

EFFECT OF APPAREL ON RETAIL  
TELEVISION COMMERCIALS

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## CHAPTER I

### INTRODUCTION

In recent years much criticism has been levelled toward retail television commercials. Much concern has been raised regarding the lack of professional ethics and the questionable validity of numerous commercials employed by retail advertisers. Far too often consumers tend to be discouraged by present commercial messages (54).

#### Origin and Importance of the Study

Considerable evidence suggests retailers are realizing that broadcast advertising must become a part of their advertising media mix to maintain their status as viable merchants in today's competitive marketplace. According to Fisher (17), a New York based free-lance writer and former editor for Cosmopolitan and Women's Wear Daily, "Fashion in the '80s is going to be a different business. The people who are going to make it big--as advertisers, designers and retailers--are going to need a degree of savvy that's never been seen in the fashion industry. The tube is going to manipulate and heighten fashion awareness."

Thus, new trends in retail broadcast advertising are being explored.

Various experiments relative to ways in which retailers can utilize television effectively are in progress. While many retailers are just beginning to use television and radio advertising, others are using broadcast advertising as a part of their total media mix (64).

With retail broadcast advertising of the future developing as it is today, retailers and media planners should recognize the trends and be prepared to follow them. In employing strategies involving the decision making process, advertisers' and retailers' joint involvement could greatly enhance the progress toward improving and increasing retail broadcast advertising. Both broadcasters and retailers believe motivated retailers of the future will wage advertising campaigns that consist of some highly technical forms of telecommunication through which consumers will make purchase decisions (54).

Therefore, information obtained from a study concerning apparel's role in retail television commercials would be useful in encouraging retailers and broadcast advertisers to be more aware of and responsible to consumer emotional responses and attitudes. Findings obtained would be valuable also to university educators in various fields.

Growing values of television and radio advertising for retailers were underlined in presentations at the 1979 annual meeting of the Retail Advertising Conference in Chicago. These values were identified by Rice (9), president of the Television Bureau of Advertising, as reach vehicles to new and old customers through which retailers could accentuate the positive and correct the negative.

To state that fashion marketers are all involved in television and radio advertising would be an exaggeration. Tokarz (62) reported that print is still the number one advertising medium for many apparel marketers. However, selection of television or radio, or both, is becoming a principal part of their overall advertising campaign. During the 1980 National Retail Merchants Association's convention, Sloan (55), general manager of CBS Television Consumer Response Index, stated, "The 1980's should see TV begin to compete seriously for retail ad dollars, some \$7.7 billion of which was spent in newspapers by all classes of retail trade in 1979, according to Newspaper Advertising Bureau figures. By contrast, TV has only an estimated 16% to 18%, or \$1.5 billion of the national retail budget, but the medium is out to increase that

share, particularly with department and speciality store retailers."

Television is a retailer's competitive medium today. The expanded use of television by retailers provides the ability to promote fashion items and establish a store's fashion image at the same time, for the same dollars, and in the same commercials to the same television audience (63).

The cumulative effect of this current interest in retail broadcast advertising finds more broadcasters are meeting with more retailers today than at any other time in history. This study evaluated the effect of apparel on retail television commercials.

#### General Statement of the Problem

The general purpose of the study was to examine the effect that apparel has on television commercials that promote retail stores, products, services, and ideas and on implications of apparel's role in other types of commercial messages. A secondary purpose was to assess the relationship between fashion interest and the perceived effectiveness of commercials as evaluated by undergraduate fashion merchandising, marketing and telecommunication majors.

## CHAPTER II

### REVIEW OF RELATED LITERATURE

The review of literature was divided into seven sections: 1) definition of retail broadcast advertising; 2) effective television commercials; 3) changing patterns in retail advertising; 4) use of television commercials in retail advertising; 5) psychographics in media selection; 6) psychological factors affecting advertising; and 7) psychological and sociological aspects of clothing.

#### Definition of Retail Broadcast Advertising

According to advertising theorists, successful retail broadcast advertising encompasses the mix of television, metro radio and local radio for each retailer. The typical approach to arriving at dictionary definitions is to reflect usage and to convey whatever is meant in common language. Therefore, a definition might be contrived as convenient or useful in view of the rationale employed. Consequently, retail broadcast advertising can be defined as a process that persuades, appeals, educates and informs, through the radio and television media, target customers

to act in a way that will be of advantage to the retail advertiser.

Bliwas (7) has expressed the opinion that retail broadcast advertising should present valuable store and product information laid out in clear, concise and exciting terms. Retail broadcast advertising, as all other forms of advertising, has a developed objective framework, based on marketing strategy. Roman and Maas (44) noted that advertising often borrows the language of war. 'Campaigns' are 'waged' and advertising 'aimed' at a 'target' audience. Products are 'launched like missiles' forcing the competition to 'react with a defense plan.' Like a military victory, successful retail broadcast advertising is usually the result of careful planning. Therefore, an understanding of procedures and acquired skills are necessary for retail broadcast advertising to be practiced successfully. Sleppin (54), in discussing the role of retail broadcast advertising stated, "Retail broadcast advertising isn't created to win awards, to look pretty or to be sophisticated. As far as our agency is concerned, its only purpose is to deliver the bodies to the retailer."



### Effective Television Commercials

According to advertising researchers, a well planned, and executed advertisement must cover five key points. Point I concerns the objective--what the advertising should do. A target audience is covered in point II. Discussed in point III is key consumer benefit--why the consumer should buy your product. Point IV addresses support--a reason to believe in that benefit. Tone and manner--a statement of the product 'personality' are included in point V. For coverage of the key points to be accomplished retailers and broadcast advertisers must immerse themselves in facts, study the market, the product, the competition and the consumer (26).

Long ago, advertising executives learned that the only measure of a commercial's success was the sales it generated. Therefore, the secret to success is the ability to make commercials which coherently give the consumer all essential information. Each commercial should provide the price of a product, where it may be found, and demonstrate how it works. Bliwas (7) noted that commercials run the gamut--from two-minute direct-response spots to key outlet or straight retail commercials. Most of these retail commercials will never win awards, dazzle the viewer

with visual imagery or contain a boffo song and dance number. What these effective commercials will do is provide all the information relevant to a product, allowing viewers to make an educated buying decision.

Roy Paul Nelson (38), one of the foremost interpreters of commercials, noted that advertisers use commercials in three ways: as network advertisements, shown on national shows as spot advertisements, prepared nationally and shipped to various stations for local showings; and as local advertisements, prepared locally and shown locally. In each case, the advertisement is referred to as a commercial. A more in-depth examination of commercials reveals there are basically seven categories. Sissors and Petray (53), in discussing various types of television ads, referred to commercials as: the story, the slice-of-life, the testimonial, the announcer, the demonstration, the song-and-dance and the special effects.

Commercials are produced mainly in sixty-, thirty-, twenty-, and ten-second lengths. More than ninety percent of commercials viewed are thirty seconds in length. The popularity of the sixty-second commercial waned as production costs went up and networks quit offering sixty-second slots at special rates. A short-length commercial is often merely a pruned version of a longer commercial.

Shortened commercials of this type are referred to as 'lifts'. Local commercials as a rule are longer than network commercials because the time costs less. Also local commercials may often seem longer simply due to poor production (26).

According to Benn (6), to be effective television commercials must overcome two handicaps. Both handicaps pertain to the audience. One difficulty concerns the hostility members of the audience harbor for commercial advertising. The other problem concerns the welter of commercials seen each day by the typical viewer. Traditionally, the greatest failing of commercials lies in their inability to communicate. In a recent study conducted by Professor Jacoby (7), a consumer psychologist at Purdue University, 81.2 percent of television commercial viewers tested misunderstood some part of the commercials they watched. In attempting to upgrade broadcast advertising, Bliwas (7) indicated commercials must not ignore journalism's who, what, why, when and where to the detriment of the viewer. Far too often in commercials the price is not given, the key characteristics of the product are not enumerated, and the places where the product may be purchased are never mentioned. Bliwas (7) concluded that perhaps television commercial copywriters should borrow a

page from their journalistic brethren and answer the five W's. In addressing journalism's who, what, why, when and where, commercials would, as a result, be infinitely easier to understand.

Bliwas (7) referred to the journalistic commercial as having been created to represent the optimum selling tool. Agencies have found the journalistic commercial worked in producing direct-response spots or retail commercial messages. In recent years, more major advertisers have been more willing to use journalistic commercials. Since the journalistic commercial is so straightforward in approach, this type commercial does not normally require large sums of money to produce. As a result, for a relatively small expenditure of advertising dollars, advertisers get a commercial that is virtually guaranteed to sell their product. Bliwas also noted that emphasis in the journalistic commercial is placed on language as a descriptive and dramatic selling tool. Therefore, the two most important ingredients of a commercial of this type are verbs and adjectives. During the journalistic approach, the announcer describes in vivid, visceral terms and when the commercial ends, the viewer has no questions. The product has been shown and described with such absolute

clarity and with such power-packed words that there is no chance of any misunderstanding.

In discussing journalistic commercials, Bliwas (7) stated, "most commercials cloak products with so much razzamatazz it becomes impossible to determine their worth. If the journalistic commercial becomes the norm, that would cease to be the case." Bliwas theorized that companies would be forced to manufacture quality products, no longer able to hide deficiencies behind advertising, thus making it quite possible that in the future, only the fittest commercials would survive, as well as the fittest products. Consequently, it could be concluded the journalistic commercial works best with products that work best.

