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THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-
CONSCIOUSNESS

A Thesis

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Kolehiyo ng Pantukan, Juan A. Sarenas Campus

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In Partial Fulfillment of the Requirements for the Degree

Bachelor of Technology and Livelihood Education

Major in Home Economics

KYLA D. CALIMPUSAN

LEOLE A. LAZOLA

ROSE ANNE S. VILLACRUZ

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KOLEHIYO NG PANTUKAN
College of Teacher Education
Juan A. Sarenas Campus
Kingking, Pantukan

APPROVALSHEET

This Qualitative Research titled “**THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS**” is submitted by **KYLA D. CALIMPUSAN, LEOLE A. LAZOLA, and ROSE ANNE S. VILLACRUZ** in partial fulfillment of the requirements for the degree, **Bachelor of Technology and Livelihood Education Major in Home Economics** is hereby **approved and accepted.**

IRENE G. DIORES, MAEd

Adviser

APPROVED by the Panel of Examiners with a grade of _____.

DR. CELEDONIA C. COQUILLA, LPT

Panel Member

DR. EUFROSINA P. MINES, CHE, LPT FRIEDR

Panel Member

DR. LYNARD BOBBY L. ASIRIT, LPT, PDSM, CESE

Chairperson, Advisory Committee

ACCEPTED in partial fulfillment of the requirements for the degree, Bachelor of Technology and Livelihood Education Major in Home Economics.

FDR DR. JOCELYN H. HUA, DFRIEdr

College Administrator

Abstract

This qualitative phenomenological study focused on the impact of clothing selection on self-consciousness of the selected BTLED students in Kolehiyo ng Pantukan. Clothing selection has a big impact on self-consciousness especially for the students. Students choose their clothes that they feel they are comfortable with. This study employed qualitative research. Cellphones, recordings, videos are the instrument of collecting the data in this research. The researchers interviewed five selected BTLED students on how they'd handle or control their emotion when it comes to clothing selection. This study revealed that choosing clothes in daily lives of the BTLED students has a big impact on their self-awareness. Self awareness helps the students to realize that choosing clothes can help them to boost their confidence and there are some factors that using clothes that you are not comfortable with can lead you to feel conscious about yourself. In addition, if you love fashion, especially in clothes, it helps you to have a beautiful physical appearance and it helps to be the best version of yourself.

Keywords: Clothing Selection, Self-consciousness, Self-awareness, Lack of Confidence

Dedication

This study is wholeheartedly dedicated to our beloved parents, who have been our source of inspiration and gave us strength when we thought of giving up, who can continually provide their moral, spiritual, emotional, and financial support, and to the people who become the researcher's inspiration and motivation. To the teachers who are not giving up to teach about this study, especially to the panelists who has the big part of conducting this study and for helping us to survived and passed this qualitative study. To students who have problems with clothing selection, we are extremely grateful and honored in this study that the self-consciousness of clothing selection will help and guide you towards the betterment of your advisory. To the future participants and beneficiaries

of our study, the researcher is looking forward to helping and guiding you in the improvement to resolve the problem of every student in clothing selection.

The Authors

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The Authors

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CHAPTER I

INTRODUCTION

Clothing determination helps us to categorize our specialty and style when it comes to trends in clothes. Clothes are necessary because they mirror an individual's culture, persona, and preferences. Clothing traits frequently trade depending on the season, designers' reputation, and famous people's apparel. Wearing specific colors, manufacturers, and sorts of apparel allows an individual to affiliate with a unique group. Human beings are now aware not solely of the world but also of themselves. Self-consciousness is a recognition of oneself. Self-consciousness can cause dissatisfaction with clothes and makes feel wrong about them.

Moreover, this shows how college students control their feelings in clothing decisions and how they manage their self-consciousness. Clothing is beneficial in protecting the body and imparting comfort. We feel mindful of ourselves if we no longer feel satisfied with particular garments. Students choose clothes that they think are attractive and nice to the eyes of different human beings, and if any person compliments them on how they dress and how lovely they are because of what they put on, that helps them to enhance their confidence. There is a connection between formal and informal dress and the self-perception of both male and female college students (Peluchette et al., 2006).

In Japan, the conceptualization of self-discovery was more integrated and less remarkable in that self-images of self-consciousness were extra correlated. Japanese additionally experienced higher ranges of anxiety. Japanese additionally indicates that deciding on cloth in their everyday lives is challenging, and it helps them specify their wants and needs regarding apparel, particularly their weather. The behavioral variations between guys and females concerning trends have been studied using several authors who argue that girls are more conscious and fascinated by fashion than men (Bloch, 1981; Solomon & Schooler, 1982). According to Davis 1994 and Ocass 2004, ladies are more attentive in showing curiosity in experimenting with new patterns and trends.

In Davao City, Chimes Boutiques is Davao's one-stop way-of-life shopping mecca, imparting a host of global. Furthermore, Filipino brands, as properly as unique finds from around the world, are cautiously selected and curated to go well with the lifestyle wishes and desires of the fashion-conscious. Davao's urge for food for trend grows as swiftly as the climate in the Philippines changes. It permits one to mix and match, be resourceful, be creative, and specify oneself and one's options through garb selection.

In the Philippines, garb selection is essential. Filipinos believe that deciding on or using lovely clothes can specify how they are confident or conscious of themselves. Studies show that men and women beef up their temper, and it helps them to express their feelings through clothing (Kallstrom, 2009).

Purpose of the Study

This research study is to investigate the aspects of self-consciousness related to clothing selection and how clothing selection influences the consciousness of the students that some of us

have a problem choosing clothes on every occasion. Furthermore, this finding will help the researcher decide how they manipulate their emotions when choosing clothes.

Research Questions

This research sought to answer the following question:

1. What are the experiences of college student's self-consciousness in clothing selection?
2. What are college students' clothing selection issues and challenges?
3. What are their hopes and aspirations to overcome self-consciousness in clothing selection?

Importance of the study

This study will help teachers, school administrators, students, and future researchers in Kolehiyo ng Pantukan to resolve the problem of having self-consciousness in clothing selection, so the said beneficiaries of this study are students. This study will give insights into clothing selection to boost their self-esteem, be active in school, especially their performance as students, and be responsible in choosing clothes daily.

BTLED Teacher. Can provide information and be a role model to the students in choosing their comfortable clothes every day and be self-effective and active, providing a better education for their students in selecting a comfortable dress.

School Administrators. This study will help the youth to understand how to choose clothes to be comfortable in their daily wear to school that it gives students confidence at all times.

Future Researchers. They can also be beneficiaries in this study because they can have a comparative analysis on the basis for their future study to the problem of the student having self-consciousness in selecting clothes. The finding will serve as their source of reference.

Theoretical Lens

Theory of Self-Consciousness (J Smith, 2017). Individuals are aware of their actions, bodies, and mental lives as well as their surroundings. Nevertheless, a self-conscious subject isn't simply apprehensive of being that happens to be themselves as one might be if they see an old snap without realizing it's of themselves. Rather, the self-conscious subject is apprehensive of themselves and it's egregious to them that they're the object of mindfulness.

According to Duval & Wicklund (1972), In the theory of objective self-consciousness, attention can be directed inward and outward toward the terrain when people concentrate on themselves. (Solomon and Schopler, 1982) In this theory, they investigate whether different aspects of self-consciousness are related of self-consciousness in clothing and strategic clothing use. The overall purpose was to determine whether the particularity of public self-consciousness was related to clothing measures. Likewise, the idea was to look into gender, expecting that the link between clothing measures and self-consciousness would be more vital in ladies. In (Yon-Hee Kwon, 1991), the purpose is to examine the connections between mood perception, self-consciousness, and clothing selection in men and women. According to Cherry (2018) & Gecas (1982), self-concept, which incorporates cognitive and affective judgments about ourselves, is our entire idea about who we are.

