

The Role of Spiritual Intelligence in Predicting the Tendency Towards Fashion in Dormitory Girl Students of Medical School of Ali Ibn Abi Talib (AS) in Yazd

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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 spiritual intelligence 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 findings showed that people with higher spiritual intelligence tends to be reduced their fashions tends.

Key words: Fashion, spiritual intelligence, University of Ali Ibn Abi Talib, random, questionnaire

INTRODUCTION

Fashion and fashion tendency is a phenomenon that exists more or less among all segments of society but young people and adolescents pay more attention to “fashion” “fashion tendency” than the other classes. Today, young people have established extensive communications with communities and different cultures in the light of developments in communications and modern computer technology and their status regarding understanding the values, beliefs and selecting favorable norms has become more complex and difficult. Moreover, maybe the existing contexts have caused young people to move towards behaviors and norms contrary to the values of their society.

Fashion tendency is not the result of contemporary man’s life but it has existed throughout human life. However, if this phenomenon happens in each historical era consciously with choice and regarding the cultural, intellectual and religious frameworks of the society, not only it does not give rise to cultural and social failure, but also, as a social achievement in its turn, it greatly helps the growth and excellence of culture and brings about the context for proper neatness. One of the fields and factors influencing fashion and fashion tendency is spiritual intelligence. People with high spiritual intelligence think

differently and are different in terms of appearance and clothing. In the past few decades, the psychology of religion and studying spiritual issues were increasingly interesting the psychologists. Most of the studies in this area are related to the relationship between religion and spirituality and mental health (Rajai *et al.*, 2008). 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 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 spiritual intelligence.

Theoretical principles and presenting the 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, 1989). 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, but the 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).

Spiritual intelligence: For long, the researchers and thinkers used to get help from discursive Intelligence (IQ) and the developed tests that assessed this intelligence to assess human capabilities, innate talents. Sometime after,

a more inclusive intelligence and somewhat distinct from discursive intelligence came into consideration which focused on understanding the feelings and emotions. This intelligence was called Emotional Intelligence (EQ). However, with the ever-increasing advances in science and technology, the need for a metaphysical force and feeling the vacuum in complicated modern life, something beyond these two types of intelligence was considered which no uses were seen to it or it was ignored and it was spiritual intelligence or the use of the spiritual information in solving everyday problems and issues of meaning and value.

Spiritual intelligence is a set of subjective adaptive capabilities based on supernatural and transcendent aspects of reality, especially those related to the nature of the individual, individual conceptualizing, excellence and expanded states of consciousness. These processes have the adaptive role in facilitating individual conceptualizing, transcendence and expanded states of consciousness. These processes have an adaptive role in facilitating individual conceptualizing, problem solving and abstract reasoning.

By discussing the theoretical foundations on the main variables of this study, to achieve the main objective of this study, the following hypothesis can be raised:

- H: Spiritual Intelligence (SI) has the power to predict fashion tendency

The main hypothesis has been proposed and tested in the following sub-hypotheses to achieve the secondary objectives of the study.

- H₁₁: SI is inversely related with fashion tendency
- H₁₂: Fashion tendency can be predicted through SI

A review of research background: Morrison conducted a study entitled “Examples of fashion and body images of women” in fulfillment of a master’s degree from Ohio State University. In this study, 80 students have been studied. The aim of this study was experimental evaluation of the differences of effectiveness of black and white women from black and white models. The results of this study showed that the race of the person selected as a model has a significant effect on media impact on black female students, while the race of these people has no effect on white girls. In a study entitled “Physical and psychological correlation to tendency to appearance” in Canada done on 102 women, Davis *et al.* (2001) concluded that narcissistic and neurotic behaviors have a positive relationship with tendency to appearance. Physically attractive women, than less attractive women, are more

likely to be the subject of visual attention and evaluation, so they are more likely to see themselves as objects (Davis *et al.*, 2001). In a study titled "Challenging beauty" during studying 3,200 women from 10 countries in the age group 18-64 years selected by survey phone method, research team Dove professor assistant found that 44 percent of women believe that beauty is an issue beyond the physical characteristics (Toni, 2004). The findings of this study show that women consider the concept of beauty as inherent physical characteristics and obsolete and instead considered situations and experiences as enabling factors in the sense of beauty. Among other findings of the mentioned study is that 21 percent of women experience beauty by buying beauty products and 17% by looking at fashion magazines. The mentioned research also states that "On the one hand, as the diminished concept of beauty is constantly used in mass media and the other components such as happiness, kindness, wisdom, love and understanding are ignored and on the other hand, that certain quality of beauty that is highlighted in the media is an inaccessible phenomenon, most women, especially younger women and girls, getting their models of popular culture, suffer a kind of depression and low self-esteem". Among the other finding of this study is identifying the amount of different cosmetics products used by women to feel more physical charm. Accordingly, deodorant with more than 82% is the mostly used and skin-lightening products with 9% have the lowest use. Products related to maintenance of hair, perfume and cologne, moisturizers, products related to face, color and cosmetics products, products related to the maintenance of nails and sunscreen have 75, 74, 70, 68, 57 and 21 % usage respectively. In a project entitled "The Impact of lifestyle on clothes consumer's behavior," the impact of lifestyle factors on consumer's clothes behavior and sexuality of university students is examined and the results show that gender, romantic consumption, extravagance and sexual consumption can have an important role in this regard.

