	.693	2.887	77.115						
11	.665	2.771	79.886						
12	.588	2.449	82.335						
13	.561	2.337	84.672						
14	.524	2.185	86.856						
15	.481	2.005	88.861						
16	.436	1.818	90.679						
17	.388	1.615	92.294						
18	.379	1.578	93.872						
19	.319	1.331	95.203						
20	.306	1.277	96.479						
21	.268	1.116	97.596						
22	.243	1.014	98.609						
23	.171	.714	99.323						
24	.163	.677	100.000						

APPENDIX E

PRINCIPLE COMPONENT ANALYSIS TABLE SHOWING FACTOR LOADING OF BODY IMAGE ATTITUDE SCALES

Total variance explained table showing cumulative % of factors

Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.513	32.235	32.235	4.513	32.235	32.235	3.160	22.569	22.569
2	2.312	16.513	48.748	2.312	16.513	48.748	3.046	21.757	44.326
3	1.535	10.963	59.711	1.535	10.963	59.711	2.154	15.385	59.711
4	.953	6.807	66.518						
5	.873	6.238	72.755						
6	.629	4.494	77.249						
7	.586	4.184	81.433						

8	.550	3.929	85.362					
9	.465	3.321	88.684					
10	.424	3.030	91.713					
11	.366	2.612	94.325					
12	.320	2.283	96.608					
13	.273	1.948	98.556					
14	.202	1.444	100.000					

APPENDIX F
DESCRIPTION STATISTICS SHOWING MEAN AND STD.
DEVIATION OF VARIABLES

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Q1.2 Usage frequency	200	1.0	4.0	1.830	1.1213
HH satisfaction	200	1.67	7.00	5.3050	1.39704
Surveillance	200	1.60	6.40	3.8960	.82814
Carelessness	200	2.20	6.00	3.9050	.64190
Confidence	200	1.00	7.00	4.8050	1.49941
Internalization	200	2.00	5.50	3.5042	.54743
Controllable	200	2.67	7.00	4.3267	.97195
Naturalness	200	2.25	6.25	4.1925	.96702
Positive BIA	200	2.60	7.00	4.6950	.78014
Appearance Concern	200	2.50	7.00	5.1633	.93403
Unconcerned Appearance	200	1.00	7.00	3.7583	1.28163
Valid N (list wise)	200				

APPENDIX G

CORRELATION MATRIX SHOWING THE DEGREE OF RELATIONSHIP BETWEEN SATISFACTION OF HIGH HEEL SHOES AND ALL DIMENSIONS

Correlations										
		HHsatisfaction	Surveillance	Carelessness	Confidence	Internalization	Controllable	Naturalness	PositiveBIA	AppearanceConcern	Unconcerned Appearance
HHsatisfaction	Correlation	1	.062	.085	-.010	-.136	-.050	-.191**	.367**	.453**	-.349**
	Sig. (2-tailed)		.381	.233	.890	.055	.483	.007	.000	.000	.000
	N	200	200	200	200	200	200	200	200	200	200
Surveillance	Correlation	.062	1	.021	-.206**	-.209**	-.123	-.191**	-.197**	.173*	-.413**
	Sig. (2-tailed)	.381		.772	.003	.003	.082	.007	.005	.015	.000
	N	200	200	200	200	200	200	200	200	200	200
Carelessness	Correlation	.085	.021	1	-.075	.058	-.299**	-.372**	.049	.126	.008
	Sig. (2-tailed)	.233	.772		.293	.412	.000	.000	.494	.075	.913

	N	200	200	200	200	200	200	200	200	200	200
Confidence	Correlation	-.010	-.206**	-.075	1	.111	.201**	.263**	.177*	.033	.248**
	Sig. (2-tailed)	.890	.003	.293		.117	.004	.000	.012	.642	.000
	N	200	200	200	200	200	200	200	200	200	200
Internalization	Correlation	-.136	-.209**	.058	.111	1	-.257**	-.200**	.003	-.084	.264**
	Sig. (2-tailed)	.055	.003	.412	.117		.000	.004	.962	.237	.000
	N	200	200	200	200	200	200	200	200	200	200
Controllable	Correlation	-.050	-.123	-.299**	.201**	-.257**	1	.917**	.186**	-.083	.139
	Sig. (2-tailed)	.483	.082	.000	.004	.000		.000	.008	.244	.050
	N	200	200	200	200	200	200	200	200	200	200
Naturalness	Correlation	-.191**	-.191**	-.372**	.263**	-.200**	.917**	1	.087	-.209**	.211**
	Sig. (2-tailed)	.007	.007	.000	.000	.004	.000		.219	.003	.003
	N	200	200	200	200	200	200	200	200	200	200
Positive BIA	Correlation	.367**	-.197**	.049	.177*	.003	.186**	.087	1	.413**	.158*
	Sig. (2-tailed)	.000	.005	.494	.012	.962	.008	.219		.000	.025
	N	200	200	200	200	200	200	200	200	200	200
AppearanceConcern	Correlation	.453**	.173*	.126	.033	-.084	-.083	-.209**	.413**	1	-.306**
	Sig. (2-tailed)	.000	.015	.075	.642	.237	.244	.003	.000		.000

Unconcerned Appearance	Correlation	-.349[**]	-.413[**]	.008	.248[**]	.264[**]	.139	.211[**]	.158[*]	-.306[**]	1
	Sig. (2-tailed)	.000	.000	.913	.000	.000	.050	.003	.025	.000	
	N	200	200	200	200	200	200	200	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).											
*. Correlation is significant at the 0.05 level (2-tailed).											

APPENDIX H

DESCRIPTIVE STATISTICS SHOWING MEAN AND STD. DEVIATION OF VARIABLES

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Design	200	1.0	7.0	6.440	.9439
Price	200	1.0	7.0	6.010	1.1342
Quality	200	1.0	7.0	6.265	1.0198
Brand reputation	200	1.0	7.0	4.330	1.5567
Comfortability	200	1.0	7.0	6.470	.9506
Valid N (listwise)	200				

BIOGRAPHY

Name	Miss Rachada Savettanan
Date of Birth	March 3, 1992
Educational Attainment	2013: Bachelor of Commerce and Accountancy, Accounting
Work Experiences	2013-2016: Senior auditor KPMG Phoomchai Audit Ltd.