

THE RELATIONSHIP BETWEEN CLOTHING INTEREST AND  
CERTAIN DEMOGRAPHIC VARIABLES OF A SELECTED  
GROUP OF WOMEN OF MIDDLE YEARS

by

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## CHAPTER I

### INTRODUCTION

Evidence of the importance of clothing to members of society has been preserved for centuries in the art and artifacts of former cultures. In ancient cave paintings, Egyptian bas-relief, Greek and Roman statuary, and paintings left by artists, signs have been clear enough for archaeologists and historians to make empirical judgments regarding early use of clothing to establish status, demonstrate wealth and power, enhance the appearance, and other purposes. By the late 19th century psychologists were attempting to determine some of the influences of clothing on the self; however, the primary body of research concerning the uses of clothing by the individual and the effect of clothing on the individual has taken place in the period since the 1940s (Ryan, 1966).

From a simplistic thrust to determine why clothing was worn, researchers turned to the relationship of clothing to modern social-psychological theories. It was in this area that various researchers began to address the subject of clothing values, attitudes, interests, behavior,

usage, and needs, and the relationship of these to other segments of the wearer's life (Ryan, 1966). The application of this variety of terms has led to confusion due to lack of agreement both conceptually and semantically as to the precise sphere of clothing interest.

Research, using theories from sociology and psychology to explain clothing variables, has come almost exclusively from the academic community. The ready accessibility of school populations to academicians has resulted in a concentration of research subjects selected from the junior high school through college years. In recent years a growing interest in the elderly has added information regarding clothing for the over 65 population. To a large extent, the broad range of middle years between these two groups has been neglected (Neugarten, 1968).

Ryan (1966) stated:

We are skipping from the adolescent to the elderly with no specific mention of the greatest portion of the life cycle--the years between twenty and sixty-five. This is done, not because there are no differences in psychological implications of clothing within these years, but because there are so few research studies on the social-psychological aspects of clothing within this period.  
(p. 306)

In the process of seeking answers to questions concerning the relationship of clothing interests and general values, home economists have developed numerous testing instruments which have been used with varying success. One

of the most frequently administered, both in total and in part, has been the Importance of Clothing questionnaire developed by Creekmore and her associates<sup>1</sup> in 1967-68. That the instrument was conceived to be multidimensional can be seen by the subscales designed by the original developers. Gurel (1974) further identified the underlying dimensions of the clothing variable, which she called "clothing interest", by a factor analysis of the questionnaire. High correlation between the original subscales and the new factors was interpreted to be an indication of construct validity.

The primary purpose of this research was to determine the degree to which women between 25 and 65 years of age, referred to as the middle years, showed evidence of clothing interest. A secondary purpose was to identify the dimensions of clothing interest which were of major importance to women in this age range. The researcher also sought to identify relationships which might exist between certain factors of clothing interest and selected demographic variables pertinent to the middle years of life.

<sup>1</sup>Karen Engel, Carolyn A. Humphrey, Winifred S. Hundley, Mary G. Klassen, and Mary J. Young.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

One of the major elements of the modern way of life affecting present day women encompasses the knowledge and beliefs that determine the choices or judgments made in everyday living. These beliefs represent the individual's values or goals and are not directly observable. The values may be identified by the choices people make--indicating what is important to them--or by the kinds of behavior they condone. While the values or ideals are not observable, behavior is directly observable, and the clothing one wears reflects the ideas which form these values (Horn, 1975). Researchers have demonstrated the relationship between overt behavior and underlying values and ideals (Hilliard, 1950; Lovejoy, 1950). Rokeach (1975) stated that each person has a value-attitude system which is internally consistent, and which, if changed in any part, will lead to behavioral change.

Allport, Vernon, and Lindzey (1951) developed a value system incorporating six types: theoretical, economic, aesthetic, social, political, and religious. Their work was

based on research reported in Spranger's (1928) Types of Men in which he concluded that people could be classified as types according to their dominant value orientation. Creekmore (1963) sought to explore the underlying factors related to the differences which could be observed in the use of clothing by individuals. The six types in the Allport et al. (1951) value system were used and two more added which were labeled exploratory and sensuous. It was believed that the addition of these values extended the value orientations to more fully encompass the types of interests connected with behavior associated with clothing. Creekmore stated, "Interest in and use of clothing has been accepted as a universal trait of human beings; therefore, it would follow that each value type has its own particular type of interest in clothing" (p. 19). This theory had been previously substantiated in part by Lapitsky (1961) who found positive correlations between four pairs of clothing values and parallel general values. Further evidence supporting the relationship of clothing use and general values was found by Hao (1971) in a cross-cultural study of Chinese and American girls.

In view of this background of research demonstrating the link between values and behavior relating to clothing, it would follow that changes in values at different ages would be evidenced by changes in clothing interests.

The following review of related literature tried to point up some of the spheres of activity in which research has taken place and others in which investigation is still needed.

### Studies Related to Clothing Interest

Theoretical and experimental research related to interest in clothing goes back many years (Dearborn, 1918; Flaccus, 1906; Hall, 1898; Kroeber, 1919; Nystrom, 1928; Veblen, 1912). Basing an experimental study on the works of Hall, Flaccus, and Rusling (1905), Hurlock (1929a) developed a questionnaire to analyze motivation in fashion. This study was one of the earliest to include both people of mature years and those in their late adolescence and to compare responses by sex. The questionnaire took the form of an objective test which Hurlock felt suggested answers which might not occur to the participant. The responses were anonymous which allowed for greater freedom in answering personal questions. Both males and females indicated an interest in clothing. This study was among the first to show that the adolescent age group was more strongly affected than others by the opinion of their peers in regard to their clothing. During this same period Flugel (1929) considered individual motives, such as modesty, protection, and decoration for choices of attire. In later research, a

study to measure women's interest in clothing to uncover factors which might influence this interest, indicated that age, rural or urban background, occupation, and income were significantly related to interest in clothing (Rosencranz, 1948).

The clothing interest of college girls was measured as part of an extensive study involving the psychological affects of clothing by Ryan (1952), who found that students with high interest in clothing tended to feel well-dressed and thought clothing was important for the social advantages it gave them. Students who felt poorly dressed believed they were quieter, were more self-conscious, tried to keep away from the center of activity, and might feel they were spectators rather than part of a group.

Since the subjects available for research have generally been those in a school population, many studies have been administered using this age range. Comparisons of mean scores of junior high school boys and girls on a clothing questionnaire indicated that girls had higher scores on each of the aspects measured than did boys. Concern for aesthetics ranked first for both boys and girls. Clothing was essential in attaining and keeping a high school position but of little value in maintaining the social class position of the family (Hundley, 1967).

Research by Holman (1972) determined that adolescents' self-concepts played an important role in clothing

choice. However, their expressed values were not always followed, being overshadowed at times by peer pressure. Other research related to clothing interest in which subjects were in the adolescent age range was conducted by Ellinger (1972), Paul (1965), and Stilley (1970).

Numerous clothing studies have involved college students of both sexes. Harrison (1968), working with men, and Freedle (1968), questioning women subjects, investigated clothing interest and social participation as related to clothing selection and buying processes. In both studies results showed a significant relationship between clothing interest and social participation. Only slight relationships between the college women's clothing selection and buying processes and their social participation or clothing interest were found. College men showed a significant relationship between clothing selection and buying processes and clothing interest. No relationship existed between the college men's clothing selection and buying processes and their social participation.

Changing attitudes toward sex roles of men and women were reported by Risley (1969) following an exploration of the relationship of certain clothing behaviors, clothing interest, and the personality traits of masculinity-femininity of a group of college men. The roles also were deemed to be less defined than in the past. As sex roles

merged, clothing lost definition. While the study did not yield a significant relationship between the variables, the responses indicated that college men were concerned about clothing to the point of being considered fashion conscious men, and that a majority of the college men expressed greater interest in clothing prejudged as "more masculine" and "either masculine or feminine" than in "less masculine" clothing items. Brown (1973), Charron (1977), and O'Connor (1967) also investigated all male samples in clothing related research.

Clothing behavior as related to attitudes toward certain clothing standards, clothing interest, orthodoxy, and conformity of 22 women enrolled in a Seventh-Day Adventist college was examined by Griesman (1966). Clothing behavior, attitude toward clothing standards, clothing interest, and religious orthodoxy were significantly related. Conformity was not significantly related to clothing behavior or the other variables. The subjects in this study were generally in agreement with church standards. Their mean scores for clothing interest and for conformity seemed to indicate that they were neither overly concerned with clothes and fashions nor were they essentially conformists.

An investigation of the results of a negative evaluation by a "fashion expert" on a subject's own clothing appearance evaluation produced results indicating the

possible influence of the subject's clothing interest upon her responses (Moothart, 1966). Those subjects to whom clothing was not of particular interest were more willing to lower the rating of their own clothing appearance than were those subjects who had indicated high interest in clothing. Other research of interest in this field and population age group included that of Brady (1963), Goertzen (1963), Huber (1970), Kahng (1971), Peckham (1974), Reed (1973), and Stanford (1974).

In recent years there has been increased attention to that part of the population over 65 years of age. Much of this research regarding clothing has dealt with clothing preferences (Richards, 1971; Richardson, 1975; Story, 1972; Walker, 1972; Watson, 1965), clothing needs (Bratcher, 1975; Moore, 1968; Pieper, 1968; Siddens, 1975), or clothing shopping practices (Bendorf, 1977; Nachman, 1976; Varner, 1967).

Between these two extremes of age lies a population largely unsurveyed. Women in these middle years, encompassing an age range of approximately 25 to 65, have a steadily increasing buying power and steadily increasing purchasing needs due to growing families and improving life styles. As families mature, many women return to employment outside the home. This new role stimulates interest in clothing purchases and choices to fill the need of an appropriate appearance for the role (Ollinger, 1974;

Ryan, 1966). With passing years children become independent, so family economic responsibilities decrease as family income increases. Women may find an increased awareness of clothing because they have more time and money (Roach and Eicher, 1965).

Research involving subjects of middle years has touched on varied areas. Bonaker (1970) explored the relationship between selected demographic characteristics and interest in fashion and the extent of relatedness between certain clothing selection motives and interest in fashion. This study included visitors to the Merchandise Mart in Chicago over a three month period so people of all ages were included. The hypothesis that persons who were more concerned with the selection motives of cost, utility, and personal satisfactions would be relatively less interested in fashion than those concerned with the selection motives of status, personal appearance, and social conformity was confirmed, except for the social conformity motive. Bonaker concluded that the lack of relationship between fashion interest and the social conformity motive was probably due to the nebulous nature of the latter motive. The date of the study also identifies it with that period when a very visible portion of American society had been most vociferous about "doing its own thing". This may have had a negative effect on the social conformity-fashion interest relationship.

A sample of 75 women was examined to determine the relationship of their clothing attitudes to their husband's age and position (Waldemar, 1966). The women were divided into three groups, under 35, 36-45, and over 45 years, and comparisons of the attitudes of each group concerning clothing were made. Waldemar also sought to determine the influence of the husband's position and income on the clothing attitudes of his wife. Five specific aspects of women's dress were examined: appropriate dress, impressing others, fashion interest, confidence in selection of clothing, and affect of the wife's role on her wardrobe. Analysis of the data, derived from a questionnaire used in a structured interview, showed that significantly more younger women were concerned about what to wear than were women in other age groups. Most of the younger women had less confidence about selecting appropriate attire and less knowledge of fashion than more mature women.

Snyder (1966) also compared three groups of women, though the age range used was much greater than that explored by Waldemar. Her sample was divided into groups 26-35 years, 46-55 years, and 66-75 years. Responses were received from 75 college educated women from the southeastern United States. Differences were investigated between the three groups in these selected aspects of clothing behavior: clothing preferences, clothing practices and

problems, and need for social approval of clothing. Each of these aspects of clothing use was examined in reference to the variables of marital status, employment, community, clothing interest, and social activity. Young women reported significantly more fitting problems than did older women. The older women seemed to have greater interest in identifying choices available for their age and size. More older women than younger ones answered affirmatively when asked if they had alterations on their last purchased dress even though older women reported fewer fitting problems. Younger women expressed an interest in greater quantity and variety in clothing, while older women preferred better quality.

In another area involving clothing choices, Stewart (1974), working with women over 30 years of age, attempted to analyze whether the specific preferences which individuals appeared to have regarding color in clothing actually resulted in the selection of these colors in apparel. It was concluded that for the subjects tested there was a relationship between certain aspects of color preference and the influence of perception or personality on actual color selection in apparel.

When Francl (1970) investigated fashion choices in relation to values held by homemakers, the findings indicated that status played an important part in fashion choices but that other values might also be involved. In

a mailed survey of 14 counties in Indiana, Thomas (1975) obtained information concerning clothing attitudes and values which could be used in developing extension clothing and textile programs and directions. The researcher felt that further analysis of the responses received could uncover specific information about this age group which could lead to a broader textile and clothing program.