Most advertising addresses itself to some abstraction called the consumer. In this type of advertising the consumers' customary role is that of spectator. Basically, the term 'high-profile advertising' refers to advertising that touches people at a level of consciousness normally off-limits to advertising. Baumwoll (4) referred to this type of advertising as one that passes by whatever psychic guards we post at the edge of consciousness to keep advertising salesmen out and as a result is more visible and memorable than most. The principle works because it makes the viewer an active participant in the process of

communication. In other words, one participates in the process, instead of just enduring it. High-profile advertising is not a process of ornamentation, of dreaming up visual and verbal window-dressing but relies on the force of execution and on the force of an idea. High-profile advertising is advertising that talks to human beings, to thousands and even millions of people at a time, each one different from every other, and somehow manages to call every one of them by name. According to Baumwoll (4), "If there's a single thing that all high-profile advertising has in common, it's the ability to arrange a 30-second truce between the conflicting interests of advertiser and consumer." Since most advertising is salesmanship, resistance is invited. High-profile advertising invites participation, both in the advertising and the salesmanship. The facts are presented in ways that are arresting, disarming and entirely aboveboard, enabling the consumer to make up his or her own mind. As a result, this type of advertising gets a consumer to act as salesman to himself and the salesman you have created is far more credible than any that could be hired.

Smith (57) concluded there are three ways to present commercials. These areas include film, tape and live actions. Film is the most versatile medium for commercials.

Filming can be done in a studio or for greater realism, on location. Copies of commercials in film form are less expensive than copies in tape form. Videotape can be shown only about one hundred times, after which the magnetic dropout is high enough to disturb the quality. The big advantage of videotape is that it requires no processing. According to a recent release by Sony, a new system called high definition video has been developed that produces pictures rivaling the quality of 35mm film. This new high definition video system which equals the capacity of 35mm film for definition and color fidelity is expected to change the production and distribution methods of commercials in the future, challenging the dominance of 35mm film (58). In the early days of television live action was about the only way of airing commercials. Today live action is occasionally seen on local commercials and late night talk shows (26).

Every detail in a television commercial has to be precise. Many commercials are planned so that if the volume is turned low, the viewer will still receive the message simply by watching. At the same time, the audio is explicit enough so that the message is not lost if the viewer loses visual contact (26).

A thirty-second commercial can handle a maximum of sixty spoken words, two per second. A writer-designer does not however set the goal of completely filling the time with words or even music. A little silence is as useful in television advertising as white space is in print advertising (21).

Goldsmith (21) stated, ". . . the ideal copywriter is essentially a salesperson, selling convictions and providing meaningful inducements to buy a product or service." Therefore asking for the sale is essential. Goldsmith also concluded, a good copywriter has read the research and at least parts of the marketing plan, has become familiar with the target group, analyzed what motivates them to buy, and then has built a convincing argument in a memorable and convincing way.

Television commercials are complicated to produce and require professionals who specialize in commercial filming or taping. Some individuals in the advertising business are versatile and experimental enough to put together the complete package. Under these conditions a commercial can be produced for less advertising dollars. Costs are considerably higher for a commercial produced in the more conventional manner involving the expertise of an advertising agency and production house. In discussing mistakes



that often occur in producing retail commercials Murray (37) has listed some don'ts that are still very much ignored in local retail production. These mistakes include walking into a television studio and then starting to write the commercial when studio time is money. Another frequent failure is use of amateur talent, resulting in a thirty-second commercial costing more than hiring professional talent. Most important, is using a vertical newspaper layout in television, a horizontal medium.

While effective television commercial advertising can give products a place in the market, usually there is a significant product advantage behind marketing success. People can no longer be charmed out of their money by a good musical arrangement, a pretty smile or the dulcet assurances of the voice-over announcer. Audiences have become too sophisticated for such sleight of mind. Today television viewers are demanding and are entitled to credibility. In the final analyses a good commercial is a credible message (7).

### Changing Patterns in Retail Advertising

The forces of change shape the dynamics of retail trade. Retailing strategies, which affect the selection of merchandise, advertising, selling, and other functions,

evolve from and adjust to a dynamic, changing environment. In a study on retailing, Michman (34) cited rapid changes in the consumer market and reorganization in marketers' distribution structures as characteristic of the current retailing environment. Therefore, retailers, the final link in the distribution chain, have been reassessing many retailing practices including advertising, in order to adapt to the changing needs of the consumer and the environment.

Recent surveys showed radio as representing a growing part of many retail advertising budgets. Radio stations across the country have reported growing interest in the medium as an advertising vehicle for retailers. No specific national figures on radio retail advertising have been collected, since the definition of 'local' varies by market (22).

Spitzer (22), vice president and sales director of the Southern California Broadcasters Association, stated that between 1970 and 1980, local and retail radio advertising was up 190 percent. Webster (22), executive director of the New York Market Radio Broadcasters Association, reported an increase of 15 percent in local and retail advertising at the end of July 1981 over the previous year. For many retailers print always has been, and remains the

traditional advertising medium. As a result print has become a never ending obstacle for many touters of radio to overcome.

There are benefits to radio advertising some retailers are only beginning to recognize. According to a report by Statistical Research Incorporated (22), radio led television and newspapers in daily reach to adults over eighteen. In a discussion of retail broadcast advertising, Murray (37) reported that, "Radio is a great complement to television advertising."

Of the two broadcast media, several retailers have voiced the reason they use television predominately is the better positioning opportunity. This positioning advantage has been partly due to the wide use of radio by retailers in the past. Therefore, the advantage results when television is used as the major vehicle and radio in a support role. As retailers increase the use of television advertising many tend to supplement by radio advertising. In these campaigns radio advertising replaces much of the weekly newspaper's function in the media mix. Radio advertising allows the much needed quick turn around time of production and versatility in a creative approach that keeps retailers ahead (37).

In discussing the transformation of retailing, Bogart (16), executive vice president and general manager of the Newspaper Advertising Bureau, noted that retailers since 1960 have more than doubled their spending in newspapers, which still remains the dominant medium, but retailers have increased their spending in television almost tenfold. Today, local advertisers now spend three dollars in radio and television for every five dollars they invest in newspapers. Grebe (68), vice president of communications with the Television Bureau of Advertising, stated that one of the reasons more retailers are using television is that newspapers on the average cover only 35 percent to 40 percent of a market. Therefore, retailers are looking at television to expand their business. Wichman (68) reported retailers still use print and television in conjunction but many retailers have suggested that to reinforce or change customers' perceptions over the long range a thirty- or sixty-second television spot works.

According to a study compiled by Broadcast Advertising Reports (2), network and spot television advertising of apparel in 1980 increased 64 percent over 1979 levels. The Television Bureau of Advertising, which released the survey, noted above average increases of 16 percent in department store television advertising. In the retail

area, department stores spent approximately 131.2 million dollars on local television advertising during 1980, 11 percent more than 1979. Grebe (2) noted that apparel included men's, women's, and children's jeans and sportswear as well as men's furnishings and clothing. Retail, apparel, textile, and fiber companies were among the United States' largest corporate users of television advertising in 1980. Of ready-to-wear's 1980 total advertising budget of 85.5 million dollars, 56.4 million dollars was spent on spot television advertising and 29.1 million dollars was spent on network television advertising (2).

Television has been highly touted as the reach medium. Reach with no frequency has scared the retailer. Murray (37) suggested a retailer needs both reach and frequency, and both can be obtained from a well planned television campaign. Good media placement delivers the customer to the retailer and makes television work like the retailer's tried and proven print advertisement. The facts have shown that retail advertising needs to change. Sciaky (35) pointed out that, ". . . heavy newspaper use is a habit with retailers and broadcast must become as entrenched as newspapers in advertising departments by presenting proof-positive to buyers." In this connection, Sciaky urged that television work closely with store buyers and educate

them on broadcast operations. According to Sciaky (35) the market has changed. Heavy dollars spent in print are wasted, because print just does not have enough reach for today's market.

Rice (64) stated that, "Retail advertising on television is proving itself to be the way to go, and stores that go that route are getting a fashionable edge over retailers that advertise in other media." At the sixth annual Television Bureau of Advertising retail workshop, Rice (64) noted a store advertising on television is regarded as the fashion leader over the newspaper advertised store by a 35 percent advantage. In a study commissioned by the Television Bureau of Advertising, it was shown that among women aged eighteen to thirty-four a television advertised store was thought of as a store for the young by a 110 percent margin and as a modern store by a 36 percent edge over newspaper advertised outlets.

Most retailers have been afraid of television because they have known little or nothing about the medium, except what they have seen on their own television sets and commercials usually look very expensive or very cheap. Superior television commercials for retail company do not have to mean a large size budget, although there are some retailers who plan for five figure budget allowances

for television advertising. The 1980 winners in the twelfth Annual Retail Television Commercials Competition, sponsored by the National Retail Merchants Association and the Television Bureau of Advertising, proved price alone does not mean effectiveness. Judges (70) cited entries that exhibited stronger use of jingles, more camera movement, more fashion shown in imaginative settings, and increased use of electronic logos. These award winning thirty-second television spots ranged in production costs as follows: \$35,000.00, \$10,000.00, \$1,900.00, \$1,000.00, \$150.00, and \$100.00 per spot. Through eliciting the best in local creative talent, photography and models, low budget commercials can be produced that stand up very well adjacent to national spots costing into five figures (70).

