

INTERNATIONAL JOURNAL OF  
EDUCATION, PSYCHOLOGY  
AND COUNSELLING  
(IJEPC)

[www.ijepe.com](http://www.ijepe.com)



PERSONALITY AND PSYCHOLOGICAL PERSPECTIVES ON  
MEN'S DENIM JEANS: MUSIC AND FASHION PERSPECTIVE  
EDUCATION IN 4TH IR

Azwady Mustapha<sup>1</sup>, Mohamad Quzami An-Nuur Ahmad Radzi<sup>2</sup>, Kamarulzaman Saidi<sup>3</sup>,  
Norhaslihana Hazlin Zainal Amri<sup>4</sup>, Nur Izzaty Mohd Roslan<sup>5</sup>

- <sup>1</sup> Fakulti Seni Lukis dan Seni Reka, Universiti Teknologi MARA Cawangan Perak, Kampus Seri Iskandar, 32610, Seri Iskandar, Perak Darul Ridzuan  
Email: [azwady@uitm.edu.my](mailto:azwady@uitm.edu.my)
- <sup>2</sup> Fakulti Seni Lukis dan Seni Reka, Universiti Teknologi MARA Cawangan Perak, Kampus Seri Iskandar, 32610, Seri Iskandar, Perak Darul Ridzuan  
Email: [quzami@uitm.edu.my](mailto:quzami@uitm.edu.my)
- <sup>3</sup> Fakulti Seni Lukis dan Seni Reka, Universiti Teknologi MARA Cawangan Perak, Kampus Seri Iskandar, 32610, Seri Iskandar, Perak Darul Ridzuan  
Email: [kamarulzamansaidi@uitm.edu.my](mailto:kamarulzamansaidi@uitm.edu.my)
- <sup>4</sup> Fakulti Teknologi Kreatif Dan Warisan, Universiti Malaysia Kelantan, 16300 Bachok, Kelantan Darul Naim  
Email: [hazlin.za@umk.edu.my](mailto:hazlin.za@umk.edu.my)
- <sup>5</sup> Fakulti Teknologi Kreatif Dan Warisan, Universiti Malaysia Kelantan, 16300 Bachok, Kelantan Darul Naim  
Email: [nurizzatymohdroslan@gmail.com](mailto:nurizzatymohdroslan@gmail.com)
- \* Corresponding Author

**Article Info:**

**Article history:**

Received date: 28.04.2022

Revised date: 15.05.2022

Accepted date: 16.06.2022

Published date: 28.06.2022

**To cite this document:**

Mustapha, A., Radzi, M. Q. A. A., Saidi, K., Amri, N. H. Z., & Roslan, N. I. M. (2022). Personality And Psychological Perspectives On Men's Denim Jeans: Music And Fashion Perspective Education In 4th IR. *International Journal of Education,*

**Abstract:**

When we observe people around us, one of the first things that strikes us is how different people are from one another. Some people are very talkative while others are very quiet. Some are active whereas others are couch potatoes. Some worry a lot; others almost never seem anxious. Each time we use one of these words, words like talkative, quiet, active, or anxious, to describe those around us, we are talking about a person's personality the characteristic ways that people differ from one another. Personality psychologists try to describe and understand these differences. Recent years have witnessed the ascendance of a new way to conceptualize and investigate the acceptance of men's denim jeans at different levels of personality and psychological describe ways in which people are different from each other. This follows Maslow concepts and psychological needs. In relation, many Malaysian artists favour jeans wearing during stage shows, drama shooting or film and daily life. For instance, both the artist and the music they sing can play a huge role in which direction the fashion industry moves. Research design is inextricably linked to data analysis. An appropriate design can ensure that the substantive and

*Psychology and Counseling*, 7 (46),  
479-497.

DOI: 10.35631/IJEPC.746036

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



statistical assumptions for the data analysis such as the assumptions that obtained from the questionnaire distributed to respondents. The hypothesis was tested among 40 male respondents are randomly selected, aged from 23 to 30 years old near Kuala Lumpur from different background such as professional and non-professional. These results provide support for the time horizon hypothesis and suggest further attention to the factors in investigation for future research. The objectives are to understand the cutting styles that fits the person by being able to differentiate various styles available reflecting men's personality towards jeans styles. By undertaking a quantitative method, the study was able to provide an insight into the personality of self-identity reflection towards men in Kuala Lumpur using Statistical Package for the Social Sciences (SPSS). The study emphasizes on whether men's personality was reflected by different styles of denim jeans. There are signs that this personality and psychological perspectives emerging as a potentially integrative paradigm for personality and psychology as well. This special issue highlights this new appearance and its relevance to a broad of topics in personality and psychology. Result from analysis proves that slim fit jeans was the type of jeans that had the best choice among respondents, followed by straight cut jeans, skinny jeans, regular jeans and tapered jeans. For section 'denim jeans as reflection of self- identity, it was found that the highest mean score recorded was the statement 'I like jeans as a casual wear'.

#### Keywords:

Jeans Styles, Music, Psychological, Psychological Trait, Quantitative Data, Self-Identity

## Introduction

One of the main issues the denim jeans in market is currently feeling squeezed is linked to the shift in consumers preference towards fit and variable design expectations of how the product should perform in fashion. In the past, denim jeans used to be made from 100 percent cotton to ensure its longevity. It was after all, the uniform of the working class and therefore needed to be as durable as possible. However, this also meant that the fabric was thick and stiff and needed to be worn in by the wearer for a certain amount of time to achieve that perfect fit and design. Raw denim enthusiasts are known to wear their jeans in the bath, in the ocean and to wash them as little as possible to cultivate the perfect, authentic pair of jeans. The fashion world as we know it is in a moment of flux. In the midst of a game-changing technological revolution, greater consideration is being given to the skill safely tucked away at fashion's heart, while consumers are increasingly questioning the emotional value of fashion (Emma, 2017). We often wonder how personality is studied scientifically. What is Personality? How is Personality studied and assessed? Personality is that unique combination of emotional, behavioural and attitudinal responses and reactionary patterns unique to a person. When it comes to jeans or denim, it's possible to separate them especially from men. Men nowadays have at least 4 or 5 sheets of denim pants in their wardrobe (Antonio, 2010). Although nowadays many international denim brands control the market such as Calvin Klein, Diesel and others. Psychology plays a role in clothing preferences, be it due to privacy or modesty. Most closely related to this reason is wearing of clothes because of a desire to be attractive. In psychologically good clothes, an individual is taking an action to impress and allow other people to react to it positively. In return, the positive feedback is able to give them strength and

further increase their self-confidence. In other words, clothes are the mirror of someone's personality. Our identity comes almost exclusively from communication with others. As psychologists Arthur Combs and Donald Snygg (1959) put it:

