

FACTORS THAT INFLUENCE JEANS PURCHASING
OF COLLEGE MALES AND FEMALES

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BY
AUDREY MAY REID, B.S.

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We hereby recommend that the thesis prepared under
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CHAPTER I

INTRODUCTION

Denim, a fabric which is associated with Levi Strauss and the gold rush laborers in California, is now a well sought after fabric. The blue indigo fabrication is no longer considered a fabric to use only for upholstery and working purposes but is a fabric in the haute couture bearing designer names. "Ever since the denim craze began in the late sixties, jeans have been bread to the fabric and apparel consumer, and cake to the manufacturers (11)". Because of the demand for the fabric, production has been intensified.

Martha deLlosa (11) stated that in 1946 her editors wrote that, "The American textile industry cast a major influence on the economic and social aspect of the world." The editors of American Fabric and Fashion (15) stated that the American Textile industry is the third largest industry in the United States, and more than three million people depend on the industry for a living. American consumers spend one hundred billion dollars a year on clothing (36). A very large amount of this sum was spent for purchasing jeans.

Batterberry (6) wrote, "Our clothes continue to reflect our anxieties and how we try to cope with them.

Today our society's fashion is rapidly becoming global. The recent worldwide rage for jeans is an example".

Blue denim jeans is now the garment of the day, and probably will be for the future. Jeans are in great demand by both young and old people of varying backgrounds and social standings. President Carter supported this fact by wearing jeans, while serving his term in the White House (7).

As reported in Clothes magazine (30) results of a survey, performed on college students, revealed that the male students had jeans as an important part of his wardrobe. This trend was expected to continue with the college male. Six percent of the males who bought jeans owned eight or more pairs. Results of a similar survey (44), in which the participants were college females, showed that 44 percent of the college females, who bought jeans, owned eight or more pairs. Results of the survey (30, 44) also revealed that the college students paid an average of \$22.46 for a pair of jeans. Presently the cost ranges from \$10.00 for a pair of manufacturer brand jeans to \$60.00 and over for a pair of designer brand jeans.

The question now is have the factors that motivated the college students purchasing patterns in 1977 changed? Also, are there any differences between the factors that

influence the college male purchases and those of the college female.

Results from this study will give some insight to the manufacturers of both denim fabric and apparel. Merchants, retailers, buyers, consumers, and educators also could benefit from such information.

Purpose

The general purpose of this study was to determine factors which influence the jeans purchasing pattern of both male and female college students. Also, differences between their purchasing patterns were ascertained.

Assumptions

The following assumptions were made for this investigation:

1. Jeans are purchased by both male and female college students.
2. Definite purchasing patterns of jeans are practiced by college students.
3. Advertising has an effect on the jeans purchasing decision-making.

Hypotheses

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

1. The jeans purchasing patterns of male and female college students are similar.
2. Designer brand jeans are preferred to manufacturer brand jeans by college students.
3. The decision to buy a pair of jeans is not influenced by the factors: price, comfort, fit, style, pocket design, fabric and advertising.
4. Blue indigo jeans are the favorite of college students.

Review of Related Literature

Literature pertinent to denim fabric and denim jeans was reviewed. The literature reviewed is presented under the following: 1) History and production of denim fabric in the United States, 2) History, production and sale of denim jeans, 3) Consumer purchasing behavior.

History and Production of Denim Fabric in the United States

The term "denim" was derived from the French phrase "serge de Nimes", a twill fabric which was made in Nimes, France. The fabric is also known as dungaree (27). There are browns, stripes, checks, patterned, and the popular blue indigo denim. Linton (24) defines denim as a staple cotton cloth that is rugged and servicable and which is recognized by a left-handed twill on the face. He also said that denim is the most important fabric in the work clothes group, while it is also very popular in dress clothes, and upholstery.

In the country of its origin, denim cloth was basically known for its use in making work clothes because of its durability. To the American textile industry the twill cloth is the fabric which has helped the industry become a major influence on the economic and social aspects of the world (11). For the past decade denim fabric has been assigned a role apart from that of a fabrication for working clothes and upholstery; it became a fashion fabric. A boom in production of the blue indigo cloth began in 1969, when denim jeans became a fashion craze.

The textile industry is the third largest industry in the United States (15). More than three million Americans depend on textile and apparel production for a living.

Consumers spend 100 billion dollars per year on clothing (36). A significant amount of this has been spent for jeans, which resulted in the denim jeans' market enjoying the most consistent growth of any apparel category.

As reported in an article in Advertising Age magazine (12), members of the Denim Council reported more than 450 million square yards of denim fabric were marketed in 1974. Because demand for the fabric far outpaced production, predictions were that production would fall short by 100 million square yards for the international need. Sources from the industry indicated that labels from Sears Roebuck, J.C. Penney, and Montgomery Ward accounted for as much as 20 percent of the total yardage. Another 10-20 percent was exported to foreign markets.

The then new interest in denim also urged a large number of textile companies to begin production of denim for the first time (16). Mills were in the comfortable position of not having enough supply of denim to meet the demand. Cone Mills of Greensboro, North Carolina was the largest denim manufacturer and was responsible for 20 percent of the total denim production (5). In 1976, Cone's net earnings increased 37 percent to \$33 million on sales of \$585 million. Reports also revealed that in 1974 Cone Mills had the blue indigo material on allocation and raised the prices

without any protest from such tough customers as Levi Strauss and Company, who buys about 15 percent of Cone's denim production. Cone had no need to worry about textile imports, because the high capital cost of denim-dying equipment had contributed to keeping foreign manufacturers of the fabric at a minimum.

Kleckner (34) reported that denim was the only fabric with any rate of growth during the period of 1975-76. Sales volume increased from 600 million square yards to 675 million square yards. Four hundred and fifty million units of jean cut pants were sold to men, women, and children. The percentage breakdown was 54 percent in all-cotton, 42.7 percent in blends and 3.1 percent in synthetics.

Jack Towery (39), of the Textile Research Center, Texas Tech University, investigated the production of open-end-spun yarns for indigo-dyed denims that met manufacturers physical standards. Results revealed that the major differences between the open-end-spun yarns and the normally used ring-spun yarns was reflected in fabric strength, especially the fabric tear strength or grab strength difference. The strength difference became less significant after a careful selection of cotton was made for fiber fitness and fiber strength.

Another research project (29) was conducted at the Texas Tech University Center for the purpose of investigating the finishing of denim produced from 100 percent cotton open-end-spun yarns in order to find possible improvements in breaking strength, abrasion resistance, shrinkage, and sewability of the denim fabric. Results showed that the tear strength could be improved through the use of a chemical treatment.