According to the Television Bureau of Advertising, apparel manufacturers in 1979 invested a grand total of 212 million dollars on television spots. The bureau also reported that in 1979 the apparel category made one of the largest gains among television advertisers, increasing spending for the year by 23 percent. As a result of this increase, apparel manufacturers helped defray the cost of retail advertising with co-op advertising funds (65).

Television stations have been urged by retail executives to improve and intensify their research activities

as a means of luring additional advertising dollars to television. Most retailers have to get their broadcast budget from current advertising dollars. Therefore, full value must be received from each dollar spent on media. Many remember the century-old comment by a retailer that half of our advertising dollars are wasted. When his questioner asked why the retailer did not cut his budget in half, the retailer responded, "Because we do not know which half is wasted." Today's retailers are trying to be more sophisticated (53). Despite the cost and the various caveats surrounding the television issue for apparel, the television industry has predicted that fashion apparel will be an explosive growth category for television during the next few years. In preparing for this new wave of advertisers, many stations are adding regular fashion reports to the news programming to provide a format for apparel advertising. In addition to these fashion reports, stations are also thinking of adding fashion breaks, like news breaks, during prime time (68).

Allied Stores increased its television appropriation from 3.2 million dollars in 1974 to 8.6 million dollars in 1976. J.C. Penney and Montgomery Ward have increased their network and spot television advertising. J.C. Penney increased from 4 million dollars in 1971 to 14 million



dollars in 1975 for television advertising. Montgomery Ward spent 3 million dollars for television advertising in 1971 and 15 million dollars for television spots in 1975. For Sears, Roebuck and Company there has been a shift out of spot television into more network television. Sears actually began experimenting with television twenty years ago and began using it heavily in 1967 (25). Haugh (25) reported that television spending for the three major retailers was up 17 percent in the first quarter of 1976. A columbia Broadcasting Systems source (55) noted that between 1973 and 1977, retail business averaged a 5 percent annual increase. In 1978, that percentage quadrupled and was well over 20 percent in 1980. Myers (55) stated that the year 1981 should be one of further transition as retailers already using television expand their usage and other retailers make their first foray into the medium. Myers predicted retail television budgets will have increased 100 percent by 1985.

#### Use of Television Commercials in Retail Advertising

Image formation does not wait until a customer actually enters the retail establishment. Advertising is one process of image creation prior to an instore experience

by a customer. Television advertising has the ability to convey many dimensions for retailers to employ in building and maintaining an image to present and future customers (12).

Golde's of St. Louis has evolved into a prosperous, eight outlet junior department store, specializing in national brands. Throughout fifty-three years, Golde's advertising was confined to suburban weekly newspapers. Five years ago a new marketing stance or position was adopted, emphasizing the services and the atmosphere customers liked. Television advertising was launched in 1978. The anchor audience for Golde's advertising was the twenty-five to forty-nine year old age group. In a discussion of Golde's broadcast advertising success, Golde (20) stated that thirty-second commercials were utilized each month on a two to three day saturation schedule in attempting to reach the intended audience. The television commercials were aired on morning shows, some daytime programs and, more frequently on early evening news and later evening shows on three St. Louis and two Columbia/Jefferson City television stations. An institutional television commercial was created, stressing free alterations, free fancy gift wrap, friendly helping hand service and ending with a short event promotion which was changed

monthly. While television was institutional, radio advertising was similar to the weekly newspaper pattern. Approximately 30 percent of Golde's advertising budget in 1979 was directed toward television. Golde (20) concluded that, "The whole television industry as far as retailing is concerned has barely scratched the surface. I don't think we've even begun to see what TV can really do for Golde's and for stores all over the country."

In Milwaukee, Gimbel's is a tradition. However, Gimbel's has not rested on its reputation. In the past several years Gimbel's positioning or market stance in the consumer's eye has undergone a major change. A media mix package of newspaper, radio, and television concentrated on attracting a younger more adventuresome customer, eighteen to thirty-five years old, was created. The key element in the campaign was television. Commercials were generally thirty-second spots which ran in a two to three week period, with approximately twenty-five to thirty spots aired per week. The result, sales volume increased far more than anticipated. Measured media expenditures reported by Broadcast Advertisers Reports, according to the Television Bureau of Advertising, showed Gimbel's Midwest television investments of 737 thousand dollars in 1978. Boutillier (8) stated that, "Gimbel's Midwest is

committed to television to strengthen and increase our share of the market. It already has brought us new customer awareness and created an ambiance that other media cannot achieve."

The Denver is a quality line department store with eleven branches and an eighty year history in Colorado. The Denver confronted the dilemma of broadcast advertising in 1976 when upper management made the decision to use television to support its advertising mix. The image The Denver chose to project had to reach and complement the traditional customer base and build the new customer base as well. Music and lyrics were used to convey The Denver's message. "Colorado Pride" was the theme. The broadcast budget of The Denver has grown tenfold over the past four years, and The Denver has grown too. Murray (37) commented that, "The Denver's future advertising direction is more and better broadcast advertising."

Two Guys, a discount department store chain, has brought the use of broadcast to a fine art and is reaping the results in terms of advertising efficiency and sales. Libous E La Tronics has tailored a system to enable Two Guys to do media planning at the trading area level. With the promotion periods set and an optimized multimedia campaign already established and priced, Two Guys then

makes merchandise purchases from vendors to line up vendor co-op support. Advertising efficiency increased in the first year by better than 50 percent. Two Guys was the first retailer to use Libous and remains the company's heaviest user. Two Guys is also one of the heaviest year round users of television and radio in the New York area. Despite the clinical approach, there is still opportunity for creativity and hunches in Two Guy's advertising. At Two Guys hunches are exercised well in advance and based on hard fact. Hubschman (29) concluded that when a retailer goes into broadcast in a major way, good planning becomes a vital function.

Professionals at Ad Counseling Productions believe what their client really needs is customers and the entire staff relates that theory to making retail broadcast commercials. Three years ago Ad Counseling Productions' first client, Fabric Warehouse, a single retail fabric store in New York, was grossing 500 thousand dollars in sales annually. The television campaign started off with twelve to fifteen spots in New York television stations with a budget between 2 and 3 thousand dollars per week. Commercials were down to earth ads with talent to whom people could relate. Two and one-half years later, Fabric Warehouse's gross annual sales were 5 million dollars, and

they had expanded to a two store chain. Ad Counseling Productions' advertising budget from Fabric Warehouse increased to 400 thousand dollars a year. Sleppin (54) stated that he believed one of the reasons for the agency's success is that every retail account is approached as if we were a customer and not an art director or copy writer. At Ad Counseling Productions, the bottom line question is never: Would that commercial bring me into the store? Rather, Ad Counseling Productions bottom line question is: Would that commercial bring the customer who would shop at the store?

Discount and general merchandising stores have been using television commercials for accumulated messages. Woolworth/Woolco has emphasized television for more than price or item advertising. Instead of showing random items, Woolworth's has pulled a range of products together and presents the merchandise for events like Mother's Day or Valentine's Day (68).

Department stores have moved beyond conventional commercials to become programmers. As this move has taken place words such as 'ambiance' and 'infomercials' have started to appear in department store retailers' language. New York retailers Abraham & Straus and Gimbel's have used infomercials on morning television aimed at working women

and housewives. Infomercials consist of the fusion of a thirty-second fashion information spot followed by a thirty-second commercial for the store. These spots have proved successful with both vendors and customers. Gottlieb (68) reported that the television spots were providing business at the point of sale. As a result more retailers are looking toward image advertising that steps beyond the price-item messages traditionally presented by retailers. The media that retailers are turning to for this more sophisticated advertising technique is television (68).

Today retailers are increasing the use of television to stimulate in-store traffic, but more retailers are attempting to use the medium to sell specific items by mail and telephone. According to a spokesman from Neiman Marcus (27), television has spawned a new group of retailers using the broad reach of the medium as a selling vehicle for promotional items which are not available in the retail stores. Retailers are expanding direct mail efforts, paying special attention to catalogs and the possibility of presenting merchandise via cable channels instead of the mail. Toward this end, Neiman Marcus already has tested cable television with the National Cable Selling Service, a company that also has approached Bloomingdale's, Tiffany's, and Horchow Mail Order. Many firms believe television can

be used as a vehicle for selling better goods to more affluent customers. Sloan (56) stated that television can cut the costs necessary to reach a customer on a per customer basis. The premise is that using a cable system is less expensive than spot or broadcast television and cable can deliver the kind of markets that merchants selling better merchandise require. Rolfe (43) concluded that cable television's potential has scarcely been tapped.

Qube is the only commercial two-way cable television system in operation in the United States. The system began operations in Columbus, Ohio and is expected to reach other United States cities in the next few years. While Qube is still in its infancy, it is proving to be very exciting (27).

Qube was developed by Warner Communications Incorporated as the first commercial usage of cable television's two-way capabilities. As a computer-based system, Qube has the ability to collect and collate data almost instantly and affords subscribers the opportunity to respond directly to questions, polls, and advertising (27).

