

IMAGE PORTRAYAL THROUGH CAREER DRESS
OF WORKING WOMEN AND PROBLEMS
OF APPAREL ACQUISITIONS

A THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF SCIENCE
IN THE GRADUATE SCHOOL OF THE
TEXAS WOMAN'S UNIVERSITY

COLLEGE OF NUTRITION,
TEXTILES, AND HUMAN DEVELOPMENT

BY

LISA ODETTE ALBERTSON, B.S.

DENTON, TEXAS

August, 1981

The Graduate School
Texas Woman's University
Denton, Texas

July 1981

We hereby recommend that the thesis prepared under
our supervision by Lisa Odette Albertson
entitled "Image Portrayal Through Career Dress of Working
Women and Problems of Apparel Acquisition"

be accepted as fulfilling this part of the requirements for the Degree of Master of
Science.

Committee:

Clarice Garrett
Chairman

Hullarynd G. Bladen
Jack T. Hill

Accepted:

[Signature]
Provost of the Graduate School

ACKNOWLEDGMENTS

The author wishes to extend a sincere appreciation to the following persons for their assistance in completion of this study:

Dr. Clarice Garrett, chairman of the Committee, for her many hours of assistance and advice.

Dr. Jack Gill and Dr. Holland Blades, members of the committee, for their support on this thesis.

TABLE OF CONTENTS

ACKNOWLEDGMENTS	iii
LIST OF TABLES	v
I. INTRODUCTION	1
Purpose	3
Assumptions	3
Hypotheses	3
Review of Related Literature	4
Definition of Terms Used	10
II. PROCEDURE	12
Sample	12
Questionnaire	12
Statistical Treatment of Data	13
III. PRESENTATION AND DISCUSSION OF RESULTS	14
Demographics	14
Company Image Concept	16
Career Apparel Selection	21
Type of Store Preferred	21
Beneficial Uses of Results	29
IV. SUMMARY AND RECOMMENDATIONS	30
Summary	30
Recommendations	31
APPENDIX	32
BIBLIOGRAPHY	36

LIST OF TABLES

1.	Percentage Distribution of 149 Participants by Age . . .	15
2.	Percentage Distribution of Participants by Number of Years Worked at Occupational Level	17
3.	Percentage Distribution of Participants by Aware- ness of Company Imposed Dress Requirement	18
4.	Percentage Distribution of Participants by Image Por- trayal	20
5.	Percentage Distribution of Participants by Clothing Selection for Image Portrayal	22
6.	Percentage Distribution of Participants by Type of Store Patronized	23
7.	Percentage Distribution of Participants by Shopping Time	25
8.	Percentage Distribution of Participants by Percent of Salary Spent on Career Apparel	27
9.	Percentage Distribution of Participants by Special Retail Services Provided for Working Women	28

I. INTRODUCTION

The increasing number of women in the work force has created problems for both the woman and the retailer. Imposed image portrayal and the availability of appropriate career apparel are two of the primary problems.

Results of a Roper poll conducted in 1974 revealed that one-half of all women contacted wanted a traditional marriage where the husband assumed the responsibility of providing for the family and the wife performed the household chores and cared for the children. Today, only 42.0 percent want the traditional life. Fifty two percent want to share work, home, and child-rearing responsibilities with their husbands. Approximately one-half the women (46.0 percent) and almost two thirds (63.0 percent) of those who worked preferred having a job to staying home (2). Women want to work in order to support themselves, or to supplement the family income. There also is an apparent desire to attain a higher standard of living. Today, society places little or no monetary value on unpaid work performed at home. A majority of the women are more education oriented and interested in self-improvement as they become more involved with a world outside the home.

Today's working woman, along with her employer, exhi-

bits considerable interest regarding the image she portrays and how others react to her. Such an image can communicate her position in her profession, her expertise, and her knowledge, and is something she can use as a business tool.

One of the easiest ways the working woman has to project herself as an authoritative, knowledgeable person on the job is through the image she conveys by the clothes she wears. The well dressed woman does not want to be packaged into a dress-for-success uniform, but neither does she have the time or the inclination to be a slave to fashion (1).

For a long time, even if a woman realized the image she wanted to express, she had a problem finding the business clothes she wanted. "Many image conscious professionals spend up to 60.0 percent of their salary on image investments" (3). Sales of women's clothing have been reported to equal more than 10.0 percent of the total volume for some retailers. These professional women are looking for quality merchandise in tailored fashions that can be purchased as investments that will last for several years.