Moreover, there is a significant relationship between lifestyle and romantic and extravagance consumption the disruptive effects of and (Susumu, 2004). Paquette and Raine (2004) conducted a study in Canada titled "Socio-cultural context of women's body image," in which they interviewed a woman with anorexia nervosa and showed that body image is not a fixed structure but a dynamic and fluctuating one. Moreover, the powerful subconscious effect of media on body image can be balanced by internal context of women (the degree of self-confidence and her personal criticism of herself) and her relationship with others, such as partners, family and other women. Another article deals with the effect of

self-discipline and confidence through the image on the goods in fashion oriented people. The data collected from 478 samples studied in this paper show that following fashion is significantly dependent on the character and status of the consumer.

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 but for 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, in between, 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.

To assess SI, King's Spiritual Intelligence Self-Report Inventory (SISRI) is used. The questionnaire was designed and built in 2008 by King. The inventory consists of 24 items and 4 subscales: critical existential thinking, individual conceptualization, transcendental consciousness and expanded consciousness. The higher score a person gets on this questionnaire, it means he has a higher spiritual intelligence. King's Spiritual Intelligence Self-Report Inventory (SISRI) has 24 items and aims to measure different aspects of spiritual intelligence (critical existential thinking, personal conceptualization, expanded state of consciousness and Transcendental

Consciousness). Its scoring scale is based on five-item Likert (completely wrong, wrong, partly correct, very correct and completely correct) and is graded from zero to four, but this scoring method is reversed for question 6 and is graded from four to zero. In the study by Raghib *et al.* (2010), the reliability of the questionnaire was estimated as 0.88 using Cronbach's alpha coefficient. Psychologists confirmed face and content validity. To estimate the convergent validity, Gobari Bonab's questionnaire of spiritual experience was used at the same time and the correlation coefficient between the two questionnaires was obtained 0.66. To assess construct validity, exploratory factor analysis and first order confirmatory factor analysis were used. The results of the study showed that this scale is a reliable tool to measure spiritual intelligence and given the acceptable reliability and validity, it can be used in educational and research settings such as universities.

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 measure normal distribution of scores, Kolmogorov-Smirnov test is used. Other assumptions of regression test were tested and approved. The significance level is considered 0.05 (Table 1-3).

Given that in all variables, the significance level of Kolmogorov test is >0.05 , the distribution of scores in the variables is normal. Thus, the normal assumption is established to conduct the test. The main hypothesis of this study: Spiritual intelligence has the ability to predict fashion tendency.

In order to evaluate the effect of spiritual intelligence on fashion tendency, hierarchical regression analysis was performed. Preliminary analyses were done to ensure no violation of the assumptions of normality, linearity, multicollinearity and even distribution. Spiritual intelligence variable in the model, as a whole, explains 12.4% of the variance. $F = 5.79$ and $Sig < 0.05$ indicate that the model is significant as a whole Table 4 and 5.

Table 1: Evaluating the normal distribution of scores

Parameter	SI	Fashion tendency
Z value	1.169	1.319
Sig	0.130	0.062

Table 2: Summary of regression model of spiritual intelligence to tendency to fashion

R	R ²	R ² adj	R ² change	Changes of F	Sig.
0.017	5.793	0.037	0.112	0.124	0.353

Table 3: Spiritual Intelligence regression analysis to the tendency to fashion

Model	Sum of squares	Degree of freedom	Mean Square	F-value	Sig
Regression	4818.729	2	2409.364	9.727	0.0001 ^b
Residual	33935.121	137	247.702		
Total	38753.850	139			

Table 4: The regression coefficients of spiritual intelligence to fashion tendency

Predictors	Non-standardized coefficients	Standardized coefficients	t-value	Sig
Constant	40.362		4.948	0.0001
Spiritual Intelligence	-0.216	-0.192	-2.407	0.017

Table 5: Studying the relationship between spiritual intelligence with fashion tendency

