

The relationships between body image, hope, and successful aging of elders: a moderated mediation model of appearance management behavior

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ABSTRACT

The purpose of this study was to verify the moderated mediating model of management of appearance in the association between body image, hope, and successful aging of the elderly. For the analysis, using SPSS Win.25.0 and PROCESS macro 3.5, we carried out descriptive statistics, reliability analysis, correlation analysis, and moderated mediation model analysis. The research results were as follows. First, Pearson correlation analysis showed statistically significant correlations between body image, hope, appearance management behavior, and successful aging. Second, hope had mediated in the link between body image and successful aging. Third, the relationship between body image and hope was moderated by management of appearance. Fourth, the association between hope and successful aging was moderated by management of appearance. Fifth, in the influence of body image on successful aging via hope, the moderated mediating effect of management of appearance was verified. This result will be used as a new model to promote successful aging of the elderly.

Key words: body image, hope, successful aging, appearance management behavior, elder, moderated mediation, conditional indirect effect

INTRODUCTION

Aging is a natural phenomenon that no one can avoid. Old age occupies the longest period of life, and aging does not stop. So it is very important for humans to grow old well and yet live well. Successful aging means aging well. If aging can proceed successfully, aging will no longer

be a sad concept. There have been attempts in academia to look at aging positively, which led to a study of successful aging.

Korea ranks first in the relative poverty rate over 66 years old among major OECD countries with 43.8%.¹ One out of four elderly people over 65 years old (25.0%) in 2019 is satisfied with their current life and only one out of five (21.8%)

was found to be satisfied with their social and economic achievements.² On the other hand, the life expectancy of survivors aged 65 and over in Korea was higher than the OECD average.

Successful aging is also called healthy aging, positive aging, and effective aging.³ Demographic variables were representative of the predictive variables of successful aging⁴, but recently, successful aging was found to have a high correlation with social and psychological variables.⁵ In this study, we set hope, a positive psychological variable, as the mediating variable, and we believe that hope will explain what successful aging is for the elderly.

Recently, studies showing that body image is the cause of successful aging⁶⁻⁹ have appeared one after another. Body image refers to a positive or negative feeling about one's body. In this study, we also set body image as an independent variable. Since body image is a variable limited only to the body, it might be judged to be insufficient as the cause of successful aging, which is complexly related to physical, psychological, and social situations. However, just as we never live without looking in the mirror for a day, we evaluate our bodies several times a day. In particular, the first place where the elderly feel aging is the body and will psychologically shrink, seeing their aging appearance, which will lead to the formation of a negative attitude toward aging and the discouragement of "I am not getting old well". Therefore, it is necessary to understand how the body image of the elderly affects successful aging.

In a study of 400 elderly Brazilians, material comfort, body image and appearance, and self-esteem were derived as predictors of successful aging.⁸ The body image of the elderly directly and indirectly has a significant effect on successful aging.⁷

In this study, the mediator was

selected as hope, and the moderator was selected as appearance management behavior. However, few studies have dealt with the mediating effect of hope and the moderating effect of appearance management behavior on the relationship between body image and successful aging of the elderly. The mediating effect is about how the body image affects successful aging, and the moderating effect is about whether the link between body image and hope, and between hope and successful aging is different from appearance management behavior. Therefore, it is predicted that hope and appearance management behavior will play this role in the effect of body image on successful aging.

In addition, there are two reasons why this study is important. First, it is to grasp how successful aging is done. It is necessary to break away from the one-dimensional logic that there is a body image among the causes of successful aging, and to identify a specific process by which the body image of the elderly leads to successful aging through hope, that is, the process between the body image and successful aging.

Second, it is to present an alternative about what will enable successful aging. If the causal relationship between the body image and successful aging is verified, an alternative that will increase successful aging is needed when the body image is formed negatively. Because the body image of the elderly will worsen as aging progresses, alternative factors must be considered.

Therefore, our purpose in this study was to provide a model for promoting successful aging of the elderly by verifying the moderated mediation effect of appearance management behavior in influencing the elderly's body image and of hope on successful aging.

To achieve this purpose, we set up the following research questions.

First, what are the correlations between body image, hope, appearance management behavior, and successful aging?

