

CLOTHING INTERESTS OF YOUNG ADULT,
MIDDLE AGED, AND ELDERLY MEN,

by

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TABLE OF CONTENTS

	Page
ACKNOWLEDGMENTS	ii
LIST OF TABLES	vii
Chapter	
I. INTRODUCTION	1
Theoretical Framework	7
II. REVIEW OF RELATED LITERATURE	8
Sex as a Variable in Clothing Interest	8
Men's Clothing Interest	12
Social Significance of Clothing	14
Clothing Interest and Demographic Factors	17
Clothing Interest and Buying Habits	20
Clothing Attitudes in Relation to Basic Values	21
Summary	24
III. STATEMENT OF THE RESEARCH PROBLEM	26
Objectives	26
Subobjectives	27
Definitions	27
Delimitations	29
Assumptions	30
IV. PROCEDURE	31
Selection of the Instrument	31
Development of the "Clothing Questionnaire"	32
Biographical Data Sheet	38

Chapter	Page
Selection of the Sample	38
Method of Data Collection	38
Analysis of the Data	39
V. FINDINGS AND DISCUSSION	41
The Sample	41
Age	42
Occupation	42
Income	42
Major Source of Income	45
Education	45
Sample Summary	45
Relationship Between Age and the Five Dimensions of Clothing Interest	46
Relationships Between the Five Factors of Clothing Interest	47
Relationships Between the Dependent Vari- able of Clothing Interest and the Independent Demographic Variables	50
Occupation	50
Income	52
Education	52
Major Source of Income	56
Summary	56
Discussion	56
VI. CONCLUSIONS	62
Objectives	62
Subobjectives	64
VII. SUMMARY	67
The Instrument	68

Chapter	Page
The Sample	69
Findings	69
VIII. SUGGESTIONS FOR FUTURE RESEARCH	71
REFERENCES CITED	72
APPENDIX A: CLOTHING QUESTIONNAIRE	80
APPENDIX B: FACTOR LISTS	85
APPENDIX C: BIOGRAPHICAL DATA	92
APPENDIX D: COVER LETTER	94
VITA	96
ABSTRACT	

LIST OF TABLES

Table		Page
1.	Demographic Data	43
2.	Confidence Limits for Significant Relationships and Average Scores for the Three Age Groups	48
3.	Average Scores and Ranking of Factors by Three Age Groups	49
4.	Average Scores for the Five Factors and Confidence Limits	51
5.	Confidence Limits for Significant Relation- ships and Average Scores for the Six Occupations	53
6.	Confidence Limits for Significant Relation- ships and Average Scores for the Income Levels	54
7.	Average Scores for Educational Levels	55

Chapter I

INTRODUCTION

That social and psychological factors influence an individual's selection and clothing are not new concepts. In the 1920's and early 1930's there was an upsurge of interest in the psychological, social, and cultural implications of dress. Two of the earliest written interpretations that stressed understanding of dress were written by Hurlock (1929) and Flugel (1930). In his book, entitled The Psychology of Clothes, Flugel discussed the principal motives for wearing clothing as being modesty, protection, and decoration. He regarded the latter motive of decoration as the primary reason for wearing clothes because man is a social animal and his outward appearance has considerable effect on his interaction with society. Therefore, dress has social significance, because "apart from the face and hands . . . what we actually see and react to are, not the bodies, but the clothes of those about us" (p. 15).

The more recent focus of attention concerning the social-psychological aspects of clothing has developed within the last 30 years. This interest in clothing related behaviors was kindled by Hartmann in 1948 in his address to the Eastern Region Conference of Teachers of Textiles and Clothing. His talk stressed the importance of using clothing as a variable in personality studies, because "clothing is a center of interest to everyone, varying only in intensity and expression" (1949, p. 294).

The foundation for research in the social-psychological area is based on the concept that the study of the behavioral aspects of clothing can serve as a guide in explaining other forms of overt behavior. Many researchers have called these variables clothing values because "values act as a directive or motivating force in behavior and in decision making. It can be assumed that values will operate in the field of clothing behavior and clothing choices as well as in other areas" (Ryan, 1966, p. 99). Researchers (Creekmore, 1963; Dunlap, 1971; Hao, 1971; Lapitsky, 1961; O'Connor, 1967) have demonstrated relationships between dress-oriented behavior and basic values. These behavioral aspects have also been delineated as clothing attitudes and as clothing interest.

A look at the basic interrelationship between these terms supports the view that they may be used interchangeably. Walters (1974) described an attitude as "how an individual thinks or feels about something." He stated that "attitudes comprise a person's total value system, and because these are subjects on which there is no consensus, they take on more importance for some groups than for others" (p. 160-161). The attitudes individuals take determine their interest patterns and are reflected in their overt behavior.

Peoples' value systems tell something about their beliefs, their sentiments, their status, and their rank. Values are not inherent, but are derived from family, social, and cultural experiences. The system develops early in life and is modified and changed as a result of the learning process and environmental background (Walters, 1974).

In 1977, Charron formulated the following operational concept which can serve as a means of measuring the individual's value system.

Values are fundamental beliefs and as such are not directly observable. However, they may be partly manifested in the interest expressed by an individual for a given topic. As individuals undergo changes in their life cycle, or are influenced by new experiences, their values may be subject to change. As values change, interests expressed for those topics associated with the values may also change. By measuring the extent of change in the specific interests an individual displays, we may be able to understand better individual motivation and behavior. (p. 1)

Kefgen and Specht (1976) stated that understandings gained from the study of clothing can cast light on the total picture of human development because values that direct other choices also direct clothing choices. Therefore, an important clue to the understanding of one's personality, which includes needs, motives, behaviors, attitudes, and values, may lie in the ways that personality is portrayed to the world through clothing.

Age and sex are two demographic variables which have been found to be influencing factors on the amount of clothing interest and its basic relationship to values. Researchers (Charron, 1977; Bonaker, 1970; Humphrey, 1967; Klassen, 1967; Snow, 1969; Snyder, 1966) have established significant relationships between the level of clothing interest and general values in correlation to age and/or sex. Therefore, research needs to be expanded to include all ages of both men and women. This information is vital to the understanding of the full concept of clothing interest.

However, all segments of the population have not been equally included in social-psychological studies of clothing. Ryan (1966,

p. 306) pointed out the need for research using populations in the age range of 20 to 65. She stated that discussion of this age group was omitted from her book because so few research studies had been done on the implications of clothing-related behavior. A study of middle-aged women was initiated by Potts in 1974 in an attempt to include the middle years of life. She recognized the need for additional research because "clothing does not serve the same function for everyone. Yet investigations of each small part contributes toward understanding the whole" (p. 8). This led to the assertion that young and middle-aged men needed to be included in studies in order to complete the whole. Potts used the age range of 35-55 as the middle years of life.

The elderly are another segment of the population which needs to be included in studies in order to complete the full understanding of clothing interest. Clothing is one of life's necessities and it cannot be ignored when considering the needs of the elderly, because it is of universal interest and there is recognized psychological value in being well dressed at any age. Kefgen and Specht described part of that need in 1976.

Men and women display varying degrees of interest in clothing by their attitudes and the values they assign to appearance. These variations are caused by societal, familial, educational, occupational, and environmental background. The values, attitudes, and interests expressed in clothing are also related to other areas of living. The individuality of the senior citizen is often revealed in their clothing selection just as it has been in each of their past years. (p. 51)

The vital need for research concerning the elderly's clothing was brought to light by Butler in 1975. Many retired couples have to

live on a greatly reduced budget and the allotment for clothing is very low. The yearly Intermediate Budget for the Retired Couple as prepared by the Department of Labor allows the retired man \$94 for clothing and allows \$100 for the older woman. This allows 7 percent of a topcoat for a man and one house dress, one and one-fourth of a street dress, and two-thirds of a bra for a woman. Butler proclaimed that "it is not possible to live statistically." This "inadequate money for clothing only reinforces the likelihood of forced inactivity by older people embarrassed by their appearance" (p. 27).

Reduction in monetary resources to meet clothing needs can have very adverse effects on the individual. Ryan (1966) stressed that "a pleasant appearance gives a lift to almost anyone and the elderly are no exception. A person who is dressed and groomed neatly and attractively is less likely to be filled with self-pity, and he is more sociable" (p. 316). Social-psychological research showing the level of interest in clothing will be a reflection of the value system. Understandings gained from this research will have application to other behavior patterns of the elderly. Recent studies of clothing interest of the elderly have focused on the older woman; therefore, additional research needed to be initiated to include the older man.

There is growing concern about the clothing needs of the adult male. Anspach (1959) stressed the need for male oriented research because, of the groups studied in home economics and textiles research from 1925 to 1958, men composed only 6 percent. Since 1958 researchers

have initiated studies involving a male sample, but much of this research has been with the younger generations. There has not been much focus on men in the young adulthood, middle-aged, and elderly years of life.

The need for clothing research for men has become more relevant as a result of the renewed interest in the fashion element of their clothing. Horn (1975) stated that the revolution of the sixties has included men's attire and "the phenomenon is all the more bewildering in the men's field 'where change has always been measured in quarter-inches per decade'" (p. 290). With a population projection of 61.4 million men who will be 25 years of age or older by 1980 (U.S. Bureau of the Census, 1975), an understanding of the values and personality patterns that influence their clothing choices is becoming increasingly important.

Researchers (Ryan, 1953; Vener, 1957) have found significant differences in the clothing interest of male and female subjects, and clothing interest and age has correlated significantly in studies by Charron (1977) and Russell (1971). Therefore, information must be assimilated concerning both sexes and all ages in order to understand the full concept of clothing practices. Since many of these behavioral studies related to dress have been with women or very young men, the purpose of this research was to investigate the importance of clothing to adult men in the early, middle, and later stages of the adult life cycle. The researcher investigated the relationships between clothing interest and age, occupation, education, and income of a selected group

of men. The researcher hoped to add pertinent information to existing studies as this small important part could be a major contribution toward understanding the entire concept of clothing related behaviors. A prominent goal was to contribute to the understanding of the changing values of all stages of the male's life-span.

Theoretical Framework

Values develop early in life and are modified and changed as an individual experiences the developmental stages of life. These changes are not directly observable, but are indirectly observable in interest patterns reflected in overt behavior. Therefore, they can be measured, as the interest displayed for a given topic is measurable.