The intensified demand for denim also affected the demand for indigo dye-stuff. The Buffalo Color Corporation completed expansion of its indigo dye production facilities in Buffalo, New York, to increase indigo dye production in excess of 30 million pounds per year. Thomas F. Huntington stated that the expansion had to be done in order to satisfy the requirements of the domestic consumer as well as to support some of the foreign denim producers. Equipment also was installed to further production of the dye-stuff to 38 million pounds per year. Studies were conducted to increase capacity to 45 million pounds per year during 1978 (19).

Indigo dye, which originated in India, had increased its value tenfold in 1976. Indigo was the only natural blue dye-stuff the world knew and used until the discovery of aniline dyes in the nineteenth century. The present form of

indigo dye-stuff is the synthetic offspring of the leguminous plant with a butterfly-shaped blossom. This plant is found in tropical countries. There are 200 varieties of the plant containing 70 percent indigo (18).

Can indigo be used more economically to dye cotton? Lupton and Loughlin (25) attempted to dye cotton warps with indigo dye-stuff using a solvent system but was unsuccessful. A later experiment by Lupton and Loughlin (26) proved successful and several new methods of dyeing cotton with indigo were developed.

The "faded look" jeans became very important to consumers, therefore creating a demand for the prewashed material. To meet the demand for faded blue denim, mills in France, England, Yugoslavia, Hong Kong, and the United States all swung into production of the material. The "used" or faded look was achieved by laundering the indigo-dyed fabric a minimum of four times, or until it took on the desired fade. Selected accessories, such as, Gucci shoes, Herme's scarf, a Cardin shirt, and Vuitton handbag were chosen to go with the faded-look denim. So as to leave you with no doubt about the wealth of a wearer of the faded denim, a fragile suede jacket was worn as covering for the ensemble (23).

How long will the jeans trend continue? A Sears buyer said that it could only get bigger because of the constant infusion of new styling and fabric ideas. The reverse-blend denim was introduced in 1970; its acceptance by the consumer meant a strong commodity fabric within the denim market. Yet the lack of affinity of polyester fibers for the indigo dye-stain deterred the wider use of the reverse blend denim. Dupont's introduction of a new 35/65 polyester-cotton blend denim to Cone Mills and Levi Strauss promised to draw the consumers toward the blended denim. The fabric Dupont produced was 17X high tenacity Dacron which the company dubbed "Indigo Plus". The yarn for the fabric was spun in such a way that the cotton fibers float to the top of the yarn. In effect, it is the warp yarns that give this denim fabric the color and hand characteristic of the all-cotton denim. The new blend was used mainly in boy's and young men's jeans (36).

Two years before the introduction of the new blend, which was relatively problem free, Blue Bell, a manufacturer of denim fabric, successfully launched Sanfor-Set denim. Sanfor-Set is a liquid ammonia treatment, discovered by a Norwegian scientist, and developed in the United States to reduce shrinkage (36). Kleckner (34) believed that Sanfor-Set denim offered the best alternatives in the neat

look, since the fabric finish assured freedom from puckering, ironing, and shrinkage.

After the introduction of Swift manufacturers' indigo-dyed blended denim in 1974, acceptance of the fabric was on the increase. In 1975 twenty-five percent of Swift's production was in blended indigo. In 1976 forty percent of their capacity was in the 35/65 polyester/cotton blend. Company plans were to increase the capacity to 60 percent in 1977 (34).

There are varying views by major mills and fiber companies about the fiber content in the new denim. Cone Mills, the number one manufacturer in denim fabric production, is marketing indigo plus in both 10 ounce and 14 ounce fabric. Granitville has a mood-Indigo blend of 80/20 cotton-polyester in 10 ounce fabric. The company also had produced 65/35 cotton-polyester blend using Fortrel polyester in a 14 ounce cloth, while the McCampbell division of the company produced the all-cotton untreated denim. Canton textile mills produced an all-cotton denim. Burlington Sportswear marketed a 10 ounce blend of 65/35 Cotton/Fortrel in regular and prewashed denim. Burlington also investigated other blends, although the company is committed to Sanfor-Set (2).

Some manufacturers had to make the decision about staying with a proven best seller, (the untreated all-cotton denim) or blends that conform to the "neat look" that the consumers want. Giants of the fabric industry, such as Cone and Burlington, have long been interested in the European market in hopes of widening their market resources. In 1981 Europeans owned only one pair of jeans per capita compared to the two pairs per capita every American owned. Burlington now exports very little of the denim fabric it produces since they opened their new denim plant in Ireland in 1980. A top executive of Burlington reported that most of their denim fabric sales are in Europe (11).

Cone Mills has been exporting denim for twenty-seven years. This export began with small quantities of off goods, a few bales at a time. In the last fifteen years Cone exports have been on the increase, helped of course by the jean's boom. Cone Mills sells denim and the by-products of denim through a sales agent with a network of customers in every European country, Japan, South America, and Australia. Gene Trout, vice president of marketing for Cone Mills, stated that their business was done differently in Europe. The company deals mainly with family-owned jeans companies who are loyal people (11).

Has denim consumption reached the saturation point or has consumption gone beyond that point? Trout felt at that time in 1981 that the denim market was arriving at a mature market in Europe. He also thought there was considerably more room for future growth and emphasized that Eastern Europe had not been tapped at that time. "Eastern Europe is a whole new world," he said.

This researcher shares the view of Ed Udhaus (35), West Coast regional sales manager for Wrangler. Udhaus thought that denim would continue to be the leader in fabrication, and that it would be featured in a variety of new silhouettes. If manufacturers do not price denim jeans out of the market, there still will be a demand for the product and therefore, an increase in the demand for the fabrication.

History Production and Sales of Denim Jeans

Associated with the birth of American denim jeans is one of American greatest rags to riches stories. The denim jeans story began during the peak of the Gold Rush in 1850. Levi Strauss migrated from Bavaria to the United States. By 1850, he was in New York where his two brothers operated a dry goods wholesale business. The decision was made that Levi, the youngest of the Strauss brothers, should

journey to California to sell goods to the suddenly wealthy coal miners. Included in Levi's dry goods stock were bolts of canvas meant for tents and wagon covers. After his arrival in California, a miner told young Strauss that he should have brought pants instead of canvas. Levi took his bolts to a tailor and had the canvas material made into work pants. The first pair had no back pockets, no yokes, and no belt loops. The miner who received the first pair of American jeans was jubilant about their fit and durability. The delighted miner called the canvas pants Levi's. Soon every miner wanted a pair of Levi's pants. The name stuck, and has continued to be a leading name in jeans (33).

The success of the pants was such that Levi sent to New York for a supply of fabric to make miners' pants. He requested the tough French cotton "Serge de Nimes" which was later Americanized as denim. Strauss had the cloth dyed indigo blue to insure consistent color from bolt to bolt (33).