With the massive influx of working women into the business sector, it is important for retailers to realize the need of the working woman and the potential buying power she possesses.

A review of available literature revealed that little

or no research relative to the professional working woman and her apparel needs and as a potential target market has been reported. Therefore, results of this study would be beneficial to the consumer, the retailer, and the educator.

Purpose

The purpose of this research is to investigate the organizational image of the working woman, and the utilization of clothing in satisfying this image. Also, career apparel availability and acquisition problems were examined.

Assumptions

The following assumptions were made for this study:

1. Problems exist in the working woman's acquisition of adequate career apparel.
2. Clothes play an important part in the portrayal of images.
3. Retailers are willing to adapt to working women's shopping time.

Hypotheses

On the basis of the assumptions and pertinent findings of reported research, the following hypotheses were formulated:

1. There is no significant relationship between selected occupational levels of working women and their company image concept.

2. There is no significant relationship between selected occupational levels of working women and their selection of career apparel.
3. There is no significant relationship between selected occupational levels of working women and the type of store preferred for shopping.
4. There is no significant relationship between selected occupational levels of working women and the availability of needed career apparel and retailers' services.

Review of Related Literature

Today's executives have to pay almost as much attention to their image perceived by others as to the caliber of their performance. For this reason major corporations, and their executives, allocate money to be invested in polishing the image of their companies and their personnel as a normal cost of doing business. Many image conscious professionals spend up to 60.0 percent of their salary on image investment (23).

Although one's self image is culturally and socially influenced, it brings a special, individual quality to personal taste that makes it unique (6). Davis (7) stated that one must know his physical and psychological characteristics and then select clothing to project the positive aspects. All clothing makes statements about the wearer; the challenge is to make apparel say what one wants it to say pleasantly.

Buskirk (5) believed that appearance conveys to

others the image one wishes to make or what he wants to be. Bergen (2) stated that a person's appearance projects personality and individuality. Even one's innermost feelings come through in the clothes worn and the way the individual carries himself.

Kaslow (15) conducted research on self-perceptions of female professionals. Results revealed that in the business and professional sectors, the American woman is gradually occupying more high-status positions that demand great competence, much initiative, and supervisory--administrative capability. Korda (17) felt that if women want to advance in the business world, one of the primary factors to be considered is appearance.

Bergen (2) stated that an ambitious woman can never look too rich, or too conservative, and that the clothes a person wears often tell others whether the person contemplates business or pleasure. Status, real or desired, is projected by the clothes one wears, because clothes are one of the strongest statements a person can make about himself to strangers.

As the opportunities for advancement continue to increase in the professional areas, Morris (21) was confident that the choices of clothes acceptable for working women also would increase. Davis (7) stated that there are no fool-proof formulas for wardrobe selection because needs change as

ages and social roles change. There are a few basic items of clothing that can help save money and space, vary with seasons and styles, and express personal creativity.

Molloy (20) uses a term, wardrobe engineering, to manipulate people to develop habits or techniques for successful dressing. A woman stands a greater chance to advance in a business firm if she learns to develop a business wardrobe with an authoritative image.

Bergen (2) suggested elegant, understated suits and dresses for professional women, and added that the power of positive dressing, is very obvious. Positive dressing, comfort and chic, has been the nonverbal equivalent of saying, "a woman is in charge here."

If a woman wishes to communicate that her objective is to do business, Sanchez (23) believed that she should be wearing a suit. Davis (7) stated that basic or classic styles last several seasons, whereas extremes or fads become dated quickly. Such classic styles can appear harmoniously "in" at the moment by fashionable accessories or hemline adjustments. Fewer items of good quality usually mix and last better than do more items of poorer quality.

Davis (7) suggested adding accessories such as tailored bows, shawls or Italian collars for tailored shirts or blouses. Other suggestions were reserved, restrained

styling, and muted, cooled colors along with straight continuous lines, restrained curves, and firm, crisp, smooth textures. Small, inconspicuous jewelry and other accessories harmonize and unify more easily if the basic garment is low key. Korda (17) believed that the smartest choices for business women were to wear simple clothes and plain colors and to avoid all extremes.

