Predicting the Trends Towards the Fashion on the Basis of Early Maladaptive Schemata in the Dormitory Girl Students of the Imam Ali Ibn Abi Talib (AS) School of Medicine, Yazd

[1]Esmat Khodadadi, [1]Mohammad Hasan Gerami and [2]Mohammad Hosein Fallah
[1]Department of Counseling and Guidance, Islamic Azad University, Yazd Branch, Yazd, Iran
[2]Department of Psychology, Islamic Azad University, Yazd Branch, Yazd, Iran

Abstract: The question of changes made in the coverage of youth and preferences and trends in the use of modern cover patterns and self-assembly which is often not compatible with the values and religious and native norms has been proposed as an injury for Iranian society more than a decade. Present research aimed to predict fashion trends based on early maladaptive schemas among 140 students of Medicine Faculty of Ali Ibn Abi Talib (AS) in Yazd. The research method is descriptive-correlation and research sample was selected by simple random sampling method. Questionnaire is the main tool for collecting data in this study that were analyzed through descriptive and inferential statistics using SPSS Software. The results showed that the trend of fashion in the students increases with the increase of early maladaptive schemas.

Key words: Fashion, early maladaptive schemas, University of Ali Ibn Abi Talib, simple, SPSS Software

INTRODUCTION

In primitive society that there was still no social classes and economic competitiveness, women and men painted and adorned their bodies and this doing was not related to aesthetic field. At that time it was necessary that people, who belonged to a certain group or in simpler terms because of relationship, "marked" themselves in a certain way due to the relationship. These signs were not limited only to ornaments, rings, bangles and so on and also, includes the cuts on the body, tattoo and different forms of painting and etc. These signs not only determined the individual's genders but also, determined the group and position of each person from childhood to old age. With the formation of class society, these signs were changed and became a fashion and makeup and were notindicative of social inequality but they were seen as a sign of ethnic, tribal and group allegiances (Klepp, 2009).

Fashion-orientation is not a result of the life of contemporary human and it has presented in all periods of human life. But, if the phenomenon is chosen consciously and with the selection and formed according to the culture and intellectual and ideological frameworks of the society in any period of history, not only it won't cause social and cultural failures but also asa social achievement, it inturn, will greatly contribute to the growth and promotion of culture and civilizationand provide the perfect neatness of living. One of the fields and factors influencing fashion and fashion-orientation is the discussion on the schemata. In psychology and more widely in the field of cognitive psychology, schema has an outstanding and rich history. In the area of cognitive therapy, Beck (1976) pointed out the concept of schema in his earliest writings. However, in the context of psychology and psychotherapy, schema is considered as a general organizing principle which is essential to understand the experiences of one's life. Early maladaptive schemata are pervasive and profound patterns and motifs formed by memories, emotions and physical feelings. They were formed in childhood or adolescence, they have continued in the course of life, they are about one's relationship with others, they are highly inefficient and they fight for survival although the person knows that the schema makes him upset (Young et al., 2003).

Thus, since attention to cultural invasion and its influence over clothes fashion, make up and music among the students of every class that make up a great part of the youth is not unknown to anyone and since the culture of any nation or ethnicity forms the customs and traditions of that nation or ethnic values and social heritage of those people who have inherited from the past, it calls for more sensitivity to maintain and protect it from any harm. In addition, it is clear that in adolescence period consensus should be created between cultural infrastructure of each generation and acceptable and

Corresponding Author: Mohammad Hasan Gerami, Department of Counseling and Guidance, Islamic Azad University, Yazd Branch, Yazd, Iran

legitimate aspirations prevailing. Since the research in this area is weak. Therefore, since the studies in this regard are few and the issues cited should to be provided with a solution, however small, the researcher tries to study the prediction of tendency towards fashion and early maladaptive schemata.