*The product arising out of experience with people... We learn the most significant and fundamental facts about selves from "reflected appraisals", inferences about ourselves made as a consequence of the ways we perceive others behaving toward us.1*

In conclusion, people's perspectives reflect an individual's behaviour when it comes to self-expression. We put ourselves in the position of other people and then in our mind's eye, view ourselves as we imagine they see us. In the modern age society, people are becoming more advanced in technology, especially in the communication arena. The internet has become a platform of real time communication and the number of Internet users has increased in recent years. Cattell (mid-1960's) believed that true factors of personality should be found across different types of data and can be qualified with developing a strong experimental strategy for identifying the basic dimensions of personality and trait approach to personality. According to Cattell (1970), he believed that true factors of personality should be found across different types of data. Although the result does not always produce an identical number of personality factors, consistency is able to lend credibility to Cattell's system which consists of 16 personality factors. Cattell's taxonomy of 16 is among the largest in terms of the number of factors identified as basic traits. People have been involved with circles for centuries and also fascinated personality psychologists as possible representations of the personality scope.



**Figure 1: The 16 Personality Factor Scale**

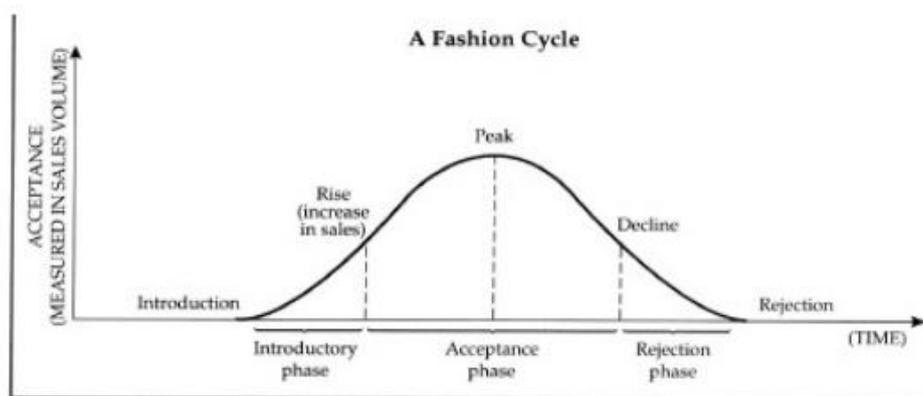
(Source: Personality Psychology Domains of Knowledge about Human Nature, 2005)

Conferring to Kluckhohn & Murray (1948), these three levels are well summarized by them on culture and personality in which states every human being is in certain respects:

1. Like all others (the human nature level)
2. Like some others (the level of individual and group differences)
3. Like no others (the individual uniqueness level)

These distinctions are that the first level refers to “universals” which we are all alike, the middle level refers to “particulars” in the ways in which are like some people but unlike others and the third level refers to “uniqueness” means the ways in which are unlike any other person). The first level of personality analysis describes human nature in general, that the traits and mechanisms of personality are typical of species and are controlled by everyone or nearly everyone. There are many ways in which each person is like every other person and by understanding those ways may achieve an understanding of the general principles of human nature. The second level of personality analysis relates to individuals and group differences. These are dimensions of individual differences in each person like some other people e.g., extraverts, sensation seekers and high self-esteem persons.

*“What has once happened will invariably happen again, when the same circumstances which combined to produce it, shall again combine in the same way” (pp 64).*



**Figure 2: The Fashion Style**

(Source: Core Concepts in Fashion, 2008)

The introduction phase is when clothing is introduced at a high price level. The next new fashion may be introduced by a producer in the form of a new style, colour or texture. This testing period comes at the beginning of the buying cycle of fashion merchandise which agrees with the introduction stage of the fashion cycle. In the growth phase, fashion followers will accept the garment worn by the fashion leaders. Once that acceptance has occurred, manufacturers will then copy the garment and sell it for a less expensive price. During the rise stage of a new original design, many retailers offer knockoffs which are versions of the original designer style duplicated by manufacturers. Modifications have been made but characteristic features of the original such as use of textured fabric may be retained in the adaption. The

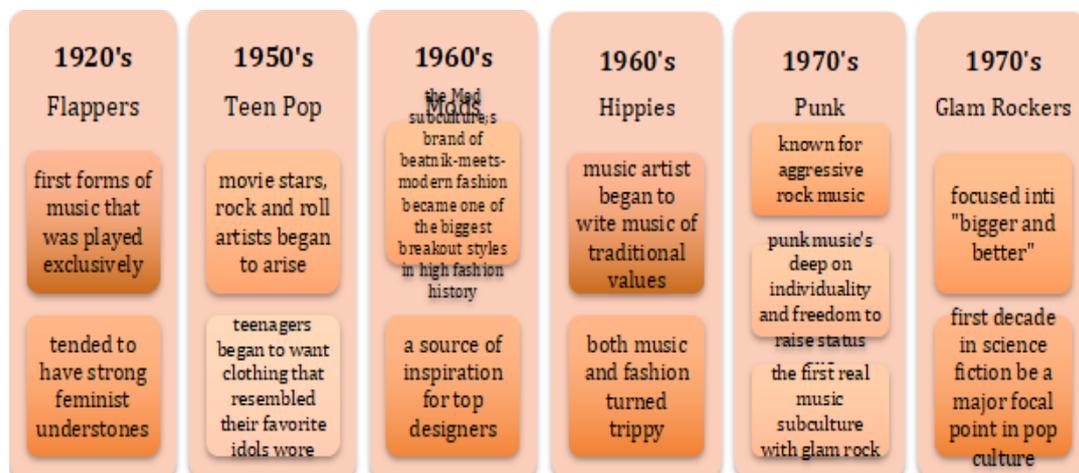
garment can be found at almost any retailer and it is accepted by the mass market in the peak phase. In addition, prices are often reduced in many retail stores. This stage of a fashion may be extended in two ways:

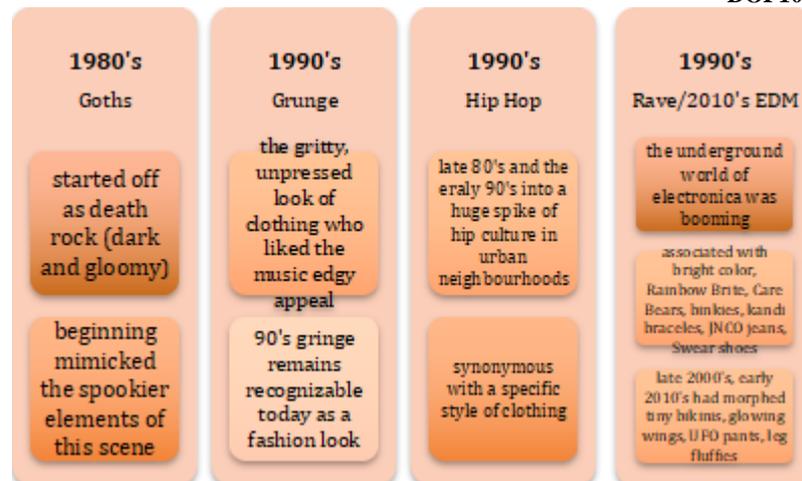
1. If fashion becomes accepted as a classic, it settles into a fairly steady sales pattern.
2. If new details of design, colour or texture are repeatedly introduced and interest in the fashion may be kept active longer.

Ultimately, consumers get bored of the garment and start to look for something new. During the decline phase, fashion leaders have already moved on to new styles. As fashion starts to decline, consumers may still be wearing it but they are no longer willing to buy it at regular price. At this stage, the style may be found in cheap stores at prices far below in what the style commanded in earlier stages. The rejection phase is when most consumers will no longer buy the product, even on sale and have moved on to new styles. It is important to note that there are many consumers who are willing to buy clothing that is considered out of date. While these consumers are not considered stylish do provide income for retailers. The cycle garments go through and the possible categories of fashion products will assist the merchandiser in the process of buying. In order to efficiently buy, one must understand not only the concepts in buying but also the process and duties a fashion merchandiser must perform.

How does music influence fashion? The relationship between fashion and popular music is one of plentiful and mutual creativity. Common influences have resulted in some of the most dynamic apparel visualizations ever created in popular culture. Some exist as memorable creations for the stage and music video such others become long-lasting fashion trends which in the culture become significant, referential and lasting. This can make three collaborations exist. One is when fashion designers and entertainment celebrities' fashion to fit a declared project and another collaboration occurs when youth subcultures express themselves through fashion. The third is when the fashion industry interprets a musical theme or trend. Music celebrities and designer collaborations have altered the course of fashion though good examples of this relationship. The effects of these unions have been very significant.

The following decades exemplified how well fashion became reflective of music trends and how music was affected by fashion:





**Figure 3: Music and Fashion: Intertwined Throughout the Ages**

(Source: Riley Raul Reese, 2017)

Music has many effects on our lives when it comes to health, feelings and moods otherwise inspires many aspects of our lives. Whether from art, movies, TV shows it can play a great role in how we do things. The effect music has on fashion has been evident throughout history. But, now with social media playing such a huge role in how things are seen and shared so that role has increased dramatically. The truth is that fashion has always been used as a way for individual expression and for that reason, both of these are intertwined and closely linked together. Nowadays, mostly are wearing skinny jeans because of the influence from indie music.

This means that both the artist and the music they sing can play a huge role in which direction the fashion industry moves. All it takes is one song to change everything. Once that song becomes popular, the fashion from the artist or band who sings that song can impact the fashion world completely. Denim jeans are depending on the impact and revolution of American society, this eventually contributed to the increasing number of jeans worldwide and helped people see jeans as an authentic American icon. The business of jeans later became one of America's bigger industries.

As already known, today denim jeans are widely seen everywhere and are not limited only to the blue colour anymore. Denim jeans have become a way of life in America and around the globe. The assumptions pop culture influences music and same goes to music influences fashion a never-ending cycle. It's one that will always reflect what is really going on in our cooperative minds. As a consequence, music will always have a special place in the world of fashion design and in the hearts of artists of every kind.

