

PERCEIVED BODY CATHEXIS AND GARMENT FIT AND
STYLE PROPORTION PROBLEMS
OF PETITE WOMEN

by

Dabney A. Huckabay

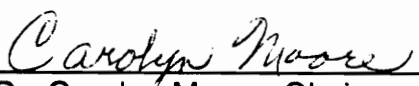
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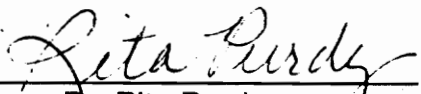
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Clothing and Textiles

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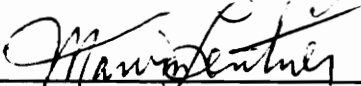
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(ABSTRACT)

The purposes of this study were to determine if petite women have a positive or negative body cathexis, to see if petite women perceive themselves as having garment fit and style proportion problems, and to explore the relationships between these variables and selected demographic information.

The sample was made up of 132 Spiegel catalog shoppers. The sample ranged in height from 4'9" to 5'6" with 67% being 5'2" and under. Results for the 5'2" and under were looked at separately.

The total sample was satisfied with all the body cathexis variables except for thighs and stomach. The 5'2" and under petites were satisfied with all the variables except four, leg length, hips, stomach, and height.

Most of the fit problems were associated with length. The majority of the sample 5'2" and under reported available clothing too long in the sleeves, skirts, pants, and crotch depth.

Most of the style proportion problems reported in this research were associated with the length of garments and garment components. The miscellaneous items that created the most problems for this sample were

pocket location and dart location. These problems were more predominate for the 5'2" and under sample. Over 50% of 5'2" and under sample reported problems with lengths and pocket location. And at least 25% of them reported problems in 22 other areas.

There did not appear to be any relationship between the perceived garment fit variables and style proportion problems and the body cathexis variables, nor between the demographics and the perceived garment fit and the style proportion problems

The majority of the sample shopped at mail order stores (catalogs) and department stores. The department most often shopped was the petite department. The majority of the women had their ready-to-wear clothing altered to achieve a better fit and solve their style proportion problems. The majority (74%) was not satisfied with the current petite clothing available.

The most conclusive data in this study pertained to the implication of problems with dart location and pocket placement. The garment proportion in relation to darts and pocket placement were inappropriate for some of these petite subjects.

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CHAPTER I

INTRODUCTION

The average adult female body is considered to be approximately 5'4" to 5'7" tall and a large percentage of the American women fit that range. Of course many women do not fall into that height range. One group that does not is petite women, who, according to the National Bureau of Standards (NBS) Voluntary Standard PS 42-70, range from 4'9 1/2" to 5'2" (U. S. Department of Commerce, 1971). A study by Pray (1987) indicated that retail store buyers and managers thought of the petite customer as being 4'10" to 5'4" in height, while a group of consumers perceived the height of the petite women as 4'11" to 5'3". Some women's apparel manufacturers have recognized that petite consumers make up a viable market to be served. A study by Sullivan in (1988) stated that petite American women number over 50 million. Kurt Salmon Associates, Inc. (1989) did a study suggesting that petites make up 20% of the apparel market, double the size of the junior market. The specialized petite market was developed during the last 20 years. The marketing of fashionable, as well as functional, clothing for petite women became successful in the mass market in the early 1980's, first in dresses and then in sportswear.

Since the early 1980's, the availability of petite clothing has increased steadily. Today it can be found in department stores, specialty stores, and in mail order catalogs. However, based on the minimal research that has been

done on petite women's clothing, petite consumers are not satisfied fully with the apparel available to them. Snell (1988) found that her sample valued comfortable clothing, which may be a factor of the difficulty of finding stylish clothing that fit. Pietsch, Mahoney, and Shim (1991) found that the x-small group, those who wear sizes 2 and 4, are less satisfied than other groups of petites. Dissatisfaction with fit is a common complaint of many women of all sizes and heights (Sizing: From, February 15, 1977), but the fit of a garment is a primary concern to women who cannot wear the standard sizes. Some possible reasons for their dissatisfaction were investigated in this research.

Generally, designers of apparel work from a size 8 or 10 master pattern in misses sizing to produce their design into a pattern. When garments are designed that will be presented on a model, the model chosen to wear the garment will be even taller than the average female. Many apparel manufacturers do not actually have in-house designers, but rather will employ pattern makers who can knock-off or copy designs that have been presented in collections or runway shows. When the manufacturer of petite clothing translates these designs to fit the size 8 or 10 petite woman, whether by scaling down from the master pattern or by knocking-off, the "look" the designer intended may be lost due to proportional changes that may occur in the transition from size to size. Further problems can occur when a misses size 8 is graded up and down into a size range of, for example, 2 to 14.

Bye (1990) found that the proportional lines of a garment were affected when a design of a misses pattern was graded from size 12 to a size 20. She suggested that the same distortion of the proportional lines would occur when the pattern was graded down to a small size.

When grading a pattern from one size to another, there are component parts of the pattern that are not graded at all or are graded only in circumference and not width or length such as the collar and pockets (Price & Zamkoff, 1988). Bye also observed garments in retail establishments to determine if proportional grading of garment components had been done. She looked for such things as the difference in sizes of patch pockets on garments in the extreme sizes of a design. She found only a few brands in which component parts had been proportionally graded, that is, smaller pockets on smaller garments compared to the large sizes.

Commercial pattern companies produce misses patterns that are "petitable". They have a horizontal lines where the garment may be shortened, but only on major pieces, not component parts. Therefore, only the bodice, sleeves, and skirt would be shortened. If the bodice contained a yoke, the yoke would remain a constant length while the bodice would become shorter.

The visual perception analysis of a design in a size 10 and one that has been graded to a size 4 or a size 20 may be grounded in Gestalt theory. Gestalt means "configuration," "form," or "whole" (Hergenhahn, 1992, p. 397). Max

Wertheimer is the primary founder of the Gestalt theory. He and other researchers used the figure-ground relationship as the predominant component of their theoretical framework. These researchers believed that the figure-ground relationship is the most basic visible perception. The present study will use the figure-ground relationship considering the figure as the component of a garment and the ground as the garment. Other principles that underlie the organization of perception into configurations are continuity, proximity, similarity, and inclusiveness. These are incorporated in the framework to which this research was related.

DeLong (1987) used the visual perception theory in her clothing research. She authored a textbook entitled: The Way We Look: A Framework for Visual Analysis of Dress. This book discussed topics dealing with a systematic approach to viewing the form, visual definers, and part-to-whole relationships of clothing in relation to apparel-body constructs (ABC). DeLong stated that Gestalt psychologists consider that the whole is more than a collection of all the parts. Only the viewer can totally understand the principles or elements by examining them in a particular circumstance. DeLong used the same principles and organizing factors to analyze visual perception, although she related these components to garments.

Researchers have found that the body cathexis, the way one feels about her body, can be related to the satisfaction she has with clothing (LaBat &

DeLong 1990; Manley, 1991). Relationships between the satisfaction petite women have with their bodies and their satisfaction with their clothing was investigated in this research.

LaBat and DeLong (1990) studied body cathexis and the ideal female figure. They found correlations between measured and estimated body measurements. Perhaps clothing made to fit ideal body sizes caused anxiety and insecure feelings related to body cathexis when worn by their sample of women.

Manley's (1991) research attempted to determine the effects of self-reported dress size category on self-worth, body cathexis, and satisfaction with the available selection of maternity clothing for pregnant females. She found that large-size women had a lower prior body cathexis than participants in the small and average size groups; however, no significant differences were found between the groups when describing their current body cathexis.

The purposes of this study were to determine if petite women have a positive or negative body cathexis, to see if petite women perceive themselves as having garment fit and style proportion problems, and to explore the relationships between these variables and selected demographic information.

CHAPTER II

REVIEW OF RELATED LITERATURE

This review of literature covers five topics that include body cathexis/self-concept theory, sensory perception, sizing of clothing, fit of clothing, and a summary of the clothing market available to petite women. Body cathexis will be discussed and then related to self-concept. Sensory perception will be discussed as it relates to Gestalt theory. Sizing of clothing will deal with a brief history of apparel sizing, sizing for special groups, and clothing studies on sizing. The factors that affect how a garment fits and studies concerning the fit of special sizes will be discussed in the fit of clothing section.

Body Cathexis/Self Concept

Satisfaction/dissatisfaction with the body has been labeled body cathexis. Body cathexis was first defined by Secord and Jourard (1953) as the "degree of satisfaction or dissatisfaction with the various parts or processes of the body" (p. 343). They believed that body cathexis is integrally related to the self-concept but identified it as a separate entity. Research by Lerner, Karabenick, and Stuart (1973) validated the research previously done by Secord and Jourard. Their study of male and female college students found

consistent agreement between body part dimensions and the effects on body cathexis.

In a study considering body cathexis and the ideal female figure, LaBat and DeLong (1990) found correlations between measured and estimated size of selected aspects of the female body. The mean self-rated ideal size for weight, waist, and hips was smaller than the measured and estimated size of these parts, while the ideal bust measurement was larger than the actual obtained measurements. The standard deviations for the self-ratings of the ideal size of five body parts were smaller than the standard deviations for objective measurements of these body parts. Perhaps clothing made to fit these ideal body sizes would cause anxiety and insecure feelings related to body cathexis when worn by this sample of women.

LaBat and DeLong (1990) found that satisfaction/dissatisfaction of fit of ready-to-wear garments could be related to societal messages which go beyond the physical dimensions of clothing. The media advertise clothing in the most desirable way on the ideal figure. This demonstrates that in order to be perceived as ideal, one must be the advertised body size. Since clothing is designed for the ideal body types in all sizes, the garment will best fit the person that conforms to these sizing standards. The social implications from advertisements provide a basis for how people feel about their clothing. Feedback from peers also provides the individual with positive or negative

feelings about the chosen clothing. Other studies (Frederick, 1977; Wenger, 1969) have found that women are more dissatisfied with their bodies than men and are quick to place blame on themselves rather than on how the clothing is made when it does not fit. The following studies demonstrate the relationship between body cathexis and clothing.

Klebanoff (1987) found that short men were dissatisfied with their height, demonstrated a greater tendency to compensate for perceived inferiority via hypermasculinity, and had more psychological distress than average height or tall men. Paradoxically, despite over-compensation, short men seemed to have a more positive body cathexis than did their peers.

Shim, Kotsiopoulos, and Knoll (1990) stated that shortness for men correlated with negative attributes. The researchers noted that for men, being shorter than average may well cause a greater dissatisfaction with their bodies than being overweight, because one's weight can be controlled but height can not be changed. Short men felt significantly less positive about their bodies than did their tall counterparts.

Frederick (1977) reviewed three groups of women: (1) normal weight, (2) overweight but not in a weight loss program, and (3) overweight participating in a weight loss program. She found that the normal weight women were the most satisfied with their bodies and the fit of their clothing, followed by the overweight group not participating in a weight loss program. The women in the weight loss

program were dissatisfied with their bodies and the fit of clothing. McVey (1984) found that ill-fitting branded garments which were expensive and fashionable gave the message to the consumers that something was wrong with their bodies. Studies by Frederick and McVey confirmed that the apparel industry uses the ideal body image to sell clothing which increases negative body cathexis.

Manley's (1991) research attempted to determine the effects of self-reported dress size category on self-worth, body cathexis, and satisfaction with the available selection of maternity clothing for pregnant females. She used the 11 associated subscales of Messer and Harter's Self-Perception Profile to measure global self-worth. Jourard and Secord's (1955) Body Cathexis Scale was used to measure current and prior body cathexis, and the Maternity Clothing Survey was used to measure satisfaction with available selection of maternity clothing. Demographic information was also collected.

Manley (1991) found no significant difference in global self-worth and the associated subscales of satisfaction with available selection of maternity clothing. She found that large-size women had a lower prior body cathexis than participants in the small and average size groups; however, no significant differences were found between the groups in the current body cathexis. She also found significant correlations between global self-worth and current body cathexis. This study along with others shows the relationship between body

cathexis and self-concept with the selection of clothing.

Self-concept is defined as "all the personal ideas one has about one's self. It includes personal feelings of worth, ability, aptitude, and value" (Horn & Gurel, 1981, p. 500). This definition of self-concept was derived from the investigations of past theorists. James (1890) was an early psychologist who studied the self and the self-concept. He recognized the self as the center of one's personal identity and divided the "me" into three parts: "the material me," "the social me," and "the spiritual me" (p. 292). Cooley (1902) used the term "looking-glass self" to describe how we perceive ourselves through our imagination of others' impressions of us.

Ryan (1965) divided the self into two parts, the somatic self and the social self. The somatic self deals with all the perceived physical attributes of our bodies. The social self is then divided into two parts, the "sort-of-person-I-am-self" and the "self as a member of a group" (p. 82-83). The "sort-of-person-I-am-self" or personal concept is a factor in behavior and role assumptions. Group membership influences the individual's feelings about the self; this stems from interacting with others in social situations. Clothing provides a tool for an individual to express how she would like to be perceived or how she is personally feeling.

A study conducted by Sontag and Schlater (1982) demonstrated the relationship between clothes and self-concept. They asked men and women,

married couples, to evaluate how they felt about their clothing and how they felt about themselves. The participants responded to the questions using a Likert scale and then wrote an essay on reasons why they felt the way they did about their clothing. Forty-four percent indicated in the essays that there was some degree of proximity of clothing to the self. This study suggested that men and women differ with respect to clothing perceptions in relation to the body and the self. Proximity of clothing to the self is likely to be a complex construct, involving (a) structured ways of thinking about clothing and the self, (b) internalizing of other's judgements and awareness of self when self- symbolizing with clothing, (c) body satisfaction (cathexis), and (d) evaluations of self resulting in positive or negative feelings.

Sensory Perception and Gestalt Theory

Arnheim, one of the first people to explore the discipline of artistic design, began his study of art and visual perception sponsored by the Guggenheim Memorial Foundation in 1941. He taught and conducted research in the psychology of art at Sarah Lawrence College and Harvard University (Arnheim, 1974). Bloomer (1976) was another founding theorist in the field of visual perception. She believed that students were instrumental to the study of visual perception. Both Arnheim and Bloomer were devoted to making students more

aware of the processes of visual perception.

The term Gestalt is a German word meaning "configuration," "form," or "whole" (Hergenhahn, 1992, p. 397). Heider (1933) summarized what the Gestaltist psychologists felt was the unit of study for psychology:

"... Gestalt psychology attempts to get back to native perception, to immediate experience "undebated by learning"; and it insists that it finds there not assemblages of elements, but unified whole; not masses of sensation, but trees, clouds, and sky..." (p. 331).

Phenomenology is a term used by the Gestaltists to describe the technique used in their studies meaning the way in which it "naturally appears in consciousness" (Hergenhahn, 1992, p. 397). When using this technique, they also attempted to show that it was more beneficial to concentrate on the whole rather than parts. Max Wertheimer is the primary founder of the Gestalt theory. The other two men, Kurt Koffka and Wolfgang Kohler, were fellow graduate students and acted as subjects in a 1912 perception experiment.

The Gestalt theorists made the figure-ground relationship the predominant component of their theoretical framework (Hergenhahn, 1992). These theorists believed that the figure-ground relationship was the most basic perception. The present study used the figure-ground relationship by relating to the figure as the components of the garment and the ground as the garment.

The other principles that underlie the organization of the elements of perception into configurations are the following: continuity, stimuli following some pattern are seen as a perceptual unit; proximity, stimuli that are close

together form a perceptual unit; similarity, similar stimuli that form a perceptual unit; inclusiveness, larger perceptual configurations that conceal smaller ones; and closure, incomplete physical objects that are experienced psychologically as complete (Hergenhahn, 1992).

One of the current researchers from the clothing and textiles area, who is involved with the study of visual perception based on the Gestalt theory, is DeLong (1978). She reported a study that dealt with the dimension of visual perception of clothing. She had two groups, group A - 19-25 year old students and group B - 30-55 year old volunteers, observe selective clothing to determine if the groups felt the clothing possessed properties of complexity or fashionability; then the groups responded by answering if they liked or would like to own the clothing. Viewing ten photographs, the students agreed more than the older women that they were influenced by the "fashionability" and responded "like" or "would-like-to-own" (p. 907). Complexity was viewed consistently by both groups, although it was not highly related to preferences.

DeLong (1987) also authored a text book entitled: The Way We Look: A Framework for Visual Analysis of Dress. She discussed the systematic approach to viewing the form, visual definers, and part-to-whole relationships of clothing studies in relation to apparel body constructs (ABC).

DeLong (1987) described the process of systematic viewing of the visual form of the apparel-body construct (ABC). She stated that "the visual form has a

structure made up of perceptible attributes and visual parts within a whole, which can lead the viewer" (p. 13). Consequently, the viewer becomes engrossed in the process of examining the form structure and is comprehending the relationship of parts within the whole.

DeLong stated that Gestalt psychologists consider that the whole is more than a collection of all the parts. Only the viewer can totally understand the principles or elements by examining them in a particular circumstance. Color and line changes could greatly influence the perception of a garment as a whole or as parts. The awareness of the relationship of the clothing features with the body features provides a basis for understanding the form (ABC). As in the present study, petite women's body features relate differently to clothing features than average or tall women's features. Gestalt psychologists also identified two processes that assist in organizing a form, which are grouping and segregating. Grouping is how the viewer perceives units that would be simpler or make more sense if they were grouped as a whole. Segregating is when the viewer perceives two unlike units, therefore, sees two separate parts. When a viewer observes a unit that is segregated, the viewer focuses and pauses as she views the whole form. Thus, when a petite woman is dressed in a garment that is viewed as segregated, the perception tools of principles and elements of the design are broken by the pauses in the observation (DeLong, 1987).

In order to better understand the grouping and segregating process, the Gestalt theory was divided into organizing factors. These organizing factors are similarity, closure, proximity, continuation, and interaction (inclusiveness). The following definitions are DeLong's descriptions as related to ABC formed from Gestalt definitions. Similarity is the factor that "refers to the relative degree of sameness among visual parts" (DeLong, 1987, p.98). The parts that are similar tend to be viewed as a group where as the dissimilar ones tend to be separated from the whole. Closure is the separation or disjointed parts of the visual form. Proximity is the similarity of location, for example the location of buttons on a jacket whether functional or decorative. Continuation refers to "connecting of parts in perception that occurs because parts follow a direction" (p. 101). The final factor in Gestalt's organizing process is interaction which is "the process of combining and relating the visual parts" (p. 102). The organizing factors are then affected by the part modifiers that can be closely related to the clothing problems of petite women.