The cognitive concept assumes the existence of a cognitive apparatus with a huge taxonomic structure, ranging from ground-level thoughts (products) to mechanisms operating based on statistics (processes) and deep structures (schemas). Cognitive constructions exert pressure on the processing of statistics, which in turn can be seen as cognitive products (Beck and Dozois, 2014).

Thus, the applicability of these propositions in our study focuses on the mindfulness of people's attention involving apparel selection. We will have to check out and discover the elements of self-consciousness and how apparel resolution influences college students' recognition.

Definition of Terms

The different terms are defined herein to facilitate understanding this study about clothing selection self-consciousness.

Self-consciousness - refers to self-consciousness as an issue of a quick ride and pre-reflexive origin of action, ride, and thoughts (Gallagher, 2000).

Clothing resolution - According to Malcolm (2002), clothes can act as a communication tool according to identity, ways, and nature of their use. A person's fashion is informed by many things, such as culture and inherited values from neighboring agencies, family, landscape, media, trends, and non-public nature.

Phenomenology - is a qualitative research strategy that aims to understand and describe the generalized nature of a phenomenon. The method studies the everyday experiences of people and refutes the prejudices of scientists about the phenomenon. According to Creswell (2009),

phenomenology is a research strategy that means that the researcher identifies the human experiences described by the research participants.

Scope and Limitation

This research focuses on the phenomenology of clothing selection and the self-consciousness of the selected students in Kolehiyo ng Pantukan, where the students discovered problems and issues about wearing appropriately. In conducting this study, our goal as a researcher is to gather information about the cause and effect and find solutions to the problem. Furthermore, these participants are the five selected BTLED students in Kolehiyo ng Pantukan Davao de Oro.

Organization of the Study

This study was once equipped and organized in a way that the readers could easily identify and understand. Below is a full presentation and discussion of the agency's research.

Chapter 1 is a comprehensive presentation of the introduction to the study, which includes troubling situations regarding the self-awareness of outfit selection. Based on the research rationale, which expresses the behavioral intentions of the research. Research questions consisting of questions from the interview guide were formulated and validated to collect answers from the informants to achieve the objectives of the study. We benefit from the importance of the study on the merits of the survey and the definition of terms that are operationally defined to provide transparent and complete interpretations. Then there is the scope and effort of learning, which is exposed in presenting the parameters of learning, and the knowledge employer is quick to determine how each

chapter is structured to meet the research objectives. The employer of the find-out is quickly setting up how every chapter was built to gain the research objectives. They were, lastly, existing to the overview of related literature.

Chapter 2 consists of the methodological strategy used in the study. This methodology consists of research design, research participants, researcher status, document ranking procedure, statistical sources, factual analysis, research credibility, and moral considerations.

Review of Related Literature

Self-awareness is the awareness of one's body and interactions with the outside world, including others. The person's consciousness of his or her identity, which emerges through interaction with others, is also included. Like how people perceive themselves, self-confidence is a crucial aspect that improves performance and inspires people to keep their self-esteem strong (Benabou & Tirole, 2002).

Engeln and Zola (2021) examined how often women and men reported wearing clothing that was painful, uncomfortable, or restrictive, known as PDR. The most important difference between men and women concerned uncomfortable shoes and distracting clothing. Both women and men with higher body control were more likely to wear PDR clothing. This study found a negative association between body esteem and the use of PDR garments. However, these results were inconsistent between men and women (Engeln and Zola, 2021). The fact that these results were conflicting refers to previous studies in earlier sections of this article because the negative association was often found in women rather than men. The study by Engeln and Zola (2021) was consistent with the idea that the gendered nature of clothing can reflect and induce a constant focus on body appearance.

Fashion Consciousness

People in developing countries have started to show higher self-awareness because they appreciate the role of brands in improving their image (Nandini and Jeevananda, 2014). Previous literature has recognized two aspects of self-awareness: private and public. While the private aspect reflects the hidden side of a person that is not visible to people (Bandura, 1991), the public aspect shows how a person describes himself to others or how others see him (Quoquab et al., 2014). It has been argued that public self-awareness can be related to fashion participation (Xu, 2008) and fashion (Workman and Lee, 2013). Public self-awareness has been widely studied from a social psychological perspective, but only recently have some studies looked at consumer behavior (Workman and Lee, 2011).

More specifically, this article examines the variable "fashion consciousness", which refers to public self-awareness in the context of fashion consumption (Casidy et al., 2015, p. 256). The study defines fashion consciousness as "the degree to which a person is concerned with clothing styles or fashion and refers to an interest in fashion styles and one's appearance" (Koksal, 2014, p. 343). Previous studies show that fashion-conscious shoppers see clothes as an extension of their identity, so they would willingly spend more money on them (Kaur and Anand, 2018). They shop for themselves; they are often shoppers and consumers and are more interested in clothes than those less fashion-conscious (Kim et al., 2018). However, some studies emphasize that consumption should be something other than the result of fashion awareness because customers are sometimes price sensitive and limited by a certain budget.

A person chooses clothing styles to influence their self-concept (Keogan, 2013), and clothing practices and associated social media use to influence their thoughts and feelings about their bodies.

Body images and sexual orientation According to Ben and Barry, fashion and social media in 2016 are converging to create a cultural climate of heightened body awareness. Many people imitate the current trends while others do not know about fashion. Thus, individuals' clothing choices may reflect their feelings or how they want others to feel about them (Kwon, 1991). Kwon (1991) found that positive feelings about clothing reinforce clothing choices.

In addition, fashion is an effective way to boost self-confidence. Identifying styles, colors that look best, and pieces that exude personality and lifestyle can create a unique ensemble that's calm and fearless, no matter the situation. Fashion changes a person's perception of affordability as a factor influencing the choice of clothing. Most stated that they sometimes or always buy used clothes because they are cheap. Many Ghanaians are worried that these clothes expose important parts like breasts, chest, and thighs. Students support these types of dress choices. Rosencranz (1972) and Frings (1991) reported that color is one of the important factors and is usually a feature of clothing or accessories that attracts the attention of buyers.

Most of the students wore used clothes because they were affordable and their style revealed their essential bodies. Therefore, it is necessary to investigate students' perceptions of campus fashion. Color, durability, price, religion, and fashion were important factors influencing the respondents. In addition, most students wore used clothes because they were affordable and their style exposed their vital body parts. Therefore, it was necessary to investigate students' perceptions of campus fashion. Color, durability, price, religion, and fashion were the important factors that influenced the respondents' choice of clothing.

CHAPTER II

METHOD

Research Method

Qualitative research involves collecting and analyzing non-numerical data to better understand ideas, perspectives, or experiences. It can be used to gain a holistic understanding of a problem or to find new research concepts. According to Sazhia Jamshed (2014), qualitative research is suitable when the researchers investigate new fields of study or intend to ascertain prominent issues and theories.

This chapter is divided into research methods and research design, research participants, the role of the researcher, data sources, data collection procedure, data analysis, research reliability, and ethical consideration.



Research Participants

In this qualitative study, there are 5 participants who all went through an in-depth interview. The researcher of this study chose 5 BTLED students at Kolehiyo ng Pantukan Davao de Oro as the participants. In this study, the researchers used Snowball sampling, also called chain sampling. Chain sampling begins with one or greater finding out about participants. It then continues on the foundation of referrals from these participants. According to Goodman (1961), this process continues until you reach the favored sample or a saturation point. Furthermore, the chain sampling approach uses referrals from preliminary topics to generate additional subjects.

Role of the Researchers

In this study, the researchers had a multifaceted role. Before the in-depth interview, the researchers delivered letters to the college president of Kolehiyo ng Pantukan. During conducting of the study, the researchers interviewed and encoded data. The researchers asked questions of the participants and wrote their responses. After gathering the data, the researchers transcribed and translated the participants' responses. The researchers were also the analysts who classified, analyzed, and understood their perspectives regarding the problem.