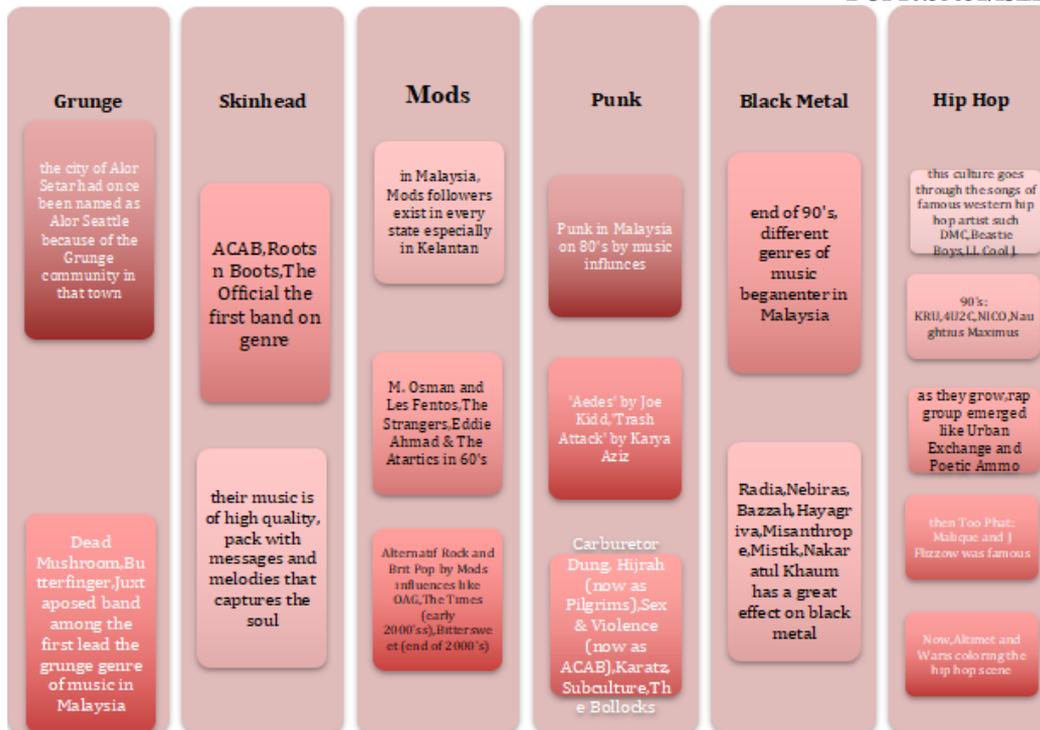


Figure 4: Popular Subculture in Malaysia

(Source: Zaima, Copyright by Iluminasi.com, 2017)

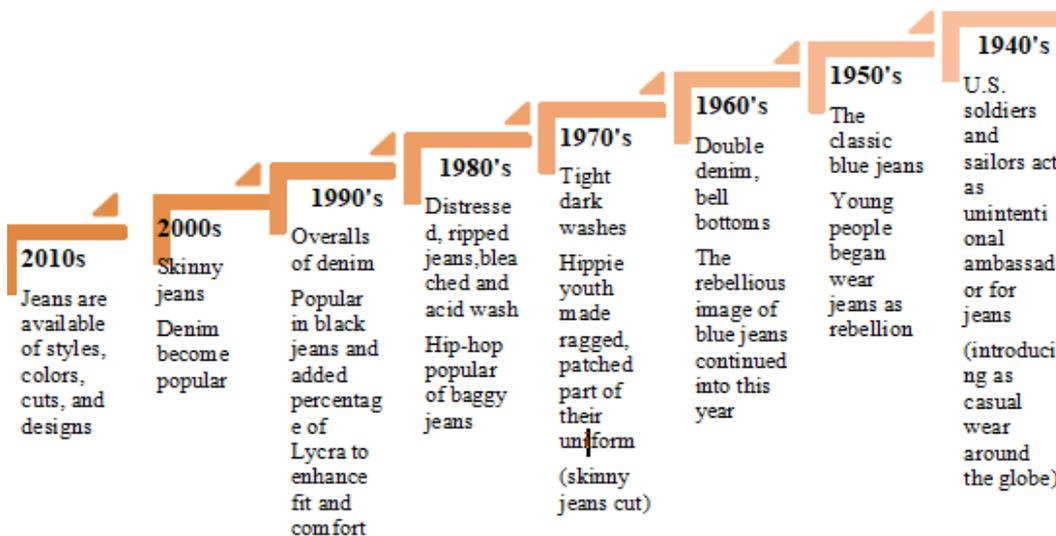


Figure 5: Timeline of Denim Jeans

(Source: Core Concepts in Fashion, 2008)

The word “jeans” had been used since the 1600s to describe the rough clothing worn by working men because this type of clothing was often made of durable jean or genes fabric from Genoa, Italy. Denim, the durable fabric which is almost always used to make modern blue jeans, was originally made in Nimes, France. American manufacturers shortened the name serge de Nimes, to denim. Denim fabric was often dyed dark blue so that work clothes made from it would not show dirt and stains. Most men of a certain age were wearing jeans decades ago, baby boomers almost invented them. So how should jeans be worn as journey through middle age and beyond? Every year over one billion pairs of denim jeans are sold globally (Denim Jeans Industry Statistic, 2016).

Considered as a men’s fashion icon, Anuar Zain’s (2017) “just use something touched with each other’s shape, outside there’s always something for someone either in terms of design or size regardless of body shape”. Anuar also argued, every man should have these items in his wardrobe such as a black T-shirt, a pair of blue jeans and a pair of white snaps because it’s like a basic dress that all should exist. Less is more. “If you get stuck, just use this basic it will definitely look stylish depending on the body shape” (Anuar, 2017).

**Table 1: Jeans Denim Towards Personality or Identity Reflection**

Source: Common Perfect Pair of Jeans, Antonio (2012)