"Clothing is a center of interest to everyone" (Hartmann, 1949, p. 294); therefore, one type of human behavior that has implications for all individuals is the attention and concern paid to clothing. Research (Creekmore, 1963; Lapitsky, 1961) has demonstrated that basic values are related to clothing interests, then changing interest in clothing should reflect changes in values. By measuring the clothing interest and attitudes possessed by individuals in different stages of the life cycle, inferences can be made about the values of persons within that stage and value changes as they progress to another stage.

Chapter II

REVIEW OF RELATED LITERATURE

Research has shown that a relationship does exist between a person's clothing interest and some individual demographic characteristics. This interest is related to specific values and attitudes. Studies dealing with these clothing related behaviors and some selected personal values are too numerous for all of them to be mentioned here, therefore, only those which relate to this research will be reviewed. The first section of this review will establish the concept that sex is one variable that is related to the amount of clothing interest and more importantly to the specific manifestations of that interest. Subsequent sections will be devoted to literary reviews concerning male clothing interest.

Sex as a Variable in Clothing Interest

Studies have shown that interest in clothing is different for male and female individuals, both the amount or degree of interest and the particular type of interest. A review of this relationship will be used as a basis for limiting the discussion of other behavioral studies to those concerned with male subjects.

An instrument, designed by Vener (1957) as a measure of clothing awareness, was administered to a sample of 782 boys and girls. Results of that research indicated that high school girls demonstrated

greater clothing awareness than did high school boys. Other researchers (Humphrey, 1967; Hundley, 1967; Ryan, 1953) found similar sex differences in overall clothing interest. Although the boys did not score as highly as the girls, they did exhibit an interest in clothing. Evans (1964), however, reported that boys were as motivated by the desire to win attention and recognition through their clothing as girls.

In 1967, Humphrey, Hundley, Klassen, and Young administered a clothing interest questionnaire to 251 boys and 270 girls as part of a large combined research project. Humphrey found an inverse relationship between clothing interest behavior and grade in school, but only among the boys in the sample. Her study was undertaken to determine whether the use one made of clothing was related to the stability of the self-concept. Findings indicated that clothing may be used as a means of self expression by those individuals with a high level of self concept. Hundley's analysis of the same data revealed that attitudes toward clothing varied with sex. The girls had higher scores on each of the eight aspects of clothing interest (aesthetics, interest, management, modesty, comfort, special attention, social approval, and psychological dependence) than did the boys.

Klassen, using the above sample of high school students to study self-esteem and its relationship to clothing interest, showed self-esteem to be positively related to the aesthetic concerns for clothing and the use of clothing to seek special attention for both boys and girls. However, the significant relationship between self-esteem

and the interest in and the management of clothing was found only for female subjects. Significant relationships between clothing interest and peer acceptance and personal appearance were also reported by Young. Peer acceptance was related to personal appearance for the boys and to the aesthetic concern for clothing among girls, and personal appearance was related to the use of clothing to gain special attention by girls and to modesty in clothing for boys. The only significant relationship for both sexes was between the variables of personal appearance and aesthetic concern.

Research by Hacklander (1968) was a part of this larger combined project of 270 female and 251 male subjects. She found a positive relationship between overall satisfaction with the body and the aesthetic aspect of clothing for both sexes; however, males were more consistent in the relationship between body intensity and clothing regardless of grade.

Selected factors influencing acquisition, use, and disposition of "most liked" and "least liked" outer garments were studied by Grey (1968). She found that men like garments because of fit, appearance, comfort, and warmth-coolness qualities, whereas women like garments because of style and color in addition to comfort, fit, and appearance. Style and fit were given as the major causes of dislike of clothing by women while men listed fit as the only major reason for disliking garments. Subjects in this study were 65 years of age and older.

The clothing variable, conformity, has been studied by many researchers (Clum, 1969; Bloxham, 1969; Brogger, 1969; Swanson, 1971).

A trend toward more conforming behavior for male subjects than female subjects has generally been found. Swanson's study of 105 university women and 105 university men revealed that both groups actually conformed to a greater extent than they thought they did. Both sexes believed women to be more conforming in dress; however, in actual behavior in dress, men had significantly higher conformity scores than women. In Clum's sample of 241 adolescents, males had higher mean conformity scores in reciprocal friendship structures; female mutual pairs had higher mean conformity scores.

Sex was found to be an important determinant of fashion interest and the motivations underlying the selection and use of clothing (Bonaker, 1970). Bonaker's sample was composed of 531 persons touring the Merchandise Mart in Chicago. Fashion interest, defined as the degree of interest or concern with following the prevailing mode of dress, was more important to female subjects. Although the men did not score as high as the women, there was a trend toward increased attention given to men's wear.

Research concerned with the relationship between self-acceptance and attitudes toward clothing was conducted by Zentner in 1971. Her sample of 80 female college students scored significantly higher than the sample of 168 males on the four clothing attitudes of appearance, experimental, fashion, and management uses of clothing. The fifth variable, conformity in clothing attitudes and practices, exhibited no significant difference between sexes. Self-acceptance was not related to any of the five clothing attitudes for females; however, it did have

a negative relationship to conformity for males. Those having low self-acceptance scores showed a high degree of clothing conformity behavior.

The adolescent self-concept and appearance of male and female subjects was investigated by Ehle (1971). Findings indicated that a much larger proportion of the girls desired to change their appearance. Girls, more than boys, perceived their own appearance as less desirable than that of their peers.

In summary, sex has been used as a variable by many researchers and it has been shown to relate to clothing interest in general as well as specific dimensions. Even though findings of various studies tend to conflict, there seems to be a general agreement that there are sex differences in clothing interest, in both the degree or amount of interest and the specific aspects of interest. Having established the fact that this difference exists, the remainder of this review will be devoted to research involving males, subjects of this present research.

Men's Clothing Interest

"Traditionally, a concern for clothes was considered to be a feminine preoccupation, while men took pride in the fact that they were completely lacking in clothes consciousness" (Horn, 1975, p. 1). This subdued interest in clothing was a result of the Industrial Revolution when men found it more practical and more in tune with the time to dress very conservative and less gallant (Troxell, 1976). Flugel (1930) expressed the following thoughts concerning this dreary convention of dress for men.

At that time there occurred one of the most remarkable events. Men gave up their right to all the brighter, gayer, more elaborate and more varied forms of ornamentation, leaving these entirely to the use of women, and thereby making their own tailoring the most austere and ascetic of the arts Man abandoned his claim to be considered beautiful. He henceforth aimed at being only useful Woman was to enjoy the privilege of being the only possessor of beauty. (pp. 110-111)

This trend of conservativeness in men's wear continued to be dominant for over 200 years. In 1959, Langner wrote that

One American clothing house makes its proud boast that its clothing for men has not altered in fifty years. During that period we have moved from the horse and buggy to Sputnik, but men's business clothing has remained, by and large, as solidly unchanging as the Rock of Gibraltar--so great is modern man's need to feel secure in his environment. The "man in the gray flannel suit" has become the national symbol of conformity and middle-class security. (p. 193)

This stereotype of masculine attire is gradually changing as consumer demand for more fashion in men's wear increases. Gentlemen's Quarterly (1967) attributed the sportswear revolution as being the dominant factor which has brought about changes in all fashion for men. This revolution began in the period following World War II, when lifestyles began to change to include increased time for leisure and suburban living. These trends toward casual living were first reflected in the use of colored sports shirts. Other socioeconomic factors contributing to the changes in men's dress included the economic climate, the dispersion of existing social class, and social mobility. Horn (1975) stated that the revolution "phenomenon is all the more bewildering in the men's field 'where change has always been measured in quarter-inches per decade'" (p. 290).

New fashion trends in men's dress has prompted recent research in the area of importance of clothing to men because "an individual's attitudes toward and use of clothes must be understood before logical, effective planning for clothing use can be achieved" (Ritchey, 1978, p. 64). Research concerning the clothing interests of men will be discussed in relationship to the following variables: social significance of clothing, clothing interest and demographic factors, clothing interest and buying habits, and clothing attitudes in relation to basic values.

Social Significance of Clothing

Research studies, as early as 1951, supported the concept that clothing is socially significant to men. The importance of clothing in social status ratings of men was investigated by Hault (1951). Findings indicated that clothing was a factor which did correlate with individual emotional security. Men who were members of large organized groups purchased fewer clothes and exhibited less concern about fashion than did men who were non-members of organized groups. When Vener (1953) investigated personal estimates of the importance of clothing in interpersonal relationships for 88 married men, he found clothing importance to have an inverted relationship in regard to social status, vertical social mobility, and the degree of social participation. Individuals with the higher status ratings received lower clothing importance scores and individuals with slightly lower status ratings tended to receive higher clothing importance scores.

Distinctive modes of dress do exist in business and industrial organizations and they help to identify the individual's rank (Form & Stone, 1955). Interviews with 108 male, white collar and blue collar workers found significant differences between these two groups in their perceived social significance of clothing. The white collar workers expressed a high degree of concern about the impressions created by use of clothing, especially impressions on superiors. The manual workers were more concerned with durability, comfort, and safety of their personal work clothes and were not as concerned about the symbolic nature of their dress. However, they did recognize an acceptable pattern of dress for each group and deviations from this acceptable pattern were ridiculed by co-workers.

Another study concerning the social importance of clothing for men was conducted by Peters in 1963. Responses from her sample of 200 college men showed that being well-dressed was considered to be an important factor in being accepted. They preferred well-dressed friends and would be embarrassed if a friend were sloppily dressed.

The communicative function of dress in social contacts was investigated by Kelly and Star in 1971. Reactions to drawings of a young man, differentiated by clothing and hair style, were obtained through structured interviews. Students expressing favorable attitudes to conservative politics but unfavorable reactions in regard to marijuana were hostile to unconventional dress. Those favoring the more unconventional dress were more liberal in regard to political and drug issues. The researchers reported that an individual's mode of dress

did influence the reactions of others in regard to a possible friendship with him. This reaction may not be in regard to style per se, but is primarily a reaction to the liberal beliefs symbolized by unconventional dress.

Data from Wellan's (1966) study supported the hypothesis that men at executive levels rely on dress and are aware of the importance clothing plays in occupational and social life. The importance attached to clothing was indicated by their awareness of fashion, their interest in the dress of associates, by the personal selection and purchase of all garments, by the desire to be among the best dressed in a group, and by the belief that associates observed their dress. Fashion was the most important factor concerning clothing choices for occupational wear and social engagements; comfort was the most important factor influencing dress at home.