In the latter part of the 1850's, Levi began to offer a more dressy style of jeans to his customers, slightly flared or "spring bottoms". Levi's jeans changed insignificantly in the decades of the 1860's. Suspenders, buttons and one back pocket were added to the basic jeans design (33).

In 1873, rivets were used to prevent the open edges of the pants pockets from tearing. This was done to accomodate the miners, who had complained that carrying ore samples in their pockets tore them. In 1886, Levi began stitching a double arcuate design on the back pocket of the jeans with orange thread. This design became the worldwide trade mark of authentic Levi's jeans. Also, another trade mark was added, that of the now famous two-horse brand leather patch, which is still used today on the original jeans (straight leg denim jeans) and on Levi's denim jackets (33).

The advent of the jeans assembly line was in 1910. The sewing machine operators no longer sewed an entire garment by themselves, mass production of jeans was on its way. Despite 70 years of innovations and the success of many of its styles, minor changes were made in Levi jeans as the years progressed. Belt loops were introduced in 1922 and the red-tab trade mark was added to back pockets in 1936. In 1973, rivets, which were blamed for scratching saddles and schoolroom furniture, were concealed and later replaced by stitched bar tacking (33).

Jeans became an essential commodity in the wartime of the 1940's. The apparel could only be sold to people involved in the war effort. During this time the

manufacturer had to resort to painting the arcuate trade mark on the jeans garment, because the War Production Board designated the stitching of the arcuate an unnecessary use of thread. As the war continued, demand for blue jeans became intense. The great demand made way for a new production plant in Santa Cruz, California. After the war ended, the demand for jeans was even greater (33).

In 1954 light blue denim sports trousers were introduced. The demand for the new blue fabric was tremendous. Zippers were introduced to replace the button flies in some styles the same year, mainly because of the eastern consumers' requests (23).

By the middle of the 1960's denims were being recognized as an American tradition, the symbol of a life style. During that decade there was a rebellion against such values as material possessions, success, work and status. Grooming was epitomized by the "hippie" life style. "Jeans look" symbolized that revolution. The more faded, worn, ragged, patched-up and body conforming the jeans were, the greater the status. To high school and college students the "hippie" look was reversed Snobbism. Wearing blue jeans and denim jackets would set the wearer apart from the business-suited, white collar workers, whose lifestyle they rejected. Yet, soon the symbol of protest was adopted by

the white collar workers as well as the blue collar workers and non workers, the middle aged and old men, who were wearing the apparel in their gardens and to the supermarket.

Eventually, out of all the blue denim sameness, hand-crafted statements of individuality began. Denim Art became so widely accepted by the masses that in 1973, Levi manufacturers sponsored a Denim Art Contest. Political and social statements were very evident on the thousands of jeans entries which the contest attracted (23).

Later in the 1960's the modest blue jeans of 125 years became the international fashion. Ever since the denim craze, jeans became bread to the fabric and apparel consumers and cake to the manufacturers (11). Before the legendary apparel reaches its finished state to go to the retailers shelf numerous physical operations are required to transform the raw fiber into fabric and finally the end-product. Consumers pay a retail price for the finished product that reflects the cost for the following: production, ginning, marketing the raw cotton to the mills, the spinning and dyeing of yarns, fabric weaving, apparel manufacture and distribution, and displaying the merchandising in retail stores (7).

In 1976, farmers received about \$1.14 for the amount of cotton contained in a pair of dungarees which had

an estimated retail value of \$12.95. The cost or value added to the pair of dungarees for all operations and services were estimated to be \$5.44. Other costs were marketing the required raw cotton to the textile mill, 12 cents, and \$3.72 for styling, cutting, and construction of the apparel by the manufacturers. Mills that produced the finished denim accounted for about 18.4 cents of the retail dollar. Apparel manufacturers received nearly 29 cents, while the largest share of about 42 cents was for wholesaling and retailing functions and services (7).

Despite price rise, denim managed to stay in demand. Jeans have been the only fashion constant over the past two decades that crossed over ages, sexes, cultures and countries. Results of a survey of manufacturers and retailers (20), indicated that jeans were just as strong in contemporary misses sportswear departments as they were in junior sportswear departments and that jeans and pants together made up a greater share of the total sportswear business. The greatest jeans sales were to customers in the 18-25 years age group. In 1970, the 13-17 years age group accounted for 61 percent of the department stores' jeans customers, while the 18-25 years age comprised 20 percent. In 1974, the 18-25 years age group represented 72 percent of the department stores jeans purchases.

Misses jeans enjoyed a profitable share of the total jeans market sales. A survey (31) on misses budget and moderate priced sportswear, in department and specialty stores indicated that jeans were expected to be a success. One hundred percent of the budget sportswear areas planned to stock more jeans with an average contribution of 74 percent, almost one-third of their expected pants business.

In 1950, when Strauss got to California, he adopted the motto of "You have to give the people what they want". Levi strove to maintain this motto in his missy line. For instance, the women's division experienced great success by using a stretch denim cotton/nylon blend, which looks and feels like 100 percent cotton denim, in the production of active missy-sized jeans. Linda Reilly, division designer, and other officials considered comfort vital to the customers, therefore most of the fabric used in the missy jeans production was a cotton-polyester blend (33).

Mature men's jeans had been neglected for years, but after years of stable and dependable growth of 15 percent annually the industry expected to gain in sales of 20-30 percent during 1977. For greater appeal to the mature men, manufacturers and retailers offered more attractive prices, roomier seats and thighs, and longer rises than

were incorporated in the youngmen's jeans cuts. More functional pockets were also another important selling factor. Blends were very desirable in this market because of shrinkage control, ease of care and the soft hand. While some suppliers offered predominately denim lines, others offered only 20-30 percent in denim (7).

More than 156 million pairs of men's jeans were cut during 1977 (46). Suppliers in the boys' market did not go without mention. Speakers for a leading boys' chain reported that of the retail outlet sales approximately 40 percent were in slims, 40 percent were regulars, and 20 percent were huskies. They also stated that slims were jointly worn by girls and boys. Some manufacturers even accommodated the slim girl wearers of boys' jeans by labelling the pants with size conversion charts for both sexes. Sometimes the only place skinny girls could get pants that fit was in the boys department. Boys' jeans even had the reputation with consumers for offering better quality at lower prices than similar items in the girls area (30).

