CLOTHING AVAILABILITY FROM DEPARTMENT AND SPECIALTY STORES: IMPLICATIONS FOR SELF-ESTEEM, BODY SATISFACTION, AND DESIGN LINE PREFERENCE OF LARGE-SIZE WOMEN

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Clothing Availability from Department and Specialty Stores: Implications for Self-Esteem, Body Satisfaction, and Design Line Preference of Large-Size Women

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(ABSTRACT)

Clothing can be used as a tool to adjust one's image in society. Western society's infatuation with the slim body type has caused great discomfort for the large-size female. Hence, the effective use of the clothing "tool" is most important for the large-size female. This study was designed to determine if the place of purchase of clothing limited or enhanced the effectiveness of the clothing "tool". The objectives of this study were to determine if large-size women who shopped in department stores differed in self-esteem, body satisfaction, and design line preference from large-size women who shopped in specialty stores and to determine if relationships existed among these variables.

Data were collected using a modified version of the Baggs Scale. The Likert type instrument was comprised of 10 self-esteem, 7 body satisfaction, and 14 design line preference items. The remainder of the instrument was composed of demographic information. The instrument was pre-tested twice using the female employees of The College of Human
Resources at Virginia Tech. The final sample of 59 large-size females was derived from a random sample of female employees at Virginia Tech.

The collected data were analyzed using descriptive statistics, t-tests, and Pearson Product Moment Correlations. The sample exhibited a high positive self-esteem, low body satisfaction, and a preference for clothing with vertical orientations. Significant correlations were found to exist among the variables.
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CHAPTER I

INTRODUCTION

Since women in this country are evaluated on the basis of their bodies much more than men are, excess body fat seems to be more of a problem for women than for men (Chernin, 1981). Chernin indicated that women are obsessed with becoming and staying thin. Ironically, even though the "ideal" female body type is thin, the average woman is getting larger. Bruch (1973) was one of the earlier researchers to reveal Western society's obsession with slimness. Society's intolerance to any degree of overweight as being ugly and undesirable represents a distortion of the social body concept.

Shaw (1980) pointed out that approximately one-third of American women could be classified as obese. An article in the 1978 November/December issue of Femme-Line (How great is the ...) and an article in the 1988 September/October issue of the American Sewing Guild stated that approximately one-third of all women in this country are size 16 or over. To apparel companies who cater to the fashion needs of the large woman, the large-size apparel market is a potentially profitable venture. However, most clothing is still aimed at the "misses" size customer. This presents a problem for consumers who do not fit within the industry's misses size specification.

Clothing may be used as a medium for correcting one's image in a society. Clothing can emphasize that which is pleasing and de-emphasize that which is undesirable. However, when adequate clothing is not
available, one cannot manipulate this powerful tool. The prolonged absence of suitable clothing may also impede and damage one's ability to utilize clothing to one's advantage. Dearborn (1918), one of the earliest theorists on clothing psychology, stated that a person's appearance influences what one does in life. He further wrote:

One's habits in life as far as social communications are concerned are more determined by clothing than many have ever stopped to think or to realize. Clothes determine how much one "goes out" both into the street and into society ... the company one invites to his home. Clothes help people to get jobs and to hold them; but they help others miss positions and lose them ... the way we clothe ourselves is one of the surest indices of substantial intelligence (pp. 29, 70).

Large-size women face a two-fold problem: they receive a great amount of stigmatization from society because they are overweight; and they are deemed greedy, fat, and sloppy by most people (Cahnman, 1968). The second problem is that only recently has the apparel industry begun catering to the needs of this group so adequate clothing was something that did not exist for the general population of large-size women.

There are also questions on what types of clothing should be available to large-size women. The traditional view is that clothing for large-size women should be dark in color to minimize body size and that design lines should be vertically oriented so that the body may benefit from the illusions of length afforded by this line (Head, 1967; Kefgen and Specht, 1981; MacTaggart, 1980). The main goal of this technique is to reduce the appearance of bulk by creating illusions with color and line.

Other authors (Roaman, 1980; Perry, 1980; Shaw, 1982; Harper & Lewis, 1982) avow that large-size women should dress in whatever style makes them happy with their self-image. Recent fashion periodicals that
focus on the large-size woman, such as *Big Beautiful Women* (BBW) and *It's Me*, have given large-size women actual feasible solutions for modernizing their attitudes about clothing by presenting amply proportioned models in styles once considered off-limits. An article in the 1988 September/October issue of the *American Sewing Guild* newsletter stated that women over size 16 could only dream of wearing fashionable clothes five years ago. However, when the apparel industry discovered that large-size women comprise over 30 percent of the women in the United States, they realized that a potentially major clothing market was not being addressed (Fashion tips in vogue for large women, 1988).

Unfortunately, as late as 1983, most retail department stores still held to the traditional view about clothing for large-size women; hence, selection was meager at best. Most garments are still made from stretch polyester fabrics and designed with no regard to the large-size customer's needs or likes (James, 1983). This scenario by Nancy Radmin, president of The Forgotten Woman (a chain of large-size women's clothing stores), best describes the plight of the large-size consumer:

"...clothes in large sizes either didn't exist or were relegated to an area "upstairs, next to the construction, behind the potted palms, closest to the bathroom." ...I was looking for a pair of gabardine pants, a cashmere sweater, a silk blouse, a cotton blouse, or a wool blazer...they didn't exist...What did exist in full force were outmoded myths about large-size women...'Fat ladies don't wear clothes with waistbands'...'Fat ladies don't wear silk - they sweat'...'Fat ladies don't wear silk because it has to be dry-cleaned.'"

Myths and misconceptions had caused havoc on the clothing selections of large-size women until about 10 years ago Radmin’s speech (cited in Marano, 1988).
By the end of the 1970's, several specialty stores such as Lane Bryant, Added Dimensions, and The Forgotten Woman had begun to address the functional as well as the fashion needs of the large woman. In addition, new fashion periodicals for large-size women, such as It's Me and Big Beautiful Women, began to be published. These publications and specialty stores presented large-size women with new and exciting ways to adorn themselves, foster a positive self-esteem and accept themselves as beautiful women, albeit "plump" ones (James, 1983).

Even though this plethora of attention has created interest and concern for the large-size woman's clothing needs, this notoriety has, in addition, caused dissonance for other large-size women. Dissonance can best be described as an inconsistent reaction that is observed in a presumably consistent environment. Many large-size women may be dissatisfied with the clothing selections from department stores; yet, these women may experience even greater discomfort from having to shop for clothing in a specialty store for large-size women.

Self-esteem, body satisfaction, and design line preference in clothing have been examined by many researchers. Yet, no one has seemed to study if the clothing availability where a large-size woman shops has implications on her self-esteem, body satisfaction, and design line preference.

The purpose of this study was to determine if the place of clothing purchase has implications for self-esteem, body satisfaction, and design line preference among large-size females in a southwestern region of the state of Virginia. This research is further designed to identify any relationships among these variables.
CHAPTER II

REVIEW OF LITERATURE

At the time of this study, no research was found that directly addressed the implications of clothing purchased from department stores versus clothing purchased from specialty stores on the self-esteem, body satisfaction, or design line preference of large-size women. However, a review of related literature from research, trade, and popular literature did yield a body of knowledge that proved suitable for drawing inferences on the research topic. The literature pertinent to this research will be reviewed under the following general headings: self-esteem, body satisfaction, and design line preference in clothing. In addition, research addressing consumer preferences for shopping in department and specialty stores will be briefly discussed.

Self-Esteem

Conflicts between one's body image and that of society's "ideal" body image can affect an individual's self-esteem. This notion is widely supported in the literature (Rogers, 1982; Loftis, 1981; Lande, 1979; Williams, 1977). Most agree that feelings, self-worth, and expectations about one's self are all synonymous with self-esteem. These feelings are joined to various actions and aspects of the self and can be either positive or negative. Loftis (1981) describes self-esteem as "an overall sense of worth which is a product of an individual's
judging his/her actions, feelings, thought and attitudes" (p. 12). Krech, Crutchfield, & Ballachey (1962) stated "a great deal of the action and thought of the individual is driven by the want to enhance the self-esteem ..." (p. 83).

The "self" is composed of many aspects ranging from the whole person to a small portion of a person's psychological organization with internal and external forces (Rogers, 1982; Wells and Marwell, 1976). Internal forces can be defined as one's inner feelings and subconscious thought patterns that affect one's attitude. Peers and family are outside factors that affect one's attitude of the self and are known as external forces. Wylie (1961) stated "the most commonly studied class of aspects of the phenomenal self includes such attitudes as self-satisfaction, self-acceptance, self-esteem, self-favorability, congruence between self and ideal self, and discrepancies between self and ideal self..." (p. 40). Rogers (1982), as well as Wells and Marwell (1976), also agree that self-esteem is a sub-set of the concept of self-concept, a multifaceted mental self-image of oneself.

James (1892) conducted some of the earliest works on the self. James explained the self by developing the I-Me theory. The I-Me theory divided the self (or person) into two areas of classification: (1) the knower, and (2) the known. In addition, James stated that people's self-esteem fluctuates on a daily basis and rises and declines with their successes. In later studies, James described the self as the "me" made of three sections arranged in a personal hierarchy. The "material me" the first part, was comprised of the body, clothing, family, and home. The second part, the "social me", was defined as the recognition
one receives from others. The "spiritual me" was the third part and encompassed the person's inner feelings and thoughts. Cooley (1902), another early explorer of the self, described the self as the looking glass self. This theory was based on how an individual deemed himself positively or negatively according to the imagined judgements of others. This concept included three elements: (1) how one imagines others see one; (2) how one judges oneself; and (3) how one feels about these judgements. Cooley further noted that society can not be separated from a person's self.

Esteem needs can not be satisfied until physiological, safety, and belonging needs are met, as stated in Maslow's (1954) hierarchical order of basic needs. According to Maslow (1954), the satisfaction of self-esteem needs "...leads to feelings of self-confidence, worth, strength, capability, and adequacy, of being useful and necessary... But thwarting of these needs produces feelings of inferiority, or weakness, and of helplessness" (p. 90). There are numerous avenues to express this need, hence for some people it may manifest as feelings of achievement, of independence or freedom, of strength, and of self-confidence. Aspirations for importance, recognition, dominance, and prestige are still other ways this need can be expressed (Maslow, 1954).

A study of the relationship between self-esteem and assumed similarity, how people perceive others similar to themselves, was conducted on 300 single female students at a small college by Fitzgerald (1965). An equal number of girls from each of four classes responded to a self rating scale to determine how they thought of themselves. The self-esteem groups were based on scores from the upper, middle, and
lower 20 percent of the responses. Three additional scales were
administered to derive ratings for an average girl, a girl liked best,
and a girl liked least. The assumed similarity was then estimated by the
difference between the self rating and each additional rating score.
Differences were noted for the two extreme self-esteem groups and the
degree of self-esteem appeared to affect the amount of likeness assumed
by others. This relationship was most emphatic between that of the
"average person" and the "best liked person". "The image the individual
has of himself colors the image he has of others, and that image in turn
colors the image the person estimates others have of him" (Fitzgerald,
1965, p. 189). Interestingly, the amount of expressed self-esteem had
little bearing on the discrepancy scores between the "girl liked least"
and self-ratings. It appears that feelings of dislike or negative
attitudes toward others was not as easily measured in the scope of this
test as were positive attitudes. Recent findings in several studies
(Eaggs, 1988; Bruck, 1988; and Chowdhary, 1988) have disclosed that
overall, women enjoy positive self-esteem.