Potts (1974) investigated the clothing interest of adult women as related to feelings of social security-insecurity and open- or closed-mindedness. This study involved 64 married women between the ages of 35-55. Clothing interest was measured by administering the Clothing Interest Inventory developed by Sharpe (1963). The sample was college educated and in the over \$10,000 a year income bracket. The results indicated that more mature women were less interested in clothing and were more secure than those in the younger group. In testing for relationships between open-closed mindedness and social security-insecurity, significant results indicated that the more open-minded people were also more secure. Subjects who were closed-minded were significantly more interested in clothing than those who were open-minded. Potts felt that the bias toward higher education and high income in this sample might have influenced the results. She also called attention to the lack of research dealing with women of middle years.

Research by Darden (1975) was conducted for the purpose of determining whether measurable relationships existed among selected types of clothing interest and personality characteristics believed to be associated with different levels of adjustment. A non-incarcerated and an incarcerated group were compared using Creekmore's Importance of Clothing questionnaire (Creekmore, 1971) and a measure of personality. The participants in the study were 94 college students and 94 inmates of a women's prison. Statistically significant results indicated that small but definite relationships existed between specific clothing interests, or concerns, and certain personality characteristics believed to be associated with levels of adjustment. The same relationships between clothing and personality existed regardless of whether the subjects were incarcerated or not. In the opinion of the researcher these findings contributed to the base of empirical evidence that clothing is a social-psychological tool used by individuals in their attempts to adjust to their environment.

As suggested in the preceding material, there has been some increase in interest in research related to the middle years. However, there remains room for more investigation to provide information covering a broader age range and socio-economic background. Further research is especially important in view of apparent changes in life style which have taken place in the 1970s.

Research Related to Selected  
Demographic Variables

Age

While age has been a major variable in many clothing interest research studies (Bendorf, 1977; Bonaker, 1970; Charron, 1977), the ages reported, with a few exceptions, have not been those of the middle years. Terms such as "adolescence" and "the elderly" have received relatively constant meanings, but the years considered to be middle age vary greatly (Ellinger, 1972; Grey, 1968; Potts, 1974; Snyder, 1966).

It has been generally believed that clothing interest peaks during the adolescent years and tends to diminish as one grows older (Rosencranz, 1948; Ryan, 1953). Hurlock wrote in The Psychology of Dress (1929):

The period of early youth is the one in which the emphasis on clothing is of greatest importance. At no other time in life does the problem of dress become so absorbing. (p. 175)

Several researchers have demonstrated the increase of clothing interest in ages up to college attendance followed by a decline of interest (Baumgartner, 1961; Bonaker, 1970; Charron, 1977; Snow, 1969). However Charron went on to investigate the interest of post-college men and found that their interest increased upon entrance into the business world.

A much earlier study, in which the depth of interest in clothes for oneself was evaluated through measures of the time, effort, money, and attention given to personal clothing, was conducted by Rosencranz in 1948. Women selected for this investigation were from various socio-economic levels, married and single, and with urban and rural backgrounds. The women were divided into three age groups--under 25 years, 25 to 29 years, and over 30 years of age. Significant differences were found in the percentage of scores over 90 indicating that women under 25 were more interested in clothing than those over 30 years of age. However, when Rosencranz (1960) later used a modified Thematic Apperception Test (TAT) for explorations into the meanings attached to clothing by 82 married women in a small city, she found no significant relationship between age and what she termed clothing awareness. Clothing awareness was measured by scoring responses to a series of seven pictures each of which showed some incongruity of dress. Subjects were asked to tell stories about these pictures. The results indicated the degree to which clothing was used as a guide in identifying the role and status of unknown persons and the various shades of meaning attached to clothing in particular social situations. The amount of attention to clothing evidenced in these stories and written and oral comments of the respondents were considered a measure of clothing awareness. Rosencranz believed clothing awareness

could be indirectly considered a measure of clothing interest under the assumption that greater awareness resulted from greater interest in clothing.

A group of 75 married, non-employed women was studied by Waldemar (1966) to compare attitudes concerning clothing in three age groups and to see what influence the husband's position and income had on the clothing attitudes of the wife. These groups were made up of women under 35, those between 36 and 45, and those over 45 years of age. Clothing attitudes were defined as the manner in which a person thinks, feels, or acts toward clothing, and the act of wearing it. The problem dealt with five specific aspects of woman's dress: (1) appropriate dress (the concern felt over wearing non-conforming clothes in relation to group participation and money spent in order to conform), (2) impression upon others, (3) fashion interest (indicated by fashion magazine readership and knowledge of fashion designers), (4) confidence in clothing selection, and (5) effect of wife's role on her wardrobe. A Chi-square test was used to determine the relationship between age and attitudes toward clothing. Significantly more younger women were concerned about what to wear than were the women in the remaining groups. The younger women appeared to have less confidence in selecting appropriate attire and less knowledge of fashion than more mature women. More of the middle age group were knowledgeable about fashion designers

and had confidence in their selection of wearing apparel.

Snyder (1966) included the relationship of age to clothing preferences, clothing practices and problems, and need for social approval of clothing in her study of three groups of women categorized as (1) 26 to 35 years, (2) 46 to 55 years, and (3) 66 to 75 years. In testing for the relationship of age to clothing interest, scores were recorded as mild, average, or strong. Strong clothing interest decreased as age increased, from 51 percent of the youngest group to 22 percent in the eldest group. However, the proportion of those with average interest was greatest in the group of women who were 66 to 75 years old. Questions concerning clothing preferences and problems showed 69 percent of all the women dissatisfied with ready-to-wear clothing selections available. There was no significant difference between age groups in this part of the study. The desire to have a more attractive clothing appearance was significantly related to age. This attitude was expressed more frequently by the younger women than by those who were in the older group.

In the companion studies of Harrison (1968) and Freedle (1968), the latter found highly significant negative relationships between clothing interest and both age and student classification of the female respondents. The scores of the young men in Harrison's investigation showed a significant negative correlation between clothing interest

and student classification, but age and clothing interest were not significantly correlated.

In a study of the fashion interest and clothing selection motives of 531 persons who toured the Chicago Merchandise Mart, Bonaker (1970) included people from 12 to over 50 years of age. Fashion interest was defined as "the degree of interest or concern with following the prevailing mode of dress." A Chi-square analysis of the relationship of fashion interest to age produced a significant relationship between these two variables. Findings indicated a decline in fashion interest as age increased. In the 12 to 20 age group, 63.6 percent expressed a high interest in fashion. The proportion of those interested dropped progressively until it reached 7.9 percent in the over 50 group. However, the low interest category did not change proportionately with increasing age, and the medium interest group contained 27.3 percent of the 12 to 20 year-olds in contrast to 73.7 percent of the over 50 group.

Bonaker identified and classified basic motives underlying selection and use of clothing. These were divided into six categories which she defined:

Cost. Concern for the value and price as economic considerations in the selection of clothing (p. 48)

Utility. Concern with functional characteristics of clothing such as durability, versatility, and ease of care (p. 55)

Personal satisfaction. Concern for physical comfort and the feelings of well-being and confidence derived from clothing (p. 62)

Social conformity. Conformity to group norms and dress standards as the means of establishing and maintaining social group membership (p. 66)

Personal appearance. Use of clothing to enhance one's physical attributes, and the desire to be more attractive to members of the opposite sex (p. 73)

Status. Use of clothing as visible symbols of success to achieve attention, appreciation, or recognition in positions of leadership or status (p. 81)

Age proved to be the most sensitive demographic variable in Bonaker's study. It related significantly to fashion interest and to four of the six clothing selection motives. Young persons tended to score high in fashion interest, personal appearance, and status, and low in utility and conformity. Older persons scored relatively low in fashion interest, personal appearance, and status, and high in utility. Those over 50 also tended to have low social conformity scores. Several of the patterns of relationship were complex, showing fluctuations in scores among age groups. Neither cost nor personal satisfaction was found to be related to age.

In a study to determine whether middle-aged women used clothing as a device for meeting psychological needs, Potts (1974) administered Sharpe's (1963) Clothing Interest Inventory, Lapitsky's Social Security Inventory, and

Rokeach's Form E Dogmatism Scale. Self-answer questionnaires were completed by 64 middle-aged, married women. In a comparison of the clothing interest and social security scores of the middle-aged group with scores obtained by Schrank (1970) from a sample of 145 female college sophomores, the mature women had substantially less interest in clothing but were more secure than the college women.

### Marital status

#### Number of dependent children

Since the majority of clothing research investigations have made use of student populations, the variables of marital status and number of children are found in few of them. In an early effort to formulate a measure of interest in clothes for oneself, Rosencranz (1948) developed a questionnaire which could be used with women having a greater variation in age, occupation, income, environment, level of education, activity, and family responsibility than was shown among undergraduate students. Results obtained from 180 respondents indicated that marital status and children in the family were positively related to clothing interest but not to a statistically significant degree. Married women without children had higher interest scores than married women with children. Single women under 25 tended to have the highest clothing interest scores.

Katz and Lazarsfeld (1955) in an extensive study of personal influence included a section on fashion leaders. The leaders were defined as those women who indicated that they had been asked for advice on matters relative to clothes, cosmetics, or other fashion items and who also considered themselves "more likely" than others to be consulted for fashion advice. Each successive life cycle stage showed a declining fashion leadership rate among the respondents: 48 percent of the young single women were fashion leaders, while only 14 percent of the matrons qualified in this category.

These researchers felt that there was necessarily a relationship between fashion leadership and fashion interest and that this was related to stage in the life cycle. The answers to three questions administered to 711 females served as an index of fashion interest: (1) "Do you feel it is very important, moderately important, or not important at all to be in style?; (2) Have you recently changed anything about your hairdo, type of clothing, cosmetics, make-up, or any other change to something more fashionable?; (3) How many new dresses have you bought or made since the beginning of last summer? (12 months earlier)" (p. 249). Respondents were ranked high or low in fashion interest by their responses to these questions. This score was found to be highly correlated with life-cycle stage. Young, single women scored highest in fashion interest. The percent of

the sample scoring high decreased one-third among married women under 45 regardless of size of family; it fell off sharply among married women over 45. The distribution of fashion interest thus paralleled the distribution of fashion leadership in this study. Of those respondents scoring high in fashion interest, almost 50 percent were opinion leaders in fashion matters. At the opposite end of the scale, only 40 percent of the matrons with low fashion interest scores had indicated that they were considered fashion leaders.

Among the two categories of small and large family wives, both types of women expressed almost equal interest in fashion. However, 46 percent of the small family wives with high fashion interest scores also scored high as fashion leaders. On the other hand wives with large families, having high fashion interest, scored in the high category of fashion leaders in only 20 percent of the cases. The authors suggested that the small family wives had fewer everyday problems leaving them more time to express their fashion interest.

In 1963, Creekmore found that significant differences occurred in the results of t-tests between the means of 17 married and 282 unmarried students. Married students showed more concern with the practical aspects of clothing such as management and construction while girls who were not married were found to have higher mean scores on the political

value and the self-esteem striving need. Creekmore speculated that married students were, of necessity, more practical, while unmarried girls probably were more interested in proving themselves.

Marital status was significantly related to fashion interest in results obtained by Bonaker (1970) in which both males and females participated. In a sample of 531, single participants demonstrated a much higher fashion interest than either married or divorced group members. The latter two groups both expressed medium fashion interest. While there appeared to be no significant relationship between fashion interest and the number of children living at home, the distribution of cases did show a decrease in the high fashion interest category with an increasing number of children.

In considering the relationship between six clothing selection motives and the variables of marital status and number of children, Bonaker (1970) summarized her findings:

Marital status was a fair indicator of differences in fashion interest and the personal appearance motive, with weak relationships ( $p < .10$ ) to cost and conformity motives. Single persons scored relatively higher in fashion interest and personal appearance and lower on the cost and conformity motives than married or divorced individuals. These differences are understandable, in view of the different life styles involved.

The number of children living at home did not appear to be a major factor in clothing motivation. This variable was significantly related to one motive, social conformity, although weak relationships were noted for cost and personal satisfaction. Respondents with children at home scored higher on the conformity motive than persons with no children. (p. 89)

No significant relationship was found between the number of children in the home and the clothing selection motives of status or personal appearance. The utility motive was related to neither marital status nor number of children.

In an investigation of clothing interest of men (Charron, 1977), analysis of variance between marital status, number of dependent children, and clothing interest, as measured by the five factor form of Importance of Clothing (Gurel and Gurel, 1977) produced no significant differences. Mean scores of married men on the clothing questionnaire were higher than those of single post-college age men on all factors except interest in clothing as concern with personal appearance. An analysis of variance was also computed for possible differences attributable to the number of dependent children in the family. No significant differences resulted in the analysis of variance between the means of groups differentiated by the number of children, but there was increasing clothing interest indicated as the number of children increased.