As stated in an issue of Retail Week magazine (21), fashion pundits have been trying to discredit jeans in order to have jeans wearers return to a more formal way of dressing. This crusade against denim jeans did not dampen the craze. Further, evidence in the continued popularity of

this apparel is noted by an increase in the number of boutiques that offered "jeans only" or "all denim" merchandise (12). There was also an increase in Levi's jeans sales - \$900 million in 1975 to \$1.5 billion in 1977 (40). Levi Strauss and Company was plagued with counterfeit merchandise across Europe, but planned to solve the problem by increasing the company's production facilities. At stake was not only a loss in sales for the company but also a loss in corporate face. Consumer confidence waned because the products literally came apart at the seams after the third wash. Levi manufacturers sold 75 million pairs of jeans in 1976 and could have sold twice as many in 1975 but demand out paced the production.

An inadequate supply of jeans for the consumers contributed to the high cost of jeans - from an average of \$20 in Continental Europe to \$30 in Scandinavia. In Eastern Europe a pair of jeans went for as much as \$80 on the black market. On the Russian black market a pair of used jeans went for as much as one hundred dollars. To alleviate the supply problem, plans were made to construct new plants in Belgium and France, to produce an additional three million units of pants in 1979. Offshore production in Puerto Rico and the Far East were also increased (13).

Blue Bell jeans manufacturers enjoyed increased gains on the foreign market under the Wrangler label. The manufacturers' domestic sales could have become stronger if they had experienced greater production efficiency and a better product mix that would strengthen their weak denim orders (14).

There is evidence that up until 1974 denim commanded two-thirds of the retailers spring sales and 40-60 percent of their fall sales. Retailers felt that, even with the diversification of other fabrications for jeans, blue denim fabrics would command the consumers' dollars. The retailers felt that other fabrics such as corduroy, woven blends and miscellaneous fabrics, which were included in their jeans line, were important to a lesser degree than denim (20).

For the 1980's the future of jeans was predicted to be healthy. Based on the inaccuracies of former predictions of jeans decline, the 1980's were predicted to reinforce these inaccuracies. Though the durable denim fabric started as working wear, denim jeans developed into a major fashion, which reached its apogee in the craze for "designer jeans". Rumors suggested that the designer jeans market was glutted and business was reaching a plateau. Yet the top four designer jeans producers, Murjani (Gloria Vanderbilt),

Calvin Klein, Jordache and Sasson enjoyed increased year to year sales averaging fifty percent (11).

Retailers were still greatly concerned about the possible withering of status jeans (42). There was no question that this concern was substantially founded. As deLlosa (11) stated, few stopped to consider the major drawback in relying on advertising to create demand. He felt that once the notoriety had vanished the demand would disappear, because the status of owning a pair of designer jeans fades when everybody owns a pair. Yet Murjani, producers of Gloria Vanderbilt's "Light fitting" jeans, reported success since the introduction of these jeans in 1978. The producers of Murjani reported having sales that approached \$150 million in 1979. Forty percent of their total production capacity were in jeans, producing thirty-five thousand dozen per month. Alan B. Gilman projected a goal for company sales to reach \$1 billion worldwide by 1985. Gilman hopes to do this with the aid of ten apparel factories in Hong Kong and Macao, which presently have a production capacity of 20 million garments per year. New styling and fabric were also in the plot to achieve this \$1 billion mark. A part of the plan was introduced in the spring of 1981, when Murjani featured the new 7½ oz pleated

denims. The fabrics were both lightweight and sophisticated and expanded into stretch jeans (11).

Status jeans might have proven to be nothing but a fad that stayed longer than the hot pants. The top four volume jeans manufacturers - Levi Strauss, Wrangler, Brittania and H. D. Lee, were sure of success because of the new wave of excitement, the "Western jean craze". A spokesman for a major Western jeans manufacturer felt that business for them was always good. He thought that with a tight economy people would return to basic durable jeans. "What can be more basic than a five pocket Western jean?" he said. To re-enforce the assumption, an urban department store reported sales of 1,400 units of authentic Western label jeans in two weeks (41).

The year 1981 was really a year of mixed feelings for the manufacturer and retailers in California. Schloderer (35) interviewed several buyers of prominent retailers relative to the status of jeans. Schloderer's feeling was that the market was saturated with designer and status jeans which had caused these categories to experience a severe mark down. Barbara Low, junior jeans buyer for Buffums, thought the demand for the popular denim was still great, especially in the below \$20 price range. She also felt that some time will elapse before designer jeans sales will

pick up again. Polly Nelson, associate status jeans buyer of May Company, thought customers needed a stylish appeal and designers jeans were here to stay. The Broadway missy jeans buyer Bella Bernard (35) felt that there was a decline in jeans sales but the fabrication was cyclical and would never lose its popularity. Bernard thought that consumers are always loyal to denim fabric and manufacturers are taking advantage of this loyalty by using the fabric in all types of novelty looks. Fred Seagel's buyer Neal Gaydos claimed that the "specialty jeans" market sales had definitely increased. Seagel's has specialized customers who look for jeans which were not mass produced and carried in every major store.

A report in Retail Week magazine (43) revealed that the mature men's jeans category was targeted to be one of the top growth category. This growth was expected because the post war babies had become mature men. As stated in another report in Retail Week (45) designer jeans have steadily generated increases in the woman's market over the years. Ways by which this success could be continued were being sought by the sportswear people. The basic skinny-leg denim styles were introduced but shared the spotlight with the regular trouser style. A diversification of fabric caused these jeans to cost \$50 and over.

Designer jeans were a savior for some of the sportswear departments, accounting for as much as 50 percent of bottoms business.

Consumer Purchasing Behavior

The consumer's reaction to such market stimuli as price, product design, advertising and promotions depends on his personality, socio-economic and demographic characteristics. Staff members of Clothes magazine (8) conducted a survey on the clothing attitudes of American college students. Three thousand college students on campuses across the United States were involved in the study. Results showed that the college students seemed to be moving away from the no-fashion pattern of the 1960's. About one-half of the women and more than one-third of the men who responded agreed that the jeans' popularity had crested and there was a move toward dressing up. College women favored slacks, shirts and sweaters, and the men wore mainly jeans to dress up on Saturday nights (8). Pants including jeans were found in most closets. The girls had an average of 9.5 pairs while the men owned 7.6 pairs. All the students surveyed had a need to spend more money for clothes but simply could not afford to do so. Females spend \$263 and males spend \$126 per year for clothing. Department and

specialty stores were the students dominant shopping places. More than three-fourths of the students' planned to dress in more expensive, more sophisticated, conservative and more business-like clothes after they graduate.