Hamachek (1971) postulated body image to be how we see ourselves,
how we feel others perceive us, and how we wish to be. Social
interactions define our attitudes toward ourselves. The awareness of
the roles one plays in society to distinguish oneself from others in
that group identifies one's self concept, according to Bischof (1964).
Ryan refers to self concept as "...an individual's perception of his own
characteristics, his abilities or his failings, his appearance, and the
total organization of characteristics which he perceives as
distinguishing him as an individual" (Ryan, 1966, p. 83).
Other contemporary researchers have examined and built upon these theories. Self-esteem has been categorized into groupings that expand the understanding and working of self-esteem (Jourard & Remy, 1957; Rosenberg, 1978).

Jourard and Remy divided the self into three parts: (1) the real self, one's honest view of oneself; (2) the ideal self, one's perfect view of oneself; and (3) the public self, how one wishes the public to view oneself. Depending on social pressures, the public self can be modified to coincide with the constraints of the given society. Rosenberg viewed self-esteem as (1) the extant self, (2) the desired self, and (3) the presenting self.

Body Satisfaction

The concept of body image or body satisfaction, like self-esteem, involves the person's feelings about the self. These feelings can be real or idealistic, positive or negative (Baggs, 1988).

The society or culture in which one resides dictates the body shape and size most desirable (Horn & Gurel, 1981; Fisher, 1973; Ryan, 1966). Giddon (1983) suggested that by age seven, the standard for judgement has already been set. Peer groups and "popular" others set these standards. A review of historic costume books indicates decisively that many different body shapes have been deemed "ideal" in their time. People will extend themselves to great lengths to obtain the desired size and shape in order to conform with this ideal (Fisher, 1973).
Conformity to the ideal body shape in some cultures may require a great deal of pain and endurance like that which results from the surgical removal of lower ribs so the body can achieve an hour-glass shape, or the binding of women's feet so they will remain small (Horn & Gurel, 1981; Fisher, 1973). Plastic surgeons today capitalize by "overhauling" the various body parts to conform with the culturally acceptable body contour and size (Giddon, 1983; Fisher, 1973).

A culture's desired body image is not a stagnant concept. Throughout history the desired body type has gone through endless cycles. Yet, never has the need for a lean and muscular body been as strong as it is today. As Horn (1975) stated, over the centuries, man has expressed an infinite capacity to transform and deform the human body. Each bodily contortion was perceived at the time to be the most attractive combination of proportions.

Schilder (1950) defined body image as the picture individuals create in their minds of the way their bodies look. Fisher and Cleveland (1968) stated that rather than an actual physical reality, body image is a mental construct that represents attitudes and expectancy processes which have been applied upon the periphery of the body. Fisher and Cleveland as well as Schilder (1950) defined body image as a concept relative to social interaction with others. As a whole, in regard to our culture, the significance of body image is apparent in terms of the vast expenditures of time and effort spent altering the body's appearance. Body image has also been described in terms of the level at which it operated and the functions it served (Shontz, 1974). Hamachek (1971) described body image as the
relationship between how individuals valued themselves and the way they felt about their bodies. Hamachek stated that a person's weight, height, girth, hair color, eye color, complexion, and general body proportion are strongly related to personal feelings of adequacy. Hence, body image is subjective and arises from interaction. Social pressures define the objectives of how an individual perceives body size and shape as either acceptable or unacceptable. Western society's ideal body image, that which is long, lean, and slender, has done great harm to the person with an obese body configuration. Anything that does not echo "long and lean" is almost instantaneously deemed deviant and undesirable (Mucha, 1980).

The standard that females use to evaluate their bodies has changed over the years (Kaplan, 1981; Garner, Garfinkel, Schwartz, & Thompson, 1980). Garner and his associates pointed out that a definite and slow change in the standard for the ideal female body has been taking place over the past 20 years. The previous standard of a round, soft body type has been replaced by a slender body type.

One has only to think of the body type of female movie stars of the 1950's (Jane Russell and Marilyn Monroe) e.g., which epitomized the ideal soft and round body shape. Now, one may conjure the vision of the 1960's high fashion model, Twiggy, whose long lean "boyish" body redefined and influenced the ideal body shape for that time period and the 1970's and 1980's as well. In a study that examined desirable body sizes for beauty contestants, Garner, et al., (1980) discovered that the average weight for most Miss America contestants has averaged 10 to 15 percent under that of women of the same height who were not beauty
contestants. Silverstein, Perdue, Peterson, and Kelly (1986) discovered that almost two-thirds of all female television characters were thin compared to slightly less than 18 percent of male television characters who were thin. Kaplan (1981) and Garner, et al., (1980) both describe the new "ideal" female body standard as a "firm, healthy body".

Even though studies have revealed that many people are overweight, the current North American body shape "ideal" is that of a lean and muscular figure (Fisher, 1973; Storz, 1982; Vincent, 1979; Garfinkel, Moldofsky, Garner, Stancer, & Coscina, 1978). Because obese body types fail to agree with "predetermined" ideal body proportions, they are not highly valued in today's Western culture. These individuals may not only feel negatively about their bodies, but also about themselves as individuals (Mucha, 1980). Studies indicate that deviant individuals tend to distort their body images because one component of deviance is the inaccurate perception of one's own body (Cappon & Banks, 1968; Strunkard & Mendelson, 1961; and Bruch, 1973).

Cappon and Banks discovered that the obese subjects miscalculated the size of their body thickness and width prior to being exposed to a reflection of themselves in a mirror. The subjects errors were reduced greatly following exposure to a mirror. This led the researchers to conclude that body size perception of the deviant subjects resulted from a relationship with obesity, rather than body size per se.

Body image distortion was found to exist among a portion of obese individuals in a study by Strunkard and Mendelson (1961). Presence of neurosis, age of onset of obesity, and parental evaluation of obesity were the three factors named as contributors of this syndrome.
Individuals would be predisposed to acquire an inaccurate assumption of their body if they experienced obesity during childhood or adolescence, if they experienced negative parental attitudes toward obesity, or if they had a history of emotional trauma. Body image distortion was found to exist even among chronically obese children of 7, 10, and 12 years of age in a study by Nathan (1973).

Edgemon and Clopton (1978) revealed that physical attractiveness is typically used for self-evaluation and is correlated with self-esteem. One must have a knowledge or idea of the confines of one’s body image and compare this preconceived image against the standard body image of society in order to deem satisfaction or dissatisfaction with one’s body (Loftis, 1981). When there is a discrepancy between one’s image and that of society’s "ideal" body image, the magnitude of the discrepancy directly reflects one’s dissatisfaction with one’s body image. This concern for body image satisfaction is greater for females than it is for males (Hendry & Gillies, 1978).

Because women in this society are evaluated by their bodies much more than men are, excess body fat seems to be a problem particularly of women (Chernin, 1981). Chernin noted that if a woman is to attract a man, have a child, and fulfill her identity as a female, she must be attractive (i.e., not fat) by socially defined standards. According to Chernin, in 1981, women were obsessed with becoming and staying thin. Females comprised over 95 percent of the membership of weight maintenance and control organizations; 80 percent of the approximately 5,000 people who had portions of their intestines removed for weight loss were women; anorexia nervosa (self-starvation) victims were 90
percent female; and bulimia, a disease in which periods of self-induced vomiting is preceded by extreme eating, victims were practically all women (Chernin, 1981).

The way most obese persons perceive both their bodies and themselves in regard to cultural norms was described by Bruch (1973). Bruch revealed that contemporary Western society has been dominated with a slimness obsession. Society's intolerance of any degree of overweight as ugly and undesirable represents a distortion of the social body concept. This problem is so ingrained in Western society that even obese individuals regard obesity as ugly. Seventy percent of 147 subjects in a study by Rand and Strunkard (1978) considered themselves unattractive.

This point of view was also found in a study completed by Cahnman (1968) who noted that in the United States obese people are regarded as both socially undesirable and physically unattractive. Cahnman further stated that perceptions of obese people are derived from a form of stigmatization. This stigmatization process is explained as follows:

In stigmatization, deviance, rather than being an attribute of the deviant, becomes a label attached to a person by others. By stigmatization we mean the rejection and disgrace that are connected with what is viewed as physical deformity and behavioral aberrations. Normal expectations, which we may have of one another, are thus contaminated and deflected from their course (p. 293).

Since they do not fit the accepted standards set by society, fat people have been attached the label of being socially deviant (Maddox, Back, & Liederman, 1968).

Goffman (1963), addressing the many forms of stigmatization and stigmatization management, postulated that people become victims of
stigmata due to physical disabilities, deformities, racial characteristics, and social descents. Cahnman (1968) suggested that obese people be included since as a group, they can be seen as a disadvantaged minority. Nevertheless, Cahnman noted that the obese do not receive the empathy and understanding extended to most misfortunate groups; instead, the obese are believed to be completely responsible for this situation.

Two studies completed by DeJong (1980) directly tested the proposition that "whether or not a physically deviant person is derogated will depend on the extent to which that individual can be blamed or held responsible for his or her appearance" (p. 75). Two different groups of female high school students, n = 64 and 164 respectively, viewed a photograph of a normal-weight or overweight female in conjunction with an introductory statement written by the female in the picture. The females were then rated by the subjects for a number of personality dimensions. Unless an excuse was included in the introductory statement for an overweight female’s obesity, in addition to being more negatively evaluated, she was also less liked than were normal-weight females. However, an acceptable excuse for the overweight female’s obesity, such as a recent weight reduction or thyroid gland disorder, had a tendency to lessen the criticism of the evaluators. DeJong observed that the negative evaluation of an obese individual resulted from "...their naive assumption that her overweight was caused by a lack of self-control" (p. 80).

Although progress has been made to nullify the negative attitudes associated with obese people, the most important step to be made to
alleviate the stigma toward obese people is a proper understanding of the complex causes of obesity. Studies with the obese have shown that these people may not be any more greedy than their skinny colleagues. Dieting usually yields little or no results for the obese because of any number of biochemical or metabolic defects in the body. It is important to note that these malfunctions have only recently been discovered in the last 20 years and are now being examined (Wooley, 1980).

However, the assumptions of this review should not be viewed as to suggest that a cause and effect relationship exists between self-esteem body satisfaction, and design line preference. However, several researchers have published findings that support a cause and effect relationship between self-esteem and body satisfaction (Fisher, 1973; Bruch, 1975; and Kefgen & Specht, 1981). However, when an individual is judged to be different or deviant, dissonance or deviance may color that individual's satisfaction of self, body, and/or line preferences. Dissonance can be defined as a inconsistency in an otherwise consistent environment.