Theoretical foundations and hypotheses
Fashion and the reasons for the tendency towards it:
Fashion and fashion tendency are of the important and current issues of the community. This subject is discussed from various religious, social, political, cultural and psychological aspects and different views have been expressed about it. Some people see it as a sign of high development and civilization. In contrast, some strongly disagree with it and consider it as a kind of ego death and lack of identity. The term "fashion" is a French word. In French, it means way, method, habit, style, taste, custom and mode taken from Modus of Latin root. The term entered the Persian language after WWI with the influence of west culture (Ordubadi, 1983). In English, the term fashion is used for "Mode" and almost the same definitions are used for it as in Persian and French. Fashion is a way of dressing, behaving, decoration or an interest that is considered (Webster and Dreskell, 1983).

In explaining the origins of fashion tendency, it can be said that following fashion, beauty and interest in diversity are rooted in human nature and the needs such as diversity and interest in beauty and perfection seeking by nature are the main sources of it. However, the extremist common forms of this trend, known as fashion worship, are formed because of ignorance, weakness of spiritual values, wide advertising of the enemies, ego death, blind imitation of others, or becoming infected with the vices such as show off, pride, feeling inferior and low self-esteem. The most important causes are human nature and the needs such as perfection seeking and interest in beauty butthe extremist common forms of this trend, known as fashion worship are formed because of ignorance, weakness of spiritual values, wide advertising of capitalist and opportunist systems, or becoming infected with the vices such as show off and pride.

Deceptive advertising of Western countries to undermine the belief systems and values of other communities, especially Muslim communities, lack of proper planning for leisure and consort with bad friends are of the other factors. The prevalence of fashion tendency in third world countries was due to political objectives, disruption in the path of meeting the needs of the people, imposing fashion tendency and fashion seeking as a need. Fashion tendency was used for political purposes in Iran and the Third World. With improper performance of official school education and mass media, the actions of international business brokers, the feeling of emptiness and the empty fertile space the adolescents and young adults move towards accepting global and non-native patterns supported with the power and determination of Western media (Farahani, 2003).

Schema: The term "schema" is generally defined as structure, format or framework (Young, 1999). Schema is a cognitive structure in order to sift, encode and assess the motive which an organism is exposed to it. Based on schemata,the person will be able to orientate himself in relation to time and space and classify and interpret his experiences with a significant way (Beck, 1976). According to Young, early maladaptive schemata are pervasive and profound patterns and motifs formed by memories, emotions and physical feelings. They were formed in childhood or adolescence, they have continued in the course of life, they are about one's relationship with others, they are highly inefficient (Young *et al.,* 2003).

Early maladaptive schemata: Schema therapy considers the psychological themes which are the characteristic of the patients withcognitive behavior problems. These themes are called early maladaptive schemata. Early maladaptive schemata are pervasive and profound patterns and motifs formed by memories, emotions and physical feelings. They were formed in childhood or adolescence, they have continued in the course of life, they are about one's relationship with others, they are highly inefficient and they fight for survival although the person knows that the schema makes him upset (Young *et al.,* 2003). Schemata are formed early in life, continue to move and impose themselves on later experiences in lifeaccording to the principle of preserving cognitive coordination (to maintain a stable view about yourself and others)even if they do not have any other uses. According to the above theoretical foundation on the main variables of the study, following hypothesis can be raised in order to achieve the main objective:

- H: Early maladaptive schemata have a power predicting the trends towards the fashion

In order to achieve the secondary objectives of the study, the main hypothesis has been raised in the forms of following sub-hypotheses and then, they have been tested:

- H_{11}: There is a direct relationship between the maladaptive schemata and trends towards fashion

- H_{12}: With the maladaptive schemata, trends toward fashion can be predicted

Literature review: In a study entitled "Beauty as Status", the results showed that facial attractiveness creates predictable differences in general and specific communications and also, effectiveness and attractiveness of faces can be changed and adjusted in combination with other status features (Webster and Dreskell, 1983). Lennon and Rudd (1994) in their study on 194 girls in America, found that there is a positive relationship between theattitude to the role of gender and body satisfaction and self-esteem and women, who have high self-esteem, are less involved in the appearance management process. In another study entitled "Body image and appearance management", Lennon and Rudd found that women quickly learn to manage their appearances to achieve the cultural ideals, including setting body weight and keeping themselves clean in order to meet the desired norms. Such cultural expectations strongly affect us on how we feel about our bodies. Also, they affect some aspects of appearance management, including diet, exercise, use of cosmetics, cosmetic surgery and the coating.

