THE INFLUENCE OF BODY IMAGE AND FASHION INVOLVEMENT TOWARDS FASHION CONSUMPTION

Cahya Agunging Hayuwidi and Mustika Sufiati Purwanegara
School of Business Management
Institut Teknologi Bandung, Indonesia
cahya.agunging@sbm-itb.ac.id

Abstract. *Body image is perception of personal physical appearance that can be positive or negative and also leading to body satisfaction or body dissatisfaction. Body satisfaction or dissatisfaction affect individuals in all ages and also have potential to impact lifestyle choices. Most individuals expressed dissatisfaction on their body weight and specifically in their abs area. Through film and various types of advertising both in Indonesia and the world, people are introduced to the figures with high slim women and muscular man. The mass media also create an image as if the slim women and muscular man better than people who fat. In movie, actress that have slim body is the main character. Sometimes women which is overweight and not fashionable, often becoming bullied by the people around but it will eventually turn into a slim beautiful girl that like by the men. This is happened in the movie series Yo Soy Betty la fea in 2000s, which was popular in Indonesia. Fashion consumption influenced by the body image because from the previous research said that, when consumers' bad body image, if their status is lower too, then their self-brand connection with fashion brands is higher than that of the high status; and when consumers' self-esteem level is high, the result is opposite. Another variable that is involved in fashion, which also affects the consumption of fashion products, adapted from previous studies, are value consciousness and self-expression through the brand. This research method is the interview for exploratory research and questionnaires with Likert scale, the population is young adults in Indonesia aged between 18-25 years. This research result using exploratory research to define the beauty and body image means among young adults in Indonesia. From the exploratory research, the body image definition in young adults in Indonesia is supported the previous research which is perception of personal physical appearance that can be positive or negative and also leading to body satisfaction or body dissatisfaction. In Indonesia people concern about their body shape, appearance, and also their face and skin. The beauty standard in young adult in Indonesia is when have good inner and outer beauty which means not only physically beautiful or handsome but also have a good personalities. The descriptive research result is that fashion consumption positively influenced by body image, fashion involvement, and self-expression through brand. Variables are adapted from several research with framework, furthermore this research is includes value consciousness which was predicted to positively influence towards fashion consumption turns out to negatively moderate the relationship. With this research, hopefully people can understand future about beauty, body image, in Indonesia and the factors that influence fashion consumption*

Keywords:body image; beauty; fashion involvement; fashion consumption; value consciousness; self-expression through brand

Introduction

Body image refers to the picture that individual's form of their bodies in their minds. Body image refers to a person's perception of the aesthetics and sexual attractiveness of their own body. Human society has all times placed great value on beauty of the human body, but a person's perception of their own body may not correspond to society's standards.. Most individuals expressed dissatisfaction on their body weight and specifically in their stomach area. Body image satisfaction is determined and influenced by the image of the ideal body, where the image is influenced by the ideal body shape in a particular society or culture (Atwater & Duffy, 1999).

Through film and various types of advertising both in Indonesia and the world, people are introduced to the figures with high slim women and muscular man.The mass media also create an image as if the slim women and muscular man better than people who fat. In movie, actress that have slim body is the main character. Sometimes women which is overweight and not fashionable, often becoming bullied by the people arround but it will eventually turn into a slim beautiful girl that like by the men. This is happened in the movie series Yo Soy Betty la fea in 2000s, that was popular in Indonesia. Like women, men are also trying to lose weight to fit the ideal body shape today Although men with eating disorders find it much more obese than men without such conditions. Another study showed disagreement between the muscular body is the ideal body for men and some men who are worried about being overweight. Some men which dissatisfied with their bodies have the ambition to bring his body to become slimmer .

As for country, satisfaction with and concerns about body weight are affected to the fashion clothing involvement and fashion consumption that also influencing the willingness to pay premium fashion product. Based on the above background, this study seeks to analyze the body image that impacting the fashion consumption to increase their self esteem and become more attractive.

Literature Review

Body Image and Self Esteem
Body Image
(Honigman & Castle, 2007) in his book entitled Living with Your Looks defining image mental picture of a person's body as on the shape and size of the body, how the person will perceive and give an assessment of what he thought and feel for the size and shape of her body, and how about the judgment of others against him. What does she think and feel is not necessarily really can represent the real situation, but rather is the result of self-assessment Subjective.