While life styles in the past 15 years have changed for some members of the population, many families still fit

into the stages referred to by Tate and Glisson (1961). In this study the impact on clothing for the parents throughout the three principle stages of the life cycle was examined. The beginning family, before children arrived, generally had clothing acquired before marriage and might be saving money for major investments or for settling debts. As children arrived, clothing expenditures were related to maternity and infant needs. The stage called "the expanding family" found an increasing share of family income spent on clothing. Growing children's clothing became increasingly expensive, and parents found it necessary to replace their own apparel.

In every income group, clothing inventories and purchases for the parents decrease as the family gets bigger and its members grow older. (p. 89)

When the family no longer had dependent children, the "contracting family" stage had been reached. At this point the adults generally increased their clothing expenditures. After retirement, income might be more restricted; in which case clothing purchases were again made with restraint.

While this may seem oversimplified, particularly in view of the changes in the lives of women of the 1970s, much of middle class America still follows this pattern to a certain extent. The life style presented by Tate and Glisson (1961) of a family of father, mother, and children at home until they are mature is supported by Current

Population Reports (U.S. Bureau of the Census, 1976). Youths between 14 and 24 were reported as more likely to be in school than they were in 1960--the period of Tate and Glisson's study. Approximately 90 percent of America's youth lived with their families in 1975. Of families consisting of husband, wife, and children under 18, approximately 60 percent of the mothers were not employed outside the home. The findings of Tate and Glisson in regard to effect of marital status and children in the home on women's clothing interest may still be applicable to the population covered by the census bureau report.

Education  
Income  
Occupation

While clothing research included a limited number of studies of post-college adults which investigated the variables of education, income, and occupation, these items are found most often as part of an index of social class or status (Hollingshead, 1949; McGuire and White, 1955; Warner, Meeker, and Eels, 1949). In these instances source of income has been considered a more important indicator of status than has amount of income. Educational level and type of occupation were also considered indices of social class. Occupations generally are considered to have values attached to them by members of society which serve to rank

people from a low level of unskilled labor through an increased use of skill and education to a level of professionalism (Hollingshead, 1958). Hollingshead also looked at the level of education as an indicator of similarity in tastes and attitudes.

A classic study by Form and Stone (1955) appraised the relevance of clothing in man's role as a worker. A sample of 108 men from a small city with a diverse industrial and occupational structure was selected at random in proportion to the percentage of all occupations held by married men in the city. The findings from intensive interviews were reported in terms of differences existing between white collar workers and manual workers. The results showed that white collar workers, employed in occupations given high social standing, attached high importance to clothing in general, while manual workers, employed in occupations of relatively lower prestige, attached less importance to clothing. Among the more significant differences between the occupational groups studied, it was found that white collar workers appraised clothing in terms of its potential for favorably impressing the other people with whom they came in contact at work. Manual workers were more concerned with the durability of work clothing and its comfort in the performance of their jobs. Men in business occupations felt that dressing in a markedly different fashion would

disturb relationships with customers and cause expressions of disapproval from others such as "the public", "customers", or the entire work force. Manual workers felt that deviations in dress would draw ridicule from members of their immediate work group. These findings led to the conclusion that "social control is more direct and interpersonal among manual workers and more indirect and impersonal among the white collar workers." (p. 20)

In her 1948 study designed to measure interest in clothing, Rosencranz found a significant positive relationship between both occupation and income and the results from the You and Your Clothing questionnaire. To a lesser degree, education also had a positive relationship to women's interest in clothing in this study.

A second and more extensive study by Rosencranz (1960), while not directly concerned with clothing interest, served to confirm her earlier findings. A significant positive relationship was found between occupation, income, and education and clothing awareness as assessed by a modified clothing TAT. Women with high awareness scores were of the upper social class, had a higher educational level, a higher income, and had husbands in the white collar occupational group. The conclusion was reached that clothing was an important guide in identifying the role and status of unknown persons.

In an effort to show that fashion in American

women's clothes was not socially irrational, Barber and Lobel (1952) related the fashion field to class structure, age-sex roles, and the economic system. Fashion was defined as having to do with "the styles of cut, color, silhouette and stuffs that are socially prescribed and socially acceptable as appropriate for certain social roles, and especially with the recurring changes in these styles" (p. 126). They stated that the primary criterion of social class status of a man and his family was his occupational position. Occupational achievement was considered the main determinant of upward mobility. Occupational position and achievement has been ranked to a large degree by income and capital wealth. Barber and Lobel felt that the clothing worn by a man's family was evidence of the man's ability to pay and hence of his social status. Thus the degree of high fashion which women followed was dependent upon the income and level of the husband's position or of his desire to improve his status. The authors categorized social class differences in dress: (1) Old money families--independent of current fashion change, (2) Upper class new money--high fashion related to wealth and high living, (3) Middle and lower middle class--clothes conservative but "what everyone else is wearing" (p. 128). They found fashion to be closely connected with the American economic system. Mass production had made fashion available on all social class levels.

Women's magazines included regular advice on shopping economically. At the time of this study (1952) they found that American women spent much of their time comparison shopping, patronizing out-of-the-way stores, and discount houses in order to dress more fashionably on a limited income. These practices enabled families to exhibit an appearance of higher income and occupational achievement and thus acted as a means of gaining greater social status.

Research by Gates (1960) included possible relationships between several aspects of mobility and the use of clothing for purposes of prestige and the assignment of importance to clothing generally. For this study 88 married, non-employed women between 30 and 45 were chosen. Their husbands were primarily members of a professional group in industry who had been divided into two salary groups labeled medium and higher. The major thrust in this study related to the mobility variables. Gates stated, however, that the two areas of clothing included in her work "were those to which current literature most frequently ascribes differences in approach on the part of the mobile" (p. 15).

Among the variables, significant positive relationships were found between the higher salary group and fashion knowledge and patronage of exclusive stores. Significant negative relationships existed between the higher

salary group and felt inadequacy of money. The variables related to importance of clothing showed a highly significant positive relationship existing between the higher salary group and the willingness to sacrifice other values to be well-dressed. The higher salary group also showed a tendency to be unconcerned about wearing clothes to conform to a group and to be willing to tolerate discomfort in order to be well-dressed.

In Waldemar's (1966) study clothing attitudes were defined as "the manner in which a person thinks, feels, or acts toward clothing and the act of wearing it" (p. 4). The 75 subjects were the wives of college educated men in management positions in Portland, Oregon. The women were divided into three groups by age and level of husband's position. The level of husband's position was directly related to the divisions in the gross salary range of the husbands. The age divisions of the women were (1) under 35, (2) 36 to 45, and (3) over 45. The husbands' positions were classified as low, middle, or high level. There was no overlapping of salaries in the three levels.

Waldemar found that the level of a husband's position made a significant difference in the wife's attitudes toward clothing. Analysis of the results of a questionnaire showed that subjects in the lowest income group, therefore low occupational level, had a high interest in

prestige items and wore the same outfit fewer times. More of them had less interest in reading fashion magazines, knew less about fashion designers, and had less confidence in selecting a garment than women in the other two income groups. Significantly more of the high income group, high level occupation, owned prestige items, wore the same outfit many times, had a strong desire for exclusiveness, had a high interest in reading fashion magazines, and recognized more of the fashion designer's names than the other two income groups.

In the area of educational level, subjects with a high school education were less confident in selecting a garment, knew less about fashion designers, and wore the same outfit more times. Women with a vocational or business school training scored highest in confidence in clothing selection. Women with a college degree proved to know more about fashion designers. A Chi-square analysis showed a significant relationship between the wife's interpretation of her role as her husband's helpmate and the type of social activities in which she participated and, therefore, for which she chose her wardrobe.

Since Waldemar's findings, 12 years ago, some change in clothing attitudes or interests of women may have taken place. Bonaker (1970), in her study of fashion interest and clothing selection motives, explored the

relationship of these two variables to selected demographic data and to social class. She hypothesized that persons expressing a low degree of fashion interest would be relatively more concerned with the cost, utility, and personal satisfaction motives of clothing selection while persons expressing a high degree of fashion interest would be concerned with social conformity, personal appearance, and status motives. Fashion interest was defined as "the degree of interest in or concern with following the prevailing mode of dress" (p. 3). Scores for this variable were categorized as low, medium, or high. Results of the analysis of the data showed education significantly related to fashion interest. Persons in the lowest educational group expressed more interest in fashion than all the other groups. A medium fashion interest was expressed for all the educational categories, grade school to graduate level, while the graduate level group expressed the lowest fashion interest. The finding that the category of "grade school-some high school" scored highest in the level of education categories may have been influenced by the fact that the sample included respondents from 12 years of age. Thus, a number of the subjects had not yet completed their education.

A weak relationship was revealed between occupation and fashion interest. Persons in the lower occupational ranks indicated more interest in fashion than those in

higher ranks. There was no significant relationship between fashion interest and income level. The lowest income group expressed an interest in fashion equal to the middle and high income groups.

Since education, income, and occupation are often factors in determining social class, it is of interest to note that fashion interest was not related to social class as measured by a modified version of Hollingshead's Two Factor Index of Social Position (Myers and Bean, 1968). The factors used were educational and occupational characteristics.

Education, occupation, and income appeared to have only a moderate influence on clothing selection motives in the Bonaker (1970) study. Highly educated individuals were less interested in fashion than persons in lower educational groups. The utility motive in clothing selection was significantly related to educational level but in a somewhat complex pattern. Thirty-five percent of the group which had completed graduate school indicated an interest in utility. The lowest interest level was in the group of persons who had some college training while 32 percent of the high school graduates also evidenced a high level of interest in this motive.

Occupation proved to be only a moderately differentiating factor in clothing motivation. This variable was

significantly related to status, and weak relationships to fashion interest and utility were apparent. Persons in the lower occupational ranks scored higher on the status motive than respondents in professional occupations.

Income was significantly related to cost and social conformity and a weak association was present for personal appearance. Again, the pattern of differences was complex. Income was divided into eight categories. The three lowest groups to \$13,000 showed the highest relationship to social conformity. The two middle groups were lowest. The highest relationship of all was that of the over \$30,000 group. Respondents who expressed little concern with cost were generally in the higher income brackets. Persons indicating great concern with cost were in the middle income groups. The scores of those in the lower income groups showed only moderate interest in the cost motive. Analysis also revealed a weak relationship between personal appearance and income level. Of the eight income groups, the lowest, one in the middle of the total range, and two groups just beneath the top level all had high scores on the relationship to the personal appearance motive for clothing selection and use.

A recent study of clothing use practices of 18 women at middle age in relation to self process was reported by Ollinger (1974). Use of clothing was determined by the

individual's own statements about her manner of dressing for different occasions at three different periods in her life, the reasons perceived for choosing and wearing certain clothing at particular times, and her opinions concerning others' clothing practices. Ollinger defined "self process" as being synonymous with "the self" which she defined as one's "ongoing experience as an individual in social interaction" (p.20). She chose the years between 40 and 60 for her sample of middle-aged women. Her research was partially aimed toward determining whether the statements made by middle-aged women regarding themselves and their use of clothing over a period of 20 years were indicative of self process; whether the use of clothing changed as the women's ideas of their roles changed; and whether middle-aged women taking undergraduate university courses tended to adopt clothing similar to younger students. A qualitative content analysis was made of transcriptions of taped interviews. Seventeen categories of clothing use references were grouped according to realm of activity, identity roles, personal inclinations and economic factors.

Ollinger drew the following inferences from her investigation:

Distinctive types of clothing or dress are used for each activity category of dressup, home and leisure, and work.

Social class, extent of involvement in the work force, and occupation affect selection of clothes for activities. Selection of clothing for activities is affected by the particular frame of reference, personal inclinations, and the economic factor.

Middle aged women want to be presentable, especially in the public sphere; self-presentation in appearance is important to their social ease and in their work situation. (p. 144)

In responses to questions which involved the economic factor, the respondents spoke of the early years of their marriage as compared to their present status. Some felt most of the clothing budget had been spent on the children when they were in the home. Many felt it was important to buy practical, good quality clothing. Women who worked outside the home had different clothing interests and needs from those who were not employed.