In a study entitled "Absent Body Project" by Black and Sharma, beauty therapy and construction of femininity were analyzed. According to the observations, the researchers found that beauty therapists play the role of informal advisor and indeed do both emotional activities and the activities associated with doing work on body. The general point obtained on the people who referred to medical Beauty salons is: "a woman who comes into the salons, seeks purely social activities. Not only therapist butalso the customers are completely aware of this important note that theiroperating procedures must comply with the categories of women whom they constantly deal with them" (Black and Sharma, 2001). In his study, showed that women often wear that kind of clothes which show that part of their bodies which they are satisfied with them. On the other hand, the results show that there is a relationship with dress and marital status and age. Also, women who participate in weight-loss program, use the clothes that make them look better and improve their perception of their bodies (Robinson, 2006). Dove Professor Assistant ina study entitled "challenging beauty" on 3200 women in the 18-64 age group, from 10 countries in the world who were selected by telephone survey, found that 44% of women believe that beauty is an issue beyond the physical characteristics (Toni, 2004).

Andelberg performed a study on fashion in the view of youth and its effects on personal and social life. The results showed that the most important effects of fashion on youth have been "sense of joy" and "modern identity". Bowen inhis study entitled "post-modern identity and its effect on fashion", investigated the relationship between clothing and identity in terms of consumption and fashion among the youth in Milan Town by the use of questionnaire and in-depth interviews. The results showed thatclothing consumption is considered as a way to show non-exclusive identity (Bovone, 2006). Tiggemann and Lacey (2009) in their study entitled "body satisfaction, appearance investment and the function of clothing among the female buyers", investigated the relationship between the clothing and experience of female body among the female buyers of clothing in Australia. The results of the questionnaire and variables of body image, function of clothing, confidence and enjoying shopping for clothes showed that choosing fashionable clothes is used for all ages of the women.

MATERIALS AND METHODS

Method type: As the current research seeks to find the relationship between the variables, considering the nature and objectives of the study, the research method is descriptive-correlation and Pearson correlation and regression methods are used.

Population and sample: The study population consists of all medical and nursing students of Faculty of Medical Sciences of Ali Ibn Abi Talib (AS) in Yazd in 2014 who are 200 people. Since the population was 200 people, we have used simple random sampling. Thus, we select the sample group randomly from among medical and nursing students of University of Medical Sciences of Yazd. Sample size is at least 127 people according to Morgan table butfor more reliability, 140 samples were selected.

Data collection: To investigate the fashion tendency, Afrasyabi (2013)'s questionnaire of fashion tendency of the adults is used. The questionnaire has 21 questions in three dimensions of protesting fashion tendency, identity fashion tendency and leisure fashion tendency identified with strongly agree, agree inbetween, disagree and strongly disagree scored from 1-5. Questionnaire of fashion tendency was evaluated through construct and face validity. For measuring the face validity, the views of professors and experts were used. For construct validity, factor analysis was used. According to the results of factor analysis, variance of fashion tendency scale is 53%. Cronbach's alpha coefficient was used to test the reliability that is ≥0.90.

