

The Effect Of Clothing Size Manipulation And Social Comparison On Consumer Self-Esteem And Purchasing Decision

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Abstract: This research aims to find: the effect of clothing size manipulation on consumer self-esteem and purchasing decision; the effect of social comparison on consumer self-esteem and purchasing decision; and the effect of consumer self-esteem on purchasing decision of Undergraduate Regular Program students of Economics and Business Faculty of University of Mataram. This research is a causality associative research with respondents of 100 students. Sampling method used is quantitative method with accidental sampling technique. Technical analysis used is Structural Equation Modeling (SEM) with AMOS 22.00 program. Research findings show that clothing size manipulation has direct, positive and significant effect on self-esteem as well as purchasing decision. Social comparison also has a direct, positive and significant effect on self-esteem. On the other hand, social comparison has a direct and positive effect but statistically insignificant on purchasing decision. Self-esteem also has a direct and positive effect but statistically insignificant effect on purchasing decision.

Keywords: Clothing size manipulation, Social comparison, Self-esteem, Purchasing decision.

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I. Introduction

The continuous development of garment industry globally has opened up opportunities for companies. The garment industry has its promotional methods and ways to adopt good fashion sense, exclusive designs, the right clothing size, and certain brands for societal acceptance and thus, minimizing rejections. Several samples of popular fashion brands are Zara, H&M, Mango, Levi's, Diesel, 7 for All Mankind, Calvin Klein, Lee, Pepe Jeans London and Top Shop (Murasmulia, 2010). According to an article by bitebrands.co (2017), the ten most popular fashions in Indonesia at present are Lea, The Executive, Greenlight, Hammer, Minimal, 3second, Triset, Gaudi, Osella, and Poshboy.

Meanwhile, garment industry in Indonesia is also experiencing increase in sales, which can be seen from the continuous development of new shopping centers in many cities throughout Indonesia followed by increase in demand on fashion. Fashion trends can affect life styles through persuasive advertising causing consumers to ignore austerity and become less realistic, more so among female consumers. This is attributed to increase in self-confidence among women based on garments worn (Azaela, 2010). At present, majority of consumers in Indonesia are women. This is further strengthened by empirical data found in Hernandho (2004) that consumers of one of the biggest fashion network in Indonesia is dominated by women, i.e. 60% female and 40% male.

Common problem frequently encountered by consumers in selecting and purchasing clothing is different clothing sizes to what is expected. The garment can be either too big or too small. In order to minimize this problem, companies manipulate or change clothing sizes by decreasing them to smaller sizes known as vanity sizing. However, research by Marie and Isabelle (2014) states that in reality consumers also conduct manipulation practice even though companies have already done so. This is due to difficulty in finding the correct clothing size for the body type. *Vanity sizing* is a practice of manipulation/altering of clothing size to smaller sizes (Hoegg, 2013). Clothing size manipulation is a phenomenon often found in retail fashion industry. Clothing size in the fashion industry changes with time. Clothing size changed or decreased in order for consumers to have clothes with smaller size than previously or their actual size. This phenomenon is common in the retail industry in USA and Europe although less understood in Indonesia.

Clothing size manipulation (*Vanity sizing*) is a phenomenon that happens often but not widely researched in Indonesia. According to previous research by Hoegg (2013), the effect of clothing size manipulation on purchasing decision in several countries in Asia and Europe has positive effect but statistically insignificant. The phenomenon in itself is unclear as there is no certain standard on clothing sizes, and it occurs on manipulation of smaller size clothes as well as larger sizes. In Indonesia, Devitasari (2014) conducted a

research on clothing size manipulation with respondents who are students of University of Indonesia currently on a diet program. The research finds that clothing size manipulation has positive and significant effect on purchasing decision.

From observation of undergraduate Regular Program students of Economics and Business Faculty of University of Mataram, some students claim that the right clothes, correct size, up to date fashion are ways to value oneself and create good perception from peers in Campus or other people. Empirical study conducted by Mappiare (1982) in Geertruida (2015) states that the practice of clothing size manipulation could elevate a person's self-esteem.

Further findings on the observation conducted on students of University of Mataram are that some students prior to purchasing clothes in shopping centers in Mataram City will compare clothes to current fashion trends or those worn by artists seen in the media. Empirical study conducted by Athaillah (2015) supports this behavior whereby it finds social comparison has significant effect on purchasing decision of high-end fashion products on consumers in Banda Aceh. Compatibility is an aspect that students of University of Mataram decide on a purchase to elevate their self-esteem in front of their peers and others.