Number, size, location on the body, and position in space are part modifiers that impact the visual parts in the whole form. Number is perceived differently when viewed as a single entity in contrast to that of quantity. Size of garment components, location on the body, and visual weight are related modifiers. The perceived parts compared to the size and location to the body vary due to similarities and differences. The three factors of size, location on the

body, and visual weight are influenced by proportion. Proportion refers to "the size relation of parts to each other and to the whole" (DeLong, 1987, p. 106). These proportional judgements are based on a reference such as the body or a location on the body. Thus, the proportion of the garment parts to the total garment or the location of garment lines to the proportion of the body can influence one's total perception of petite women.

Greek artists and mathematicians analyzed buildings and the art of earlier civilizations in terms of proportion, and they referred to this standard as the Golden Mean (Tate, 1989). This classic proportion is made up of standard ratios of 3:5:8 or 5:8:13 (see Figure 1), and is considered most pleasing to Western civilizations. This proportion has survived for centuries. Applying this Golden Mean to people has established the classic figure divisions. The ideal body is composed of eight head heights: 3 above the waist and 5 below (Figure 2). Further relationships in the ideal body are the hip joint divides body height in half; the elbow is at the same level as the waist; the wrist is approximately at the crotch level; the length from the base of the neck to the waist is equal to the width across the shoulder; the shoulder width equals the hip width; and the waist circumference is 10" less than the bust and hip circumference (Liechty, Pottberg, & Rasband, 1986). The size of the head, width of the figure, length of the waist and torso, and leg length of an individual figure may differ greatly from the ideal. The variety of garment styles in the market allows the consumer to

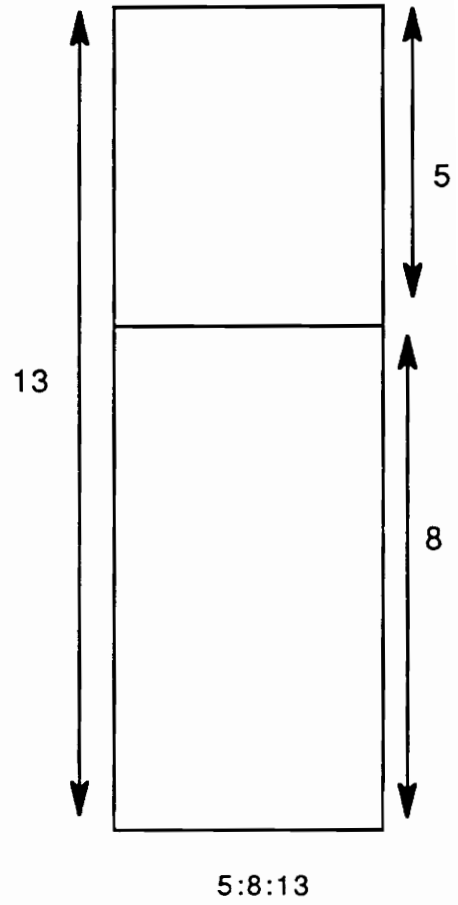
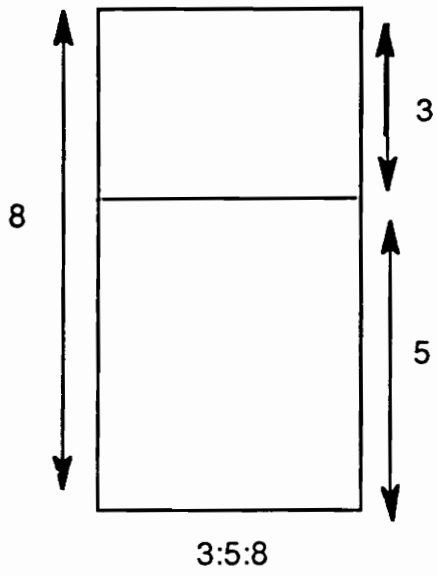
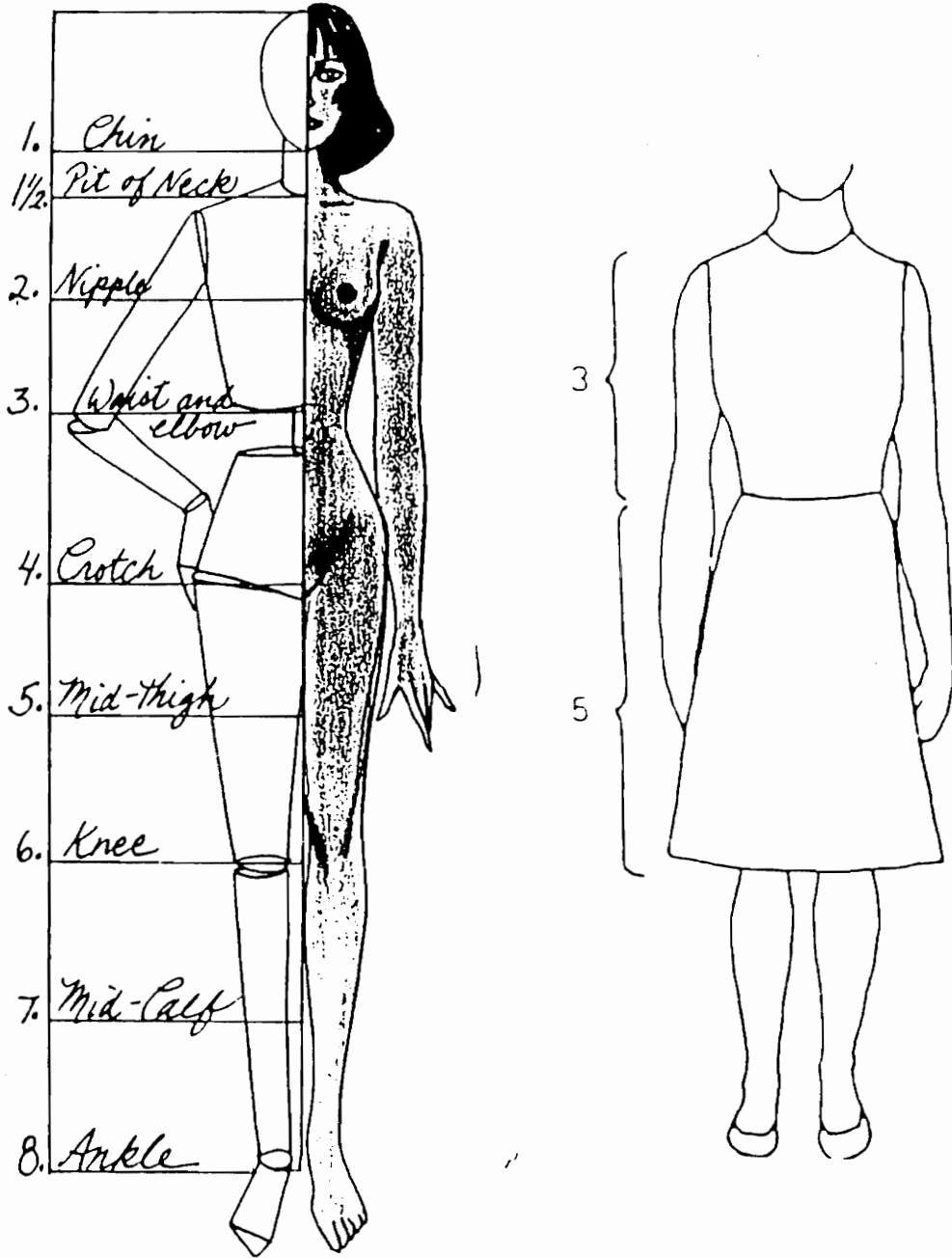


Figure 1: Proportions of Golden Mean



(A) Eight head figure

(B) 3:5:8 Dress Proportion

Figure 2: 3:5:8 Proportion in Body Figure and in Garment Design

(Tate & Edwards, 1987)

select clothing that flatters the body by creating an illusion of the ideal figure.

Most garments are designed for the ideal 3:5:8 figure and often garment design lines also are planned to contain 3:5:8 proportion (Figure 2). Design samples are created from a manufacturer's master size pattern which is usually a size 8 or 10. Garment proportions are perfected for the sample size. Pattern grading is "the process of increasing or decreasing the size in which a garment was originally designed, according to a set of body measurements to develop a range of sizes for mass production while maintaining the visual effect of the original sample size" (Price & Zamkoff, 1988, p. 1). When the patterns are graded up to larger sizes and down to smaller sizes from the sample size, the 3:5:8 proportion may be lost.

Also when grading the pattern pieces of a garment, there are some components that sometimes are not changed. The width of collars, yokes, waistbands, and midriffs as well as pocket placement often do not change from one pattern size to another. Therefore, if small size women buy garments graded from a Misses', sample size 10, the garment components would be proportionally large for the petite person's small frame. The balance of visual weight of the garment actually can change across a range of sizes.

Altering other visual definers such as repeating motifs can create different proportional relationships which define visual weight. The process of visual weight involves the comparison of surface texture, size of shape, and

other aspects of clothing to the total garment. The body is viewed commonly from the dominant garment area whether it be top or bottom. Proportional balance should be observable when viewing occurs. Thus, "balance is a perceptual condition and depends upon the context of the apparel body construct" (DeLong, 1987, p. 108). Balance is instrumental in the process of creating the desired look for petite women as is spatial position. When considering fabric patterns or motifs, spatial differences will affect the perception. When grouping shapes, the size determines whether they are viewed as separate units or as a whole. An example of the size of patterns is the small flower prints that are used for prairie dresses as compared to the larger flower prints occasionally seen on shirts. The larger pattern would perceptually overwhelm a petite woman while the smaller print would be flattering. DeLong points out that as time evolves the ideal standards change, but for proportionally petite women the same factors will determine the overall desired concept.

Bye (1990) used sensory perception to evaluate the proportional differences in design lines in images of garments of varying sizes that had been graded by traditional and proportional pattern grading methods. Thirteen possible candidates were tested and screened to determine the level of consistency when evaluating proportional differences. Eleven of the thirteen expert panel members evaluated images symbolizing the design lines in

Misses' garments sizes 8 to 20, graded by both traditional and proportional methods. Horizontal proportion, vertical proportion, and proportion of details were represented by the images evaluated. A six-point scale was used to assess the visual differences in the 78 pairs of computer generated photographic images of the garments. The findings revealed that neither the traditional nor the proportional grading of the garments maintained the visual effect referenced in the sample size. Bye suggested that the study can be related to petite clothing since it is graded down from the Misses sample size. Therefore, as a garment style decreases in size, visual differences in proportion of the garment components may be obvious when compared to the Misses sample size.

Sizing of Clothing

One of the most obvious reasons the consumer is dissatisfied with fit of apparel is that it does not conform to the body (LaBat & DeLong, 1990; Shim et al., 1990). Apparel sizing systems classify body shapes and specify increments between sizes for the production of garments. These systems were developed by determining the average measurements of a large sample of people. The purpose is to provide apparel that will fit a large segment of the target market. The sizing system divides a population into classes or sizes frequently based on the ideal body type. Misses dress sizes that range from size 6 to size 20 is

an example of a sizing system. An element of the sizing system is that a size designates who is to be fitted, not how the garment is to fit the body. (U. S. Department of Commerce, 1971)

In 1968 a request was made by the Mail Order Association of America to revise the CS215-58 measurements so that the standards would more accurately reflect the women of the 1960's (Pray, 1987). The study was based on the most current data available (O'Brien & Shelton, 1941) and health statistics gathered by the Health Examination Survey (HES) taken in 1960 and 1962 (Salusso-Deonier, 1982). The HES survey collected height, weight, and age statistics from adults living in the United States between 1960 and 1962; this study was done to determine the general health status of those adults (Pray, 1987). The two studies were used as the ground work for the revision of CS215-58, called NSB Voluntary Product Standard PS 42-70. The purpose of the PS 42-70 was to provide standard classifications, size designations, and body measurements for content sizing of women's ready-to-wear apparel. Tables of standards were developed for misses', women's, junior's, and half-sizes', with variation of heights for junior petite's, misses petite's, and misses tall's (U. S. Department of Commerce, 1971). Until 1971, no sizing standard existed that contained petite sizing.

Misses' sizes 6 to 22, the even numbers, were established for women 5' 2 1/2" tall to 5'6" (U. S. Department of Commerce, 1971). The industry termed

this group "average" to characterize fully developed figures (Gioello & Berke, 1979). Misses petite sizes were based on the misses figure although smaller overall proportions were used. The misses petites' were labeled like the misses but a "P" was used to symbolize the petite proportions, for example 8P (U. S. Department of Commerce, 1971). The standard ranged from size 8P to 18P with the height limitations of 4' 9 1/2" to 5' 2" tall. Junior sizes were defined by the figure as being narrower in the shoulder and smaller in waist and bust than the misses (Gioello & Berke, 1979). The junior sizes ranged from 3 to 17, using odd numbers, with height limitations being 5' 1 1/2" to 5' 2" tall (U. S. Department of Commerce, 1971). Junior petite was specified as a shorter figure, 4' 8" to 5' 1" tall, with narrower shoulders, smaller waist, and smaller bust than the junior size (Gioello & Berke, 1979). The proportions from shoulder to waist and waist to hemline were shorter (Pray, 1987). Just as the misses petites were labeled with the "P" so were the junior petite, 7P for example (U. S. Department of Commerce, 1971). The differentiation between misses' and women's sizes was the age of the person (Pray, 1987). Women's sizes were defined as for the mature figure with proportionally larger measurements than the misses (Gioello & Berke, 1979). These women were 5' 4 1/2" to 5' 6 1/2" tall. The PS 42-70 chart labeled the sizes from size 34 to 52 (U. S. Department of Commerce, 1971). Half-sizes were labeled with "1/2" after the number for women that were short, 5' 0" to 5' 4" tall. The sizes range from 12 1/2 to 26 1/2

(U. S. Department of Commerce, 1971). The extensive expansion of sizing scales was made to provide good fit to a larger percentage of consumers.

Although these sizing systems were set by the Department of Commerce, the standards have been accepted only by commercial pattern companies and not by apparel manufacturers. Apparel manufacturers developed their own sizing system as a way to differentiate their product. One problem with sizing, however, is lack of standardization within the apparel industry.

Several mail order catalogs give a description of the petite garment, although they do not give customers instructions for measuring. The sizing charts give only the measurements for regular size ranges and if they do include information about petites it is only to describe how tall they are. Some of the descriptions of the garments give the lengths, such as for skirts or pants; no mention is made of proportional fit. Lands' End catalog (January 1991) included in their petite sizing chart the height range, 4'11" - 5'3". They also gave the arm length of the garments. The catalog provided a picture and description of how to measure the body and how it relates to the sizing chart. Only in the Eddie Bauer catalog (1991) was there direct mention of proportional fit: "Petite styles for women 5'4" and under are shorter in the sleeves and body and adjusted proportionally (p. 31)."

Fit of Clothing

Garment fit has been described as the relationship between the size and shape of the garment and the size and shape or contour of the body (Prevatt, 1991; Shishoo, 1990). When there is a poor relationship between the garment and the body, fit problems of comfort and appearance result. There are several ways for consumers to deal with fit problems: "selecting separates to fit their individual body shapes better; consistently selecting clothing from a manufacturer that makes items to fit their body types; having alterations made to ready-to-wear; or having custom clothes sewn where patterns have been altered to reflect body proportions" (Prevatt, 1991, p. 13).

Gazzuolo (1985) developed a theoretical framework for describing body form variations that would be beneficial in developing a sizing system. Through her research she determined that a system based on averages was not adequate. In order to provide the best fit in ready-to-wear clothes for the largest number of people, she advised limiting variance in one of two ways. First, Gazzuolo suggested sorting the sample into special user groups; this could easily be incorporated in the development stages of targeting the market. A second possibility would be to sort the sample by a major pattern-shape variable, such as "balance" (the major length proportion of front to back). Visual analysis would be an element in developing a standard using dimensional

data.

Kersch (1984) studied the clothing problems of tall women. Her sample consisted of women that belonged to Tall Clubs International. Women must be 5'10" or taller to belong to this organization. Questionnaires were sent to the clubs concerning clothing problems, specifically fit, size, style, and present means of solving problems if they existed. The results indicated that tall women have difficulty finding suit jackets, blouses, pants, dresses, and one piece swimsuits that fit.

Gill (1991) investigated August Max Woman's Store, a retail chain for women sizes 14 to 24. This company caters to the moderate and better price markets. The target customer is 35 to 55 years old, generally married, and works outside the home.

Since August Max Woman buyers were looking for new trends, they were in the stores every other week. The buyers surveyed customers in order to determine the merchandise the buyers needed to purchase to complete the merchandising mix. Based on the survey results, the director of store operations described the collection in the merchandise mix as one that would consist more of category merchandise than lines. All items were developed in close cooperation with manufacturers to come up with "the perfect fit". In an August Max Women's store the two key factors in selling apparel clothing to satisfied customers are proportion and fit. (Gill, 1991)

In today's market, the merchandise is only part of sales; quality and customer services comprise the other two parts. To increase good relationships with the customers, August Max hires sales associates and store managers who fit the customer profile (Gill, 1991).

Hogge and Baer (1986) investigated elderly women's methods of acquiring ready-to-wear garments, as well as their perceived fit and need of alterations. The respondents in this study were 150 northern Colorado women. The age categories were 30-64, 65-74, and 75 and over. The researchers used an interview method to ascertain participants' background, clothing needs, fitting problems, and suitability of fabrics and designs.

Women in all the income groups purchased most of their clothing as ready-to-wear garments. The respondents spent approximately 3% of their total budget on custom-made garments, while some of the women (under 75, 13%) (over 75, 7.8%) made their own clothing. The participants identified several areas of ready-to-wear garments that presented fitting problems: shoulder length, bust circumference, waistline location, waistline size, sleeve length, and skirt length. As the women's ages increased, the perceived fitting problems decreased, except for the problem with skirt lengths. The researchers believed these women mistook comfort for fit. Most of the women said that the majority of the garments purchased had to be altered. The most common alterations were shortening of skirts and sleeves (Hogge & Baer, 1986).

Chowdhary and Beale (1988) investigated large-size women's interest in and satisfaction with available clothing. Seventy-one women size 16 or larger completed a questionnaire. The questionnaire contained one part of Sharpe's (1963) clothing interest measure that included questions dealing with satisfaction and dissatisfaction of available clothing and demographic information.