Another questionnaire is the Young's early maladaptive schemata questionnaire-short form. This

scale was made by Young (1999). It has 75 items and based on the findings of Schmidt *et al.* (1995), 15 early non-adaptive schemata are investigated by it. Any item is graded by six options (one = absolutely true, six = it perfectly describes me). A high score in a certain subscale shows a more probability of one non-adaptive schema for the individual. The validity of the Young's early maladaptive schemata Questionnaire-Short Form (ysQ-SF) was estimated 0.96 by the use of Cronbach's alpha and it was >0.80 for all subscales. In order to estimate the reliability, intra rater method was used and correlation coefficients of the subscales were in the range of 0.60-0.85 also the reliability of the test was investigated by the use of internal consistency method and it has a high consistency in the range of 0.71-0.90. To investigate the validity of the questionnaire, the validity of the criterion and structure was investigated that the high consistency of the theoretical structure of subscales and the factorial results of the validity was confirmed. Cronbach's alpha was estimated 0.79 for the maladaptive schemata questionnaire.

Data analysis: In this study, according to the study variables and the type of data collected, to assess them, mean, standard deviation, minimum and maximum of scores were used. In the statistical analysis, given the nature of measuring scale that is of distance type and the hypotheses, the analysis of regression and correlation were used for data analysis. It should be noted that to measure normal distribution of scores, Kolmogorov-Smirnov test is used. Other assumptions of regression test were tested and approved.

RESULTS AND DISCUSSION

To investigate the data distribution, Kolmogorov-Smirnov test was used. Other assumptions of regression test were tested and approved. The significance level was considered equal to 0.05 (Table 1). Given that for all variables, the significance level of Kolmogorov-Smirnov test was estimated >0.05, the data distribution is normal. So, assumption of normality was verified for performing the test (Table 2-4).

In order to investigate the effects of maladaptive schemata on the trends towards fashion, hierarchical regression test was used. Preliminary analysis was done in order to ensure that there is no violation of the assumptions of normality and also, there are linearity, multicolinearity and the same distribution. At the fisrt stage, the variable of maladaptive schemata was input into the model which explains 0.81 of the variance. The Sig.<0.05 and F = 5.79 indicates that the model as a whole is significant.

Table 1: Normality of data distribution

Variables	Fashion-orientation	Maladaptive schemata
Value of z	1.319	0.867
Significance level	0.062	0.439

Table 2: Summary regression model of maladaptive schemata on trends towards fashion

R	R^2	Adj. R^2	Variation of R^2	Variation of F	Sig. level
0.295	0.087	0.081	0.087	13.202	0.0001

Table 3: Regression analysis of maladaptive schemata on trends towards fashion

Models	Sum of squares	df.	Mean of squares	F-value	Sig. level
Regression	3383.681	1	3383.681	13.202	0.0001
Residue	35370.169	138	256.306		
Total	38753.850	139	3383.681		

Table 4: The regression coefficients of maladaptive schemata on trends towards fashion

Predictors	Non-standardized coefficients	Standardized coefficients	t-value	Sig. level
Constant	24.429		5.037	0.0001
Maladaptive schemata	0.098	0.295	3.633	0.0001

Table 5: Relationship between maladaptive schemata and the trends towards fashion

Variables	Correlation coefficient	Sig. level	Number
Emotional deprivation	0.15600	0.0650	140
Triggered/instability	0.09700	0.2560	140
Mistrust/misbehavior	0.220**	0.0090	140
Social isolation/alienation	0.287**	0.0010	140
Defectiveness/shame	0.331**	0.0001	140
Failure	0.310**	0.0001	140
Dependence/incompetence	0.294**	0.0001	140
Vulnerability to harm or illness	0.345**	0.0001	140
Involved/undeveloped self	0.306**	0.0001	140
Obedience	0.318**	0.0001	140
Self-sacrifice	0.01300	0.8810	140
Emotional inhibition	0.2130*	0.0110	140
Unrelenting standards	-0.13900	0.1010	140
Merit/Hauteur	0.07100	0.4040	140
Continence/insufficient self-discipline	0.1350	0.1130	140
Maladaptive schemata	0.295**	0.0001	140