Few studies were found in the literature that addressed the effects of dissonance on self-esteem, body satisfaction, and design line preference. Yet, a study completed by Baggs (1988) suggested the plausibility of cognitive dissonance as a primary factor in the determination of satisfaction of self-esteem, body satisfaction, and fashion opinion leadership among underweight, average weight, and overweight females.

Gibbins (1969) completed a study with high school girls which measured the difference between ideal and actual self-images. A
questionnaire and a semantic differential scale was used to evaluate various attributes associated with the individual most likely to wear the garments chosen for this study. The liked costumes created impressions that were closer to the impressions of the ideal-self than did the costumes that were disliked. Yet, both likers and dislikers varied in ideal and actual self-image and in their evaluations of the dresses. In a later study, Gibbins & Gwyn (1975) postulated that clothing was a form of communication which describes the wearer. Gibbons & Gwyn also theorized that this message was a compromise between the wearer's actual self and ideal-self.

Design Line Preference

Before one delves into the implications of line in clothing, one should have a general knowledge of the function or effect of line. Line can be defined as an optical medium which allows the eye to travel between two points or among points. Line can also be described as a device for the evaluation of space relationships or proportions. Line can be manipulated to perform optical illusions. In fashion terms, line is used to describe the silhouette and proportions of a given clothing ensemble. The correct use of line in clothing is important when one wishes to achieve a desired look. Furthermore, the large-size woman's creative use of line in clothing can be her greatest asset when she needs to present her most flattering slenderized self. Exactly how the large-size woman should use line to her best advantage is not agreed upon by all.
A study by James (1983) revealed two schools of thinking in regard to apparel for large-size women. One school of thought suggested that large-size women should dress in garment styles that are flattering and slenderizing. The other train of thought suggested that large-size women should dress in whatever style makes them happy with their self image, regardless of slenderizing or unslenderizing styles.

Much of the classical literature involving dress for large-size women reflects the dress for slimness appeal (Sassaman, 1967; Wunderlich, 1961; Head, 1967). Contemporary findings also support this point of view (Mucha, 1980; Bailey, 1983; and Baggs, 1988).

Wunderlich (1961) defined the dress for slimness component as the careful manipulation of the visual lines that the garment and its component parts create. The researcher further stated that lines have been used as a vehicle of expression for a long time. Early civilizations used hieroglyphics as a medium to record special meanings. Creative expression through the use of line has long been a favorite technique for visual artists.

Regarding lines related strictly to the vernacular of clothing, Beitler and Lockhart (1969) stated that it is through the use of line that we determine the style of sleeves, neckline, fullness of a skirt, and silhouette. Aesthetic or decorative qualities may be discerned in a garment’s details such as the seam lines of the jacket or the shape of the collar. Line can also be recognized through the spacing of lines between the seams. Brockman (1965) stated that clothing should perform three functions: make the individual look taller, make the waist look smaller, and draw attention to the face.
The type and characteristics of line have been studied by several researchers such as Cox (as quoted by Poffenberger & Barrows 1924), Wunderlich (1961), Ryan (1966), Hager (1962), King (1967), and Sassaman (1967). Three basic areas have been identified in the study of line: analysis of line, perception of line, and line preference (Sassaman, 1967).

Wunderlich (1961) examined line preference in both home furnishings and clothing. An instrument using line drawings of various pieces of garments was developed. This instrument was tested on 115 single women from the college of education at a northern university. Wunderlich hypothesized that regardless of the design lines in a garment, line preference would be constant. The hypothesis was confirmed for straight and intermediate lines, but not confirmed for curved lines.

Hager (1962) developed an instrument that used line factors as the basis for costume analysis and tested the instrument on representative costumes from four cultures. The analysis of the line factors of the various costumes of the four cultures supported the assumption that the analysis of line factors in a costume is an acceptable method for costume identification.

Principles in clothing and verbalized perceptions of art elements was studied by King (1967). The sample consisted of three groups of female college students in different majors. The subjects were grouped into three broad categories: art majors, clothing majors, and other, which included majors in physical education and other disciplines. Two groups, the art majors and the clothing majors, had formal training in either art or clothing or both while the other major category did not.
A series of slides showing a variety of ensembles worn by a single model was shown to each group. Subjects were instructed to evaluate each ensemble by means of an open-ended test. Responses were logged according to the type of perception: factual statements, intuitive judgement, and analytical judgement. It was found that factual statements in regard to line were negatively related to art training, but positively related to clothing training for the three groups of respondents.

In studies focusing on the illusionary effect of line in clothing, two major types of line are discussed: horizontal and vertical. Horizontal lines stress the illusion of width because they carry the eye across the body (Head, 1967, Kefgen & Specht, 1981, MacTaggart, 1980). The traditional rules of garment design mandate that horizontal lines be avoided in garments for large-size women since these lines increase the visual width of the figure.

In contrast, vertical lines carry the eye upward giving a more slenderizing presentation (James, 1983). Goday and Cochran (1980) expressed the effects of vertical lines as follows:

"The vertical line is the basis for all thin lines. Every single optical illusion created by clothing to give the illusion of slenderness is designed to achieve the vertical line. The reason is that height is thinning; a vertically-striped dress creates a slimmer line than a horizontally-striped one, a vertical illusion..." (p. 31).

Long scarves, pointed collars with "V" necklines, vertical placement of trims and buttons, hairstyles that lead the eye upward, tall hats, vertical garment construction lines, and fabric design with vertical movement are ways suggested for creating vertical lines in clothing (Bradley, 1964; Head, 1967; Kefgen & Specht, 1981).

A second school of thought in regard to apparel for large-size
women suggests that large-size women dress in clothing that make them happy with their self image (Roman, 1980; Perry, 1980; Shaw, 1982; and Harper & Lewis, 1982). An article from the September/October (1988) issue of American Sewing Guild newsletter stated that women over size 16 could only dream about wearing fashionable clothes five years ago. However, the discovery that large-size women comprise over 30% of the women in the United States has made decision makers in the apparel industry realize that a potential major market was not being addressed. In addition, most of the new bold and abstract fabric prints are perfect for the larger woman since such a strong design would overwhelm a smaller frame. That large-size women should dress for comfort, highlight their best features, and dress to please themselves completes the theme of this article, "Fashion Tips in Vogue for Large Women" (1988).

Fashion periodicals for the large sized woman such as Big Beautiful Women (BBW) and It's Me have championed the cause of the large-size consumer by featuring amply proportioned models in styles and ensembles once considered off-limits. Shaw (1982) stated as long as women (large-size) feel good in these styles, they should wear them. BBW features lovely fashions worn by women who "really" wear these styles. This helps the readers feel beautiful, desirable, and good about themselves.

Perry (1980) recommended using details and various prints to "play-up" good features or to lessen the effects of not so perfect features. This rationale is also embraced by The Lane Bryant Fashion Math Make-Over book (Lulow & Geddie, 1987). Large-size women are advised
to identify their body shape and dress in styles that flatter the body
type. The six basic body shapes identified in this system include:
The triangle- most common body type, wide hips and
   narrow shoulders, waist not defined
The rectangle- waist, hips, and shoulders are the same
   width
The diamond- narrow shoulders, wide waist, and trim
   legs and ankles
The circle- round body shape
The hourglass- balanced hip and shoulder with a
   defined waist
The "v"- wide shoulders, long legs
Information is given in the Lane Bryant book to help large-size
women dress according to given body types. Large-size women are not told
to shroud themselves in "mu-mus", tents, or the dark colors suggested
in previous publications, but to emphasize and heighten the drama of
their wardrobe by the use of vibrant colors and fashionable accessories.
The aforementioned body types are not exclusive to large-size
women. Furthermore, there are as many types of body shape
classifications as there are body shapes previously mentioned. Still, a
study done by Bailey (1983) involving the effects of clothing style
variations on the perception of three different weight groups of women
revealed that it is most important for the large-size woman to dress
fashionably and attractively if she is to make a favorable impression.
Needless to say, the large-size woman must be able to address her
situation with tact and skill. She needs to possess a positive image of
herself and be confident and diligent in the selection and presentation of her apparel.

Consumer Shopping Preferences

As previously mentioned, clothing may be used as a medium for correcting one’s image in society. This makes clothing a powerful tool in helping one to obtain a level of adequacy in one’s environment. Often, the place of purchase has a great deal to do with the effective utilization of this tool, especially when a specialty market such as petites or large sizes is concerned. The three most common types of retail establishments for clothing purchases include discount or off-price stores, department stores, and specialty stores. The purpose of this section will be to briefly examine factors which cause the consumer to prefer one type of shopping establishment over another and will focus only on the department and specialty store.

In the determination of consumer loyalty, it is important to understand why a shopper will prefer one store over another and what factors generate store loyalty. Much of the literature on customer loyalty has been concerned with brand loyalty, however many of the same attributes that define brand loyalty also apply to store loyalty as well.

Jacoby and Kyner (1973) separated loyalty from common repeat purchase behavior and defined loyalty in regard to six collectively sufficient and necessary conditions. Brand loyalty was stated as being the (1) biased, (2) behavioral reaction, (3) acted upon over time, (4)
by a given decision-making individual, (5) with respect to a choice between alternative competitive brands, and (6) as a function of decision-making, evaluative (psychological) process.

An experimental approach was developed by Tucker (1964) to examine the question of brand loyalty. Tucker’s research investigated the growth of brand loyalty in an area where consumers had no prior knowledge of a given brand. The development of brand loyalty was followed by search behavior. Even when consumers discovered that the given brand was identical to several available ones, they continued to express an ever increasing want (loyalty) for the test brand. This led Tucker to postulate that:

1. Consumers may become brand loyal even when the only difference in the brand is the name itself.

2. Even though the established brand loyalty may be based on trivial and superficial differences, this loyalty is not trivial.

3. Customer susceptibility to brand loyalty varies greatly.

4. The preference for a certain product characteristic and brand loyalty are very different considerations and together comprise what is typically called brand loyalty.

5. Identifying exploratory consumer behavior is very difficult; however, some consumer purchases are largely exploratory and suggest that a repeat purchase is highly unlikely.

Once store loyalty has been adopted as a crucial dimension of retail buyer behavior, those variables which explain store loyalty must then be isolated and understood (Bellenger, Steinberg, & Stanton, 1976).
Ferber (1962) found that socioeconomic and demographic variables shed little insight on behavior. However, two of the socioeconomic variables tested by Enis and Paul (1968) were found to be significantly related to store loyalty. Loyalty was higher for blue-collar households and was inversely related to educational attainment.

Since demographic and socioeconomic data provide little help in the analysis of store loyalty behavior, several researchers have sought other dimensions for observation. Both self image and store image have become popular dimensions for study.

**Department Stores**

The Bureau of the Census defines a department store as a retail establishment that employs at least 25 people and carries a broad selection of merchandise lines, including women’s, men’s, and children’s apparel, household linens and fabrics, and furniture and home furnishings. However, trade definitions extend the department store responsibilities to include services such as return privileges, credit, telephone and mail orders, and deliveries, restaurants, and beauty salons, among others (Jarnow, Guerreiro, & Judelle, 1987). It is a retail institution that sells large varieties of merchandise "under one roof". The merchandise is often divided into sections or departments. Usually each section is guided by a department manager and a buyer who is responsible for stocking the department and making sure the department is accomplishing the store’s goal (Phillips & Duncan, 1960).