Data Source and Research Instrument

In qualitative research, the method of data collection includes in-depth interview document analysis, observation, and analysis of audio-visual material (Cresswell, 2012). In this study, data is taken from an in-depth interview of five (5) participants who are BTLED students of Kolehiyo Ng Pantukan. In-depth interviews were personal and guided interviews, the purpose of which was to find out the feelings, emotions, and opinions of the participants about the research topic. There is personal and direct contact between interviewers and interviewees. A qualitative interview occurs when the researcher asks one or more participants general open-ended questions and records their responses Cresswell (2012). Patton (2002) suggested digital or video and audio recorders to preserve the verbal part of in-depth interviews. In-depth interviews allowed the researchers to gather detailed information from the participants. It also increases the comfort of the participants.

During the in-depth interview, the researcher formulated the research questions. The participants were free to express their opinion on the subject. The researchers also asked questions related to the topic. The researchers used a video and audio recorder to record the participants' responses during the in-depth interview. The purpose of the instruments section is to give the readers

a detailed explanation of the study. Research Instruments are scientific and systematic tools designed to help the researcher collect data on their topic of interest (Takona, 2002). A research instrument can include interviews, tests, surveys, or checklists. According to Ary (2010), the most common research tools of qualitative research are observations, interviews, and document analysis. In this study, researchers used interviews to collect data

Data Collection Procedure

A proper procedure must be observed in any research endeavor for accurate data gathering. Thus in this study, the researcher followed steps that allowed them to gather the data correctly. The following steps were as follows:

First, the researchers wrote a letter to the College President of Kolehiyo Ng Pantukan asking permission to continue their study.

Second, the researchers presented their Interview guide to the experts who validated the reliability of the questions.

Third, the researchers found students in Kolehiyo Ng Pantukan with individual or different experiences about self-consciousness in clothing selection.

Fourth, the researchers submitted a letter to the Schools College President of Kolehiyo Ng Pantukan, Pantukan District, that permitted and approved the conducted study.

Fifth, after the approval of the College President of Kolehiyo Ng Pantukan, Pantukan Davao De Oro, the researchers received a letter from Kolehiyo Ng Pantukan that permitted the conduct of the study identified to the selected BTLED students.

Sixth, after approval from the president of Kolehiyo Ng Pantukan College, Pantukan District, the researchers forwarded the letters to the identified study participants. Seventh, the researchers asked the participants to sign a consent form agreeing to the condition that participation is voluntary and willing to share their knowledge about the research topics. At the same time, the researchers defined to the College President the dreams and targets of the study, which was to explore and apprehend how university students deal with their self-consciousness in apparel selection. It would furnish specified information about the students' existing scenario and be directed to the College President. Moreover lastly, after signing the consent form, the conduct of an in-depth interview commences. The researchers used interview guides and video/ audio recorders to document the dialogue properly.

Data Analysis Procedure

The data analysis occurred after the collection of data. All the data gathered during the in-depth interview was carefully reviewed, analyzed, summarized, transcribed, and synthesized. Creswell (2007) suggested the following steps in the data analysis process. After data are collected, analyzed, and stored, researchers must identify the meaning and significance of the data. Creswell (2012) distinguishes four important steps in this phase: data preparation, analysis, reporting of results, and interpretation of results. The spiral of data analysis includes managing and organizing data, reading and remembering emergent ideas, describing and categorizing codes into themes, developing and evaluating interpretations, and presenting and visualizing data (Creswell and Poth, 2018).

First, the data was organized and prepared. Second, the information was accurate. Third, the researchers conducted a thematic analysis to identify themes, such as important or interesting patterns in the data, which involved coding related data segments into categories. Fourth, the researchers created a description of the environment or people and identified themes from the coding.

Fifth, the researcher presented the data in a research report. Finally, researchers interpret the more important meaning of the information.

In analyzing the data, the researchers followed the steps.

First, they organized and prepared the data during the phase, and the researcher transcribed, translated, ordered, and organized the data into different types depending on the data sources. Second, the researchers read the data carefully. We consider the overall meaning of the participants' answers. We carefully re-read the information and carefully elicited thoughts from the participants. Third, the researchers conducted a thematic analysis. In this step, the coding of the data was done. The researchers highlighted and labeled essential responses. After coding, the researchers formulated core ideas and clustered them with similar themes. The creation of themes was realized then the researchers presented them with their corresponding core ideas in a tabular form. Lastly, the researchers interpreted and explained the data's general meaning with relevant citations supporting each theme

Validity and Reliability

Validity and reliability are important aspects of research quality. Carefully considered parameters of reliability and validity help distinguish between excellent and poor studies. They also assure readers that the research findings are reliable and trustworthy. In qualitative research, the validity of the results is related to the careful data collection and continuous review that researchers do during the research practice.

According to Creswell and Poth (2013), they consider "validation" in qualitative research when it tries to assess the accuracy of the findings as best described by the researcher, participants, and readers.

Reliability refers to the consistency in how a method measures something. A measurement is considered reliable if it is possible to achieve the same result continuously using the same methods and under the same conditions. According to Cresswell (2012), qualitative research or groups ascribed to a human social problem means exploring and understanding the meaning individually.

Trustworthiness of the Study

Trustworthiness of a research study is essential, including discussing credibility, transferability, dependability, and confirmability (Lincoln et Al., 1995). Credibility was the pleasure of being believed or regularly occurring as accurate, natural, or honest. There is a collection of strategies that can be used to establish credibility. The researchers spent sufficient time watching a range of elements of the setting, spoke with a range of humans, and developed relationships, beliefs, and rapport with the participants. Credibility in this learning, iterative questioning was used to ensure the consistency of participants' responses.

In addition, researchers once used member review. According to Lincoln and Guba (1985), use is the most important condition that can be made to determine the reliability of a study. In this manner, the individuals had a danger to make clear their intentions and correct some misunderstandings.

Transferability, Lincoln, and Guba (1985) as mentioned by Shenton (2005) is the measure to which the results of that study can be used or transferred beyond the limits of the project. To ensure the transferability of our study, we have important points and a remarkable description of the method of the phenomenon to convey the real situations underneath the study. Dependability in qualitative research refers to an inquiry that provides other researchers or target audiences with the evidence that, if they find out about it, will be replicated with similar participants and settings, resulting in comparable findings.

Shenton (2005) argues that meeting the criterion of reliability is difficult in qualitative work, although researchers should at least try to enable future researchers to replicate the research. We had a specified account of the research processes to ensure our study's dependability. These would permit different future researchers to repeat the equal study, if not always, to attain identical results. Confirmability refers to the extent to which the research findings are the focus of the research, rather than the bias, motivation, and interest of the researcher. Likewise, confirmability measured how properly the inquiry's findings were supported using the information collected. Also crucial to confirmability is a depth methodological description (Lincoln & Guba, 1985, as cited by Shenton, 2005).

Ethical Considerations

The following ethical principles will be observed in this study Voluntary Participation. The researchers will inform the respondents of their willingness to participate in this study and this will be determined upon signing their informed assent or the consent forms.

Privacy and Confidentiality. The researcher will fully adhere to the Data Privacy Act of the Philippines and observe the participants' confidentiality. All the data will be secured and kept private, and the participants' identities shall be kept confidential.

Informed Consent Process. Confirmability refers back to the diploma to which the result is the focal point of the research and now no longer because of the biases, motivations, or pastimes of the researcher.

Recruitment. In this study, the respondents shall be determined with inclusion criteria after getting the right sample size.

Risks and Benefits. The researcher will ensure that this study will be free of risks and can help the future researcher.