Second, what is the moderating effect of appearance management behavior in the relationship between body image and hope?

Third, what is the moderating effect of appearance management behavior in the association between hope and successful aging?

Fourth, what is the moderated mediation effect of appearance management behavior in the link between body image, hope, and successful aging?

THEORETICAL BACKGROUND

1. Body image and successful aging

Successful aging is a concept that focuses on the positive aspects of aging.¹⁰ In the 1980s, academia began to argue that the elderly should be perceived as healthy and energetic beings, rather than as passive, weak, and lost beings, which led to a transition in perception of the elderly.

Successful aging means that there is no physical disease or disability, that one maintains a high functional state physically and mentally, that one participates in socially productive activities.¹¹ In other words, successful aging increases efficiency by optimizing the current physical, mental, and social situations of the elderly.¹²

The components of successful aging are identified differently by various scholars, because successful aging is a result of the interaction between the individual and the environment. It may differ depending on how the environment is classified, and may reflect the situation of the times and cultural values. Factors influencing successful aging are diverse,

such as active social participation^{11,12} and depression.¹³ Recently, body image has been focused on as a factor that affects successful aging.

Early research on body image mainly dealt with eating disorders, but since the 1980s, it has been extended to research targeting the general public in the field of social psychology.^{14,15}

Body image is defined as the overall feeling that individuals have about their physical function, appearance, and condition¹⁶ and consists of emotional, cognitive, and behavioral dimensions.¹⁷ If body-image satisfaction is low, negative attitudes increase, self-confidence and self-esteem decrease, and satisfaction with life decreases, which can cause social and psychological problems.¹⁸

Nevertheless, there are few studies dealing with body image and successful aging. There are findings that the body image of the elderly has direct and indirect effects on successful aging.^{6,7} In addition, the body image of elderly women was a predictor of successful aging⁸, and it has been reported that body image influences overall happiness with life.⁹

Based on these results, in this study, we set the body image of the elderly as an independent variable and successful aging as a dependent variable. Then we tried to understand how the relationship between the two was established.

2. Mediating effect of hope

Hope is a positive attitude towards life. The hope theory proposed by Snyder presupposes that "human beings are those who pursue a goal". Because these are simple pursuits of a goal, people expect to achieve the goal, on which they constantly focus and strive to achieve.¹⁹ In other words, hope is a positive motivational state based on the successful interaction between agency thinking, goal-oriented energy, and pathway thinking, that is, a plan for

achieving the goal.²⁰

Hope is composed of agency thinking and pathway thinking. These two have unique characteristics that are distinguished from each other and are cognitive combinations that seek to achieve goals while interacting.^{19,20} Agency thinking can be described as willpower, and pathway thinking can be described as 'waypower'. The will of agency thinking is not a simple will, but means very strong confidence and execution power, and pathway thinking seeks a realistic way to reach a goal and looks for alternatives.¹⁹

People with high hope are more focused on success, are more challenging, and maintain a more positive emotional state than do those who do not hope.¹⁹ They also feel less distressed,²¹ find good things when dealing with stress,²² and keep negative emotions low.²³ However, it has also been reported that older people often feel hopeless and lack the ability to decide how to achieve goals.²⁴

Recently, hope often appears as a mediator. In the link between the body image of the elderly and successful aging, the willingness to grow and hope were double mediators.⁷ Self-esteem and hope also double mediated in the link between business practice and life satisfaction.²⁵ It was also found that hope mediated in the link between stress and suicidal thoughts²⁶ and between employment stress and happiness.²⁷

A good body image means a lot to the elderly. These elderly people have a positive feeling about their bodies even though aging has already progressed, have a positive psychology that does not accept aging as a stress or disorder, and regard it as something that happens to everyone. In the end, we thought that body image would explain the path to successful aging, so we set hope as a mediator.

3. Moderating effect of appearance management behavior

Appearance is a window to express an individual's psychological and emotional state. Humans unconsciously ask questions about how they appear to others and try to work toward the ideal appearance they want. Appearance management behavior is a process in which one expresses one's own individuality in relation to others and is a way to inform and express oneself in social life²⁸.