Lazarus is the largest retailer advertising on Qube. Several Lazarus fashion areas are represented in infomercials. Some of the infomercials are live while others are video taped in the store. To help create interest in the



infomercials, Lazarus has run newspaper ads headlined 'Learn about it on Qube', stressing the availability of product information from specialists. An infomercial was designed to provide in-depth information and runs five to ten minutes in length. Vendors have jointly created presentations with Lazarus. Simons (19), manager of retail merchandising at Celanese Fibers Marketing, concluded that Qube provides both the advertiser and retailer the opportunity to completely communicate a product or line.

In addition to the infomercial, Qube has devised another type of interactive ad unit referred to as a qubit. A qubit is a spot, variable in length up to two minutes. More traditional advertising remains available on other Qube channels (19).

Comp-U-Card of America, Incorporated is described as a discount shopping service dealing only in name brands. The organization considers Comp-U-Card to be a consumer service rather than a retailer. Comp-U-Card started with a customer base from its seven year old telephone shopping service. Profits for the private company come from company markups as well as the subscriber's fees (49).

Comp-U-Card shows are planned for thirty minutes with individual segments lasting between five and eight minutes focusing on specific products. Each show is introduced by

two permanent hosts and, in addition, fifteen specialists have been signed by Comp-U-Card to discuss consumer issues and products in detail. Merchandising expertise is offered by Federated Department Stores, which have a minority interest in Comp-U-Card. Comp-U-Card members telephone orders in through the Comp-U-Card central office, then orders are relayed to the appropriate distributor. Merchandise is delivered to the subscribers via the United Parcel Service at a cost that is as much as 40 percent less than retail prices. Apparel has become the latest offering in Comp-U-Card's merchandise selection. Clothing was added after members requested the addition of apparel over the telephone service (49).

Sears, Roebuck and Company introduced the company's first electronic catalog during the summer of 1981. The video disc version of the entire 1981 summer catalog was made available to home shoppers in two test markets (48). A laser optical video disc system was selected for transferring the 236 pages of pictures, prices, and information. Video frames were organized into merchandise shops, which were indexed by number, similar to the index in a conventional Sears catalog. The laser optical system provides the viewer with freeze frame, random access, and forward and reverse play. Merchandise is ordered by telephone

from a catalog service desk. Wood (47), second vice president of Sears, Roebuck and Company's advertising and sales, stated that Sears was testing the system because the company has learned that consumer demands change constantly and one of the things consumers place great value on is convenience. As a result, people are increasingly preferring the convenience of shopping at home. Wood (47) concluded that video discs of the summer 1981 catalog would be on display in retail stores across the country as 'traffic builders' during the summer months. Test results of Sears' electronic catalog are expected to be available in early 1982.

The technology exists today to bring shopping into the consumer's living room. Shopping alternatives have been inviting to growing numbers of customers as demographics and lifestyles continue to make rapid changes along with the problems of energy (40). The television, telephone, and home computer can help generate additional sales volume. Non-store shopping will therefore not replace in-store shopping, but provide a certain portion of the population the alternative (60).

### Psychographics in Media Selection

According to Wells (67), meaningful psychographic portraits of consumers may be developed from the quantitative analysis of consumer responses to activity, interest, and opinion statements reflecting individual life styles. To a retailer the basic premise of life style research is that the more effectively the retailer knows and understands about customers, the more effectively the retailer can communicate and market to customers (71). In a study conducted by Moschis (36) in an effort to address the shopping orientations and consumer uses of information, results further confirmed that life style analysis is a useful method for identifying shopper communication needs and designing viable retailing promotional strategies based upon shopping orientations.

A psychological biography or analysis of an individual reveals a description of an individual's mental characteristics. Psychographics are present in each individual's life. As a result, decisions and attitudes involving such things as clothing likes and dislikes, clothing selection, media likes and dislikes, and media selection are influenced to some extent by psychographics. Therefore, advertising falls into the realm of psychographics (5).

Traditionally demographics have played a dominant role in the practice of media selection. An indirect matching process is employed when media are selected to reach demographic groups (10). Shostek (52) expressed the opinion that direct consumer research enables retail management to simultaneously identify patrons and determine their media preferences. This direct consumer matching circumvents the uncertainties inherent in basing media purchases and demographic audience delivery and should improve the efficiency of promotional expenditures. Bearden, Teel and Durand (5) stated that, "Psychographics as a market segmentation tool moves beyond traditional demographics to a better understanding of particular consumer groups by affording management the opportunity to describe consumers in terms of how they think and what their activities, interests, and opinions may be."

The literature reviewed has revealed that retailers continually strive to improve allocation of resources among alternative marketing strategies. Results of research studies reviewed further indicated the value of any market segmentation depends upon the ability of the process to classify consumers into segments meaningful to the organization's overall communication plan. Consequently, Bearden, Teel and Durand (5) concluded that a knowledge

of customers' characteristics and the media they consume most heavily should certainly enhance management's ability to direct selected promotional themes to their target market.

Assael and Cannon (3) argued that a more appropriate technique of media selection would be to match directly to the initial target markets. According to Wells (67) a possible solution would be to use psychographics as a substitute for demographics in the indirect matching process. Cannon and Merz (10) suggested that psychographics might prove to be more efficient than demographics as mediating variables.

In order for indirect matching to work, Cannon and Merz (10) stated target market membership and media usage data must be available in the same survey. Observation by those educators engaged in the study of media selection revealed that target market data are not always provided in media usage surveys.

A media planner seeks the media with the lowest cost per effective target market exposure. Research findings show psychographic direct matching to be clearly the most efficient. Examination of demographic indirect matching shows it to be a more economical process. Cannon and Merz (10) suggested that, "If psychographics are more efficient

than demographics as surrogates for the target market, it might be possible to achieve both efficiency and economy."

In order to test the efficiency of psychographic indirect matching, Cannon and Merz (10) stated questions designed to obtain data which include target market membership (product or brand usage), psychographics (self-concept and buying style), and media usage items, are needed in the same questionnaire. The same data could be used to perform direct and indirect matching, and the results compared. Simmons Market Research Bureau provides a standard set of thirty psychographics along with the inclusion of a large number of product usage categories in the company's annual media study. Therefore, the 1975 Target Group Index report provided the necessary data in the study conducted by Cannon and Merz (10). Direct and indirect matching was performed using the same data and results were compared. Cannon and Merz (10) found that a change from direct to indirect matching resulted in an average 65 percent loss in matching efficiency. In the process of investigating both demographic and psychographic indirect matching, Cannon and Merz (10) concluded that findings revealed psychographics are not any better than demographics as target market surrogates. Results of the study indicated that there is considerable variance in the efficiency of

psychographic indirect matching. In cases where psychographics provided very poor results, the demographic results were better and vice versa. Results of the study by Cannon and Merz (10) revealed an important area for future research concerned with a way to estimate the loss in efficiency from direct to indirect matching for a given product usage category. In conclusion Cannon (10) stated, "A stronger surrogate should provide a stronger indirect matching."

Ford (18) reported the existence of a relationship between consumer personality, as measured by self-concept ratings, and general consumer preferences for advertising appeals in the mass media. Psychographic and demographic data were obtained in a random digit dialing telephone survey of one hundred adults. Results of the study suggested that the psychographic variables examined were significant predictors of consumer advertising appeal preferences in the mass media. Therefore, psychographics may be useful to market segmentation analysis and advertising copy writers in defining and appealing to certain consumer target markets.

One phase of a Bearden, Teel and Durand (5) study was an inquiry to ascertain a multidimensional segmentation analysis of patronage behavior across four retailing



institutions. These institutions included convenience stores, department stores, discount stores, and fast food franchises. Data collected from a total of 754 randomly selected residents of a large Southwestern community by means of structured personal interviews provided retail store patronage and media consumption information as well as demographic and psychographic profiles. Results obtained by Bearden, Teel and Durand (5) suggested there are distinct differences between patrons and nonpatrons of each retail category in terms of media consumption, demographic characteristics, and psychographic dimensions. In addition, the findings also suggested that segment identification in terms of psychographic dimensions could assist the design of promotional themes while segment identification in terms of demographic characteristics and media consumption patterns could facilitate the selection of media vehicles. Patrons and nonpatrons of convenience stores, department stores, discount stores, and fast food franchises were examined for mean differences on the demographic, psychographic, and media usage variables. Unique shopper profiles were developed for each retail institution by examining the mean scores of variables found to differentiate between patronage segments. Department store shoppers tended to be younger, to be better educated,

more likely to be female, to earn more income, to be consistently heavier users of all media, to be more quality conscious, and to be more other directed. An examination of the direct comparison of the characteristics of shoppers of the frequently competing department and discount retailers revealed both patronage groups possessed remarkably similar demographic profiles. However, the psychographic profiles showed the department store patron to be generally a heavier consumer of media, more concerned with quality, less outgoing, and more socially conscious than discount store patrons. Results also indicated that unique and statistically significant differences were present between patrons and nonpatrons for each retailing category. Based on the findings, a segmentation study of one type of retail institution would not necessarily provide conclusive and valuable information for managers of other retail institutions. Therefore, segmentation appears to be a retail institution specific. Darden and Ashton (14) concluded that, "information about the specific media used by patrons and the patrons' demographic characteristics should aid media planning while psychographic descriptions of patrons should be useful in developing message content."

### Psychological Factors Affecting Advertising

In reviewing the study by Larkin (32) on "How College Students Say They View and Use the Mass Media" evidence indicated that the respondents had very definite ideas about which media would provide the best source of specific types of information and also which media would provide the best source for advertising that would help in making specific purchase decisions. These and similar questions have been raised with regard to consumer utilization of the content of the major media of mass communications.