Social and cultural participation and clothing related behaviors were studied by Harris (1973), Orkus (1971), Roberts (1970), and Stilley (1970). Significant differences between clothing interests and academic grades and extracurricular participation of 125 teenage boys was noted by Stilley. Okrus demonstrated relationships between cultural participation and fashion awareness of 100 male graduate students. No significant relationship between social participation and wardrobe size was found by Roberts; however, in a similar study (Harris), wardrobe needs of adolescent boys were influenced by their social participation and occupational aspirations.

Clothing Interest and Demographic Factors

Research by Snow (1969) focused on the relationship of demographic factors and clothing interest levels of men in four selected occupations: attorneys, salesmen, public school teachers, and factory workers. Men, age 20 to 59, responded to questions concerning their clothing interest and wardrobe, activity and organizational participation, and attitudes. These factors were compared in reference to occupation, age, income level, and educational level of each subject. Results indicated that as age increased the clothing interest, wardrobes, and fashion acceptance decreased. Activities also decreased as age increased. No significant differences between clothing interest for the four groups were found; however, the highest clothing interest existed among attorneys, salesmen, and school teachers. This would tend to support Form and Stone's (1955) study concerning the social significance of clothing between white collar and blue collar workers.

Daub (1968) reported that education of the family head had the greatest relative importance on the changing proportion of the family income spent for clothing between 1940 and 1960. In most instances the man was listed as being the head of the household.

Positive relationships between income, length of residence, and assessment of the clothed American male were reported by Hardjanti (1969) for a group of Asian men. The men with higher incomes, longer residence, and more contact with Americans placed more importance on their own clothing as well as associating clothing with higher self-esteem.

When Smith (1970) investigated male college students, no association was found between the extent of conformity and year in school, college, size of hometown, and grade point average. Location of hometown, however, was positively related to conformity to the modal pattern as well as to hair style.

Differences in opinions toward clothing conformity among 183 males in relation to the density of the population of the school district were noted by Frye (1971). Conforming attitudes of those from the more densely populated districts were significantly lower than were those from the less densely populated districts. Male clothing conformity attitudes were also studied by Hussey (1971), Lee (1969), and Roth (1969). Hussey found a negative relationship between self-esteem and conformity of 174 adolescent boys. Lee's data from 130 male students showed that clothing deviants were primarily fashion leaders. These individuals, who were independent of the norm in their clothing appearance, were not the social isolates hypothesized by the researcher. Both found little evidence that a respondent's fashion attitudes were related to his clothing conformity attitudes; however, she did find that geographic location did have an effect on fashion attitudes and clothing conformity.

Bonaker's (1970) study of fashion interest and the motivations underlying the selection and use of clothing included a sample of 107 male subjects. A significant relationship between marital status and education was found but there were no significant relationships between fashion interest and income or social status. Age was the most

discriminating independent variables; as age increased, interest in fashion declined. The men, however, still indicated medium rather than low interest. This concept of age related fashion interest was supported by Fuller (1972). Her findings indicated that among 149 male college students, there was more awareness of fashion than among a group of 145 businessmen.

A study by Russell (1971) included 275 male subjects, age 17 to 65. Results of her investigation showed significantly higher fashion interest for the younger groups. Although the concern for apparel decreased with age, the findings did illustrate renewed awareness by the oldest group of participants. The upper middle class men showed the most fashion interest, while the upper and lower social class participants expressed the least amount of interest. Education was a factor influencing fashion interest. Men with the least education scored lowest in interest and the college students received the highest scores. However, men in post graduate work showed a decrease in fashion interest in comparison to undergraduate students.

Using the variables of age, education, occupation, and income, Golightly (1974) compared men's perceptual awareness of current fashion and their acceptance of new fashions through purchases. Her sample was comprised of 120 men within the age range of 20 to 66. Results of the study demonstrated a positive relationship between fashion awareness and age. However, age was not a significant factor in relation to the acceptance of current fashion items. Income and education were the most influential demographic variables, as acceptance of

current fashion items correlated significantly with education and with income.

Charron (1977) sampled 191 men in three different life stages: college freshmen, college seniors, and post college working men. Analysis of the data established significant differences between the levels of clothing interest for the three groups of men. College seniors had the least interest in clothing; the post college working men had significantly higher interest scores than the other two groups of men. An earlier study by Russell (1971) found that the level of interest in clothing peaked for undergraduate students and then declined in post graduate workers. Charron suggested that the higher scores for the working men could be due to a number of factors; a renewed interest in fashion because of more relaxed dress codes, more fashionable clothes for men, or the increase in social significance of dress because of public oriented positions held. The most important aspect of clothing interest, for all three groups, was the interest in clothing as concern with appearance.

Clothing Interest and Buying Habits

Research has shown correlations between clothing interest and buying habits of men. Snowden (1965) found a significant relationship between the interest in clothing and the practice of buying clothes to coordinate or update the wardrobe. A negative correlation between clothing interest and department store buying indicated that specialty stores were places where students with higher clothing interest tended

to shop. Harrison (1968) expanded the above concept to include clothing selection, buying processes, clothing interest, and social participation. Investigating the relationship of social selection and buying process of 134 undergraduate college men to the variables of clothing interest and social participation, she found that men with high clothing interest participated in social activities and tended to spend more money for clothes. Clothing selection and buying factors also had a moderate relationship to clothing interest, but were only slightly related to social participation.

The factors involved in the purchase of suits by men were studied by Adams (1971). Analysis of the data from 41 graduate students and 20 business men demonstrated that age and occupation were factors affecting the shopping behavior of men in purchasing suits. Color and construction were the most important features in the selection of suits. Fashion details were not deciding factors. Also, the men did not feel that their wife's influenced suit purchases.

Clothing Attitudes in Relation to Basic Values

In 1975, Horn wrote, "There is probably no sphere of human activity in which our values and lifestyles are reflected more vividly than they are in the clothes that we choose to wear" (1975, p. 1). Researchers have explored this relationship between clothing and attitudes and values. O'Connor (1967) investigated the variables of clothing attitudes and general values of college males. Her study of 207 undergraduate students revealed significant relationships between political value and clothing conformity behavior, political value and

fashion behavior, and theoretical value and no concern behavior. A negative correlation was found for the exploratory value in relation to fashion.

This same relationship was expanded by Frost (1968) to include values, clothing attitudes, and body cathexis (feelings of satisfaction or dissatisfaction with various body parts). Her sample consisted of 80 single male university students, and her findings support the concept that values and clothing attitudes are related. However, the study did not find significant relationships between values and body cathexis or clothing attitudes and body cathexis. The relationship between values and clothing attitudes varied with major and year in college. Economy, comfort, and self-expression clothing attitudes were most important with social and aesthetic being the least important.

Basic values, body cathexis, and clothing attitudes were the variables in Richards & Hawthorne's (1971) research. They used a sample of 80 single male college students at Utah State University. Equal groups of 20 students were randomly selected from freshmen and seniors in two different majors. A significant difference in political and theoretical values between the agriculture and the business students was found, but no significant difference in values when compared to the year in college. Economy and comfort were the highest clothing attitudes for both curriculums and no concern was scored lowest by the subjects. Values and clothing attitude scores for students in both curriculums were significantly related, but in varying degrees depending on major and year in college. Analysis of the body cathexis

variable showed the agriculture students scoring significantly higher than the business students, but no significant correlation was found between body cathexis and the values or clothing attitude variables.

Fabric texture can be a means of coping with environmental situations (Lathrop, 1968). A group of male college students were divided into high barrier and low barrier individuals based on the degree the individual regarded the body exterior as a defensive barrier. High barrier males were described as being self-assured and free to choose a random assortment of high and low barrier textures. The low barrier group chose either a large number of high barrier fabrics in order to defend themselves or they ignored the barrier characteristics of texture and selected a large number of low barrier textures.

In an attempt to determine whether there were relationships between specific clothing attitudes and lower moral values, Mahla (1971) sampled 96 college sophomore men. Responses showed a general trend toward more liberal clothing attitudes by men having lower moral values. These lower moral values were expressed by men favoring the following attributes: more body exposure in women's dress, sunbathing in the nude, going barefoot to class, wearing beads or chains or similar ornaments, and having hair longer than one inch below the hairline in back.

Other researchers were also concerned with relationships between clothing interest and basic values (Belleau, 1972; Pankowski, 1969; Risley, 1969). Fashion awareness and self-concept of 136 male college students was investigated by Belleau with a highly significant

correlation found between these two variables. Pankowski's sample of 140 college students showed subjects with high levels of perceptual awareness exhibiting more experimentation in clothing. Scores from Risley's study of 101 college students indicated that the clothing values of appearance, comfort, and experimental use were of particular importance.

The purpose of Brown's (1973) study was to investigate relationships between general values, clothing attitudes, and the acceptance of current male fashion trends. Comparisons of differences and similarities for the 25 male college students and the 25 faculty men were made. The significant positive and negative correlations between the above variables were different for each group, the theoretical, aesthetic, and religious values were most important to faculty members and students scored economic, social, and political values higher. Although both groups ranked their acceptance for current fashion trends in the same order, student preferences were higher for all factors except no concern.

Summary

Men are interested in clothing and perhaps more so than most people realize. This can be documented from the number of research reports reviewed where relationships between their clothing interest and demographic variables of education, age, occupation, socio-economic status, and income have been examined. Findings of these reviewed studies have demonstrated that certain demographic factors are related

to the individual's attitude toward clothing and the use of it in his daily life. It was the intention of this research to add to this particular body of knowledge by examining the relationship between clothing interest and age and certain demographic variables for a group of men in the adult stages of the life cycle. Studies of men, age 25 and up, are somewhat fragmented in number; therefore, research needs to focus on this age range of men in order that their overt behaviors expressed by personal clothing interest and attitudes may be more fully explored. Because of the demonstrated relationship between clothing interest and basic values, findings of this research may be described as inferred reflections of the personal value system and show how it may change as an individual moves from one life stage to another.

Chapter III

STATEMENT OF THE RESEARCH PROBLEM

The primary purpose of this investigation was to determine the degree to which men in the young adulthood, middle years, and elderly phases of life evidence an interest in clothing. This interest was operationally defined by scores on five factors of clothing interest derived from a recent revision of Creekmore's "Importance of Clothing" questionnaire. It was felt that men in different life phases would show changing interest patterns and these changes in clothing interest were inferred reflections of the changing value system. A secondary purpose was to determine which dimensions of clothing interest are most important to the selected men. The researcher also investigated the relationship between the factors of clothing interest and other demographic variables.

Objectives

- Objective 1: To investigate relationships between clothing interest and three groups of men differentiated by age.
- Objective 2: To investigate relationships between clothing interest and other demographic characteristics of adult men.
- Objective 3: To investigate relationships between the five factors of clothing interest for a selected group of men.