Appearance management behavior refers to actively practicing using identity tools, such as clothing, cosmetics, and accessories, so that others can see the intended appearance.^{29,30} In particular, since the elderly feel a lot of physical changes due to aging, they aim for a young and beautiful appearance and want to look younger than their age.³¹

There have been many studies on how adolescents manage their appearance.³²⁻³⁴ Recently, research is expanding to various targets, such as college students,^{35,36} office workers,³⁷ athletes,³⁸ and the elderly.³⁹

Specifically, the mediating effect of appearance management behavior was verified in the association between the subjective age and psychological health of women in their 60s,³⁹ and between personal-image satisfaction and job-seeking efficacy.⁴⁰ In addition, appearance management behavior double mediated in the link between baby face makeup awareness and subjective wellbeing, and between makeup motivation and appearance management behavior.⁴¹

In contrast, few studies have dealt with the moderating effect or moderated mediation effect of appearance management behavior. It was reported that there was a moderating effect of appearance management behavior in the relationship between perception of makeup and subjective happiness.⁴²

Therefore, we predicted that the process by which body image promotes hope and successful aging can depend on active management of one's appearance. As one ages, one's body image will get worse and worse, which can act as an obstacle to successful aging.

Therefore, in this study, we try to find out whether appearance management behavior plays a moderated mediating role in this causal relationship and to verify

whether it is an alternative factor to mediate a negative causal relationship.

METHODS

Research Model

This study follows the moderated mediation effect analysis procedure, model 58 of PROCESS macro ver.3.5. The model of the study is as shown in Figure 1.

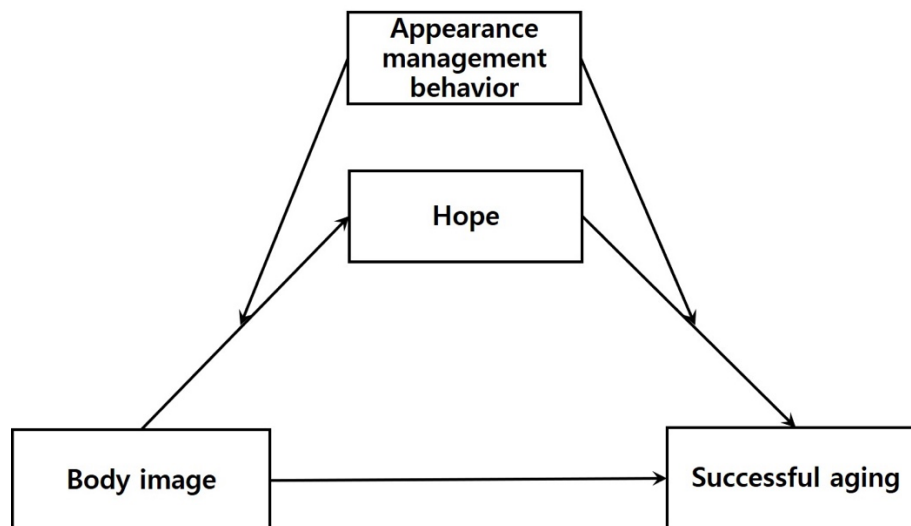


Figure 1 Research Model

Research Participants and Data Collection

The survey subjects were elderly people in Korea. We used the G*Power program to calculate the appropriate sample number. The result is minimum of 202 samples. But in order to secure enough samples, we selected 500 subjects in this study.

A survey was conducted on 500 elderly people over 65 years of age. The researcher visited the elderly welfare center and the elderly community center, explained the purpose of the study and the questionnaire method, and conducted a survey after obtaining consent. In the case

of the elderly who had difficulty filling out the questionnaire directly, the researcher read the questionnaire and filled out the respondent's answer on the questionnaire. The completed questionnaire was immediately collected by the researcher. The survey period was about 1 month, and 422 copies were used for the analysis, excluding the insincere questionnaires.

This study is the subject of IRB review; it was approved by the Public Institutional Bioethics Committee designated by the Ministry of Health and Welfare, Korea (P01-202005-22-002).

The survey subjects were 61.2% women and 38.8% men, of whom 7.4%

were under the age of 69, 47.0% were aged 70-74, and 45.6% were aged 75 and over. For the family types, 62.1% of the respondents currently lived with a spouse.