Advice offered by Molloy (20) stated that the credibility, authority, and likability of a working woman wanting to get ahead in business is established immediately by her appearance. The darker, more traditional the clothing, the more authority it transmits.

Sanchez (23) believed that business women should begin by buying three basic suits: one blue, one black, one tan, and all should be of the same fabric: wool. Wool is thermostatic, and can be worn all year-round. The economics of wearing a suit is based on buying for the whole year, and is not necessarily based on fashion.

Hadlock (12) suggested a well-planned selection of clothes in order to get a lot for one's money, to save time, and to allow one to look good every day. Hadlock's blueprints for a working woman's wardrobe included: two skirts, two blouses, one sweater, one trouser, one dress, two jackets . . . which equals nine interchangeable pieces. The key to successful coordination is to determine two or three key

colors and adhere to them so all the clothes within a wardrobe work together.

Gross and Axelrod (10) discussed clues for power dressing; "the hair - glossy and cared for; the make-up unobtrusive, but definitely there; the shirt - the power shirt is silk; the suit - wear a two or three piece suit; the jewelry - the watch - the accessory which is the symbol of power." Bergen (2) suggested "simple lines, same or blending of colors; clean, crisp, well-fitting, plain colors or small patterns; dark shoes; leather handbag; briefcase; simple hair style; daytime makeup; and overall well-groomed as the business look of working women."

Higginson's (13) formula for building a wardrobe was: "first selecting colors, and choosing all garments that will coordinate. A basic wardrobe includes a heavy and a light coat. Higginson also stated, that any woman carrying a shopping bag or manilla envelope when being well-dressed will totally destroy the image of looking successful."

A woman must look smart to get ahead in business. Higginson specified that if women do not dress to resemble a manager, then the women will seldom ever become a manager. Women have demands on themselves and need to dress to perform certain roles.

Macousky (19) found that most companies try to avoid

the fact that dress codes are enforced. Climate, custom, kind of business and degree of customer contact are the ultimate arbiters of office dress.

Clothes are a major expense for a working woman; that is why the planning of a career wardrobe and wise shopping are extremely important for the career minded woman. A person's wardrobe is an investment and is something that can be used as a business tool. Fowler (8) stated that an executive woman must buy carefully, and tend to choose the more expensive garments.

Working women usually shop for quality merchandise. Tailored fashions that will be fairly conservative and remain stylish for years are sought. More and more retailers are becoming aware of this market and are beginning to adapt to the needs of today's working woman.

Gottlieb (9) observed that across the country, major department stores are combining clothing, accessories and free fashion consultations in a store-within-a-store specifically designed for the working woman. In these departments all the items necessary to build a flexible executive wardrobe are assembled. Many departments conduct seminars on fashion coordination, send out newsletters, and aid the customer in planning her wardrobe for present and future purchases.

In 1975 Paul Stuart (13), spokesman for Brooks Brothers of New York, said that the tailored dignified look is still prevalent, but recent trends favor a more romantic look, and there is a heavy emphasis on accessories. Kagan (14) observed that a large section of the Brooks Brothers Company has been devoted to the working woman and that this new department is a profitable and successful area, and that the apparel and services needed by the working woman will be continued.

Today's working women are aware of the needed image that must be portrayed in the varying levels of employment. These women realize that the selection of appropriate career apparel can aid in the achievement of such an image. Therefore, the wardrobe becomes an important investment to the working woman. The ever increasing number of women in the work force emphasizes the increased benefits available to retailers if they choose to adapt to the needs of this increasingly lucrative market segment.

Definition of Terms Used

For the purpose of this study, the following terms have been used throughout:

Working woman - a professional woman employed in an upper level position in a business firm.

Career apparel - the type of clothing to fulfill

the imposed or desired image of the working woman.

II. PROCEDURES

This investigation was designed to obtain information relative to the image portrayal of working women. Their career apparel acquisition problems also were examined.

Sample

The sample consisted of 149 women who were employed in a metropolitan city in the Southwest. The participants worked in one of the following levels: clerical, managerial, or executive. The yellow pages section of the telephone directory was utilized to select large companies within the city. The personnel directors of the selected companies were contacted and cooperation was requested. Seven large firms agreed to cooperate. One-third of the participants performed at the executive level, one-third at the managerial level, and one-third at the clerical level. The ages of the women participants ranged from under 20 years to 51 and over.