- H_1: There is a relationship between maladaptive schemata and the trends towards fashion

Pearson's correlation test was used to investigate the relationship between maladaptive schemata and trends towards fashion. Given the significance level which is less than the supposed error. The relationship between these two variables is significant. Given that the correlation coefficient is positive thisrelationship is direct. This means the value of fashion or self-disclosure increases with the increase in the value of maladaptive schemata. Therefore, the first hypothesis was verified. The relationships between different schemata and fashion-orientation were investigated (Table 5). And the relationships between social isolation/alienation, defectiveness/shame, failure, dependence/incompetence,

Table 6: Summary of regression analysis. Prediction of the trends towards fashion based on maladaptive schemata.

Criterion (Model)	Sum of squares	df.	Mean of squares	F-value	Sig. level	R	R^2	Adj. R^2
Maladaptive schemata								
Regression	3383.6810	1	3383.681	13.202	0.0001	0.295	0.087	0.081
Error	35370.169	138	256.3060					
Total	38753.850	139						

Table 7: Summary of regression coefficient. Prediction of trends towards fashion

Predicators	Dependent variable			
	Non-standardized coefficients	Standardized coefficients	t-value	p-value
Constants	24.429		5.037	0.0001
Maladaptive schemata	0.0980	0.295	3.633	0.0001

vulnerability to harm or illness, involved/undeveloped self, obedience mistrust/misbehavior, emotional inhibition and fashion-orientation are significant (Table 5).

- H_2: With the maladaptive schemata, trends toward fashion can be predicted

To predict the trends towards fashion based on maladaptive schemata, regression test was used. The results showed that R^2 was estimated equal to 0.087. This means 8.7% of the variance of the trends towards fashion is explained by the scores of maladaptive schemata. Additionally, the F-statistic F was significant at the confidence level of 99% (F (1.139) = 13.202, p<0.05). According to t-statistic and significance level, it can be concluded that there is a significant and positive correlation between the maladaptive schemata and trends towards fashion (b = 0.098, t = 3.633, p<0.05). Therefore, there is enough evidence to accept the hypothesis (Table 6 and 7).

CONCLUSION

According to the results of main hypothesis, it can be concluded given that all behaviors of human are in the event of meeting his needs and he tries to meet his needs in the form of behavior or actions, fashion-orientation isone of the behaviors that we unconsciously meet our needs with it. As said, respect or value and status are one of the important needs of human. Also, youth interms of age will want to have the value and respect from others and use different tools and methods to achieve this goal. Therefore, fashion psychologically depends on panache and the need for drawing other's attentions to himself. Therefore, according to Maslow, the reason of individual's fashion-orientationis the need for respect or attention from others which is infact, one of the noble requirements of a man. Also, it can be concluded that the reason of fashion-orientation is that we unconsciously meet our needs and according to Young's definition of early maladaptive schemata and given that one of the

main causes of maladaptive schemata is non-fulfilment of basic emotional needs of childhood, it can be concluded that there is a direct relationship between early maladaptive schemata and fashion-orientation. This means the more the early maladaptive schemata are in the individual, the more the fashion-orientation is in him. These results are consistent with the results of the studies by Farahani (2003), Jafari (2012), Rafatjah (2007), Bovone (2006), Susumu (2004), Rabinson (2006), Lennon and Rudd (1994), Bagherinejad (2001), Heidari (1997), Karimipour (1994), Movahed *et al.* (2010), Webster and Dreskell (1983), Najafi (2002), Jalali (2002), Fathi and Ekhlasi (2008).