Research tools

The research tools used in this study were body image, hope, appearance management behavior, successful aging, and demographic characteristics, which consisted of gender and age.

1. Body image

We assessed the body image by using the scale developed by Cash⁴³ and used by Cho and Go,⁴⁴ who revised it into 19 items with two sub-items among the original items: appearance evaluation and orientation. It includes 'I have a physical attraction' and 'I like myself the way I am' for appearance evaluation and 'I always try to make my appearance better' and 'I always check if I am good before I go out in front of others' for appearance evaluation and orientation. It uses a 5-point Likert scale ranging from 'No' = 1 point to 'Very much so' = 5 points; the higher the score, the higher the evaluation of one's appearance and the more one is appearance oriented. In this study, Cronbach's α for the reliability of the body image was .832.

2. Hope

To measure hope, we used 8 items of the Korean Hope Scale (K-DHS), adapted by Choi et al.,⁴⁵ which was developed by Snyder and colleagues.²⁰ This scale consists of two sub-factors: agency thinking and pathways thinking. Agency thinking consist of questions such as "I follow the goals I set myself" and "I am energetically pursuing my goals". Pathways thinking consists of questions such as 'I can think of many ways to get out of trouble' and 'There are lots of ways around any problem that I am facing now '. Each question was on a 5-point Likert scale ranging from 'Not at all' = 1 point' to 'Very much so' = 5 points; and the higher the score, the higher the level of

hope. In this study, the Cronbach's α for hope was .892.

3. Successful aging

We used the successful-aging scale produced by Lee⁴⁶ based on the questions of Paik and Choi.⁴⁷ This scale is composed of three sub-areas: "healthy and smooth family relations", "stable housing and ability to survive" and "life with a purpose". Healthy and smooth family relations includes questions such as 'Living with a spouse', 'No illness or disability', and 'Having a good relationship with children'. Stable housing and ability to survive is composed of questions such as 'Living without discomfort in living' and 'What can be done by finding new things'. Life with a purpose consists of 'Having a purpose in one's life', 'Taking out activities for self-development' and 'Achieving something important in one's career'. Each question is on a 5-point Likert scale ranging from 'not at all' = 1 point to 'very much so' = 5 points; the higher the score, the more successful was the aging. In this study, the reliability of successful aging by Cronbach's α was .957.

4. Appearance management behavior

Managing of one's appearance was measured by revising and supplementing the scales used by Lee⁴⁸ and Lee⁴⁹. This scale consists of items such as 'I exercise for body shape management' and 'I try to have a good impression'. Each question is on a 5-point Likert scale ranging from 'Not at all' = 1 point to 'Very much so' = 5 points; the higher the score, the better one manages one's appearance. In this study, the reliability of managing appearance by Cronbach's α was .912.

Data Analysis

We used the SPSS Window. 25 and the PROCESS macro 3.5 proposed by Hayes [50] for reliability analysis, frequency analysis, and moderated mediation effect analysis. For the analysis,

we used bootstrapping under 5,000 samples and a 95% confidence interval. Body image, hope, and appearance management behavior were average-centered, excluding the dependent variable, successful aging.

RESULTS

1. Correlation and descriptive statistics

Table 1 shows the Pearson's correlations between body image, hope, appearance management behavior, and

successful aging all of which had statistically significant positive correlations. In particular, the highest correlation was between body image and appearance management behavior ($r = .604$, $p < .01$), and the second highest correlation was between successful aging and hope ($r = .424$, $p < .01$).

The descriptive statistics showed that the average of successful aging was the highest, with 4.2041, followed by hope with 3.4235.

Table 1 Correlation and descriptive statistics

	Body image	Hope	Appearance management behavior	Successful aging
Body image	1			
Hope	.392**	1		
Appearance management behavior	.604**	.305**	1	
Successful aging	.189**	.424**	.187**	1
M	3.2717	3.4235	3.0176	4.2041
SD	0.44975	0.59581	0.67940	0.63401

** $p < .01$

2. Moderated mediation effect

In order to understand the moderated mediation effect of appearance management behavior in the link between body image, hope, and successful aging, we analyzed it according to the procedure of model 58 of the PROCESS macro for SPSS proposed by Hayes⁵⁰. This procedure consists of analyzing hope's mediating effect, two moderating effects of appearance management behavior, and the moderated mediation effect of appearance management behavior. We used bootstrapping to test statistical significance with a 95% confidence interval and 5,000 samples. In addition, all variables except

for successful aging were centered on average. The results of analyzing the mediating effect and the simple moderating effect are presented in Table 2.