JEANS STYLES	STATEMENT/ EXPLANATION	PERSONALITY/ IDENTITY REFLECTION
1. Slim/Regular jeans	The perfect jeans for thin men. Body types: athletic and thin men, short and tall men and men of any age.	<ul style="list-style-type: none"> <li>▪ More of a classic fit which is ideal for the everyday modern gent.</li> <li>▪ In life, have a handful of passions, a tight group of downtowns by fusing form and function with this cut.</li> </ul>
2. Skinny jeans	Body types: very thin men, short men and trendsetter under 35 years	<ul style="list-style-type: none"> <li>▪ Young heart and confident.</li> <li>▪ Men are who really on top of all the latest trends that want to look good and stand out of the crowd.</li> </ul>
3. Boot-cut jeans	The boot-cut jeans are baggier all the way down with a slight flare at the bottom. Body types: all figure types and men who dress casually	<ul style="list-style-type: none"> <li>▪ Make a flattering look but not exactly trendsetting.</li> </ul>
4. Loose-fit jeans	Body type: all figure types and good on thickset men	<ul style="list-style-type: none"> <li>▪ Looks more relax.</li> </ul>
5. Tapered jeans	Give the skinny look from the quads down but fit better around the waist for better look.  Looser at the top of the leg and then taper to a more fitted shape from the knee downwards.  Body types: young trendsetter, fans of street wear, all figure types	<ul style="list-style-type: none"> <li>▪ Look fantastic.</li> <li>▪ Some tricks that the stylists know</li> </ul>
JEANS STYLES	STATEMENT/ EXPLANATION	PERSONALITY/ IDENTITY REFLECTION
6. Slim/Regular jeans	The perfect jeans for thin men. Body types: athletic and thin men, short and tall men and men of any age.	<ul style="list-style-type: none"> <li>▪ More of a classic fit which is ideal for the everyday modern gent.</li> <li>▪ In life, have a handful of passions, a tight group of downtowns by fusing form and function with this cut.</li> </ul>
7. Skinny jeans	Body types: very thin men, short men and trendsetter under 35 years	<ul style="list-style-type: none"> <li>▪ Young heart and confident.</li> <li>▪ Men are who really on top of all the latest trends that want to look good and stand out of the crowd.</li> </ul>
8. Boot-cut jeans	The boot-cut jeans are baggier all the way down with a slight flare at the bottom. Body types: all figure types and men who dress casually	<ul style="list-style-type: none"> <li>▪ Make a flattering look but not exactly trendsetting.</li> </ul>

According to Hazita Azman, Bahiyah Abdul Hamid & Zarina Othman (2011) states Malaysian Financial Well Being Instrument developed in 2006; their research reveals the current level of financial well-being achieved by youths in Malaysia correlated with age, gender and education qualifications quite significantly. Thus, jeans choice should be related to an individual's personality or identity. Perhaps, clothing choice may reflect things other than identity or may reflect nothing. There appears to be an underlying assumption that all clothing represents a person's identity. Evaluation of the potential role of young people in a transition towards a sustainable consumption lifestyle is important especially with the influence of media and globalization in determining their aspirations and values.

Over 50% of denim is produced in Asia, specifically China, India and Bangladesh. Blue jeans today didn't come about until the middle of the nineteenth century. Blue jeans started becoming popular among young people in the 1950s. In the year 1957, 150 million pairs were sold worldwide. This increasing trend continued until 1981 and jeans manufacturers were effectively guaranteed annual sales increases. The first name for jeans is originally called 'waist overall'. The term 'jeans' became popular in the 1960's when the jeans wearing used mainly from workers wearing them for practical reasons to the baby boomers who helped reach the level of popularity they are today.

The transformative sameness of jeans was highlighted by the details of their variations and the simultaneous presence of different fashionable or cuts. Jeans are not only unisex items and they are also perceived as potentially very sexy. Jeans denim optimal is related to an individual's personality or identity. The identity of men's characteristics described about themselves showed statistically significant when only exposed to an outfit of jeans chosen by individuals trying to reflect their personality. Jeans may be having a semiotic function that signals something of the social identity of its wearer.

For example, slate blue means you're loyal and dependable like the classic denim. 'Men have always been preoccupied with their appearance, historically, even more so than women' (Wilson). What is style? Your personal style is a combination of the clothes you like to wear and the way you style. Fashion is a hard word to describe but it generally refers to clothing and trends. Fashion includes all aspects and styles of clothing although it is usually used when referring to items that are trendy or popular with a large group of people.

Clothing can satisfy the psychological need to belong to a group (Maslow, 1908-1970). Both men and women 'place' great value on clothing and appearance. After the war ended, many of the factories that created uniforms began mass-producing ready to wear men's garments such as denim jeans and shirts (A history of Fashion). One of the important parts of personal style is knowing what looks good on you, knowing how to identify your body type will help choose clothing items and silhouettes that highlight best features. Yves Saint Lauren (2018) said:

*"I wish I had invented blue jeans. They have expression, modesty, sex appeal, simplicity- all I hope for in my shoes"*

Lauren explained that he really wants to create blue jeans and he desire to have feeling, politeness, sexual longing and easy life like everyone need. Fashion becomes implicated in constructions and reconstructions of identity.

Personality can be defined as the total unique characteristics that differentiate an individual, especially his or her behavioural and emotional tendencies. Men who have negative attitudes about their bodies and appearance report a wide array of psychological and health issues (Cafri et al., 2005; Labre, 2002; McCabe & Ricciardelli, 2004). Body image isn't just a female issue. Men have just as much anxiety about their looks as women do according to a new study published in the journal *Body Image*.

Now in Malaysia, there are a few companies that have started actively in the business of denim jeans and also some have begun to expand overseas such as Indonesia. Since founding in 2012, a Raw Denim House (RDH), one of the local custom-made jeans makers has rocked the international fashion and hometowns. Based in Besut, Terengganu RDH cares about its products with great care given to every detail in honour of its identity and heritage. The 'chicken claw' symbol as a brand on the back of the jeans reflects the local legend that tells how 'Besut' became district in the state of Terengganu, in mark with successful efforts to domain the original identity that embodies the philosophy of the life of 'Besut-born children' in their special work. According to founder of RDH, Ahmad Safuan Nizam Kamarudin who recently received the 'Award Sultan of Terengganu' from the Sultan of Terengganu, Sultan Mizan Zainal Abidin in honour of Maal Hijrah that are really interested in jeans especially the artisanal aspects of denim jeans. They also focused on maintaining the authenticity of jeans using classic machines from the 1940's because they can see this venture as an art form where each piece of work created is unique and different from others plus also want to maintain the value of artisan in the making of jeans.

Afiq Iskandar Zainal Ariffin (2018) well-known as Afiq "Amber" Iskandar a Founder of Denim Company, Tarik Jeans, Co- Founder Nusantara Denims and the guitarist member of the band Oh Chentaku. Music and fashion go hand in hand which could explain why musician Afiq Iskandar is not involved in two bands but also owns a clothing brand and store. He created Tarik Jeans, "The word 'Tarik' is something all Malaysians understand and want my apparel to cater to them". The store carries several South East Asian denim and leather brands as well. Tarik Jeans is a streetwear premium denim label the Malaysian and Nusantara identity of diversity founded in Perai, Penang (2010) but now the company has continued business in Petaling Jaya, Selangor. Fashion is filled with philosophy to connect with the denim lovers of all ages and backgrounds. Despite the growing fashion in Malaysia and internal changes, Tarik Jeans have not dropped their pursuit of educating a healthy denim scene in our community. Malaysians are able to choose Tarik's denim, which maintains a present culture and improved version. Afiq Iskandar (2015) said that Tarik Jeans started by identifying with a Malaysian citizen.