Subobjectives

- Subobjective 1a: To determine the differences in clothing interest as concern with personal appearance for three selected age groups of men.
- Subobjective 2a: To determine the differences in clothing interest as concern with conformity for three selected age groups of men.
- Subobjective 3a: To determine the differences in clothing interest as psychological awareness of clothing for three selected age groups of men.
- Subobjective 4a: To determine the differences in clothing interest for enhancement of self-concept for three selected age groups of men.
- Subobjective 5a: To determine the differences in clothing interest as concern with modesty for three selected age groups of men.
- Subobjective 1b: To investigate the relationship between clothing interest and occupation for a selected group of men.
- Subobjective 2b: To investigate the relationship between clothing interest and amount of income for a selected group of men.
- Subobjective 3b: To investigate the relationship between clothing interest and level of education for a selected group of men.
- Subobjective 4b: To investigate the relationship between clothing interest and major source of income for a selected group of men.

Definitions

For the purpose of this research, the following terms are defined:

Clothing Interest--"refers to the attitudes and beliefs about clothing, the knowledge of and attention paid to clothing, the concern

and curiosity a person has about his own clothing and that of others. This interest may be manifested by an individual's practices in regard to clothing himself--the amount of time, energy, and money he is willing to spend on clothing; the degree to which he uses clothing in an experimental manner; and his awareness of fashion and what is new" (Gurel, 1974, p. 12).

Value--"A hypothetical construct . . . not directly accessible to observation but inferable from verbal statements and other behavior and useful in predicting still other observable and measurable verbal and non-verbal behavior" (Robinson & Shaver, 1973, p. 492).

Young adults--between 25 and 44 years of age. The culmination stage with definite and specific self-determination of goals.

Middle aged--between 45 and 64 years of age. This phase is a period of self-assessment and self-evaluation of past activities and reorientation for the future.

Elderly--the years after 64. This phase is conceived as a period when an individual experiences life as fulfillment, resignation, or failure.

The three phases of life described above were taken from the five phases of life proposed by Buhler (1968) in her theory of the course of human life. These phases were based on an orderly progression of changes in events, attitudes, and accomplishments during life.

Delimitations

In the interest of time and monetary resources, a cross-sectional study was conducted. The researcher recognized that a longitudinal study would more accurately measure changes in clothing interest, as cohort differences would not be a limiting variable. Because cultural changes do occur from generation to generation, when the younger men in this study reach old age they may not have the same response pattern as the group of elderly men with whom they are now being compared. Although, the researcher cannot ascertain the extent the cohort variable influences results, inferences can be made that a large portion of the findings may be used to explain the changing interest patterns, personality development, and changes in environmental situations which occur as the individual ages.

The sample was limited to adult men actively participating in Lions and Kiwanis clubs in southwestern Virginia because of the accessibility of these subjects. This inherent characteristic restricted these findings to this segment of the population. Generalizations to other populations cannot be made.

Another recognized limitation of this study was that the instrument selected for testing was an attitude scale with certain inherent limitations. Data were treated as interval data; however, there was no scientific way of knowing whether response choices were actually represented by equal intervals. Since the attitude scale may not represent true interval measurements, analyses of the data were made with this limitation in mind.

Assumptions

The basic assumptions of this study were:

1. Interest in clothing varies among adult men and this variance can be measured cross-sectionally.
2. Behavioral aspects of clothing may be defined as clothing interest and measured by an attitude scale.
3. The men included in the sample for this study were representative of the population from which they were selected.

Chapter IV

PROCEDURE

The purpose of this study was to determine whether there was a difference in clothing interest between three different age groups of men, to measure which aspects of clothing interest were most important for each group, and to determine if a relationship existed between demographic variables and clothing interest. Procedural objectives for the accomplishment of this purpose will be discussed under the following topics: (1) selection of the instrument; (2) selection of the sample; (3) collection of the data; and (4) statistical analysis of the data.

Selection of the Instrument

A number of factors contributed to the feasibility of using a revised form of the "Importance of Clothing" questionnaire, developed by Creekmore and five graduate students at Michigan State University in 1967, for this study. Gurel (1974) reviewed instruments purporting to measure clothing interest and found the "Importance of Clothing" questionnaire to be the one instrument that had been used most frequently in its original form and in revisions and refinements. She also demonstrated some construct validity, defined as the agreement between what an instrument purports to measure and the basic constructs inherent in its development, for the instrument. Compton and Hall

(1972) stated that in choosing a test or instrument, the most important factor is its validity.

A clothing interest scale should also have reliability, which is the ability of the scale to estimate the true scores of the subjects with accuracy and consistency. Fetterman (1968) demonstrated some reliability for Creekmore's scales.

Too, it is important for a clothing interest measure to be up-to-date in terminology. Research, still in progress, was initiated in order to up-date, revise, and shorten the original instrument developed by Creekmore (1971). This revision has been tested for reliability (internal consistency) and construct validity and it is this revised form, retitled by the project revisors as "Clothing Questionnaire," that was used to collect the data for this research. The complete instrument is reproduced in Appendix A.

Development of the "Clothing Questionnaire"

In 1967, five graduate students¹ under the direction of Creekmore developed the "Importance of Clothing" questionnaire. Creekmore's (1963) research was the theoretical basis for the instrument with original statements and modifications of those written by Creekmore being incorporated within the new instrument. Revisions of statements written previously by Brady (1963) and by Sharpe (1963) plus some new items were also included in the questionnaire. It was designed to

¹Karen Engel, Carolyn Andree Humphrey, Winfred Sue Hundley, Mary Green Klaasen, and Mary Jane Young.

measure nine aspects of clothing attitudes and behaviors. Eight dimensions, which became the titles of the eight subscales of the instrument, were: aesthetic, approval, attention, comfort, psychological dependence, interest, management, and modesty. A ninth subscale to measure the dimension of theoretical concern was included as the last statement in each of the other eight subscales. The new instrument contained 170 statements; however, after three pretests, with revisions after each pretest, the scale was reduced to 11 items in each of the eight subscales, plus an introductory statement that was not used in computations, for a total of 89 items.

Fetterman (1968) analyzed the "Importance of Clothing" questionnaire to estimate its reliability and validity. She tested the instrument and found some evidence of reliability for five of the eight subscales. In an attempt to measure validity, Fetterman developed a rank order criterion of words or phrases corresponding to behaviors measured by the first seven subscales. Comparison of subjects' rank order scores on the scales and the rank order of the words or phrases revealed few significant relationships and since the reliability and validity of the criterion measure were unknown, no conclusions concerning validity of Creekmore's instrument were made.

In 1974, Gurel demonstrated some construct validity for the instrument. She reported that

Factor analysis was used to identify the underlying dimensions of behavior which may be called interest in or importance of clothing. These dimensions were compared to the constructs inherent in the format of the original instrument. (p. 51)

Eight factors were extracted by the factor analysis and comparison between the items assigned to factors and the items assigned to subscales showed a high correspondence. Interrelationships between subscale scores and factor scores were determined and the large correlation coefficients found are shown below:

Factor one to subscale one	.852
Factor one to subscale six	.897
Factor two to subscale three	.984
Factor three to subscale seven	.912
Factor four to subscale two	.961
Factor five to subscale nine	.866
Factor six to subscale eight	.866
Factor seven to subscale five	.966
Factor eight to subscale four	.952
	(pp. 80 & 82)

Gurel used three analytical procedures to pair factors and subscales and each time the major significant relationship remained essentially the same as shown by the above correlations. The strong relationship between the factor structure and the subscales was taken as an indication of construct validity for the measure.

Gurel did not attempt to make any changes in the statements within the instrument; however, recent researchers had reported a need for revision of some items in the questionnaire. The young men in Charron's (1977) sample expressed the need for revisions in the instrument because it seemed to be designed for female subjects. The feminine bias of the measure had been a concern as early as 1967 when Humphrey,

one of the original developers of the instrument, reported that many of the items seemed to apply more often to girls than boys. Comments as to a need for changes in wording were reported by Settle (1974) and Worrell (1977). Settle's subjects were a unique and relatively small group and the fact that this instrument did not fit their needs may not be a serious deficiency. However, Worrell sampled a large group of college students of both sexes and responses indicated a need for up-dated terminology and removal of sex bias. Bendorf (1977) and Roudabush (1978) used parts of the above questionnaire and they found that some of the statements were not suitable for research with their samples of women of middle and elderly years.

Following the reports of the above researchers, a project was initiated to modify, up-date, and shorten the original "Importance of Clothing" questionnaire.¹ Statements were rewritten with the intent of eliminating sex bias within the instrument as well as up-dating the terminology.

Factor analysis of the revised questionnaire identified six factors and five of these item clusters had a very close correspondence to Gurel's factors and Creekmore's original subscales. This agreement between subscales and factors was interpreted as evidence of construct validity for the new instrument. Reliability coefficients were computed and high intercorrelations between an item and similar items on the test measuring like attributes indicated a satisfactory degree of

¹Research in progress by Marilyn C. Borsari. Analysis and revision of a clothing interest measurement. Virginia Polytechnic Institute and State University.

reliability (internal consistency) for the instrument. Estimated reliability coefficients ranged from .6256 to .8827 for the five factors included in the revised form.

The final revised form of the questionnaire was shortened to 57 statements as some items were dropped because item analyses indicated that they were non-discriminating. This shortened form provided for ease in administration.

The revised instrument, which was entitled "Clothing Questionnaire," was selected for this study of young adult, middle aged, and elderly men. The following factors that made up the final amended instrument were used as the measures of clothing interest for this sample. Names were assigned to the factors by the revisor, however, descriptions of the factors were compiled by the current researcher.

Factor one. Twenty-five items grouped or clustered together to make up factor one which was renamed personal appearance.¹

Interest in clothing as concern with personal appearance was the largest and possibly the most central component of clothing interest. High scores on this factor indicate a person who values the aesthetic satisfactions provided by clothing and importance is placed on a range of activities necessary to achieve this satisfaction.

Factor two. The researcher named this nine item factor conformity.

¹This factor was labeled interest by the revisor; however, it was felt that personal appearance would be a more discriminating factor name as the entire instrument could be called clothing interest.

Interest in clothing as concern with conformity refers to uses of clothing which adhere to specific reference group norms. A person scoring high on this dimension places importance on attaining group approval and a sense of belonging.

Factor three: Psychological awareness was the name assigned to this cluster of five items. Interest in clothing as heightened psychological awareness refers more to the literal meaning of clothing interest. High scores on this dimension indicate individuals who are particularly sensitive to the issue of dress and the academic and impersonal characteristics of clothing.