First, body image had a significant positive effect on hope (.4537, $p = .000$), but not on successful aging (-.0426, $p = 6.019$). Hope had a positive effect on successful aging (.4769, $p = .000$). That is, the fact that the body image has a significant effect on hope and that hope has a significant effect on successful aging means that there is a mediating effect of hope in the link between body image and successful aging.

Second, in the link between body

image and hope, and between hope and successful aging, the moderating effect of appearance management behavior was analyzed. The interaction term between body image and appearance management behavior had a significant effect on hope (.1487, $p = .0146$), and the amount of R^2 increase ($\Delta R^2 = .0119$, $p = .0146$) according to the interaction term was also significant. In other words, appearance management behavior moderated the relationship

between body image and hope.

In addition, the interaction term between hope and appearance management behavior had a significant effect on successful aging (.1181, $p = .0227$), and the increase in R^2 ($\Delta R^2 = .0101$, $p = .0227$) according to the interaction term was also significant. In other words, the management of one's appearance also moderates the association between hope and successful aging.

Table 2 Analysis of mediating and moderating effects

Division	Variables	coeffect	se	t value	p	LLCI*	ULCI**
Mediating variable model (DV: Hope)	Constant	-.0274	.0287	-.9534	.3409	-.0839	.0291
	Body image	.4537	.0743	6.1037	.0000	.3076	.5998
	Body image $\times$ Appearance management behavior	.1487	.0606	2.4532	.0146	.0296	.2679
	Interaction term ΔR^2			F		p	
	Body image $\times$ Appearance management behavior	.0119		6.0183		.0146	
Dependent variable model (DV: Successful aging)	Variables	coeffect	se	1. t value	2. p	LLCI*	ULCI**
	Constant	4.1896	.0286	146.6589	.0000	4.1335	4.2458
	Body image	-.0426	.0815	-.5221	.6019	-.2028	.1177
	Hope	.4769	.0545	8.7514	.0000	.3698	.5840
	Appearance management behavior	.0530	.0521	1.0181	.3092	-.0493	.1553
	Hope $\times$ Appearance management behavior	.1181	.0516	2.2866	.0227	.0166	.2196
	Interaction term ΔR^2			F		p	
	Hope $\times$ Appearance management behavior	.0101		5.2285		.0227	

*LLCI = The lower bound of the indirect effect within the 95% confidence interval

***ULCI = The upper bound of the indirect effect within the 95% confidence interval*

Previously, the moderating effect of appearance management behavior in the relationship between body image and hope and between hope and successful aging was confirmed, and thus the conditional effects of appearance management behavior were analyzed. The results of analyzing the conditional effects of the body image according to appearance management behavior are shown in Table 4.

Three conditions ($M \pm SD$, M) were given according to the value of appearance management behavior, and the conditional effects of the body image according to the value of appearance management behavior were significant ($p < .001$) for all three conditions. Therefore, as the value of appearance management behavior

increased, the conditional effects of the body image increased.

The significance of the conditional effect of the body image was identified through Johnson-Neyman analysis, a lighting analysis method. The conditional effect of the body image was significant in the area where the value of appearance management behavior was greater than -1.5491; 93.3412% of the subjects were in this area. That is, when the value of appearance management behavior increased, the conditional effect of the body image increased, but the conditional effect did not appear significant in 1.6588% of the value of appearance management behavior below -1.6238.