Questionnaire

The data were collected through the use of a questionnaire that was dispersed to the participants by the personnel directors of the cooperating companies. The questionnaire was developed to elicit information relative to image portrayal through career apparel and problems encoun-

tered in the acquisition of such apparel.

The questionnaire was pretested by administering the questions to twenty women employed in professional positions for the purpose of clarity, ambiguity, and comprehension. The results of the pretest were analyzed; changes were made when indicated.

Questions were formulated to 1) obtain demographic information that included age, level of occupation, and the number of years worked in present position; 2) to obtain data regarding company imposed dress requirement, image portrayal and selection of apparel to aid in portraying an image; 3) to obtain information pertaining to clothing acquisition, shopping time, percentage of salary spent on career apparel, and special services provided by retailers.

Statistical Treatment of Data

The data were subjected to percentage and frequency distributions for descriptive purposes. A chi-square distribution was utilized to determine significant relationships between selected occupational levels of working women and 1) company image concept, 2) career apparel selection, 3) type of store preferred, and 4) availability of career apparel and retailers' services.

Results were interpreted with the 0.05 level of probability level as representative of highly significant results.

III. PRESENTATION AND DISCUSSION OF RESULTS

Questionnaires were utilized to obtain information relative to portrayal of company image. Results are presented under the headings of: demographics, company image concept, career apparel selection, type of store preferred, and availability of career apparel and retailers' services.

Demographics

The ages of the participants varied. Table 1 presents the percentage distribution of participants by age levels. The ages ranged from less than 20 years to 51 years and over.

Results showed that only 5 (3.4 percent) participants, all clerical workers, were under 20 years of age. The largest percentage, 14.1 percent, of the participants in the 21-35 year range were in managerial positions with 6.7 percent of this age group employed at the executive level and 10.1 percent at the clerical level. Ages of the largest number of the participants ranged from 36 to 50 years with 15.4 percent of this group serving as executives, 18.8 percent as managers and 16.1 percent performing clerical duties. Slightly more than 11.0 percent of the executives, none at the managerial level, and only 4.0 percent at the clerical

Table 1.--Percentage Distribution of 149 Participants by Age

Age Levels	Executive (N = 50)		Managerial (N = 49)		Clerical (N = 50)	
	Number	Percentage	Number	Percentage	Number	Percentage
Under 20	--	----	--	----	5	3.4
21 - 35	10	6.7	21	14.1	15	10.1
36 - 50	23	15.4	28	18.8	24	16.1
51 - over	17	11.4	--	----	6	4.0

level were 51 years or over.

Years Worked in Present Position

The participants were requested to state the number of years they had worked in their present position. The number of years worked in the present position were grouped into three levels of ten years each: 1-10 years, 11-20 years, and more than 20 years. Table 2 shows the percentage distribution of the participants by number of years worked at present occupational level.

Results showed that more than one-half (59.6 percent) of all the participants had worked in their present position 11-20 years. None of the participants at the executive and managerial levels had worked in their present level more than 20 years, and only 2.7 percent of the clerical workers had been employed for more than 20 years. Chi-square results revealed a significant difference between the three occupational level groups relative to the number of years employed.

Company Image Concept

The participants were asked if they were aware of a company imposed dress requirement. The percentage distribution of participants by awareness of a company imposed dress requirement are illustrated in table 3.

Results indicated that a large number in each occupation level were aware of a company imposed dress require-

Table 2.--Percentage Distribution of Participants by Number of Years Worked at Occupational Level

Years Worked	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
1 - 10	10	6.7	23	15.4	23	15.4
11 - 20	40	26.8	26	17.4	23	15.4
More Than 20	--	----	--	----	4	2.7

Chi-square = 19.498, significant at the 0.05 level of probability.

Table 3.--Percentage Distribution of Participants by Awareness of Company Imposed Dress Requirement

Awareness	Executives		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Yes	43	28.9	42	28.2	41	27.5
No	7	4.7	7	4.7	9	6.0

Chi-square = 38.0, highly significant at the 0.01 level of probability.

ment: 28.9 percent in the executive group, 28.2 percent in the managerial group, and 27.5 percent in the clerical group.

A relatively small number at each level responded that they were not aware of a company imposed dress requirement: 4.7 percent who were executives, 4.7 percent engaged as managers, and 6.0 percent performed clerical. There was a highly significant difference between the three groups regarding their awareness of a company imposed dress requirement.