Factor four: Eleven statements clustered together to make up factor four which was labeled self-concept. Interest in clothing as enhancement of self-concept refers to how clothes make the wearer feel. High scores on this construct suggest a use of or dependence upon clothing for self-confidence, security, and self-esteem.

Factor five: The researcher called this grouping of seven items modesty. Interest in clothing as concern with modesty suggests a sensitivity to conspicuous clothing. High scores on this dimension indicate a preference for inconspicuous clothing that is quiet and conservative in color, fit, design, and body exposure. The five factors are reproduced in Appendix B.

Biographical Data Sheet

In addition to the clothing interest questionnaire, a biographical data form was administered. Demographic characteristics included on this form were age, occupation, education, major sources of income, and amount of yearly income. Due to the anonymity of the instrument, the researcher felt this latter variable would be answered by a majority of the subjects, and the source of income was considered to be an important factor in measuring the status of retired persons. The biographical data sheet is reproduced in Appendix C.

Selection of the Sample

The sample of adult men was obtained through the civic associations of Kiwanis and Lions in Blacksburg, Christiansburg, Radford, and Roanoke, Virginia. These organizations were chosen because of the diversified age range of the members, which typically included individuals from 25 to 80. Also, since these civic clubs have open membership, it was believed that a representative sample of the population might be obtained.

Method of Data Collection

Local Chamber of Commerce departments were contacted for listings of civic associations and all Kiwanis and Lions Clubs in Christiansburg, Blacksburg, and Radford plus a random sample of the clubs in the Roanoke area were selected to participate in the study. The President of each club was then contacted by telephone and permission to administer the

questionnaire was obtained. During regular club meetings members were informed of the research project and given the questionnaire with a cover letter and stamped return envelope. A copy of the cover letter appears in Appendix D.

The subjects were requested to read each of the statements and rate each according to the following scale:

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

Participants were urged to complete the questionnaire and return it at their earliest convenience. Instruments returned were checked for completeness and those not complete, but having less than five items not answered, were accepted. These omitted items, on questionnaires where less than five items were omitted, were rated three because it was felt that a three would not influence the average, whereas a no response would be a zero and could bias the results.

Analysis of the Data

Before data analysis was possible, one item (statement 31) stated in reverse form had to be rescored and the biographical data for each questionnaire was coded. Item values and demographic information were then key punched onto computer cards and all cards were checked for accuracy.

The first step in the data analysis was to compute an average

score for each respondent for each of the five factors. These individual average scores were then used to find average group scores for each factor for each of the demographic variables being tested. Estimations of the standard error for each group were computed. Normal 95 percent confidence intervals were determined for each of the five factors for each of the demographic variables of age, amount of income, occupation, education, major source of income, and for the sample as a whole. These intervals were then appropriately compared to determine whether there were any significant differences. Two-tailed tests of significance were used in all analyses.

Frequency distributions were obtained to describe the sample. The demographic variables included in the description included age, occupation, amount of income, source of income, and highest level of education.

Chapter V

FINDINGS AND DISCUSSION

The major purpose of this study was to investigate the amount or degree of clothing interest of three groups of men differentiated by age, and to determine whether differences existed between the three groups. A second purpose of this research was to determine whether relationships existed between the factors of clothing interest and other demographic variables for the selected population. Following a sample description based on the collected biographical data, the relationships found between clothing interest and age and other demographic factors are discussed.

The Sample

The subjects in this research were members of Lions and Kiwanis clubs in southwestern Virginia. Of the 540 questionnaires distributed, a total of 269 (or 50 percent) were returned. Sex had been included on the biographical sheet to assure that all questionnaires used in the analysis were completed by male subjects. This safeguard made it possible to delete the 12 instruments that were returned by female respondents. Also, of the returned questionnaires, three respondents were too young, three had yes-no responses, two showed a definite rote or patterned response, one contained no biographical data, and four were returned too late to be included in the sample, making a total of 25 unusable questionnaires. Analysis of the data was based on 244 usable

questionnaires from men age 25 to 80. The demographic information is presented in Table 1.

Age

The age range of the subjects included in the study was 25 to 80 years of age. Over half (51 percent) of the sample were 45-64 years old. The elderly segment of the sample comprised the smallest group, 15 percent.

Occupation

Open-ended questions were used for this variable; however, for purposes of computation the occupations were assigned to six groups. Professionals comprised a third, 34 percent, of the sample. Because of the close proximity of several colleges plus public schools in the area, a large number of the professionals were teachers; therefore, the professionals were divided into teaching and non-teaching occupations. Half of the sample, 50 percent, held business related jobs; of these, 25 percent were business men who were managers, assistants, or minor officials of business. The other 25 percent were labeled as clerks or kindred workers and this group included accountants, salesmen, and clerks.

Income

Only eight percent of the respondents left this variable incomplete. Income was rounded to the nearest thousand and then divided into brackets of \$10,000. A majority of the sample, 67 percent, had

Table 1
Demographic Data

Variable	Number of Participants	Percentage
Age		
25-44	82	34
45-64	125	51
65-80	<u>37</u>	<u>15</u>
Total	244	100

Occupation		
No response	14	6
Professional (teaching)	39	16
Professional (non-teaching)	43	18
Business Men	62	25
Clerks and kindred workers	61	25
Manual workers	13	5
Protective and service workers	<u>12</u>	<u>5</u>
Total	244	100

Income		
No response	19	8
Less than \$10,000	2	1
\$10,000 to \$19,000	64	26
\$20,000 to \$29,000	86	35
\$30,000 to \$39,000	32	13
\$40,000 to \$49,000	18	7
\$50,000 and above	<u>23</u>	<u>10</u>
Total	244	100

Table 1 (continued)

Variable	Number of Participants	Percentage
Major Source of Income		
Inherited savings and investments	11	5
Earned savings and investments	64	26
Business profits, professional fees	52	21
Salary, commissions, monthly check	173	71
Weekly checks and hourly wages	6	2
Odd jobs, seasonal work	4	2
Pensions and/or annuities	33	14
Social Security	27	11
Other	<u>3</u>	<u>1</u>
Total	373*	153**

Education		
Advanced college degree	85	35
Four year college graduate	86	35
Junior college graduate	11	5
Less than two years of college	21	9
Training or trade school	13	5
High school graduate	20	8
Some high school	3	1
Finished eighth grade	2	1
Less than eighth grade	2	1
Other	<u>1</u>	<u>-</u>
Total	244	100

* Many respondents checked multiple sources.

** The percentage totals more than 100 because of the use of 244 as the denominator. This shows the percentage of the subjects checking each source, whereas using the denominator of 373 would only show the percentage to the total responses.

incomes of \$20,000 or more, with one-third of the sample having incomes between \$20,000 and \$29,000. A non-representative number of the subjects, 1 percent, listed income below \$10,000.

Major Source of Income

Many respondents listed multiple sources of income, therefore, the number of responses for this variable was 373. For purposes of sample description the percentages calculated were based on the sample size and not the responses. Over half, 71 percent, of the respondents received salaries, commissions, or monthly checks. This major source of income was expected because the occupations were primarily those of professionals or business men.

Education

A large majority, 70 percent, of the sample had at least a four year college degree, and half of these men held advanced degrees. Only 3 percent had less than a high school education.

Sample Summary

No index of social status was computed; however, responses for the variables of income, education, and major source of income suggested that a majority of the men would be in the middle and upper middle class, thus making a rather homogeneous sample. Even though many of the subjects were middle aged men, there was a representative number of all ages within the study.

Relationships Between Age and the Five Dimensions
of Clothing Interest

Scores on the five factors making up the "Clothing Questionnaire" were determined by averaging the scores on the statement associated with each of the clothing interest areas. Included were interest in the appearance of clothing, conformity in the use of clothing, psychological awareness of clothing, enhancement of self-concept by the use of clothing, and concern with modesty in relation to clothing.

Factors did not have equal numbers of items assigned to them. Personal appearance, the largest and possibly the most central component of clothing, encompassed 25 items. Nine statements were used to measure conformity in the use of clothing, and psychological awareness was measured with a cluster of five items. The self-concept factor contained eleven statements, and the modesty factor was made up of seven items.

Possible average scores for each factor ranged from one, indicating very little interest in clothing, to five, indicating a very high degree of clothing interest. A score of three was considered to be an equal distance from either limit and, therefore, an indication of only a medium degree of interest.

To ascertain whether there were significant differences between the five clothing interest variables, identified by the five factors, and the three age groups of men, confidence intervals were utilized. Normal confidence intervals, at the 95 percent level, were computed for each of the average scores for each group of men. When

the confidence intervals did not overlap, the differences between the respective groups was considered to be statistically significant. Table 2 shows the average scores for each group of men on each of the five dimensions of clothing interest. However, only the confidence intervals that showed a significant difference between variables have been included in the table.

The younger men, age 25-44, had significantly lower scores than did the other age groups of men on the modesty construct. There was also a significant difference between the middle aged, 45-64 years of age, and elderly, 65-80 years of age, men for this dimension. Concern with modesty increased significantly as age increased. No significant differences were found for the other factors of personal appearance, conformity, psychological awareness, and self-concept; however, some definite trends were noted. Overall, the older men exhibited the highest amount of clothing interest as shown by the higher scores on four of the five factors.

All groups rated the interest in clothing as concern with personal appearance as the most important of the five dimensions. Modesty was rated the lowest by the younger group, and the use of clothing as concern with self-concept was rated least important by the middle aged and elderly groups (Table 3).

Relationships Between the Five Factors of Clothing Interest

All scores for each factor were averaged and confidence intervals were computed for the sample as a whole. Factor one, concern with

Table 2
 Confidence Limits for Significant Relationships
 and Average Scores for the Three Age Groups

Age Groups	Factors						
	Appearance avg.	Conformity avg.	Awareness avg.	Self-Concept avg.	Modesty		
					Lower limit	avg.	Upper limit
23-34	2.630	2.275	2.180	2.120	1.732	1.895	2.059*
45-64	2.736	2.102	2.314	1.883	2.075	2.217	2.359*
65-80	2.849	2.315	2.357	2.044	2.397	2.672	2.946*

*Normal 95 percent confidence intervals.

