



THE INFLUENCE OF DRESSING STYLE ON SELF ESTEEM

A thesis
Presented to
The Institute Of Professional Psychology,
Bahria University, Karachi Campus

In Partial Fulfillment
Of the Requirements for the
Degree Bachelor of Science
(BS) Psychology

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By

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2013**

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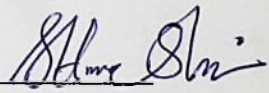
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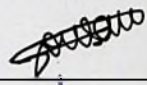
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
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DECLARATION OF AUTHENTICATION

We certify that the research work presented in this thesis is to the best of our knowledge our own. All sources used and any help received in the preparation of this thesis have been acknowledged. We hereby declare that we have not submitted this material, either in whole or in part, for any other degree at this or any other institution.

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ACKNOWLEDGEMENT

First and foremost we would like to thank Allah Almighty for giving us the persistence and conviction required to complete this research. And to the subjects of this research; without their support this would not have happened. We would also like to thank our supervisor for pushing us to our limits and demanding nothing less than perfection enabling us to truly give the best of our potentials. Finally, we express our gratitude to our families for their kindness and constant support.

DEDICATION

We would like to dedicate this thesis to our families for standing by us and motivating us to complete this study and for helping us along the way.

ABSTRACT

The purpose of the present research is to compare the level of self esteem experienced by females who give high importance to their dressing style and females who do not. It is hypothesized that there would be a significant difference in the level of self esteem experienced by women who give high, average and low importance to their dressing style. In order to measure the level of self esteem the Rosenberg Self Esteem Scale, in order to measure the importance of dressing style the Dressing Style Questionnaire, and in order to measure the different aspects that make up one's dressing style, the Dressing Components Questionnaire was administered on a sample of 100 females. The Dressing Style and Dressing Components questionnaires were developed by the authors of the research. All these females belonged to the middle socio-economic status. The age range of the subjects was between 15 to 25 years. For statistical analysis of the data the ANOVA was used. The findings indicate that there is a significant correlation ($P = 0.034$) between dressing style and self esteem and people who give high importance to their dressing style tend to have high self esteem.

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