#### Clothing Interest Terminology and Measures

|           |  |
|-----------|--|
| Value.    | precise signification; import  |
| Attitude. | position or bearing as indicating<br>action, feeling, or mood  |
| Behavior. | mode of conducting oneself   |
| Interest. | special attention; concern; curiosity  |
| Need.     | the lack of anything requisite,<br>desired, or useful  |
| Usage.    | long continued practice; customary<br>procedure or action (Webster's<br><u>New Collegiate Dictionary, 1976</u> ) |

The above words in combination with clothing, fashion, or other similar terms occur repeatedly throughout clothing literature. As used in research, the definitions take on a more socio-psychological context. Rokeach (1975)

defined value as "a standard or criterion for guiding action, for developing and maintaining attitudes toward relevant objects and situations, for justifying one's own and others' actions and attitudes for morally judging self and others, and for comparing self with others" (p. 160). The primary object of listing these definitions is to emphasize the different meaning of each word. Often used interchangeably in literature, the problems of precise meaning continue to grow as research in this area increases. In clothing research literature we find definitions such as:

Clothing interest: a measure of time, effort, money, thought, and attention given to personal clothing (Rosencranz, 1949, p. 460)

or: in clothing refers to willingness to give attention, to investigate, or experiment with putting together the parts of a costume (Hundley, 1967, p. 25)

Clothing behavior: the attitudes, beliefs, knowledge, and practices related to the selection and use of, as well as satisfaction with clothing (O'Connor, 1967, p. 10)

Clothing usage: a tool for social manipulation to gain ascendance or acceptance; a tool for self-expression (Gates, 1960, p. 189)

Clothing values: those values, related to general values, which represent interest or specific behavior in clothing (O'Connor, 1967, p. 18)

Clothing attitudes: predispositions to behavior (Fetterman, 1968, p. 38)

Clothing awareness: a measure of the degree to which subjects considered clothing in their assessment of social situations (Wildes, 1968, p. 96)

The following definition encompassing much of the above was

composed by Gurel in 1974:

Clothing interest refers to the attitudes and beliefs about clothing, the knowledge of and attention paid to clothing, the concern and curiosity a person has about his own clothing and that of others. This interest may be manifested by an individual's practices in regard to clothing himself--the amount of time, energy, and money he is willing to spend on clothing; the degree to which he uses clothing in an experimental manner; and his awareness of fashion and what is new. (p. 12)

Not only does clothing research terminology lack consistency, but the variety of measures constructed for use in clothing research lends to the general confusion which occurs when an attempt is made to compare investigations. In a review of studies using a measure of clothing interest, Gurel (1971) categorized more than 30 studies into groups determined by the identification of the original developer of the instrument and those researchers using each scale. Aiken (1963), Creekmore (1963), Sharpe (1963) and Vener (1953) were found to have developed measures related to clothing interest which had been used by other researchers. A number of investigators had found it necessary to develop scales to meet specific needs, inevitably resulting in limited use. Some of the more recent of these were: Ellinger (1972), Freedle (1968), Frost (1968), Harrison (1968), Holman (1972), Kahng (1971), Peckham (1974), and Stanford (1974). Of these scales, that developed by Creekmore, in the original and revised forms, had been used most often.

Researchers such as Lapitsky (1961) found that clothing values were closely related to general values and urged investigators to develop "an adequate instrument to measure clothing interest" as one of the "most important areas of study" (p. 81) open to research. The work of researchers in general during this period led to discussions of theories of needs and values as related to clothing behavior.

Creekmore (1963) investigated some of the factors which might influence an individual's use of clothing and proposed to discover possible relationships among eight general values, eight basic needs, and 14 clothing behaviors for a group of college women. In developing an instrument for this study, the works of Maslow (1954), Spranger (1928), and Allport, Vernon, and Lindzey (1960) were influential. The resulting instrument was tested on a sample of 300 female subjects. On the basis of the data collected, the hypothesis which stated that specific clothing behaviors were related to specific value orientations and to the striving for the relative satisfaction of specific needs was confirmed. Also confirmed was the hypothesis that general clothing behaviors (e.g., modesty, conformity) were related to specific needs (e.g., self-esteem, action, safety) and specific type orientations (e.g., religious, theoretic, exploratory).

Following the development of the Clothing Interest

Inventory by Creekmore (1963), Brady (1963) revised the instrument by seeking greater item discrimination and internal consistency. Individual questions were examined and retained, modified, or eliminated. Careful statistical analysis resulted in a questionnaire consisting of nine behaviors of 10 questions, each of which, when analyzed, showed "each item-total correlation had a significance above the .01 level of confidence indicating that each behavior was internally consistent and discriminating" (p. 62).

Further research and revision of the clothing measure took place during 1967 at Michigan State University under the direction of Creekmore. Five graduate students<sup>2</sup> worked together to refine the 1963 scales. The resulting instrument, Importance of Clothing, consisted of eight separate subscales, each composed of 11 statements. Old statements had been revised or discarded and new ones added to make the measure appropriate for use with both adolescent boys and girls. The completed instrument measured eight specific aspects of clothing designated aesthetic, approval, attention, comfort, dependence, interest, management, and modesty. A ninth subscale was found to consist of the final theoretical item in each of the eight

<sup>2</sup>Karen Engel, Carolyn A. Humphrey, Winifred S. Hundley, Mary G. Klassen, and Mary J. Young.

subscales. This subscale was called theoretical concern (Creekmore, 1971).

Fetterman (1968) analyzed the responses of 505 high school boys and girls to the Creekmore instrument for an estimate of reliability. It was her conclusion that five of the eight scales approached or attained satisfactory reliability. The Importance of Clothing instrument was administered to 500 college students by Gurel (1974) in an effort to establish construct validity. "Factor analysis was used to identify the underlying dimensions of behavior which may be called interest in or importance of clothing. These dimensions were compared to the constructs inherent in the format of the original instrument" (Gurel, p. 51). As a result of this study, eight factors were extracted which were found to correlate significantly with Creekmore's subscales. The factors were later named as follows:

- |            |  |
|------------|--|
| Factor I   | Interest in clothing as concern with personal appearance |
| Factor II  | Interest in clothing as experimenting with appearance    |
| Factor III | Interest in clothing as conformity                       |
| Factor IV  | Interest in clothing as modesty                          |
| Factor V   | Interest in clothing as heightened awareness of clothes  |
| Factor VI  | Interest in clothing as enhancement of security          |

- Factor VII      Interest in clothing as enhancement  
                         of individuality
- Factor VIII     Interest in clothing as attention to  
                         comfort (Gurel and Gurel, 1977, p. 25)

Using the factor structure suggested by Gurel (1974), selected factors from the Importance of Clothing questionnaire were used in recent research related to clothing concerns of the elderly (Bendorf, 1977), clothing interest of young adult males (Charron, 1977), blind and visually handicapped adolescents (Settle, 1974), and problems of the depressed (Worrell, 1977).

#### Summary

The studies reviewed in this chapter have been related to clothing interest, demographic variables which have been investigated in relation to clothing interest, and clothing interest terminology and measures. The major part of clothing interest research has dealt with school age respondents or more recently with elderly groups. Investigation of various sociological and psychological relationships to clothing interest had produced results indicating that interest was greatest among younger subjects. An increase in research involving women of middle age was demonstrated, and the suggestion made that a broader range of age and background would add to the knowledge of this increasingly important age group.

The literature reviewed regarding demographic variables investigated included those relating to age, marital status, number of dependent children, education, income, and occupation. It was shown that little research had included women between 25 and 65 years of age and that research had not kept up with the changing standards of women.

The many different terms used in the socio-psychological aspects of clothing research were discussed and an attempt made to show the inconsistency in much of the terminology. A review of the variety of measures constructed for use in clothing research led to a discussion of instruments frequently used to measure clothing interest variables. One instrument had been examined for construct validity and reliability, and factor analysis had been used to identify the underlying dimensions of clothing interest. Further studies, using parts of the instrument, helped to confirm its effectiveness. The present research was done in the hope that it would add to the body of knowledge concerning the relationships between clothing interest of middle-aged women and the demographic information indicated in this review.

## CHAPTER III

### STATEMENT OF THE PROBLEM

#### Purpose

The major purpose of this research was to determine the differences in the degree of clothing interest among selected age groups of women of middle years as measured by the five factors derived from Gurel's (1974) factor analysis of Creekmore's Importance of Clothing questionnaire. A secondary purpose was to determine which dimensions of clothing interest were most important to the selected groups of women. The relationship between each of the five factors of clothing interest and certain demographic characteristics was also investigated.

#### Definition of Terms

For the purpose of this research the following terms were defined:

Middle years. That period of life from 25 to 65 years of age.

The five factors of clothing interest.

Interest in clothing as concern with personal appearance

Interest in clothing as experimenting with appearance

Interest in clothing as heightened awareness of clothes

Interest in clothing as enhancement of security

Interest in clothing as enhancement of individuality

Clothing Interest. The definition proposed by Gurel in 1974 will be used for the purposes of this research (see p. 41)

### Hypotheses

The hypotheses formulated for this study stated in the null form are as follows:

Hypothesis 1. There is no significant difference in clothing interest between selected groups of women of middle years

Subhypothesis 1-a. There is no significant difference in clothing interest as concern with personal appearance between selected groups of women

Subhypothesis 1-b. There is no significant difference in interest in clothing as experimenting with appearance between the selected groups of women

Subhypothesis 1-c. There is no significant difference in interest in clothing as heightened awareness of clothes between the selected groups of women

Subhypothesis 1-d. There is no significant difference in interest in clothing as enhancement of security between the selected groups of women

Subhypothesis 1-e. There is no significant difference in interest in clothing as enhancement of individuality between the selected groups of women

Hypothesis 2. There is no significant relationship between clothing interest and selected demographic variables of the groups of women

Subhypothesis 2-a. There is no significant relationship between each of the five factors of clothing interest and marital status

Subhypothesis 2-b. There is no significant relationship between each of the five factors of clothing interest and number of dependent children

Subhypothesis 2-c. There is no significant relationship between each of the five factors of clothing interest and level of education

Subhypothesis 2-d. There is no significant relationship between each of the five factors of clothing interest and type of occupation

Subhypothesis 2-e. There is no significant relationship between each of the five factors of clothing interest and income

Subhypothesis 2-f. There is no significant relationship between each of the five factors of clothing interest and the number of hours the selected women are gainfully employed outside the home

#### Scope of the Study

This investigation was limited to women between 25 and 65 years of age residing in the Greater Washington, D.C.

Metropolitan Area in 1977 as defined by the United States Bureau of the Census. The sample population was selected from members of organizations, employees in business, hospitals, government, and museums, and personal contacts of the researcher and a group of associates. The findings are applicable only to the population tested and may not be true of women living in other geographical areas or having different personal and background characteristics since this was not a randomly selected sample.

## CHAPTER IV

### PROCEDURE

#### Selection of the Sample

Subjects for this study were women residing in the Greater Metropolitan Washington, D.C. area as defined by the United States Bureau of the Census. This is a highly urban section under the cultural and economic influence of the Nation's capital. The metropolitan population in 1975 was 3,268,700. The area included Arlington and Fairfax counties and the cities of Fairfax, Alexandria, Falls Church, and Manassas in Virginia; the District of Columbia; and Montgomery, Prince Georges, and Charles counties in Maryland. The median family income in 1974 was \$13,740 compared to \$8,121 in 1959. The estimated per capita income in 1974 was approximately \$8,000 (Bureau of the Census).

In order to include a wide age range and a variety of occupations, educational backgrounds, and family life styles in the sample, a group of women was asked to cooperate in distributing questionnaires and data sheets. These associates were chosen because of their varied

residential and occupational backgrounds as well as the variety of their interests. The Bishop Method of Clothing Construction Council, and local chapters of Home Economists in Homemaking were approached for permission to distribute a questionnaire and biographical data sheet to their members. Students in adult education classes in Virginia, Maryland, and the District of Columbia were asked to volunteer to participate in the study. Employees of schools and offices and homemakers in each area were contacted for inclusion in the sample. A sample large enough to obtain an appropriate age range and to accommodate the demographic variables was the objective.

#### Selection of the Instrument

Of all the instruments developed to measure clothing interest, the Importance of Clothing Questionnaire (Creekmore, 1971) was selected to be adapted for use in this research. Construct validity had been demonstrated for this instrument by factor analysis (Gurel, 1974). It had been used more often than other instruments available, and repeated use with a variety of subjects had indicated some reliability for the instrument, at least for the samples used (Bendorf, 1977; Charron, 1977; Fetterman, 1968; Harrison, 1969). It consisted of 89 items written as affirmative statements to be answered on a five point Likert-type rating scale. These items formed eight

subscales or factors. Five of the eight factors were seen as central components of clothing interest by Gurel and Gurel (1977). These five factors showed an interrelation that indicated they shared importantly in defining the sphere of clothing interest. The three remaining factors, conformity, modesty, and comfort, showed a relationship to clothing but only in a sense secondary to their dimensions as personality variables. Therefore, Gurel and Gurel suggested they be omitted from the instrument as planned for use in studies of clothing interest. The five factors considered to be a part of clothing interest were (1) interest in clothing as concern with personal appearance, (2) interest in clothing as experimenting with appearance, (3) interest in clothing as heightened awareness of clothes, (4) interest in clothing as enhancement of security, and (5) interest in clothing as enhancement of individuality. It was these five factors which were administered to the selected sample.