### **Fashion and Music**

As soon as a trend is spotted within the music industry, be it a rise in urban sounds or a revival of electronic music will partially be followed by the same trend popping up in the fashion industry in some way or another. The music and fashion relationship are complex and how the music industry has been an influence on the fashion industry over the years

from the grunge era to the recent revival of grime. Music contributes in diverse ways to the development of innovative fashion products. According to Bramley (2015), music should play a control role in a fashion brand's identity. Both music and fashion provide identity-building features which in combination to form a certain lifestyle. Musicians also influence fashion with their personal style.

Different scenarios for fashion retail were found. Such example, in the case of Nike by the brand's active and dynamic core values ("Just Do It"). This emotional reaction to the fit of music and brand results in a strengthened customer-brand of relationship. Soh et al. (2015), examined the influence of background music on the duration of stay by Malaysian consumers in stores. It was conducted in 2013 and considered multiple retail settings such as flower shops, supermarkets, restaurants, bookstores and fashion retail. The study was established to show whether background music has a positive relation with the duration of stay in stores.

Regarding fashion, the speed of music does not have an influence on the length of stay by Malaysian customers in a fashion store. Malaysian consumers put a stronger focus on the selection of the clothes rather than listening to music while shopping. The definition of fashion furthermore only comprises apparel, footwear and accessories. Fashion becomes implicated in constructions and reconstructions of identity. Meanwhile, outside the home in the current globalized economy, youth in Malaysia face an increasingly complex financial world. According to Hazita Azman, Bahiyah Abdul Hamid & Zarina Othman (2011) states Malaysian Financial Well Being Instrument developed in 2006, their research reveals the current level of financial well-being achieved by youths in Malaysia correlated with age, gender and education qualifications quite significantly. Thus, jeans choice should be related to an individual's personality or identity. Perhaps, clothing choice may reflect things other than identity or may reflect nothing. There appears to be an underlying assumption that all clothing represents a person's identity. Evaluation of the potential role of young people in a transition towards a sustainable consumption lifestyle is important especially with the influence of media and globalization in determining their aspirations and values.

The transformative sameness of jeans was highlighted by the details of their variations and the simultaneous presence of different fashionable or cuts. Jeans denim optimally be related to an individual's personality or identity. Jeans represent a storehouse of memories to be retained over time with increasing value according to Solomon, 1985. Gordon (1991) concludes that over time jeans have communicated various messages and have functioned in different ways as symbols of rebellion, outlets for personal creativity, symbols of fashionable awareness and as evidence of generational longing and insecurity.

MUSIC PERSPECTIVES		FASHION PERSPECTIVES
 <p><b>Faizal Tahir</b> Faizal Tahir will be hosting the 18th Malaysian Philharmonic Orchestra Concert</p>	<p>"If you get stuck, just use this basic it will definitely look stylish depending on the body shape" (Anuar, 2017).</p> <p>"I like to wear short denim for my fashion style" (Zul Ariffin, 2016).</p> <p>"The style of fashion that symbolizes me is more to street wear like T-shirts, jeans and sneakers" (Hisham Hamid, 2016).</p>	 <p><b>Hafreez Adam</b> wearing casual style with T-shirts and Jeans (Artist Style at 'Anugerah Style EH! 2017', 2017)</p>
 <p><b>Akim Ahmad</b> Akim &amp; The Magistrate performing at the KUD Summit 2017 Village Entrepreneur Carnival at PWTC</p>	<p>"I feel comfortable wearing what I wear, that's all that matters because styling is one of the ways to express our creativity" (Nazim Othman, 2018).</p> <p>Fashion and lifestyle are saturated with deep philosophy to connect with denim lovers of all ages, beliefs and background. Denim fanatics in Malaysia have an option to mix their modern personality while maintaining their heritage and culture. Moreover, denim has always been the face of freedom (Afiq, 2017).</p>	 <p><b>Nazim Othman</b> Dior launched fashion show with <a href="#">L'officiel Malaysia</a></p>
 <p><b>Hattan</b> Dato 'Hattan as a Vocational and Performing Teacher in the Rockanova Programme</p>	<p>"Your greatness is not what you have, it's what you give and wear it" (Syafiq Kyle, 2019)</p> <p>"I love experimenting with it, teaming with jeans and suit trousers " (Awal Ashaari, 2018)</p>	 <p><b>Syafiq Kyle</b> Levis® photoshoot for 512 Slim Taper</p>

Figure 6: Artist's Statement

## **Methodology**

This study was undertaken to investigate the possible influence of denim jeans on personality characteristic often associated to people in their daily life. The method will be explained in four section which follow. They include research design, time horizon, sample size and population.

### ***Research Design***

To investigate the possible influence denim jeans has on the personality and psychological of characteristic. The experimental manipulation photographs shown worn by the models.

### ***Time Horizons***

The research will study a particular phenomenon from early 80's until present time. Questionnaire and interview will be distributed to obtain the result. By undertaking a quantitative method, the study was able to provide an insight into the personality of self-identity reflection towards men

### ***Sample Size***

Personality can also be observed by studying differences between groups that is people in one group may have certain personality features in mutual make that group of people different from other groups. Another important set of differences studied by personality psychologists concerns those between men and women. Men are responsible for most of the violence in society. One goal of personality psychology is to understand why certain aspects of personality are differentiated along group lines such as understanding how and why women are different from men and why persons from one culture are different from persons from another culture.