The respondents ranged from 18 to 46 years old, with a mean age category of 36 to 45. The largest group, 32% percent, were white collar workers who ranged from size 16 to 20. The respondents were satisfied with clothing in three of the six categories: blouses, pants, and outerwear. They were somewhat satisfied with dresses and skirts, but dissatisfied with suits. Fifty-five percent of the participants disliked all the categories. The most common problems reported were with size and fit. The level of satisfaction with clothing differed by size and age. The smaller the size and the younger the participant, the more the apparel satisfied them (Chowdhary & Beale, 1988). This was just the opposite of what Hogge and Baer (1986) found. In their study as women aged, they perceived fewer problems, so were more satisfied. Chowdhary and Beale's (1988) study results implied that design considerations should include color, fabric, fashion, fit, selection, size, and style.

Defining Petites

In general a petite woman is defined as being 5'4" and under in height. However, the PS 42 - 70 sizing standard classified petites as 5'2" and under. A study by Kurt Salmon Associates, Inc. (KSA, 1989) asked petite women to define themselves. KSA found that when participants defined themselves by garment size, (1) 17% were larger than size 12, (2) 62% were size 7 to 12, and (3) only 21% were less than size 7. KSA also found that women wearing particular petite apparel items were taller and weighed more than the public realized. Frequencies indicated "(1) 15% were 5'4" or taller; (2) only 8% were under 100 lbs.; (3) 49% were between 100 and 120 lbs.; (4) 32% were between 120 and 140 lbs.; and (5) 11% were over 140 lbs" (KSA, 1989, p.2). This evaluation of size showed that proportion was more important than the size of the garments. Petites make up 20% of the apparel market, double the size of the junior market (KSA, 1989). In recent years petite apparel sizing has expanded to include sizes 0 to 12, which has increased the market size to approximately 50 million or more American petite women (Razzano, 1988).

In commercial patterns that are described as "petite-able," the only alterations suggested are the lengths; proportions of garment components are not considered. KSA as well as others stated that petite women are best described by proportion. Fishkind, the manager for Leslie Fey Petites, stated

that the proportion from the nape of the neck to the waist and from the underarm to the waist are important factors as well as the overall height of the person (Wallach, 1986).

Some of the criteria for fit and adjustments needed for petites are stated by Attwood and Duffy (1990):

Shoulder seams should align directly on the shoulder; if using shoulder pads they should be flatter, smaller, and contoured for a smaller shoulder; armholes are raised, reshaped, and scaled down for proportion, fit, and comfort; bottoms are narrower, shorter, more shaped, and less bulky; the "sweep" or bottom edge of skirts, blouses, or dresses is about the same width as the same size misses size; waistbands are re-proportioned to the compactness of the petite torso; darts begin and end where they should; details such as belts, buttons, zippers, and such are scaled down in size, depth, and quantity; collars are re-proportioned in drop and depth; volume of fabric, pleats, shirring, and gathers are minimized; pockets are shorter in placement and smaller in size, depth, flap, and trim size; full and billowing sleeves are reduced; patterns, repeats, and decorative motifs are reduced anywhere from 5% to 20%; petite dresses in sheer fabrics are sold with underslips that fit well and have shortened straps; and strapless dresses, whether for day or evening, won't sag or buckle (p. 76-77).

The Petite Clothing Market

The petite sizing system was generated by the expansion of PS 42 - 70 womens' sizing standards to include petite sizes (U. S. Department of Commerce, 1971). During the 1970's, apparel manufacturers began to recognize special groups such as tall women, large size women, and petite

women. The collections of petite clothing have changed through the 1980's and into the 1990's. The larger department stores first featured petite clothing sections. Petite retail business increased as more designers created petite lines. Then companies creating private labels became involved. KSA, Kurt Salmon Associates, (1989) discovered that the top 100 department stores attracted 18% of the non-petite women's wear sales and 23% of petite sales, comprising the largest share of the petite business. A surprising discovery was that the secondary department stores and specialty shops do not hold as large a market share of the petite business as most people think, and that discounters and national chains hold a "fair" share (KSA, 1989). An investigation of retail stores found that there are many manufacturers producing clothing for petite women.

Evan-Picone Inc., a division of Palm Beach Co., started designing their petite collection in winter 1980, creating \$27 million worth of apparel ("Small clothes," 1981). Marshall Field & Co. in Chicago introduced the Evan-Picone line by creating an entire boutique called Petite World. Other important labels in the 1980's were Liz Claiborne, Jones of New York, Leslie Fay, Calvin Klein, Breckenridge, Villager, Koret of California, White Stag, and Levi Strauss ("Small clothes," 1981).

Garments with designer labels were the first clothes to be sold in the petite apparel business (Petites performance, 1985). The merchandise found in

the petite section of department stores included the same styles and fabrics as that found in the misses sportswear departments. Department stores encouraged their customer feedback to determine the desired merchandise in the designer garments that were not available. Through the use of private labels, additional medium priced lines were developed.

Lazarus, an Ohio based department store, found blouses and sweaters for their market but had a difficult time finding pants. They created PL petites, their private label, to achieve the fit and price line desired by their customers ("Petites Performance," 1985). Karen Austin Petites (KAP) uses a mix of 70% private labels and 30% designer labels to make up their petite selection. Their garments are not intended to be dependent on manufacturers making petites as after thoughts, but rather as specifically designed lines. The pockets, lapels, and waistbands are cut smaller for their petite customer which create a more pleasing proportion to the total garment and person (Razzano, 1988). Another specialty shop, The Great American Short Story, found solely in California, has taken the same idea of mixing designer garments with private label garments. In three and a half years, twelve stores opened between San Francisco and San Diego. Their selling strategy included hiring petite size employees ("Small clothes," 1981).

The direct mail companies have created special petite catalogues. Some of the companies offering merchandise through direct mail include

Spiegel, Talbot, and Saffron. The direct mail companies are making petite career and active wear more available to the petite market (Sullivan, 1988).

A feature article on the new special sizes included petite clothing and large size women's clothing (Bloomfield, 1990). These new markets have grown more popular with buyers. One of the manufacturers opened new accounts with stores from West Germany and England.

Even with an increase in the petite clothing market, women have problems locating suitable petite clothing. Stores may carry a lot of a few brands, but for the shopper to find a variety of brands is difficult. Fewer women sew their own clothes or have them custom made in the 1990's than they did in the past, so they must depend on available ready-to-wear.

Petite Women Clothing Studies

Snell (1988) investigated the characteristics of the Canadian petite female potential apparel purchaser based on her body image, self-concept, and clothing interest. The average petite adult Canadian female stature was defined as 5'3". The mean weights ranged from 122.6 to 156.8 pounds, and height categories ranged between 4'8" and 5'10". Snell only used the responses from the 187 petite women, 5'4" and under, for data analysis. Her information was collected through a Personal Data Inventory and through

questionnaires with two scales of measure in them: the Secord and Jourard Body and Self Cathexis Scale and the Gurel and Creekmoore Clothing Interest Scale. Of the initial sample of 565 women, 363 (64%) responded.

The body-cathexis scales showed that petite women in the sample had a medium level of satisfaction with their bodies. However, there were negative images and feelings of dissatisfaction with three out of five body parts used to describe the female figure. These women were dissatisfied with their waist, hips, and weight, and satisfied with their height and bust. The Self-Cathexis scale showed feelings of overall satisfaction with body image and self-concept. The Clothing Interest Scale indicated that there was a medium level of interest in clothing. The respondents were most interested in clothing to enhance personal appearance while at the same time maintaining a high level of modesty in their clothing behavior. Correlations between the demographic variables, weight, and age were highest on body-image, self-concept, and clothing interest. These correlations showed that clothing enhances personal appearance. Snell also found that petite women valued comfortable clothing which may be a result of difficulty in finding stylish clothing that fits.

Pray (1987) investigated attitudes and perceptions of retail buyers/managers and consumers in the petite market. She listed three objectives for her study: "(1) to determine if differences existed between buyers'/managers' perceptions and consumers' perceptions about petite

women's height, weight, age, market size, and body proportions; (2) to determine if differences existed between buyers'/managers' attitudes and consumers' attitudes about petite merchandise, petite sizing, and apparel manufacturers; and (3) to determine if relationships existed between consumers' body measurements and whether consumers considered themselves as petite or non-petite" (p. 2-3). The sample consisted of buyers/managers (34) and consumers (66) from the metropolitan area of Denver, Colorado. Most of her consumer participants were between the ages of 40 and 59 years old; 46% of these consumers were 5'4" or under and almost one-half (47%) weighed 120 to 139 pounds.

Pray's results indicated that those consumers' attitudes and perceptions differed from the attitudes and perceptions of the buyers/managers when defining the petite market. Differences existed between buyers'/managers' perceptions and consumers' perceptions about petite women's height, weight, age, market size, and body proportions. Most of the buyers/managers (71%) felt there was no lower limit to the height of a petite person, while only 46% of the consumers felt there was no lower limit to height for petites. The upper limits for height varied. The buyers/managers believed that petites were 5'4" to 5'5", whereas the consumers felt that the limits were 5'3" to 5'4". The perception of lower limits for weight were similar for both groups, but there were differences in perceptions about the upper limits for weights. The buyers/managers felt that

there was no upper limit while the consumers felt the upper limit was 120-129 pounds.

When investigating the lower age limits for petites the majority of both groups felt that 15-19 year-old women could be considered in the petite category. Both groups felt the age limits could extend beyond age 60, suggesting that there were no upper limits for age. Over one-third of the buyers/managers estimated that 40%-49% of all women were petite, while one-third of the consumers felt that approximately 20%-29% of all women were petite. When investigating body proportions, over half of the buyers/managers and consumers agreed or strongly agreed that petite clothing should be manufactured for women with mature body proportions like thickened waist and lowered bustlines. Over half of the buyers/managers also agreed that manufacturers of petite clothing should produce merchandise for the young petite adult body proportions, while only one-third of the consumers agreed.

Pray's second objective was to determine if there was a difference between buyers'/managers' attitudes and consumers' attitudes about petite merchandise, petite sizing, and apparel manufacturers. When she explored the need to improve petite merchandise she analyzed six categories: sportswear, activewear, careerwear, dresses, outerwear, and lingerie/foundations. The buyers/managers and the consumers disagreed on the amount of improvement needed for the sportswear and careerwear; the consumers felt that more

improvement was needed in both of these areas. When Pray analyzed the petite sizing issue she found that consumers agreed that petite women could cross over to other sizes. The last portion of the second objective focused on methods apparel manufacturers could utilize to improve petite garments. The buyers/managers and consumers felt to some degree that all manufacturers should follow the same sizing standards: sizing by height, and sizing by body dimensions. Both groups also agreed that manufacturers should not have their own sizing intervals.

The last objective investigated was whether or not participants considered themselves petite. More consumers did not consider themselves petite because body measurement norms were conservative compared to the buyers/managers body measurement norms. The results of the actual body measurements given by the buyers/managers and consumers were compared to the NBS Voluntary Product Standard PS 42-70, Body Measurements for the Sizing of Women's Patterns and Apparel (see Table 1).

The results of Pray's study indicated that the buyers'/managers' and consumers' attitudes and perceptions about the petite market were different. She proposed that retailers educate the consumers about the petite market, which could possibly be achieved in other departments such as misses and juniors. The study also suggested that manufacturers should try to profile the petite customer better by incorporating items so that petites would be more

clearly identified. It seems that the same merchandise is found in all stores.

Pietsch et al. (1991) did a study on petite women's satisfaction with apparel fit and catalog shopping information. Their objectives were (1) "to segment the petite catalog market based on dress size; and (2) to examine differences in the level of satisfaction with apparel fit (blouses/sweaters, pants, skirts/dresses, and jackets) and catalog shopping attributes among petite segments" (p. 185). Questionnaires were mailed to 1500 nationwide female petite catalog consumers; the sample was randomly selected from a list from a mail order company. A total of 465 (31%) questionnaires were analyzed.

The majority of the sample was between the ages 56-75 years old and the median income was between \$30,000 - \$39,999. Thirty-one percent had some higher education and 17% had completed a high school education. Sixty-two percent were married and 94% were Caucasian.

The petite women were divided into groups by dress sizes. These groupings were x-small , sizes 2-4, small, sizes 6-8, medium, sizes 10-12, large, sizes 14-16. The results revealed that x-small petites were the least satisfied with blouses/sweater neck size, shoulder width, and garment length. Small size petites were significantly more satisfied with the fullness in pant legs than the x-small, medium and large size petites. The x-small petites were significantly less satisfied with the selection of apparel than the other petites.

TABLE 1

Comparison of NBS Voluntary Product Standard PS 42-70, Body Measurements for the Sizing of the Women's Patterns and Apparel to the Results of Pray's Study

	<u>PS 42-70 STANDARD</u>	<u>Pray's Study*</u>	
		<u>Buyers/Managers Profile</u>	<u>Consumers Profile</u>
Shortest Height	4'9 1/2"	4'10"	4'11"
Tallest Height	5'2"	5'4"	5'3"
Lightest Weight	100 pounds	88 pounds	92 pounds
Heaviest Weight	155 pounds	150 pounds	129 pounds
Youngest Age	-----	17 years	22 years
Oldest Age	-----	60+ years	60+ years

*Means of responses for buyers/managers and consumers from Pray's (1987) study.

Summary

Research studies indicate that many petite women are not completely satisfied with the clothing found in the retail market (Pray, 1987; Snell, 1988). The cause of the dissatisfaction was not fully explained in Pray's study, but both

retail store buyers/managers and the petite customers thought improvement was needed in sportswear and careerwear.

The availability of apparel sized for petite female consumers steadily increased during the decade of the 1980's. This segment of the population, that virtually was overlooked before the 1970's by the apparel manufacturers, still has fewer alternatives in shopping choices than other consumers.

In the minimal amount of research reported on petite women, the majority of women are not displeased to be of shorter stature than the average height female (Snell, 1988). Women are, however, more likely than men to be dissatisfied with their bodies (Frederick, 1977). LaBat and DeLong (1990) found that the self-ratings of weight, waist, and hip were smaller than the samples' measured size of these body areas. The participants' ideal bust size was larger than their measurements. It is possible that clothing made to fit those women's perceived body size would cause anxiety and insecure feelings related to body cathexis when they were worn by this group.

Most apparel is designed from a master pattern size 8 or 10. Women's apparel generally is designed for the average ideal size female whose height is about 5'5" and who weighs 120-125 pounds. Prototypes of the design are constructed in that specific size, and the design is perfected either on a live model or the workroom manikin (Glock & Kunz, 1990). Once a design has been accepted, the pattern is graded into the range of sizes that will be produced. In

the translation of a design in the master pattern size to very large or very small sizes, the design principles of proportion manifested in the original size may be distorted or lost (Bye, 1990). Although most consumers do not have a conceptual understanding of design elements and principles that are used to create good design, they recognize a pleasing design (Davis, 1987).

A difference in the proportion of a garment from the proportion of the wearer could affect the fit of a garment. As a garment style decreases in size, visual differences in proportion of the garment components may be obvious when compared to the misses sample size. In addition to visual effects, a difference in the proportion of a garment from the proportion of the wearer could affect the fit of a garment. Some of the more apparent proportion problems that affect fit and style can be seen in the location of darts, the depth of necklines and crotch seams, the length of jackets, skirts, and pants, and the width of waistbands, cuffs, and collars.

Although several research studies have reported that clothing for the petite women's market needs to be improved, specific kinds of improvements were not identified. Pray (1987) did report that her sample felt there should be standardized sizing among apparel manufacturers. No research has investigated the effects of proportional changes in garment styles when they are manufactured in petite sizes, nor if the fit is correct when the garment is scaled down for the petite figure. Also, research has not been reported to determine if

the body cathexis of petite women may be related to the problems they incur with available clothing for the petite market.

This research focussed on problems petite women have with the fit of available clothing, style proportion problems, and the satisfaction/dissatisfaction petite women have with their bodies.

CHAPTER III

STATEMENT OF PROBLEM

The purposes of the study were to determine if petite women have a positive or negative body cathexis, to see if petite women perceive themselves as having garment fit and style proportion problems, and to explore the relationships between these variables and selected demographic information.

Theoretical Framework

DeLong's (1987) process of systematic viewing of the visual form of the apparel-body construct (ABC), based on the Gestalt perception theory, will be used as the basis for the theoretical framework. She states that "the visual form has a structure made up of perceptible attributes and visual parts within a whole, which can lead the viewer"(p. 13). Therefore, the viewer is engrossed in the process of examining the form structure and is comprehending the relationship of parts within the whole.

The issue of grouping and segregating will be broken down into the organizing factors as used by DeLong to better understand which factors influence the appearance of petite clothing. The organizing factors are similarity, closure, proximity, continuation, and interaction. These factors are affected by modifiers which relate closely to the petite clothing problems. These

modifiers are number, size, location on the body, and position in space. Then number, size, and location on the body are greatly influenced by proportion. These proportional judgements are based on reference to the body or the location of the body. Altering visual definers can produce a difference in visual weight. The process of visual weight involves the comparison of surface texture, size of shape, and other aspects of clothing. Generally the clothed body is viewed from top to bottom, depending on the dominant garment feature. Proportional balance should be observed when viewing. Petites depend on this proportional balance of their clothing because it affects the perception of the ideal body figure standard that is the optimal goal.

Body cathexis perception may be influenced by tenets of Gestalt's perception theory. Body cathexis is described as the degree of satisfaction/dissatisfaction with various parts of body or the body as a whole (Secord & Jourard, 1953). The perceptions of fit and proportion of clothing, according to the factors and modifiers of Gestalt's theory, could be a determinant in the degree of satisfaction or dissatisfaction an individual feels about his/her body.

Definition of Terms

Body Cathexis: the degree of feeling of satisfaction or dissatisfaction with

various parts and processes of the body (Secord & Jourard, 1953).

Fit: how a garment conforms to or differs from the body. The present study will consider the wearing ease (manufacturers' standards for fit) not the styling ease (additional ease added to the wearing ease to provide a look the designer wants) (Glock & Kunz, 1990).

Grading: the process of increasing or decreasing the dimensions of a pattern at specific points according to certain grade rules of proportional change (Glock & Kunz, 1990).

Petite women: as used by most retailers, 5'4" and under in height. Sizing standard PS 42 - 70 specifies petite women to be 4'9 1/2" to 5'2".

Master Pattern: a set of pattern pieces that form the simplest garment of a particular type and that are used for flat pattern designing (Glock & Kunz, 1990). Misses' size 8 or 10 is generally used.

Style: Fashion term for a distinctive type of dress, coat, blouse, or other item of apparel or accessory (Calasibetta, 1988). For this study the individual parts of particular garments will be considered for style.