Table 3 Analysis of conditional effects of body image according to value of appearance management behavior

Appearance management behavior	Effect	se	t	p	LLCI*	ULCI**
-.6794	.3527	.0812	4.3439	.0000	.1931	.5122
.0000	.4537	.0743	6.1037	.0000	.3076	.5998
.6794	.5548	.0886	6.2602	.0000	.3806	.7289

Johnson-Neyman's Area of Significance for Conditional Effects

Moderator value(s) defining Johnson-Neyman significance region(s):						
Value	-1.5491		below(%)	1.6588	above(%)	93.3412
Appearance management behavior	Effect	F	t	p	LLCI*	ULCI**
-2.0176	.1536	.1364	1.1262	.2607	-.1145	.4218
-1.8207	.1829	.1266	1.4453	.1491	-.0659	.4317
.						
.						
.						
1.7231	.7100	.1343	5.2864	.0000	.4460	.9740
1.9199	.7393	.1444	5.1189	.0000	.4554	1.0231

**LLCI = The lower bound of the indirect effect within the 95% confidence interval*

***ULCI = The upper bound of the indirect effect within the 95% confidence interval*

The result of visualizing the conditional effect of the body image by dividing the value of appearance management behavior into upper, middle, and lower is shown in Figure 2. Hope increased when the body image increased in all three conditions of appearance

management behavior. However, those with low management of their appearance showed a gentle slope of hope increase as the body image increased, whereas those with high management of their appearance showed a steeper slope of hope increase as body image increased.

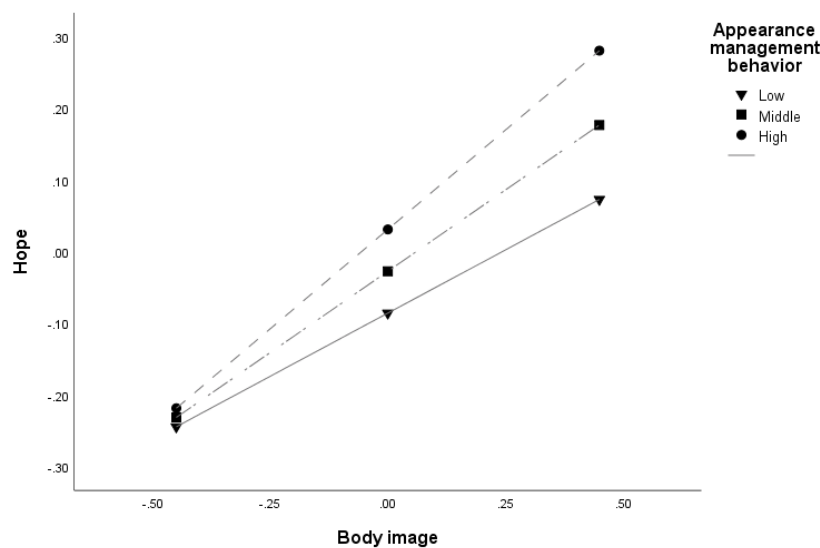


Figure 2 Moderating effect of appearance management behavior on the relationship between body image and hope

The results of analyzing the conditional effect of hope according to appearance management behavior are shown in Table 4.

Three conditions ($M \pm SD$, M) were given according to the value of the appearance management behavior, and the conditional effects of hope according to that value were significant in all three conditions. Therefore, when the value of appearance management behavior increased, the conditional effect of hope

also increased.

Through the Johnson-Neyman analysis, a lighting analysis method, we identified the significant area of hope's conditional effect, which was significant in all areas from -2.0176 to 1.9199, and there was no transition in statistical significance within this range. That is, the conditional effect of hope increased when the value of appearance management behavior increased in all areas.

Table 4 Analysis of the conditional effect of hope according to the value of appearance management behavior

Appearance management behavior	Effect	se	t	p	LLCI*	ULCI**
-.6794	.3967	.0536	7.4005	.0000	.2913	.5020
.0000	.4769	.0545	8.7514	.0000	.3698	.5840
.6794	.5571	.0743	7.4932	.0000	.4110	.7032

Johnson-Neyman's Area of Significance for Conditional Effects

Moderator value(s) defining Johnson-Neyman significance region(s):

There are no statistical significance transition points within the observed range of the moderator found using the Johnson-Neyman method.