Table 3
Average Scores and Ranking of Factors
by Three Age Groups

Factors	Age Groups					
	25 - 34		45 - 64		65 - 80	
	Average	Rank	Average	Rank	Average	Rank
Appearance	2.630	1	2.736	1	2.849	1
Conformity	2.275	2	2.102	4	2.315	4
Awareness	2.180	3	2.314	2	2.357	3
Self-Concept	2.120	4	1.883	5	2.044	5
Modesty	1.895	5	2.217	3	2.672	2

personal appearance, was significantly the highest component of clothing interest for this group of 244 men. This significance was not surprising as all three groups of men rated personal appearance as the most important aspect of clothing interest. The self-concept variable was significantly the lowest of the five dimensions. Overall, the sample exhibited a low to medium interest in clothing as no average scores were above three (Table 4).

Relationships Between the Dependent Variable of
Clothing Interest and the Independent
Demographic Variables

To determine whether there were any significant differences between the clothing interest variables and certain demographic variables, confidence intervals were again utilized. Frequency distributions had shown the sample to be a fairly homogeneous group; therefore, it was not surprising to find few significant relationships between the demographic variables and the clothing interest variables. However, some important trends were exhibited.

Occupation

When normal 95 percent confidence intervals were computed, findings showed few significant differences in relation to clothing interest and occupation. Protective and service workers did have a significantly lower score than did the business men or the clerks and kindred workers on the personal appearance factor. In fact, these latter two occupational groups scored personal appearance higher than

Table 4
Average Scores for the Five Factors and
Confidence Limits

Factors	Average	Confidence Limits
Appearance	2.717	2.613-2.803 ^{**}
Conformity	2.193	2.105-2.280 [*]
Awareness	2.275	2.169-2.382 [*]
Self-concept	1.987	1.901-2.072 ^{**}
Modesty	2.178	2.073-2.283 [*]

^{*} Normal 95 percent confidence intervals.

^{**} Confidence intervals exhibiting significance.

did those in the other four occupational groups. The data also shows that the protective and service workers had the lowest interest scores on the first four factors. Confidence limits for only the groups demonstrating significant relationships have been included on Table 5.

Income

Only one significant difference between the clothing interest variables and income was found. The men in the lower income bracket had a significantly higher score on the psychological awareness construct than did men in the \$30,000 to \$39,000 range. Although this was the only significant relationship for this dimension, the men in the lower income bracket attributed more importance to this variable than did the men with higher incomes. Men in the highest income ranges, \$40,000 and above, exhibited more interest in clothing in relationship to personal appearance than individuals at other income levels. Confidence limits for only the groups demonstrating significant relationships have been included on Table 6.

Education

When using normal 95 percent confidence intervals to determine whether there was a relationship between clothing interest and education, no significant differences were found. Only seven respondents had received less than a high school education; therefore, these groups were too small to be meaningful when analyzed statistically and these averages were not included in Table 7.

Table 5
 Confidence Limits for Significant Relationships and Average Scores
 for the Six Occupations

Occupation	Factors						
	Appearance			Conformity Avg.	Awareness Avg.	Self-Concept Avg.	Modesty Avg.
	Lower limits	Avg.	Upper limits				
Professional [teaching]		2.568		2.219	2.267	1.937	2.183
Professional [non-teaching]		2.585		2.168	2.247	1.932	2.083
Business Men	2.697	2.880	3.063*	2.235	2.426	2.084	2.295
Clerks & Kindred Workers	2.662	2.814	2.966*	2.169	2.085	2.055	2.157
Manual workers		2.695		2.427	2.754	2.105	2.187
Protective & Service Workers	1.989	2.280	2.571*	1.907	1.983	1.674	2.286

* Normal 95 percent confidence intervals.

Table 6
 Confidence Limits for Significant Relationships and
 Average Scores for the Income Levels

Income	Factors						Self-Concept Avg.	Modesty Avg.
	Appearance Avg.	Conformity Avg.	Awareness					
			Lower limit	Avg.	Upper limit			
\$10,000-\$19,000	2.666	2.292	2.290	2.509	2.729*	2.118	2.295	
\$20,000-\$29,000	2.731	2.163		2.260		1.982	2.070	
\$30,000-\$39,000	2.567	2.059	1.702	1.981	2.260*	1.957	2.174	
\$40,000-\$49,000	3.022	2.099		2.056		1.783	2.278	
\$50,000 & Above	2.849	2.367		2.339		2.020	2.155	

*Normal 95 percent confidence intervals.

Table 7
Average Scores for Educational Levels

Education	Factors				
	Appearance	Conformity	Awareness	Self-Concept	Modesty
Advanced college degree	2.581	2.196	2.304	2.009	2.129
Four year college graduate	2.684	2.159	2.123	1.987	2.125
Junior college graduate	2.818	2.273	2.327	1.917	2.442
Less than two years of college	2.758	2.101	2.305	1.926	2.374
Training or trade school	3.052	2.111	2.785	2.126	2.198
High school graduate	2.976	2.167	2.230	1.800	2.257

Major Source of Income

Frequency distribution had shown a number of multiple listings of sources and the number of responses in some groups were very small; therefore, the researcher felt that data analysis of this variable would not be meaningful.

Summary

Findings for this particular sample of 244 subjects indicated that they were most concerned with personal appearance. These subjects can be said to value the aesthetic satisfactions provided by clothing. Overall they were least concerned with the use of clothing for enhancement of the self-concept. They were not highly interested in the importance of clothing in general.

Discussion

The findings of this research partially support the theoretical concepts underlying the study. Analysis of the data revealed a significant relationship between age and concern with modesty as average scores on this clothing attitude increased significantly with age. Higher scores on this factor indicate a preference for inconspicuous clothing and it is highly probable that these modesty values were a result of the age-role expectations associated with dress patterns. Young men are accorded the privilege of wearing bright colors and extreme styles; however, as a man ages, he is expected to dress in keeping with his maturity by avoiding the more conspicuous clothing. When

a man reaches retirement age he is expected to be somewhat relaxed and subdued in appearance.

Another possible explanation for the above findings is that the older generation grew up and formed value patterns at a time when modesty was a much more important value than now. Men in their late 40's, 50's, and 60's grew up in depression, pre-war, and wartime and perhaps values and attitudes set then remain over time. The young adults were part of the changing era during the postwar years, when more revealing clothing was becoming the acceptable fashion, and the youngest men in this group were part of the anti-Viet Nam, Hippie culture of the 1960's. Not only was modesty not valued, it had a negative aura in that nudity was prevalent, so was unisex clothing, free love, and the beginnings of a now widely accepted pattern of unmarried's living together. These cohort differences could fit into the modesty picture; therefore, perhaps cross-sectional research can't take the place of longitudinal research because cultural changes do occur from generation to generation.

An interesting trend, demonstrated by this study, was the increase in overall clothing interest with age. The younger group exhibited the lowest amount of concern and the elderly group of men showed the highest degree of clothing interest. This relationship had not been reported by some earlier researchers. Bonaker (1970), Russell (1971), and Snow (1969) found inverse relationships between age and clothing interest, as age increased the interest in clothing declined. However, Russell did report a renewed awareness of concern for apparel by the

older group of participants. Several years have passed and possibly older men are becoming more aware of fashion and more interested in clothing. Later research by Golightly (1974) demonstrated some credibility for this assumption. Her study found a positive relationship between fashion awareness and age.

The seventies have been a period of awakened awareness of and by the elderly segment of the population. People in general and the elderly themselves are aware of the contributions older people can make to society. The suggested retirement age of 70 also has implications that may have affected the results of this study. Older men of today can maintain an active business and social life, as represented by the subjects in this study. Perhaps the older man exhibited more interest in clothing because of the age-role expectation; he must not be more fashionable than the norm allows and at the same time he desired to maintain a fashionable personal appearance; therefore, he must consider his clothing selections carefully. This concept can be interpreted from the higher scores of the oldest group on appearance, conformity, awareness, and modesty. However, by retirement the elderly man had established a stable self-concept and did not need to use clothing to enhance self-esteem, thus accounting for the lower scores for that factor. Another possible explanation for the increased interest in clothing is that physical changes of the body occur with age and might be compensated for in the use of clothing.

Concern with personal appearance was significantly the most important component of clothing interest for this sample of men. Other

researchers have reported similar findings. Charron (1977) reported that the most important dimension of clothing interest for the young men in her sample was the interest in clothing as concern with personal appearance. Peters (1963) found that being well-dressed was considered to be an important factor in being accepted.

The men in the present study were active members of an organized club; a majority of them had at least a four year college degree and were professionals or business men who received salaries or commissions of over \$20,000 per year. All of these factors could have contributed to importance placed on personal appearance. Research (Okrus, 1971; Wellan, 1966) has shown relationships between social participation and fashion interest and findings from Charron's (1977) study suggest that public oriented employment influences interest in appearance.

This above description of this fairly homogeneous sample also had implications for the significantly lower scores found for the self-concept factor. Because of background, occupation, and probable social class, it is conceivable that these men already had a stable self-concept and were not dependent on clothing for self-confidence, security and self-esteem.

Horn (1975) wrote "values with respect to clothing . . . are meaningful only when placed within the context of an individual's total value pattern" (p. 87). This concept can be applied to the findings of this study. A majority of these men were active professional or business men who valued the first impressions created by personal appearance. However, because of education, occupation, and income they

would probably be high barrier individuals who would not have to depend on clothing as a defensive mechanism.

The clothing interest scores for the protective and service workers tended to be lower than for other occupations and they had a significantly lower score for Factor 1, appearance, than did the business men or the clerks and kindred workers. A possible reason for these findings is the assumption that many protective and service people wear uniforms and, therefore, have less need for personal clothing in their occupation. Also, in the hierarchy of occupations, these individuals would be rather low. Research by Form and Stone (1955) and Snow (1969) demonstrated that clothing did have social significance in regard to occupation. The manual workers exhibited a lesser degree of concern in these studies, and men with more prestigious occupations exhibited more interest in clothing.

Analysis of income in relation to clothing interest revealed that men in the lower range rated psychological awareness as an important aspect of clothing. They attributed more importance to this factor than did the men with higher incomes and significantly more so than men in the \$30,000 to \$39,000 group. These men in a lower status level would probably be striving to improve their social and economic standing; they would be more aware of clothing as a means of attaining future goals.

In general the men in the sample exhibited only a low to medium overall interest in clothing. Hault (1951) and Vener (1953) reported findings that substantiate the lower clothing importance scores for members of large organized groups and men with a higher social status.