Interestingly enough from the aforementioned researches not many have investigate the effect of clothing size manipulation on self-esteem, the effect of social comparison on self-esteem, and the effect of social comparison on purchasing decision. Therefore, this research is important to conduct as it studies the effects of clothing size, social comparison, and self-esteem as variables on purchasing decision. The expectation is for this research to provide information on purchasing decision with relation to the correct clothing size taking into consideration that fashion industry can elevate self-esteem in an individual or the community.

II. Literature Research

Self-esteem is defined by Coopersmith (1967) in Henggaryadi (2012) as the evaluative attitude towards oneself that portrays acceptance or rejection attitude; and it indicates a person's belief as a competent, significant, successful, and valuable individual. Beane (1980) in Gerkey (2000) further states that one of the most important factors in determining purchasing decision is self-esteem. Self-esteem is how an individual evaluates himself. Self-esteem is essentially about how others compare to oneself on the bases of social comparison. Downward social comparison is comparing oneself with others that are worse off in certain attributes. Upward social comparison is comparing oneself with others with better attributes. According to Brogren and Karlsson et al., (2004) when an individual compares himself to others considered worse off, then one's self-esteem can become elevated and thus, lessen frustration. On the other hand, when an individual compares against others that are better off, then this may cause in heighten depression, frustration, and consequently lower self-esteem.

Festinger in Sarwono (2004) defines social comparison as a process of interaction and competitive behavior in social interaction that arises from the need to evaluate oneself and its fulfillment is by comparison to others. According to Myers (2007), social comparison is an adaptation that a person does by comparing himself to others. Research on the effect of social comparison by Devitasari (2014) finds students of University of Indonesia are essentially conducting the practice of clothing size manipulation after they compare themselves to others. Some respondents carry out manipulation practice in order to differentiate or distinguish their fashion sense to others, to follow the current trends, to show one's status as well as increase self-esteem.

Based on the limited survey conducted by Eastspring Investments, (2015) there are several sources that affects purchasing decision of garments among others, oneself (3%), family (4%), association (41%), and media (52%). Utami (2011) reiterates, based on data gathered by National Education Ministry, that 50% of visitors to shopping centers are students. Therefore, the subjects of this research are students of undergraduate Regular Program of Economics and Business Faculty of University of Mataram. Other reason is that they have wider variety in fashion sense and more up to date compare to other university students in Mataram City. This is due to high exposure of Campus activities at provincial and national levels on the students. Through these activities, students are encouraged to dress confidently and are therefore more prone to visit and purchase garments at the shopping centers in Mataram City with their varying sizes, fashions, and popular brands.

Another finding from the observation on students of Economics and Business Faculty of University of Mataram reveals that by dressing appropriately as well as up to date is one way to appreciate oneself and create good impression on friends in Campus and others. According to Goebel and Brown (1981), teenagers in growing and development stage really need self-esteem because self-esteem reaches its peak during teenage years. The self-esteem of teenagers are developed and shaped from interaction with others through appreciation, acceptance and good responds from others. One of the ways to be accepted and to have good responds from others is by dressing appropriately.

From the many literatures mentioned above, there are limited researches on the effect of variables such as clothing size manipulation on self-esteem, the effect of social comparison on self-esteem, the effect of social comparison variable on purchasing decision. In fact, according to Gerkey (2000) there are many ways to fulfill the need for self-esteem among other through lifestyle. Lifestyle covers many aspects of human life; one of

which is purchasing proper garments to elevate standard of living. Therefore, this research is important as it studies the effect of clothing size, social comparison, and self-esteem on purchasing decision. This research is expected to provide information on purchasing decision concerning appropriate clothing size, taking into consideration that fashion industry is responsible to increase self-esteem in individuals as well as communities.