In explaining the first hypothesis, it can be concluded that generally, all human behaviors are in the event of meeting his needs and he tries to meet his needs in the form of behavior or actions, fashion-orientation isone of the behaviors that we unconsciously meet our needs with it. According to Maslow, American psychologist, the needs of human categorized in 5 groups: physical needs (the most basic survival needs such as food and water), security needs (safe physical and emotional environment), needs of belonging (friendship and acceptance from others), needs of respect (recognition, attention and needs from the other) and ultimately, needs of self-actualization (advancement, the highest required category). According to Maslow, respect or value and status are one of the important needs of human. Also, youth interms of age will want to have the value and respect from others and use different tools and methods to achieve this goal: someone express themselves through study, sport, art and some others express themselves through fashionable appearance changes. So, fashion psychologically depends on panache or the need for drawing other's attentions to himself. According to Maslow, the reason of fashion-orientation is the need of respect or the need for drawing other's attentions which is one of the main needs of a man. According to the Young's definition, early maladaptive schemata are pervasive and profound patterns and motifs formed by memories, emotions and physical feelings. They were formed in childhood or adolescence, they have continued in the course of life, they are about one's relationship with others, they are highly inefficient and given that one of the main causes of maladaptive schemata is non-fulfilment ofbasic emotional needs of childhood, it seems that the trends towards fashion-orientation is created to meet the human needs including needs of panache, drawing other's attentions and etc. So, it can be concluded that

the people who have more maladaptive schemata have more trends towards fashion-orientation. This result is consistent with the results of the study by Fadaii, Jafari (2012), Bovone (2006), Susumu (2004), Rabinsons (2006) and Lennon and Rudd (1994).

In explaining the second hypothesis, it can be concluded that the reasons for the trends towards fashion, especially in women, can be explained with different approaches, psychologically, the human needs for panache and beauty provide the context for fashion-orientation. By understanding the psychological and sociological theories as mentioned, the reason for fashion-orientation is that we unconsciously meet our needs and also, according to the Young's definition, one of the main causes of maladaptive schemata is non-fulfilment ofbasic emotional needs of childhood. So, it can be concluded that there is a direct relationship between early maladaptive schemata and fashion-orientation. This means the more the early maladaptive schemata are in the individual, the more the fashion-orientation is in him. These results are consistent with the results of the studies by Heidari (1997), Karimipour (1994), Movahed *et al.* (2010), Webster and Dreskell (1983) and Tiggmann and Lacey (2009).

SUGGESTIONS

In production of radio and television programs, the authority and actors are at good state of being a model of fashion and fashions tendency. Amongst the reasons that make the young people follow negative fashion or absurdity are disorganization and unemployment. Thus, the officials of young people's affairs should have proper planning and attractive programs for the younger generation civic leisure and the young people should also have proper planning to spend their leisure time in the fields of science, art, sport and recreation, so as not to spend their precious time for unnecessary work or compliance with bands like showing off and following futile and useless groups.

Before presenting any model (in terms of dress and make-up), comments of psychologists, sociologists and religious, cultural, economic and political experts should be taken into account by holding panel discussions and technical sessions. Moreover, an initial survey should be done from different levels of society, so that, according to those needs and requests and according to the valued principles, proper models and role models can be presented. In addition, after its election and supply in the community, it should be re-evaluated to make its positive or negative feedback clear and its weaknesses and negative points be corrected.

Raising the awareness of young people about the harms of fashion tendency and choosing false models by holding workshops on self-esteem and self-confidence and training social skills, holding question and answer sessions among the students about the causes and consequences of fashion tendency, the effort of domestic media efforts for acculturation in the use of national and ethnic models and promoting Quranic and Islamic culture with new ways to target families and society, can prevent personal, psychological and social damage.

REFERENCES

Afrasyabi, H., 2013. Socio-cultural factors associated with the fashion among the young city of Yazd. Master Thesis, University of Yazd, Yazd, Iran.

Bagherinejad, M., 2001. Sociological study of basic fashions are the second and third male high school students in Kerman. Kerman Education Research Center, Institute for Teachers, Kerman, Iran.