### ***Population***

Population can be defined as a group of individual, items or objects from which samples are taken from measurement (Kombo, 2005). Therefore, they are more than 40 respondents will take part in this research. This definition related directly to the purpose of the study. The study focused to the people who participate on the questionnaires and interview.

There was more emphasis on quantitative research. However, qualitative studies are used to support the study. This research is based on descriptive statistics, correlation and then followed by hypothesis testing using One-way ANOVA. Additionally, this interview will be answered by third objectives from this research. Selected informants are those who are involved in fashion and should be proficient and experienced and have deep knowledge about denim jeans especially for men in Malaysia can provide answers to research questions. Mohd Adnan bin Hassan (2018) more known as Adnan Hassan a fashion designer. The second informal interview was Afiq Iskandar Zainal Ariffin (2018) well known as Afiq "Amber" Iskandar a Founder of Denim Company, Tarik Jeans, CoFounder Nusantara Denims and the guitarist member of the band Oh Chentaku.

**Table 2: Research Instrument (Questionnaire)**

No.	Variables	Factors	Scale / Style
1	<b>Section A</b> (5 items) Respondent Demographic Profile	Age, race, profession, salary range and education	Multiple choice questions (closed ended questions)
2	<b>Section B</b> (5 items) Understanding Men's Personality	Fashion trends and impact on the society	Multiple choice questions (closed ended questions)
3	<b>Section C</b> (5 items) Through Denim Jeans Cutting	Person are interested of jeans, aware of jeans trends and come up with personality and identity	Dichotomous questions (one selection)
4	<b>Section D</b> (10 items) Denim Jeans as Reflection of Self Identity	Personality value and influence of wearing jeans	Multiple selection / likert scale (1:strongly disagree – 5:strongly agree)

Creswell (2005) also confirms that attitudes and opinions are about respondents' thinking, and practices are what respondents do. A semi-structured interview was used for the study. A total of 40 questionnaires were distributed equally to the men respondents in Kuala Lumpur in 2018. The questionnaire consisted of four sections and included categories of questions on the following: Section A (Respondent Demographic Profile), Section B (Understanding Men's Personality), Section C (Through Denim Jeans Cutting) and Section D (Denim Jeans as Reflection of Self Identity) that had been adapted by Personality Dynamics and Processes.

The data was coded and analysed with The Statistical Package for Social Science 2.0 (SPSS) software and tools facilities. A complete frequency in percent will be computed for the presentation of the results. Three basic objectives in data analysis are to get a feel for data, to test the goodness of data and to test hypotheses developed for the research. This is a quantitative measure and the result can be interpreted. Data analysis was divided into three sections using descriptive and inferential statistics;

- The first section of the data analysis used descriptive statistics to understand or identify jeans cutting styles that look good on men's bodies. A frequency mean score and percentage data analysis will be conducted in this section.
- In the second and third section, multiple regression analysis will be applied to differentiate men from selecting suitable styles of jeans when making selection in order to look at the relationship between independent and dependent variables. Multiple regression analysis will allow the introduction of several independent variables, so that the equation constructed reflects the values of several rather than one predictor variable (Churchill, 2001).
- Finally, frequencies and cross tab analysis for multiple responses will be used to develop men's personality of self-identity reflection of jeans style.

## Results and discussion

As a conclusion, Personality Physiological Factors in Self-Identity were considered the most influential factor predicting on Understanding Personality of Self-identity Reflection towards Men in Kuala Lumpur of Denim Jeans Cutting Styles. This study also indicates that the survey method is used by psychologists to learn about attitude and behaviours that cannot be directly observed in the natural setting or studied experimentally. A total of 40 questionnaires were distributed equally to the men respondents in Kuala Lumpur. Several factors such as Maslow's Hierarchy of Needs which is self-actualization, esteem, social, safety and physiological affect fashion on a number of levels. For these reasons, external factors played an important role in affecting fashion.

**Table 3:** Frequency and percentage for statement in "Through Denim Jeans Cutting"

No.	Statement	Yes	No
1.	Are you a person interested of jeans?	35 (87.5%)	3 (12.5%)
2.	Do you understand what it means to jeans?	28 (70%)	12 (30%)
3.	Are you aware of the jeans trend developments?	29 (72.5%)	11 (27.5%)
4.	Are jeans able to come up your own identity and personality?	30 (75%)	10 (25%)

Result from table 2 above shows that the majority of the respondents agree with the statement in section C, „Through Denim Jeans Cutting“ with a percentage for each statement obtained at least 70% for the „yes“ option. The highest percentage was statement „Are you a person interested of jeans?“ (87.5%) proves that more than majority of the respondent interested of jeans, followed by question „Are jeans able to come up your own identity and personality?“ with (75%) and „Are you aware of the jeans trend developments?“ (72.5%). The lowest percentage was „Do you understand what it means to jeans?“ with 70% of the respondents chose the „yes“ option. Result from analysis proves that slim fit jeans was the type of jeans that had the best choice among respondents, followed by straight cut jeans, skinny jeans, regular jeans and tapered jeans. For section „denim jeans as reflection of self- identity, it was found that the highest mean score recorded was statement „I like jeans as a casual wear“. Correlation analysis shows that there was a significantly moderate positive relationship between „how often do you wear jeans?“ with skinny jeans. However, there were no correlations between other „types of jeans“ with each statement in „understanding men’s personality“. Hypothesis testing using 1-way ANOVA on „How men’s personality is 131 related of self-identity reflection of jeans styles?“ shows that only statement „As what to reflect your identity when wearing a denim jean?“ has a significant relationship with self-identity reflection of jeans styles.

Today, jeans are still the most preferred by people of all ages (Dascalu, et al. 2000). Denim has many advantages as compared to other jeans material and therefore it is safe to say that the fabric will see more fashion lines as well as promote health and comfort to individuals in the future. For men, denim was often a frustrating reminder of social status but for women denim could be associated with unprecedented advancement. Denim as we know it today is instilled with all these stories even may not be able to perceive it on a daily basis. Masculinity and conceptions of gender are changing but denim warranties giving up staying current and politically correct.