Appearance management behavior	Effect	F	t	p	LLCI*	ULCI**
-2.0176	.2386	.0994	2.4006	.0168	.0432	.4340
-1.8207	.2619	.0908	2.8830	.0041	.0833	.4404
.						
.						
.						
1.7231	.6803	.1194	5.6986	.0000	.4457	.9150
1.9199	.7036	.1286	5.4691	.0000	.4507	.9565

*LLCI = The lower bound of the indirect effect within the 95% confidence interval

**ULCI = The upper bound of the indirect effect within the 95% confidence interval

The results of visualizing the conditional effect of hope by dividing the value of appearance management behavior into upper, middle, and lower are shown in Figure 3. In all three conditions, when hope increased, successful aging also increased. However, in those who did not manage

their appearance well, the slope of successful aging increased gently as hope increased, but those who did manage their appearance well showed a steeper slope, in which successful aging increased as hope increased.

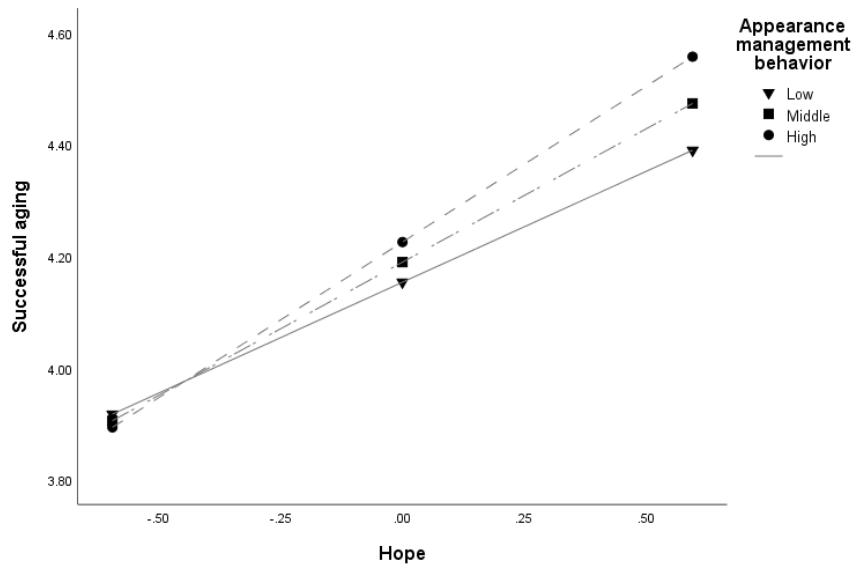


Figure 3. Moderating effect of appearance management behavior on the relationship between hope and successful aging

Third we analyzed, the direct effect and conditional indirect effect to understand the moderated mediation effect of appearance management behavior in the link between body image, hope, and successful aging. The results are shown in Table 5.

The direct effect of the body image → successful-aging path was not significant ($-.0426, p = .6019$). However, the conditional indirect effect of the body image → hope →

successful-aging path was significant in all three conditions ($M \pm SD, M$) of the value of appearance management behavior, and the conditional indirect effect increased when the value of appearance management behavior increased. In other words, the moderated mediation effect of appearance management behavior was verified in the effect of body image on successful aging through hope.

Table 5 Analysis of direct effects and conditional indirect effects according to the value of appearance management behavior

Direct effect of body image on successful aging	Effect	se	t	p	BootLLCI*	BootULCI**
	-.0426	.0815	-.5221	.6019	-.2028	.1177
Conditional indirect effects of body image on successful aging	Appearance management behavior		Effect	BootSE	BootLLCI*	BootULCI**
	-.6794		.1399	.0620	.0285	.2733
	.0000		.2164	.0497	.1256	.3214
	.6794		.3091	.0658	.1865	.4417

* $p < .05$, ** $p < .001$

Finally, the effect analysis result for each path is shown in Figure 4.