Self Esteem
Self-esteem is a positive or negative attitude that estimates the individual's holds about his ability, achievement, value and importance . In a word, self-esteem is how he feels about and evaluates himself. "self esteem is defined as a "positive or negative attitude toward them self. Self esteem is a term used in psychology to reflect a person"s overall evaluation or appraisal of his or her own worth. Self esteem encompasses beliefs (for example, I am competent, I am worthy) and emotions such as triumph, despair, pride and shame, According to Rosenberg (1965) (cited in Clay,Vignoles, and Dittmar, 2005)

Fashion Involvement
There are various factors that affect the strength of consumer involvement in fashion products. As O'Cass statement (2004) in Pentecost and Andrews (2009, p. 5) states: "Fashion involvement is similar to fashion consciousness and Refers to the extent to the which an individual is caught up in a number of fashion-related concepts, Including awareness, knowledge, interests, and reactions. "Factors affecting consumer involvement is a sensitivity which is sensitivity to fashion and lead to someone who diobsesi by concepts related to fashion, including awareness, knowledge, interest and reaction.

Value Consciousness
Value cosnciousness has been defined as "a concern for price paid relative to the quality received (Lichenstein et al. 1993). Value-Concsious consumers have great pleasure when able to purchase items at lower prices because they feel like a 'smart shopper" (Lichenstein et al. 1993). For example, consumers who are value value conscious may choose to shop at outlet stores and/or purchase things on sale in order to get better deal on desire product. These consumers have a strong desire to maximize the ration of quality received to price paid, and also a desire to pay low prices (Burton et al. 1998).

Self Expression Through Brand
Buyers try to express, affirm and find out a feeling of being through what they have (Belk, 1988), and the typical capacity of a brand can be utilized hence. Purchasers can convey to others – or indeed, even to themselves – the sort of individual they are, or might want to be, through their utilization of specific brands (Keller, 2003). For instance, shoppers can utilize brands to express a character, to emerge, to give self-regard, to express uniqueness, to express accomplishment or to earn social endorsement (Escalas, 2004; Escalas and Bettman, 2005). Despite the fact that the accentuation on material belonging tends to diminish with age, shoppers try to communicate through belonging for the duration of their lives concurring to (Belk;1988), who additionally battles that brands with a solid picture can play a noteworthy part when customers build their self-identity, since belonging can be respected as a part of the self. In a late study,(Sprott et al ;2009) found that buyers differ in their inclination to incorporate their top pick brand as a major aspect of their self-idea. At the point when buyers use brand relationship for self-expression, an association is framed with the brand (Escalas and Bettman, 2005).

Fashion Consumption
Fashion is a pursuit of peculiarity as it has a peculiar character. "From the fact that fashion as such can never be generally in vogue, the individual derives the satisfaction of knowing that as adopted by him it still represents something special and striking, while at the same time he feels inwardly supported by persons who are striving for the same thin. It is peculiarly characteristic of fashion that it renders possible a social obedience, which at the same time is a form of individual differentiation" (Simmel, 2001). Fashion is a pursuit of beauty. From an aesthetic point of view, it has to be dazzling and enchanting; as Simmel pointed that fashion possesses this peculiar quality that every individual type to a certain extent makes its appearance as though it intended to live forever (Simmel, 2001).
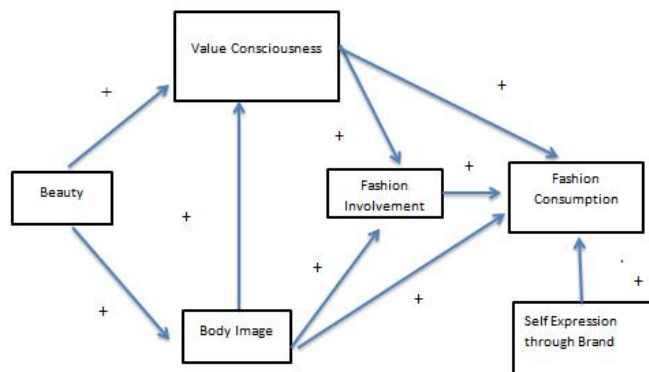
Research framework

Figure 2.1 Research Framework

The relationships between variables on the conceptual framework are made up of 9 hypotheses. Below is the explanation of hypotheses development:

An evaluative element of how a person values, Approves or disapproves him or herself body image Refers to the picture that individuals form of Reviews their bodies in their minds(Frost & McKelvie , 2005). So, Beauty assume have influence towards self-Body Image. Beauty assume affects the value consciousness because someone who has a physical form that is not so good according to him, will buy a product that has value to mask insecurity status of that person.
H1: Beauty is predicted to positively influence towards value consciousness (H1)
H2: Beauty is predicted to positively influence towards and Body Image (H2)

The researcher can't found the previous research about the influence of body image towards fashion involvement. The body image assume to have influence towards Fashion Involvement because people who concern about their body image influence their fashion involvement. Value consciousness is predicted have positive influence Fashion involvement (Aron O'Cass, Eric Choy)
H3: Body Image (H3) is predicted to positively influence towards Value Consciousness
H4: Body Image (H4) is predicted to positively influence towards Fashion involvement
H5: Value consciousness (H5) is predicted to positively influence towards Fashion involvement

From the previous research said that, fashion involvement is related to the fashion consumption Bopeng Zhang, Jung-Hwan Kim (2013).
H6: Fashion Involvement (H6 is predicted to have positively influence towards fashion consumption

Value consciousness relates to the attitude toward fashion consumption (Lingjing Zhan & Yanqun He, 2011)
H7: Value Consciousness (H7) is predicted to have positively influence towards

And Self-expression attitude towards fashion brands influences fashion consumption positively (Qin Bian, Sandra Forsythe (2012).
H8: Self-expression through brand (H8), is predicted to have positively influence towards fashion consumption

The researcher can't found the previous research about the influence of body image towards fashion consumption factor, the body image assume to have influence towards fashion consumption factor because people will to improve their appearance by buying luxury fashion consumption.
H9: Body Image (H9) is predicted to have positively influence towards fashion consumption

Methodology

The methodologies used in this study are given as folows:
The goal of this this second step is to gain more insight about body image and fashion from the people. To get those insight the author make some interview with 40 respondent in SBM ITB to know how they really think about body image and and beauty.

Data collection is conducted in January – March2015. Questionnaires were distributed personally via online forms. The questionnaire is designed in seven pages of questions gathered according to the variables. It is in Bahasa Indonesia since respondents are from Indonesia and more familiar with Bahasa.The quessionnarie was designed to gain information from 170 respondents. This research use primary data. The data collection of this step is by usingquestionnaire. The questionnaire is by using Likert scale, with scale range from 1 – 7 (1=Strongly Disagree, 2=Disagree, 3=Moderate, 4=Agree, 7=Strongly Agree).

The summarized data a the questionnaire was analyzed using Microsoft excel and SPSS 23 for Windows 10 to get more detail findings and relationship between the variable related to the research question that have been determined in chapter one. After all results and analysis made, the conclusion to covered all of this research was established. Recommendation is made as the information for the improvement of fashion clothing marketeers and for further research. The limitation is the sample size is relatively small, so it may not represent whole population.

In this research population of respondents were in large cities and college students as occupation who has age 18-25 years,this research using judgemental sampling, the criteria are determined: people who is above the age of 18-25 years old and are concerned about population undefined image. And the total sample that must be collected is 170 respondents

Validity test used to measure the validity of a questionnaire. A questionnaire is said to be valid if the question on the questionnaire is able to express something that will be measured by the questionnaire. The validity will be tested using analysis correlation method by SPSS version 23.. If the significant value is valid when the KMO in factor analysis result is more than 0.5. In order to prove the reliability, this study has performed Cronbach's Alpha Test of Reliability. Applying this test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same construct or dimension of service quality. According to Nunnally (1978) Cronbach's alpha should be 0.700 or above. But, some of studies 0.600 also considered acceptable (Gerrard, et al, 2006).

Results and Discussion

Exploratory Research Results

The exploratory research has been conducted before distribute the questionnaires in order to gain insights for the variable of questionnaire. The interview was done for 40 respondents among SBM ITB students within age of 19 – 27 years old with the distribution of 29 women and 11 men. Pada exploratory ini menjawab research question yaitu what is beauty dan juga what is body image means.

Body Image
From the exploratory research, the body image definition in young adults in Indonesia is supported the previous research which is perception of personal physical appearance that can be positive or negative and also leading to body satisfaction or body dissatisfaction (Atwater & Duffy, 1999)

Beauty
From the exploratory research, thebeauty standard in young adult in Indonesia is when have good inner and outer beauty which means not only physically beautifull or handsome but also have a good personalities.