Denim jeans are the ultimate masculine, casual garment and most men own and wear it. They have a 'rich' history but navigating today's world ripped, faded and embellished jeans to find a pair that suit classic, yet modern tastes can be tough. As we can see, today blue jeans are a billion-dollar industry grossing more than \$ 15 billion In the United States alone which only accounts for less than 40% of global purchases (Kyle, 2019). Jeans have also undergone a rather significant change in styles over the years including the bell bottom craze of the 70's and now the tapered skinny jeans trend. Many of the characteristics that make denim jeans are super legendary such as their cut and fit, colour, wash and fading and material. Because of that, jeans are possibly the most popular trouser in the world and also the perfect pair of pants for the outdoors, running errands, casual get-togethers and very casual office settings.

### Conclusions

Correlation analysis shows that there was a significantly moderate positive relationship between 'how often do you wear jeans?' with skinny jeans. However, there was no correlation between other 'types of jeans' with each statement in 'understanding men's personality'. Hypothesis testing using 1-way ANOVA on 'How men's personality is related to self-identity reflection of jeans styles?' shows that only the statement 'As what to reflect your identity when wearing denim jeans?' has a significant relationship with self-identity reflection of jeans styles.

In summary, jeans have evolved to be the most popular type of clothing since the 1990s. Denim has become a most popular fashion trend. In fact, the denim apparel market grew 5.0% and 6.8% in unit sales and dollar sales respectively Paulina, S. (2018) elaborating that the relation between fashion and identity is one of representation and fashion may represent identity. Fashion such denim jeans is one's personality on the outside which means it is who you are inside but on the outside because the representation of identity is closely linked to the idea of image. On this interpretation, after the garments have established and represented one's identity there in any reference to others in different identities. As stated, in a development of denim jeans factors are beginning of introduction of denim jeans by concluded technique and method also a chronology history of blue denim year by years may gained understanding personality towards men in Kuala Lumpur. There is nothing more unique than the "magical" of denim jeans which has been used for many centuries from baby boomers, Generation X and Generation Y until today where they acknowledged the existence and the privilege of each individual.

Perhaps, the most interesting facet of this study was the acceptance for both personality and psychological for men. Since this study used male models for the photographs, it would also be interesting to study the perception towards females. It would be practical because women are wearing the denim jeans as well for their daily life. It would also be interesting to see how varying types of denim jeans would be viewed.

Indeed, more research must be made to further investigate how denim jeans may have influence in perceptions of individuals. Researchers will need to investigate more how denim jeans affects society and what role denim may have for future generations in this country.

### Acknowledgments

Alhamdulillah, first of all we would like to thank God as finally we were able to complete our research for Konferensi Sains, Etika dan Peradaban 2022. This research had been done with all afford by group members even though facing a bit of problems happened among us while doing the research. Lucky us, all the obstacles can be overcome and we were able to manage it properly. Finally, thanks again to all my beloved members that always stick together and work hard to produce such good research with all efforts and responsibilities. Hope that all the effort will benefit us.

### References

- Antonio, C. (2012-2019). Dress to Impress “ The Fit Man Collective Interview with Antonio Centeno”. An Elite CafeMedia Lifestyle Publisher.
- Berger, A. (2009). *What Objects Mean. An Introduction to Material Culture*. Walnut Creek: Left Coast Press.
- Bob, P. (1988). *An Exercise in Personal Exploration: Maslow’s Hierarchy of Needs* by Cst Textile News, Apparel News, Fashion News (2020). Problem faced by Denim Maker.
- Cattell, R. B. Eber, H. W., & Tatsouoka, M. M. (1970) *Handbook for the 16 F*. Champaign, IL: Institute for Personality and Ability Testing.
- Daniel, M. [Sophie W.](#) (2007). *Manifesto for A Study of Denim*. Social Anthropology Volume 15, Issue 3.
- Dascalu, T&E. Acosta, O. et al (2000). Removal of The Indigo Colour by Laser Beam Denim Interaction.
- Denim Apparel Market (2005). Cotton Incorporated Special Report.
- Ewen, S. & Ewen. E. (1992). *Channels of Desire: Mass Images and the Shaping of American Consciousness*. Minneapolis: University of Minnesota Press.
- Gordon, B (1991). *American Denim: Blue Jeans and Their Multiple Layers of Meaning*, In Cunningham, & S V) Lab (Eds), *Dress and Popular Culture*, page 31-45, Bowling Green: Bowling Popular Press.
- Hanson, William E., Creswell, John W., Clark, Vicki L. Plano, Petska, Kelly S., Creswell, J. David (2005). *Mixed Methods Research Designs in Counseling Psychology*. Journal of Counseling Psychology, Vol 52(2), Apr 2005, 224-235
- Hazita Azman, Bahiyah Abdul Hamid & Zarina Othman (2011). *Malaysian Youth in the Global World: Issues and Challenges*. Universiti Kebangsaan Malaysia.
- Kluckhohn, C., Murray, H.A., & Schneider, D.M. (1948). *Personality in Nature, Society and Culture* (2nd ed. rev), Oxford, England: Knopf.
- Pendergast, S., Pendergast, T., & Hermsen, S. (2004). Fashion, costume, and culture: Clothing, headwear, body decorations, and footwear through the ages. UXL.
- Paulina, S. (2018). *Making Jeans Green: Linking Sustainability, Business and Fashion* (1st ed.)
- Riley, R. Reese (2017). *Music & Fashion: Intertwined Throughout the Ages*. Jerrick Ventures LLC.
- Soh, K. –L., Jayaraman, K., Choo, L.-P., & Kiumarsi, S. (2015). *The Impact of Background Music On The Duration of Consumer Stay at Stores: An Empirical Study in Malaysia*. *International Journal of Business and Society*, 16(2), 247-260
- Sullivan, J. (2006). *Jeans: A Cultural History of an American Icon*. New York: Gotham Pres

Zaimah (2017). *“Ini Subculture yang Pernah Popular di Malaysia Sebelum Adik-Adik Raver Dilahirkan”*. Copyright Iluminasi.com.