In addition to the clothing interest instrument, a form to obtain demographic characteristics was distributed. The items on this form included age, marital status, number of dependent children, education, occupation, income, and hours employed outside the home.

### Revision of the Instrument

In order to update the wording of the statements in the Importance of Clothing questionnaire and to adapt it to the age sample, changes were made in some of the statements. Since the shortened version of the questionnaire had been used by several researchers (Bendorf, 1977; Charron, 1977; Worrell, 1977), it was felt that for the purpose of comparison of results as few changes as possible should be made. However, the original statements were devised for use with adolescent and college age participants. In recent use of the modified instrument, or selected parts of it, some difficulty had been experienced because of the time lapse since its inception and because of its use in an expanded age range. Outmoded terms such as "hair-do" and words which may have changed meaning due to colloquial usage such as "gay" had led to comments by participants charging sexism in the instrument when used in a study of males of both college age and young business men (Charron). Phrases indicating a specific age group such as "school clothes" were found to be inappropriate with a more mature sample (Bendorf; Charron). Many respondents in a study dealing with elderly women gave low response answers to questions which asked them to compare the time spent coordinating colors in their wardrobe or caring for their clothing with time spent by others on these activities (Bendorf).

In previous research (Charron, 1977), the term "hair-do" had been changed to "hair style" in Item 23. Item 21 was considered inappropriate for an adult population, but no research had focused scientifically on the individual's resistance to particular statements in studies using the Creekmore measure. The question was retained with the intent of specifically recording response from this sample. The word "skillful" was omitted from Item 28 since previous studies showed respondents were averse to gauging their skill in the use of color, line, and texture. Questions 31, 39, and 41 were revised to omit references to attending class or school. The adoption of the term "gay" by the homosexual community made the change in Item 36 of "gayest" to "brightest" necessary for appropriateness to the sample. Item 52 read: "I go to nearby cities to shop for better fashions." The metropolitan area in which the participants in this study resided was the location of stores and shops recognized as fashion leaders in the United States. To suggest a willingness to drive farther than the nearest shopping mall, the statement was changed to "I am willing to travel some distance to find shops with better fashions." The original five factors of clothing interest may be found in Appendix A, and the revised instrument is in Appendix B.

Administration of the Instrument

Permission was requested of the participating organizations to explain the need for the information on the data sheet and the five factor form of the Importance of Clothing questionnaire at a regular meeting and through the groups' newsletters. A total of 500 questionnaires were mailed or personally given to members of organizations, friends of the distributors, adult students, and employees in business offices, universities, public schools, museums, hospitals, and retail establishments. An explanation of the purpose of the research project was made and questionnaires were distributed at meetings of the Mount Vernon, Fairfax, and Potomac chapters of Home Economists in Home-making, and at the annual fall meeting of The Bishop Method of Clothing Construction Council. A letter of explanation and a self-addressed, stamped envelope were attached to each questionnaire and biographical data sheet. (See Appendix C) The same material was mailed to absent members of these groups using their official mailing lists. The need for completion of the total instrument and for its rapid return to the researcher was emphasized. An article published in the newsletter of the Bishop Council appealed for volunteers to distribute questionnaires to friends and students. Students in adult education classes in Virginia, Maryland, and the District of Columbia were given the

opportunity to participate in the study on a volunteer basis. Employees of the Southern Railway offices, The George Washington University, The National Collection of Fine Arts, Arlington (Virginia) Public Schools, and many businesses participated, as well as members of a variety of bridge clubs and church groups. Complete anonymity of the participating individuals was assured, and a promise was made to make the results of the research available to everyone. Upon receipt of the questionnaires and demographic data forms all data was transferred to optical scanning sheets and data cards were punched.

#### Statistical Analysis of the Data

Multivariate analysis procedures were used to determine the differences between the four groups of women divided by age on the clothing interest subscale scores. The first step in the data analysis was to sum the item scores on each of the five subscales (clothing interest factors) for a total score for each respondent. The mean scores for each age group on each of these subscales were calculated separately. Multivariate analysis of variance (Morrison, 1967) was then performed on the mean scores simultaneously to determine if any significant differences existed on the linear combination of the means for the five factors of clothing interest. After completion of the multivariate analysis, the Wilk's Lambda, or U statistic,

was converted to an approximate  $F$  statistic. If the observed value of  $F$  was greater than the criterion value of  $F$ , the result was considered to be statistically significant. When significant results were detected, simultaneous confidence intervals (Kramer, 1972) were computed to determine which groups were different and on which variables they differed. This was accomplished by developing an interval around the mean for each of the groups on each of the variables. When the intervals overlapped there was no significant difference between the groups. When the intervals did not overlap (i.e., were mutually exclusive) the conclusion was reached that there was a significant difference between the groups on the variable under consideration.

The analytical procedure for the second hypothesis was to determine a multiple correlation coefficient using the subscale scores, individually, as the dependent variable with the independent variables consisting of the group membership vectors. Thus, multiple correlations between the criterion variable and the group membership variables were computed to answer the question of whether there was a relationship between marital status, number of dependent children, education, occupation, amount of time employed outside the home, and income and each of the five factors of clothing interest.

## CHAPTER V

### RESULTS

#### Demographic Characteristics of the Sample

Questionnaires were given to 500 women who were members of organizations, friends of associates assisting in the collection of data, adult students, and employees in businesses, offices, universities, public schools, museums, and retail establishments located in the metropolitan area of Washington, D.C. as defined by the United States Bureau of the Census. Of the 500 questionnaires distributed, 360 were returned. Of these, 48 were not usable for the following reasons:

- 14 respondents over 65
- 8 respondents under 25
- 3 received late
- 23 demographic data omitted

These cases were deleted from the statistical analysis. After eliminating ineligible returns, the resulting sample contained 312 respondents. Frequency distributions were tabulated from raw data to determine where classifications needed to be combined to obtain useful groupings.

### Age

The distribution of chronological age was arrayed to determine logical groupings for the analysis. Age categories and distributions by frequency and percent are shown in Table 1. The total age span of 25 to 65 was divided into four groups of ten years. Even though the age group from 25 through 34 was the smallest and the 45 through 54 age group was the largest, the frequency differences were small, resulting in a fairly equal distribution of the total sample among the four age groups.

### Marital status

#### Number of dependent children

Of the 312 respondents, 240 were married and 40 were single women. These two groups made up approximately 90 percent of the total sample. The exact frequency and percent of each group by marital status are shown in Table 2. Table 3 shows the distribution of dependent children residing with each respondent. It is interesting to note that, although 76.9 percent were married, slightly less than half of the subjects had no dependent children. This may be partially accounted for by the age of the subjects who may have children no longer dependent upon them. The relatively large number of professionals in the sample evidenced by occupation and education may also have been a contributing factor in the smaller number of children.

TABLE 1  
DISTRIBUTION OF RESPONDENTS BY AGE

| Age   | Frequency | Percent | Cumulative Percent |
|-------|-----------|---------|--------------------|
| 25-34 | 60        | 19.2    | 19.2               |
| 35-44 | 77        | 24.7    | 43.9               |
| 45-54 | 92        | 29.5    | 73.4               |
| 55-65 | 83        | 26.6    | 100.0              |
| Total | 312       | 100.0   |                    |

TABLE 2  
MARITAL STATUS OF RESPONDENTS

| Status      | Frequency | Percent | Cumulative Percent |
|-------------|-----------|---------|--------------------|
| Single      | 40        | 12.8    | 12.8               |
| Married     | 240       | 76.9    | 89.7               |
| Divorced    | 12        | 3.8     | 93.5               |
| Widowed     | 13        | 4.2     | 97.7               |
| Separated   | 6         | 1.9     | 99.6               |
| No response | 1         | 0.4     | 100.0              |
| Total       | 312       | 100.0   |                    |

TABLE 3  
NUMBER OF DEPENDENT CHILDREN

| Number | Frequency | Percent | Cumulative Percent |
|--------|-----------|---------|--------------------|
| 0      | 144       | 46.2    | 46.2               |
| 1      | 58        | 18.6    | 64.7               |
| 2      | 58        | 18.6    | 83.3               |
| 3      | 36        | 11.5    | 94.9               |
| 4      | 12        | 3.9     | 98.8               |
| 5      | 2         | 0.6     | 99.4               |
| 6      | 2         | 0.6     | 100.0              |
| Total  | 312       | 100.0   |                    |

Educational level

Education was reported by the respondents by the number of years spent in school. Upon examination of the returns, only four cases of less than 12 years were found. There were also two cases of study beyond the level of Doctor of Philosophy. It was decided to group the returns in the following manner:

Less than high school  
 High school graduate  
 Less than college degree  
 Bachelor's degree  
 Greater than Bachelor's degree

A bachelor's degree was reported by 126 respondents which was more than one-third of the total. Table 4 shows those respondents at each educational level.

Occupation  
Employment status

The diversity of occupations was so great that it was necessary to categorize them into seven groups. The groups were selected from the raw data by analyzing the terms used by the respondents to characterize their occupations. Where any woman was gainfully employed outside her home for any amount of time, her occupation was designated as that of the paid employment. The term "homemaker" was used to categorize women who had no gainful employment outside the home and who used that term to characterize their occupation in answering the questionnaire. A complete list of the occupations of the women in the sample may be found

TABLE 4  
EDUCATIONAL LEVEL OF RESPONDENTS

| Education Completed        | Frequency | Percent | Cumulative Percent |
|----------------------------|-----------|---------|--------------------|
| Less than high school      | 4         | 1.3     | 1.3                |
| High School graduate       | 46        | 14.7    | 16.0               |
| Less than college          | 71        | 22.8    | 38.8               |
| Bachelor's degree          | 126       | 40.4    | 79.2               |
| *Greater than B.A. or B.S. | 65        | 20.8    | 100.0              |
| Total                      | 312       | 100.0   |                    |

\*Bachelor's plus one year - 5  
 Master's - 53  
 Master's plus 20 hours - 3  
 Ph.D. - 2  
 Ph.D. plus 20 hours study - 2

in Appendix D. The largest occupational group was in the educational field which contained 23.8 percent of the sample. Details of the number and percent of respondents in the various occupational categories are reported in Table 5.

Of the 312 respondents 52 percent had full time occupations outside the home. This reflects the very high percentage of respondents with no dependent children. The next largest category of women was that of No Gainful Employment which included 26.9 percent of the sample. Table 6 shows the number of respondents in each of the categories indicating number of hours employed outside the home.

### Income

The annual income reported on the demographic data form included that of the husband in cases where the participant was married. It was assumed that, for the purpose of this research, the total family income would be more influential on clothing interest than that of the woman only. Income was categorized into groups of \$10,000 starting with "Under \$10,000" and ending with "Over \$50,000". Twenty-five percent of the group were in the \$30,000 to \$40,000 bracket. The average income of families in the metropolitan area in 1974 (United States Bureau of the Census) was \$13,740, while the estimated per capita income of the same period was reported as approximately \$8,000.

TABLE 5  
OCCUPATIONS OF RESPONDENTS

| Type of Occupation | Frequency | Percent | Cumulative Percent |
|--------------------|-----------|---------|--------------------|
| No response        | 4         | 1.3     | 1.3                |
| Education or Arts  | 90        | 28.8    | 30.1               |
| Administration     | 4         | 1.3     | 31.4               |
| Medicine           | 8         | 2.6     | 34.0               |
| Management         | 54        | 17.3    | 51.3               |
| Business Personnel | 78        | 25.0    | 76.3               |
| Homemaker          | 74        | 23.7    | 100.0              |
| Total              | 312       | 100.0   |                    |

TABLE 6  
EMPLOYMENT STATUS OF RESPONDENTS

| Time Employed<br>Outside Home | Frequency | Percent | Cumulative<br>Percent |
|-------------------------------|-----------|---------|-----------------------|
| No Gainful Employ-<br>ment    | 84        | 26.9    | 26.9                  |
| Part Time                     | 50        | 16.0    | 42.9                  |
| Full Time                     | 162       | 52.0    | 94.9                  |
| Retired                       | 16        | 5.1     | 100.0                 |
| Total                         | 312       | 100.0   |                       |

Less than five percent of the total sample earned less than \$10,000 annually. Table 7 shows the frequency and percent of the sample in each of the seven income categories.