Variables	Correlation coefficient	Sig.	Frequency
Critical thought	-0.168 [*]	0.047	140
Personal conceptualization	-0.353 ^{**}	0.0001	140
Transcendent awareness	-0.231 ^{**}	0.006	140
Expanded consciousness mode	0.134	0.113	140
Spiritual Intelligence	-0.198 [*]	0.019	140

- First hypothesis: Spiritual intelligence is associated with fashion tendency

Pearson correlation coefficient test was done for studying the relationship between spiritual intelligence and fashion tendency. Due to the significance level of the test that is less than the error given in the study, the relationship between the two variables is significant. Given the negative sign in the correlation, the relationship between the two variables is inverse. This means with increase in spiritual intelligence, fashion tendency reduces. Thus, the second hypothesis is confirmed. The relationship between different components of spiritual intelligence and fashion tendency was evaluated and the inverse relationship between critical existential thinking, individual conceptualization and transcendental consciousness with fashion tendency was confirmed (Table 6).

- The second hypothesis: tendency to fashion can be predicted through spiritual intelligence

To predict fashion tendency in terms of spiritual intelligence, simultaneous regression were used. The

Table 6: Summary of regression analysis to predict fashion tendency based on spiritual intelligence

Criterion	Model	Sum of squares	Degree of freedom	Mean square	F	Sig	R	R ²	R ² _{adj}
SI	Regression	1514.391	1	1514.391	5.612	0.019	0.198	0.039	0.032
	Error	37239.459	138	269.851					
	Total	38753.850	139						

Table 7: Summary of regression coefficient to predict fashion tendency

Dependent variable: tendency to fashion				
Predictors	Non-standardized coefficients	Standardized coefficients	t-value	P
Constant	57.512		8.260	0.000
Spiritual Intelligence	-0.221	-0.198	-2.369	0.019

results showed that R^2 obtained value is 0.039, i.e. 3.9% of the variance of tendency to fashion is explained by spiritual intelligence. In addition, the ratio of calculated F ($F(1,139) = p < 0.05$) is significant at confidence level of at least 95%. By referring to the t statistics and significance levels, it can be judged that spiritual intelligence has a significant inverse correlation with fashion tendency ($b = -0.221$, $t = -2.369$, $p < 0.05$). Thus, there is sufficient evidence to accept the hypothesis (Table 7).

CONCLUSION

According to the main hypothesis, those who have higher spiritual intelligence are people who have low tendency toward fashions. In explaining this hypothesis, we can conclude that given that all human behaviors are in order to meet his needs and human tries to meet his needs in the form of behaviors or reactions, fashion tendency is one of the behaviors, during which we unconsciously meet our needs. As mentioned respect or value and dignity are of important human needs and youth, according to their age requirements, want to receive value and respect from others and to achieve this goal, they use different tools and methods. Thus, psychologically fashion is related to show off and to draw attention to oneself. Therefore, according to Maslow, the reasons behind people's tendency to fashions are the need for respect or attention from others which are of noble needs in human existence. People who have high SI have high capacity of excellence and desire to have consciousness. They have the capacity to allocate a part of their daily activities to spiritual practices. Therefore, we can conclude that SI, as the base of individuals' beliefs, has a major role in various fields, especially in promoting and providing mental health. Therefore, attention to spiritual intelligence and explaining it can help students understand the value and meaning of life, solve problems in the relationship to themselves and others and the world.

This finding is consistent with the findings of the studies by Jafari (2012), Bouone (2006), Susumu (2004),

Robinson (2006), Lennon and Rod (1994), Heidari (1997), Karimipour (1974), Movahed *et al.* (2010), Webster (1983), Najafi (2002), Jalali (2002) and Fathi and Ekhlaasi (2008).

In explaining the first hypotheses, it can be concluded the most important causes of tendency to fashion are human nature and the needs such as perfection seeking and interest in beauty, but the extremist common forms of this trend 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. In today's world, the principle is not the satisfaction of instincts, but the principle is diversity in satisfying the instincts. In this regard, some satellite channels known as Newshon network deal with production and supply of new fashions 24 h. This research finding is consistent with the research by Najafi (2002), Jalali (2002) and Fathi and Ekhlaasi (2008).

In explaining the second hypothesis, it can be concluded in shaping the lifestyle and following the fashions, examining the role of values and more importantly, value developments of the society in creating lifestyles and fashions is very important. The first scholars considered lifestyle and values as the main sources of the formation of way of life and emphasized that understanding the structure of individual values is the main task to understand the lifestyle of people. Moreover, it can be said that, spiritual intelligence facilitates religious and jurisprudential understanding. In addition, spiritual intelligence can assist people in the understanding of ethical issues and their values and people with higher spiritual intelligence have lower fashions tendency. The results of this hypothesis are consistent with the findings of Najafi (2002), Jalali (2002) and Fathi and Ekhlaasi (2008).

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.

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