Portrayed Image of Occupational Level

The women were requested to state if they portrayed the image of their occupational level. Three response choices were offered: always, sometimes, and never. Results are shown in table 4.

Examination of the results showed that a large number, 30.9 percent, in the executive group, indicated that they always portrayed their occupational image. Approximately 12.0 percent in both the managerial and clerical levels, related that they always portray an occupational image. A small percentage of 2.7 percent in the executive group indicated that they only sometimes portrayed the image of their occupational level, while a relatively larger percentage 20.8 percent in the managerial group and 21.5 percent in the clerical positions intimated that they sometimes

Table 4.--Percentage Distribution of Participants by Image Portrayal of Occupational Level

Image Portrayed	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Always	46	30.9	18	12.1	18	12.1
Sometimes	4	2.7	31	20.8	32	21.5
Never	--	----	--	----	--	----

Chi-square = 30.64, significant at the 0.05 level of probability.

portrayed the image of their occupation. The three groups differed significantly in portraying their occupational image as shown by a chi-square value of 30.64.

Career Apparel Selection

The participants were asked to state whether or not they selected career apparel to aid in portraying the image of their occupational level. The responses were recorded as either yes or no and are presented in table 5.

Results indicated that slightly more than 32.0 percent in each occupational level selected clothing to aid in image portrayal. Only 1.3 percent in executive positions, 0.7 percent in the clerical group, and none in managerial levels chose apparel to aid in portraying their respective levels. Chi-square distribution results showed a highly significant difference in the selection of clothing for image portrayal of the three groups.

Type of Store Preferred

Participants reported the type of store in which they preferred to shop. The types available for checking were: department store, specialized department within a department store, and specialty store. The percentage distribution of the store preferences are shown in table 6.

A specialized department within a department store was the preferred shopping place for 15.4 percent in the exec-

Table 5.--Percentage Distribution of Participants by Clothing Selection
For Image Portrayal

Clothing Selection	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Yes	48	32.2	49	32.9	49	32.9
No	2	1.3	--	----	1	0.7

Chi-square = 20.07, highly significant at the 0.01 level of probability.

Table 6.--Percentage Distribution of Participants by Type of Store Patronized

Type of Store	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Dept. Store	19	12.8	29	19.5	28	18.8
Specialized Dept. In Dept. Store	23	15.4	16	10.7	4	2.7
Specialty Store	8	5.4	4	2.7	18	12.1

Chi-square = 3.49, not significant.

utive category, 10.7 percent in the managerial aggregation and 2.7 percent in the clerical group. A total of 51.1 percent of all the participants preferred to shop in a department store. The distribution was: executives, 12.8 percent; managers, 19.5 percent; clerks, 18.8 percent. The specialty store was the least preferred store with a combined total of all occupational groups of 20.2 percent.

Available Time for Shopping

The participants were requested to state the time of day when they had available time for shopping. Three time choices were offered: noon hour, after work, and weekends. Percentage distribution of responses appear in table 7.

The largest percentages in each of the three groups indicated that they have more time to shop on the weekends. Almost 24 percent in the executive group, 17.4 percent in the manager category, and 20.1 percent in the clerical level shopped on the weekends. A smaller number in each level shopped after work--9.4 percent were executives, 15.4 percent were managers, and 13.4 percent were clerical workers. Only 1 executive indicated shopping during a noon hour.

Percent of Salary Spent on Career Apparel

The participants quoted the approximate percentage of their salary that was spent on career apparel. The per-

Table 7.--Percentage Distribution of Participants by Shopping Time

Shopping Time	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Noon Hour	1	0.7	--	----	--	----
After Work	14	9.4	23	15.4	20	13.4
Weekends	35	23.5	26	17.4	30	20.1

Chi-square = 5.53, not significant.

centages ranged from 15 to 55 percent at 10 percentage point intervals as shown in table 8.

The largest percentages in each of the three occupational levels spent 45.0 percent of their salary on career apparel with 22.1 percent in executive positions, 26.2 percent in the managerial level and 16.1 percent in the clerical group indicating this expenditure. Thirty-five percent of their salary was spent for career apparel by 6.0 percent in executive positions, 2.7 percent in managerial levels and 15.4 percent engaged in clerical jobs. Only a combined total percentage of the three groups, 8.7 percent spent 55.0 percent of their salary for career apparel and none spent 15 percent or less. The percent of salary spent for career apparel was significantly different at the 0.01 level for the women employed in the three occupational categories.