Executives of Clothes Etc. (22) conducted a survey with a representative sampling of college students at the College Expo '78 in Daytona Beach, Florida relative to their attitudes toward jeans. Results of the survey indicated that denim jeans' popularity appeared to show no decline among the college students. Forty-four percent of the college women owned eight or more pairs of jeans, most of which were in blue indigo denim. Most females bought their jeans at a reduced or discount price. Seventy percent of the ladies wore their jeans 4-7 days per week. Several brand names were listed as preferences but three particular brands were most liked by 90 percent of the students. The brands were liked by 17 percent for their durability, 58 percent for fit, 17 percent for style, 12 percent for quality, 9 percent for comfort and price was the least of all factors, with 5 percent.

Results of a 1978 college survey, as reported in Clothes magazine (47), indicated that college men will continue to have denim jeans as the core of their wardrobe. Some of the men owned as many as 10 pairs of jeans. Most

looked for bargains when they shopped for jeans, and they liked to make purchases from speciality jeans stores. Once again denim was the most favorite jeans fabric. While brand loyalty was not significant to college males, one-fourth to one-third claimed they bought jeans regardless of brand name, eight percent of this group were totally brand conscious. College males' dissatisfaction with jeans were mainly related to appearance, quality and rising prices. The typical young man remained loyal to blue indigo apparel because it best suits his economic style, his life-style and his ages.

Prior to 1978, college age consumers had indicated that suits would be their number one purchase priority for clothing, if money was no object (9). In fact, the majority of the interviewers in the 1978 survey owned more than one tailored looking garment. As stated by the researcher, the students were asked to list 13 garments in order of priority that they would buy if they had an unlimited budget. In the northwest 35 percent of the subjects listed suits as their number one choice, in the midwest 34 percent, and 26 percent in the southeast listed suits as the number one choice. Jeans were placed twelfth in all three areas by 16 percent in the northwest, 36 percent in the southeast, and by 19 percent in the midwest. Sports coats, leisure suits, outer

jackets and leather coats occupied the other four of the top five spots.

In 1979, results of a study performed with students relative to money spent on apparel and conducted by executives of Retail Week (10) showed that college students, many of whom control fairly large sums of discretionary income, purchased goods on impulse and for self-gratification. According to the results, the amount of money college students spent on apparel rose from fourth place in 1978 to second place in 1979. This was even above money spent for entertainment. According to the students, their reasons for increased clothing purchases were due to changes in clothes silhouettes, which is another example of the forces of fashion.

Apparel purchasing patterns of teen- and college-age students should be an area of interest to manufacturers and retailers. Special interest should be devoted to the teen- and college-age consumers because teenagers stimulate the creation of new styles. Many designers who have observed youth groups have gotten new design ideas from them. Teenagers have popularized many styles. Designer Bill Blass (25) stated "All fashion stems from kids." He also thinks teenagers are great followers of fashion.

A Retail Week reporter (38) wrote "If ever there is a single descriptive term for a typical junior customer the term is 'fickle'." He stated that although fads like bell bottom pants and mini skirts fell prey to the juniors changing whims and fancies, jeans refused to fall in that category. Instead of decreasing in importance jeans became more important in the juniors wardrobe with each successive pair bought. As stated in the article (38), a survey of department stores showed that the juniors were willing to pay as much for jeans as they would for pants. Results also showed that the percentage of jeans business at \$25 and above rose from 18 percent to 29 percent in 1978.

Advertising is one of the most influential stimuli of marketing that manufacturers and retailers use to dominate consumers. Advertising is an integral part of the merchandising procedure.

Callahan (6) investigated consumers reliance on advertising as an information source for decision making. More than 1,200 consumers across the United States participated in the study. Questionnaires were used to collect data from participants who lived in communities with a population less than 100,000 but which were located near urban areas. Interviewers read the questionnaires to the participants and recorded the responses.

Results showed that advertising was used equally by men and women and as the quantity of purchases increased the male became the dominant decision maker. Advertising had a greater influence on the consumers as they moved to higher income brackets.

A group of women were investigated by members of the Bureau of Advertising (5) by comparing issues such as motivations for working, contrasts in life-style, and consumption patterns of working and non-working women. Included in the survey were 1,000 randomly selected women of eighteen years or older, 661 of which were working women and 339 non-working women. Personal in-home interviews were used to collect data. The findings relative to employment were related to patterns of media use, primarily in reference to the daily newspapers. Results revealed that working women spent more money on clothing for themselves than the non-working women.

Professionals and older women spent the most money. Seven out of ten working women felt that having a job created the need for more clothing, better clothing or both. Working women shopped more frequently than non-working women. Department stores were the favorite outlets for the workers and housewives; while specialty stores were the second favored outlets for major clothing items. Working

women preferred to shop late in the afternoons or evenings compared to early afternoon for housewives.

Ellsworth (13) director of research and publications at New York University supervised a research project with a 1952 graduate class. The purpose of the investigation was:

- 1) to determine if major New York retail store operators tended to co-ordinate newspaper advertising with the other sales-promotion media, and 2) to check devices and procedures to locate and purchase advertised merchandise. The class members were divided into two groups. One group prepared questionnaires while the other group tabulated the findings and wrote the reports. Students simulated the role of customers by following regularly the metropolitan New York department and specialty stores advertisements that were in the leading local daily and Sunday newspapers. The choice of advertising for the study was limited to those advertisements that dealt with personally needed or desired items of men's and women's apparel. Shortly after an advertisement appeared in the newspapers the field worker would visit the establishment to obtain needed information. The field workers checked for: 1) window and interior display tie-ins with the newspaper advertisement, 2) the nature of the store "road map" designed to enable prospective buyers to locate an advertised item, 3) the availability of merchandise on

the selling floor, and 4) the sales people's knowledge of advertised merchandise. The sample included 283 different kinds of advertisements from 27 stores and 7 newspapers that carried the advertisements. Results revealed that the department stores investigated did not make maximum use of in-store sale promotional media directed to the customers, especially merchandise displays, posters and informed people.

Limitations of the Study

This investigation was limited to a sample of two groups of volunteers, male and female college students. These volunteers included only those students who wear jeans and who were contacted on the two college campuses in Denton, Texas, during the spring session of 1982. Information was limited to that elicited by the questionnaires. Due to the stated limitations generalizations can not be drawn beyond the sample.

Definition of Terms Used

Designer brand jeans - Jeans produced and bearing a designer's label, for example, Calvin Klein, Jordache, etc.

Manufacture brand jeans - Jeans produced and bearing a manufacturer's brand name, for example, Levi, Wrangler, etc.

CHAPTER II

PROCEDURE

This investigation was designed to study factors that influence the jeans purchasing pattern of college male and female students and to ascertain differences between their purchasing patterns. Information was elicited from both groups of students through the use of a questionnaire.

Sample

The sample consisted of 100 college students, 50 males and 50 females, who wear jeans. The participants were in attendance at two leading State Universities in North Central Texas during the Spring of 1982.