To ascertain store image, Berry (1969) used open-ended questions to
obtain customer impressions of three department stores. Each group of participants consisted of 120 female charge card customers. A chi-square analysis of the three stores revealed that department stores exhibit meaningful image differences. Myers (1960) measured store image by questioning 1,260 exiting customers from various clothing stores. Respondents were asked to state the first thing that came to their mind when they described a particular store. Myers concluded that over 75 percent of the sample had a definite image impression of the stores where they shopped.

Rich and Portis (1964) observed from the responses of 4,500 women shoppers that three types of department store appeals were recognized: price, broad appeal, and high fashion. Weale (1961) studied social stereotypes such as fashionable, high fashionable, and unfashionable that 174 suburban Tallahassee residents had of four department stores. Weale then compared these images to those of managers in the same stores. This information was used to develop a positive marketing procedure for the stores.

According to Radmin as mentioned by Marano (1988), department stores have mainly failed as being a clothing source that large-size women could manipulate in the attainment of a functional and fashionable wardrobe. Department stores have viewed large-size women’s clothing as an eye sore that adversely affected the store’s image. Radmin described the search for the large-size woman’s section in a department store as a frustrating and disappointing challenge. The large-size department was
either tucked in the basement of the store, next to the elevators, or hidden behind plants and shrubbery.

Nevertheless, some retailers have tried to reverse their policies on large-size women’s clothing by offering these customers modest selections in prominent locations in the store. Unfortunately, the broad mission of department stores to offer "something for everyone" greatly hinders the store’s ability to satisfy the needs of specialty customers.

**Specialty Stores**

The specialty store is a narrow-line organization that normally stocks a deep selection of a "restricted class" of goods. The merchandise is targeted to one specific customer and all efforts are dedicated to this end. Specialty stores have been effective at reaching their target customer and even out-perform department stores on some classifications of merchandise (Phillips & Duncan, 1960).

The specialty store can include large retail establishments or small boutiques. There can even be cases of departmentalized specialty stores; however, most are managed by the owner and assistant who serve roles as manager and buyer (Phillips & Duncan, 1960).

The specialty store’s main appeal is its highly focused nature. A study completed by Baines-Love (1982) reported that large-size women found the best assortment of clothing and shopped more for their clothing at specialty stores that catered to the needs of large-size women. According to Juillard (1987), the trend is away from department store mentality of being all things to all people to selling a narrow
category of merchandise to a specific customer with specific tastes. This need for specialization is being spurred by an increasingly sophisticated consumer who demands more selection, quality, and innovation. Juillard further stated that in the competitive retail environment of today, the specialists who have identified customers' attitudes, lifestyle, and purchasing behavior will be the ones to benefit from the spoils of competition.

Sheth (1983) identified a number of emerging trends in retailing that in the next two decades will foster the growth of specialized markets. Sheth stated that pluralism in our lifestyles, behavior, and values is likely to increase due to increased tolerance for personal consumption and individualism. In addition, the application of electronic technology has allowed marketers to cater to the needs of increasingly smaller market segments. Therefore, the change will be away from combining the needs of these segments into the mass market but to satisfy their needs as a specialty segment. These segments will be comprised of ethnic groups such as Orientals, Asians, Blacks, and Hispanics as well as traditional European groups. Other specialty segments include foreign tourists, farmers, the handicapped, and people who work at home. Because of the unique settings of their work environments or from biogenic needs, these people have unusual needs and wants.
Summary

This review of literature has shown how three factors body satisfaction, self-esteem, and design line preference affect large-size women. Each of these factors shape and define large-size women's acceptance, use, and understanding of how clothing may be manipulated to enhance what is good and detract from what is not so good. None of these factors functions in isolation. For example, having a negative self-esteem of oneself may affect one's body satisfaction, which in turn, may affect one's design line preference. Feelings of deviance may evoke dissonant reactions which may affect the large-size woman's self-esteem, body satisfaction, and design line preference.

Clothing is a tool which can be used to facilitate one's feeling of adequacy in one's given environment. A retail clothing store is the predominant source for clothing acquisition. The department store is the traditional mode of purchasing clothing in the United States. However, department stores have failed to provide a mode of clothing desired by large-size women. This, in effect, limits the large-size woman's utilization of clothing as a tool to adjust her image in society. Hence, specialty stores have come forth and gained in popularity. A specialty store satisfies the needs of a specific customer by offering greater depth of merchandise than does the department store. These additional tools enable the large-size women to adjust and custom her appearance in society, which may help her to foster an increase in positive levels of self-esteem and body satisfaction.
CHAPTER III

STATEMENT OF THE PROBLEM

Self-esteem, body satisfaction, and design line preference in clothing have been examined by many researchers. Yet, there is no evidence of research on the implications of clothing availability from department and specialty stores on the large-size woman's self-esteem, body satisfaction, and design line preference.

Clothing is a tool which can be used to facilitate one's feelings of adequacy in one's given environment. A retail department store is the predominant source for clothing purchases. This research was designed to examine several factors that may influence a shopper choosing one store over another.

The purpose of this study was to determine if the place of purchase had implications on self-esteem, body satisfaction, and design line preference among large-size females in a southwestern region of Virginia. This research is further designed to identify any relationships among these variables.

Theoretical Framework For Research

In the limited body of literature about clothing for large-size women, two themes seem to emerge. Clothing for large-size women should either disguise and minimize the large figure, or clothing for large-size women should be designed to address the different body types
of the large female figure. This dichotomy of thinking may effect the self-esteem, body satisfaction, and design line preference of large-size women. The difference in opinions about clothing for large-size women and the effects these offerings may have on large-size women has led the researcher to select cognitive dissonance as the theoretical foundation for this study.

Cognitive Dissonance

It is often noted that the individual endeavors for consistency within one's self and within one's environment. An individual's opinions and attitudes exist in clusters that are normally internally consistent. However, inconsistencies do occur. A woman who wears a misses size garment may empathize with the clothing problems of the large-size woman but she may not wish to see a large-size woman wearing a garment that is also available in misses sizes. When such inconsistencies exist, they may be subtle or dramatic; nevertheless, they are important because they reveal sharp contrasts in an otherwise consistent environment.

Sometimes an individual or society is able to rationalize an inconsistent idea or belief, yet attempts at explanations fail. The presence of this inconsistency may lead to psychological discomfort or as correctly diagnosed cognitive dissonance. According to Festinger, (1957),

Cognitive dissonance can be seen as an antecedent condition which leads to activity oriented toward dissonance reduction just as hunger leads to activity oriented toward hunger reduction (p. 3).
Festinger further noted that the degree of dissonance a person can tolerate varies from individual to individual. A dissonance causing situation may also be self inflicted in order to draw attention to one's self. Two main sources of dissonance for large-size women are the inability to find adequate clothing and the stigma from shopping at specialty stores for large-size women. These sources of dissonance may have a profound affect on large-size women's self-esteem, body satisfaction, and design line preference.

In their book, Theories of Social Psychology, Shaw and Costanzo (1982) devoted a section that examined cognitive dissonance theory. Shaw and Costanzo (1982) noted that one of the basic problems of cognitive dissonance theory is that it offers a deceptively simple explanation for obviously complex problems.

According to Shaw and Costanzo (1982), Festinger deduced that all interactions between the individual(s) and its spheres of interaction were evaluated according to the cognition or knowledges, feelings, beliefs, and opinions of the individual(s). From these spheres of interaction, three types of relationships were classified: irrelevant, dissonant, or consonant.

An irrelevant relationship exists when one cognition or element implies nothing about the other. For instance, "I feel that large-size women are just a good as any one else...I always vote republican." These cognitions can coexists because neither conflicts the other. A dissonant relationship exists when two cognitions conflict. For instance, "I feel that large-size women are as good as any one else; however, I do not wish to be seen with a large-size woman. These
cognitions seemingly cannot coexist for if one is as "good" as any one else, there is no reason why one should not wish to be publicly associated with the other. A consonant relationship exists when two cognitions agree with each other. For example, "I feel that large-size women are as good as any one else...I am concerned with the problem of large-size women. Both cognitions are relevant and not dissonant, hence a dissonance causing environment is not produced.

Shaw & Costanzo (1982) noted that Festinger's ambiguous definition of these relationships to determine "...whether the obverse of one element follows from the other, p 218." This ambiguity has led others to restrict the boundaries of cognitive dissonance theory by suggesting other influences which may effect how the individual processes a cognition.

A paucity of research on the relationship, if any, among self-esteem, body satisfaction, and design line preference does not yield a quantity of empirical data in support of the theoretical framework of this research. However, from the review of related literature, a paradigm can be constructed to illustrate how the theoretical premise of this study underscores the issue of clothing for large-size women.

Clothing has been identified as a tool which can be used to adjust one's image in society. In the case of clothing for large-size women, the type of clothing (tools) available determines the effectiveness of this tool. Physically large-sized clothing that does not address the needs of large-size women offers poor solutions to their clothing problems. The quality or effectiveness of this tool directly relates to
the clothing philosophy or orientation that retailers have regarding clothing for large-size women. Traditionally, two retail establishments, department stores and specialty stores have disagreed on this philosophy.

James (1983) revealed two major philosophies that retailers display in regard to clothing for large-size women. Clothing for these women should be either flattering and slenderizing, or, clothing should be designed so that large-size women could choose whatever style clothing they prefer to wear. Too often, designers of large-sized women's clothing have attempted to flatter and slenderize the large-size figure by designing clothing which often hides and disguises the body. Furthermore, to allow the large-size woman to choose whatever style garment she would like to wear predisposes that every type of garment is available at the large-size woman's disposal for selection. This is not the case and often the large-sized woman's selection is slim and moderate at best.

James (1983) also stated that large-size women should dress in clothing styles that agree with their self image. Many firms have embraced this ideal and have begun to offer large-size women a much broader selection of apparel. Thus, department stores have begun to cater more to the needs of the large-size female customer. However, this attention is not without flaws. Large-size women see themselves as larger versions of the average woman, the only difference being that the large-size woman possibly weighs more pounds than her slimmer counterpart. Hence, the large-size woman should be able to purchase the same types of clothing available to all women. Even though
design firms and department stores have realized the need for adequate clothing for large-size women, they still see a need to put descriptors on the clothing offerings for large-size women. These descriptors prevent large-sized women's clothing from being absorbed into the mainstream of clothing. These descriptors also identify clothing for large-size women as the "fat" counterparts to normal women's sizing.

Specialty stores that cater to the large-size woman have tried to dispel the beliefs and practices about clothing for this group. These stores often offer the same styles available to the average sized female consumer. However, these styles are often modified to address the needs of the large-size female. Yet, specialty stores that cater to large-size women are descriptive in nature and can be classified as a source of stigma for large size women.

Researchers (Berry, 1969; Myers, 1960; Rich and Portis, 1964) agree that consumers tend to shop at retail establishments that agree with their self-images. So, one could deduce that large-size women with low self-esteem would shop in department stores since this type of store has traditionally displayed low interest in clothing for large-size women. One could then rationalize that large-size women with high self-esteem would affiliate with specialty stores which cater to the needs of large-size women.