Special Services Provided by Retailers

The women were asked to indicate whether or not retailers provided special services for working women. Responses are presented in table 9.

The executive level group produced the largest percentage of affirmative responses, 22.1 percent, with 11.4 negative responses. In the managerial level 15.4 percent responded affirmatively and 17.4 percent responded in a negative manner. The largest percentage of negative responses,

Table 8.--Percentage Distribution of Participants by Percent of Salary Spent on Career Apparel

Percent of Salary	Executives		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
15	--	----	--	----	--	----
25	2	1.3	1	0.7	1	0.7
35	9	6.0	4	2.7	23	15.4
45	33	22.1	39	26.2	24	16.1
55	6	4.0	5	3.4	2	1.3

Chi-square = 11.55, highly significant at the 0.01 level of probability.

Table 9.--Percentage Distribution of Participants by Special Retail Services Provided For Working Women

Special Services	Executive		Managerial		Clerical	
	Number	Percentage	Number	Percentage	Number	Percentage
Yes	33	22.1	23	15.4	12	8.1
No	17	11.4	26	17.4	38	25.5

Chi-Square = 13.179, significant at the 0.05 level of probability.

25.5 percent occurred in the clerical group while only 8.1 percent in this group stated special retail services had not been provided for them. Differences in the opinions of the respondents as to whether special retail services are provided for working women were significant.

On the basis of the results of this investigation hypotheses 1, 2, and 4 were rejected as revealed by results of significant chi-square values. Differences between the occupational groups and the type of store preferred for shopping were not significant; therefore, hypothesis 3 was accepted.

Beneficial Uses of Results

Results of this study would be useful to the career woman in furnishing information regarding image awareness at various occupational levels and aiding her in obtaining appropriate apparel and projecting the imposed image. Retailers could benefit by becoming aware of the needs of the career women and adapting their merchandising strategies accordingly. Educators could utilize the information in training and preparing students for positions in retailing and career opportunities.

IV. SUMMARY AND RECOMMENDATIONS

Summary

The purpose of this research was to investigate the organizational images of working woman, and the utilization of clothing in satisfying these images. Also, career apparel availability and acquisition problems were examined. Responses were obtained from 149 women working in three occupational levels in a metropolitan city in the Southwest. A questionnaire was administered to the participants in order to obtain data relative to image portrayal through career dress of working women and problems of apparel acquisition.

Percentage and frequency distributions were utilized for descriptive purposes. The data were subjected to chi-square distributions in order to determine significant relationships between the selected occupational groups of executives, managers, and clerical workers and image concept, career apparel, and retailer's services.

Results showed that significant relationships existed between the occupational level groups and the portrayed image of the occupation levels. A significant relationship also existed between the occupational levels and the special services provided by retailers.

Highly significant relationships were noted between

the occupation levels and awareness of company imposed dress requirements and clothing selected to aid in image portrayal. A relationship between the three occupation levels and the percent of salary spent on career apparel was also found to be highly significant.

There was no significant relationship between the occupation levels and the type of store preferred for shopping and the time available for shopping.

Recommendations

Based on the results of this investigation the following recommendations are suggested:

1. A study on the importance of clothing in career advancement.
2. An investigation of the types of services and assistance provided by retailers for working women's apparel.
3. A study to ascertain the problems working women may encounter in fulfilling the requirements of company imposed images, and ways they may be solved.

APPENDIX

Dear Respondent:

I am currently a graduate student at Texas Woman's University located in Denton, Texas. I have chosen to do my Master's research on Image Portrayal Through Career Dress of Working Women and Problems of Apparel Acquisition.

Your participation, by completing the following questionnaire, will aid in allowing me to complete my study.

There is no chance of risk directed toward you because all responses will be kept anonymous and there will be no usage of any individual response. However, I am directed to inform you that no medical service or compensation is provided to subjects by the University as a result of injury from participation in the research. Your participation is voluntary and you may withdraw at any time.

YOU UNDERSTAND THAT THE RETURN OF MY QUESTIONNAIRE CONSTITUTES YOUR CONSENT TO ACT AS A SUBJECT IN THIS RESEARCH.