Beck, A.T., 1967. Depression: Clinical, Experimental and Theoretical Aspects. In: Depression Cause and Treatment, Beck, A.T. (Ed.). University of Pennsylvania Press, Philadelphia, Pennsylvania, pp: 3-9.

Beck, A.T., 1976. Cognitive Therapy and the Emotional Disorders. International Universities Press, New York, ISBN: 9780823609901, Pages: 356.

Black, P. and U. Sharma, 2001. Men are read women are made up beauty thrapy and the Construction of Femininity the editorial board of Sochologycal review. London J. Sociology, 49: 100-116.

Bovone, L., 2006. Urba style caltures and urban cultural production in milan: Postmodern identity and the transformation of fashion. London J. Sociology, 3: 54-54.

Farahani, J., 2003. Escaping from the Monotonous Life, When Fashion is Beyond Feminism. Iranian Publishers, Iran, Pages: 154.

Fathi A. and A. Ekhlasi, 2008. Management body and its relationship with the social acceptance of body. Womens Strategic Stud., 41: 9-42.

Heidari, M., 1997. Research on youth fashion phenomenon. Master Thesis, Ferdowsi University of Mashhad, Mashhad, Iran.

Jafari, A., 2012. The mediating role of family function in explaining the relationship between identity and orientation pages, exotic fashions. Behav. Sci., 4: 4-27.

Jalali, M., 2002. Evaluation of fashion among male and female high school students in central province. Master Thesis, Payame Noor University, Tehran, Iran.

Karimipour, Z., 1994. Effective background check fashions among secondary school students in a district of Arak. Master Thesis, University of Arak, Arak, Iran.

Klepp, I.G., 2009. Does beauty come from within: Beauty and well-being in Norwegian SPAS. Medische Antropologie, 21: 39-51.

Lennon, S.H. and N. Rudd, 1994. Linkages between attitudes gender roles, body satisfaction, self-esteem and appearance management behaviors in woman. Family Consum. Sci. Res. J., 34: 350-365.

Movahed, M., E. Ghafarinasab and H. Moghaddam, 2010. Makeup young girls in public life. Res. Znanf, 8: 79-105.

Najafi, A.A., 2002. Sociological factors influencing the fashion among high school students in Bushehr. Master's Thesis, Shahid Bahonar University of Kerman, Kerman, Iran.

Ordubadi, A.S., 1989. Welfare in Islam. Islamic Culture Publications Office, Qom, Iran,.

Rafatjah, M., 2007. Human identity of the woman in makeup and fashion challenge. J. Cult. Social Counc. Women, 10: 135-179.

Robinson, T.R., 2006. Clothing behavior body cathexis and appearance management of women enrolled in a commercial weight loss program. Ph.D Thesis, Philosophy Faculty of Polytechnic Institute, Virginia State University, Hayden St, Petersburg, USA.

Schmidt, N.B., T.E. Joiner Jr., J.E. Young and M.J. Telch, 1995. The schema questionnaire: Investigation of psychometric properties and the hierarchical structure of a measure of maladaptive schemas. Cognit. Ther. Res., 19: 295-321.

Susumu, K., 2004. Influences of life style factors on consumer behavior related to clothing and sexuality the case of college students. J. Japan Res. Assoc. Textile Uses Japan, 5: 246-275.

Tiggemann, M. and C. Lacey, 2009. Shopping for clothes: Body satisfaction, appearance investment and functions of clothing among female shoppers. Body Image, 6: 285-291.

Toni, C.A., 2004. The Dove Report: Challenging Beauty. Edelman Publication, New York, USA.,.

Webster, M. and J. Dreskell, 1983. Beauty as status. Am. J. Sociol., 1: 89-89.

Young, J.E., 1999. Cognitive Therapy for Personality Disorders: A Schema-Focused Approach. Professional Resources Press, Sarasota, Florida,.

Young, J.E., J.S. Klosko and M.E. Weishar, 2003. Schema Therapy: A Practitioner's Guide. Guilford Press, New York, USA.