Differences in Clothing Interest Between  
Women of Four Age Groups

The first hypothesis was concerned with the differences in clothing interest between selected groups of women from 25 and 65 years of age. A multivariate analysis of variance was performed on the linear combination of mean scores for the selected women grouped by age as follows:

|         |       |
|---------|-------|
| Group 1 | 25-34 |
| Group 2 | 35-44 |
| Group 3 | 45-54 |
| Group 4 | 55-65 |

The means for the five clothing interest factors for these four groups are presented in Table 8. Results of the MANOVA indicated a significant difference among the four groups on the linear combination of the five subscales. Since a significant difference was indicated, simultaneous confidence intervals were computed to determine which groups were different and on which variable they differed (see Table 9). The intervals for Groups 1 and 2 did not overlap the interval for Group 4 on Factor 1. This indicated a significant difference between these groups on Factor 1. The interval for Group 1 on Factor 4 did not overlap the interval for Group 3; therefore a significant difference was

TABLE 7  
INCOME OF RESPONDENTS

| Level of Annual<br>Income | Frequency | Percent | Cumulative<br>Percent |
|---------------------------|-----------|---------|-----------------------|
| No response               | 6         | 1.9     | 1.9                   |
| Less than \$10,000        | 9         | 2.9     | 4.8                   |
| \$10,000-19,999           | 70        | 22.4    | 27.2                  |
| \$20,000-29,999           | 74        | 23.8    | 51.0                  |
| \$30,000-39,999           | 78        | 25.0    | 76.0                  |
| \$40,000-49,999           | 54        | 17.3    | 93.3                  |
| Greater than \$50,000     | 21        | 6.7     | 100.0                 |
| Total                     | 312       | 100.0   |                       |

TABLE 8  
 MEANS FOR THE FIVE CLOTHING INTEREST  
 FACTORS OF FOUR AGE GROUPS

| Groups | Factors |       |       |       |       |
|--------|---------|-------|-------|-------|-------|
|        | 1       | 2     | 3     | 4     | 5     |
| 1      | 47.05   | 25.36 | 17.66 | 21.35 | 18.91 |
| 2      | 50.09   | 26.25 | 16.84 | 19.20 | 19.23 |
| 3      | 50.17   | 25.00 | 18.51 | 18.46 | 18.11 |
| 4      | 53.91   | 27.69 | 19.27 | 18.87 | 19.83 |

$$\underline{U} = 0.8583$$

$$\underline{F} = 3.18$$

$$(p < .0001)$$

TABLE 9

DIFFERENCES IN CLOTHING INTEREST BETWEEN GROUPS

| Confidence Intervals | Factors        |               |               |                  |               |
|----------------------|----------------|---------------|---------------|------------------|---------------|
|                      | 1              | 2             | 3             | 4                | 5             |
| <u>Group</u>         |                |               |               |                  |               |
| 1                    | *(44.87-49.22) | (23.30-27.42) | (15.99-19.33) | ** (19.82-22.87) | (17.14-20.68) |
| 2                    | *(48.17-52.00) | (24.43-28.08) | (15.36-18.31) | (17.85-20.55)    | (17.67-20.79) |
| 3                    | (48.42-51.92)  | (23.33-26.66) | (17.16-19.86) | ** (17.23-19.70) | (16.69-19.54) |
| 4                    | *(52.06-55.76) | (25.92-29.44) | (17.85-20.69) | (17.58-20.17)    | (18.32-21.33) |

(p < .05)

\*1 < 4  
2 < 4

\*\*1 > 3

found on this factor also. No significance was found on the mean score differences among groups for Factor 2, Factor 3, or Factor 5.

Factor 1 was Interest in clothing as concern with personal appearance. Items 1 through 16 on the questionnaire (Appendix B) composed this factor. A high score on these items showed both an aesthetic concern for clothing as a means of improving one's appearance and an interest in sound economic planning with regard to care of clothing and wardrobe planning. The more mature women of 55 to 65 scored significantly higher in this aspect of clothing interest than either Group 1--25 to 34--or Group 2--35 to 44.

A comparison of the means of all four groups on Factor 2: Interest in clothing as experimenting with appearance, Factor 3: Interest in clothing as heightened awareness of clothes, and Factor 5: Interest in clothing as enhancement of individuality, shows the similarity of the group scores on these variables. Only in Factor 4, Interest in clothing as enhancement of security, is there another significant difference. In examining items 38 through 46 on the questionnaire, the items indicate the use of clothing for the purpose of sustaining self-confidence, boosting one's morale, and serving as an aid in fitting into a group. The 25 to 34 age group scores were significantly higher on this factor than the scores of the 45 to 54 age group in that the confidence intervals were mutually

exclusive. It is also of interest to note that the mean of Group 1 was higher than the mean of any of the groups on this variable. While this is not significant it emphasizes the interest in the use of clothing to build one's self-confidence among younger, less sophisticated, socially inexperienced women when compared to those having more experience in adjusting to social situations.

#### Relationships Between Clothing Interest and Selected Demographic Variables

The second hypothesis dealt with the relationships between the factors of clothing interest and the independent demographic variables of marital status, number of dependent children, educational level, occupation, income, and employment status. Since this hypothesis was stated in terms of relationships rather than differences, the statistical procedure differed from that used for hypothesis one. A series of multiple correlation coefficients was computed using the subscale scores, individually, as the dependent variable with the independent variables consisting of group membership vectors.

Upon testing the correlations for significance, the conclusion was drawn that none of the correlations was significantly different from zero so the null hypothesis of no relationship was retained. The mean scores of each group on each factor of clothing interest and the mean

score for the total sample for each of the demographic variables may be found in Tables 10 through 15.

### Summary

In an effort to determine whether there were differences in the clothing interest of women of middle years, a group 25 to 65 years of age from the metropolitan Washington, D.C. area was asked to complete a questionnaire and demographic data form. The women were divided into four age groups of 10 years each.

Multivariate analysis procedures showed significant differences between the groups on two of the five clothing interest factors. The women of 55 to 65 scored significantly higher on interest in clothing as concern with personal appearance than the women in the two groups which included the ages from 25 through 44. The scores of the 25 to 34 age group were significantly higher than those of the 45 to 54 age group on interest in clothing as enhancement of security. No significant relationships were found between any of the clothing interest factors and the demographic variables. The results indicated that more mature women had less need for clothing to build self-confidence and had more concern for personal appearance than the younger women in the study.

TABLE 10

MEAN SCORES ON FACTORS OF CLOTHING INTEREST FOR  
GROUPS DIVIDED BY MARITAL STATUS

| Marital<br>Status | Factors |       |       |       |       | Frequency |
|-------------------|---------|-------|-------|-------|-------|-----------|
|                   | 1       | 2     | 3     | 4     | 5     |           |
| Single            | 48.85   | 25.15 | 18.13 | 19.57 | 19.13 | 40        |
| Married           | 50.75   | 26.11 | 18.05 | 19.00 | 18.64 | 241       |
| Widowed           | 50.25   | 27.33 | 20.33 | 21.25 | 21.25 | 12        |
| Divorced          | 54.30   | 25.15 | 15.31 | 20.08 | 21.54 | 13        |
| Separated         | 46.33   | 31.00 | 23.50 | 23.83 | 21.00 | 6         |
| Total<br>Group    | 50.55   | 26.09 | 18.14 | 19.29 | 18.97 | 312       |

TABLE 11

MEAN SCORES ON FACTORS OF CLOTHING INTEREST  
FOR NUMBER OF DEPENDENT CHILDREN

| Children           | Factors |       |       |       |       | Frequency |
|--------------------|---------|-------|-------|-------|-------|-----------|
|                    | 1       | 2     | 3     | 4     | 5     |           |
| 0                  | 50.92   | 25.93 | 18.33 | 19.32 | 19.12 | 144       |
| 1                  | 50.94   | 26.21 | 18.07 | 18.72 | 19.02 | 58        |
| 2                  | 50.07   | 25.97 | 16.55 | 19.67 | 18.67 | 58        |
| 3                  | 51.19   | 26.31 | 19.50 | 19.67 | 18.97 | 36        |
| 4                  | 46.25   | 27.42 | 19.17 | 20.08 | 19.33 | 12        |
| 5                  | 38.50   | 28.50 | 19.00 | 23.00 | 17.00 | 2         |
| 6                  | 52.00   | 24.50 | 20.50 | 17.00 | 20.50 | 2         |
| Mean for<br>Sample | 50.55   | 26.10 | 18.14 | 19.31 | 19.00 | 312       |

TABLE 12  
 MEAN SCORES ON FACTORS OF CLCTHING INTEREST  
 FOR EDUCATIONAL LEVEL

| Education             | Factors |       |       |       |       | Frequency |
|-----------------------|---------|-------|-------|-------|-------|-----------|
|                       | 1       | 2     | 3     | 4     | 5     |           |
| Less than High School | 48.00   | 27.25 | 16.25 | 18.25 | 29.25 | 4         |
| High School Graduate  | 48.96   | 24.70 | 18.26 | 19.35 | 17.70 | 46        |
| Less than Bachelor    | 49.79   | 26.70 | 18.44 | 19.87 | 19.52 | 71        |
| Bachelor Degree       | 51.18   | 26.33 | 17.82 | 18.69 | 19.21 | 126       |
| More than Bachelor    | 51.43   | 25.91 | 18.48 | 19.95 | 18.94 | 65        |
| Total Group           | 50.55   | 26.10 | 18.14 | 19.31 | 19.00 | 312       |

TABLE 13  
 MEAN SCORES ON FACTORS OF CLOTHING INTEREST  
 FOR TYPE OF OCCUPATION

| Occupation         | Factors |       |       |       |             | Frequency |
|--------------------|---------|-------|-------|-------|-------------|-----------|
|                    | 1       | 2     | 3     | 4     | 5           |           |
| Education or Arts  | 50.64   | 26.48 | 18.39 | 19.24 | 19.48       | 90        |
| Administration     | 47.50   | 27.75 | 18.50 | 18.25 | 21.50       | 4         |
| Medicine           | 50.25   | 28.50 | 17.38 | 20.13 | 17.15       | 8         |
| Management         | 48.81   | 26.20 | 17.20 | 18.13 | 18.63       | 54        |
| Business Personnel | 50.15   | 25.88 | 19.41 | 20.53 | 19.59       | 78        |
| Homemaker          | 52.13   | 25.59 | 17.20 | 18.78 | 18.16       | 74        |
| Mean for Sample    | 50.51   | 26.14 | 18.13 | 19.27 | 19.01       | 308       |
|                    |         |       |       |       | No response | <u>4</u>  |
|                    |         |       |       |       | Total       | 312       |

TABLE 14  
 MEAN SCORES ON FACTORS OF CLOTHING INTEREST  
 FOR NUMBER OF HOURS EMPLOYED  
 OUTSIDE THE HOME

| Hours       | Factors |       |       |       |       | Frequency |
|-------------|---------|-------|-------|-------|-------|-----------|
|             | 1       | 2     | 3     | 4     | 5     |           |
| None        | 52.45   | 26.40 | 17.65 | 18.74 | 18.60 | 85        |
| Part time   | 50.88   | 26.98 | 18.56 | 18.58 | 18.38 | 50        |
| Full time   | 49.11   | 15.89 | 18.24 | 20.02 | 19.49 | 162       |
| Retired     | 53.80   | 24.60 | 18.26 | 17.40 | 18.40 | 15        |
| Total Group | 50.35   | 26.10 | 18.14 | 19.31 | 19.00 | 312       |

TABLE 15  
 MEAN SCORES ON FACTORS OF CLOTHING INTEREST FOR INCOME

| Income        | Factors |       |       |             |       | Frequency |
|---------------|---------|-------|-------|-------------|-------|-----------|
|               | 1       | 2     | 3     | 4           | 5     |           |
| Under 10,000  | 42.22   | 22.00 | 18.39 | 18.78       | 17.00 | 9         |
| 10,000-19,999 | 50.11   | 25.06 | 18.50 | 21.06       | 19.71 | 70        |
| 20,000-29,999 | 50.03   | 25.53 | 17.38 | 18.73       | 17.95 | 74        |
| 30,000-39,999 | 51.28   | 26.22 | 17.20 | 19.33       | 19.14 | 78        |
| 40,000-49,999 | 51.50   | 27.46 | 19.41 | 18.24       | 19.46 | 54        |
| Over 50,000   | 51.52   | 28.71 | 17.20 | 19.29       | 19.71 | 21        |
| Total Group   | 50.50   | 26.05 | 18.13 | 19.37       | 19.02 | 306       |
|               |         |       |       | No response |       | <u>6</u>  |
|               |         |       |       |             |       | 312       |

## CHAPTER VI

### DISCUSSION AND CONCLUSIONS

The conclusions for this study concerning the differences in clothing interest of women of middle years and the relationship of this interest to marital status, number of dependent children, education, occupation, income, and number of hours employed outside the home, are based on the two hypotheses and eleven subhypotheses formulated for this research.

Hypothesis 1. There is no significant difference in clothing interest between selected groups of women of middle years.

Results of the MANOVA indicated a significant difference among the four groups. The null hypothesis of no difference was rejected.

Subhypothesis 1-a. There is no significant difference in clothing interest as concern with personal appearance between selected groups of women.

Simultaneous confidence intervals computed for Group 1 and Group 4 were mutually exclusive. The confidence intervals for Group 2 and Group 4 were also mutually exclusive. This indicated a significant difference between these groups on Variable 1. The null hypothesis of no difference was rejected.