Proportion: the comparative relation in size, amount, etc. between things; balance or symmetry; or to put in proper relation with something else (Guralnik, 1984). Proportion will be compared to the ideal or average body in the body cathexis portion of the study. In the fit and style portions of the study, proportion is compared to the respondents' bodies.

Objectives

Eight objectives were developed to guide the present research. They are:

1. To determine perceived body cathexis for a select group of petite women.
2. To identify perceived garment fit problems of a select group of petite women.
3. To identify perceived style proportion problems of a select group of petite women.
4. To determine if there is a relationship between the perceived fit and style proportion problems of petite women and their perceived body cathexis.
5. To determine if there is a relationship between the perceived fit and style proportion problems of petite women and selected demographic variables.
6. To determine where petite women most often purchase their clothing.
7. To determine the petite women's present means of solving their fit and style proportion problems.
8. To determine if petite women are satisfied with the current clothing available.

Assumptions

The assumptions for studying petite women are:

1. Fit and style proportion problems do exist.
2. Fit and style proportion problems can be identified.
3. The petite women in the study were perceptive of garment fit and style proportion problems.
4. The petite women's perceptions will not be influenced by others perceptions.

Limitations

Women selected for the sample had to meet the following criteria:

1. They purchased clothing using a Spiegel Credit Card.
2. Subjects obviously are heavy users of direct purchasing and so may not be typical petite consumers.

CHAPTER IV

METHODS AND MATERIALS

The purposes of this study were to determine if petite women have a positive or negative body cathexis, to see if petite women perceive themselves as having garment fit and style proportion problems, and to explore the relationships between these variables and selected demographic information. The methods and materials section will discuss the following: the instruments that were used for measuring the variables, description of the sample criteria, the procedures that were followed when collecting the data, and the analysis of data.

Instruments for Measuring Variables

A body cathexis scale was developed based on the research and instruments of Secord and Jourard (1953), Tucker (1981), and Snell (1987). The first 14 items on the instrument to measure body cathexis were the same as used in previous studies. Four items were added to the instrument to evaluate how petite women feel about proportions of their body parts as well as the body as a whole. It was expected that the subjects would evaluate their body proportions compared to the ideal or average body. The scale consisted of 18 items ranked on a 5 point Likert Scale, ranging from (1) strongly dislike to (5)

strongly like or feel fortunate to possess (see appendix A).

The second part of the instrument consisted of questions concerning specific garment fit and style proportion problems petite women perceived they had. This portion was developed from literature reviewed, informal interviews with petite women, personal experience, and a pilot test. Questions pertaining to garment fit were designed to determine how this sample of petite women perceived the fit of apparel that they have available to them. Some of the fit categories on the instrument contained two descriptive adjectives such as wide/large and narrow/small. These terms were used as column headings, with the expectations that the respondents would recognize the one most appropriate for the fit variable.

In the present study, questions on fit in the specific body areas were accompanied by a chart of measurements similar to one that would be used when buying clothing from a catalog, when purchasing a commercial pattern, or when determining what alterations should be made to a garment. A diagram of a woman contained the positions of the measurements that corresponded to the questions in the survey (see appendix A). Circumference measurements included bust, upper chest, waistline, hips, and upper arm. Length measurements included shoulder, neck to waist at back, long sleeve, skirt length, and pants length. Width across the back was included. Three miscellaneous items addressed fit of stockings, panties, and one piece

swimwear. All of the fit items were evaluated based on answers (one or more that may apply to the individual's fit problem) too long, too short, too wide/large, too narrow/small, or fit okay.

The second part of the survey also contained items related to style proportions. In only one of the catalogs reviewed in the literature was there a direct mention of proportional fit: "Petite styles for women 5'4" and under are shorter in the sleeves and body and adjusted proportionally (Eddie Bauer, 1991). The quote from Eddie Bauer (1991) gives evidence that manufacturers realize there is a difference in petites' body proportion. Kurt Salmon Associates, Inc. (1989) and Attwood and Duffy (1990) also referred to the importance of correct garment proportion for the petite customer in their research . Instrument items related to style proportion were designed to determine if the respondents perceived problems with specific garment styles and garment components in relation to the total garment. Styles referred to specific clothing items in their entirety or in parts. Twelve categories were selected as those most likely to present proportional problems to petite women. Specific items were selected in each category. The categories were (1) jackets, blazers, and coats; (2) blouses; (3) skirts; (4) pants; (5) dresses; (6) sweaters; (7) stockings; (8) slippers; (9) panties; (10) brassieres; (11) nightwear; and (12) collars. All of these styles were evaluated by categories: too long, too short, too wide/large, too narrow/small, or proportionally okay (one or several responses

could be given). Pocket location, yoke, waistband, cuff, midriff, and dart location were also included and evaluated as too low, too high, too wide, too narrow, or okay. Again, the respondents were expected to use the heading most appropriate for the individual item being evaluated.

Both the garment fit section and the style proportions section of the instrument contained instructions telling the respondents that if they had not worn the style or did not have an answer to leave the items blank. If more than one choice was applicable, the respondents were instructed to check all that applied to them. Therefore, there were differences in the values of N (responses) throughout that part of the questionnaire. Demographic data were collected as well as (1) information on the department within the store where clothes purchases generally are made, (2) type of store clothing generally is purchased from, (3) how ready-to-wear clothing problems are solved, (4) satisfaction with current selection of ready-to-wear clothing, (5) height, (6) weight, and (7) dress size.

There was a section on the survey for the respondents to comment on the clothing available to the petite customer. These comments were used to support the findings and to give a more vivid understanding of the problems to the manufacturers.

Description of Sample

The sample consisted of women who consider themselves to be petite, having already purchased petite sized clothing from Spiegel catalog. Spiegel's Consumer Research Division selected customers that had used the Spiegel Charge Card to order women's petite clothing. From a list of 604 names a random selection of 400 names was made to whom surveys were mailed.

A cover-letter identified the purpose of the study, the survey contents, the length of time it would take respondents to complete the survey, and information about a drawing for the two gift certificates that were donated by Spiegel (see appendix A).

Procedures

The instrument was pilot tested with eight petite women from Virginia Tech. These people ranged in age from 19 to 50. They were asked to complete the surveys and comment on the arrangement of the instrument, on the clarity of the questions and directions, and on the length of time it took them to complete the survey.

Most of the women completed the questionnaire in approximately 15 minutes. There were problems with some of the styles chosen for the style

proportion section. One problem that was identified was that there was no place to indicate if they had never worn a style in the style proportion section. Therefore, a statement was added informing the subjects to leave these rows blank. The final questionnaire was modified from the comments and suggestions made by the pilot group.

Analysis of Data

The first section of the survey, the Body Cathexis Scale, was scored by descriptive statistics and reported as frequencies. The following values were assigned to the five point Likert scale: (1) Have strong dislike and wish to change somehow; (2) Don't like, but can put up with; (3) Have no particular feelings one way or the other; (4) Like, am satisfied and/or pleased with; and (5) Consider myself particularly and/or unusually, fortunate to possess.

Have strong
dislike

Consider myself
fortunate

1 2 3 4 5

Frequency distributions were calculated for the style proportion, fit problems, and demographic questions.

Two way tables, the count of respondents for each cell, were used to determine if there were relationships between perceived body cathexis and perceived fit, relationships between body cathexis and style proportion

problems, relationships between perceived fit and style proportion problems, and relationships between perceived fit and style proportion problems and selected demographic information.

CHAPTER V

RESULTS AND DISCUSSION

The purposes of the study were to determine if petite women have a positive or negative body cathexis, to see if petite women perceive themselves as having garment fit and style proportion problems, and to explore the relationships between these variables and selected demographic information.

The questionnaires were analyzed based on the following objectives of the study:

1. To determine perceived body cathexis for a select group of petite women.
2. To identify perceived garment fit problems of a select group of petite women.
3. To identify perceived style proportion problems of a select group of petite women.
4. To determine if there is a relationship between the perceived garment fit and style proportion problems of petite women and their perceived body cathexis.
5. To determine if there is a relationship between the perceived garment fit and style proportion problems of petite women and selected demographic information.

6. To determine where petite women most often purchase their clothing.
7. To determine the petite women's present means of solving their garment fit and style proportion problems.
8. To determine if petite women are satisfied with the current available clothing.

Demographics

The sample was taken from a list of 604 Spiegel catalog customers who have purchased petite clothing and have charged the merchandise. From that list, 400 names were randomly selected. Questionnaires were mailed to them and 135 were returned. Three were unusable for the study; the usable return rate was 33% of the sample, and 22% of the population (604).

The National Bureau of Standards Voluntary Product Standard PS 42-70, Body Measurements for the Sizing of the Women's Patterns and Apparel (1971) described petite women as ranging in height from 4'9 1/2" to 5'2". In this present study, 67% of the sample were 5'2" and under, so the results were described using the entire sample and the 67% of women 5'2" and under. The importance of the 5'2" and under sample is that these women have fewer alternatives for solving their garment fit and style proportion problems. The taller petite women can cross over to the junior's and misses' size garments.

When the 5'2" and under sample go up a size, even in petites, to solve a circumference problem other alterations may have to be made such as length and possibly the crotch depth in pants.

Demographic information is presented in Table 2. Percentages have been rounded to the nearest whole number and the total percentages will not always sum to 100%.

Ages

The participants' ages ranged from under 21 to over 60. According to Pray's (1987) study, the buyers'/managers' profile, petite ages ranged from 17 to over 60. Forty-seven percent of the total sample in the study was in the range of 30 to 39 years old. In the group of petites that were 5'2" and under, 51% were in the 30 to 39 age range. See Figure 3.

Education

Everyone in the sample had completed high school. Twenty-five percent of both groups, the total sample and 5'2" and under, had some college education. Thirty-six percent of the total sample had college degrees and 40% of the 5'2" and under had completed college degrees. Twenty-two percent of both groups held graduate degrees.

Table 2
Distribution of Respondents Demographic Information

Variable	Total Sample		5'2" and under	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Age				
under 21	2	2	0	0
21 -29	19	15	11	13
30 - 39	61	47	43	51
40 - 49	28	21	16	19
50 - 59	17	13	12	14
over 60	4	3	3	4
	N = 132		N = 85	
Educational Level				
grade school	0	0	0	0
high school	22	17	11	13
some college	33	25	21	25
college degree	47	36	34	40
graduate degree	29	22	19	22
	N = 131		N = 85	
Martial Status				
single	38	29	24	28
married	74	56	46	54
divorced	16	12	10	12
widowed	3	2	2	2
	N = 132		N = 82	

Table 2 (Cont.)
Distribution of Respondents Demographic Information

Variable	Total Sample		5'2" and under	
	#	%	#	%
Area one lives in				
urban	94	72	64	75
rural	37	28	21	25
	N = 131		N = 85	
Geographic Area in U. S.				
west	22	17	19	22
north	20	16	15	18
east	55	43	30	35
south	32	25	21	25
	N = 129		N = 85	
Employment Status				
employed part time	10	8	8	9
employed full time	106	81	71	84
not employed	15	11	6	7
	N = 131		N = 85	

**Table 2 (Cont.)
Distribution of Respondents Demographic Information**

Variable	Total Sample #	Sample %	5'2" and under #	and under %
Family Income				
under \$19,999	3	2	2	2
\$20,000 to \$34,999	28	23	19	23
\$35,000 to \$49,999	26	21	19	23
\$50,000 to \$69,999	20	16	13	16
\$70,000 to \$99,999	24	20	13	16
over \$100,000	22	18	15	19
	N = 123		N = 81	
Height				
4'9"	8	6	8	9
5'0"	25	20	25	29
5'1"	17	13	17	20
5'2"	35	28	35	41
5'3"	21	17		
5'4"	14	11		
5'5"	6	5		
5'6"	1	1		
	N = 127		N = 85	

**Table 2 (Cont.)
Distribution of Respondents Demographic Information**

Variable	Total Sample		5'2" and under	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
Weight				
88-100	31	26	25	30
101-119	50	44	35	42
120-135	31	26	21	25
136-160	11	9	2	2
	N = 127		N = 83	
Dress Size				
2	35	28	28	34
3	3	2	1	1
4	30	24	22	27
5	1	1	0	0
6	18	14	9	11
7	2	2	1	1
8	15	12	10	12
10	12	9	7	8
12	10	8	5	6
14	1	1	0	0
	N = 127		N = 83	

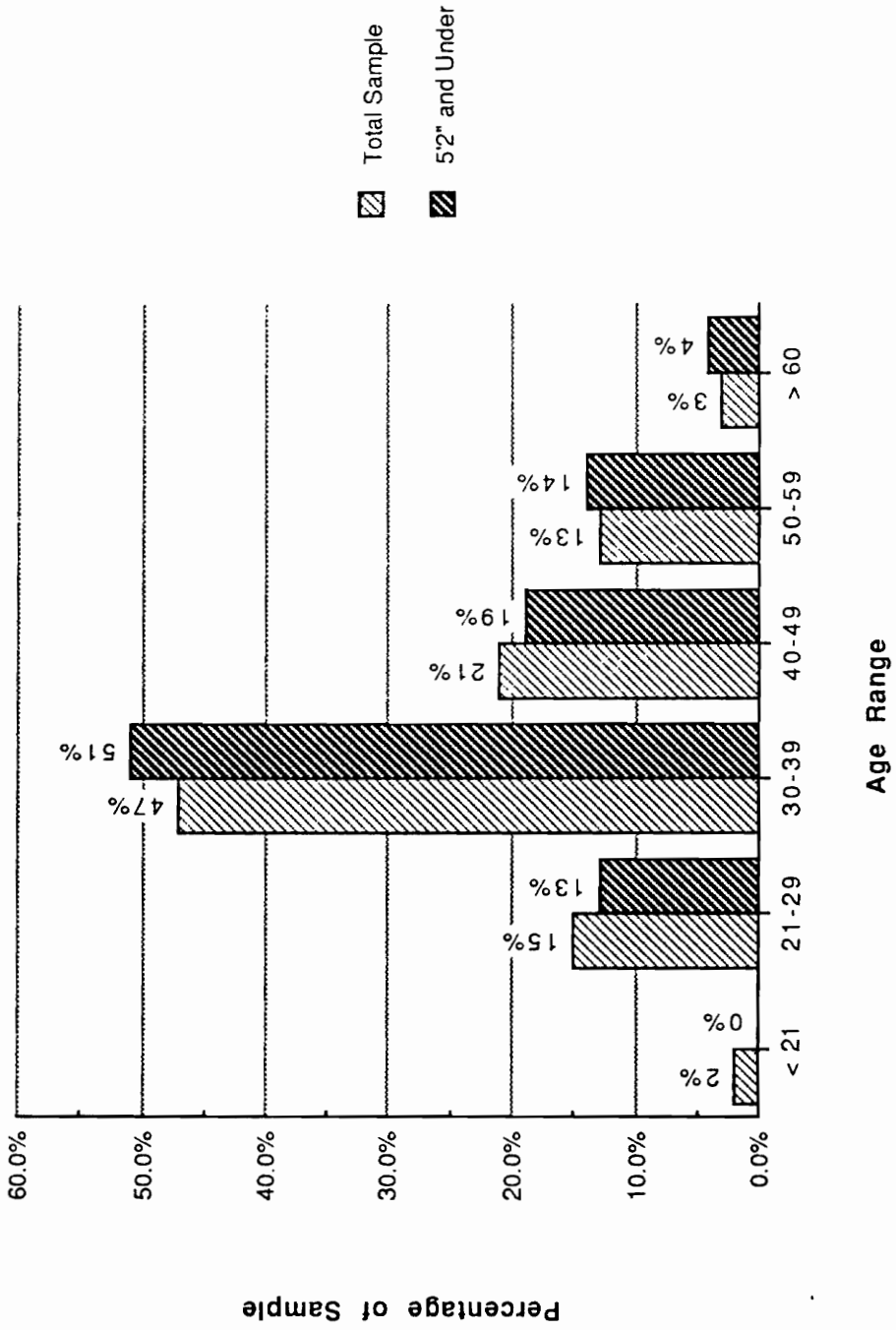


Figure 3: Distribution of Ages

Marital Status

The majority of the sample, both the total sample (56%) and the 5'2" and under (54%), were married; single respondents made up 29% of the total sample and 28% of the 5'2" and under sample.

Geographic Area in U. S.

Most of the respondents lived in urban areas (72% total, 75% of 5'2" and under) with the largest portion of the sample located in the eastern part of the U. S. (43% total, 35% 5'2" and under). Other areas represented were the south (25% total, 25% 5'2" and under), the west (17% total, 22% 5'2" and under), and the north (16% total, 18% 5'2" and under). See Figure 4.

Employment

Most of this sample was either employed full time (81% total, 84% 5'2" and under) or part time (8% total, 9% 5'2" and under). This indicates that the people shopping from Spiegel can allot more of the total budget to upscale clothing.