Design line preference can also be dichotomized according to where the large-sized woman shops. Department stores have consistently stocked large-size women's clothing that emphasize verticality. Vertical lines are important as they do create slenderizing illusions. However, this steadfastness to verticality suggest that there is only
one suitable style of clothing for large-size women, that which reduces
the appearance of width. This attitude represents a lack of concern for
the variances in the body shape of large-size women. Specialty stores
that cater to large-size women comprehend the variability of body shapes
of the large-size woman and suggest that she identify her body shape,
then dress accordingly. This attitude suggests that the large-size
woman is able to objectively evaluate her body shape and emphasize what
is good and use design line manipulation to deemphasize what is not so
good.

Research studies (Secord and Jourard, 1953; Mclean, 1976; and
Loftis, 1981) have indicated that there is a significant relationship
between self-esteem and body satisfaction. Hence, one may hypothesize
this relationship between body satisfaction and self-esteem to be
related to other variables, such as design line preference and store
orientation. Large-size women with high self-esteem and a positive body
satisfaction would be expected to choose clothing that emphasizes their
figure and purchase this clothing at a specialty store since these
variables are associated with a positive image of one's self. By the
same token, one would expect large-size women with negative self-esteem
and body satisfaction to purchase clothing from department stores and
select garments which emphasized verticality in line. Whenever a
variation is observed in this scenario, one can attribute the cause to
dissonance.
Objectives

Two objectives guided the researcher in conducting this study. They are as follows:

Objective 1: To ascertain if self-esteem, body satisfaction, and design line preference differ between large-size women who shop in department stores and large-size women who shop in large-size specialty stores.

Objective 2: To determine if any relationships exist between any two of the various dependent variables, self-esteem, body satisfaction, and design line preference for large-size women.

Hypotheses

The following hypotheses were tested:

1. There is no difference between the self-esteem of large-size women who shop in department stores or specialty stores.

2. There is no difference between the body satisfaction of large-size women who shop in department stores or specialty stores.

3. There is no difference between the design line preference of large-size women who shop in department stores or specialty stores.

4. There is no significant relationship between any two of the dependent variables -- self-esteem, body satisfaction, and design line preference for large-size women who shop in department stores or specialty stores.
Definition Of Terms

For the purpose of this study, the following definitions were established:

**Body satisfaction**: One’s view of one’s own body in regard to prevailing public norms.

**Self-esteem**: One’s positive or negative opinion of self (Williams, 1977).

**Misses size**: Women’s garments cut for a well-proportioned adult figure, about 5’5" to 5’6" tall; usually numbered 6 to 18 (Calasibetta, 1975)."

**Large-size**: A woman who wears any garment in size 16 or larger.

**Line**: Any structure or fastening system of a garment that causes the eyes to travel from one point to another.

**Design line preference**: One’s choice or attraction for a specific linear structure or fastening system in clothing.

**Vertical line**: Any structure, component, or fastening system of a garment that causes the eyes to travel in an upward and downward path.

**Horizontal line**: Any structure, component, or fastening system of a garment that causes the eyes to travel in a side to side path.

**Department store**: "A store that employs 25 or more people and sells general lines of merchandise in each of three categories: home furnishings, household lines and dry goods (an old trade term meaning piece goods and sewing notions), and apparel and accessories for the entire family (as defined by the Bureau of the Census) p. 405" (Troxell, 1976).
Specialty store: "A store that carries limited lines of apparel or accessories or home furnishings (definition of the Bureau of the Census). In the trade, retailers use the term to describe any apparel and/or accessories store that exhibits a degree of fashion awareness and carries goods for men, women, and or/or children p. 408" (Troxell, 1976).

Assumptions

The following assumptions were present in this study:

1. The females subjects in this study answered the questions honestly to the best of their knowledge.

2. Department stores sell large-size women clothing that is mainly dark in color and linearly oriented.

3. Large-size women's specialty stores sell clothing that has all types of linear components and colors.

4. Women who chose clothing with horizontal lines over clothing with vertical lines are selecting clothing on the basis of what they like to wear.

5. If a varied selection of clothing was available, large-size women would choose clothing that agreed with her self image.

Limitations

The following limitations were present in this study:

1. Since Garner et al., (1980) identified that cultural pressures dictate that women be slim, this study was limited to females.
2. This study was limited to women in a southwestern region of Virginia.

3. The questionnaire was limited to seeking body satisfaction, self-esteem, design line preference, and demographic data.

4. The age of the subjects was limited to women 18 years of age and over.

5. The garment types surveyed for design line preference were limited to dresses, necklines, skirts, bodices, and sleeves.
CHAPTER IV

PROCEDURE

The purpose of this study was to identify if the place of purchase has implications on self-esteem, body satisfaction and design line preference for large-size women who shop in department stores and specialty stores in a southwestern region of Virginia. Since the review of literature revealed that retailers are varied in opinions as to how the large-size woman should dress, the researcher grouped retail establishments according to governmental and industrial defined categories. Department stores and specialty stores were chosen because of their broad and narrowly defined orientations. Furthermore, studies have shown that these retail establishments do not agree on what types of clothing should be available for large-size women.

In this chapter, the sample, instrumentation, development of instrument, and pre-testing of instrument will be presented respectively.

Sample

A random sample of female employees at Virginia Tech was selected. The subjects were asked to complete a questionnaire. To qualify for this study, the subjects had to be size 16 or larger, 18 years of age or older and shop for their working apparel at a department store or specialty store.
Instrumentation

The instrument for this study was developed from the derivation of a validated measure, the Baggs Scale (1988). The Baggs Scale consisted of a 36 item Likert Scale which includes 10 self-esteem items, 10 fashion interest items, 7 body satisfaction items, and 9 fashion leadership items. The Baggs Scale was based on three previously validated measures, Rosenberg’s (1962) Global Self-Esteem Scale, Schrank’s (1970) Fashion Opinion Leadership Inventory, and Creekmore’s (1971) Clothing Interest Scale. The purpose of the Baggs Scale is to obtain information in three areas, clothing, fashion, and self-esteem that affect some people emotionally. Reliability of the Baggs Scale was obtained by computing coefficient alpha. Internal consistency of this scale was determined to be .85.

Development of the Instrument

The instrument used for this study was designed to assess the implications of clothing availability from a retail store on women. The Likert Scale measured three areas: self-esteem, body satisfaction, and design line preference. For the purpose of this study, the researcher derived the instrumentation for the self-esteem questions and body satisfaction questions sections from the Baggs Scale. The items on the self-esteem scale and the body satisfaction scale were randomly mixed and divided between positive and negative responses. The purpose of this action was to prevent a response set from being established.
Since a search of the literature failed to provide a suitable measure for obtaining line preference of large-size women, a design line measure, consisting of 14 items, was developed by the researcher. Each of the items consisted of three line illustrations divided into six areas: sleeves, necklines, collars, skirts, jackets, and dresses. The design line preference scale was designed to measure the preference for either vertical or horizontal lines in clothing. A strong vertical orientation would mean that a woman is attracted to slenderizing design features. A strong horizontal orientation would mean that a woman is not overly concerned with looking thin as much as she is concerned with wearing what she likes. In addition, a section was developed for obtaining selected demographic data.

Pre-testing of Instrument

The instrument was pre-tested twice with a sample of female employees in the College of Human Resources. In the first pre-test, 58 questionnaires were returned, 33 of which met the requirements for the study (Women size 16 or larger who do not violate limitations of study). Reliability for the three scales was obtained by computing coefficient alpha (self-esteem, .858; body satisfaction, .879; and design line preference, .519). An alpha rating below .800 generally leads the researcher to question the reliability of the scale. However, a great amount of variance is encountered when one wishes to examine a subjective preference such as design line preference. Line preference in clothing may vary from changes in the seasons to changes in fashion.
Based on suggestions from the participants, the first pre-testing led to revising items in the design line preference measure and in the demographic section. After a period of five months, the instrument was pre-tested again using the sample group. Reliability for the three scales on the second testing was obtained by computing coefficient alpha (self-esteem, .886; body satisfaction, .865; and design line preference, .495). Revisions were made on the demographic items and the design line preference measure was further refined based on suggestions from the participants and the researcher's committee.

Collection of Data

Excluding the female employees of The College of Human Resources, a total of 773 females from a pool of approximately 2100 female employees at Virginia Polytechnic Institute and State University were systematically randomly identified and mailed questionnaires. Of the 411 questionnaires returned (response rate of 53%), 10 were discarded because they were incorrectly completed. Fifty-nine of the 401 usable returned questionnaires met the criteria established for this study and therefore used in the analysis of the data.

While the data from this study were being analyzed, the researcher discovered that one of the self-esteem items had been inadvertently omitted from the questionnaire during duplication. It was also discovered that the questionnaire was misnumbered and that one item (#30) appeared twice. Nevertheless, the integrity of the questionnaire was not believed to have been sacrificed because of the two errors.
However, one should be aware of this slight irregularity when reviewing the findings of this study. (See Appendix A).

For the purpose of this study, information was gathered using three Likert-type scales. The self-esteem and body satisfaction scales were developed to utilize a four-point scale with points assigned as followed:

Strongly agree = 1 point
Agree = 2 points
Disagree = 3 points
Strongly disagree = 4 points

Responses to the design line preference scale was on a three-point scale with points assigned as followed: vertical orientation = 1, neutral orientation = 2, and horizontal orientation = 3. An average rating was derived for each scale by adding up the total points of a scale and then dividing the total number of items for the scale.

Analysis of Data

Four hypotheses were developed and tested to determine differences and relationships of the variables. The independent variables were department and specialty stores in the first three hypotheses, while the dependent variables were self-esteem, body satisfaction, and design line preference. In the last hypothesis, the independent variable was large-size women and the dependent variables were self-esteem, body satisfaction, and design line preference.
Since the mean score for all the variables of this study were used in analysis, a standard distribution of scores was presumed. Hence, parametric tests were used in the statistical treatment of the data. A t-test was used to test three hypotheses. The level of significance was set at $\leq .05$. Self-esteem, body satisfaction, and design line preference data were correlated by using the Pearson Product-Moment Correlation method for testing relationships. Demographic data were examined using percentages and frequency counts to describe the sample.
CHAPTER V

RESULTS AND DISCUSSION

The purpose of this study was to determine if the place of purchase has implications on self-esteem, body satisfaction, and design line preference for large-size females in a southwestern region of Virginia. The findings of this study were derived from the questionnaires completed by female employees at Virginia Polytechnic Institute and State University, Blacksburg. The results are discussed and presented in the following sequence: 1) Demographic characteristics of sample, 2) Self-Esteem, 3) Body satisfaction, 4) Design line preference, 5) Relationships between department and specialty store shoppers in regard to self-esteem, body satisfaction, and design line preference, and 6) Relationships between self-esteem, body satisfaction, and design line preference.

Demographic Characteristics of Sample

The demographic information of this research is presented under the following headings: income, age, occupational status, educational level, marital status, store, and size.