Descriptive research result
There are six variables that exist in this research, based on the framework that has been created and described in chapter 2. Each variable pursed into a sub-variable and made more specific by indicators. Below is a table of the results of the descriptive analysis using SPSS of each indicator. There are the mean, standard deviation, median, minimum and maximum value from each indicator. The questionnaire of each indicator using a likert scale with arrange from 1 to7. The scale for 7 is strongly agree, 4 neither agree or disagree, and 1 is for strongly agree. So if the respondent answer the question with score 5 and above, they agree about the statement. The statement become stronger when the value of likert score is higher.

Table 4.1 Descriptive Statistics Results

Variables	Indicator	Mean	Standard dev	Med	Min	Max	(%)agree
Body Image	Satisfy with body image	5.019	1.215	5	1	7	73.076
	Beauty or handsome by him/herself	4.756	1.287	5	1	7	64.743
	More beauty handsome than artist	4.570	1.391	5	1	7	57.692
Beauty	Good appearance	5.000	1.799	5,5	1	7	67.307
	Naturals	5.282	1.556	5	1	7	75.641
	Outer beauty	4.455	1.575	5	1	7	52.564

Variables	Indicator	Mean	Standard deviation	Med	Min	Max	(%)agree
	Inner beauty	5.378	1.563	6	1	7	77.564
	Good attitude	5.282	1.699	6	1	7	77.564
	Outer and Inner Beauty	5.910	1.517	6	1	7	86.538
Fashion Involvement	Fashion clothing means a lot to me	4.666	1.369	5	1	7	56.410
	Fashion clothing is significant to me	4.621	1.345	5	1	7	55.769
	For me personally fashion clothing is important	4.698	1.447	5	1	7	58.974
	I am interested in fashion clothing	4.852	1.462	5	1	7	62.820
	I pay a lot of attention to fashion clothing	4.647	1.467	5	1	7	57.051
	How involved you are with fashion clothing?	4.153	1.387	4	1	7	42.948
	Deciding fashion clothing brand to buy is important	3.910	1.639	4	1	7	37.179
Variables	**Indicator**	**Mean**	**Standard deviation**	**Med**	**Min**	**Max**	**(%)agree**
Fashion Involvement	I think a lot about which fashion clothing brand to buy	3.743	1.621	4	1	7	32.692
	I think a lot about my purchases decisions when it comes to fashion clothing	4.551	1.542	5	1	7	56.410
	The purchase decisions I make for fashion clothing are important to me	4.602	1.706	5	1	7	82.692
Value Consciousness	Quality requirement before price	5.634	1.419	6	1	7	76.282
	Best price in brands	5.442	1.541	6	1	7	62.820
	Best price in stores	4.891	1.596	5	1	7	70.512
	Low price, high quality	5.256	1.523	6	1	7	73.717
	Price info comparison	5.192	1.373	5	1	7	85.256
	Max quality	5.775	1.293	6	1	7	91.025
	Worth of money	5.942	1.181	6	1	7	40.384
Self-Expression through Brand	Positive others opinion	4.506	1.384	5	1	7	35.897
	knowing other by brand they use	3.859	1.583	4	1	7	37.820

Variables	Indicator	Mean	Standard deviation	Med	Min	Max	(%)agree
	Self-branding by branded clothes	3.910	1.599	4	1	7	32.692
	Self-actualization using brand	3.801	1.567	4	1	7	35.897
	Knowing others By the same favorite fashion cloths brand	3.583	1.515	4	1	7	39.743
	Others opinion based on clothes brand	3.993	1.398	4	1	7	21.153
Fashion Consumption	Brand focus buying for myself	4.038	1.548	4	1	7	41.025
	Brand focus buying for others	4.500	1.551	5	1	7	44.230
	Pay higher for popular designer or manufacturer	3.961	1.661	4	1	7	29.487
	Like wear branded clothing	4.166	1.668	4	1	7	43.589
	Well known designer item is worth more money	4.961	1.557	5	1	7	42.307
	Shop at stores with high quality product	4.288	1.476	4	1	7	61.538
	High quality product	4.217	1.369	4	1	7	40.384
	Giving other superior quality product	4.846	1.382	5	1	7	44.230
	Feeling special with high quality product	4.102	1.499	4	1	7	30.769
	Like to buy clothes	4.269	1.811	4	1	7	19.871
Variables	**Indicator**	**Mean**	**Standard deviation**	**Med**	**Min**	**Max**	**(%)agree**
Fashion Consumption	Buying others gift high quality product	4.269	1.811	4	1	7	29.487
	Artsy shop	3.839	1.521	4	1	7	28.205
	Classy shop	3.487	1.393	4	1	7	41.025
	Look best when using branded item	3.756	1.529	4	1	7	21.153
	Branded bold logo	3.621	1.512	4	1	7	73.076
	Like to be seen best wearing high quality product	4.230	1.489	4	1	7	64.743
	Shop in stores with high-class image	3.403	1.426	3	1	7	57.692