Income

This sample was fairly evenly dispersed between the income categories. The range was from \$20,000 to over \$100,000 for family income. Again as

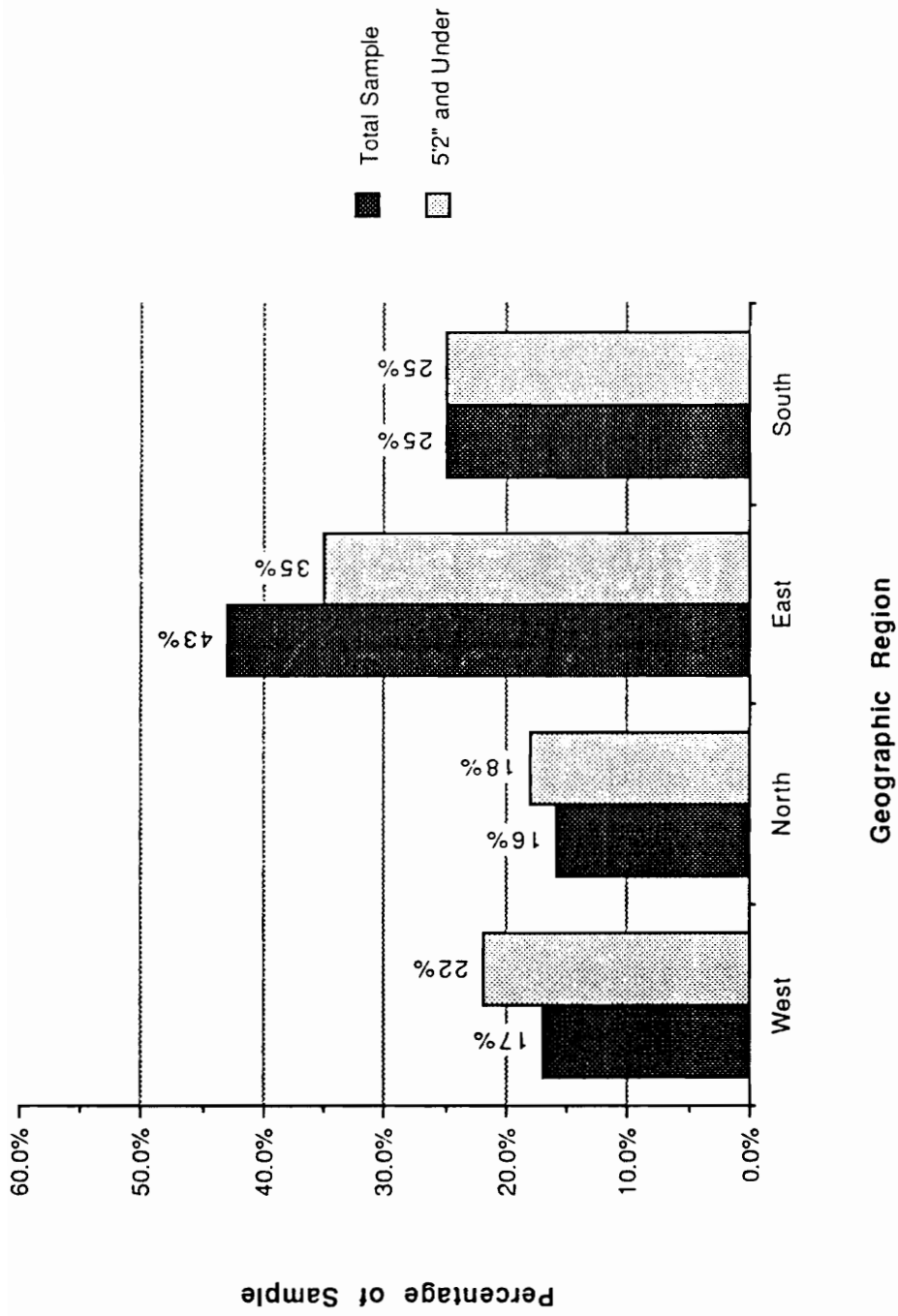


Figure 4: Distribution of Geographic Areas in the U. S.

shown from the employment status, this sample can afford to spend money on their wardrobes. See Figure 5.

Height

Two thirds (67%) of the sample were 5'2" and under as described by the NBS standards for petite women. The range of heights were from 4'9" to 5'6". Even though most retail establishments used the description of 5'4" and under, there are taller women that shop the petite section because of the proportion of their bodies, as indicated by the taller subjects in this sample. See Figure 6. The KSA study said that petite women were taller than the general public realize.

Weight

Just as Pray (1987) found in her study, the weight ranges were comparable to the NBS standards and the buyers'/managers' profiles as well as the consumers' profile for estimated weights for petite women. The present study found 26% of the total sample and 30% of the sample 5'2" and under were 88-100 pounds; 44% in the total sample and 42% of the sample 5'2" and under were 101-119 pounds; 26% in the total sample and 25% of the sample 5'2" and under were 120-135 pounds; and that 9% in the total sample and 2% of the sample 5'2" and under were 136-160 pounds.

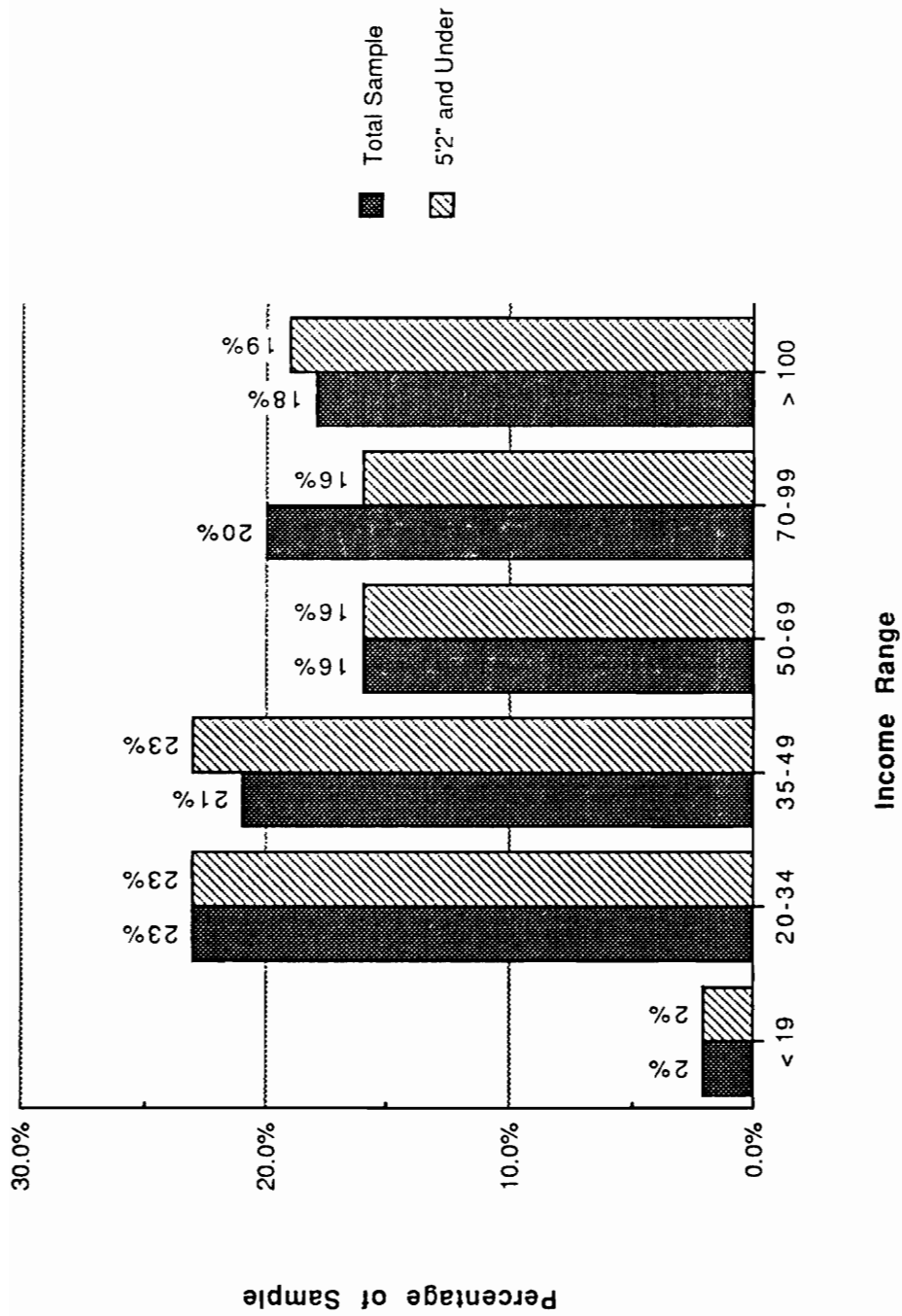


Figure 5: Distribution of Family Income (Thousands)

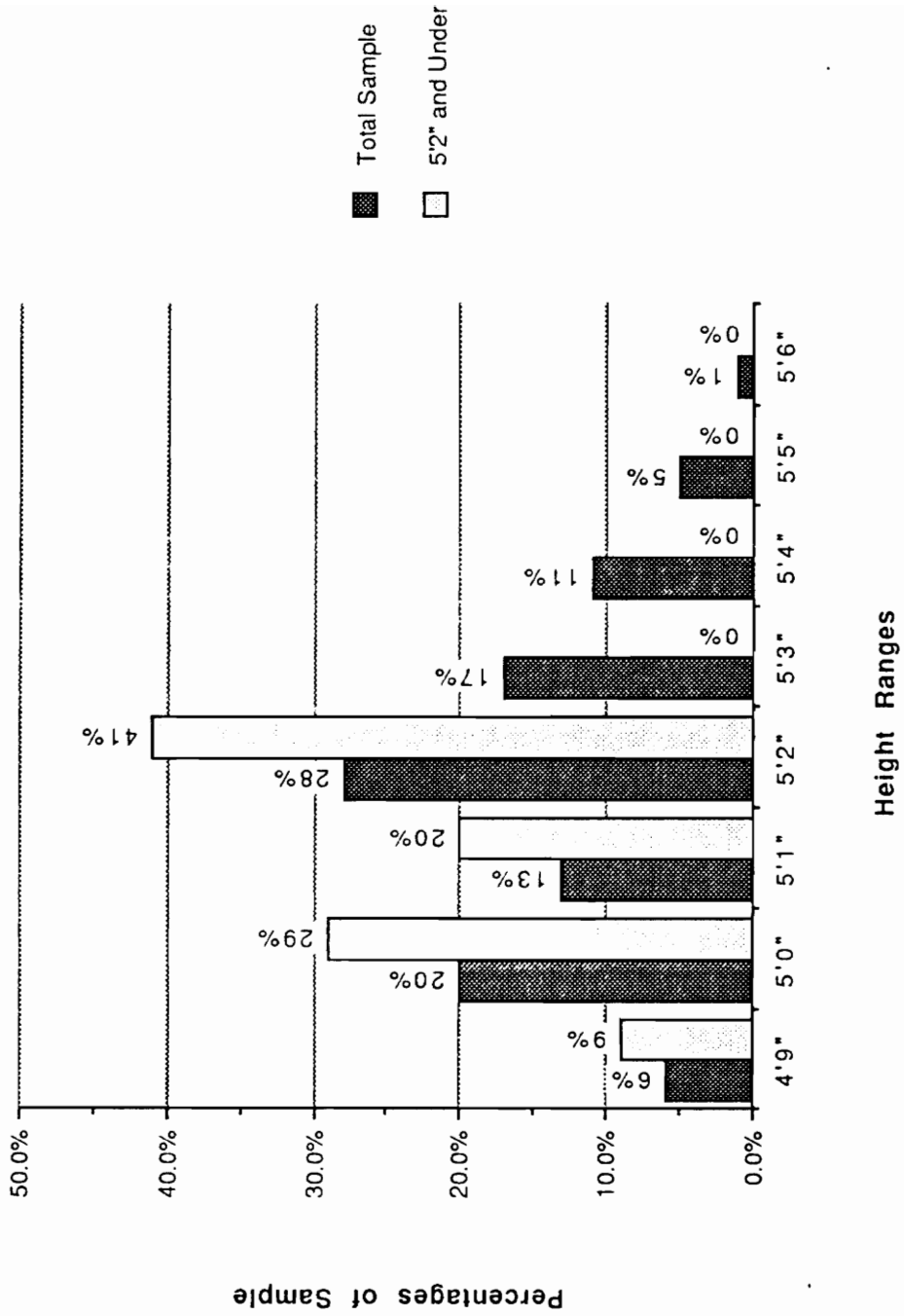


Figure 6: Distribution of Heights

Dress Sizes

The two most common dress sizes for this sample were 2P (28% total, 34% 5'2" and under) and 4P (24% total, 27% 5'2" and under). The range for dress sizes varied greatly between size 2 to size 14. Fewer respondents reported that they wore junior sizes 3, 5, and 7 than the even number petite sizes.

Perceived Body Cathexis, Garment Fit, and Style Proportion Problems

The next sections will discuss the results for the first three objectives of the study. The objectives were:

1. To determine perceived body cathexis for a select group of petite women.
2. To identify perceived garment fit problems of a select group of petite women.
3. To identify perceived style proportion problems of a select group of petite women.

Perceived Body Cathexis

A body cathexis scale was developed based on the research and

instruments of Secord and Jourard (1953), Tucker (1981), and Snell (1987). It included items to evaluate how petite women feel about portions of their body as well as their body as a whole. The scale consisted of 18 items ranked on a 5 point Likert Scale, ranging from (1) strongly dislike to (5) strongly like or feel fortunate to possess (see Table 3). The strong dislike (1) and the dislike (2) ratings were combined as were the like (4) and the strong like (5) to give a more concise view of the sample's perceived body cathexis. The first objective was answered in two parts: the perceived body cathexis for the total sample and the perceived body cathexis for the 5'2" and under group.

The majority of the total sample seemed to feel pleased or fortunate (4 & 5 rating on the Likert scale) to possess most of the body segments or the whole. There were three variables for which about 40% of the sample disliked which were leg length (39%), hips (41%), waist (40%). Over half of the respondents were dissatisfied with their thighs (53%) and their stomach (61%). See Table 3.

Although about one third of the respondents rated themselves as dissatisfied on the last five items pertaining to body proportion, only 60% liked or strongly liked their overall proportion. While 38% of the respondents were dissatisfied with their height, only 45% were satisfied.

The 5'2" and under group felt virtually the same about their body segments and the body as a whole as the total group, but the four variables that were in the dislike categories have larger percentages. Height also is added to

Table 3
Distribution of Respondents Perceived Body Cathexis
for the Total Sample

Variable	Likert Scale Ratings					
	1&2		3		4&5	
	#	%	#	%	#	%
waist	52	40	9	7	70	54
body build	43	33	18	14	70	54
height	49	38	23	18	59	45
shoulder width	22	17	40	31	69	53
arm length	19	14	45	34	67	51
bust/chest	46	35	18	14	67	51
leg length	50	39	25	19	54	41
overall appearance	21	16	12	9	98	75
face	25	19	8	6	97	74
weight	52	40	13	10	66	50
hips	53	41	22	17	56	43
thighs	69	53	17	13	45	34
calves	29	22	28	21	74	56
stomach	80	61	14	11	37	28
torso to legs proportion	34	26	40	31	56	43
arms to torso proportion	18	13	55	42	58	44
waist circumference to hip	39	30	36	27	56	42
overall proportion	35	27	17	13	77	60

N = 132

the list. Of the 5'2" and under group, 40% were dissatisfied with their height and 43% were satisfied. Snell (1988) found that approximately 48% of her sample was satisfied with their height in contrast to only 32% dissatisfied. The four variables that this group found greatest dissatisfaction with were leg length (43%), hips (44%), thighs (55%), and stomach (63%). Only one (hips) of these variables was in agreement Snell's study (1988). More of the 5'2" and under women were satisfied than dissatisfied with body proportion items. However, 41% disliked their arm to torso proportion; 29% disliked their torso to leg proportion; and 36% disliked their waist to hip circumference proportion. Fewer subjects in the 5'2" and under sample (57%) were satisfied with their overall proportion, a drop from 60% for the entire sample. See Tables 3 and 3.1.

Perceived Garment Fit Problems

The sample was instructed to respond to all problems that had been experienced and not to respond if they had not experienced the problem. Therefore, the Ns in the tables are numbers of responses. In the case of the full bust and upper chest body areas, the two categories were collapsed because of the similarity in responses for the perceived fit. Percentages in the collapsed categories were determined by dividing the number of the combined responses for the two categories by twice the number of potential respondents.

Table 3.1
Distribution of the 5'2" and Under Respondents
Perceived Body Cathexis

Variable	Likert Scale Ratings					
	1&2		3		4&5	
	#	%	#	%	#	%
waist	33	39	5	6	47	56
body build	32	38	9	11	44	52
height	34	41	14	16	37	43
shoulder width	16	32	24	28	45	53
arm length	12	15	31	36	42	50
bust/chest	39	37	10	12	43	51
leg length	43	43	15	18	33	40
overall appearance	15	18	8	9	62	73
face	20	24	7	8	58	68
weight	31	36	7	8	47	56
hips	37	44	12	14	36	42
thighs	47	55	11	13	27	32
calves	20	23	18	21	47	55
stomach	53	63	7	8	25	29
torso to legs proportion	24	29	22	26	39	46
arms to torso proportion	14	17	35	41	36	43
waist circumference to hip	31	36	18	21	36	43
overall proportion	24	29	12	14	48	57

N = 85

By using this procedure, the percentages are based on N = 132 for the total sample and N = 85 for the 5'2" and under group, and not on total responses.

The circumference measurements revealed that most petites in the total sample felt that the fit was okay but there were a few that felt there were fit problems. See Table 4. The bust/upper chest variable responses showed that 40% felt that the fit was okay. The waistline variable responses showed that although 36% felt the waistline fit okay, 28% felt that the waistline was too large. Responses to the hip variable showed that 48% felt that the fit was okay but 23% felt the hip was too narrow/small and 17% felt the hip was too wide/large. The upper arm responses revealed that over half (61%) the sample felt the fit was okay.

The responses to length variables were expected to reveal conclusions different from the circumference variables. The shoulder length data indicated that 41% of the sample felt that the fit was okay, and 43% felt that it was too wide or too long. Responses to the waist length variable, neck to waist at back, showed that 34% felt that this garment area was too long. The remainder of the length variables reveal that the majority of the sample felt they were too long. Pietsch et al.. (1991) found that the group of petites in the x-small category were least satisfied with the garment length. In the this study, 52% of the total sample wore size 2 or 4. For the long sleeve variable, 57% felt the sleeve was too long and for the skirt length, 55% felt the skirt was too long. The pants data revealed

Table 4
Distribution of the Total Sample Respondents
Perceived Fit Problems

N Responses	Variable	too long %	too short %	too wide/large %	too narrow/small %	fit okay %
Circumference:						
235	bust/upper chest	2	0	20	14	53
123	waistline	11	3	28	14	36
119	hip	2	0	17	23	48
116	upper arm	4	0	17	6	61
Length:						
114	shoulder	13	1	30	4	41
119	neck to waist at back	34	8	6	1	42
124	long sleeve	57	5	5	1	27
123	skirt	55	1	5	3	30
130	pants	61	3	12	2	20
120	crotch depth	39	11	7	1	33
Width:						
118	across back shoulder	1	0	27	11	51
Misc.						
115	stockings	20	2	1	2	64
116	panties	3	2	5	4	75
119	one piece swimwear	20	14	8	7	42

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 132. Refer to page 71.

that even more petites felt the pants were too long (61%); 20% felt they were okay. The crotch depth responses showed that 39% felt it was too long and, 33% felt the depth was okay. Fifteen percent of the subjects were 5'4" and taller, so no doubt those who felt the crotch depth was too short fell in that group. See Table 4. A serious fit problem in this length category is the crotch depth. Pants with a crotch that is too long are uncomfortable to wear, but would also be difficult and costly to alter.

Data for width across the back shoulder indicated that 51% of the subjects felt that the fit was okay while 27% felt that the fit was too wide. Pietsch et al. (1991) stated that the x-small group of petites felt least satisfied with the shoulder width. Even though this group showed less than half having problems, it is worth noting the dissatisfaction. See Table 4. Over one-half of the sample in this study reported they wore a size 2 or 4.