Income

According to Elaine Scott, an extension specialist of family finance at Virginia Tech, the median family income in southwestern
Virginia for 1988 was $20,319. Seventy one percent of the respondents in this research reported having a higher family income than the 1988 median. In fact, nearly 58% of the sample reported a 1988 annual family income of $35,000 or more (Table 1). This above average income for the sample can be explained by the effects of employment at the university. University wages are typically higher than wages offered in other industries in the region and many of the respondents no doubt are in dual income families.

**Educational Level**

Almost half of the respondents had at least attended college at some point in their life (Table 1). A graduate degree was held by at least 22% of the sample. Many of the technical and professional occupations on this campus require at least a four year degree. Those sample members who held faculty or higher positions on campus more than likely had completed a terminal degree in some field of study. In addition, employment at a university facility makes obtaining a college education highly assessable.

**Age**

Sixty one percent of the women were between the ages of 30 and 49 years. Approximately 24% were 50 years of age or older while 15% were 29 years of age or younger (Table 1).
TABLE 1
Demographic Characteristics of Sample
N = 59

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$24,999 or less</td>
<td>16</td>
<td>27.1</td>
</tr>
<tr>
<td>25,000 to 44,999</td>
<td>19</td>
<td>32.2</td>
</tr>
<tr>
<td>45,000 and over</td>
<td>23</td>
<td>39.0</td>
</tr>
<tr>
<td>No Response</td>
<td>1</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Educational Level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High School</td>
<td>30</td>
<td>50.8</td>
</tr>
<tr>
<td>College</td>
<td>16</td>
<td>27.1</td>
</tr>
<tr>
<td>A Graduate Degree</td>
<td>13</td>
<td>22.0</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 years or less</td>
<td>9</td>
<td>15.3</td>
</tr>
<tr>
<td>30 to 39</td>
<td>20</td>
<td>33.9</td>
</tr>
<tr>
<td>40 to 49</td>
<td>16</td>
<td>27.1</td>
</tr>
<tr>
<td>50 years and over</td>
<td>14</td>
<td>23.7</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Married</td>
<td>20</td>
<td>33.9</td>
</tr>
<tr>
<td>Married</td>
<td>38</td>
<td>64.4</td>
</tr>
<tr>
<td>No Response</td>
<td>1</td>
<td>1.7</td>
</tr>
<tr>
<td><strong>Occupational Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretary/Clerical</td>
<td>27</td>
<td>45.8</td>
</tr>
<tr>
<td>Technician</td>
<td>10</td>
<td>16.9</td>
</tr>
<tr>
<td>Managerial</td>
<td>4</td>
<td>6.8</td>
</tr>
<tr>
<td>Professional</td>
<td>10</td>
<td>16.9</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>13.6</td>
</tr>
<tr>
<td><strong>Store</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>79.7</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>20.3</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 to 18</td>
<td>41</td>
<td>69.5</td>
</tr>
<tr>
<td>20 or above</td>
<td>18</td>
<td>30.5</td>
</tr>
</tbody>
</table>
Marital Status

For ease of explanation, the marital status variable was collapsed into two categories: married and not married. Sixty four percent of the sample was married, while 34% of the sample reported that they were not married (Table 1).

Occupational Status

Secretaries and clerical workers comprised approximately 46% of the sample (Table 1). This was not considered to be unusually high since most female employees at the university are employed in some secretarial capacity. Professors and technicians each comprised nearly 17% of the sample. Almost 7% of the sample held managerial positions, while the remaining 13.6% of the sample held various jobs from housekeeping to food services.

Store

Approximately 80% of the females in this study shopped for their working wardrobe at a department store (Table 1). Only 20% of the women indicated that they shopped for their work wardrobe at a specialty store. These findings are contradictory to what one would assume to find. In a study that examined the shopping preferences of women, Baines-Love (1982) reported that large-size women found the best selection of clothing and shopped more for their clothing at specialty stores which catered to the needs of large-size women. The findings of this study could be biased due to the geographic location of this study. Until 1988, no large-size women's specialty store existed in the
geographical area. If a large-size woman wished to shop at such an establishment, she had to drive to a nearby city, approximately 41 miles in each direction. Furthermore, perhaps the large-size specialty stores have not yet had enough time to establish themselves as the best resource in this geographic area for the large-size female customer.

Size

The most common size range reported by the sample of this study was 16 to 18 (69.5%). The remainder of the sample reported being size 20 or larger (30.5%) (Table 1).

Self-Esteem

The sample's response to the nine self-esteem questions revealed that the sample enjoyed an overall positive self-esteem (Table 2). This finding corresponds with other researchers' findings (Bruck, 1988; Baggs, 1988; & Chowdhary, 1988). On the four items which directly related to positive self-esteem, over 90% of the sample agreed that they possessed those characteristics. However, responses to the five items which related to a negative self-esteem revealed that the sample was not as homogeneous in their responses as they were to the items which related to positive self-esteem. Approximately 36% of the sample felt "useless at times" and nearly 43% of the sample wished "they could have more respect for myself". It is important to note that overall, the sample did disagree to possessing negative self-esteem characteristics.
<table>
<thead>
<tr>
<th>ITEM</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>No Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>I feel that I have a number of good qualities</td>
<td>31</td>
<td>52.5</td>
<td>26</td>
<td>44.1</td>
<td>2</td>
<td>3.4</td>
</tr>
<tr>
<td>...feel useless at times</td>
<td>5</td>
<td>8.5</td>
<td>16</td>
<td>27.1</td>
<td>23</td>
<td>39.0</td>
</tr>
<tr>
<td>I feel that I do not have much to be proud of</td>
<td>2</td>
<td>3.4</td>
<td>2</td>
<td>3.4</td>
<td>29</td>
<td>49.2</td>
</tr>
<tr>
<td>I feel that I am as good as the next person</td>
<td>29</td>
<td>49.2</td>
<td>27</td>
<td>45.8</td>
<td>2</td>
<td>3.4</td>
</tr>
<tr>
<td>I wish I could have more respect for myself</td>
<td>5</td>
<td>8.5</td>
<td>20</td>
<td>33.9</td>
<td>20</td>
<td>33.9</td>
</tr>
<tr>
<td>...positive attitude toward myself</td>
<td>16</td>
<td>27.1</td>
<td>30</td>
<td>50.8</td>
<td>12</td>
<td>20.3</td>
</tr>
<tr>
<td>..inclined to feel that I am a failure</td>
<td>--</td>
<td>---</td>
<td>3</td>
<td>5.1</td>
<td>25</td>
<td>42.4</td>
</tr>
<tr>
<td>...able to do things as well as most</td>
<td>22</td>
<td>37.3</td>
<td>32</td>
<td>54.2</td>
<td>4</td>
<td>6.8</td>
</tr>
<tr>
<td>At times I feel that I am no good at all</td>
<td>1</td>
<td>1.7</td>
<td>8</td>
<td>13.6</td>
<td>25</td>
<td>42.4</td>
</tr>
</tbody>
</table>
Body Satisfaction

The body satisfaction scale revealed very strong negative body satisfaction levels among the large-size women in this study. Nearly all of the sample felt overweight (98.3%) and 89.9% of the sample felt they would be happier if they weighed less (Table 3). This finding supports the results reported by Baggs (1988) who found that large-size women as a whole, are not satisfied with the shape of their bodies. The strong negative body satisfaction level exhibited by the sample supports findings from Loftis (1981), Rubin (1978), and Bruch (1975) who found that large-size women were not satisfied with their bodies.

Design Line Preference

The design line preference measure was assessed by examining the preference for garments or garment features that exhibit vertical or horizontal orientations. Excluding neutral responses (no preference), the large-size women in this study exhibited a preference for verticality in clothing (Table 4). Only one item was favored for its horizontal orientation, the blouson dress (See Appendix A). The blouson dress design in plate 5 was preferred by three times as many large-size females over the a-line dress. This finding was quite interesting because in a study completed by Hageman (1982) the a-line silhouette was preferred over the blouson by approximately the same margin. Again, the 60 large size women in Hageman’s study exhibited a preference for verticality in clothing. The results from the design line preference
<table>
<thead>
<tr>
<th>ITEM</th>
<th>Strongly Agree</th>
<th></th>
<th>Agree</th>
<th></th>
<th>Disagree</th>
<th></th>
<th>Strongly Disagree</th>
<th></th>
<th>No Response</th>
<th></th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>...satisfied with shape of my body</td>
<td>--</td>
<td>---</td>
<td>4</td>
<td>6.8</td>
<td>35</td>
<td>59.3</td>
<td>20</td>
<td>33.9</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>...being too thin</td>
<td>--</td>
<td>---</td>
<td>--</td>
<td>---</td>
<td>7</td>
<td>11.9</td>
<td>52</td>
<td>88.1</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>If I weighed less I would be happier</td>
<td>25</td>
<td>42.4</td>
<td>28</td>
<td>47.5</td>
<td>6</td>
<td>10.2</td>
<td>--</td>
<td>---</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>I am overweight</td>
<td>30</td>
<td>50.8</td>
<td>28</td>
<td>47.5</td>
<td>--</td>
<td>---</td>
<td>1</td>
<td>1.7</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>I am satisfied with my weight</td>
<td>--</td>
<td>---</td>
<td>2</td>
<td>3.4</td>
<td>32</td>
<td>54.2</td>
<td>25</td>
<td>42.4</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>...happier if I weighed more</td>
<td>--</td>
<td>---</td>
<td>--</td>
<td>---</td>
<td>12</td>
<td>20.3</td>
<td>47</td>
<td>79.7</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>...don't like the shape of my body</td>
<td>22</td>
<td>37.3</td>
<td>26</td>
<td>44.1</td>
<td>8</td>
<td>13.6</td>
<td>2</td>
<td>3.4</td>
<td>--</td>
<td>---</td>
<td>59</td>
<td>100.0</td>
</tr>
<tr>
<td>ORIENTATION</td>
<td>Vertical</td>
<td>Neutral</td>
<td>Horizontal</td>
<td>No Response</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>-------------</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collar #1</td>
<td>9 15.3%</td>
<td>43 72.9%</td>
<td>7 11.9%</td>
<td>-</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collar #2</td>
<td>38 64.4%</td>
<td>16 27.1%</td>
<td>5 8.5%</td>
<td>-</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skirt #1</td>
<td>20 33.9%</td>
<td>36 61.0%</td>
<td>1 1.7%</td>
<td>2 3.4%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skirt #2</td>
<td>16 27.1%</td>
<td>25 42.4%</td>
<td>17 28.8%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacket #1</td>
<td>25 42.4%</td>
<td>20 33.9%</td>
<td>13 22.0%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacket #2</td>
<td>32 54.2%</td>
<td>18 30.5%</td>
<td>7 11.9%</td>
<td>2 3.4%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blouse #1</td>
<td>17 28.8%</td>
<td>34 57.6%</td>
<td>5 8.5%</td>
<td>3 5.1%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blouse #2</td>
<td>33 55.9%</td>
<td>24 40.7%</td>
<td>1 1.7%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dress #1</td>
<td>12 20.3%</td>
<td>5 8.5%</td>
<td>41 69.5%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dress #2</td>
<td>17 28.8%</td>
<td>23 39.0%</td>
<td>16 27.1%</td>
<td>3 5.1%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sleeve #1</td>
<td>31 52.5%</td>
<td>6 10.2%</td>
<td>19 32.2%</td>
<td>3 5.1%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sleeve #2</td>
<td>14 23.7%</td>
<td>40 67.8%</td>
<td>5 8.5%</td>
<td>-</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neckline #1</td>
<td>33 55.9%</td>
<td>16 27.1%</td>
<td>9 15.3%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neckline #2</td>
<td>23 39.0%</td>
<td>33 55.9%</td>
<td>2 3.4%</td>
<td>1 1.7%</td>
<td>59 100.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#1 = Vertical orientation
#2 = Horizontal orientation
scale denotes that large-size women are still greatly influenced by the "first school of thought" in regard to dressing. Therefore, it is still important to the large-size woman to adorn herself in clothing that may be flattering, but above all, slenderizing.