In an effort to discover how the non-student consumer perceived and used the same media, Larkin (31) conducted a study using a random sample of 150 individuals drawn from the telephone directory of a Southwestern city of 80 thousand population. A questionnaire was mailed to each participant and eighteen questions elicited information concerning the individuals' attitudes toward various media and their stated use of the media with regard to information on news and advertising. Larkin reported that from the 72 percent response rate of the sample, consumers indicated that of the four media in question they spent the greatest amount of time with television, as 50 percent selected television as a first choice. Radio and newspapers were

second and third respectively with 24 percent indicating radio and 23 percent indicating newspapers as the medium with which they spent the greatest amount of time. Magazines drew only four percent of the total number of respondents as their first choice. Findings revealed that consumers have very definite ideas about the media and advertising content. Results also showed that newspapers were the best source of shopping information and entertainment and that newspapers contained the most useful advertisements of the four media examined in the study. Newspaper advertisements were considered to be the most truthful and informative when compared to the other media investigated. The group indicated the greatest amount of media time was spent viewing television. Participants felt television advertising was the most annoying, insulting, misleading and most in need of government regulation. Consumers also found television advertising to be the most entertaining and the best source of new product news. Radio and magazines appeared to hold a secondary position in the mind of the consumer. Consequently Larkin (31) concluded the evidence should help both media managers and advertisers gain a better understanding of the expectations of the consumers when seeking media for either entertainment or information.

Rossiter and Percy (46) theorized advertising can influence consumers' attitudes toward products through visual imagery and classical conditioning rather than on the typical verbal belief summation approach to attitude. Results of research studies reviewed indicated that visual factors can affect recognition and recall of an advertisement. However, major trends in attitudinal approaches to advertising have been derived from social psychology. In a study directed toward the attitudinal approach to advertising, Rossiter and Percy (46) hypothesized that visual content was potentially as effective as verbal content in creating a favorable product attitude and persuading the consumer to purchase the product.

In an examination of attitudinal change it is useful to note that an attitude is comprised of three basic components. The cognitive dimension concerns the information which an individual possesses concerning the subject or object of the attitude. An individual's emotional feelings about the subject or the attitude are found in the affective dimension. The conative component focuses on the action tendencies toward the subject or object of the attitude. Therefore, a systematic approach toward changing of consumer attitudes would be to direct efforts at changing one or more of the three dimensions of an

attitude. Rossiter and Percy (46) observed that a widespread inexactness characterized attitude research. The inexactness existed in that the only way to form or change attitude was to change beliefs. In attempting to alter or change belief, frequently verbal information was directed toward the established beliefs. Rossiter and Percy (46) expressed the opinion that advertisers "often lose sight of the fact that the reason why beliefs (cognitive) are capable of altering attitude (affective) is because of their own affective connotations." As a result the affective or emotional feeling that accompanies the belief is critical.

Advertising content can form or change product attitude through classical conditioning. In the belief-based approach, the favorable emotional consequence of the belief serves as unconditioned stimulus which is paired with the product as a conditioned stimulus. As conditioning proceeds, the product alone becomes increasingly capable of eliciting a favorable emotional reaction. According to Rossiter and Percy (46) verbal beliefs, auditory imagery, and visual imagery, that stimulate with favorable emotional consequences, can be paired with a product. Each alternative stimulus is capable of increasing the consumer's overall evaluation of the product.

Shepard (51) has shown that visual imagery can be as effective as an actual experience in guiding behavior. Thus, in an advertising context, visual imagery may create or alter attitude without any verbal belief process occurring and without the aid of advertising copy. Rossiter and Percy (46) introduced a 'dual loop' theory in which both visual and verbal advertising content could influence attitude through the verbal belief process and the visual imagery process. In attempting to test the 'dual loop' theory the relative salience or strength of the visual content and the verbal content was varied in a print advertisement. The eighty-eight adult respondents' product attitude scores suggested that the men were somewhat more responsive to the verbal claims about the product, whereas women were more responsive to the visual presentation. Findings showed a relatively strong support for the visual and verbal loop theory. Hence, visual content in advertising proved to be just as capable of increasing the consumer's product attitude as did verbal content.

In a study by Grass and Wallace (23) television commercials were found to produce more favorable product attitudes and intentions than comparably derived print advertisements. Results also showed that the television commercials were almost twice as effective in teaching

the advertiser's message to the average show viewer than the print ads were with respect to the average magazine reader. Therefore, television commercials, with the succession of visual elements, may provide more opportunities than print for engaging the consumer in product-related visual imagery. Rossiter and Percy (46) concluded that further study into visual and verbal factors in advertising may confirm what art directors have maintained all along: that strong visuals complement good copy, thus producing effective advertisements.

According to Culbertson (13), who conducted a study comparing pictures and verbal descriptions, pictures were found to sometimes call attention to the actual object portrayed and away from related issues or principles. Pictures have the ability of presenting visual images which the viewer may internalize as a basis for personal imagery. Favorable emotional reaction to a visual advertisement could result in an overall attitude rating toward a product. However, primarily visual advertising campaigns are relatively few in number in relation to visual-verbal advertising (13).

Results of research by Dickson (15) revealed point of purchase displays produced more sales when tied in with concurrent television advertising. Findings suggested



that through coordinating the visual images in various media, increased sales productivity of an advertising campaign was possible. The displays having point of purchase advertising material tied-in to television advertising had a 15.5 percent greater productivity than did the displays having similar but television unrelated point of purchase advertising material. Data revealed that the probability of such a large difference in productivity occurring by chance alone was but seven chances in one hundred.

March and Swinbourne (33) stated that the content of most television commercials, as in all types of advertising may be thought of as having two aspects. The aspects include a relevant product message, referring to what the advertiser wishes to communicate about the product and service and a nonproduct content, such as an actor's manner, dialogue or clothes. On the basis of these two aspects of content, an individual could exhibit interest relative to two dimensions. The distinction between interest in the product relevant message and interest in the other things was argued in an unpublished commercial advertising research study (61). Findings showed general interest in print ads for window coverings was often due to irrelevant content, such as a model's clothing or a

table setting. In a study on interest in television commercials, March and Swinbourne (33) suggested that production values and product message have a cueing value for one another and the absence of one may reduce the impact of the other.

### Psychological and Sociological Aspects of Clothing

Fashion may be viewed from various perspectives. Although prediction might be possible hypothetically because fashion can be defined as a static concept which stays continually in a state of flux, the actual cycle for a specific style may be skewed, irregular, or interrupted (28). The decade of the seventies can be marked as one of the greatest eras of rapid change in fashion's history. Motivating forces behind these rapid changes in fashion can be largely attributed to the increased coverage of fashion by the mass media, advances in technology, and to the nation's economic status.

The dynamic and driving forces behind fashion changes and acceptance have been a topic of concern to behavioral scientists over the past several decades. In a classic study, Nystrom (41) an economist and marketing professor, hypothesized that the emergence of new fashions was inspired by a wide range of psychological factors. Nystrom

indicated boredom as the foremost element, stimulated by the seeking of excitement inherent in something new which promotes fashion. Hurlock (30) referred to three motives behind fashion as the desire for self-assertion, social approval, and conformity.

According to Sproles (59) consumers have complex sets of personal perceptions and mental understandings toward fashion. These varied cognitions include awareness, interest and knowledgeability of alternative choices of dress. Sproles (59) pointed out that the styles and degree of fashionability a person purposefully seeks in apparel can be determined by these cognitions. Clothing awareness refers to an individual's recognition of specific styling features like silhouette, color, details, and physical characteristics of fabrics and construction. In an attempt to measure clothing awareness, Rosencranz (45) observed that among women, clothing awareness increased with higher levels of social class, income, educational level, verbal intelligence, and the number of organizational memberships. Interest in fashion may be expressed in terms of the amount of time, energy, money and personal commitment a consumer applies to selection and use of dress. Rosencranz (45) revealed that characteristics of: younger age, occupations as housewives or students, higher incomes, and a larger

number of organizational memberships were found among individuals with higher levels of clothing interest. An individual's knowledgeability of clothing is accumulated from personal experience and from the reception of informational communications. Today, an enormous amount of fashion information is transmitted to the consumer by fashion magazines, fashion editorials, advertisements in newspapers, and exposure to apparel through television (59).

Fashion is influenced by a number of social forces in the consumer's environment. Roach and Eicher (42) described the fashion process as a form of collective behavior. In regard to fashion, individuals judge the appropriateness of behavior by what is presented and viewed in a society of an anonymous multitude. Allport (1) stated that people commonly form immediate impressions of those they encounter. Therefore, clothing communicates through the use of visual or nonverbal symbols (24). According to Allport (1) within the briefest visual perception of thirty seconds, perhaps, a complex mental judgmental process is aroused. Horn (28) stated that "The extent to which an individual uses clothing symbols in forming impressions of others depends on the relevance of clothing stimuli to the perceiver." As a result, some clothing symbols elicit meanings that have more universal agreement than others.

In recent years, several studies were directed toward accessing the effects of a solicitor's appearance on compliance with a request. Results of this research showed that conventionally dressed, middle-class adults were less likely to comply with a request from someone whose appearance was deviant than from someone with a conventional appearance. Chaikin, Derlega, Yoder, and Phillips (11) concluded that the common finding was that people with a conventional appearance complied less when the solicitor was deviant in appearance, presumably because individuals are reluctant to help someone dissimilar in appearance.