CHAPTER 3

RESULT

This chapter presents the study's findings about the self-consciousness of college students in clothing selection. It encompasses the response of the participants together with its translation. Themes and main ideas arising from the responses of the participants are also presented.

The questions were responded enthusiastically by the participants. After gathering all the responses, the researchers transcribed and translated the data carefully. Based on the responses, the researchers extracted the themes and the core ideas that correspond with the themes.

Table 1 shows the main themes and central ideas that emerged from the analysis of the transcripts.

Table 1

**Major Themes and Core Ideas on Issues and Challenges
 Faced by Participants in their Clothing Selection**

Major Themes	Core Ideas
Too many or too few to choose from	Have many clothes; get confused what to wear
	Too few clothes, always in a dilemma
Indecisiveness	Lack self-confidence in choosing
	Problem choosing clothes during special, important events
	Some clothes might not be appropriate
	Need to choose for comfort but some are too "sexy"
Undue self-consciousness	Thinking of what others will say
	Feel others are judging you based on clothes you wear
	Feel that people are laughing at me because of attire
	Ashamed of attire sometimes

	Feel self-conscious about clothes worn
	Frustrated when feeling uncomfortable

Too many or too few to choose from

Indicates that one has been given a set of discrete sets that is too large to manage.

As said by IDI-01:

"Sa akong na experience, maglibog jud ko kung unsa akong suoton kay tungod daghan kog sanina mao ng pag kapuyon ko sa pagpili mukuha nalang ko ug bisag unsa nga sanina para akong suoton. My preparation is to separate ang mga sanina nga wala na nako ginasuot sa mga sanina nga akong ginagamit."

(In my experience, I get confused about what to wear because I have a lot of clothes, so when I'm tired of choosing, I just grab any clothes. My preparation consists of separating those clothes that I can no longer wear from my best clothes and storing them.)

IDI-02 also shared that:

"During the time of crisis sa clothes na experience nako ang kakulangan ug resources which it made me frustrated in a way that where should I get some decent clothes ug isa sa akong preparation sa pagpalit ug ug sanina is kanang nindot siya ug quality pero dili expensive."

(During the time of the clothes crisis, I experienced a lack of resources and it made me feel frustrated in a way where I should get some decent clothes and one of my preparations is buying some clothes with quality but not expensive.)

IDI-05 also mentioned that:

“Para sa akong lisod kaayo mag pili ug suoton taga adlaw kay kita baya mamili jud tag sanina nga feel nato attract ta tan-awon or angayan ba ta tan-awon. Mao ng usahay madugay jud ug pili kay mangita jud ta ug sanina nga mubagay jud sa atoa ug mas ganahan kaayo sa sinina na comfy kaayo suoton kanang bugnaw ug tela.”

(For me, it is very difficult to choose what to wear during the day because we choose clothes to feel attractive or to look good in them. Sometimes it takes a long time to choose because we are looking for clothes, it's our thing. And I like those clothes that I am comfortable wearing neither cold nor comfy.)

Indecisiveness

It affects our decision in choosing clothes in our daily lives.

As stated by IDI-01:

“Yes, naa jud time nga conscious ko sa akong gisuot. Like dili ko galakaw kay tungod maulaw ko or kanang dili ko comfortable sa akong gisuot even if i feel good at it. Naapektuhan ko in the sense nga wala nako'y confidence tungod kay maulaw ko sa akong suot and it feels like gikataw-an ko sa mga tao.”

(Yes, there are times when I'm very conscious of what I'm wearing, as in I don't walk around because I'm shy or because I'm not comfortable with what I'm wearing, even though I feel good about it. It affected me in the sense that I didn't have the confidence to walk because I was ashamed of what I was wearing and I felt like people were laughing at me.)

IDI-02 also confirmed and said that:

*“Naay mga oras nga madismaya ko sa akong mga sanina
nga akong ginasuot labi nag dili ko komportable.”*

(There are times I feel frustrated with the clothes that I'm wearing especially if I am not comfortable with them.)

IDI-04 also mentioned that:

*“Syempre, dili kita dato ug ang ubang mga tawo nagtuo nga
daotan ang pagsul-ob sa samang butang nga balik-baliko.
Masagmuyo ko usahay kay mabalaka ko kung unsay huna-hunaon
sa ubang tao sa akong postura.”*

(Of Course, we are not rich and some people believe it is bad to wear the same things repeatedly. I get frustrated sometimes because I worry about what other people may think of the way I look.)

IDI-05 also said that:

*“Oo, naka experience jud ko labi na kanang naa koy lakaw
unya ang magtagbaw ko ug pili sa sinina na nindot ug bagay sa akoa
unya parehas anang dili nako malabhan dayon ang mga ganahan
nako na mga sinina so syempre magtagbaw na pud kog pangita ug*

*sanina na bahalag dili kaayo nindot basta comfortable ko mao ng
madugay ko usahay ug pili.”*

(Yes. I have experience, especially when I walk. Then I will be satisfied and choose a dress that is beautiful and suitable for me. Then I can't wash the clothes that I already like so, of course, I will find a dress that satisfies me as long as I'm comfortable to wear.)

Undue self-consciousness

Clothing is the common cause of undue self-consciousness. We feel uncomfortable when we wear clothes that we think we are not good at.

As stated by IDI-01:

*“Well, usually mahitabo siya every time naa koy
importanting lakaw or kanang naay okasyon nga akong adtuan
syempre kailangan nako mupili ug nindot nga sanina pero ang
problema halos tanang sanina nako is sexy maong ma-conscious ko
unsa akong suoton.”*

(Well, usually it happens every time I have an important event or occasion to attend and of course, I have to choose nice clothes but the problem is all of those clothes are sexy and I don't like them that's why I'm conscious.)

IDI-03 also said that:

“Ang self-consciousness kasagaran mahitabo kung dili ka komportable sa imong gisul-ob ug maglibog ka sa mga positibong komento sa imong palibot kay dali ra ka hukman sa uban unya kini magpakita sa imong personalidad o kinaiya isip indibidwal.”

(Self-consciousness usually takes place if you are not comfortable with what you are wearing and you are confused with positive comments in your surroundings because others will judge you easily then it will reflect your personality or character as an individual.)

IDI-05 confirmed by saying:

“Kanang ma conscious ko sa akoang sarili kanang paminaw nako wala koy angay sa akoang suot usahay magmahay ko nganu kani akong nasuot.”

(I'm just conscious of myself when I feel it doesn't suit the clothes on me that's why sometimes I regret why I'm wearing it.)

As stated by IDI-02:

“Ang self-consciousness happen during sa pagpili ug sanina nga akong suoton.”

(Self-consciousness happens during selecting clothes or choosing clothes to wear.)

Table 2
Major Themes and Core Ideas on How Participants Cope with The Challenges in their Clothing Selection

Major Themes	Core Ideas
Acquiescence	Acceptance of limitations
	Not minding what people say
	Acceptance is the key
Change in mindset	Trying to improve choices
	Developing a positive mindset
	Understanding that people see things differently, so with clothes
	Keep challenging self to have proper clothes choices

Acquiescence

As an individual, we must accept people's perceptions of the way we wear or choose clothes.

IDI-01 stated that:

“So far, wala na pay nag complain about sa akong suot . Ang importante para sa akoa is kanang makapili ko sa akong gusto suoton. As a student, it may have an impact sa akong development of independence and self-help skills. Na-experience nato tanan nga whenever makakita tag nindot our brain immediately wants to wear it bisan pag unsa pa na ka trendy.”

(So far, no one has complained about what I'm wearing; what's important to me is that I can truly choose what I want to wear. As a student, it may have an impact on my development of independence and self-help skills. We've all had the experience that whenever we see something beautiful, our brain immediately wants to wear it, regardless of how trendy it is.)