Your response is greatly appreciated!

Lisa O. Albertson

QUESTIONNAIRE

Please check the blank next to the answer that best describes you and your occupation and your shopping habits.

1) Age:

under 20

21-35

36-50

51 and over

2) Present occupational level:

Executive

Managerial

Clerical

3) Number of years worked in the above job category or position:

1-10

11-20

more than 20 years

4) Are you aware of a company imposed dress requirement at your place of employment?

yes no

5) Do you portray the image of your occupational level?

always sometimes never

6) Do you select clothing to aid in portrayal of that image?

yes no

7) Where do you shop for your clothes?

Department store

Specialized department within a department store

Specialty store

8) When do you have time for shopping?

noon hour

after work

weekends

9) Check the approximate percentage of your salary that you spend on career clothing per year:

15%

25%

35%

45%

55%

65%

10) Do retailers provide special services for working women? (i.e. fashion coordinating, telephone shopping, customer wardrobe files)

yes

no

Additional suggestions:

BIBLIOGRAPHY

1. Bartos, Rena. "The Moving Target: The Impact of Women's Employment on Consumer Behavior." Journal of Marketing (July 1977): 31-37.
2. Bergen, Polly. I'd Love To, But What'll I Wear?. Wyden Books, 1977.
3. Bickman, Leonard. "Clothes Make the Person." Psychology Today, Volume 7, Number 11, April, 1974.
4. Bruning, James L., and Kintz, B.L. Computational Handbook of Statistics. Second edition. Scott, Foresman and Company, 1977.
5. Buskirk, Richard H. Your Career - How To Plan It - Manage It - Change It. Cahners Books, Inc., Boston, Massachusetts, 1976, p. 169.
6. Cowley, Susan Cheever. "Dress for the Trip to the Top." Newsweek, Volume XC, Number 13, September 13, 1977, pp. 76-77.
7. Davis, Marian L. Visual Design In Dress. Prentice Hall, Inc. California, 1980.
8. Fowler, Elizabeth M. "How Single Women Spend Their Money." Harper's Bazaar, Volume 108, Number 42
9. Gottlieb, Paula. "Investment Dressing." Working Woman, June 1980, pp. 45-46, 79.
10. Gross, Amy Comer, and Axelrod, Nancy. "Power Dressing." Mademoiselle, Volume 83, November, 1977, pp. 183-218.
11. Gultinan, Joseph, and Joyce, Mary. "The Professional Woman" A Potential Market Segment for Retailers." Journal of Retailing (Summer 1978): Volume 54, Number 2, 59-70.
12. Hadlock, Judy. "Basic Blueprint for a Work Wardrobe." Working Woman, September, 1980, pp. 47-49.

13. Higginson, Marvaret V., and Quick, Thomas L. The Ambitious Woman's Guide to a Successful Career. American Management Association, New York, 1975, pp. 62-64.
14. Kagan, Julia. "Women Work More, Better, and Enjoy." Working Woman, July 1980, pp. 27-29.
15. Kaslow, Florence W., and Schwartz, Lita L. "Self-Perceptions of the Attractive, Successful Female Professional." Intellect, Volume 106, Number 2393, February, 1978.
16. Klein, Joan. "Sneak Preview: The 1980 Census." Working Woman, September, 1980, pp. 72.
17. Korda, Michael. "Job Power: How to Get Ahead Fast." Harper's Bazaar, Volume III, November, 1977, pp. 152-171.
18. Lazer, William, and Smallwood, John E. "The Changing Demographics of Women." Journal of Marketing (July 1977): 14-22.
19. Macousky, Susan J. "Suiting Up for the Executive Suite." Money, May 1976, pp. 52-56.
20. Molloy, John Q. The Woman's Dress for Success. The Warner Communication Company, New York, 1977.
21. Morris, Bernadine. "Self-Confident Dressing." Harper's Bazaar, November, 1978, Volume 12, Number 3204, pp. 151, 194-195.
22. "The Power of a Happy, Positive Self-Image." Glamour, Volume 77, Number 1, January, 1979, pp. 120-121.
23. Sanchez, Erika. "Woman, Suit Yourself." Fashion! Dallas, from Dallas Morning News, March, 1981.
24. Staffieri, Anthony. "The Right Image," a speech presented by the president of Savvy Management in 1980.