The descriptive statistics analysis can explain all of the condition of the data. This research is using likert scale from 1to 7 of scale. The mean is the average of the respondent score from the ranging data in likert scale which is 1-7 of scale. The mean is the preferred measure of central tendency. The median is the midpoint of the score, it also used for measure of central tendency, but in certain cases the

median is less accurate than the mean. For knowing the variability of the data, this research used standard deviation analysis, it is the most stable measure of the variability and includes every score in every calculation. Standard deviation and mean used to know how the distribution data of this research is. The smaller standard deviation of data, the more centered the data is.

Validity and reliability
As explained before in chapter 3, the validity and reability test of the variable's indicator will be done by using factor analysis based on previous research . The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close than 0.5 for a satisfactory factor analysis to proceed. Kaiser (1974) recommend 0.5 (value for KMO) as valid.Before the data from questionnaire being processed any further, the reliability of thedata should be checked. This test will be checked the reliability of each dimension using SPSS ver. 23.This study will use Cronbach's Alpha ≥ 0.5 as acceptable internal consistency that using Cronbach's Alpha

4.2 Table Validity and Reablity Results

Variable	KMO	Extrated Variance (%)	Factor Loading	Cronbach's Alpha
Beauty	0.729	67.781		0.840
Natural Beauty			0.710	
Inner beauty			0.862	
Good attitude			0.887	
Outer and Inner Beauty			0.822	
Body Image	0.609	65.218		0.729
Satisfy with body image			0.653	
Beauty or handsome by him/herself			0.875	
More beauty handsome than artist			0.874	
Fashion Involvement	0.912	74.668		0.937
Fashion clothing means a lot to me			0.929	
Fashion clothing is significant to me			0.913	
For me personally fashion clothing is important			0.924	
I am interested in fashion clothing			0.890	
I pay a lot of attention to fashion clothing			0.882	
How involved you are with fashion clothing?			0.850	
Value Consciousness	0.811	56.368		0.833
Quality requirement before price			0.685	
Best price in brands			0.781	
Best price in stores			0.802	
Low price, high quality1			0.654	
Price info comparisson			0.687	
Max quality			0.697	
New product with status			0.782	
Self expression through brand	0.851	66.365		0.833
Positive others opinion			0.692	

knowing other by brand they use				0.781	
Self branding by branded clothes			0.891		
Self actualisation using brand				0.87	
Knowing othersBy the same favorite fashion cloths brand				0.814	
Others opinion based on clothes brand				0.826	
Fashion Consumption	0.849	52.492			0.844
Brand focus buying for myself			0.776		
Like wear branded clothing			0.872		
Shop at stores with high quality product			0.652		
Artsy shop			0.499		
Look best when using branded item			0.815		
Branded bold logo			0.664		
Shop in stores with high-class image			0.729		

Based on the table that shown above, each indicator has KMO value more than 0.5, from this, it can be concluded that all of the indicator are valid and the data can be processed further. In the table above, can be found that the cronbach's alpha of each indicator score is greater than 0.7. From this, it can be concluded that the statements in the questionnaire used is reliable and can be processed.

Relationship between Variables

Table 4.3 Relationship between Variables

Dependent Variable	Independent Variable	ANOVA		Coefficient		
		F	Sig.	B	Sig.	R^2
Value Consciousness	Beauty	15.492	0.000	0.171	0.049	0.168
	Body Image			0.296	0.001	
Body Image	Beauty	55.440	0.000	0.514	0.000	0.256
Fashion Involvement	Value conciousness	17.320	0.000	0.388	0.000	0.185
	Body Image			0.980	0.000	
Fashion Consumption	Fashion Involvement	30.574	0.000	0.298	0.000	0.505
	Value Conciousness			-0.045	0.504	
	Self-Expression through brand			0.544	0.000	
	Body Image			0.076	0.002	

The table above shows the results from multiple linear regression and regression analysis performed based on the proposed conceptual framework. In this study, the result for Value Consciousness is that the two factors significantly influence the variable. Based on the R2 value, the two factors influence

about 16.8% of value consciousness. However, when we take a look at individual factor it can be seen that all factors are individually significant because the value is less than 0.05. It means that two factors which can influence consumer value consciousness. Body Image turns out to have higher beta value than Beauty (0.269> 0.71). This means people have more intention in Body Image more than their beauty towards value consciousness.