The students were selected by class attendance in required physical activity classes and by approaching them as they walked on campus or relaxed in the student unions. The participants who were approached in the student unions and as they walked on the university campuses were asked if they were students at the university and if they would be willing to complete a questionnaire.

Questionnaire

Data were obtained through the utilization of a questionnaire. The questionnaire elicited information regarding the students' sex and their purchasing pattern relative to jeans, prices paid, fabrics and fabric colors and brand names. Also, information regarding regularity in the use of the apparel, the type of retail establishment patronized and the most influential type of advertisement was obtained. After an oral presentation regarding directions for responding to the instrument the questionnaires were completed by the participants. A total of 125 questionnaires were distributed. Only 107 completed questionnaires were collected, the shortage was due mainly to class absenteeism at the time the forms were administered. Because four questionnaires from the male group and two from the female respondents were incomplete, these were discarded. An additional questionnaire from the female sample was deleted in order to maintain an equal number of 50 males and 50 females for use as the research sample. A copy of the questionnaire appears in the appendix.

Statistical Treatment of the Data

Frequency and percentage distributions were utilized for descriptive purposes. Chi-Square distribution analysis was applied to the data in order to determine significant differences between the groups relative to the factors investigated. The results were interpreted with the 0.05 level of probability as representative of significant results and the 0.01 and 0.001 levels of probability as representative of highly significant results.

CHAPTER III

PRESENTATION AND DISCUSSION OF RESULTS

The data collected through the use of a questionnaire were analyzed statistically. The results are presented under the following headings: 1) demographics, 2) apparel wearing preferences for school, 3) buying preferences, 4) factors which influence purchases.

Demographics

Sex

Table 1 shows the percentage distribution of the participants by sex.

Table 1. Percentage Distribution of Participants By Sex.

Sex	Participants	
	Number	Percent
Male	50	50
Female	50	50
Total	100	100

The participants were equally distributed (50 percent) between males and females.

Apparel Wearing Preferences for School

The students were requested to check from a list the garment type they preferred to wear to school. The percentage distribution of the students' apparel wearing preferences by garment type is shown in table 2.

Table 2. Percentage Distribution of Wearing Preferences of Garment Type By Sex.

Garment Type	Sex				Chi-Square
	Male (n=50)		Female (n=50)		
	Number	Percent	Number	Percent	
Jeans	48	96	41	82	3.67*
Slacks	6	12	12	24	1.69
Dress	--	--	7	14	5.52**
All the Above	--	--	1	2	0.00

*significant at the 0.05 level of probability.

**significant at the 0.01 level of probability.

Results showed that 96 percent of the males liked to wear jeans to school as compared to 82 percent of the females. Slacks were preferred by 24 percent of the females while only 12 percent of the males liked to wear slacks for school purposes. Fourteen percent of the females indicated that they also liked to wear dresses to school while two percent attested that they liked all three garments for

school wear. The high percentage of jeans wearers in both groups support the findings of a survey performed by executives of Retail Week magazine (30,44). The results of the executives' survey showed that jeans was a favorite item in the college students' wardrobes. Chi-square distribution results of the present study showed a significant difference between the male and female participants relative to preferences for wearing jeans to school. Since males do not customarily wear dresses only the responses of the female participants were included in the Chi-square distribution analysis regarding wearing preferences for dresses. Results revealed a significant difference at the 0.01 level of probability between the females who indicated they liked to wear dresses to school and those who did not. Table 3 shows the percentage distribution of wearing preference for garment type by all participants.

Table 3. Percentage Distribution of Wearing Preference for Garment Types By All Participants.

Garment Types	Participants (n = 100)		Chi-Square
	Preferred	Not Preferred	
Jeans	89	11	60.84***
Slacks	18	82	40.96***

***significant at the 0.001 level of probability.

As may be observed a highly significant difference was found to exist between the preferences of the number of students who did or did not prefer to wear jeans to school and also between those who did or did not prefer to wear slacks to school.

The students indicated the regularity or number of days per week they wear jeans to school. The results are presented in Table 4.

Table 4. Percentage Distribution of Participants By Regularity in Days Per Week They Wear Jeans.

Days of Wear	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
1-2	7	14	16	32
3-4	43	86	34	68

Chi-Square = 3.61, significant at the 0.05 level of probability.

Observation of table 4 shows that only 14 percent of the males wear jeans to school 1-2 days per week, while 32 percent of the females wear jeans that often. Responses of 86 percent of the males and 68 percent of the females indicated they wear jeans to school 3-4 days per week.

The number of females (68 percent) who wear jeans 3-4 days per week was similar to the findings of the executives of Clothes Etc. (22) who found that 70 percent of the female sample in their survey wore jeans 4-7 days per week.

Results of the chi-square distribution revealed a significant difference between those students who regularly wear jeans to school 1-2 days per week and those who regularly wear jeans to school 3-4 days per week.

The students were instructed to check from a list of places the ones to which they wear jeans. Percentage distribution of occasions for which jeans is worn is shown in table 5. Results showed that 96 percent of the males and 98 percent of the females preferred to wear jeans to school. Eighty six percent of the males and 70 percent of the females wear jeans to parties. Ninety-four percent of the males wear jeans to sports events while 88 percent of the females wear jeans for this occasion. The males and females both had 92 percent who indicated they wear jeans at home, while only 64 percent of the males and 44 percent of the females indicated they wear jeans for all the occasions listed. Chi-square distribution results showed no major differences between the groups, relative to the occasions for which they wear jeans.

Table 5. Percentage Distribution of Occasions Which Jeans Are Worn By Sex.

Occasions	Participants				Chi-Square
	Male (n=50)		Female (n=50)		
	Number	Percent	Number	Percent	
School	48	96	49	98	0.00
Parties	43	86	35	70	2.86
Sports Events	47	94	44	88	0.49
Home	46	92	46	92	0.00
Work	35	70	27	54	2.08
All Above	32	64	22	44	3.26
None		--	--	--	--
Others	3	6	1	2	0.26

Results of the percentage distribution of all the participants relative to the occasions for which they wear jeans are shown in table 6. As may be observed, highly significant differences are found between the participants who wear jeans to parties, sports events, at home, and other occasions when compared to those who do not wear jeans for these occasions. A significant difference at the 0.01 level of probability existed between the participants who

wore jeans to work as compared to those who did not wear the apparel to work.

Table 6. Percentage Distribution of the Occassions for Which Jeans Are Worn By All Participants.