Response to the miscellaneous apparel items of stockings, panties, and one piece swimwear indicated an overall agreement that the fit is okay. The stocking responses revealed that 64% of the sample felt stockings fit okay, although 20% felt they were too long. The panties data indicated that 75% felt they fit okay. Response to the one piece swimwear revealed that 42% felt they fit okay, while 20% of the sample felt they were too long. An interesting result is that 14% felt they were too short. See Table 4. This implies that petites do have some apparel proportion problems. Generally there is no petite sizing

offered by apparel manufacturers in this miscellaneous group of garments, and even though the garments are made from stretchable knits, some petite women found them too long.

Table 4.1 shows the perceived fit problems of the petite women that are 5'2" and under. Again as seen in the total sample, the majority of the petites feel that the circumference of garment areas fit okay. For the bust/upper chest 61% of the 5'2" and under sample indicated that the fit was okay, compared to 40% in the total sample. The waistline responses had more variation, 34% okay, 31% too large. Responses to the fit of the hip area also indicated that 48% felt the fit was okay, the same as the total sample. Twenty-one percent felt that it was too small, and 20% thought that the fit was too large. In the upper arm area, results showed that 58% felt the fit was okay and 21% felt the upper arm was too large. See Table 4.1. The greatest difference between the responses for the total sample and the portion of the 5'2" and under were in the length variables as would be expected.

Four out of six of the length variables were reported too long by the majority of the 5'2" and under petite women. The shoulder length data revealed that 38% of the sample felt the fit was okay, and 46% felt the fit was too wide and too long. For the waist length variable, neck to waist at the back, 39% of the women felt that the fit was too long. Long sleeves responses indicated that 66% of the women felt the sleeve were too long while only 19% felt they were

Table 4.1
Distribution of the 5'2" and Under Respondents
Perceived Fit Problems

N Responses	Variable	too long %	too short %	too wide/large %	too narrow/small %	fit okay %
Circumference:						
149	bust/upper chest	1	0	23	14	52
81	waistline	13	4	31	14	34
77	hip	1	0	20	21	48
75	upper arm	4	0	21	6	58
Length:						
73	shoulder	14	1	32	1	38
75	neck to waist at back	39	6	6	0	38
81	long sleeve	66	2	8	0	19
80	skirt	62	0	6	1	25
86	pants	73	2	12	0	14
80	crotch depth	46	11	11	0	27
Width:						
76	across back shoulder	1	0	26	8	54
Misc.						
74	stockings	26	1	1	1	60
74	panties	4	1	5	5	73
78	one piece swimwear	25	13	8	7	39

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 85. Refer to page 71.

okay. The skirt length data denoted that 62% of the women felt that the skirts were too long and the pants data signified that 73% thought the pants were too long. The crotch depth responses indicated that 46% thought it was too long. See Table 4.1. Alterations to shorten the garments are possible, but add to the cost of the apparel.

The majority of the respondents (54%) thought the fit of the width across the back shoulder was okay and 26% felt that it was too wide. Pietsch et al. (1991) found that the x-small petite women were least satisfied with the shoulder width. See Table 4.1. Over one half of this sample, 5'2" and under were in the x-small size category.

The data for miscellaneous items indicated that the majority of subjects felt that those garments fit okay. However, more of this sample perceived problems in stockings and one piece swimwear. Twenty-six percent felt the stockings were too long. Twenty-five percent of the women felt the one piece swimwear was too long, and 13% felt it was too short. See Table 4.1.

Perceived Style Proportion Problems

Each of the style variables will have varying responses because the instructions stated to only answer the items respondents were familiar with and to answer all the descriptions that fit their needs. The extremely large Ns are

because the categories have been combined for simplification purposes. The percentages recorded in tables represent the portion of the respondents who perceived style proportion problems based on the sample number (total sample = 132; 5'2" and under = 85). The percentages were determined by combining the total number of responses in the collapsed categories and then dividing by the total potential number of respondents (N times the number of categories combined). Therefore, if two categories were combined in the total sample, the percentage for the too long was the number of responses divided by two times 132. For subjects 5'2" and under the combined responses were divided by two times 85.

Perceived Style Proportion Problems Upper Body

The styles discussed in the upper body section are jackets, blazers, and coats; blouses, sweaters, brassieres, and collars. They are discussed in the following way: how the categories have been combined, the description of the total sample, the description of the 5'2" and under sample, and how the styles are related to other studies.

Jackets, Blazers, and Coats

Jackets, blazers, and coats were collapsed into five categories from the

original nine categories (Tables 5 and 5.1). Peplum, bolero, chanel, and cardigan were left separated due to their individual differences. Safari, double-breasted, single-breasted, pea coat, and parka were combined into one category, short coats, because of their similarities.

The majority of the total sample described the styles of the jackets, blazers, and coats as proportionally okay, although there were problems experienced by some. For each style in the jacket, blazer, and coats groups, some of the respondents describe the fit as being too long. The cardigan had more respondents (30%) than the other categories that found them too long. The cardigan and the short coats were also described as being too wide/large (11%).

The majority of the 5'2" and under sample described the peplum, chanel, and short coats as proportionally okay. Again there were problems with some of these styles but the cardigan category was the only one that was described as being too long by over one third of the 5'2" and under sample (35%). However, 32% of the short coats were also described as being too long by some of the respondents. The short coats were reported by some of the respondents as being too large (19%).

Pray's (1987) study described petite clothing and the need for improvement by rating them from 1 to 5 with 1 being the least amount of improvement, 5 being the greatest amount of improvement, and 3 being the

Table 5

Distribution of the Total Sample Respondents Perceived Style Proportion Problems For The Upper Body

N Responses	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
jackets, blazers, coats						
65	peplum	12	2	8	0	27
64	bolero	5	6	7	0	11
58	chanel jacket	12	2	7	0	23
107	cardigan	30	2	11	1	37
398	short coats	17	0	12	2	21
blouses						
135	long sleeve	42	3	14	2	40
125	short sleeve	15	2	8	1	70
sweaters						
230	low neck	15	0	13	1	37
303	high neck	9	0	11	33	35
brassieres						
255	general category	1	0	8	2	38
38	longline	6	0	8	1	14
collars						
162	stand up	4	1	3	2	38
373	flat or tie types	3	0	7	0	26

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 132. Refer to pages 78-79.

Table 5.1

Distribution of the 5'2" And Under Respondents Perceived Style Proportion Problems For The Upper Body

N	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
jackets, blazers, coats						
37	peplum	11	2	8	1	21
65	bolero	8	8	1	2	56
39	chanel jacket	14	2	5	0	25
66	cardigan	35	4	5	0	34
269	short coats	32	2	19	2	38
blouses						
86	long sleeve	48	2	15	0	35
82	short sleeve	19	0	9	1	69
sweaters						
144	low neck	21	0	21	2	56
185	high neck	12	0	18	6	49
brassieres						
157	general category	2	0	12	4	54
21	longline	7	0	7	1	9
collars						
103	stand up	8	1	5	1	56
237	flat or tie types	5	0	11	0	39

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 85. Refer to pages 78-79.

neutral rating. She described outerwear as coats and jackets. The consumers (36%) described the clothing with ratings of 4 and 5, meaning that improvement or much improvement was needed in this category. The buyers/managers described the clothing with the same ratings although a larger number of this group (47%) felt improvement was needed. The improvement needed might be designs that are proportionally more suitable for the petite population. Data in the study for jackets indicate that length is proportionally incorrect for the sample.

Blouses

Blouses were categorized as long sleeve and short sleeves. The total sample (42%) along with the 5'2" and under sample (48%) felt that the long sleeves were too long (Tables 5 and 5.1). The long sleeve group was also described as being too wide/large by both samples. The short sleeves were described by both samples as being proportionally okay; although a few from both groups described them as being too long (15% total, 19% 5'2" and under).

In Pray's (1987) study blouses were placed under the career wear category. She found that the consumers (32%) felt that improvement or much improvement was needed in this area. The buyers/managers (53%) felt that improvement or much improvement was needed. It appears in this study, petites have more problems with long sleeve blouses. This could be because

the long sleeves are noticeably too long when subjects perform tasks.

Sweaters

This group of garments was collapsed into two categories, the low neck and the high neck (Tables 5 and 5.1). The low neck consisted of the crew, v-neck, and the sleeveless shell. The high neck consisted of the turtleneck and the cowl neck sweaters.

The total sample described both the low and high neck sweaters as proportionally okay, although there were varying problems with both categories. For the low neck group, respondents described problems of the sweaters as being too long and too large. Subjects responded that the high neck sweater category presented problems of being too large and too small.

The 5'2" and under sample found different and greater problems with the sweaters than did the total sample. Both the low neck and the high neck sweaters were described by the 5'2" and under group as being too long (21% low; 12% high) and too large (21% low; 18% high).

Pray (1987) described the sweaters in the sportswear category. She found that consumers (20%) felt that sweaters needed improvement and buyers/managers (27%) felt that sweaters needed improvement.

Brassieres

The bras were combined into two categories, the longline as one and then a general group consisting of the strapless, regular soft cup, and the regular underwire (Tables 5 and 5.1). The total sample described the brassieres as being proportionally okay for both categories. The total sample described problems in all areas except being too short for both categories, although the percentages for these problems were extremely low.

The 5'2" and under sample described the brassieres as being proportionally okay, with problems in every area except for too short. Again the percentages were very low except in the general category with 12% describing the bras as being too wide/large.

Pray's (1987) study reported that 21% of consumers and 56% of buyers/managers thought lingerie and foundations needed improvement. She did not specify which apparel articles would be described. The present study found slight problems, although not to the degree for garment designs.

Collars

Collars have been collapsed into two categories: stand-up and flat or tie types (Tables 5 and 5.1). The stand-up consisted of the mandarin and the turtleneck. The flat or tie types consisted of the peter pan, notched, shawl, sailor, cape, and the bow or tie.

The total sample respondents described both the stand-up and the flat or tie as proportionally okay. There were no styles reported as problems.

The 5'2" and under sample again described the collars as the total sample did, although there were problems with the flat or tie type collars. The participants that were 5'2" and under found the flat or tie type collars to be too wide/large (11%). This suggests that the collars are not being graded down to the correct proportional size for the women that are 5'2" and under. There have been no other studies that looked at the problems with collars for petite size women.

Perceived Style Proportion Problems for the Lower Body

The styles that will be discussed in the lower body style proportion problems are skirts, pants, stockings, slippers, and panties. They will be discussed in the following way: how the categories have been combined, the description of the total sample, the description of the 5'2" and under sample, and how the styles are related to other studies. See Tables 6 and 6.1.

Again the sample was instructed to respond to all problems that had been experienced and not to respond if not applicable. The percentages in the tables were determined by combining the total number of responses in the collapsed categories and then dividing by the total potential number of

respondents (N times the number of categories combined). Therefore, if two categories were combined in the total sample the percentage for the too long was the number of responses divided by two times 132. For subjects 5'2" and under the combined responses were divided by two times 85.

Skirts

The skirts were divided into two groups, the straight skirts and full skirts (Tables 6 and 6.1). The full skirts consisted of the following styles: gathered, pleated, and flared.

The total sample described both skirt categories as being too long (43% straight; 24% full) along with other problems. The sample described the straight skirt as being not only too long but too narrow/small (20%). The full skirt was described by the participants as being not only too long but too wide/large (14%).

The 5'2" and under sample described the skirts as being too long (47% straight; 40% full). The straight skirt was described as being too narrow/small (17%). The full skirt was described as being not only too long but too wide/large by 23% of the sample. Pray (1987) divided skirts into two groups, the career and the sportswear. She found that 20% of the consumers felt that the career group needed improvement and 27% of the buyers/managers felt this group needed improvement. The sportswear group was described by the consumers

Table 6

Distribution of the Total Sample Respondents Perceived Style Proportion Problems For The Lower Body

N Responses	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
skirts						
140	straight	43	3	10	20	30
335	full	24	1	14	3	22
pants						
218	short	26	1	12	2	23
525	long	31	3	1	2	15
stockings						
124	panty hose	20	3	0	4	67
101	knee-hi	6	0	0	2	69
slips						
110	full slip	37	0	9	3	34
208	short	17	1	3	0	38
panties						
327	all styles	1	1	4	5	36

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 132. Refer to pages 78-79.

Table 6.1

Distribution of the 5'2" And Under Respondents Perceived Style Proportion Problems For The Lower Body

N Responses	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
skirts						
90	straight	47	4	11	17	28
220	full	40	2	23	3	35
pants						
139	short	47	1	15	1	32
332	long	52	2	15	2	22
stockings						
81	panty hose	24	4	0	4	65
66	knee-hi	8	0	0	2	67
slips						
72	full slip	45	0	8	4	28
132	short	31	2	4	0	55
panties						
208	all styles	2	1	6	10	53

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 85. Refer to pages 78-79.

as needing much improvement (32%) and by the buyers/managers as needing little improvement (53%). The present study tends to agree with the consumers' feeling that much improvement is needed for the petite women's skirts. In all the skirt categories respondents perceived the major problem as being too long.

Pants

Pants were divided into two categories, short and long. The short category contains walking shorts and culottes (Tables 6 and 6.1). The long pants included stirrups, full leg ankle length, pleated ankle length, tapered ankle length, and high waisted pants.

The total sample described both the long (31%) and the short (26%) pants as being too long. The only other problem that surfaced was in the short pants, for which the respondents described them as being too wide/large (12%).

Approximately half of the participants of the 5'2" and under sample described both pants categories as being too long (47% short; 52% long). This group also reported problems with both the long (15%) and the short (15%) pants being too wide/large.

Pray (1987) described pants in two categories: the sportswear slacks and activewear jeans and sweats. The consumers (20%) in her study felt that the sportswear category needed improvement and the buyers/managers (27%)

felt that this group needed improvement. The activewear category was described by the consumers (26%) as needing improvement or much improvement and by the buyers/managers (59%) as needing improvement or much improvement, although 20% were neutral with their ratings. It appears from this research that the improvement that is needed is in the length and the width of the pants designed.

Stockings

This group was not combined. The total sample as well as the 5'2" and under sample felt that this group was proportionally okay (Tables 6 and 6.1). Twenty percent of the total sample and 24% of the 5'2" and under group described the panty hose as being too long. Other than the length problem, there did not appear to be any other significant ones.

Pray's (1987) study did not describe what was included in the lingerie and foundations category. One could consider that stockings were included in the foundations for women. The consumers (21%) felt that this category needed improvement or much improvement. Over half of the buyers/managers (56%) sample felt that improvement or much improvement was needed.

Slips

Slips were combined into two categories, full and short slips. The short

slips consisted of the half slip and the mini slip (Tables 6 and 6.1). The total sample felt the full slip was too long (37%). No other problems were apparent from the frequencies reported. The 5'2" and under sample also reported that full slips were too long (45%). Thirty-one percent of this sample also described the short slips as being too long.

In Pray's (1987) study, the description of lingerie and foundations indicate they could again apply in this category. The present research can support the premise that improvement or much improvement is needed in the design of slips.

Panties

The panties category was collapsed into one category because of similarities (Tables 6 and 6.1). Both groups, the total sample and the 5'2" and under, found the panties to be proportionally okay. The 5'2" and under sample reported that 10% felt that the panties were too narrow/small.

Again there are no studies describing this category, although the lingerie and foundations category can be applied from Pray's (1987) study. This research did not show the need for much improvement for panties for petite women.

Perceived Style Proportion Problems with the Entire Body

The styles that will be discussed in the total body style proportion problems are dresses and nightwear. They will be discussed in the following way: how the categories have been combined, the description of the total sample, the description of the 5'2" and under sample, and how the styles are related to other studies. See Tables 7 and 7.1. As with the other proportions tables, the percentages in the tables were determined by combining the total number of responses in the collapsed categories and then dividing by the total potential number of respondents (N times the number of categories combined). Therefore, if two categories were combined in the total sample the percentage for the too long would be the number of responses divided by two times 132. For subjects 5'2" and under the combined responses were divided by two times 85.

Dresses

Dresses were divided into three categories: dropped waist, coat dress, and slim fitting dresses (Tables 7 and 7.1). The slim fitting dresses contained sheath, blouson, wrap, cocktail, princess, and shirtwaist dresses.

The total sample described the dropped waist (37%) and the coat (39%) dresses as being too long. The sample also indicated the dropped waist

Table 7

Distribution of the Total Sample Respondents Perceived Style Proportion Problems For The Entire Body

N	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
resses						
107	dropped waist	37	1	13	2	28
119	coat dress	38	2	20	6	25
444	slim fitting	14	1	7	4	17
nightwear						
190	short	8	2	4	2	40
211	long	36	1	6	1	17

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 132. Refer to pages 78-79.

Table 7.1

Distribution of the 5'2" And Under Respondents Perceived Style Proportion Problems For The Entire Body

N	Variable	too long %	too short %	too wide/large %	too narrow/small %	proportion okay %
resses						
66	dropped waist	41	1	8	1	26
80	coat dress	45	0	19	5	26
273	slim fitting	20	1	14	5	26
nightwear						
111	short	14	1	5	2	59
129	long	62	1	11	1	15

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 85. Refer to pages 78-79.

(13%) and the coat (20%) dresses were too large. The slim fitting dresses were described by more of the sample as being proportionally okay (17%) and as being too long (14%).

The 5'2" and under sample also described the dropped waist (41%) and the coat (45%) dresses as being too long. The slim fitting dresses were also described by the 5'2" and under group as being proportionally okay by the majority of the sample but also as being too long (20%) and too large (14%).

Pray (1987) described dresses in her study. She found that consumers (30%) felt that dresses needed improvement or much improvement and that (37%) of the buyers/managers felt that improvement or much improvement was needed. This study confirms Pray's premise that improvement is needed, although the 5'2" and under sample described more problems than the total sample.

Nightwear

The nightwear category was divided into two groups, short and long. The short contained the short gown or robe and shorty pajamas (Table 7 and 7.1). The long group consisted of the long gown or robe and long pajamas.

Both samples, the total (36%) and the 5'2" and under (62%), described the long category as being too long. The short category was described by both groups as being proportionally okay. The 5'2" and under sample did report that

14% felt that the short category was also too long.

No research has been done in the nightwear area. The present study showed that there is a problem with the garments being too long.

Perceived Proportion Problems with Miscellaneous Items

The miscellaneous items that will be discussed are pocket location, yoke, waistband, cuff, midriff, and dart location. No other research has evaluated the proportional problems with these specific items.