A second possibility for the lower scores could be inadequacies in the instrument used to measure clothing interest. Although it had recently been revised, many respondents still indicated that they thought it had been written for women and not men. However, past researchers (Bonaker, 1970; Hacklander, 1967; Humphrey, 1967; Ryan, 1967; Vener, 1957) found that clothing was not as important to male subjects as it was to female subjects and this might have been the reason for generally low scores. Even though the seventies have been a period of renewed awareness of men's fashions, this was not evident in this study. Nevertheless, these men did exhibit some interest in clothing and these interests varied with age and other demographic characteristics.

Chapter VI

CONCLUSIONS

The conclusions pertinent to this research are discussed in relation to the objectives and subobjectives which were formulated for this study.

Objectives

Objective 1: To investigate relationships between clothing interest and three groups of men differentiated by age.

A sample of men, age 25 to 80, were tested using a clothing interest inventory. This sample of men were then divided into three groups based on chronological age. By means of statistical analysis, average total interest scores were determined for the three groups of men for each of the five factors inherent within the clothing measure and for clothing interest in general. A rank order tabulation, from most important to least important, was used to show how each of the three groups of men rated the five factors. Since the total instrument purported to measure clothing interest, it was reasonable to conclude that these average scores did represent the degree of importance of clothing exhibited by men. Relationships between the average scores for the three groups of men and each of the five factors were investigated using normal 95 percent confidence intervals. The results of these analyses will be discussed under Subobjective 1a, 2a, 3a, 4a, and 5a.

Overall clothing interest scores for the three age groups of men were also investigated. Average scores for the three groups showed a high correspondence; therefore, confidence intervals for the groups overlapped and no significant differences were noted. There was a trend for clothing interest to increase with age; however, this was not statistically significant. Thus Objective 1 was fulfilled.

Objective 2: To investigate relationships between clothing interest and other demographic characteristics of adult men.

A biographical data sheet was administered at the same time as the clothing interest inventory. Demographic data obtained included age, occupation, amount of income, highest level of education, and major source of income. By means of statistical analysis, average scores for the five underlying factors of the "Clothing Questionnaire" were determined and compared to the groups differentiated by demographic variables. Relationships between each demographic category and the average scores of the five factors of clothing interest were investigated utilizing 95 percent confidence intervals. Results of these analyses will be discussed under Subobjectives 1b, 2b, 3b, and 4b. Therefore, Objective 2 was accomplished.

Objective 3: To investigate relationships between the five factors of clothing interest for a selected group of men.

Factor 1, concern with personal appearance was significantly the highest component of clothing interest for this group of 244 men. The self-concept variable was significantly the lowest of the five dimensions. These significances were exhibited when normal 95 percent

confidence intervals were computed for the five factors of clothing interest using the sample as a whole. In general, the scores indicated only a low to medium interest in clothing. Thus, Objective 3 was accomplished.

Subobjectives

Subobjective 1a: To determine the differences in clothing interest as concern with personal appearance for three selected age groups of men.

Statistical analysis of the data showed no significant differences between the average scores of these three groups of men on Factor 1, personal appearance. However, scores indicated that concern with personal appearance does increase with age.

Subobjective 2a: To determine the differences in clothing interest as concern with conformity for three selected age groups of men.

No significant differences between the average scores of the three groups of men on Factor 2, conformity, were found. The older group of men exhibited the highest degree of concern.

Subobjective 3a: To determine the differences in clothing interest as psychological awareness of clothing for three selected age groups of men.

There were no significant differences between the average scores of the three groups of men on Factor 3, psychological awareness. The degree of interest for this factor tended to increase with age, however.

Subobjective 4a: To determine the differences in clothing interest for enhancement of self-concept for three selected age groups of men.

Statistical analysis of the data showed no significant differences between the average scores of the three groups on Factor 4, self-concept. The middle aged men (45-64 years of age) had the lowest scores for this factor.

Subobjective 5a: To determine the differences in clothing interest as concern with modesty for three selected age groups of men.

Statistical analysis of the data demonstrated that significantly different degrees of clothing interest were exhibited by the three groups of men for Factor 5, modesty. Concern with modesty increased significantly with age for all groups.

Subobjective 1b: To investigate the relationship between clothing interest and occupation for a selected group of men.

Analysis of the data demonstrated significant differences between protective and service workers and two other occupational groups. The protective and service workers had significantly lower scores than did the business men or the clerks and kindred workers on Factor 1, personal appearance. The data also showed that the protective and service workers had the lowest interest scores of all the six occupational groups on Factor 1, personal appearance; Factor 2, conformity; Factor 3, psychological awareness; and Factor 4, self-concept.

Subobjective 2b: To investigate the relationship between clothing interest and amount of income for a selected group of men.

Data analysis demonstrated only one significant difference between clothing interest and income groups. Individuals in the lower income range had higher scores than did men in the income bracket of \$30,000 to \$39,000 for Factor 3, psychological awareness. In fact, men in the lower income bracket attributed more importance to this factor than did any of the other income groups.

Subobjective 3b: To investigate the relationship between clothing interest and level of education for a selected group of men.

No significant relationships were found between any clothing interest variables and level of education.

Subobjective 4b: To investigate the relationship between clothing interest and major source of income for a selected group of men.

Frequency distributions had shown some very small groups and a number of multiple listings for the other sources; therefore, further analysis was not done with this variable.

Chapter VII

SUMMARY

This study was undertaken to investigate the importance of clothing to adult men and to ascertain whether differences existed in clothing interests of young adult, middle aged, and elderly men. It was theorized that clothing values would be different because they are reflections of an individual's total value pattern which is modified and changed as the result of the continual learning process and changing environmental influences. Values are observable only through overt behaviors such as clothing attitudes and practices, and it was felt that an investigation of clothing interest would provide a deeper understanding of the value system and how it may change with age. A secondary purpose of this research was to investigate the relationships between the five factors of clothing interest, as measured by the recently revised "Clothing Questionnaire," and other demographic variables.

A review of literature in the area of men's clothing interest demonstrated the need for research with men, age 25 and older. Previous researchers have tended to use female subjects and/or adolescent samples. The number of studies concerned with clothing interest of young adult, middle aged, and elderly men are somewhat limited.

The Instrument

A recent revision of Creekmore's "Importance of Clothing" questionnaire was selected as the measure of clothing interest for the sample of men in this study. The major purposes for selecting this instrument were threefold: (1) Fetterman (1968) demonstrated some reliability for Creekmore's instrument, (2) Gurel (1974) demonstrated construct validity for the "Importance of Clothing" questionnaire, and at that time she reported it to be the one instrument that had been used most frequently in other research projects, and (3) a recent revision of the instrument had updated the terminology and shortened the questionnaire to 57 items by removing nondiscriminating items. Validity and reliability were also shown for the revised form which was entitled "Clothing Questionnaire." The amended instrument contained five factors which measured five dimensions of clothing interest. These factors were:

Factor 1--Personal appearance

Factor 2--Conformity

Factor 3--Psychological awareness

Factor 4--Self-concept

Factor 5--Modesty

Subjects were asked to read the statements in the clothing interest measure and rate their feelings, using a scale from one to five indicating low to high interest, regarding the statement. These item values were used to determine average scores. Demographic data was obtained by means of a biographical data sheet developed for this study.

The Sample

The sample of 244 men were active members of Lions and Kiwanis clubs in Christiansburg, Blacksburg, Radford, and Roanoke, Virginia. Included in the sample total were 82 young adults (age 25-44), 125 middle aged men (age 45-64), and 37 elderly men (age 65-80).

Findings

Data analysis was done utilizing normal 95 percent confidence intervals for all tests. These confidence limits were determined for average scores on each of the five factors in relation to the demographic variables of age, amount of income, occupation, level of education and major source of income. The five factors were also tested using the sample as a whole.

The theoretical framework for the study was that men's value patterns would change with age and would be reflected in their uses of clothing, and the findings of this research partially support this underlying concept. Analysis of the data revealed significant relations between age and concern with modesty as average scores for this factor increased significantly with age for all three groups of men with the older men exhibiting the highest degree of concern for modesty.

The five factors were tested to determine which dimensions of clothing interest were most important for this group of men. Concern with personal appearance was the highest component of clothing interest and concern with the use of clothing to enhance the self-concept was the lowest of the five dimensions for the sample. Average scores for both

of these achieved statistical significance.

Significant relationships were also found between clothing interest and certain demographic variables. Protective and service workers had significantly lower scores for Factor 1, personal appearance than did business men or clerks and kindred workers. Scores for the individuals in the lower income range were significantly higher on Factor 3, psychological awareness than the scores of men in the higher range of \$30,000 to \$39,000.

Analysis of the demographic variables exhibited some interesting trends. The protective and service workers had the lowest scores on the first four factors: personal appearance, conformity, psychological awareness, and self-concept. Also, men in the lower income range (\$10,000-\$19,000) displayed the most interest in the psychological awareness of clothing.

Some other noteworthy trends were shown by the data analysis. The older group of men in the sample had the highest degree of concern for clothing as their scores were higher on the personal appearance, conformity, psychological awareness, and modesty factors. In general, the younger men were least concerned with clothing. Overall the men in this study indicated a low to medium degree of interest in clothing. The goal of this research project was to investigate clothing interests of young adult, middle aged, and elderly men. This small important part was another step toward understanding the entire concept of clothing related behavior.

Chapter VIII

SUGGESTIONS FOR FUTURE RESEARCH

1. Responses from subjects in this study indicate that the "Clothing Questionnaire" needs further revision as it still contains a feminine bias. It is recommended that a research project be initiated to revise the instrument and test it using a uniform population of older men and women.
2. The positive results found in this study merit further investigations with similar populations. It is recommended that the study be replicated in other geographical areas thereby allowing similar findings to be generalized to a much wider population.
3. To further test the reliability and validity of the instrument, it is recommended that research be done using the factors inherent in the measure and a similar social-psychological scale measuring the same general value.

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APPENDIX A

CLOTHING QUESTIONNAIRE

CLOTHING QUESTIONNAIRE

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

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

- ___ 1. I enjoy trying on shoes of different styles and colors.
- ___ 2. I avoid wearing certain clothes which do not make me feel distinctive.
- ___ 3. I am more careful with my clothing than my friends are with their clothing.
- ___ 4. It's fun to try clothes with different accessories to see how they look.
- ___ 5. I look at accessories while shopping to see what I might use together.
- ___ 6. I try on some of the newest clothes each season to see how I look in the styles.
- ___ 7. I spend a good deal of time coordinating the colors of items in my wardrobe.
- ___ 8. I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.
- ___ 9. I like to be considered outstandingly well-dressed by my friends.
- ___ 10. I have something to wear for any occasion that occurs.
- ___ 11. When I buy a new garment I try many different accessories before I wear it.
- ___ 12. I go some distance to find shops with fashionable clothing.
- ___ 13. I try for pleasing color combinations in my clothing.
- ___ 14. I try to buy clothes with well-known labels.