It is important to note that although the results from the demographic data seem to suggest that the sample replicates a normal distribution of large-size female attitudes and responses, this information must be interpreted with caution. The sample was entirely composed of women from a large university. Hence, the range of employment was limited to those occupations applicable to the university setting. A university population may not possess the best replication of the attitudes and beliefs of the general population of its given geographic location.

Hypotheses

Four hypotheses were formulated to obtain information about the objectives. In order to test the four hypotheses, information was obtained from three Likert-type scales that measured self-esteem, body satisfaction, and design line preference. Each of the scales was divided into its two component parts. For instance, both the self-esteem measure and the body satisfaction measure were divided into positive and negative domains: the design line preference measure was divided into vertical and horizontal domains. The data from these scales were analyzed bimodally so that true differences, if any, would not be cancelled by the effects of polarization.
Hypothesis 1

The researcher hypothesized there would be no difference in self-esteem between large-size women who shop in department stores and those who shop in specialty stores. A t-Test was conducted on both positive and negative self-esteem domains (Table 5). The results revealed that no significant difference existed between the self-esteem of large-size women who shopped at department or specialty stores. Hence, this hypothesis was not rejected.

Hypothesis 2

Hypothesis 2 stated that there would be no difference in body satisfaction between large-size women who shop in department stores and those who shop in specialty stores. A t-Test was conducted on both positive and negative domains and revealed that no significant difference existed between the body satisfaction of large-size women who shop at department or specialty stores (Table 6). Hence, this hypothesis was not rejected.

Hypothesis 3

The researcher hypothesized that no difference exists in design line preference between large-size women who shop in department stores and those who shop in specialty stores. A t-Test was conducted on both vertical and horizontal design line preferences. Results revealed that no significant difference existed between the design line preference of large-size women who shop at department or specialty stores (Table 7). Hence, this hypothesis was not rejected.
<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive Self-Esteem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>1.68</td>
<td>0.49</td>
<td>0.56</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>1.77</td>
<td>0.51</td>
<td></td>
</tr>
<tr>
<td>Negative Self-Esteem</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>3.16</td>
<td>0.57</td>
<td>0.12</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>2.85</td>
<td>0.72</td>
<td></td>
</tr>
<tr>
<td>VARIABLE</td>
<td>N</td>
<td>MEAN</td>
<td>SD</td>
<td>t-value</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----</td>
<td>------</td>
<td>-----</td>
<td>---------</td>
</tr>
<tr>
<td>Positive Body Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>3.45</td>
<td>0.40</td>
<td>0.25</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>3.61</td>
<td>0.49</td>
<td></td>
</tr>
<tr>
<td>Negative Body Satisfaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>2.26</td>
<td>0.37</td>
<td>0.16</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>2.08</td>
<td>0.36</td>
<td></td>
</tr>
</tbody>
</table>
Hypothesis 4

The researcher hypothesized that there would be no significant relationship between any two of the dependent variables, self-esteem, body satisfaction, and design line preference of large-size women who shop in department stores and those who shop in specialty stores. A Pearson Product Moment Correlation was used to correlate self-esteem, body satisfaction, and design line preference for large-size women who shop at department stores (Table 8). Another Pearson Product Moment Correlation was used to correlate self-esteem, body satisfaction, and design line preference for large-size women who shop in specialty stores (Table 9).

For large-size women who shop in department stores (Table 8), vertical design line was negatively related to negative body satisfaction (-.4192). A negative self-esteem was negatively related to a positive body satisfaction (-.3368) and positively related to negative body satisfaction (.4128).

For large-size women who shop in specialty stores (Table 9), vertical design line preference was positively related to positive body satisfaction (.6679).

Since significant relationships were found between self-esteem, body satisfaction, and design line preference for large-size women who shop at department and specialty stores, hypothesis 4 was not retained.
<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>t-value</th>
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<tbody>
<tr>
<td>Vertical Design Line</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>1.83</td>
<td>0.33</td>
<td>0.47</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>1.90</td>
<td>0.30</td>
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</tr>
<tr>
<td>Horizontal Design Line</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Department Store</td>
<td>47</td>
<td>1.62</td>
<td>0.34</td>
<td>0.27</td>
</tr>
<tr>
<td>Specialty Store</td>
<td>12</td>
<td>1.75</td>
<td>0.42</td>
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</tbody>
</table>
### TABLE 8
PEARSON CORRELATION COEFFICIENTS FOR DEPARTMENT STORE SHOPPERS

N = 47

<table>
<thead>
<tr>
<th>ITEM</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Vertical Design</td>
<td>1.0000</td>
<td>0.5093*</td>
<td>-0.0852</td>
<td>-0.0264</td>
<td>0.2786</td>
<td>-0.4192*</td>
</tr>
<tr>
<td>2 Horizontal Design</td>
<td>1.0000</td>
<td>-0.1067</td>
<td>-0.0753</td>
<td>0.2812</td>
<td>-0.1682</td>
<td></td>
</tr>
<tr>
<td>3 Positive Self-Esteem</td>
<td>1.0000</td>
<td>-0.6769*</td>
<td>0.2377</td>
<td>-0.2844</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Negative Self-Esteem</td>
<td>1.0000</td>
<td>-0.3368*</td>
<td>0.4128*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Positive Body Satisfaction</td>
<td>1.0000</td>
<td>-0.7396*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Negative Body Satisfaction</td>
<td>1.0000</td>
<td>0.0000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Significant at the p <= .05
**Table 9**

**Pearson Correlation Coefficients for Specialty Store Shoppers**

N = 12

<table>
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<tr>
<th>ITEM</th>
<th>1</th>
<th>2</th>
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<th>4</th>
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<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vertical Design</td>
<td>1.0000</td>
<td>0.4822</td>
<td>-0.3066</td>
<td>0.0962</td>
<td>0.6679*</td>
<td>-0.3412</td>
</tr>
<tr>
<td></td>
<td>0.0000</td>
<td>0.1124</td>
<td>0.3324</td>
<td>0.7663</td>
<td>0.0176</td>
<td>0.2777</td>
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<td>Horizontal Design</td>
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<td>0.0876</td>
<td>0.3248</td>
<td>-0.1713</td>
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</tr>
<tr>
<td></td>
<td>0.0000</td>
<td>0.9719</td>
<td>0.7866</td>
<td>0.3030</td>
<td>0.5946</td>
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<tr>
<td>Positive Self-Esteem</td>
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<td>-0.8789*</td>
<td>0.0051</td>
<td>-0.3239</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>0.0000</td>
<td>0.0002</td>
<td>0.9872</td>
<td>0.3045</td>
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</tr>
<tr>
<td>Negative Self-Esteem</td>
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<td>-0.1465</td>
<td>0.4227</td>
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<tr>
<td></td>
<td>0.0000</td>
<td>0.6496</td>
<td>0.1710</td>
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<tr>
<td>Positive Body Satisfaction</td>
<td>1.0000</td>
<td>0.0000</td>
<td>-0.6620*</td>
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</tr>
<tr>
<td></td>
<td>0.0000</td>
<td>0.0190</td>
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<td></td>
<td></td>
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<tr>
<td>Negative Body Satisfaction</td>
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<td>1.0000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td>0.0000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Significant at the p <= .05
Discussion and Implications

The findings from the t-Tests of this study suggest that although there are slight differences between large-size women who shop in department or specialty stores, these differences are not great enough to consider the two groups of large-size women as separate and distinct populations. In fact, the mean scores for self-esteem, body satisfaction, and design line preference were within one standard deviation of each other. If there is a difference to be found between large-size women who shop in department or specialty stores, the difference probably will not be observed among these variables.

The importance of vertical design lines in clothing was witnessed in the effects of vertical design lines on body satisfaction. For large-size women department store shoppers, vertical lines in clothing apparently lessen the negative feelings about the body. While, for large-size women specialty store shoppers, vertical lines in clothing help reinforce a positive attitude about the body. Although both groups of women enjoyed high self-esteem levels, the large-size female department store shopper’s positive body satisfaction was related to the feelings of a negative self-esteem (.3368). This finding agrees with the results of a study completed by Bruch (1973) which concluded that obese people harbor negative feelings about themselves.

The relationship between self-esteem and body satisfaction was the major difference between the two groups of shoppers. This relationship additionally supports the theoretical premise of this study. Both department store and specialty store shoppers revealed strong positive
levels of self-esteem and strong negative levels of body satisfaction. These two cognitions or feelings contradict and should result in dissonant reducing actions. One could further conclude that although both groups of women generally have negative body satisfaction levels, the large-size woman specialty store shopper has accepted her body as is, and endeavors to shop in an environment that provides tools for enhancing her satisfaction. A premise of the second school of thought in regard to clothing for large-size women was that large-size women who shop in specialty stores would choose clothing that agreed with their self-image, regardless of its "slenderizing" effects. This assumption has been partially supported by the fact that large-size women specialty store shopper’s self-esteem is not affected by fluctuations in body satisfaction. So, maybe, this fact is the difference between large-size women who shop in department and specialty stores. Both groups of women seek to secure clothing that is vertically oriented in design which has been shown by this research, to be associated with their body satisfaction. However, when the large-size woman who shops at a department store can not obtain the necessary garment, her body satisfaction level may be hindered, thus fostering the possibility of lowered feelings of self-esteem.

Earlier, it was stated that one of the major problems of department stores was that these stores emphasized and provided large-size women with a selection of clothing strictly designed to reduce the appearance of bulk. Specialty stores however, provided large-size women with a much broader assortment of clothing that satisfied their clothing needs. Yet, clothing is still a tool which one can use to adjust one’s image
in society. Both groups of large-size women agree that the clothing "tool" for themselves should not be of a vertical nature. Hence, the large-size female need not seek this tool in a specialty or any other type of store since this vertical tool is readily available at department stores. Furthermore, this singular important need for a vertical emphasis in large-size apparel may be the fixative that binds department and specialty store large-size female shoppers.