Subhypothesis 1-b. There is no significant difference in interest in clothing as experimenting with appearance between selected groups of women.

The null hypothesis of no difference was retained.

Subhypothesis 1-c. There is no significant difference in interest in clothing as heightened awareness of clothes between the selected groups of women.

The null hypothesis of no difference was retained.

Subhypothesis 1-d. There is no significant difference in interest in clothing as enhancement of security between the selected groups of women.

Simultaneous confidence intervals computed for Group 1 and Group 3 were mutually exclusive. The null hypothesis of no difference was rejected.

Subhypothesis 1-e. There is no significant difference in interest in clothing as enhancement of individuality between the selected groups of women.

The null hypothesis of no difference was retained.

Upon examining the differences in clothing interest of the four age groups, it was found that Groups 1 and 2 both showed a lower interest in clothing as concern with personal appearance than did the women in Group 4. Items 1 through 16 on the questionnaire (Appendix B) composed Factor 1. These items pertained to coordinating clothing and accessories, wardrobe planning, and clothing care and management. It is very difficult to draw comparisons between the findings of earlier research and the

results of this study because of the semantic differences. Rosencranz's (1948) definition of clothing interest concerned the time, effort, money, and attention given to personal clothing. She found women over 30 were less interested in clothing than younger women. Her definition of clothing interest is essentially the same as that brought out in Factor 1 of this study. Snyder (1966) also found that women 26 to 35 expressed the desire to have a more attractive clothing appearance more often than women 66 to 75, while Potts (1974) reported that middle-aged women had substantially less interest in clothing than college sophomores. The results of the present research contradict those of Rosencranz, Snyder, and Potts.

The differences in these findings could have a number of explanations. Rosencranz was considering women over 30 as compared with those under 25; Snyder compared women 26 to 35 with those 66 to 75; Potts' sample groups were 35 to 44 and 45 to 54. In the present study the four groups were composed of women in 10 year age spans of 25 to 34, 35 to 44, 45 to 54, and 55 to 65. The women from 25 to 44 showed less interest in personal appearance than those 55 to 65. First it must be considered that the women in these three studies may have had different ideas about what they were calling clothing interest. But, assuming that the clothing interest variable was similar in the three studies,

the women in the Rosencranz sample were all as young as or younger than the youngest group of the present investigation, and very young women have historically scored higher on clothing interest measures. The older group in Snyder's (1966) report was past the middle years category under study, and, again, this age group has historically evidenced less interest in appearance as opposed to other facets of clothing interest. Potts (1974) selected her sample primarily through members of a church group so their background was more closely integrated than the group here under study. She also was testing the relationship of her sample to security-insecurity and open- closed-mindedness with the result that the total group was found to be highly secure and open-minded and their scores showed no significant relationship to clothing interest. It can be proposed that in the present sample the younger women, who were found to be less secure, had not reached the same level of sophistication and self-confidence in their clothing experiences as had the women of the more mature group; or, with further research, it might be determined that present-day women in more urban areas continue to have high clothing interest which merely changes direction rather than diminishing or being suppressed as they grow older.

Factor 2, which deals with clothing interest as experimenting with appearance, was measured by questions

pertaining to interest in the newest clothes, different styles, and fashion news. No significant difference due to age was found on this factor. Katz and Lazarsfeld's (1955) fashion leadership category is similar in concept to the content of this factor. Their results indicated that as age increased, interest in fashion leadership declined. Bonaker (1970) also found declining "Fashion Interest" as age increased. This was defined as degree of concern with the prevailing mode of dress. Examination of the mean scores of the four groups on Factor 2, experimenting with appearance, revealed that while there was less than 3 points total difference between the lowest and highest scores, the group with the highest score was the oldest group.

This is true on all factors except Factor 4 which is clothing interest as enhancement of security. A significant difference was found between Groups 1 and 3. The score of Group 1 was higher than that of Group 3 which may indicate that the younger women were significantly less sure of themselves, depending on their clothing to give them confidence in social encounters. This finding supports those of previous studies by Waldemar (1966) and Potts (1974) both of whom found less self-confidence and security in younger women than in those who were more mature. The presence of greater confidence in more mature women could

be attributed to an increased sophistication and social know-how gained through experience.

The second hypothesis dealt with relationships between clothing interest and the demographic variables.

Hypothesis 2. There is no significant relationship between clothing interest and selected demographic variables of women of middle years.

The null hypothesis of no relationship was retained.

Subhypothesis 2-a. There is no significant relationship between each of the five factors of clothing interest and marital status.

The null hypothesis of no relationship was retained.

Subhypothesis 2-b. There is no significant relationship between each of the five factors of clothing interest and number of dependent children.

The null hypothesis of no relationship was retained.

Subhypothesis 2-c. There is no significant relationship between the five factors of clothing interest and level of education.

The null hypothesis of no relationship was retained.

Subhypothesis 2-d. There is no significant relationship between each of the five factors of clothing interest and occupation.

The null hypothesis of no relationship was retained.

Subhypothesis 2-e. There is no significant relationship between each of the five factors of clothing interest and income.

The null hypothesis of no relationship was retained.

Subhypothesis 2-f. There is no significant relationship between each of the five factors of clothing interest and the number of hours gainfully employed outside the home.

The null hypothesis of no relationship was retained.

Previous research has shown some relationship between certain demographic variables and clothing interest. Bonaker (1970), Creekmore (1963), and Katz and Lazarsfeld (1955) all found higher scores for single women than for married participants in their studies related to clothing interest. Rosencranz (1948), however, reported no significant relationship between marital status or number of children and clothing interest. This is supported by the findings in the present study.

Relationships to occupation, income, and education have been reported more often since these factors are considered indices of social class. Bonaker found that people with lower educational attainment and lower occupational rank had the highest interest in fashion (i.e., the prevailing mode). She also found that the clothing selection motive of status was high for those in lower ranked occupations. No relationship was found between income and fashion interest, but the lower income groups showed the highest relationship to social conformity. Rosencranz (1962), however, discovered a significant positive relationship between occupation, education, income and clothing

awareness which, by definition, was similar to overall clothing interest. Barber and Lobel's (1952) investigation also showed a positive relationship between the degree of high fashion followed and the husband's income and occupation. Gates' (1960) findings supported this when they showed a similar significant relationship between the higher salary group and fashion knowledge and patronage of exclusive shops.

The absence of any significant relationship of any of these variables to clothing interest in the present study might be the result of a certain homogeneity of environment in the sample. The highly sophisticated metropolitan area encompassing the Nation's capital included many influences which might affect its residents. Newspapers, magazines, and television bring the latest fashion news into every home. Young people, attending public schools, are made aware of fashion innovation at an early age by their peers. The large number of shops in every price range make fashionable clothing available to literally everyone regardless of income or occupation. Average incomes are among the highest in the United States. For any woman, from government file clerk to ambassador's wife, the opportunity to be fashionably dressed is always present. In this setting, it is not strange to find that in a

group of women of widely varied income, education, occupation, marital status, or family life style, the total cultural and economic setting have made an impact which has resulted in their interests being derived from more personal and individual factors.

## CHAPTER VII

### SUMMARY

Research in the field of clothing interest has been generally related to individuals enrolled in school since they have been readily available to members of the academic community. The majority of these studies reported a peak in clothing interest during the adolescent years with a lessening of interest throughout the life span. More recent general interest in the over 65 age group has prompted a number of investigations which have tended to confirm these findings.

Very few research investigations included members of the large number of people between college age and the senior citizen category. Those studies which have included members of this middle-aged population have reported on a variety of research subjects such as the relationship of color preferences to clothing choices (Stewart, 1974), fashion choices to values held by homemakers (Franci, 1971), and clothing interests to personality characteristics (Darden, 1975).

The major purpose of this investigation was to

determine the degree to which women between 25 and 65 years of age, referred to as the middle years, showed evidence of clothing interest. A secondary purpose was to identify the dimensions of clothing interest which were of major importance to women in this age range. The researcher also sought to identify relationships which might exist between certain factors of clothing interest and selected demographic variables pertinent to the middle years.

Gurel (1974) had used factor analysis to establish construct validity for the Importance of Clothing questionnaire developed by Creekmore and her associates<sup>3</sup> in 1967-1968. Further study by Gurel and Gurel (1977) had resulted in an instrument of five clothing interest factors for which some reliability and validity had been demonstrated. This five factor version of the original questionnaire was used in the present study to measure clothing interest. A demographic data sheet distributed with the questionnaire provided information regarding age, marital status, number of dependent children, level of education, type of occupation, income, and number of hours employed outside the home.

The participants in this study consisted of 312 women between 25 and 65 years of age, from the metropolitan

<sup>3</sup>Karen Engel, Carolyn A. Humphrey, Winifred S. Hundley, Mary G. Klassen, and Mary J. Young.

Washington, D.C. area as defined by the United States Bureau of the Census. They represented a wide range of occupations, income levels, and educational attainment. The ages of the women fell almost equally into four groups of ten years each. The information was collected by mail in the fall of 1977.

A multivariate procedure was used to determine the differences between the four age groups of women on the clothing interest subscale scores. After completion of the multivariate analysis, Wilk's Lambda or U statistic, was converted to an approximate F statistic. The results of this procedure determined the statistical significance of the scores. When significant results were detected, simultaneous confidence intervals were computed to identify which of the groups were statistically different and on which of the factors they differed.

The analytical procedure used to find significant relationships between the demographic data and the factors of clothing interest was the determination of a multiple correlation coefficient using the subscale scores, individually, as the dependent variable with the independent variables consisting of the group membership vectors.

Results of the multivariate analysis indicated a significant difference among the four groups on the linear combination of the five subscales at the .05 level of significance. Simultaneous confidence intervals showed the

women of 55 to 65 to have significantly higher scores on Factor 1 than those in the two groups spanning the years from 25 to 44. This factor pertained to interest in clothing as concern with personal appearance. Scores on Factor 4, interest in clothing as enhancement of security, were significantly higher for the 25 to 34 age group than were the scores of the women from 45 to 54. There was no indication of a significant relationship between age and the other factors--interest in clothing as experimenting with appearance, interest in clothing as heightened awareness of clothes, and interest in clothing as enhancement of individuality.

Earlier research had shown some relationship between demographic variables and clothing interest (Bonaker, 1970; Creekmore, 1963; Katz and Lazarsfeld, 1955). Usually single women had higher clothing interest scores than married women. Positive relationships between occupation, education, and income and clothing interest were reported more often than negative ones. It was of interest, therefore, that in the present research none of the demographic variables were significantly related to any of the clothing interest factors.

Of the two major hypotheses, the one stating there would be no significant difference in clothing interest between selected groups of women of middle years was

rejected. The second hypothesis, stating that there would be no significant relationship between clothing interest and selected demographic variables of women of middle years, was retained.

While the sample used in this study cannot be considered representative of all women of middle years, it is of great interest that the absence of differences in clothing interest by age except for personal appearance and security should have occurred. The other clothing interest factors such as enhancement of individuality and experimenting with appearance were found to have a similar degree of interest to all ages. This could be considered an indication that the questionnaire used to measure the factors was more selective than former instruments. On the other hand, the conclusion could be reached that the multiplicity of media contacts and the availability of the newest in fashion in all price ranges has served to lessen the former decrease in clothing interest found as women grew older. Similarly, the finding, that there was no difference in degree of clothing interest which could be attributed to the demographic variables, must make researchers look elsewhere for the factors which contribute to these differences found in people.

## CHAPTER VIII

### RECOMMENDATIONS

The results of the research reported in this study suggest the possibility that similar research should be conducted with less affluent respondents. The very high educational level combined with the large proportion of professionally oriented occupations and high incomes could have resulted in biased data.

The use of the five factor form of the clothing interest questionnaire with groups having different ethnic or racial backgrounds would serve to point up differences between peoples.

A replication of the research including women under 25 and over 65 would add to the knowledge of the effect of age on clothing interests.

Continued refinement of the statements on the questionnaire is needed to bring them into line with present day clothing concepts.

If possible, a dual questionnaire which would produce a comparison of the instrument used in this study and other clothing measures would serve to identify similarities or differences in results between instruments.

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## APPENDICES

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APPENDIX A

## IMPORTANCE OF CLOTHING

Read the following statements and rate each according to the scale given below. Place the number corresponding to your choice in front of each statement.

Scale: A. Almost Always - very few exceptions  
B. Usually - majority of the time  
C. Sometimes  
D. Seldom - not very often  
E. Almost Never - very few exceptions

1. The way I look in my clothes is important to me.
2. When I am shopping I choose clothes that I like even if they do not look the best on me.
3. It bothers me when my shirt tail keeps coming out.
4. I consider the fabric texture with the line of the garment when choosing my clothes.
5. I use clothing as a means of disguising physical problems and imperfections through skillful use of color, line and texture.
6. I wear clothes which have buttons or snaps missing.
7. I pay a lot of attention to pleasing color combinations.
8. I keep my shoes clean and neat.
9. I carefully coordinate the accessories that I wear with each outfit.
10. I wear the clothing fads that are popular in our school even though they may not be as becoming to me.
11. I spend more time than others coordinating the colors in my clothes.
12. I try to figure out why some people's clothes look better on them than others.