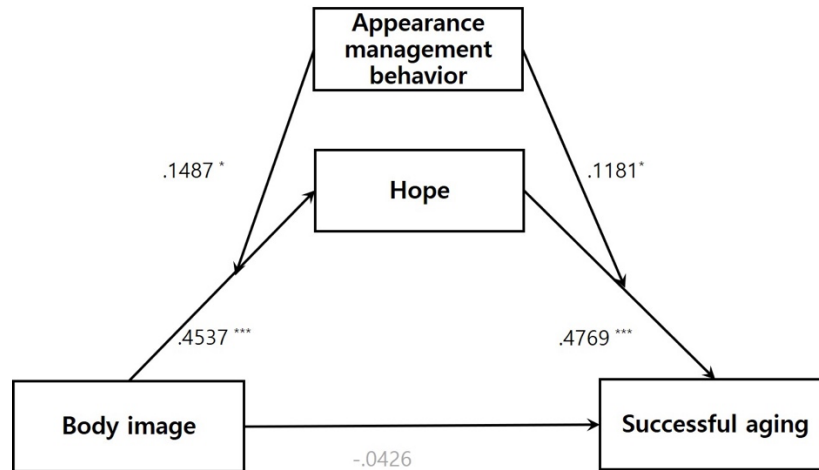


Figure 4. The values of each path of the research model

DISCUSSION AND CONCLUSION

We conducted this study to understand the moderated mediation effect of appearance management behavior in the link between body image, hope, and successful aging, targeting the elderly. Discussions of the research results are as follows.

First, Pearson correlation analysis showed statistically significant positive correlations between body image, hope, appearance management behavior, and successful aging.

Second, hope mediated in the link between body image and successful aging. As a result, body image did not directly affect successful aging, but it did affect successful aging only by way of hope.

There is a similar study showing that a poor body image reduces self-esteem and, thereby, lowers life satisfaction.¹⁸ In addition, a study showing that the willingness to grow and hope mediated in the link between the body image of the elderly and successful aging⁷ also supports the results of this study.

If the elderly's body image is good, they have a positive attitude toward themselves, and can age successfully. One can suppose that the elderly's positive evaluation of their body image will be based on a positive psychological state that does not accept aging as stress. Therefore, if the body image is good, the level of hope, which is a positive psychological competency, will be high, which will naturally lead to successful aging. However, countermeasures for poor body image are also necessary, as is discussed in the 'moderated mediation effect' below.

Third, the relationship between the body image and hope was moderated by the appearance management behavior, and the conditional effect of the body image increased as the value of appearance management behavior increased. Specifically, people who manage their appearance well had more hope, even though their body image increased the same way as that of those who did not manage well.

The relationship between hope and successful aging was also moderated by appearance management behavior, and the conditional effect of hope increased as the

value of appearance management behavior increased. Specifically, people with good management of their appearance showed a greater increase in successful aging than did those with poor management. The elderly manages their appearance in order to reject stereotypes and social stigma about aging⁵¹, and this behavior strengthens the link between body image → hope, and hope → successful aging.

Fourth, appearance management behavior played the moderated mediation role in the effect of body image on successful aging through hope, and thus the moderated mediation model of appearance management behavior was verified. In other words, the effect of the body image on successful aging through hope depends on appearance management behavior; the better one manages one's appearance, the more the body image affects successful aging.

In Korea, the number of senior citizens who want to work is increasing every year at 64.1%, and more than half of the reason for working is to contribute to the cost of living (59.0%)². In other words, more than half of the elderly in Korea want to go to work to earn living expenses. However, jobs for the elderly in Korea are very scarce. For them, the body image through appearance management is not limited to just the external part. This is believed to be because it acts as a strength to preemptively dominate in the poor job competition.

It was confirmed that the elderly with a good body image are hopeful and are more likely to achieve successful aging through continuous management of their appearance. However, most of the elderly face the limitation that their self-confidence decreases when looking at their aging appearance, and that their body image will not improve significantly as much as they may try.

No matter how much the body image

is the cause of successful aging, it is not easy to improve the body image of the elderly. Nonetheless, if elderly people with negative body images also manage their appearance, positive emotions and attitudes will be formed, hope will increase, and they can be given a motivation for life and achieve successful aging.

This study is meaningful in that it verifies a new model for promoting successful aging by integrating the results of previous studies conducted in seniority, welfare studies, and aesthetics, and by analyzing the moderated mediation effect of appearance management behavior in the path of body image and hope to successful aging.

Nevertheless, the limitations of this study and suggestions for further research are as follows. Through this study, the importance of appearance management behavior for enhancing one's body image was identified. Therefore, for the further study, it is necessary to develop and apply a successful-aging activity program that includes a way to manage one's appearance that the elderly can do easily. Also, research on the link between body image and successful aging is still insufficient. Therefore, in-depth research to find the relationship between body image and successful aging should follow.

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