Results of a considerable amount of social science research suggests that an individual's initial perception of and reaction to another individual are affected by the attractiveness of the other person. According to Winalor, Canton, and Wolins (69), "Remarkably little research has been devoted to the role of fashion in consumer decision-making, despite the fact that fashion strongly affects a large proportion of the goods and services that families consume--much more than clothing." For today's consumers fashion has become a source of uncertainty and a force in directing consumer choices.

## CHAPTER III

### STATEMENT OF THE PROBLEM

#### Purpose

The primary purpose of the study was concerned with the effect that apparel has on television commercials when used as promotion strategy by retailers and on implications of the role of apparel in other types of commercial messages. A secondary purpose was to assess the relationship between fashion interest and the perceived effectiveness of commercials. In order to attain these objectives, the following were necessary:

1. to identify a typically neutral product frequently used by female and male consumers,
2. to secure a department store with which the participants could readily identify,
3. to secure apparel typical of fashions offered for sale by the department store,
4. to produce three thirty-second retail television commercials, identical in audio and video, with apparel the single variable,

5. to develop questionnaires to obtain responses from selected university undergraduates and department store consumers to measure the effect apparel had on the commercials produced,
6. to determine the fashion interest of the participants,
7. to obtain demographic information concerning the consumer behavior of the participants,
8. to determine the perceived effectiveness of the commercials by the university undergraduates.

#### Assumptions

The following assumptions were made for this study:

- 1) The fashion interest of consumers can be measured by a fashion interest scale.
- 2) Consumers are influenced by retail television commercials.
- 3) Apparel in retail television commercials influence consumer purchases.
- 4) Opinions of university undergraduate students reflect the views of their respective major fields of study.

### Hypotheses

Based on the assumptions and pertinent findings in the reported literature, the following null hypotheses were formulated:

1. There is no significant difference between the opinions of the university students and consumers relative to the following:
  - a. attitudes toward the apparel worn in the three television commercials,
  - b. preferences for the television commercials,
  - c. perceived effectiveness of the television commercials for use as promotional strategy.
2. There is no significant difference between specified undergraduate students' majors and fashion interest.
3. There is no significant difference between specified undergraduate students' majors and their perceived effect of apparel.



### Limitations

This study was limited to the effect apparel, worn by an individual in retail television commercials, had on the assessment of perceived effectiveness of retail television commercials. Emphasis was given to specified undergraduate university student and consumer attitudes toward the role of apparel in retail television commercials and interest generated by the commercials at a point of purchase location.

The participants were limited to a sample composed of two groups of volunteers: undergraduate university students and department store consumers. The university students included only majors in the areas of fashion merchandising, marketing and telecommunication at three major Texas universities. Department store consumers included only those who viewed the three commercial messages at a point of purchase location in one chain owned department store located in a large metropolitan area in Texas. The university students and consumers were surveyed during the fall of 1981. Information was limited to that elicited by the questionnaires and the fashion interest scale.

### Definition of Terms

The following terms were defined for the purposes of the study as follows:

Consumer. An individual who uses goods and services offered for sale by marketing institutions to satisfy needs and wants (66).

Feature Item. A specified list of apparel style details.

High-Profile Advertising. Advertising that touches people at a level of consciousness normally off-limits to advertisers. The principle makes the viewer an active participant in the process of communication (4).

Journalistic Commercial. A commercial in which emphasis is placed on language as a descriptive and dramatic selling tool. The journalistic commercial is a straight-forward approach which answers journalism's who, what, why, when and where leaving the viewer with no questions (7).

Point of Purchase. An interior store location where merchandise is displayed for sale (39).

Retail Broadcast Advertising. Advertising that persuades, appeals, educates and informs, through the radio and television media, target customers to act in a way that will be of advantage of the retail advertiser.

Such commercial messages are valuable store and product information laid out in clear, concise and exciting terms (7).

Student. An individual currently enrolled in undergraduate courses at the university level.

## CHAPTER IV

### PLAN OF PROCEDURE

The procedure which was followed in investigating the effect of apparel in three thirty-second retail television commercials identical in audio and video has been divided into the following sections: 1) Selection of Sample; 2) Development and Production of Television Commercials; 3) The Research Instruments; 4) Pretests; 5) Collection of the Research Data; and 6) Statistical Analysis of Data.

#### Selection of Sample

Two separate segments comprised the sample. Segment I consisted of three selected groups of university undergraduate students who were majoring in the areas of fashion merchandising, marketing and telecommunications. Segment II was composed of department store consumers at a Texas metropolitan in-store location.

##### Segment I

The sample in segment I consisted of 481 university undergraduate majors in the areas of fashion merchandising, marketing, and telecommunication whose future professional

careers might involve retail television promotion strategies. Seventy-three percent of the students were female and 27 percent were male. Undergraduate majors were selected on a volunteer basis from three major Texas universities. The three universities were coded for the study as University I, University II, and University III. Fifty-one undergraduate fashion merchandising, 50 undergraduate marketing, and 54 undergraduate telecommunication majors were surveyed at University I and resulted in a total of 155 undergraduate students who participated from University I. The 166 undergraduate students who participated from University II were distributed as follows: 51 fashion merchandising, 50 marketing, and 65 telecommunication majors. Fifty undergraduate fashion merchandising, 50 undergraduate marketing, and 60 undergraduate telecommunication majors were surveyed at University III, resulting in a total of 160 undergraduate students who participated from University III.

### Segment II

The sample in Segment II consisted of 169 department store consumers who volunteered to participate in the study. Sixty-six percent of the consumers were female and 34 percent were male. Consumer participants were approached by the researcher or assistants and asked to

participate in a research project pertaining to retail television commercials. All participants came from one in-store point of purchase location in a Fort Worth, Texas Department store.

#### Development and Production of Television Commercials

Three thirty-second retail television commercials identical in audio and video were produced for this investigation. The retail organization which cooperated in the study was a chain department store that had a store located in each city where segments of the survey were conducted. A script and photo board were prepared by the investigator for production purposes. Both script and photo board were presented to two department store managers connected with the cooperating retail organization for examination prior to the taping session. Revisions of the script and photo board were made incorporating recommendations received from the managers. The script used in the production of the three commercials appears in Appendix A. An illustration of the photo board is in Appendix B.

Apparel worn by the talent in the commercials was limited to fall 1981 dresses selected from the better dress department of the Denton, Texas cooperating department

store. Three dresses were selected by the investigator, a fashion merchandising graduate student and a faculty member from the Department of Textile Science and Clothing in the College of Nutrition, Textiles and Human Development at Texas Woman's University. The dresses were coded as to style. The codes were as follows:

Dress A--Sport

Dress B--Feminine

Dress C--Tailored

Photocopies of the talent in each style dress can be found in Appendix C.

Talent selected for the commercials was typical of the consumers who make up the cooperating retail organization target customers. The twenty-eight year old female talent was of average height and weight.

A neutral product, which is used by both female and male consumers of all ages, was chosen for promotion in the commercials. The product was a 100 percent acrylic thermal blanket which was part of the merchandise selection offered for sale by the cooperating retail organization.

All three commercials were taped on location inside the Denton, Texas department store. Camera and talent movement was identical in each of the three commercials produced. The same male voice over was used for the audio

portion of each commercial. Prices and the organization's logo were electronically keyed in during the last few seconds of each commercial during the editing. One master tape was edited and two dubs of each commercial were made. A color three-quarter inch video format was used for the commercial productions.

### The Research Instruments

Two questionnaires were developed for data collection purposes. In Segment I an instrument entitled "Student Questionnaire" was used. An instrument entitled "Consumer Questionnaire" was administered to the participants in Segment II. A Fashion Interest Scale adapted from a clothing and importance scale developed by Sharpe (50) was included in both the student and consumer questionnaires.

Prior to the administration of the questionnaires to the participants, the instruments were submitted to members of the dissertation committee for evaluation. The consumer questionnaire was also reviewed by two department store managers connected with the cooperating retail organization. On the basis of recommendations from the committee members and department store managers, revisions in the questionnaire were made.



Segment I Student Questionnaire

The questionnaire was designed to elicit responses from both female and male student participants. The first fourteen questions (1 through 14) elicited demographic information. This information included the following items:

- 1) Level of academic preparation of the individual
- 2) Age of the individual
- 3) Ethnic group represented by the individual
- 4) Sex of the individual
- 5) Marital status of the individual
- 6) Number of children
- 7) Major field of study of the individual
- 8) Credit hours completed in the major field of study
- 9) Minor field of study of the individual
- 10) Credit hours completed in the minor field of study
- 11) Employment status of the individual
- 12) Number of organizational affiliations of the individual
- 13) Annual dollar investment in personal wearing apparel of the individual
- 14) Time devoted to viewing television by the individual during one seven-day week.

Questions 15 through 17 required the participants to respond to the influence television commercials exerted on their retail purchases and to the extent apparel influenced them when viewed in television commercials. Five alternatives were provided for responding to the questions. These alternatives ranged from always to never. A numerical value was assigned to each of the five alternatives as follows:

<u>Alternative Range</u>	Numerical Value
Always	5
Often . . . . .	4
Sometimes	3
Seldom . . . . .	2
Never . . . . .	1

Scores were calculated for utilization in determining the degree to which television commercials and apparel in television commercials influenced participants' retail purchases.