III. Research Hypothesis

This research investigates clothing size manipulation, social comparison, and self-esteem on purchasing decision of students at the undergraduate Regular Program of Economics and Business Faculty of University of Mataram. Mappiare (1982) in Geertruida (2015) states that with clothing size manipulation practice a person's self-esteem can increase. Essentially everyone has a tendency of wanting to be accepted by his or her surroundings; therefore, he or she will follow the acceptable fashion of those around him or her. This leads to a consumptive behavior that is acceptable by others and thus influences a person's personal development and self-esteem or self-worth. Marie and Isabelle (2014) find that many women at present view clothing size as a determining factor on how they view themselves and their idea of positive body image. The smaller the clothing size that fits them, the better they feel and will have stronger tendency to purchase that brand. The relation between clothing size manipulation with self-esteem can be seen from research conducted by Devitasari (2014) on 40 students at University of Indonesia aged between 18-28 years old, which shows that vanity sizing affects self-esteem. Therefore, the hypothesis is formulated as follows: **Clothing size**

manipulation affects self-esteem.

A study by Sieben and Chen-Yu (1992) on 240 pairs of males that wear jeans in Asia, found that there are significant difference in sizes among brands that affects purchasing decision. The study detailed how consumers must try several jeans before purchase, as not all sizes are compatible with body size. Based on study by Hoegg (2013) on the effect of clothing size manipulation (*Vanity sizing*) on purchasing decision, the manipulation itself is ununiformed as there are no industry standard on sizes therefore, manipulation is carried out on smaller size clothing as well as the larger size clothing. This study determined that clothing size manipulation affects purchasing decision. Furthermore, research by Devitasari (2016) shows that clothing size manipulation affects purchasing decision on clothing by the respondents. This indicates that the respondents always search for clothing that fits and the right size prior to making a purchasing decision. In comparison to the research conducted by Nicole (2010) on students of Midwestern Regional State University, it claims the respondents are satisfied with the sizes and fitness of the clothing. Clothing size and clothing fitness do not influence the purchasing behavior of the students because they understand that clothing companies use different clothing sizes. Therefore, the formulation of the hypothesis is as follows: **Clothing size manipulation affects**

purchasing decision.

According to Brogren and Karlsson et al., (2004), when an individual compares himself to others considered less or worse off, self-esteem can be elevated and diminish frustration. However, when the comparison is against others that are well off or considered better off, level of depression can increase and self-esteem decreases. Hakmiller (1966) in Sarwono (2004) concludes that social comparison happens when a person whose self-esteem is threaten and finds comparison in others considered more realistic or similar in order to elevate his self-esteem. This social comparison and the effects on self-esteem is described by Devitasari (2014) that shows clothing size manipulation and social comparison can interact with consumer's self-esteem variable. Therefore, the following hypothesis is formulated: **Social comparison affects self-esteem.**

The relationship between social comparison and purchasing decision in this paper will look at how social comparison process influences the purchasing decision of a product, and the tendency to purchase other product in order to elevate self-esteem. Research conducted by Devitasari (2014) on social comparison shows that it affects purchasing decision of students at University of Indonesia as the respondents. This indicates that the respondents compare themselves to friends or others before making purchasing decision. Other research on social comparison conducted by Athaillah (2015) on consumers in Banda Aceh shows that social comparison has significant effect on the purchasing decision of high-end product. The hypothesis is therefore, formulated as follows:

Social comparison affects purchasing decision.

According to Gerkey (2000), lifestyle is an option to fulfill the need for self-esteem. Lifestyle affects many aspects in a person's life from health, social economy, and especially in the context of consumption to elevate standard of living known as *life styling*. Life styling means purchasing a product that indirectly fulfills other means apart from its intended purpose. This is common when purchasing leftover export goods, second hand goods, or fake or copycat goods (Eastspring Investments, 2014). An article describes it appropriately: "A person that buys a bag of a famous brand tends to buy it with the intention of increasing their self-esteem and

status". Ernita (2009) offers that there is a positive relation between self-esteem and purchasing decision based on theory that an individual is said to have high self-esteem if he or she has positive evaluation on his or herself, is fulfilled, has self-esteem and is proud of him or herself. Certain products consumed more often if by using that product increases self-esteem and confidence in a person. Research by Ayu and Suparna (2015) states that self-esteem has positive and significant effect on purchasing decision of smartphones by students of University of Udayana, moderated by gender. The same found by Geertruda (2015) that indicates a difference of self-esteem between teenagers that use Blackberry with those that do not at Christian University of Satya Wacana Salatiga. However, the findings of Lista (2016) differs in that self-esteem has positive effect but statistically insignificant on purchasing decision of second-hand clothing at Gedebage, Bandung. The forth hypothesis is as follows: **Self-esteem affects purchasing decision.**

IV. Research Methodology

This research has a quantitative approach, descriptive and associative causality in nature. It is a quantitative approach because this approach used intensively from research proposal, research process, hypothesis formulation, in-field research, data analysis and conclusion as well as writing uses calculation, measurement, formulas, and certainty of numerical data. This is also a descriptive research because it aims to portray the facts and attitudes of a certain population or region systematically, factually and in detail (Ginting, 2008:55). It is also an associative causality research as it connects two or more variables (Ginting, 2008:57), namely to measure clothing size manipulation, social comparison, consumer self-esteem on purchasing decision of students of undergraduate Regular Program of Economics and Business Faculty of University of Mataram.