All Participants (n-100)			
Occasion	For	Against	Chi-Square
School	97	3	88.36
Parties	78	22	31.36***
Sports Events	91	9	67.24***
Home	92	8	70.56***
Work	62	38	5.76 **
All above	54	46	0.64
None	--	100	0.00
Others	4	96	84.64***

**Significant at the 0.01 level of probability

***Significant at the 0.001 level of probability

Buying Preferences

Preferences of individuals differ when buying apparel. Results showing the percentage distribution of the participants jeans buying preferences are shown in the following tables.

Preference for Brand Names

Preferences relative to brand names are presented in Table 7.

Table 7. Percentage Distribution of Participants' Jeans Preferences By Brand Names.

Brand Names	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
Manu- facturer	40	80	32	64
Designer	4	8	14	28
Others	6	12	4	8
Totals	50	100	50	100

Chi-Square = 6.80, significant at the 0.05 level of probability.

Results showed that 80 percent of the males and 64 percent of the females preferred to buy manufacturer's brand name jeans. Designer brand name jeans were bought by 28 percent of the females, while only 8 percent of the males bought brand name jeans. A significant difference was noted between the jeans buying preference of the males and females as revealed by the results of a chi-square distribution.

Fabric Type

The students were requested--to indicate their buying preference regarding all cotton or cotton-polyester blend jeans. The results appear in table 8.

Table 8. Percentage Distribution of Participants' Jeans Buying Preference By Fabric Type

Fabric Type	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
All Cotton	45	90	37	74
Cotton Polyester Blend	5	10	13	26
Total	50	100	50	100

Chi-square=4.33, significant at the 0.05 level of probability.

As may be noted in table 8, 90 percent of the males and 74 percent of the females preferred to buy jeans made of all cotton fabric. Only 10 percent of the males and 26 percent of the females indicated that they preferred to buy jeans of cotton-polyester fabric. Results of a Chi-square distribution revealed significant differences between the

buying preferences of jeans by males and females relative to fabric.

Color

The students' responses regarding their preferences for the color of their jeans are presented in table 9.

Table 9. Percentage Distribution of Participants' Jeans Buying Preference By Color.

Colors	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
Indigo-blue	37	74	45	90
Faded blue	13	26	5	10
Others	—	—	—	—
Total	50	100	50	100

Chi-square=4.33, significant at the 0.05 level of probability.

Observation of table 9 showed that 74 percent of the males and 90 percent of the females stated that the color of most of the jeans they bought was indigo-blue while 26 percent of the males and only 10 percent of the females bought jeans in a faded-blue color. This finding indicated that

the largest number of both males and females preferred indigo-blue colored jeans and agrees with the results of the survey conducted by the Executives of Retail Week in 1978. These executives also found that indigo-blue was the favorite color in jeans for college students (30).

Before the choice of buying apparel is made several factors may be considered. The factors which are considered most when the college students buy a pair of jeans are presented in table 10.

Table 10. Percentage Distribution of Factors Considered Most When Buying Jeans By Sex.

Factors	Participants				
	Male (n=50)		Female (n=50)		Chi-square
	Number	Percent	Number	Percent	
Price	26	52	30	60	0.64
Comfort	22	44	30	60	2.56
Fit	39	78	46	92	3.84*
Pocket design	2	4	3	6	0.00
Style	12	24	20	40	2.94
Fabric	12	24	18	36	1.71
Others	1	2	1	2	0.00

*significant at the 0.05 level of probability.

Results showed that fit was the number one factor the students considered when they bought a pair of jeans as indicated by 78 percent of the males and 92 percent of the females. Also, results showed that the difference between the male and female students regarding the consideration of fit when buying jeans was significant at the 0.05 level of probability. Although participants from each group indicated that they considered other factors in various degrees, their responses were not significantly different. These findings are similar to the results of researchers of Clothes Etc magazine, who found fit to be the factor considered most when buying a pair of jeans. Price was found to be the least important of the factors in the study conducted by Clothes Etc researchers and was among the factors of least importance in the present study.

Consumers patronize various retail establishments. The percentage distribution of the retail stores where the participants buy most of their jeans is shown in table 11.

Results revealed that 56 percent of the males and 64 percent of the females indicated that they bought most of their jeans at department stores. Speciality stores were the next most patronized retail establishment as indicated by 26 percent of both groups. Outlet, discount and other stores were patronized at a lesser degree but note must

be taken that only males buy their jeans at other stores. No significant difference was found between the type of stores where the males and females bought most of their jeans. These findings agree with the results of a survey conducted in 1974 by representatives of Clothes magazine who found that students bought most of their jeans at department stores (8).

Table 11. Percentage Distribution of Stores Where Students Buy Most Of Their Jeans By Sex.

Stores	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
Department	28	56	32	64
Specialty	13	26	13	26
Outlet	1	2	2	4
Discount	2	4	--	--
Total	50	100	50	100

Chi-square = 3.60, not significant.

The price of a pair of jeans varies according to brand names and sometimes varies because of the type of fabric used. Shown in table 12 is the percentage distribution for

the prices college students usually pay for a pair of jeans.

Table 12. Percentage Distribution of Prices Participants Usually Pay For a Pair of Jeans By Sex.

Prices Paid	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
Less than 10	3	6	1	2
10-19	28	56	15	30
20-29	18	36	21	42
30-39	--	--	13	26
40-49	--	--	--	--
50-59	--	--	--	--
60 and above	1	2	--	--
Total	50	100	50	100

Chi-sqaure=19.16, significant at the 0.01 level of probability.

As may be seen in table 12, 56 percent of the males and 30 percent of the females usually paid from 10 to 19 dollars for a pair of jeans. The price of 20 to 29 dollars was paid for a pair of jeans by 42 percent of the females and

36 percent of the males. The results also showed that more males usually paid 10 to 19 dollars for a pair of jeans while most females usually paid 20 to 29 dollars for this type of garment. Also, of note is though no participant paid 40 to 59 dollars for a pair of jeans, one male indicated he usually paid 60 dollars and above for a pair of jeans. Only 6 percent of the males and 2 percent of the females indicated that they paid less than 10 dollars for a pair of jeans. Chi-square distribution results showed significant differences between the prices paid by males and females for a pair of jeans.

Factors Which Influence Purchases

Advertising is said to be one of the most influential stimuli manufacturers used to affect the consumers purchase decision making. Presented in table 13 is the percentage distribution for the mode of advertising which is most influential when the college students are considering buying a pair of jeans. Results showed that 64 percent of the male and 38 percent of the female samples indicated that none of the modes of advertising listed influenced their decision to buy a pair of jeans. Magazine advertisement influenced 8 percent of the male's and 36 percent of the female's purchases. Only 12 percent of the females

and 6 percent of the males indicated that television influenced their jeans purchases, while 38 percent of the females and 64 percent of the males showed that their purchases were influenced by the newspaper advertisements. Indications denoted that 12 percent of the males' and 2 percent of the females' purchases were influenced by other modes of advertising. Radio influenced 2 percent of the males' purchase decisions while it had no influence on the purchases of females. Chi-square distribution results showed a significant difference between males and females relative to the modes of advertising which influence their purchase decision when considering the purchase of a pair of jeans.