IDI-05 also mentioned that:

“Wala koy labot sa ika istorya sa akoo sa mga tao about sa sanina basta kay kabalo ko nga dili kaayo sexy akoang suot ug comfortable ko wala koy labot sa ilaha. Akoo analng isipon nga motivation ang ilang mga saway sa akoo para mas mag improve akoang panamit.”

(I don't care about people's comments about my clothes as long as I know that my clothes are not very revealing and I'm comfortable in them.)

Change in mindset

The clothes we wear affect our behaviors, attitudes, mood, and confidence to improve our image.

IDI-01 said that:

“If anyone mag complain about sa akong gisuot it makes me motivated nga i-improve nako ang sanina nako the way suoton nako. I know that we feel conscious labi nag dili nato gusto atong gisuot ug dili ta comfortable. I challenge myself nga mupalit ko ug mga sanina nga comfortable sa akoo pag akong suoton para dili ko ma-conscious.”

(If anyone ever complains about what I'm wearing it makes me motivated to improve my clothes and the way I wear them. I know that we feel conscious if we don't like what we wear that makes us uncomfortable. I challenge myself that I must buy clothes that I am comfortable wearing so that I wouldn't be conscious about it.)

IDI-05 also stated that:

“Kanang gina huna-huna nalang nako nga dapat mas mag improve pa akoang panamit ug dapat bahalag dili kaayo nindot akoang suot as long as comfortable ko, okay na ko.”

(I'm just thinking that I should improve my clothes and I should not wear too much as long as I'm comfortable and I'm okay with it.)

Also, IDI-02 added that:

“The only thing that we can overcome issues is ang pagdawat and whenever maka feel tag consciousness kailangan nato e-develop ang positive mindset ug kailangan nato sabton na dili tanang nakita sa ubang tao makita usab nato.”

(The only thing that we can overcome issues is through accepting and whenever we feel self-consciousness we must develop a positive mindset also we need to understand that not everyone sees what we see.)

IDI-03 also added that:

“Nabuntog nako sa mga isyu sa mga tao bahin sa mga sanina nga gisul-ob ug mga hagit sa pagpili sa sanina nga adunay

pagkahuna-huna sa kaugalingon sama sa pagsul-ob sa komportable nga akong isuot."

(The participant stated that she overcomes the issues or opinions of others about what she's wearing, by wearing the best clothes she thinks make her comfortable.)

Table 3
Major Themes and Core Ideas on the Hopes and Aspirations of the Participants on the issue of Clothing Selection

Major Themes	Core Ideas
Have enough clothes to choose from	Dream of having nice, comfortable clothes to wear
	Wear clothes that can boost self-confidence
	Have clothes that are appropriate to one's mood
Choose without need for validation	That self-consciousness will be gone
	Overcome the shyness and insecurity
	Not to be affected by negative comments about clothing choice
	Continue to be positive and optimistic
Clothing selection as form of self-expression	To dress up according to one's means
	To be creative in the choice of clothes
	Not to be emotionally affected by clothes worn

Have enough clothes to choose from

Having enough clothes to choose from can also affect what we wear every day and having nice clothes most of the time can build our confidence.

IDI-01 stated that:

"Pag abot sa clothing akong desire is magkaroon ng magandang damit nga kaya nako paliton ug makapili ug akong gusto."

So it really help you to select clothes nga imong gusto suoton para dili maka feel ug self-conscious. Important siya sa atong everyday life kay tungod makahatag siya sa atoa ug confidence.

Ang cause sa pagpili sa mga sanina is maka spend siya ug taas nga oras kung unsa nga sanina imong suoton tapos ang outcome is nipili kag disenti nga sanina nga komportable suoton."

(When it comes to clothing, my only desire is to have good and nice clothes which I can buy on my own and choose what I want. So it helps you select clothes that you want to wear so that you don't feel self-conscious. It is important in everyday life because it gives us confidence. The cause of choosing clothes is that you can spend a lot of time thinking of what clothes you're going to wear, and the outcome is that you choose decent clothes that are comfortable to wear.)

Also, IDI-03 added that:

"Para ma-overcome nako ang mga challenges ug para ma boost akong self-confidence."

(So that I can overcome the challenges and I can boost my self-confidence.)

IDI-05 shared that:

"Mas gusto ko ug kanang mga bugnawon na tela usahay makaingon ko dapat makahuman jud ko ug iskwela para makapalit ko sa akoang gusto na suoton kanang comfortable ko para makapalit ko sa akoang gusto suoton kanang comfortable ko para dili ko ma-conscious."

(I prefer to choose cool fabrics. Sometimes I say that I should finish studying so that I can replace the one that I want to wear that is comfortable so that I won't be conscious anymore.)

Choose without the need for validation

In clothing selection, we can't deny that there are some comments from other people towards our clothes.

IDI-01 stated that:

“Yes, ang mga istudyante sa kolehiyo is very conscious about sa ilang suoton. As a result, pag magsuot ug tag unattractive nga sanina we lose our confidence ug dili ta maka focus sa ubang tasks kay tungod worried na ta sa atong gisuot. So ang best thing nga buhaton is to dress comfortably and appropriately para dili ka maka feel ug self-conscious. Dako siya'g influence sa mga teenagers karun partikular pag abot sa mga trendy clothes. Naa'y mga taong conscious pag abot sa ilang suot tungod kay wala sila'y nindot nga sanina or mainggit while ang uban is ma-stressed sila tungod sa ilang insecurities.”

(Yes, college students are very conscious about what they wear. As a result, when we wear unattractive clothes, we lose confidence and aren't able to focus on other tasks because we are worried about what we are wearing. So the best thing to do is to dress comfortably and appropriately so that you do not feel self-conscious. It has a strong influence on today's teenagers, particularly when it comes to trendy clothes. Some people are conscious of what they are wearing because they don't have nice clothes and are jealous of those who do, while others are stressed out because of their insecurities.)

Also, IDI-05 added that:

“Oo, syempre maapektuhan jud ang confidence sa isa ka tao labi na dili siya ganahan sa iyang sout syempre ma-conscious jud.”

(Yes, of course, because the confidence of a person will be affected if he/she doesn't like what he/she is wearing of it which leads to consciousness.)

IDI-02 said that:

“Yes, it can be affected in a way nga maka feel tag consciousness sa atong gisuot nga sanina or sa pagpili especially in this stage as a student we might feel that everyone around us is scrutinizing our every move.”

(Yes, it can be affected in a way that we feel conscious in the clothes we are wearing, especially at this stage as a college student we might feel that everyone around us is scrutinizing our every move.)

Clothing selection as a form of self-expression

Clothing is the best self-expression in just one look of other people about what we wear.

IDI-05 stated that:

“As a student , challenge jud sa akong taga adlaw about sa akong suoton kay syempre kanang dili ko ganahan ug sexy kaayo mao ng matagbaw jud ko pamili sa akong suoton.”

(As a student, it is a challenge for me during the day about what I wear because I don't like them and it's very sexy so I'll be satisfied choosing what I wear.)

Also, IDI-01 said that:

“As a student, I encounter a lot of challenges, especially sa akong personal needs labi na sa mga sanina and despite sa akong mga challenges it makes me strong to fight and face it with confidence. I overcome those challenges sa paraan nga mag create ug positivity and accepting it.”

(As a student, I encounter a lot of challenges, especially in my personal needs like clothes and despite those challenges, it makes me strong to fight and face them with confidence. I overcome those challenges in a way of creating positivity and accepting it.)

IDI-03 also added that:

“In order to overcome sa mga challenges ug sa pag boost ug self-confidence nagahuna-hunajud kog positive ug ginaatubang ang mga challenges with confidence.”

(For me to overcome challenges and boost my self-confidence I always think positively and face the challenges with confidence.)