Research population is all undergraduate Regular Program students of Economics and Business Faculty of University of Mataram with a total number of 3,217 students, all registered and active students in academic year 2017. Sampling method used in this research is quantitative method with accidental sampling method. Sample taken for this research is 100 students from the population stated above. Types of data used in this research are quantitative and qualitative data with primary and secondary data sources. The tool used for data collection was questionnaire. Technical data analysis used to test the hypothesis in this research was Structural Equation Modeling (SEM).

Below is the model test result of Confirmatory Factor Analysis (CFA).

LOADING FACTOR VALUE, CRONBACH A, CR AND AVE OF ALL VARIABELS

TABLE 1

Variable and Indicator	Loading standard	α	CR	AVE
Clothing Size Manipulation				
Design or model of clothing	0.99			
Clothing size label	0.73			
Style of clothing	0.98	0.95	0.79	0.79
Color of clothing	0.99			
Clothing material	0.73			
Social Comparison				
Similarity with a similar person	0.94			
Similarity with a better person	0.67			
Age	0.96	0.90	0.73	0.73
Ethnicity and culture	0.65			
Comparison with a person that is worse off	0.99			
Self-esteem				
Respect from friends	0.67			
Respect from surroundings	0.99			
Clothing according to values and norms	0.67			
Clothing according to aspirations	0.98			
Individual response on self-esteem	0.68	0.94	0.66	1.98
Individual response on respect	0.99			
Individual response on politeness	0.69			
Purchasing Decision				
Desire to buy product according to needs	0.72			
Prioritize purchase of one product	0.75			
Strong need to use a product	0.75			
Willingness to sacrifice time	0.66	0.86	0.73	1.14
Willingness to sacrifice cost	0.78			
Willingness to sacrifice energy	0.72			

Result of model test Confirmatory Factor Analysis (CFA) in table 1 indicates that the loading factor values of all four variables in this research are above 0.40 or > 0.40, therefore the equivalency model of this research fulfills the requirement. Crombach's Alphavalue for all four research variables are above 0.7, which means question items used are reliable. Composite Reliability of all four variables is above 0.70 indicating each

construct as reliable and usable. Average Variance Extracted (AVE) value shows that the indicators favorably represent the developed latent construct because the value of all four variables has loading factor of more than 0.5.

GOODNESS OF FIT MODEL

TABLE 2

No	Index	Critical value	Result	Model Evaluation
1	Chi-square	Approaching zero	2.389	Good
2	Probability level	≥ 0.05	0.001	Good
3	CMIN/DF	< 2.00	1.229	Good
4	CFI	≥ 0.95	0.961	Good fit
5	RMSEA	≤ 0.08	0.07	Good fit
6	TLI	≥ 0.90	0.911	Good fit
7	GFI	≥ 0.90	0.971	Good fit
8	AGFI	≥ 0.90	0.931	Good fit

Table 2 above shows that the goodness of fit model that is used is acceptable. CMIN/DF value of 1.229 indicates a good structural equivalent model. The index value of RSMEA falls within the accepted range of ≤ 0.08, whereby 0.07 is categorized as a good fit. Chi-square value of 2.382 is accepted with probability value of 0.000 at the level of good; CFI value of 0.841 is accepted as good fit. TLI, GFI and AGFI are all categorized as good fit with values of 0.911, 0.971 and 0.931, respectively.

V. Results And Discussion

Below is the general description of the respondents of this study, namely students of undergraduate Regular Program of Economic and Business Faculty at University of Mataram.