- ___ 15. I plan and prepare clothes to wear several days in advance.
- ___ 16. When new styles appear on the market, I am one of the first to buy them.
- ___ 17. I clean and store my out-of-season clothing.
- ___ 18. I keep my shoes clean and neat.
- ___ 19. I look over my wardrobe before each season so that I know what I have.
- ___ 20. I try to keep my wardrobe up-to-date.
- ___ 21. I read magazines and newspapers to find out what is new in clothing.
- ___ 22. I wear "dress-up" clothes to make an ordinary occasion seem more exciting.
- ___ 23. I have a long-term plan for purchasing more expensive items of clothing.
- ___ 24. I like to know what is new in clothing even if my friends are uninterested and even though I would not wear it myself.
- ___ 25. I carefully coordinate the accessories that I wear with my clothing.
- ___ 26. I try to dress like my friends so that others will know I am part of the group.
- ___ 27. I feel more a part of the group if I am dressed like my friends.
- ___ 28. When I buy a new article of clothing I try to buy something similar to what my friends are wearing.
- ___ 29. I would rather miss something than wear clothes that are not appropriate.
- ___ 30. I get new clothes for a special occasion if the clothes I have are not the type my friends will be wearing.
- ___ 31. I wear what I like even though some of my friends do not approve.
- ___ 32. I have gone places and felt uncomfortable because my clothes were not similar to others.

- _____ 33. I ask my friends what they are wearing to an event before I decide what to wear.
- _____ 34. I am uncomfortable when my clothes are different from all others at a party.
- _____ 35. I wonder what makes some clothes more comfortable than others.
- _____ 36. I try to figure out why some people look better in their clothes than others.
- _____ 37. I wonder why some clothes make me feel better than others.
- _____ 38. I am curious as to why people wear the clothes they do.
- _____ 39. I am interested in why some people choose to wear unusual clothes.
- _____ 40. I try on clothes in shops just to see how I will look in them without really planning to buy.
- _____ 41. I get bored with wearing the same type of clothes all the time.
- _____ 42. I wear different clothes to impress people.
- _____ 43. I buy clothing to boost my morale.
- _____ 44. I experiment with new or different hairstyles to see how I will look.
- _____ 45. Certain clothes make me more sure of myself.
- _____ 46. I am aware of being more friendly and outgoing when I wear certain clothing.
- _____ 47. I feel and act differently if I am wearing my best clothing.
- _____ 48. I have more self confidence when I wear my best clothes.
- _____ 49. I enjoy wearing unusual clothing even though I attract attention.
- _____ 50. I decide on the clothes to wear according to the mood I'm in that day.
- _____ 51. I wonder why some people wear clothes that are immodest.

- _____ 52. When people are dressed unsuitably, I wonder why they are dressed that way.
- _____ 53. I feel embarrassed when I see someone in a low cut dress or blouse.
- _____ 54. I feel embarrassed when I see someone in clothes that are too tight.
- _____ 55. Unlined sheer dresses, blouses, or skirts reveal too much of the body.
- _____ 56. I hesitate to associate with people whose clothes seem to reveal too much of their body.
- _____ 57. I feel uncomfortable when someone forgets to close a zipper.

APPENDIX B

FACTOR LISTS

FACTOR LISTS

Factor 1--Personal Appearance

1. I enjoy trying on shoes of different styles and colors.
2. I avoid wearing certain clothes which do not make me feel distinctive.
3. I am more careful with my clothing than my friends are with their clothing.
4. It's fun to try clothes with different accessories to see how they look.
5. I look at accessories while shopping to see what I might use together.
6. I try on some of the newest clothes each season to see how I look in the styles.
7. I spend a good deal of time coordinating the colors of items in my wardrobe.
8. I wear a raincoat or carry an umbrella to protect my clothes in rainy weather.
9. I like to be considered outstandingly well-dressed by my friends.
10. I have something to wear for any occasion that occurs.
11. When I buy a new garment I try many different accessories before I wear it.
12. I go some distance to find shops with fashionable clothing.
13. I try for pleasing color combinations in my clothing.
14. I try to buy clothes with well-known labels.
15. I plan and prepare clothes to wear several days in advance.
16. When new styles appear on the market, I am one of the first to buy them.
17. I clean and store my out-of-season clothing.

18. I keep my shoes clean and neat.
19. I look over my wardrobe before each season so that I know what I have.
20. I try to keep my wardrobe up-to-date.
21. I read magazines and newspapers to find out what is new in clothing.
22. I wear "dress-up" clothes to make an ordinary occasion seem more exciting.
23. I have a long-term plan for purchasing more expensive items of clothing.
24. I like to know what is new in clothing even if my friends are uninterested and even though I would not wear it myself.
25. I carefully coordinate the accessories that I wear with my clothing.

Factor 2--Conformity

1. I try to dress like my friends so that others will know I am a part of the group.
2. I feel more a part of the group if I am dressed like my friends.
3. When I buy a new article of clothing I try to buy something similar to what my friends are wearing.
4. I would rather miss something than wear clothes that are not appropriate.
5. I get new clothes for a special occasion if the clothes I have are not the type my friends will be wearing.
6. I wear what I like even though some of my friends do not approve.
7. I have gone places and felt uncomfortable because my clothes were not similar to others.
8. I ask my friends what they are wearing to an event before I decide what to wear.
9. I am uncomfortable when my clothes are different from all others at a party.

Factor 3--Psychological Awareness

1. I wonder what makes some clothes more uncomfortable than others.
2. I try to figure out why some people look better in their clothes than others.
3. I wonder why some clothes make me feel better than others.
4. I am curious as to why some people wear the clothes they do.
5. I am interested in why some people choose to wear unusual clothes.

Factor 4--Self-concept

1. I try on clothes in shops just to see how I will look in them without really planning to buy.
2. I get bored with wearing the same type of clothes all the time.
3. I wear different clothes to impress people.
4. I buy clothing to boost my morale.
5. I experiment with new or different hairstyles to see how I will look.
6. Certain clothes make me more sure of myself.
7. I am aware of being more friendly and outgoing when I wear certain clothing.
8. I feel and act differently if I am wearing my best clothing.
9. I have more self-confidence when I wear my best clothes.
10. I enjoy wearing unusual clothing even though I attract attention.
11. I decide on the clothes to wear according to the mood I'm in that day.

Factor 5--Modesty

1. I wonder why some people wear clothes that are immodest.
2. When people are dressed unsuitably, I wonder why they are dressed that way.
3. I feel embarrassed when I see someone in a low cut dress or blouse.
4. I feel embarrassed when I see someone in clothes that are too tight.
5. Unlined sheer dresses, blouses, or shirts reveal too much of the body.
6. I hesitate to associate with people whose clothes seem to reveal too much of their body.
7. I feel uncomfortable when someone forgets to close a zipper.

APPENDIX C

BIOGRAPHICAL DATA

BIOGRAPHICAL DATA

The following information provided by you will in no way identify you, and this information is essential for my research.

1. Age _____
2. Sex:
 - _____ Male
 - _____ Female
3. Occupation or former occupation (Please be specific):

4. Amount of yearly income _____
5. Major source of income:
 - _____ inherited savings and investments
 - _____ earned wealth--savings and investments
 - _____ profits, fees from business or profession
 - _____ salary, and/or commissions, and/or monthly check
 - _____ weekly checks and hourly wages
 - _____ odd jobs, seasonal work
 - _____ pensions and/or annuities
 - _____ social security
 - _____ other (Please explain) _____
6. Highest educational level achieved:
 - _____ advanced college degree
 - _____ graduate of a four (4) year college
 - _____ junior college graduate
 - _____ less than two (2) years of college
 - _____ post-high school training or trade school
 - _____ high school graduate
 - _____ attended high school but did not graduate
 - _____ finished eighth (8th) grade
 - _____ less than eighth (8th) grade
 - _____ other (Please explain) _____

APPENDIX D

COVER LETTER



COLLEGE OF HOME ECONOMICS

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY

DEPARTMENT OF CLOTHING, TEXTILES AND RELATED ART

February 7, 1978

Dear Club Member:

I am a graduate student at Virginia Polytechnic Institute and State University. Currently I am working towards a master's degree in the Department of Clothing, Textiles and Related Art. My thesis research project has been initiated to characterize clothing interest of men and the attached questionnaire is essential to this research endeavor.

Will you please take a few minutes of your valuable time to complete the attached questionnaire and return it in the addressed and stamped envelope at your earliest convenience. The questionnaire is designed to remain anonymous; therefore, please do not sign your name. However, it is important for you to complete all of the questions according to your practices and attitudes at the present time.

I will be glad to share the objectives and the final results of this research project with you. If you would be interested in knowing more about my research, please contact me through Dr. Lois Gurel in room 101 Wallace Hall.

Your contribution to this research endeavor is very much appreciated. Thank you for your time and concern.

Sincerely,

Doris H. Drake
Graduate Research Assistant

Dr. Lois M. Gurel
Thesis Director

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the scanned document**

CLOTHING INTERESTS OF YOUNG ADULT,
MIDDLE AGED, AND ELDERLY MEN

by

Doris H. Drake

(ABSTRACT)

This study was undertaken to investigate the importance of clothing to adult men and to ascertain whether differences existed in clothing interests of young adult (age 25-44), middle aged (age 45-64) and elderly (age 65-80) men. A secondary purpose was to investigate the relationships between the five factors of clothing interest and other demographic variables.

A questionnaire was administered to 244 Lions and Kiwanis club members in southwestern Virginia. Analysis of the data revealed that the older men had higher average scores on four of the five aspects of clothing interest (personal appearance, conformity, psychological awareness, and modesty). Concern with modesty in clothing increased significantly with age for all three groups with the younger men exhibiting the least degree of concern. Concern with personal appearance was the highest component of clothing interest and concern with the use of clothing to enhance the self-concept was the lowest of the five dimensions for the sample.

The most influential demographic variables were occupation and income. Protective and service workers indicated the least degree of

concern on four factors, personal appearance, conformity, psychological awareness, and self-concept, for the sample. Their interest in personal appearance was significantly lower than the interest displayed by business men, clerks, and kindred workers. Individuals earning incomes of less than \$20,000 were more interested in the psychological awareness of clothing than men with higher incomes. Overall, the men in this sample exhibited a low to medium degree of interest in clothing.