The factors that influence body image for 23.6% is beauty. If we look at the Beta value. Beauty turns out to have high beta value (0.514). This means that people concern about their body image based on their beauty. From the table above it is known that beauty and value consciousness and also affects the body image of the respondents. Beauty or handsomeness of a person affects also how they assess their body image because body image is how they view their physical forms, including the shape of their faces.

The third multiple linear regressions tested was for fashion involvement variable. From the conceptual framework, this variable was predicted to have three general factors; body image and consciousness. Based on the ANOVA significance, the factors are significant to the variable. These factors influence fashion involvement for 18.5%. Body Image (Beta=0.380; p=0.000) and Value consciousness (Beta=0.980; p=0.000) both significantly influence fashion involvement. The researcher can't found the previous research about the influence of body image towards fashion involvement. Body image affects how respondents decide what clothes they buy, because buying clothes to make them look better and also raise their self-esteem. For example, consumers who have a short body, buying short pants to show longer legs and look taller. The result Value consciousness is predicted have positive influence fashion involvement is supported previous researched (Aron O'Cass, Eric Choy, 2009)

On the other hand, fashion consumption is significant influenced by fashion involvement, body image and self-expression through brand for 50.5%. Fashion Involvement (Beta=0.298; p=0.000, this result supported the previous research (Bopeng Zhang, Jung-Hwan Kim, 2013) that fashion consumption is influenced by fashion involvement. And self-expression though brand has significant influence towards fashion consumption (Beta= 0.544; p=0.000) is supported the previous research (Qin Bian, Sandra Forsythe 2012). The hypothesis is proven that body image (Beta=0.0076, (p=0.002) have positive influence towards fashion consumption. Body image affects the fashion consumption. By buying good fashion products, consumers can increase their self-esteem. While self-expression through brand affect fashion consumption because by buying fashion product, the consumer can actualize themselves at the brand they use.

On the other hand, value consciousness is not has significant influence towards fashion consumption in this research (Beta= -0.049; p=0.610). The result actually not supported the previous research that value consciousness has positive influence toward fashion consumption (Lingjing Zhan, Yanqun He, 2011), the value consciousness also have negative influence towards fashion consumption. Value consciousness here does not affect the fashion consumption because the sample in this study is a young adult in Indonesia which do not really consume fashion brand.

Framework Summary
All data analysis explained in this chapter follows the proposed conceptual framework. After performing multiple linear regression there are several variables found not significant. The variables which is not significant is then removed from the framework. The initial hypotheses were that all independent variables influence positively but it turns out that three variables have negative effect to the dependent variables involved. Below is the outcome of the framework with the significant variables. Level of significance is shown with symbol (*) where * represents 0.01 ≤p≤ 0.05, ** represents 0.00 ≤p ≤0.01 *** shows p=0.00
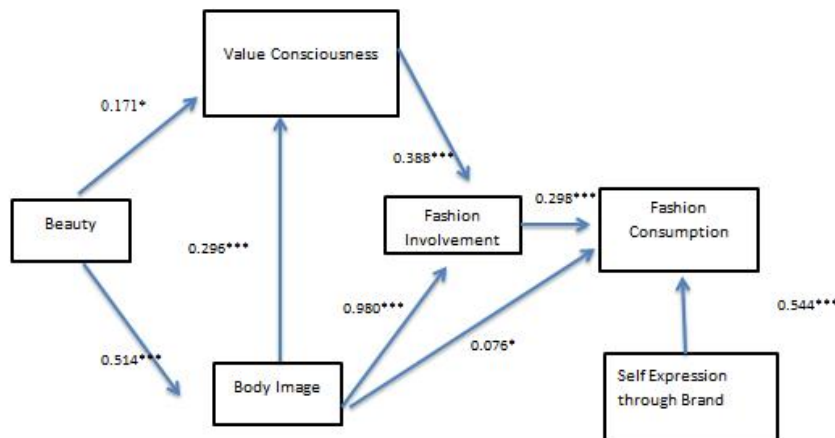
Figure 4. 1 Regression Analysis Summary