CHARACTERISTICS OF RESPONDENTS

TABLE 3

Profile of Respondents		Amount (Person)	Percentage (%)
Gender	Female	56	56%
	Male	44	44%
Age	17-18 yo	15	15%
	19-20 yo	31	31%
	21-22 yo	29	29%
	23-24 yo	25	25%
Semester	Semester 2	15	15%
	Semester 4	19	19%
	Semester 6	36	36%
	Semester 8	17	17%
	Semester 10	8	8%
	Semester 12	5	5%
Department	Accounting	35	35%
	Econ. Development	28	28%
	Management	37	37%

Source: Primary data, 2017.

The distribution score describes the respondents' perceptions on question items based on the scoring tendency of the respondents on each variable, namely:

AVERAGE VARIABLE SCORE

TABLE 4

Variable	Average Score	Category
Clothing Size Manipulation (MUP)	3.94	Agree
Social Comparison (PS)	3.96	Agree
Self-esteem (HD)	4.04	Agree
Purchasing Decision (KP)	4.17	Agree

Source: Primary data, 2017.

Table 4 shows that the average response on clothing size manipulation is 3.94. This indicates that the manipulation practice has important role in elevating self-esteem among the respondents with average response on self-esteem at 4.04. For social comparison variable, the average response is 3.96 that stipulate comparison against friends in Campus or others is a point of reference for the respondents in their purchasing decision for

Campus wear. This stipulation is supported by the average score of 4.17 on response for purchasing decision variable.

Evaluation of research hypothesis was conducted using *Structural Equation Modeling* (SEM) method with AMOS Version 22.0 software. Below is the summary of hypothesis analysis.

SUMMARY OF HYPOTHESIS ANALYSIS RESULTS USING AMOS 22.0

TABLE 5

Analysis			Estimate	S.E.	C.R.	P	Label
HD	←	MUP	0.517	.069	7.323	***	Sig
KP	←	MUP	3.740	.066	3.404	***	Sig
HD	←	PS	0.276	.071	3.751	***	Sig
KP	←	PS	3.750	.056	1.113	.266	In-Sig
KP	←	HD	4.200	.079	1.943	.052	In-Sig

***Effect are significant at p <0.05

Based on the summary in the above table 5, interpretation on each hypothesis is as follows:

C.R value (*Critical Ratio*) for the effect of clothing size manipulation variable on self-esteem is 7.323 with P score significant at 0.000. The correlating value of both variables is 0.571. These scores show a result that meets the requirements, i.e. above 1.96 for C.R (*Critical Ratio*) and below 0.05 for probability value, with the sign (***) indicating statistically very significant. Meanwhile, the coefficient value of β is 0.507 indicating clothing size manipulation has a direct effect that is positive and statistically significant on self-esteem. This shows that both variables are related and parallel, meaning if clothing size manipulation is conducted by a respondent this will increase the self-esteem of that person. Observation result of the author shows that students of undergraduate Regular Program of Economics and Business Faculty of University of Mataram frequently manipulate clothing size by trying to adjust clothing size to fit the body even if the clothing purchased is sometimes bigger. According to the some students, manipulating clothing size can increase self-esteem and even self-worth in and out of Campus. This result is consistent with Devitasari (2014) that indicates clothing size manipulation or *Vanity sizing* affects *self-esteem* incrementally. Other research that supports this finding is Marie and Isabelle (2014) whereby the respondents have a positive reaction on smaller size clothing. By using smaller size clothing, respondents tend to think that they look slimmer or smaller thus increase self-esteem. This consumptive behavior assumes acceptance from the surrounding community and can affect personal development and self-esteem of a person (Mappiare, 1982 in Geertruida, 2015).

C.R value (*Critical Ratio*) for the effect of clothing size manipulation variable on purchasing decision is 3.404 with P value significant at 0.000 with related value of both variables at 3.740. These values meet the criteria of above 1.96 for C.R (*Critical Ratio*) and below 0.05 for probability value with (***) sign that means statistically very significant. The coefficient value of β (estimate) is 0.224, which indicates a direct, positive and statistically significant effect between clothing size manipulation and purchasing decision. This signifies a related and parallel direction between the two variables. This means if a respondent often conducts manipulation practice, it will significantly increase purchasing decision of clothing. Observation conducted suggests that the students of University of Mataram are attracted to buy clothing compatible with body size. However, many clothing available in shopping stores in Mataram City have sizes larger than the body type. In order to resolve this problem, students manipulate the clothing size by altering the clothing to fit. This result is in-line with Hoegg (2013) on the effect of clothing size manipulation or vanity sizing on purchasing decision, whereby the phenomenon of clothing size manipulation differs because there is no definite standard on sizes hence manipulation or alteration on clothing size can be done on sizes smaller or bigger. This research shows that clothing size manipulation affects purchasing decision. Other study by Sieben and Chen-Yu (1992) that measures 240 pair of males that wear Jeans in Asia, found a significant difference in clothing size stated on the label and the actual jeans size, which affects purchasing decision.