DISCUSSION

Too many or too few to choose from

Students, there are reasons why it is hard to find the best clothes for them to wear every day. Some students have many clothes to choose from while others have few clothes to choose from. Those are the two scenarios that can lead students to have a hard time picking clothes they could wear daily. In addition, too many choices or too few choices can overwhelm us so much when it comes to choosing clothes that we choose nothing. In a sense, autonomy is a good thing, and choice is essential to deciding autonomy, especially in choosing clothes (Barry Schwartz, 2004). However, sometimes we must choose our clothes more quickly because we have too many or too few clothes.

Indecisiveness

In this case, some students had difficulty deciding what to wear daily. We must acknowledge the fact that there are students who have yet to have a clear meaning or produce a decision, especially when it comes to clothes. According to (Heckhausen & Gollwitzer, 1987), understanding what one likes and dislikes is a vital requirement for choice-making. A student with an indecisive persona can affect their decision-making when selecting clothes. Indecisiveness is a dysfunctional character trait characterized by a generalized difficulty in making selections (Lauderdale et al., 2019). In addition, Indecisiveness is the personal incapability to make pleasant decisions, a character distinction trait that might also obstruct excellent actions. In instances of limitless each-day choices, choice problems happen regularly. However, human beings fluctuate in their shared

tendency to reflect on consideration of themselves as capable or incapable when it comes to choice-making.

Undue self-consciousness

As a student, who experiences undue self-consciousness, a symptom of unhealthy self-consciousness includes reacting to embarrassment with anger and hostility and avoiding social experiences. Blaming others for your mistakes, feeling responsible for your own mistakes, and self-consciousness can make your anxiety symptoms worse.

In addition, too many choices or too few choices can overwhelm us so much when it comes to choosing clothes that we choose nothing. In a sense, self-determination is a good thing, and choice is essential to self-determination, especially in clothing selection (Barry Schwartz, 2004). However, there are times when we need to choose our clothes more quickly because we have too many or too few clothes to choose from.

Acquiescence

As a student, you should accept what people say about you. Sometimes it is essential to know what people think and see what you are because it can help you improve yourself. Furthermore, for most people, especially students, consent when applied to an individual's personality traits conjures up thoughts of weakness, submission, passivity, yielding, and unresisting acceptance. Personality theorists advocate observation as response bias or response style (Couch & Keniston, 1960). However, having this kind of personality or character can affect the mindset of students when selecting clothes. It will also help them to know that every word throws people to them about the clothes they wear, that's the thing how people see them.

As a student, you should have fashion styles that fit your appearance, and you should improve or change your clothing style to be better in clothing selection. The process of fashion change consists of several stages, including changes in the appearance and styles of clothing, introduction, and adoption of style in the fashion cycle. (Frings,1991). Furthermore, as a student, you need to wear clothes that can match the event you will attend. And according to (Peluchette et al., 2006) that the effect of clothing on the wearer is thus viewed in the context of the relationship between formal or informal dress and a person's self-view.

Change in mindset

A change in mindset is comprehending the reasons for change, or an attitude shift is a shift in how you dominantly think. It's a semi-permanent exchange of mind. A lot of humans want to exchange their mindset, but they don't understand how. Once they end up conscious that their attitude limits them, they want to alternate their mindset; however, they don't know how.

As a student, an exchange in mindset can help them to make better decisions, specifically when it comes to clothing selection. Change in mindset can assist in increasing the mindset of a person. The mindset of the students themselves is malleable and seems to change over time. Students' mindsets are influential because they influence various non-cognitive factors, such as the types of dreams students have, how students attribute their successes and struggles, and how they cope with the challenges they face when making clothing decisions (Dweck & Leggett, 1988; Hoyert & O'Dell, 2008).

In addition, as a student, you want to understand that human beings see matters in a different way when it comes to your clothing. Clothing preferences are the first impression. As your look is what others see first, the clothes you choose to put on have a significant effect on how you

are perceived with the aid of others. Your garments can have an enormous impact on new humans you meet, whether or not they recognize it or not. The context in which the costume is seen (Damhorst 198-85), as well as the perceptual characteristics of the dressed individual (Burns and Lennon, 1993), also deeply influence how others are perceived. However, as a scholar, you need to undertake yourself to have appropriate clothes due to the fact it will have an effect on your look day by day. According to Harrison & Frederickson (2003), Self-objectification takes place when people pick out and describe their bodies as a function of looks rather than accomplishments. That's why, as a scholar, you need to pick out excellent garments to wear.

Have enough clothes to choose from

As a student, having enough clothes to pick out can help college students to have an actual appearance. Clothing is one of the main ways we send social signals because what we wear reveals our identity. It can raise our self-belief when wearing ideal clothes on every occasion. Having fine clothes and gowns nicely and staying well-groomed conveys extra than just power, authority, and confidence. It indicates that you have self-respect in the way you decide to present yourself to the world.

The context in which, according to Damhorst 1984, clothing is seen as the perceived characteristics of properly dressed people (Burns and Lennon, 1993), also significantly influences how others are perceived. In addition, it can affect people's well-being, especially mental health. Stylish clothes can boost self-confidence, lift the spirit, educate people to value their possessions, and bring ideas and personality. It may be safe to say that there is no better overall than dressing, looking, and feeling good.

Choose without the need for validation

One of the most exhausting things to do in life is to constantly seek the approval of others. As a student, you don't need to rely on the opinion of others about your clothing selection as long as you feel comfortable with it.

Shyness and insecurities can affect confidence, so it is crucial to overcome them using a comprehensive treatment approach using mindfulness and acceptance strategies. Self-presentation in terms of physique and clothing is an important factor in creating a favorable identification. For this, the choice of clothes must have a good mindset and a higher character.

In some ways, as a student, you should have a positive mindset and not be affected when someone underestimates your appearance, especially in your clothing selection. You should do some ways to be better as an individual when you choose clothes. According to J Baron (2013), self-presentation through body and clothing is a ubiquitous lever for positive identity formation.

Clothing selection as a form of self-expression

Clothes are no longer just a stylish way to categorize us, and the clothes we wear can affect our behavior and confidence. Clothing helps us to categorize ourselves, and it helps us to be more passionate. In addition, as a student, you have to usually have in mind something you wear that should replicate the actual you. Clothes that don't fit well or don't flatter your silhouette can lead to terrible body image and can seriously damage your self-esteem. Clothing is described as "a combination of body modifications and/or body appendages" (Roach-Higgins and Eicher, 1992, p.

321). In addition, the clothes that a man or a woman wears often play a big role in a man's or a woman's daily life, such as in relationships, social situations, and the work environment. They are important in organizing a person's mood, commanding respect, and regularly influencing first impressions. According to Eclectic (2021), fashion is a structure of self-expression. In an article known as Sustainable Fashion and Self Expression, the creator says, "A personal ritual of developing ourselves each day through our clothes."

CHAPTER 4

Implication for Practice

As BTLED students and as future educators, this research has a significant contribution to our life, especially in clothing selection. As BTLED students or as future educators, it is essential to have learnings or knowledge about clothing selection so that we can share our knowledge with our future students. We all know that teachers are role models to the students so we can express ourselves for who we are through the clothes we wear every day. According to Henry Stewart (2004), evidence has also been found that clothing has a role in making the wearer more confident and capable. Dressing up can also be considered an important social tool in the life of teenagers, especially in today's generation.

Implication to Theory

Based on our findings, fashionable theories refer to an idea that is famous or trendy. Fashion is undergoing a dynamic change in the trend system. There is a constant alternative to what is fashionable over time. Tracing the origins of a particular trending style such as a motif, pattern or

silhouette can be very difficult (Reilly, 2012). The trend industry excels at managing market accessibility and is therefore considered the main gatekeeper of aesthetics, styles, and fashions within communities and cultures (Reilly, 2012).