Conclussion and Recommendation

Conclussion

Body image, ones perception of personal physical appearance, can be positive or negative, leading to body satisfaction or body dissatisfaction. Body satisfaction and dissatisfaction affect individuals of all ages and have the potential to impact lifestyle choices. Pictures of movie stars and fashion models strongly impact on girls' body shape and image perception. Such mass media and diverse socio-cultural pressures are seen to cause an increased awareness of being thin as ideal, and to contribute to the misperception of body weight: how the body is viewed and evaluated by the individual and by others. Hence, the last decades have witnessed surging interest by the academic community in body image. A complex range of factors influences body image perception. These include socio-demographic factors (gender; age; country), nutrition, and psycho-social factors e.g., stress, social support and quality of life. The research objective is to knowing the definition of beauty definition of young adult in Indonesia. Exploratory research was performed to understand definition of beauty and body image from young adult in Indonesia. For the actual research, questionnaire was distributed to 170 respondents. Only 156 respondents are answering the questionnaires completely. Data analysis is done using Microsoft Excel and SPSS. The main method of analysis in this research is regression analysis. It is used to find relationship and influence the variables have on one another.

Researcher finds that according to some exploratory research respondents, beauty and body image have different meaning, and every person have their own perception about what is beauty. From the exploratory research, the body image definition in young adults in Indonesia is supported the previous research which is perception of personal physical appearance that can be positive or negative and also leading to body satisfaction or body dissatisfaction (Atwater & Duffy, 1999). In Indonesia people concern about their body shape, appearance, and also their face and skin. From the exploratory research, the beauty standard in young adult in Indonesia is when have good inner and outer beauty which means not only physically beautiful or handsome but also have a good personalities.

fashion consumption is significant influenced by fashion involvement, body image and self-expression through brand positively that supported the previous research. And value consciousness has negative and not significant influence towards fashion consumption. The result actually not supported the previous research that value consciousness has positive influence toward fashion consumption (Lingjing Zhan, Yanqun He , 2011) the value consciousness also have negative influence towards fashion consumption.

Recommendation

This study is executed in order to reveal more about beauty and body image of young adult in Indonesia. Hopefully the results from this study can open people's mind about body image and beauty, and also variables that influence fashion consumption being used as for business owner to understand it more understand to the consumers. The recommendation for the business owner is more concern about the consumer's body image and also using different body type of the model. As for further research recommendation, there are several things that can be researched further in the future.

- Even though this study does not focus on geographical location, the respondents come from big cities in Indonesia. Further exploration can be done in more rural area or more diverse location.
- Respondents' age in this study is in the category of young adults. Future research can include different range of age to find if it shows any different result

Reference

Aaker, J.L. (1997). Dimensions of Brand Personality. Journal of Marketing Research XXXIV(August):347–356.

Aaker, J.L. (1999). The Malleable Self: The role of Self-Expression in Persuasion.   Journal   of Marketing ResearchXXXVI(February): 45–57.

Aaker, J.L. and Schmitt, B. (1997). The Influence of Culture on the Self-expressive Use of Brands. Working Paper no. 274. UCLA Anderson Graduate School of Management.

Abamara Nnaemeka C. and Agu Solomon A(2014). Relationship between Body Image and Self-Esteem among Female Undergraduate Students of Behavioural Sciences.   Journal Of Humanities and Social Science: 01-05.

Ashley Lutz (2015). Lane Bryant is taking aim at everything women hate about Victoria's Secret [April 2015].   Retrieved   November   20,   2015,   from   Business   Insider: http://www.businessinsider.com/lane-bryants-anti-victorias-secret-campaign-2015-4.

Aron O'Cass and Eric Choy (2000). Examine Chinese generation Y consumer's Fashion Clothing Involvement Effect. Journal of Product & AMP Brand Management17 (5) :341-352.

Auty, S. and Elliot, R. (1998). Fashion Involvement, Self Monitoring, and The Meaning Of Brands. Journal of Product& Brand Management: 109-23.

Brenda Huebscher (2010). Investigate Relationship between Body Image and Self-esteem. University of Wisconsin-Stout.

Burton, S, et all (1998). A scale for Measuring Attitude toward Private Label Products And an Examination of Psychological Correlates and Purchase Behaviors. Journal of the Academy of Marketing Science, 26, 293–306.