Despite the aims of the specialty store to help the large-size woman understand and respect her unique body form, the specialty store was not the preferred shopping resource for the large-size women in this study. Several reasons could have caused the specialty store not to be as popular as the department store. One reason, and probably the most important, is the stigma resulting from the negative connotations associated with having to shop at a "large-size" store for clothing. Many harmful connotations are attributed to large-size women retailers. A shopping bag from such a store has the effect of saying "...see me, yes I contain clothing for a fat woman." Such harmful connotations may, in fact, prevent the large-size woman with a negative body satisfaction from entering a store "bursting" with these images. Hence, the majority of large-size women may suffer dissonance because they wish to shop at a store strictly designed to cater to their needs, but can not cross the threshold of the large-size specialty store for fear of the reactions or rebuttal from society.

The findings of this research have strong implications to retailers of clothing for large-size women. For department store retailers, it is important to note that the type of clothing they choose to offer to
large-size women may have a definite effect on their body satisfaction. Extra effort should be taken by the department store retailer to develop a marketing plan which helps the large-size female customer feel good about her body which in turn, makes the large-size female feel good about herself. Hopefully, a satisfied customer will result in store loyalty and repeat patronage.

Specialty store retailers who cater to large-size women should realize that their customer is the woman who wants more from clothing. Vertical lines are important but should be provided with an assortment of other flattering lines and appointments. Large-size specialty store retailers should endeavor to develop a marketing plan that removes the stigma associated with shopping at such a retail establishment. 

Finally, the changes in society have had a great effect on the large-size woman. Such celebrities as Oprah Winfrey, a popular talk show host, Rosanne Barr, a comedian, and Delta Burke, an actress, have brought national attention to the problems of the large-size female. The focusing of national attention on the merits and perils of large-size women has led to an understanding of their problem and a tempered tolerance and acceptance of their condition.
CHAPTER VI

SUMMARY AND CONCLUSIONS

The purpose of this research was to assess the self-esteem, body satisfaction, and design line preference of large-size women who shopped in department or specialty stores. This research further attempted to discover any relationships among the three variables.

Western society's infatuation for the possession of a slim body has caused undue hardships on those individuals who will not or can not adopt the "body ideal". Possibly, no one group has suffered more because of this trend than large-size females. Women in Western society are often judged on their conformance to the ideal female body type for the given time frame. There are often medical or physiological reasons that hinder the large-size female from obtaining an acceptable size. When the large-size woman cannot rely on her own sagacity, clothing may be utilized as a tool for correcting one's image in society. The apparent quality of this tool depends on where the large-size female shops.

Two retail establishments, department and specialty stores, have had conflicting opinions on the types of clothing or tools which should be offered to the large-size female. Both views can be divided into two major schools of thinking: large-size women should dress in clothing that is slenderizing and flattering, or large size women should dress in clothing that appeals to their self-concept.
Department stores have traditionally proven to be poor resources for large-size women. Department store officials often feel that merchandising to the large-size woman lowers the store's image. Hence, department stores have often placed large-size women apparel departments in demeaning locations that contain a selection of clothing that is unflattering and unimaginative. The philosophy of most department stores suggests that size is immaterial with respect to construction or style. What truly matters is that the large-size female garment be vertical in orientation.

Specialty stores are aware of the vast differences in the bodies of large-size females. A choice of clothing is made available at this type of establishment that allows the large-size woman to exercise her option in clothing selection. Specialty stores are oriented to the fact that curves are more flattering than straight lines and that many large-size women are proportionally larger versions of their slimmer counterparts.

Yet, both types of retail establishments can lead to dissonance for the large size female. A department store may be a source of dissonance by not offering the type of clothing the large-size female shopper needs in order to feel good about herself. The mere fact of having to shop at a specialty store that caters to large-size females may present an insurmountable source of dissonance that many large-size females can not endure.

The instrument used in this study was adapted from the Baggs Scale (1988). Self-esteem was evaluated using a ten-item Likert-type scale which measured unidimensional self-esteem. Body satisfaction was measured using a seven-item Likert-type scale which measured
unidimensional body satisfaction. The design line measure was developed by the researcher and consisted of a fourteen-item Likert type scale that measured the preference for vertical or horizontal design lines in clothing.

Sample information of store preference, income, clothing size, education, employment, occupation, age, and marital status was collected for descriptive purposes.

Fifty nine Virginia Tech female employees participated in this study. To qualify, the women had to be size 16 or larger and shop in a department store or specialty store for their working apparel. Approximately 71% of the females in this study reported having a family income of $25,000 or higher. Almost 47% of the females in this study were employed in a secretarial or clerical position; while, nearly 50% of the females had attended college or held a graduate degree. The age span between 30 and 39 years comprised the largest portion of females (33.9%). Nearly two-thirds (64.4%) of the females reported being married. The majority of the females in this study reported wearing a size 16 in clothing (69.5%) and shopped for their working wardrobe at a department store (79.7%). Overall, the females in this study exhibited a positive self-esteem, a negative body satisfaction, and preferred clothing with vertical design line features.

Each participant completed a three part questionnaire designed to measure three areas: self-esteem, body satisfaction, and design line preference. A mean score was derived for each of the three scales.

A total of six t-Tests were run to compare the positive and negative domains of 1) self-esteem, 2) body satisfaction and 3) vertical
or horizontal design line preferences between the large-size women who shopped at department and specialty stores. No significant difference was found to exist between these variables at the .05 level.

A Pearson Product Moment Correlation was computed to correlate positive and negative 1) self-esteem, 2) body satisfaction, and 3) preferences for vertical or horizontal design lines. For large-size women who shopped at department stores, significant ($p <= .05$) relationships were found between vertical and horizontal design lines, positive and negative self-esteem, positive and negative body satisfaction, negative self-esteem and positive body image, negative self-esteem and negative body image, and positive and negative body satisfaction. For large-size women who shop in specialty stores, significant relationships ($p <= .05$) were found to exist between positive and negative self-esteem, vertical design line and positive body satisfaction, and positive and negative body satisfaction.

This research revealed that department stores and specialty store large-size female shoppers do not significantly differ on self-esteem, body-satisfaction, or design line preference. However, the preference for vertical lines was associated inversely with department store and specialty store large-size female shopper’s body satisfaction. This association could have an effect on the self-esteem of the large-size female department store shopper.
Suggestions For Future Research

1. This research could be replicated using a sample comprised of large-size females entirely from the region instead of the university population. Findings could be correlated with this study to see how well the university sample conformed with the actual population.

2. Research is needed on the development of a reliable and valid instrument for the measurement of design line preference in clothing. A reliable design line scale may help to reveal actual differences in line preferences.

3. The shopping habits of large-size women needs to be investigated more. This research failed to find a significant difference between the large-size women who shopped at department stores and specialty stores. Research has shown that different retail establishment harbor various images.

4. Research is needed to determine how the place of employment effects the clothing purchase behavior of large-size women.

5. Further research is needed to see if demographic variables influence the clothing purchases of large-size women.

6. Further research is needed to see if the large-size female place of purchase and shopping behavior differs from small-size and average-size women.
LITERATURE CITED


Big beautiful women. Los Angeles: Ray Shaw


Fashion tips in vogue for large women. (September/October, 1988). *The American Sewing Guild (Philadelphia area chapter), 1*, 1, 4-8.


It's Me. New York: Bruce Clerke, Publisher.


APPENDIX A

Instrument
Women's Clothing Survey

Please read the following questions carefully and answer them to the best of your knowledge. All information will be kept confidential. Thank You.

Please circle one letter in each box which best reflects the style features you would wear to work.

<table>
<thead>
<tr>
<th>Plate 1</th>
<th>Plate 2</th>
<th>Plate 3</th>
<th>Plate 4</th>
<th>Plate 5</th>
<th>Plate 6</th>
<th>Plate 7</th>
<th>Plate 8</th>
<th>Plate 9</th>
<th>Plate 10</th>
<th>Plate 11</th>
<th>Plate 12</th>
<th>Plate 13</th>
<th>Plate 14</th>
</tr>
</thead>
</table>
Please circle the letter(s) in each column that best describes your feelings.

15. I feel that I have a number of good qualities.......................... SA A D SD
16. I am satisfied with the shape of my body.................................. SA A D SD
17. I certainly feel useless at times............................................. SA A D SD
18. I see myself as being too thin................................................ SA A D SD
19. I feel that I do not have much to be proud of............................ SA A D SD
20. If I weighed less I would be happier........................................ SA A D SD
21. I feel that I am as good as the next person................................ SA A D SD
22. I wish I could have more respect for myself................................ SA A D SD
23. I am overweight..................................................................... SA A D SD
24. I have a positive attitude toward myself.................................... SA A D SD
25. All in all, I am inclined to feel that I am a failure....................... SA A D SD
26. I am satisfied with my weight.................................................. SA A D SD
27. I am able to do things as well as most people.............................. SA A D SD
28. I would be happier if I weighed more........................................ SA A D SD
29. At times I feel that I am no good at all....................................... SA A D SD
30. I do not like the shape of my body........................................... SA A D SD

Please check one response for the following questions

30. In which type or kind of store do you shop the most for the clothing you wear to work? (Check One)
   1. Department Store ..............................................................
   2. Speciality Store ..............................................................
   3. Discount Store ................................................................
   4. Mail order catalog ............................................................
   5. Other, please specify ........................................................

31. What was your approximate total family income in 1980? (Check One)
   1. less than $15,000 ..............................................................
   2. 15,000 to 24,999 ..............................................................
   3. 25,000 to 34,999 ..............................................................
   4. 35,000 to 44,999 ..............................................................
   5. 45,000 to 54,999 ..............................................................
   6. 55,000 to 64,999 ..............................................................
   7. over $65,000 .................................................................

32. What size clothing do you normally wear? (Check One)
   1. 5 and below ......................................................................
   2. 6 to 9 ...........................................................................
   3. 10 to 12 ......................................................................
   4. 13 to 15 ......................................................................
   5. 16 to 18 ......................................................................
   6. 20 to 22 ......................................................................
   7. 24 and above ................................................................

34. Are you employed? ................................................................
   1. Yes ...........................................................................
   2. No ............................................................................

35. What is your age? (Check One)
   1. less than 21 ................................................................
   2. 21 to 29 ....................................................................
   3. 30 to 39 ....................................................................
   4. 40 to 49 ....................................................................
   5. 50 to 59 ....................................................................
   6. over 60 ....................................................................

36. What is your marital status? (Check One)
   1. Single ........................................................................
   2. Married ......................................................................
   3. Divorced/Widowed/ Separated ........................................
   4. Other, please specify ....................................................

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VITA

Farrell D. Doss, Jr., the son of Mr. Farrell D. Doss and Mrs. Ida Mae Guyton, was born on December 16, 1962 in Chattanooga, Tennessee. He graduated from Brainerd High School, May 1981. He attended The Fashion Institute of Technology in New York, New York for two years and studied fashion design. He graduated Cum Laude from The University of Tennessee at Chattanooga, May 1987 with a Bachelor's of Science degree in Home Economics: Business.

In September 1987 he began graduate work in apparel design at Virginia Polytechnic Institute and State University and completed requirements for his Master of Science degree in May 1990. He has worked in the retail and fashion manufacturing industry and is currently a graduate assistant in the Department of Clothing and Textiles pursuing a doctoral degree in clothing and textiles.

[Signature]