Implication for Further Research

Based on our further research, clothing influenced by fashion in which fashion can be understood as a commercial system of change that dictates rapid and continuous changes in the appearance and conventional uses of clothing (Entwistle, 2000). Moreover, this research shows that clothing selection is critical in our life. It helps us to express who we are by just choosing or using different types of clothes.

Concluding Remarks

Based on these findings, we learned more about the self-consciousness of the selected BTLED students of Kolehiyo ng Pantukan and how they manage their feelings and emotions about clothing selection. In addition, based on the result, we also learned what the factors of clothing selection are and how it affects the self-consciousness of the students.

Moreover, the result shows that clothes are the tools that can boost our self-confidence. Clothes have a significant contribution to the life of people, especially to the students, it helps the students to express their fashion in clothing selection.

Recommendation

Based on the outcomes of this study, the researchers got all the data from the respondents about the point of view of the BTLED students in Kolehiyo ng Pantukan. In addition, The researchers recommend that this type of study is exciting, especially to the students, as this will relate the real experiences of students about what they feel in choosing clothes every day.

Moreover, the results of this study can benefit future researchers by giving them a hint or idea about self-consciousness in clothing selection and the strategies to overcome self-consciousness.

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APPENDICES

APPENDIX A

Interview Questions

1. **What are the issues and challenges facing college students in their clothing selection?**

1.1 What have you experienced at that time during the crisis of clothes and what are the preparations you do after?

1.2 Have you ever experienced frustration in clothes to wear?

1.3 When does self-consciousness usually take place?

2. **How do college students cope with the challenges of self-consciousness in their clothing selection?**

2.1 Are there many people who judge you through negative words about the clothes you wear everyday?

2.2 How do you overcome issues with people about the clothes worn and challenges in clothing selection of having self-consciousness?

2.3 How does self-consciousness occur?

3. **What are the hopes and aspirations of college students of challenges they faced in clothing selection?**

3.1 What is it that you dream about in so far as your clothing selection self-consciousness is concerned?

3.2 Will a college student's confidence be affected if there is self-consciousness in selecting clothes?

APPENDIX B



Kolehiyo ng Pantukan

Juan A. Sarenas Campus, Kingking, Pantukan, Davao de Oro



VALIDATION SHEET FOR RESEARCH QUESTIONNAIRE

TITLE	THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS				
Name of Evaluator:	Lynard Bobby L. Asirit, PhD, CESE				
Highest Degree:	PD StraMa				
<i>Kindly check the appropriate box for your rating.</i>					
Points Equivalent	5 - Excellent	4 - Very Good	3 - Fair	2 - Good	1 - Poor
ITEMS	5	4	3	2	1
1. Clarity of Directions And Items <i>The vocabulary level, language, structure, and conceptual level of questions suit the level of participants. The best directions and the items are written in a clear and understandable manner.</i>			/		
2. Presentation and Organization of Items <i>The items are presented and organized in a logical manner.</i>			/		
3. Suitability of Items <i>Each item is appropriate and represents the substance of the research. The questions are designed to determine the conditions, knowledge, perception and attitudes that are supposed to be measured.</i>			/		
4. Adequateness of Items per Category or Indicator <i>The items represent the coverage of research adequately. The number of questions per area category is representative enough of all the questions needed for research.</i>		/			
5. Attainment of Purpose <i>The instruments as well as a whole, fulfil the objectives for which it was constructed.</i>			/		
6. Objectivity <i>Each item questions only one specific answer or measures only one behavior and no aspect of the questionnaire is a suggestion of the researcher.</i>		/			
7. Scale and Evaluation Rating Scale (for survey questionnaires only) <i>The scale accepted is appropriate for the items</i>					

	<h1 style="margin: 0;">Kolehiyo ng Pantukar</h1> <p style="margin: 0;">Juan A. Sarenas Campus, Kingking, Pantukan, Davao de Oro</p>
<p>REMARKS: Revise accordingly before administration.</p>	

LYNARD BOBBY L. ASIRIT, PhD, CESE

Signature over Printed Name

VALIDATION SHEET FOR RESEARCH QUESTIONNAIRE

TITLE	THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS				
Name of Evaluator:	Eufrosina P. Mines, EdD				
Highest Degree:	Doctor of Education				
<i>Kindly check the appropriate box for your rating.</i>					
Points Equivalent	5 - Excellent 4 - Very Good 3 - Fair 2 - Good 1 - Poor				
ITEMS	5	4	3	2	1
1. Clarity of Directions And Items <i>The vocabulary level, language, structure, and conceptual level of questions suit the level of participants. The best directions and the items are written in a clear and understandable manner.</i>		/			
2. Presentation and Organization of Items <i>The items are presented and organized in a logical manner.</i>			/		
3. Suitability of Items <i>Each item is appropriate and represents the substance of the research. The questions are designed to determine the conditions, knowledge, perception and attitudes that are supposed to be measured.</i>			/		
4. Adequateness of Items per Category or Indicator <i>The items represent the coverage of research adequately. The number of questions per area category is representative enough of all the questions needed for research.</i>		/			

<p>5. Attainment of Purpose <i>The instruments as well as a whole, fulfil the objectives for which it was constructed.</i></p>		/			
<p>6. Objectivity <i>Each item questions only one specific answer or measures only one behavior and no aspect of the questionnaire is a suggestion of the researcher.</i></p>			/		
<p>7. Scale and Evaluation Rating Scale <i>(for survey questionnaires only)</i> <i>The scale accepted is appropriate for the items</i></p>					
<p>REMARKS: Improve this interview guide by incorporating the suggested corrections.</p>					

EUFROSINA P. MINES, EDD

Signature over Printed Name





Kolehiyo ng Pantukan

Juan A. Sarenas Campus, Kingking, Pantukan, Davao de Oro



VALIDATION SHEET FOR RESEARCH QUESTIONNAIRE

TITLE	THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS					
Name of Evaluator:	ALBEB Q. TARAY, MBA					
Highest Degree:	MBA					
Kindly check the appropriate box for your rating.						
Points Equivalent	5 - Excellent 4 - Very Good 3 -Good 2 - Fair 1 - Poor					
	ITEMS	5	4	3	2	1
1. Clarity of Directions And Items	<i>The vocabulary level, language, structure, and conceptual level of questions suit the level of participants. The best directions and the items are written in a clear and understandable manner.</i>		/			
2. Presentation and Organization of Items	<i>The items are presented and organized in a logical manner.</i>		/			
3. Suitability of Items	<i>Each item is appropriate and represents the substance of the research. The questions are designed to determine the conditions, knowledge, perception and attitudes that are supposed to be measured.</i>		/			
4. Adequateness of Items per Category or Indicator	<i>The items represent the coverage of research adequately. The number of questions per area category is representative enough of all the questions needed for research.</i>		/			
5. Attainment of Purpose	<i>The instruments as well as a whole, fulfil the objectives for which it was constructed.</i>		/			

6. Objectivity <i>Each item questions only one specific answer or measures only one behavior and no aspect of the questionnaire is a suggestion of the researcher.</i>		/				
7. Scale and Evaluation Rating Scale (for survey questionnaires only) <i>The scale accepted is appropriate for the items</i>		/				
REMARKS: APPROVED.						

ALBEB Q. TARAY, MBA

Signature over Printed Name

LETTER OF PERMISSION TO CONDUCT THE STUDY

February 26, 2023

FDR. JOCELYN H. HUA, DFRIEdr

College President Kolehiyo ng Pantukan
Juan A Serenas Campus, Kingking Pantukan,
Davao de Oro

Dear Ma'am;

A Pleasant Morning with full of Love!

The undersigned are currently working on their research entitled **“THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS”** as a requirement for their degree of Bachelor of Technology and Livelihood Education major in Home Economics.

In this regard, the researchers would like to request your approval to conduct the study. Also, the confidentiality of the data will be an utmost priority. Looking forward to your favorable response on this said request.