Bopeng Zhang , Jung-Hwan Kim (2013). Luxury Fashion Consumption in China: Factors   Affecting Attitude and Purchase intention. Journal of Retailing and Consumer Services 20 (2013) 68–79.

Cash, T. F. (2004). Body image: Past, present, and future. Body Image, 1(1), 1-5.

Cash, T. F. (1990). The Psychology of Physical Appearance: Aesthetics, Attributes and Images.

Chadha R. and Husband P. (2006). The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury, Nicholas Brealey, London.

Cash, T. and Pruzinsky, T. (1990). Body images: Development, Deviance and Change. London: The Guilford Press.

 Cash, T. and Pruzinsky, T. (2002). Body image: A Handbook of Theory, Research,and Clinical Practice. London: The Guilford Press.

Davidson, T. E. and McCabe, M.P. (2006). Adolescent Body Image and Psychosocial Functioning. The Journal of Social Psychology, 146, 15-30.

Dietsehat.surabaya (2015). Foto paket diet mayo [Mei 2015] Retrived November 20, 2015,

from   Diet   sehat   Surabaya: https://www.instagram.com/p/9-XaELnZCZ/?taken-by=dietsehat.surabaya.

Dr. Shweta Reddy and Dr. Rose Otieno (2000). Analyze Relationship between Body Image and Clothing Perceptions: Among women aged 18-55 years in the UK. International Journal of Arts and Commerce.

Jung-Hyun Choi1 and Kyoung-Eun Kim(2014). Analyze the Relationship between Self-esteem, Body Image and Eating Attitudes of Children Accessing Community Child Centers. International Journal of Bio-Science and Bio-Technology Vol.6, No.4 (2014), pp.211-222.

Kalari Turner (2009). Clothing Preference and Selection Criteria of African-American Female College Students Attending the University of Arkansas at Pine Bluff. University of Wisconsin-Stout.

Lingjing Zhan, Yanqun He (2011) Understanding luxury consumption in China: Consumer perceptions of best known brands. Journal of Business Research 65 65(10):1452–1460.

Lichenstein, D. Ridgway, N. M., & Netemeyer, R. G. (1993). Priceperceptions and consumer shopping behavior: a field study.Journal of Marketing Research, 30, 234–245.

Melika Husic and Muris Cicic (2008) Analyze the luxury market and determine the factors that determine luxury consumption. Journal of Fashion Marketing and Management 13(2):231-245.

Nurul Fadhilah (2015). Fenomena Diet Mayo di Indonesia [November 2015] Retrieved November 20, 2015, from selasar:*https://www.selasar.com/gaya-hidup/diet-mayo-di-indonesia.*

O'Cass, A. (2000). An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing. Journal of Economic Psychology, 21,545-576.

O'Cass, A. (2001). Consumer self-monitoring, materialism and involvement in   fashion   clothing. Australian Marketing Journal 9 (1), 46-60.

O'Cass statement (2009). Pentecost and Andrews (p. 5).

Qin Bian, Sandra Forsythe (2012) Purchase intention for luxury brands: A cross cultural comparison. Journal of Business Research, 2012, vol. 65, issue 10, pages 1443-1451.

Radhika Sanghani (2015). Victoria's Secret, listen up: Rival lingerie firms say every body is beautiful [April 2015] Retrieved November 20, 2015, from telegraph uk:*http://www.telegraph.co.uk/women/womens-life/11519041/Victorias-Secret-These-lingerie-firms-think-every-body-is-beautiful.html.*

Siam Goorwich (2015). Lingerie brand Lane Bryant launch anti-Victoria's Secret 'I'm no angel' campaign [April 2015] Retrieved November 20, 2015, from Metro.co.uk: http://metro.co.uk/2015/04/07/lingerie-brand-lane-bryant-launch-anti-victorias-secret-im-no-angel-campaign-5138038/.

Stephanie Geiger, et all (2001)."Buying Status" by Choosing or Rejecting Luxury Brands and Their Counterfeits. Journal of the Academy of Marketing Science, 2012, Vol. 40.

Tiger, et all (1976). Fashion Involvement and Buying Behavior: A methodological study. Advances in Consumer Research, 3, 46-52.

Twitchell, J.B. (2001). Living It up: Our Love Affair with Luxury. Columbia University Press, NewYork, NY.

Verena Delle Donne (2010). How Can We Explain Beauty? A Psychological Answer to a Philosophical Question. Proceedings of the European Society for Aesthetics, vol. 2.