The questionnaire also was designed to obtain the participants' opinions concerning the three thirty-second retail television commercials they viewed. The final section of the questionnaire (questions 19 through 21) obtained information concerning the three thirty-second

television commercials. Question 19 was formulated to ascertain a preference for the commercials. Participants responded by placing a "+" in the blank beside the commercial liked the most and a "0" in the blank beside the commercial liked the least. A numerical value of 3 was assigned to "+" and a numerical value of 1 was assigned to "0". The empty blank was assigned a numerical value of 2. Question 20 elicited a preference relative to a design feature of the apparel in the commercial that was liked most by the participant. Preferences were listed as to the following characteristics:

- 1) Fabric design
- 2) Color
- 3) Silhouette
- 4) Neck line
- 5) Sleeves
- 6) Accessories

The participants were asked to select only one design feature. Space was provided for the participants to offer explanations for their selection. Numerical values were assigned to the preferences for analysis purposes. Question 21 was formulated to ascertain which of the three commercials the participants would select to use as promotional strategy for a store that was part of the

cooperating retail organization located in the Dallas/Fort Worth metroplex. Additional space was provided for the participants to offer reasons for their selection. The student questionnaire may be found in Appendix D.

### Segment II Consumer Questionnaire

A questionnaire was utilized in order to obtain information from both female and male consumer participants. The first ten questions (1 through 10) elicited demographic information. This information included the following items:

- 1) Age of the individual
- 2) Ethnic group represented by the individual
- 3) Sex of the individual
- 4) Marital status of the individual
- 5) Number of children
- 6) Educational background of the individual
- 7) Employment status of the individual
- 8) Number of organizational affiliations of the individual
- 9) Annual dollar investment in personal wearing apparel of the individual
- 10) Time devoted to viewing television by the individual during one seven-day week.

Questions 11 through 13 required the participants to indicate the degree to which television commercials influenced their retail purchases and the effect apparel exerted on them when viewed in television commercials. Five alternatives were provided for responding to each question. These alternatives ranged from always to never. A numerical value was assigned to each of the five alternatives as follows:

<u>Alternative Range</u>	Numerical Value
Always .	. . 5
Often	. . 4
Sometimes	. . 3
Seldom .	. . 2
Never	1

Scores were calculated for utilization in determining the effect television commercials and apparel in television commercials had on participants' retail purchases.

Questions 15 and 16 were included to obtain information requested by the department store managers and were not included in the data analysis of the study. The questionnaire also was designed to obtain the participants' opinions concerning the three thirty-second retail television commercials they viewed. The final section (questions 17

through 19) elicited information concerning the three thirty-second television commercials. Question 17 was formulated to ascertain a preference for the commercials. Participants responded by placing a "+" in the blank beside the commercial liked the most and a "0" in the blank beside the commercial liked the least. A numerical value of 3 was assigned to "+" and a numerical value of 1 was assigned to "0". The empty blank was assigned a numerical value of 2. Question 18 elicited a preference relative to a design feature of the apparel in the commercial that was liked most by the participant. Preferences were listed as to the following characteristics:

- 1) Fabric design
- 2) Color
- 3) Silhouette
- 4) Neck line
- 5) Sleeves
- 6) Accessories

The participants were requested to select only one design feature. Space was provided for the participants to offer explanations for their selection. Numerical values were assigned to the preferences for analysis purposes. Question 19 was formulated to ascertain which of the three commercials the participants would be most influenced by if making a

purchase decision. Additional space was provided for the participants to offer reasons for their selection. The consumer questionnaire appears in Appendix E.

#### Fashion Interest Scale

The Fashion Interest Scale was adapted from Sharpe's (50) Clothing Scale which measured clothing interest and importance. Ten questions from Sharpe's instrument were used in the Fashion Interest Scale. The instrument is a Likert scale of 10 statements concerning activities regarding clothing interest and importance. Five response choices for each item were provided forming a continuum ranging from definitely true to definitely false. A numerical value was assigned to each of the five response choices for analysis purposes. The assigned values were as follows:

<u>Alternative</u>	<u>Range</u>	<u>Code</u>	<u>Numerical Value</u>
Definitely True	. . .	DT . . . . .	5
Partly True	. . . . .	PT . . . . .	4
Undecided	. . . . .	U . . . . .	3
Partly False	. . . . .	PF . . . . .	2
Definitely False	. . .	DF . . . . .	1

Reverse weighting was used for the negatively stated items. Individual participant responses to questions were tabulated

collectively. Copies of the Fashion Interest Scale may be found in Appendix F.

### Prétests

The student questionnaire was pretested by utilizing undergraduate majors at Texas Woman's University. The pilot group consisted of 31 female undergraduate fashion merchandising majors, 32 female undergraduate marketing majors, and 19 female undergraduate telecommunication majors selected on a volunteer basis from university classes. The student questionnaire was pretested for clarity, ambiguity, comprehension of the instructions, terminology, and time required for completion. Results of the pretest were analyzed and revisions were made in the questionnaire when indicated.

The consumer questionnaire was pretested at the Denton, Texas Department store, a branch store of the cooperating retail organization. The pilot group consisted of 32 female and 18 male department store consumers selected on a volunteer basis at an in-store point of purchase location during peak consumer traffic periods on a Friday and Saturday. The consumer questionnaire was pretested for clarity, ambiguity, comprehension of the instructions, terminology, and time required for completion. Based on



results of the pretest, corrections were made where indicated before finalizing the instrument.

### Collection of the Research Data

#### Segment I

The initial contact with each university was made by telephone. This contact was to secure permission from each selected department to obtain participants from among the majors. Once this permission was granted, a letter was sent to the appropriate administrators.

The mailing included a brief description of the investigation, a copy of the instrument, and a stamped return postcard which revealed approval for the participation of possible sample members. Inquiry letters and postcard are contained in Appendix G.

Upon receipt of the signed postcards indicating the administrators' willingness for students to participate in the study, a telephone call and visit were made to each potential university. Discussions were held to explain the involvement of each department, the student participants and the researcher. A final date and time period were agreed on for the administration of the questionnaire and contact people were designated.

The questionnaire was distributed to the participants during planned departmental student organizational meetings and formal university classes. Questionnaires were administered by the researcher and participants were informed as to their rights as human subjects. The study was explained in detail and any questions posed were answered for the participants following the video viewing session.

A total of 186 questionnaires were administered at university I. Only 155 of the returned questionnaires were completely answered and useable. A total of 185 questionnaires were administered at university II. Only 166 of the returned questionnaires were found acceptable for use. A total of 194 questionnaires were administered at university III. Only 160 were completely answered and useable. Five weeks following the survey at the universities, the questionnaires were processed, the data were tabulated and subjected to statistical analysis.

## Segment II

The initial contact with the cooperating department store manager in the Fort Worth, Texas store was made by telephone. Following the telephone conference a visit was made to the store. Discussions were held to explain the involvement of the store, the consumer participants and

the researcher. A final date, in-store location and time period was agreed on for the administration of the questionnaires and contact people designated.

The questionnaire was distributed to the participants during peak consumer traffic periods on a Friday and Saturday. Questionnaires were administered by the researcher and two graduate student assistants. Participants were requested to return the completed questionnaire before departing the store area.

A total of 177 questionnaires were administered at the in-store location. Only 169 of the returned questionnaires were completely answered and useable. Two weeks following the survey at the department store, the questionnaires were processed, the data were tabulated and subjected to statistical analysis.

#### Statistical Analysis of Data

Frequency and percentage distributions of demographic information were utilized for descriptive purposes. Chi-square distribution analysis was applied to data derived relative to the participants' attitudes toward the apparel in the television commercial most preferred by the students and consumers in order to determine significant differences

between groups. Chi-square also was utilized to determine significant differences between the student and consumer preferences concerning those commercials most preferred and between the perceived effectiveness of the television commercials considered most valuable for use as promotional strategy. The data regarding the specified undergraduate students' majors perceived effect of apparel in the three television commercials were subjected to Chi-square analysis in order to determine significant differences between the groups.

One factor analysis of variance was used to determine significant differences between the fashion interest of the student groups. The Newman-Keul's Multiple Comparison Test was used to determine significant differences between the student groups with regard to fashion interest.

For all statistical tests, results were interpreted with the 0.05 probability level considered as representative of significant results and the 0.01 probability level considered as representative of highly significant results.

## CHAPTER V

### RESULTS AND DISCUSSION

Information concerning factors that influence the effect of apparel on retail television commercials selected by consumers and students was obtained through responses to questionnaires. Results are presented and discussed under the major headings of demographics, attitudes toward television commercials, television commercial preferences, fashion interest, and effectiveness of television commercials.

#### Demographics

Questionnaires were distributed to 481 university undergraduate students majoring in the areas of fashion merchandising, marketing, and telecommunication and to 169 department store consumers. Demographics included information regarding age, educational background, employment status, organizational affiliations, annual investment in wearing apparel, time spent viewing television during one 7-day week, major field of study, and minor field of study.

Six age levels ranging from under 20 years to 50 years and over were selected for distribution purposes. Table 1 shows the percentage distribution by age levels of the selected participant groups.

Results revealed that 76 percent of the students ranged in age from 20 to 24 years. The ages of 20 percent of the consumers ranged from 25 to 29 years. The students had the largest percentage of persons from 20 to 24 years of age with no participants more than 39 years old.