As with the previous proportional problems, percentages are based on the total number in the two sample groups, and not on the total number of responses.

Pocket Location

Both samples, the total (44%) and the 5'2" and under (58%), felt that the pocket location was too low (Tables 8 and 8.1). No other problems were noted by the samples. The shorter petites reported there was a greater problem with the pocket location than the total sample. The low pocket location perceived by the sample is an important indicator of a proportion problem. The long sleeves, skirts, dresses, and pants can be shortened to fit the petite consumer, whereas the pocket location cannot be changed as easily. When the shortening

Table 8

Distribution of the Total Sample Respondents Perceive Proportion Problems For Miscellaneous Items

N Responses	Variable	too low %	too high %	too wide %	too narrow %	proportion okay %
Misc.						
119	pocket location	44	3	2	0	42
74	yoke	11	1	3	1	41
113	waistband	24	20	10	8	24
94	cuff	30	2	10	1	29
87	midriff	25	9	5	1	27
95	dart location	26	4	3	1	39

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 132. Refer to pages 78-79.

Table 8.1

Distribution of the 5'2" And Under Respondents Perceive Proportion Problems For Miscellaneous Items

N Responses	Variable	too low %	too high %	too wide %	too narrow %	proportion okay %
Misc.						
79	pocket location	58	0	2	0	33
45	yoke	13	0	1	1	38
73	waistband	28	16	11	7	24
62	cuff	34	2	11	1	25
53	midriff	31	9	2	1	19
61	dart location	28	4	4	1	35

The rows will not sum to 100% because the percentages are based on the number of potential respondents N= 85. Refer to pages 78-79.

alteration is completed on a garment, the pocket placement is closer to the bottom of the garment than before the alteration was done. The pocket placement could have been perceived to be too low because the subjects' arms were too short to reach them comfortably.

Yoke

Both samples described the yoke as proportionally okay (Tables 8 and 8.1). The pocket location can not be changed as easily. Eleven percent of the total sample did feel that the yoke was too low. Thirteen percent of the 5'2" and under sample felt that the yoke was too long. It was expected that if respondents perceived a problem with yokes it would be with the width since the yoke generally is not graded smaller than the master pattern as the remainder of the bodice is graded smaller. Perhaps subjects were interpreting width intended in this research. They also may have been thinking of the yoke length as being from shoulder to shoulder, and therefore, being too long on the shoulder.

Waistband

The total sample was equally split (24%) in the evaluation of the waistband as being both too low and proportionally okay (Tables 8 and 8.1). The other problem with waistband was that it was too high, 20%.

The 5'2" and under sample found the waistband to be too low 28%. Other problems listed were too high, 16% and too wide, 11%.

This category showed that there was a greater number of 5'2" and under petites that had problems with waistbands. However, the responses to the waistband being too low were unexpected. The "too low" variable was expected to be used for pocket and dart locations. There is some question as to what the respondents perceived as too low when evaluating the waistband.

Cuff

The largest percentage of both samples, 30% of total sample and 34% of 5'2" and under, described the cuff as being too low (Tables 8 and 8.1). Approximately the same percentage of each sample, 10% of total and 11% of 5'2" and under, described the cuff as being too wide. The comment of the cuff being too low would contribute to the length of the sleeves described earlier in the research, which was also considered too long.

Midriff

The total sample found the midriff to be proportionally okay, although 25% of the sample found the midriff too long (Tables 8 and 8.1). The 5'2" and under sample found the midriff to be too long, 31%. No other problems were noted. The perceived low midriff may have been associated with being long

waisted by the respondents. As with the yokes, it was expected if respondents perceived problems with midriffs, the problem would be too wide.

Dart Location

The majority of both samples found the dart location to be proportionally okay, although a large percentage did find the location to be too low (26% of the total sample and 28% of the 5'2" and under sample) (Table 8 and 8.1). The location of the darts of a garment is one of the most important components of a design; if the darts are not in the proper location, the fit and the appearance are affected. This is an indicator along with pocket placement that petite clothing has not been proportionally designed to fit all of the petite customers.

Relationships of Garment Fit and Style Proportion Problems to Body Cathexis and Demographics

The next sections will discuss objectives four and five of the study. The objectives are:

4. To determine if there is a relationship between the perceived garment fit and style proportion problems of petite women and their perceived body cathexis.
5. To determine if there is a the relationship between the perceived garment fit and style proportion problems of petite women and

selected demographic information.

The frequency data in this study did not allow tests to be performed to show statistical relationships. Therefore, the responses of garment fit and style proportion were compared to body cathexis or demographic data to discern relationships between the variables.

Relationships of Garment Fit and Style Proportions to Body Cathexis

The two tables considering fit are representative of the fit of all the garments and garment components of this study. The styles represented show the relationship of the perceived fit of the upper and lower body to body cathexis.

The fit of garments or components of garments compared to the body cathexis rating of height are represented in Tables 9 and 10. Respondents who reported dissatisfaction with their height at level 2 (25) also experienced that skirts were too long. However, subjects who had higher levels of satisfaction with their body also thought the skirts were too long. Therefore, a relationship was not found that those least satisfied with their bodies experienced greater fit problems. Similar results were found between crotch depth and body cathexis. (Table 10). The respondents indicated that there is no noted connection between being dissatisfied with the fit of the garment or the

Table 9**Number of Respondents Describing Fit of Skirts by Satisfaction/Dissatisfaction of Height**

Fit Skirt	Likert Rating of Height				
	1	2	3	4	5
Too Long	6	25	16	23	3
Too Short	0	0	0	1	0
Too wide/large	1	1	0	4	0
Too narrow/small	1	3	0	0	0
Proportion okay	0	8	7	19	5

N = 123

Table 10**Number of Respondents Describing Fit of Crotch Depth by Satisfaction/Dissatisfaction of Height**

Fit Crotch Depth	Likert Rating of Height				
	1	2	3	4	5
Too Long	4	15	10	22	1
Too Short	0	3	5	5	1
Too wide/large	2	1	0	5	1
Too narrow/small	0	1	0	0	0
Proportion okay	1	14	8	16	5

N = 120

parts, since there were respondents dissatisfied with height and felt the fit of the garment or parts was okay.

The styles of garments compared to body cathexis are represented in Tables 11 and 12. Again, as in the fit of garments, styles showed that the length of the garments were too long or the proportion was okay. The respondents indicated that there is no noted connection between being dissatisfied with the styles of the garments, since there were respondents dissatisfied with leg length and hips felt the styles were okay.

Table 11

Number of Respondents Describing Style of Full Length Pants by Satisfaction/Dissatisfaction of Leg Length

Style Full Length Pants	Likert Rating of Leg Length				
	1	2	3	4	5
Too Long	4	23	13	21	4
Too Short	1	1	0	3	0
Too wide/large	2	7	6	11	2
Too narrow/small	0	0	0	1	0
Proportion okay	0	5	4	7	0

N = 115

Table 12

Number of Respondents Describing Style of Double Breasted Jackets by Satisfaction/Dissatisfaction of Hips

Style Double Breasted Jacket	Likert Rating of Hips				
	1	2	3	4	5
Too Long	2	11	4	16	1
Too Short	0	0	0	0	0
Too wide/large	2	7	4	18	1
Too narrow/small	1	2	2	1	1
Proportion okay	7	7	6	19	3

N = 115

Relationships of Garment Fit and Style Proportions to Demographics

The two tables reporting fit are representative of the fit of all the garments and garment components of this study. The styles represented are showing the relationship of upper and lower body to demographics are typical of the styles in the present study.

The fit of garments or parts of garments compared to demographics are represented in Tables 13 and 14, and each showed that the length of the garments or parts was too long or the proportion was okay. The respondents indicated that there is no noted connection between the demographics with the

Table 13**Number of Respondents Describing Fit of Crotch Depth by Age Categories**

Fit Crotch Depth	Age Demographics					
	1	2	3	4	5	6
Too Long	0	12	22	11	5	2
Too Short	1	1	7	3	2	0
Too wide/large	0	0	8	0	1	0
Too narrow/small	0	0	0	1	0	0
Proportion okay	1	5	21	9	6	1

N = 119

Table 14**Number of Respondents Describing Fit of Skirts by Region of United States**

Fit Skirt	Region of United States			
	1	2	3	4
Too Long	16	10	33	14
Too Short	0	0	1	0
Too wide/large	0	2	1	2
Too narrow/small	0	1	3	0
Proportion okay	3	5	15	15

N = 121

fit of the garment or the parts, since there were respondents from every demographic category that felt the fit of the garment or parts was okay.

The styles of garments compared to demographics are represented in Tables 15 and 16 . Again as in the fit of garments, styles showed that the length of the garments was too long or the proportion was okay. The respondents indicated that there was no noted connection between the demographics with the styles of the garments, since there were respondents from each of the categories that felt the styles were okay. This data indicated that a relationship between garment fit and style proportion problems and demographics could not be established with this sample.

Table 15
Number of Respondents Describing Style of Double Breasted Jackets by Age Categories

Style Double Breasted Jacket	Likert Rating of Age					
	1	2	3	4	5	6
Too Long	0	2	20	7	3	2
Too Short	0	0	0	0	0	0
Too wide/large	1	5	16	7	3	0
Too narrow/small	0	1	2	2	1	1
Proportion okay	1	7	20	9	4	0

N = 114

Table 16

**Number of Respondents Describing Style
of Dart Location by Age Categories**

Style Dart Location	Age Categories					
	1	2	3	4	5	6
Too Low	0	3	18	5	7	1
Too high	0	0	4	1	0	0
Too wide/large	1	1	1	1	0	0
Too narrow/small	0	1	0	0	0	0
Proportion okay	0	8	22	13	5	2

N = 94

Petite Purchasing, Means of Solving Problems, and Satisfaction with Clothing

The next sections will discuss the last three objectives of the study.

These objectives are

6. To determine where petite women most often purchase their clothing.
7. To determine petite women's present means of solving their garment fit and style proportion problems.
8. To determine if petite women are satisfied with the current available clothing.

Purchasing Petite Clothing

In answering objective six, petite women most often purchase their clothing from the petite department (over 75% of the sample) and from mail order stores (over 40% of the sample). The total sample shopped in the petite department (79%); the 5'2" and under also shopped the petite department most often (87%). Refer to Tables 17 and 17.1. The petite department appeared to be the predominant source for buying clothes because petite garments better solved the problems that most often occur. The total sample most often purchased their clothing through the mail order stores (45%); the 5'2" and under respondents also shopped the mail order stores most often (43%), followed by the department stores (42%). Refer to Tables 18 and 18.1. Mail order and department stores appear to be the most often shopped because of the selection of clothing and the consumer services. It is also noted that about 90% of the women in this study are working, which may contribute to the fact that none of the sample sews their own clothing or has clothes custom made.

Means of Solving Fit and Styling Problems

The total sample, 59%, had alterations done to ready-to-wear to achieve a better fit and lessen style proportion problems. Sixty-five percent of the 5'2"

Table 17

**Distribution of the Total Sample Respondents
Department Most Often Shopped**

Variable	#	%
Junior	15	12
Petite	99	79
Misses	12	9
Womens	0	0

N=126

Table 17.1

**Distribution of the 5'2" And Under Respondents
Department Most Often Shopped**

Variable	#	%
Junior	8	9
Petite	74	87
Misses	3	4
Womens	0	0

N=85

Table 18

**Distribution of the Total Sample Respondents Source
Clothes Are Most Often Purchased**

Variable	#	%
Department store	51	41
Specialty store	13	10
Discount store	4	3
Mail order store	56	45
Sew your own or have someone make them	0	0

N = 124

Table 18.1

**Distribution of the 5'2" And Under Respondents Source
Clothes Are Most Often Purchased**

Variable	#	%
Department store	35	42
Specialty store	10	12
Discount store	2	2
Mail order catalog	36	43
Sew your own or have someone make them	0	0

N = 83

Table 19

**Distribution of the Total Sample Respondents Methods
of Solving Fit and Style Problems**

Variable	#	%
Alterations	58	59
Buying alternate sizes	34	34
Other _____	7	7

N = 99

and under sample had ready-to-wear altered to solve their fit and style problems. Refer to Tables 19 and 19.1. Alteration is the general way of solving fit and style problems, although some styles limit the alterations that can be performed without distorting the design of the garment. Again, because none of the sample sewed their own clothing or had them custom made, a larger number relied on alterations to solve fit problems. Considering the income levels of this sample, the extra cost of alterations likely is not a monetary problem.

Satisfaction with Selection of Petite Clothing

Seventy-four percent of both the total sample and the 5'2" and under

Table 19.1

**Distribution of the 5'2" And Under Respondents
Methods of Solving Fit and Style Problems**

Variable	#	%
Alterations	41	65
Buying alternate sizes	17	27
Other _____	5	8

N = 63

were not satisfied with the fit of current available clothing. Tables 20 and 20.1. This supports studies by Snell (1988) and Pietsch et al. (1991) that petites are not satisfied with the current selection of clothing available. Pietsch et al. found that the x-small group, sizes 2 and 4, are less satisfied than other groups of petites. Sixty-one percent of this sample reported wearing sizes 2 or 4. No doubt, a large number of those subjects wearing sizes 2 or 4 are in the 74% who are dissatisfied with available clothing.

Comments Made by Respondents

The final section of the survey was for general comments on the availability of petite clothing. Comments are listed in appendix A. The

Table 20

Distribution of the Total Sample Satisfied Petite Consumers with Current Available Clothing

Variable	#	%
YES	31	26
NO	90	74

N =121

Table 20.1

Distribution of the 5'2" and Under Satisfied Petite Consumers with Current Available Clothing

Variable	#	%
YES	22	26
NO	62	74

N =84

comments that were given by the respondents supported the data from this study. These comments will give insight to manufacturers to help improve the garments they design.

Comments dealing with garment styles were related to jackets, blouses, skirts, as well as the style of fashion petites wish to purchase. Some comments were concerning the size of the shoulder pads used in the jackets and blouses. If the shoulder pads are too large they affect the visual proportion of the garment. Some respondents liked princess lines and flowing skirts. Many of the respondents felt the clothing offered is too matronly looking and they would like more fashionable clothing.

Many of the comments dealt with fit of garments. Some of the participants would like more skirts narrower and tapered, although more commented that the fit of the skirts were too tight in the hips. They also commented on the fit of the crotch depth pants. One person commented that elastic waist pants fit the best.

The problems with styles and fit are also described in The Complete Petite by Attwood and Duffy (1990). The book discusses shoulder pads, crotch depth in pants, and other problems mentioned in the subjects' comments.

The comments also revealed that there seems to be clothing available but the variety is not what the customers want to purchase. Other comments dealt with the cost and quality of the clothing. Clothing is expensive and alterations

increase the cost.

Summary

In this research, petite women were surveyed to investigate their satisfaction with their body cathexis and their perceived problems with garment fit and style proportion. The sample was divided into two groups because the PS 42 - 70 sizing standard listed petites heights as being 5'2" and under (U.S. Commerce, 1971). Sixty seven percent of the subjects in this study were 5'2" and under. Data showed that the 5'2" and under subjects have more problems with garment fit and style proportion than the taller subjects. This was evidenced by the higher percentages of problems reported by the shorter group compared to the percentage of problems reported by the total sample. The subjects that are over 5'2" have more alternatives for solving their problems with garment fit and style proportion by being able to cross over into junior's and misses' clothing departments to shop.

Body cathexis was perceived to be satisfactory for overall appearance with 75% of the total sample and 73% of the subjects 5'2" and under. However, over one half of the subjects were dissatisfied with their thighs and stomach. While over 40% of the 5'2" and under women were also dissatisfied with their leg length and hips. Over 25% of the total sample was dissatisfied with the torso to legs proportion, waist circumference to hip, and overall proportion.

No evidence was found that indicated what percentage of a population segment could be expected to be fitted by the sizing scales in any one of the seven body types specified in the PS 42 - 70 standards. In several garment fit and style proportion areas, over half of the subjects in this study of petite women reported problems (Table 21). In many cases, 25% or more of the sample reported problems, and 74% were not satisfied with clothing available to them. The majority of both fit and style problems perceived by the sample was related to excessive length. However, serious proportion problems were reported in dart and pocket placement within a garment.

Fitting problems identified by the sample were length of shoulders, the length from the neck to the waist at the back, length of sleeves, length of skirts, pants, and slippers, and crotch length, which were reported to be too long. Stockings and one piece bathing suits were reported by some to be too long. The back shoulder width (too wide) was also perceived as a problem by some. Most length problems can be alleviated through alterations, but of course that adds to the cost of the garment. Possibly the most serious length problem is crotch depth due to the difficulty in altering. In the case of stockings and one piece bathing suits, alterations are not possible.

Style proportion problems perceived by the sample were cardigan jackets and short coats, long sleeve blouses, straight and full skirts, short long pants, full and short slippers, dresses, and long nightwear. It is difficult to separate

Table 21

**Garment Fit and Style Proportion Problems Perceived
by at Least 25% of the 5'2" and Under Sample**

Fit	too wide %	too long %	Style	too wide %	too long %
Length			Jackets		
Waist length		39	Cardigan		35
Long sleeve		66	Short coats		32
Shirt		62	Blouses		
Pants		73	Long sleeves		48
Crotch depth		46	Skirts		
Width			Straight		47
Shoulder	32		Full		40
Across shoulder	26		Pants		
Circumference			Short		47
Waistline	31		Long		52
Misc.			Slips		
Stockings		26	Full		45
One piece			Short		31
Swimwear		25			

N = 85

Table 21 (cont.)

Garment Fit and Style Proportion Problems Perceived
by at Least 25% of the 5'2" and Under Sample

Fit	too wide %	too long %	Style	too wide %	too long %
Dresses					
			Dropped waist		41
			Coat		45
Nightwear					
			Long		62
Misc.					
			Pocket location		58
			Waistband		28
			Cuff		34
			Midriff		31
			Dart location		28

N = 85

these reported style proportion problems from the fit problems, because in almost all cases, the garments were reported to be too long. However, what does happen is that the proportion of the garment may be changed and distorted when the alterations are made to correct the fitting problems. The

acceptable 3:5:8 ratio related to body proportions is often carried through to garments such as jacket and skirt combinations and pants suits. It is uncertain if the subjects were displeased with the garments listed in the style categories because those items required alterations or if the proportions were affected by the alterations.

The most evidence seen in the responses that indicated proportion problems existed were for the miscellaneous items that included pocket location and dart location. Problems were also cited with waistbands, cuffs, and midriffs. Other studies have investigated the satisfaction of petite customers with several clothing categories, but no prior study included these miscellaneous items.