13. Unlined sheer dresses, blouses, or shirts reveal too much of the body.
14. I select clothes that are conservative in style.
15. I feel uncomfortable when someone has forgotten to close his or her zipper.
16. The first time in the season that I go to a public beach or pool I feel exposed in my bathing suit.
17. I choose clothing with small prints, even though a larger design looks equally good on me.
18. I feel embarrassed when I see someone in too low cut a dress.
19. I select clothes which do not call attention to myself in any way.
20. I feel embarrassed when I see someone in clothes that are too tight.
21. I like dark or muted colors rather than bright ones for my clothes.
22. I hesitate to associate with those whose clothes seem to reveal too much of their body.
23. I wonder why some people wear clothes that are immodest.
24. My friends and I try each others' clothes to see how we look in them.
25. I enjoy trying on shoes of different styles or colors.
26. I study collections of accessories in the stores to see what I might combine attractively.
27. I try on some of the newest clothes each season to see how I look in the styles.
28. I read magazines and newspapers to find out what is new in clothing.
29. It's fun to try on different garments and accessories to see how they look together.

30. I experiment with new or different "hair do's" to see how I will look.
31. I like to know what is new in clothing even if none of my friends care and I probably would not want to wear it anyway.
32. I try on clothes in shops just to see how I will look in them without really planning to buy.
33. When I buy a new garment I try many different accessories before I wear it.
34. I am curious about why people wear the clothes they do.
35. The way my clothes feel to my body is important to me.
36. There are certain textures in fabrics that I like and especially try to buy, for example, soft, fuzzy, sturdy, smooth.
37. I am more sensitive to temperature changes than others and I have difficulty being comfortable in my clothes as a result.
38. I wear my pants or slacks with an easy fit even when tight ones are fashionable.
39. I get rid of garments I like because they are not comfortable.
40. I find it difficult to buy clothes suitable to the temperature.
41. I would buy a very comfortable bathing suit even if it were not the current style.
42. I avoid garments that bind the upper arm.
43. I am irritable if my clothes are uncomfortable.
44. I am extremely sensitive to the texture of the fabrics in my clothing.
45. I wonder what makes some clothes more comfortable than others.

46. When new fashions appear on the market, I am one of the first to own them.
47. I have clothes that I don't wear because everyone else has them.
48. I like to be considered an outstanding dresser by my friends.
49. I try to keep my wardrobe in line with the latest styles.
50. I go to nearby cities to shop for better fashions.
51. I try to buy clothes which are very unusual.
52. I avoid wearing certain clothes because they do not make me feel distinctive.
53. I enjoy wearing very different clothing even though I attract attention.
54. I try to buy clothes with the best labels.
55. I wear different clothes to impress people.
56. I am interested in why some people choose to wear such unusual clothes.
57. I plan for and prepare clothes to wear several days in advance.
58. I see that my out-of-season clothing is cleaned and stored.
59. I look over the clothing in my wardrobe before each season so that I know what I have.
60. I am enticed into buying garments I like without having anything to go with them.
61. I enjoy trying to get the most for my money in clothing purchases.
62. I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.
63. I have something to wear for any occasion that occurs.

64. I have a long-term idea for purchasing more expensive items of clothing such as coats or suits.
65. I carefully plan every purchase so that I know what I need when I get to a store.
66. I am more concerned about the care of my clothing than my friends are about theirs.
67. I try to find out how I can save as much time, energy and money as possible with my clothes.
68. I check with my friends about what they are wearing to a gathering before I decide what to wear.
69. I would rather miss something than wear clothes which are not really appropriate.
70. I feel more a part of the group if I am dressed like my friends.
71. I wear clothes that everyone is wearing even though they may not look as good on me.
72. I am uncomfortable when my clothes are different from all others at a party.
73. I try to dress like others in my group so that people will know we are friends.
74. I get new clothes for a special occasion if the clothes I have are not the type my friends will be wearing.
75. I have gone places and then wished after I got there that I had not gone because my clothes were not suitable.
76. I wear what I like even though some of my friends do not approve.
77. When I buy a new article of clothing I try to buy something similar to what my friends are wearing.
78. When someone comes to school dressed unsuitably, I try to figure out why he is dressed as he is.
79. Certain clothes make me feel more sure of myself.

80. I decide on the clothes to wear according to the mood I'm in that day.
81. Days when I feel low I wear my gayest clothes.
82. I "dress-up" to make an ordinary occasion seem more exciting.
83. I am aware of being more friendly and out-going when I wear particular clothes.
84. I feel and act differently according to whether I am wearing my best school clothes or not.
85. I buy clothing to boost my morale.
86. I get bored with wearing the same kind of clothes all the time.
87. I have more self confidence when I wear my best school clothes.
88. When things are not going well I like to wear brighter colors.
89. I wonder why some clothes make me feel better than others.

APPENDIX B

## FIVE FACTOR FORM OF QUESTIONNAIRE

Read the following statements and rate each according to the scale given below. Place the number corresponding to your choice in front of each statement. Be sure to answer every statement.

Scale: 5 Almost Always - very few exceptions  
4 Usually - majority of the time  
3 Sometimes  
2 Seldom - not very often  
1 Almost Never - very few exceptions

1. I carefully coordinate the accessories that I wear with each outfit.
2. I pay a lot of attention to pleasing color combinations.
3. I keep my shoes clean and neat.
4. I spend more time than others coordinating the colors in my clothes.
5. I see that my out-of-season clothing is cleaned and stored.
6. I am more concerned about the care of my clothing than my friends are about theirs.
7. The way I look in my clothes is important to me.
8. I look over the clothing in my wardrobe before each season so that I know what I have.
9. I have something to wear for any occasion that occurs.
10. I carefully plan every purchase so that I know what I need when I get to a store.
11. I wear clothes which have buttons or snaps missing.
12. I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.

13. I plan for and prepare clothes to wear several days in advance.
14. I consider the fabric texture with the line of the garment when choosing my clothes.
15. I have a long-term idea for purchasing more expensive items of clothing such as coats or suits.
16. It bothers me when my shirt tail keeps coming out.
17. I try on some of the newest clothes each season to see how I look in the styles.
18. It's fun to try on different garments and accessories to see how they look together.
19. I try on clothes in shops just to see how I will look in them without really planning to buy.
20. I enjoy trying on shoes of different styles or colors.
21. My friends and I try on each others' clothes to see how we look in them.
22. I read magazines and newspapers to find out what is new in clothing.
23. I experiment with new or different hair styles to see how I will look.
24. I like to know what is new in clothing even if none of my friends care and I probably would not want to wear it anyway.
25. I study collections of accessories in the stores to see what I might combine attractively.
26. When I buy a new garment I try many different accessories before I wear it.
27. I decide on the clothes to wear according to the mood I'm in that day.
28. I use clothing as a means of disguising physical problems and imperfections through use of color, line and texture.

29. I am curious about why people wear the clothes they do.
30. I wonder why some clothes make me feel better than others.
31. When people are dressed unsuitably, I try to figure out why they are dressed as they are.
32. I wonder what makes some clothes more comfortable than others.
33. I am interested in why some people choose to wear such unusual clothes.
34. When things are not going well I like to wear brighter colors.
35. I try to figure out why some people's clothes look better on them than others.
36. Days when I feel low I wear my brightest clothes.
37. I try to find out how I can save as much time, energy, and money as possible with my clothes.
38. Certain clothes make me feel more sure of myself.
39. I have more self confidence when I wear my best clothes.
40. I am aware of being more friendly and outgoing when I wear particular clothes.
41. I feel and act differently according to whether I am wearing my best clothes or not.
42. I buy clothing to boost my morale.
43. I get bored with wearing the same kind of clothes all the time.
44. I wear different clothes to impress people.
45. I select clothes which do not call attention to myself in any way.
46. I like dark or muted colors rather than bright ones for my clothes.

47. I try to buy clothes which are very unusual.
48. When new fashions appear on the market, I am one of the first to own them.
49. I enjoy wearing very different clothing even though I attract attention.
50. I avoid wearing certain clothes because they do not make me feel distinctive.
51. I have clothes that I don't wear because everyone else has them.
52. I am willing to travel some distance to find shops with better fashions.
53. I try to buy clothes with the best labels.
54. I try to keep my wardrobe in line with the latest styles.
55. I enjoy trying to get the most for my money in clothing purchases.
56. I like to be considered an outstanding dresser by my friends.
57. I "dress-up" to make an ordinary occasion seem more exciting.

BIOGRAPHICAL DATA

The following information is essential to the research in progress since each item will be tested for its relationship to the statements on the clothing interest inventory. Please do not omit anything. All answers are anonymous.

Age\_\_\_\_\_

Marital Status\_\_\_\_\_

Number of dependent children\_\_\_\_\_

Highest educational level completed\_\_\_\_\_

Occupation (type - not place of employment)\_\_\_\_\_

Income (total combined if married) to nearest \$1000\_\_\_\_\_

APPENDIX C

## LETTER TO RESPONDENTS

Dear :

I have been working on a master's degree in clothing and textiles at Virginia Polytechnic Institute and State University for several years. In order to complete my research for my thesis I need a minimum of 200 replies to a clothing interest inventory and a personal data sheet.

I hope you will be kind enough to complete the data sheet and questionnaire enclosed according to the instructions at the beginning of each. It is important that your answers reflect your own feelings and not those of anyone else. There are no right or wrong answers. All the data collected will remain completely anonymous. If there are any questions, please call me at \_\_\_\_\_ or write to me at \_\_\_\_\_.

I have enclosed a stamped, self-addressed envelope for your convenience in returning the inventory and data sheet. Due to the urgency of my need to complete this research quickly, please return the forms within two weeks. Your cooperation is most sincerely appreciated.

I would like to thank you in advance for your participation. If you are interested in the results, I would be glad to send them to you when the analysis is complete.

Sincerely,

Bettie Roudabush  
Graduate Student

Lois M. Gurel, Ph.D.  
Assistant Professor  
Department of Clothing,  
Textiles and Related Art

APPENDIX D

## OCCUPATIONS OF RESPONDENTS

Professor  
Instructor  
High School Teacher  
Counselor  
Elementary School Teacher  
Adult Education Teacher  
Extension Agent  
Teacher in a store  
Sewing School owner

Musician--professional

Art Curator  
Art Historian  
Conservator  
Art Librarian  
Museum Specialist  
Associate Registrar for loans--Museum

Librarian  
Social Worker  
Economist  
Associate Engineer  
Chemical Research technician

Director of Consumer Affairs  
Administrative Assistant  
Research Director  
Public Relations Director  
Meeting Coordinator  
Administrative Secretary

Nurse  
Creative Therapist (psychiatry)  
Medical Technologist

Dietician  
Food Service Manager

Owner of Store  
Buyer in Store  
Salesperson  
Cashier

Real Estate Agent  
Company Representative

Business Executive  
Executive Assistant  
Manager  
Office Manager  
Personnel Manager  
Executive Secretary  
Secretary  
Clerk-typist  
Auditor  
Accountant  
Bookkeeper  
Educational Secretary

Dressmaker  
Sewer for designer  
Factory Seamstress

Parts Counter Person--automobile agency

Homemaker

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THE RELATIONSHIP BETWEEN CLOTHING INTEREST AND  
CERTAIN DEMOGRAPHIC VARIABLES OF A SELECTED  
GROUP OF WOMEN OF MIDDLE YEARS

by

Bettie Steed Millett Roudabush

(ABSTRACT)

The major purpose of this study was to determine whether differences in clothing interest existed between selected groups of women of 25 to 65 years, and to identify the dimensions of clothing interest important to them. The relationship between clothing interest and certain demographic characteristics was also investigated.

A modified version of the Creekmore Importance of Clothing questionnaire was used to measure clothing interest. The questionnaire and a demographic data form were distributed by mail to women in the Washington, D.C. area resulting in 312 usable replies. The subjects were predominantly married, middle class, employed women with small families. Most of them had college educations and higher than average incomes.

Multivariate analysis procedures were used to determine the differences in clothing interest between the four age groups. Wilk's Lambda was used to detect statistical significance. Simultaneous confidence intervals were then computed to determine which groups were

different and on which variables they differed. Significant differences were found on two factors of clothing interest--concern with personal appearance and enhancement of security.

Multiple correlation coefficients were computed to determine the possibility of and relationship between each of the five factors of clothing interest and the selected demographic variables. No significant relationships were found.

The results indicated that more mature women had less need for clothing to build self-confidence and more concern with personal appearance than the younger women in the study.