C.R value (*Critical Ratio*) on the effect of social comparison value on self-esteem is 3.751 with P value significant of 0.000. Related value of the two variables is 0.276. These results meet the criteria of above 1.96 for C.R (*Critical Ratio*) and below 0.05 for probability value with (***) sign shows statistically very significant. With a coefficient value of β (estimate) at 0.266, this signifies social comparison has direct, positive and statistically significant effect on self-esteem. This shows that the two variables are related and parallel. If a respondent conducts social comparison, the effect on self-esteem will increase. Based on observation, students of University of Mataram always try to dress better by following current trend. Therefore, they often compare their clothing to others considered similar or better than themselves. By dressing nicely, their self-esteem can increase in front of their peers and others. This is in-line with research by Devitasari (2014) that shows social comparison variable can interact with self-esteem variable of consumers.

C.R value (*Critical Ratio*) on the effect of social comparison on purchasing decision is 1.113 with P value significant at 0.266. These values show result that does not meet the requirement of above 1.96 for C.R (*Critical Ratio*) and below 0.05 probability value, which means statistically insignificant. Meanwhile the β coefficient value (estimate) is 0.063 that shows social comparison has direct and positive effect on purchasing decision, however it is statistically insignificant. This further indicates that both variables are related but are not parallel or compatible. In other words, if the value of social comparison increases, it has limited effect on purchasing decision. Some students describe that they are more comfortable and confident when dressed as how they see fit. Taking into account the different levels of financial ability among students, some may be able to purchase new clothing once a month and some may be only once a semester. This research result somewhat contradicts Athaillah (2015) that states social comparison has significant effect on purchasing decision of high-end fashion products in Banda Aceh. Meanwhile, research on social comparison by Devitasari (2014) shows social comparison affects purchasing decision by students of University of Indonesia indicating the students always compare to friends or others before making decision to purchase clothing they will wear.

C.R value (*Critical Ratio*) on the effect of self-esteem on purchasing decision is 0.153 with P value significant at 0.052. These values do not meet the criteria of below 1.96 for C.R (*Critical Ratio*) and above 0.05 for probability value and thus statistically insignificant. The β coefficient value (estimate) of 0.153 indicates self-esteem has direct effect and positive but is statistically insignificant on purchasing decision. This shows that both variables are related but are not parallel. In other words, if self-esteem increases, it will not affect the value of purchasing decision significantly. Based on observation, some students of University of Mataram described purchasing clothing is a way to increase self-esteem. Some students also commented that dressing up inappropriately signify a show of disrespect. However, some other students stated that self-esteem does not necessarily come from clothing that they wear but from other things such as good achievement in Campus, appreciation from the academia or non-academia as well as activeness in Campus. This result is in-line with research conducted by Lista (2016) that states self-esteem has positive effect but statistically insignificant on purchasing decision of second-hand clothing in Gedebage, Bandung. However, this result differs from Ernita (2009) that states there is a positive relation between self-esteem and purchasing decision based on existing theory that individuals is said to have self-esteem if they have positive evaluation on themselves, possess satisfaction, confident, and proud of themselves. Therefore, the purchase of certain product may be more often if the use of that product elevates one's self-esteem and confidence. According to Gerkey (2000), to fulfill the need for self-esteem is achievable in several ways, for example through lifestyle. Lifestyle covers many aspects of human life, from health, social economy and especially in consumerism context of symbolically increasing standard of living known as life styling. Life styling is purchasing certain product that indirectly fulfills other purpose than the intended use of that product.

VI. Conclusion

Conclusion

Based on statistical analysis, it shows that clothing size manipulation has a direct, positive and statistically significant effect on self-esteem. Clothing size manipulation has direct, positive and statistically significant effect on purchasing decision. Social comparison has direct and positive effect but statistically insignificant effect on purchasing decision. Self-esteem also has direct and positive effect but statistically insignificant effect on purchasing decision. The recommendation is for clothing companies to produce clothing according to the ideal body size in order to avoid resizing by consumers and to make it easier for consumers to search for the correct size.

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