Respondents reported the pocket location (44% of the total sample, 58% 5'2" and under) and the dart location (26% of the total sample, 28% 5'2" and under) to be too low. Responses in both of these areas indicated that the garment proportions are not the same as the body proportions of this sample. There are several implications of low pocket location. One is that when a jacket or dress is shortened, the pocket placement becomes closer to the bottom of the garment, changing the proportional appearance of the garment. A second implication of low pocket placement is that the wearer's arms are too short to comfortably use the pocket.

The low dart location may affect the appearance, but the most serious

effect is on the way the garment fits the wearer. Darts are used to build shape into a garment and to provide extra room for body contour as needed, and therefore, they should be directed toward the apex of the contour. The bust contour requires the largest darts of any body area; if the bust darts are too low, the bust area will not be fitted correctly and the shape created by the dart will be appear as a bulge below the apex of the bust. The low bust dart in an apparel manufacturer's master pattern from which all designs are created means that dart equivalents, such as in princess lines, will be too low also. For several years, few darts were used in loosely fitted women's clothing, but fitted styles that require darts are becoming more popular, so the low dart location is of concern.

With the descriptive statistics used to analyze the data, correlations could not be determined between the body cathexis and garment fit and style proportion problems or the demographics and the body cathexis and garment fit and style proportion problems. According to the two-way tables, there does not appear to be any relationships between these variables.

Seventy nine percent of the total sample most often shop in the petite departments. This sample also shops from mail order stores (45%), catalogs, and then department stores (41%). For this sample, women in the 1990's do not make their own clothing or have them custom made.

Fifty nine percent of the total sample and 65% of the 5'2" and under

group have their ready-to-wear altered to solve their fit and style proportion problems. This may contribute to the reason that 74% of the sample are not satisfied with the current petite clothing selection. Table 21 indicates the percentage of the 5'2" and under women who have fit and style proportion problems. Some of the categories have over half of the sample indicating problems, while the remainder have at least 25% of respondents indicating problems. If one fourth of the petite population segment fails to be fitted properly by ready-to-wear clothing, it should be of concern to manufacturers and retailers in the petite market.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The results presented in Chapter V determined if petite women have a positive or negative body cathexis, if petite women perceive themselves as having garment fit and style proportion problems, and that explored the relationships between these variables and selected demographic information.

The sample was made up of 132 respondents. The largest group in the sample was between the of ages 30-39 years old and resided in the eastern United States. The majority of the sample had a family income of \$20,000 to \$34,999. The implications of the income information confirms that the sample has the means to have alterations done to the ready-to-wear; therefore, any remaining problems must be associated with proportions. The sample ranged in height from 4'9" to 5'6" with 67% being 5'2" and under. The maximum height listed for petites in the PS 42 - 70 is 5'2". In the study, subjects over 5'2" had fewer clothing problems than the shorter subjects. Therefore, results for the 5'2" and under were looked at separately.

The total sample was satisfied with all the body cathexis variables except for thighs and stomach. The 5'2" and under petites were satisfied with all the variables except three, leg length, hips, and stomach. The 5'2" and under petites were also more dissatisfied with their height than the total group.

Most of the fit problems were associated with length. The majority of the sample 5'2" and under reported available clothing too long in the sleeves, skirts, and pants. Another problem with the pants was the fit in the crotch area, in which the respondents reported the length was too long. This is an important measurement for the fit of pants, and problem in crotch depth is difficult to correct by alteration.

Most of the style proportion problems reported in this research were associated with the length of garments and garment components. Miscellaneous items, which have not been included in other studies, were the source of problems. The miscellaneous items that created the most problems for this sample were pocket location and dart location. These problems were more predominant for the 5'2" and under sample.

Upper body style proportion problems were reported in the jackets and blouse categories. The cardigan, 35%, and short coat, 32%, were reported as being too long by the 5'2" and under subjects. The long sleeve blouses were also reported as being a problem because they were too long.

Lower body style proportion problems were found in all the categories of skirts, all the categories of pants, and the full slip. All the lower body problems were described as being too long by the majority of the total sample. The dresses from the entire body category, dropped waist and coat dress, were also described as being too long.

There did not appear to be any relationship between the perceived fit variables and the body cathexis variables. There did not appear to be any relationship between the style proportions and the body cathexis variables. No apparent relationships were seen between the demographics and the perceived garment fit and the style proportion problems. For this sample, demographics provided little information to distinguish differences in garment fit and style proportions.

The majority of the sample shopped at mail order stores (catalogs) and then from department stores. The department most often shopped was the petite department.

The majority of the women had their ready-to-wear clothing altered to achieve a better fit and solve their style proportion problems. More alteration were required by subjects 5'2" and under.

The majority (74%) of the total sample was not satisfied with the current petite clothing available. The comments from the respondents suggested that they want more fashionable styles in petite sizes and for these styles to be available in the same garments as misses sizes.

Recommendations for Future Research

Many questions remain unanswered concerning problems associated

with the clothing for the petite consumer. Suggestions for future research are as follows.

1. This research could be repeated with modifications in the questionnaire. The number of clothing variables could be reduced and the responses would be more appropriate for statistical analysis if they were ranked. Other changes in the study could be (1) dividing it into separate studies for upper body problems, lower body problems, and problems with foundation garments for petite women. (2) The garment fit and style proportion problems could be done in different studies.
2. Research on previous studies could be expanded, for example, such problems as in Pray's (1987) study with the needed improvement with sportswear and career wear categories. Specific problems in either of those areas could be explored.
3. A research project comparing fit problems of petite subjects to other body types, such as misses and tall to explore the individual differences of these groups.
4. Some style proportion problems were identified in this study, especially

with dart and pocket location. Photographs could be used to determine if subjects could perceive proportion changes between a sample size 10 design and the proportions in the same design that had been graded to a size 2 or 4 in petite sizing.

5. Another research project that could be done using photographs (or computer graphics renditions of garments) would be to use two or three styles of garments that have components that generally are not graded, although the remainder of the garment pattern pieces are. Examples of those components are collars, yokes, midriffs, band, and cuff widths, which remain the same in all sizes. The sample would be surveyed to determine if and between which sizes they could perceive a difference in design proportions across a range of sizes.

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APPENDIX A

PETITE CLOTHING CONSUMER SURVEY

Dear sp.3:NOT ON DESKTOP sp.3:NOT ON DESKTOP:

As a graduate student I have to conduct research, so I chose a project in which I would have personal insight. Since, I am only 4'11", I wondered whether other short women had problems with purchasing satisfactory clothing. My research project focuses on identifying what petite women perceive to be fit and style proportion problems with their clothing.

I would appreciate you taking the time to fill out the enclosed survey. The directions are at the beginning of each of the three sections. Please add any additional comments you may have. Names of the participants who **return surveys before the drawing on FEBRUARY 29** will be eligible for **Spiegel's Gift Certificate of \$25.00**; participants returning surveys by **March 7** will be eligible for a **Spiegel's Gift Certificate of \$15.00**.

Thank you for your participation.

Dabney A. Huckabay
Graduate Student
Department of Clothing
and Textiles
Virginia Tech
Blacksburg, Virginia

Dr. Carolyn Moore
Advisor
Department of Clothing and Textiles
Virginia Tech
Blacksburg, Virginia

To participate in the drawings for the gift certificates, **\$25.00** and **\$15.00** donated by Spiegel, please complete the form below. To insure your privacy, I will separate the form from the questionnaire immediately upon receipt.

GIFT CERTIFICATE FORM

NAME: _____
ADDRESS: _____
PHONE NUMBER: _____

Body Cathexis Scale - please circle the answer describing your feelings about each body part:

- (1) Have strong dislike and wish to change somehow.
- (2) Don't like, but can put up with.
- (3) Have no particular feelings one way or the other.
- (4) Like, am satisfied and/or pleased with.
- (5) Consider myself particularly and/or unusually, fortunate to possess.

1. waist	1	2	3	4	5
2. body build	1	2	3	4	5
3. height	1	2	3	4	5
4. shoulder width	1	2	3	4	5
5. arm length	1	2	3	4	5
6. bust/chest	1	2	3	4	5
7. leg length	1	2	3	4	5
8. overall appearance	1	2	3	4	5
9. face	1	2	3	4	5
10. weight	1	2	3	4	5
11. hips	1	2	3	4	5
12. thighs	1	2	3	4	5
13. calves	1	2	3	4	5
14. stomach	1	2	3	4	5
15. torso to legs proportion	1	2	3	4	5
16. arms to torso proportion	1	2	3	4	5
17. waist circumference to hip circumference proportion	1	2	3	4	5
18. overall proportion	1	2	3	4	5

II. Fit and garment proportion of specific styles:

Please check as many as apply for each item in relation to your body type and the appropriateness of proportion of Garment Style. If you have not worn a style please leave blank.

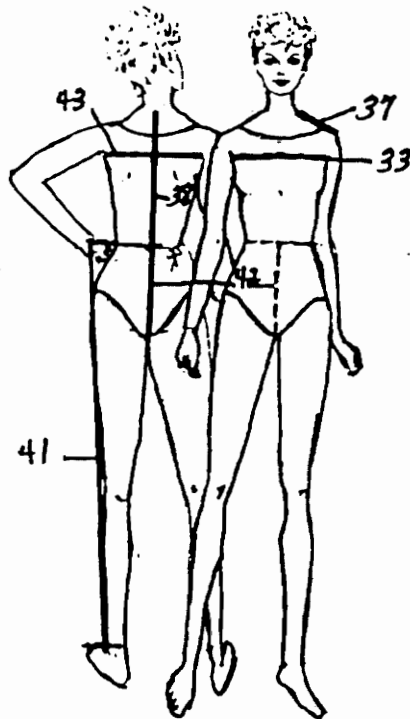
	too long	too short	too wide/large	too narrow/small	proportion okay
19. jackets, blazers, coats					
a. peplum					
b. chanel jacket					
c. cardigan					
d. safari jacket					
e. bolero jacket					
f. double-breasted blazer					
g. single-breasted blazer					
h. pea coat					
i. parka					
20. blouses					
a. long sleeve					
b. short sleeve					
21. skirts					
a. straight					
b. gathered					
c. pleated					
d. flared					
22. pants					
a. walking shorts					
b. culottes					
c. stirrups					
d. full leg ankle length					
e. pleated ankle length					
f. tapered ankle length					
g. high waisted					
23. dresses					
a. dropped waist					
b. coat dress					
c. sheath					
d. blouson					
e. wrap					
f. cocktail (strapless)					
g. princess					
h. shirtwaist					
24. sweaters					
a. crew					
b. v-neck					
c. turtleneck					
d. cowl					

	too long	too short	too wide/large	too narrow/small	proportion okay
e. sleeveless shell					
25. stockings					
a. panty hose					
b. knee-hi					
26. slips					
a. full slip					
b. half slip					
c. mini slip					
27. panties					
a. bikini					
b. hip hugger					
c. brief					
d. french cut panties					
28. brassiere					
a. strapless					
b. longline					
c. regular soft cup					
d. regular underwire					
29. nightwear					
a. short gown or robe					
b. long gown or robe					
c. shorty pajamas					
d. long pajamas					
30. collars					
a. mandarin					
b. turtleneck					
c. peter pan					
d. notched					
e. shawl					
f. sailor					
g. cape					
h. tie or bow					
Check as many as apply of the following:					
	too low	too high	too wide	too narrow	proportion okay
31. Misc.					
a. pocket location					
b. yoke					
c. waistband					
d. cuff					
e. midriff					
f. dart location					

Please describe the general Fit of the following by checking the appropriate box(es).

	too long	too short	too wide/large	too narrow/small	fit okay
Circumference:					
32. bust					
* 33. upper chest					
34. waistline					
35. hip					
36. upper arm					
Length:					
* 37. shoulder					
* 38. neck to waist at back					
39. long sleeve					
40. skirt					
* 41. pants					
* 42. crotch depth					
Width:					
* 43. across back shoulder					
Misc.					
44. stockings					
45. panties					
46. one piece swimwear					

* Use diagram for proper locations in measuring these items.



III. Demographic Information: (PLEASE CIRCLE OR FILL IN THE BLANK)

50. Age

- 1 UNDER 21
- 2 21 -29
- 3 30 - 39
- 4 40 - 49
- 5 50 - 59
- 6 OVER 60

51. Highest Education Level

- 1 GRADE SCHOOL
- 2 HIGH SCHOOL
- 3 SOME COLLEGE
- 4 COLLEGE DEGREE
- 5 A GRADUATE DEGREE

52. Marital status

- 1 SINGLE
- 2 MARRIED
- 3 DIVORCED
- 4 WIDOWED

53. Area you live in

- 1 URBAN
- 2 RURAL

54. Employment Status

- 1 EMPLOYED PART TIME
- 2 EMPLOYED FULL TIME
- 3 NOT EMPLOYED

55. Family income

- 1 UNDER \$19,999
- 2 \$20,000 TO \$34,999
- 3 \$35,000 TO \$49,999
- 4 \$50,000 TO \$69,999
- 5 \$70,000 TO \$99,999
- 6 OVER \$100,000

56. The one department where you most often shop

- 1 JUNIOR
- 2 PETITE
- 3 MISSES
- 4 WOMENS

57. The one source you get most of your clothing

- 1 DEPARTMENT STORE
- 2 SPECIALTY STORE
- 3 DISCOUNT STORE
- 4 MAIL ORDER CATALOG
- 5 SEW YOUR OWN OR HAVE SOMEONE MAKE THEM

58. If you purchase clothing in the petite department, are your fit and proportional styling problems solved?

- 1 YES
- 2 NO

59. If petite clothes do not solve your problems, what method best solves your fit and styling problems?

- 1 ALTERATIONS
- 2 BUYING ALTERATE SIZES (Which body type)
 - 1 JUNIOR
 - 2 MISSES
 - 3 WOMENS
- 3 OTHER _____

60. If you shop in the petite department are you satisfied with the current selection of petite clothing?

- 1 YES
- 2 NO

61. Which state do you live in? _____

62. What is your height? ____ feet ____ inches

63. What is your weight? _____ pounds

64. What is your dress size? _____

Additional Comments: _____

APPENDIX B

Comments Made by Respondents

I had a lot of problems with clothing until some manufacturers started "Petite lines." Now, I order most things through Spiegel catalog and rarely have to return them if I get a "Petite 4."

Petite pants inseams are usually 29" - which is exactly 1" too short for me. I end up buying Misses which I have to have hemmed up 2", and the crotch length is too long. Best solution is Land's End which will hem the petite sizes up to 31" for free.

5'4" and under will normally fit me; Spiegel has advertised as 5'4" and under, then when you get them they have tags on them saying 5'2" and under.

I will be happier if all the stores carry petite sizes. It is so difficult to find clothes. Especially working clothes.

I feel there is still more improvement to be made on better proportioned petite clothing.

My two college age daughters are petite and most of the styles are too mature for them.

I usually only buy dresses in petite as my torso is the biggest problem.

The few stores around that have petite departments have "old ladies" clothes and those stores that sell petite sizes think that size 2 and 4 means "petite."

Need larger variety of clothing in size 2.

Liz Claiborne petites fit me perfectly.

I am fortunate that my weight is in proportion so clothes fit well.

Not very much variety.

I am on the border of petite by height so regular sizes are too big but petite sizes are usually too small especially after being washed.

I have no problem shopping petite clothing only. I rarely go into misses/womens. I do heavy duty aerobics and cross training so well proportion.

Would like to see better color selection; like more warm vibrant colors.

Sleeve length is important - usually too long and please easy on the shoulder pads. If overdone the width makes my face look smaller.

Some petite clothes are rather "frumpy" "matronly".

Need petite bathing suits "I can't find any."

Need a larger selection.

More stores should carry smaller sizes.

Would like to see more sophisticated styles.

Would like skirts cut narrower and tapered.

More selection in the petite departments.

Need more clothes for all ages, not just "little old ladies"

Lengths of skirts, jackets sleeves, slacks are always too long. Spend too much money on alterations.

Make clothes like men's in relation to height of the person.

I cannot buy any type of pants/slacks through a catalog, they always run very big. If I take a smaller size the waist is too tight and they still are too large.

Although I am over the 5'4" (5'5") height normally attributed to petites, I find hemlines & sleeves lengths in size 6P do not require alterations.

The sizes range from manufacturer to manufacturer.

Petite pants in capri length usually fit.

I am petite size but only because I am short waisted, the crotch depth and hems are too short.

Clothes are over-priced.

More youthful styles, not childish.

Clothes are too immature, too trendy.

The body changes shapes from 25 to 59.

Too much money on alterations.

Need more designers to make clothes in petite sizes.

I need the smaller size but with dresses the petite waist are too high.

Skirt sizes are cut so tight through the hip lately.

Bust sizes tend to run baggy.

Petite fashions are not as updated as regular sizes.

Winter coats are hard to find. (Leather I had to have one custom made)

My big problem is shoes (size 4)

Quality of medium price range is very poor; you either have to spend a lot of money to get good quality or spend a lot less but get poor quality.

Too many styles that are little girlish.

Not enough of the smaller sizes.

Love Spiegel's great selection!

Latin women need bigger hips.

Not enough small sizes for professionals.

Spiegels have trendy clothes that fit but heavy shipping charges.

My most difficult figure problem is small shoulders.

I miss Spiegel's petite catalog.

Need more classy/chic size 2P.

Cost too much.

More fashionable clothing at reasonable prices.

Pants are too short in the crotch depth.

Spiegel's selection is scarce although I like what I order from them.

Selection is getting better.

Need to cut more fashionable designs in petite sizes not two years after everyone else has the garments.

Need better petite selection.

Seem too juvenile or matronly.

Not enough in petites that is stylish.

Regular sizes are too large scale for me (pattern).

Styles are too matronly.

Love Spiegel's products great quality.

Selection is limited and adolescent.

Petites are too short in arm length and too narrow in the shoulder.

Suits are very difficult to buy.

Pants and sleeves are too short.

Suits are hard to buy unless they are separates.

Need more 0 and 1 in pants

Like princess lines, flowing skirts

Elastic waist fit the best.

Not happy with petite styles, it has been better in the last few years. More high fashion styles in petite sizes.

I find that even petite dress and casual slacks are too long.

Shoes in size 2 1/2.

VITA

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Centenary College Shreveport, Louisiana	6/83 5/84	
Northwestern State University Natchitoches, Louisiana	6/84 12/84	
Northeast Louisiana University Monroe, Louisiana	1/85 12/87	B.S., December 1987
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