Table 13. Percentage Distribution for the Most Influential Mode of Advertising By Sex.

Modes of Adver- tising	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
Televis- ion	3	6	6	12
Radio	1	2	0	0
Magazine	4	8	18	36
News- papers	32	64	19	38

Table 13. Continued.

Modes of Adver- tising	Participants			
	Male (n=50)		Female (n=50)	
	Number	Percent	Number	Percent
None	32	64	19	38
Others	6	12	1	2
Total	50	100	50	100

Chi-square=18.197 significant at the 0.01 level of probability.

Statistical Testing of the Hypotheses

Data for testing the hypotheses were subjected to Chi-square distribution analyses. Based on the hypotheses formulated for this investigation the following conclusions were made:

Hypothesis 1: The jeans purchasing patterns of the male and female college students are similar.

In accordance with the Chi-square percentage distribution results significant differences occurred between the purchasing patterns of males and females except for the stores where most of their jeans were purchased. Therefore, hypothesis 1 was only partially supported.

Hypothesis 2: Designer name brand jeans are preferred to manufacturer name brand jeans by college students.

Percentage distribution of brand preference for jeans showed that manufacturers' brand name jeans were preferred to designer brand name jeans by the college students. Chi-square distribution results showed significant differences at the 0.05 level of probability for the manufacturers brand name. Thus, hypothesis 2 was not supported.

Hypothesis 3: The decision to buy a pair of jeans is not influenced by the factors of price, comfort, fit, style, pocket design, and fabric.

Percentage results showed that a high percentage of the participants considered fit most often when they bought a pair of jeans. A moderately high percentage indicated that they consider price and comfort when they made a purchase. The Chi-square distribution results showed fit to be the only influential factor on buying decision where the male and female students differed significantly. Thus, hypothesis 3 was only partially supported.

Hypothesis 4: Indigo-blue jeans are the favorite of college students.

Percentage distribution results for the color of most of the jeans the participants bought showed that indigo-blue was the favorite color of most of the male and female participants. Results of the Chi-square distribution for color preferences showed a significant difference between those students who bought indigo-blue jeans as opposed to

those who bought faded-blue colored jeans. Therefore hypothesis 4 was supported.

CHAPTER IV

SUMMARY AND RECOMMENDATION

Summary

This study was designed to investigate factors that influence the jeans purchasing patterns of college males and females. Also, differences between their purchasing patterns were ascertained.

The sample consisted of 100 college students who wear jeans. The participants were in attendance at two leading state universities in North Central Texas. The students were selected by class attendance in required physical activity classes and by approaching them as they walked on campus or relaxed in the student unions.

Data were obtained through the utilization of a questionnaire which was administered to the participants. The questionnaire elicited information regarding the students sex and their purchasing patterns relative to jeans, prices paid, fabric and fabric colors, and brand names. Also, information regarding regularity in the wearing of the apparel, the type of retail establishment patronized and the most influential type of advertisement considered when buying jeans was obtained.

The data were compiled and chi-square distribution analyses were utilized in order to determine significant differences between the groups (male and female) relative to the factors investigated. The results were interpreted with the 0.05 level of probability as representative of significant results and the 0.01 and 0.001 levels of probability as representative of highly significant results.

Significant differences between the purchasing patterns of the male and female students relative to brand name preferences, type of fabric preferred and color preference were detected. Results also showed that although the participants considered price, comfort, fit, pocket design, style and fabric when buying jeans fit was the only factor on which they differed significantly. Indigo-blue jeans were found to be the favorite among both groups of college students.

Recommendations

Based on the results of this study, observations made during the research and on related literature the following recommendations are suggested for future study.

1. A study that includes the views of manufacturers, consumers and retailers, relative to the longevity of designer brand name jeans on the market.

2. A study that concerns the differences in the purchasing patterns of high school seniors and college seniors.
3. A study that includes correlations between the socio-economic levels of the participants and the prices paid for a pair of jeans
4. A study that includes the correlations between the brand names and prices of jeans.

APPENDIX A

Cover Letter to Participants

Dear Respondent,

I am currently a graduate student in the Textile Science Department at the Texas Woman's University. I have chosen to do my Master's research on factors that influence jeans purchasing of college males and females.

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.

Audrey M. Reid

APPENDIX B

Questionnaire

Questionnaire

1. Sex ☐ 1. Male
☐ 2. Female
2. For school I prefer to wear
☐ 1. jeans
☐ 2. slacks
☐ 3. dress
☐ 4. all the above
3. I wear jeans to school
☐ 1. 1-2 days per week
☐ 2. 3-4 days per week
☐ 3. every day
4. I wear jeans
☐ 1. to school
☐ 2. to parties
☐ 3. to sporting events
☐ 4. at home
☐ 5. at work
☐ 6. all of the above
☐ 7. none of the above
☐ 8. others

5. I prefer to buy
- _____ 1. Manufacturer's name brand
 - _____ 2. Designer name brand jeans
 - _____ 3. Others, specify _____
6. I prefer to buy
- _____ 1. All cotton blue jeans
 - _____ 2. Cotton-polyester blends jeans
7. The color of most of the jeans I buy is
- _____ 1. Indigo blue
 - _____ 2. Faded blue denim
 - _____ 3. Others, specify _____
8. When I buy jeans the factors I consider most are
- _____ 1. Price
 - _____ 2. Comfort
 - _____ 3. Fit
 - _____ 4. Pocket design
 - _____ 5. Style
 - _____ 6. Fabric
 - _____ 7. Others, specify _____
9. What is the price you usually pay for a pair of jeans?
- _____ 1. less than \$10.00
 - _____ 2. \$10.00 - \$19.00
 - _____ 3. \$20.00 - \$29.00
 - _____ 4. \$30.00 - \$39.00

9. Continued -

- ☐ 5. \$40.00 - \$49.00
- ☐ 6. \$50.00 - \$59.00
- ☐ 7. \$60.00 and above

10. Where do you buy most of your jeans? Check one.

- ☐ 1. Department store
- ☐ 2. Specialty store
- ☐ 3. Outlet store
- ☐ 4. Discount store
- ☐ 5. Others, specify _____

11. Which mode of advertising is most influential to you when considering buying jeans? Check one.

- ☐ 1. Television
- ☐ 2. Radio
- ☐ 3. Magazines
- ☐ 4. Newspapers
- ☐ 5. None of the above
- ☐ 6. Others

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