Sincerely yours,

KYLA D. CALIMPUSAN
LEOLE A. LAZOLA
ROSE ANNE S. VILLACRUZ
Researchers Noted by:

MRS. IRENE G. DIORES

Under Thesis Adviser

MR. MHARFE M. MICAROZ, MAEd

Program Head

DR. LYNARD BOBBY T. ASIRIT, CESE

Research Director

Approved by:

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FDR. DR. JOCELYN H. HUA, DFRIEdr

College President

LETTER OF PERMISSION TO CONDUCT THE STUDY

February 15, 2023

MR. MHARFE MICARUZ, MAEd

Program Head of Department of Education

Kolehiyo ng Pantukan

Juan A Serenas Campus, Kingking Pantukan,

Davao de Oro

Dear Mr. Micaruz;

The undersigned are currently working on their research entitled **“THE WAY WE WEAR: THE PHENOMENOLOGY OF CLOTHING SELECTION SELF-CONSCIOUSNESS”** as a requirement for their degree of Bachelor of Technology and Livelihood Education major in Home Economics.

In this regard, the researchers would like to request your approval to conduct the study. To fulfill the purpose, students enrolled under the BTLED Department must undergo benchmarking segmentation from existing sources of basic information relevant to the study. Also, the confidentiality of the data will be an utmost priority. Looking forward to your favorable response on this said request.

Sincerely yours,

KRISTINE A. ONGAYO

IRISK P. GUTIERREZ

RICHELLE ENRIQUEZ

Researchers

Noted by:

MRS. IRENE G. DIORES

Under Thesis Adviser

DR. LYNARD BOBBY T. ASIRIT, CESE

Research Director

Approved by:

MR. MHARFE M. MICARUZ, MAEd

Program Head



Kolehiyo ng Pantukan

Juan A. Sarenas Campus, Kingking, Pantukan, Davao de Oro



KNPRECF5

Ethics Informed Consent/ Assent Form

Research Title:	THE WAY WE WEAR: THE PHENOMENOLOGY OF COLLEGE STUDENTS SELF-CONSCIOUSNESS CLOTHING SELECTION
Name of Researchers: <input type="checkbox"/> Student/s <input type="checkbox"/> Faculty <input type="checkbox"/> Staff <input type="checkbox"/> Non-KNP	Kyla D. Calimpusan Leole A. Lazola Rose Anne S. Villacruz
Institution:	KOLEHIYO NG PANTUKAN
Course/Major: (Faculty/Staff: designation and sponsor)	
INSTRUCTION FOR THE RESEARCHERS	Edit those enclosed in parenthesis in the context of your study.

Greetings!

You are invited to participate in a research study conducted by the researcher/s, whose name/s is/are stated above because you fit the inclusion criteria as a participant of our study.

If you wish to accept, your participation will be completely voluntary. Before fully deciding whether to participate or not, I/we would like you to read the information given below. If you have questions or do not understand something stipulated within this consent form, do not hesitate to ask me/us. Please take as much time as you need to read and understand the consent form. You may also decide to discuss participation with your family or friends if you wish to.

If you decide to participate, you will be asked to sign this consent form. A copy of this form will be given to you. Rest assured that the survey questionnaire does not contain your name or any identifiable information about you being an informant.

PURPOSE OF THE STUDY

*Our study aims to conduct a timely assessment of the effects of clothing selection in self-consciousness **to the selected BTLED students of Kolehiyo ng Pantukan**. The purpose of this study was to investigate **(the self-consciousness of college students in clothing selection and how clothing selection affects the mind of college students)**.*

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PARTICIPATION PROCEDURES

*An in-depth interview technique will be used to select participants for this study. Following the methods, (**selected BTLED students of Kolehiyo ng Pantukan**) will answer. A permission letter will be sent to the deans of the department and at the same time an informed consent to the participants with the guidelines of their rights towards data privacy. A set of survey questionnaires will be distributed or given as a tool to conduct the study.*

BENEFITS TO PARTICIPANTS AND TO THE SOCIETY

*The benefits of this study to the participants and society is to provide reliable and accurate research results that will (**help the college students on how to handle self-consciousness in clothing selection.**)*

CONFIDENTIALITY

An informed consent letter will be provided to the participants. Respondents have the rights not to give personal information as it is under the data privacy act. On the other hand, if the participants choose to provide such personal information, it will be kept confidential.

POSSIBLE RISKS AND DISCOMFORTS

The researchers are liable for any risks and discomforts that the participants may feel in their participation in the study. Hence, the researchers made sure to provide fair and unbiased questions to the participants.

PARTICIPATION AND WITHDRAWAL

The participation in the study is voluntary and participants have the right to withdraw any involvement in the study at any time for any reason. There would be no harm, penalty or loss of benefits for not participating.

RESEARCHER/S CONTACT INFORMATION

Name: Kyla D. Calimpusan

Email:

kylacalimpusan0@gmail.com

Mobile Number:

Name: Leole A. Lazola

Email: leole_lazola@knp.edu.ph

Mobile Number: 09456617063

Name: Rose Anne Villacruz

Email: roseanne_villacruz@knp.edu.ph

Mobile Number: 09104488029

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RIGHTS OF THE PARTICIPANT

Research participants have the right to ask questions, raise concerns and complaints. If the participant is unable to contact the researcher/s, do not hesitate to contact Kolehiyo ng Pantukan, Research Office at 0926 872 3832 or visit the office beside the AVR, Kolehiyo ng Pantukan, Kingking, Pantukan, Davao de Oro.

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PARTICIPANT'S CONSENT

I, the research participant/informant, have read the information provided above. I have been given a chance to ask questions in relation to this consent form and to this study. My questions, if any, have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form and I am fully aware that I have the right to withdraw my consent at any time and discontinue my participation without penalty.

(Signature over Printed Name)

(Date)

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Juan A. Sarenas Campus, Kingking, Pantukan, Davao de Oro



RESEARCHER/S

I have explained the entirety of the research to the participant/informant and answered all of his/her questions. I believe that he/she understands the information described in this document and freely consents to participate.

(Signature over Printed Name)

(Signature over Printed Name)

(Signature over Printed Name)

(Signature over Printed Name)

(Signature over Printed Name)

Noted by:

(Signature over Printed Name)

Mentor/Adviser

CURRICULUM VITAE



PERSONAL DATA

Name: Kyla D. Calimpusan

Birth Date: April 04, 2000

Birth Place: Tambongon, Pantukan Davao De Oro

Civil Status: Single

Address: Tambongon, Pantukan Davao De Oro

Contact #: 09531370453

EDUCATIONAL BACKGROUND

Elementary: Matiao Elementary School

Secondary: Tambongon National High School

Tertiary: Kolehiyo ng Pantukan

Degree: Bachelor of Technology and Livelihood Education Major in Home Economics



PERSONAL DATA

Name: Leole A. Lazola

Birth Date: February 14, 2001

Birth Place: Mati City

Civil Status: Single

Address: Maputi Banaybanay Davao Oriental

Contact #: 09456617063

EDUCATIONAL BACKGROUND

Elementary: Maputi Elementary School

Secondary: Manuel B. Guíñez Sr. National High School

Tertiary: Kolehiyo ng Pantukan

Degree: Bachelor of Technology and Livelihood Education Major in Home Economics



PERSONAL DATA

Name: Rose Anne S. Villacruz

Birth Date: June 18, 2001

Birth Place: New Leyte, Maco, Davao De Oro

Civil Status: Single

Address: Mampising, Tagnanan, Davao De Oro

Contact #: 09104488029

EDUCATIONAL BACKGROUND

Elementary: New Leyte Elementary School

Secondary: Mabini National High School

Tertiary: Kolehiyo ng Pantukan

Degree: Bachelor of Technology and Livelihood Education Major in Home Economics