As may be noted, 61 percent of all participants were in the 20 to 24 age group. A total of 18 percent were under 20 years of age, and the ages of 8 percent were from 25 to 29 years. Six percent of the total participants were 30 to 39 years old. Ages of 4 percent of the participants were 50 years old or over, and 3 percent were from 40 to 49 years of age. The total sample was so divided that 79 percent of the participants were in the under 20 to 24 years age range thus leaving 21 percent in the 25 to 50 and over age group.

#### Educational Background

Student educational level, which was classified under 8 categories, appears in Table 2. Observation of Table 2 shows that 33 percent of the students were first semester

TABLE 1. Percentage Distribution of Participants by Age Level

Age Level	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Under 20 yrs.	86	18	29	17	115	18
20-24 yrs.	368	76	31	19	399	61
25-29 yrs.	19	4	34	20	53	8
30-39 yrs.	8	2	32	19	40	6
40-49 yrs.	0	0	19	11	19	3
50 yrs. and over	0	0	24	14	24	4

<sup>a</sup>Rounded to nearest whole percent.

TABLE 2. Percentage Distribution of Student Participants by Educational Level

Educational Level	Students	
	Number	Percent <sup>a</sup>
First Semester Freshman	38	8
Second Semester Freshman	6	1
First Semester Sophomore	47	10
Second Semester Sophomore	33	7
First Semester Junior	161	33
Second Semester Junior	56	12
First Semester Senior	98	20
Second Semester Senior	42	9

<sup>a</sup>Rounded to nearest whole percent.



juniors, while 20 percent were first semester seniors, and 12 percent of the students were second semester juniors. Ten percent of all the students were first semester sophomores, 9 percent were second semester seniors, 8 percent were first semester freshmen, and 7 percent of the students were second semester sophomores. Only 1 percent of the students were second semester freshmen. The majority of the students, 74 percent, were classified as juniors and seniors, while only 26 percent of all the students were classified as freshmen and sophomores.

The maximum level of formal education attained by consumers, which was classified under 8 categories, appears in table 3. Results revealed that 37 percent of the consumers had completed some college education while 31 percent were high school graduates. Seventeen percent of the consumers held a bachelor's degree, 6 percent had a bachelor's degree plus additional course work, 5 percent had acquired a master's degree plus additional course work, and 3 percent of all the consumer participants held a master's degree. Only 1 percent of the consumers held a doctoral degree. The largest number of consumers, 54 percent, had completed some college course work or a bachelor's degree. No consumer had less than a high school diploma.

TABLE 3. Percentage Distribution of Consumer Participants  
by Educational Level

Educational Level	Consumers	
	Number	Percent <sup>a</sup>
High School Graduate	52	31
Some College	62	37
Bachelor's Degree	29	17
Bachelor's Degree Plus Course Work	11	6
Master's Degree	5	3
Master's Degree Plus Course Work	9	5
Doctoral Degree	1	1
Other	0	0

<sup>a</sup>Rounded to nearest whole percent.

### Employment Status

Table 4 shows the percentage distribution of students and consumers by employment status. As may be noted, 49 percent of the students were unemployed, which might be expected, 45 percent worked part-time and 6 percent worked full-time. Nineteen percent of the consumers were unemployed while 59 percent were employed full-time and 18 percent worked part-time. The smallest number of consumers, 4 percent, were retired. The majority of all the participants, 58 percent, were employed either full time or part time and 42 percent were either unemployed or retired.

### Organizational Affiliations

Since organizational affiliations might affect one's consumer behavior, participants were requested to furnish this information. The percentage distribution of participants by organizational affiliations is presented in Table 5. Forty-two percent of the consumers were not affiliated with any organization, while 29 percent of the students held membership in one organization. The organizational affiliations of 44 percent of all the participants ranged from two to more than four organizations. Results showed that 26 percent of the participants were affiliated

TABLE 4. Percentage Distribution of Participants by Employment Status

Employment	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Full Time	27	6	99	59	126	19
Part Time	219	45	31	18	250	39
Retired	0	0	7	4	7	1
Unemployed	235	49	32	19	267	41

<sup>a</sup>Rounded to nearest whole percent.

TABLE 5. Percentage Distribution of Participants by Organizational Affiliations

Number of Organizational Affiliations	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
None	123	26	71	42	194	30
One	139	29	29	17	168	26
Two	126	26	33	20	159	24
Three	62	13	21	12	83	13
Four	30	6	15	9	45	7
Over Four	1	0	0	0	1	0

<sup>a</sup> Rounded to nearest whole percent.

$\chi^2=7.80$ ,  $df=1$ ,  $p<0.040$

with one organization and 30 percent of all the participants indicated no organizational affiliation. Chi-square test was used to determine whether the number of organizational affiliations differed between the student and consumer groups. The obtained  $\chi^2=7.80$ ,  $df=1$ , was significant at the 0.04 level of probability.

#### Annual Investment in Wearing Apparel

The price range for the participants' annual expenditures for personal wearing apparel was divided into 20 categories. Table 6 presents the percentage distribution of participants by annual investment in wearing apparel. Twenty-seven percent of the students and 32 percent of the consumers paid between \$401 and \$500 for wearing apparel annually. The average amount of money spent on wearing apparel annually by students and consumers combined ranged from \$100 to \$500. Chi-square test was used to determine whether the annual investment in wearing apparel differed between the student and consumer groups. The obtained  $\chi^2=6.87$ ,  $df=1$ , was significant at the 0.032 level of probability. The percentage distribution of the students by major fields of study in regard to their annual investment in wearing apparel is shown in Table 7. Results of the percentage distribution revealed a closeness among the

TABLE 6. Percentage Distribution of Participants by Annual Investment in Wearing Apparel

Amount of Annual Investment	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
\$100- \$200	53	11	20	12	73	11
\$201- \$300	91	19	32	19	123	19
\$301- \$400	102	21	29	17	131	20
\$401- \$500	128	27	56	32	184	28
\$501- \$600	6	1	2	1	8	1
\$601- \$700	11	2	3	2	14	2
\$701- \$800	18	4	5	3	23	3
\$801- \$900	12	2	6	4	18	3
\$901-\$1000	14	3	2	1	16	3
\$1001-\$1100	21	4	6	4	27	4
\$1101-\$1200	4	1	2	1	6	1
\$1201-\$1300	0	0	2	1	2	0

TABLE 6--Continued

Amount of Annual Investment	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
\$1301-\$1400	0	0	0	0	0	0
\$1401-\$1500	3	1	1	1	4	1
\$1501-\$1600	3	1	2	1	5	1
\$1601-\$1700	0	0	0	0	0	0
\$1701-\$1800	0	0	0	0	0	0
\$1801-\$1900	2	0	0	0	2	0
\$1901-\$2000	9	2	0	0	9	2
\$2001-\$2100	4	1	1	1	5	1

<sup>a</sup>Rounded to nearest whole percent. $\chi^2=6.87$ , df-1,  $p < 0.032$



TABLE 7. Percentage Distribution of Student Participants by Annual Investment in Wearing Apparel

Amount of Annual Investment	Fashion Merchandising		Marketing		Telecommunication		Total	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
\$100 - \$200	15	9	16	10	22	12	53	11
\$201 - \$300	26	17	33	22	32	18	91	19
\$301 - \$400	23	15	38	25	41	23	102	21
\$401 - \$500	46	30	40	27	42	23	128	27
\$501 - \$600	1	1	0	0	5	3	6	1
\$601 - \$700	5	3	3	2	3	2	11	2
\$701 - \$800	4	3	3	2	11	6	18	4
\$801 - \$900	4	3	3	2	5	3	12	2
\$901 - \$1000	7	5	2	1	5	3	14	3
\$1001 - \$1100	6	4	7	5	8	4	21	4
\$1101 - \$1200	2	1	0	0	2	1	4	1
\$1201 - \$1300	0	0	0	0	0	0	0	0
\$1301 - \$1400	0	0	0	0	0	0	0	0
\$1401 - \$1500	2	1	1	1	0	0	3	1

TABLE 7--Continued

Amount of Annual Investment	Fashion Merchandising		Marketing		Telecommunication		Total	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
\$1501-\$1600	1	1	1	1	1	1	3	1
\$1601-\$1700	0	0	0	0	0	0	0	0
\$1701-\$1800	0	0	0	0	0	0	0	0
\$1801-\$1900	2	1	0	0	0	0	2	0
\$1901-\$2000	4	3	3	2	2	1	9	2
\$2001-\$2100	4	3	0	0	0	0	4	1

<sup>a</sup> Rounded to nearest whole percent.

majors in the amount spent annually. The largest number of students in each of the majors indicated between \$401 and \$500 as the amount of money spent for wearing apparel. These results may possibly be attributed to the limited dollar division categories on the questionnaire. In addition, individuals might not have an accurate mental estimate of actual dollar expenditure on personal wearing apparel.

#### Total Time Spent Viewing Television During One 7-day Week

The length of time participants viewed television was ascertained. Table 8 contains this information. Both students and consumers spent an average of 4 to 6 hours a week viewing television. The second largest average number of hours spent viewing television by students and consumers was 7 to 9 hours. Seventy-four percent of the students spent from 4 to 12 hours a week viewing television. Only 1 percent of all the participants indicated they spent no time viewing television.

#### Major Field of Study

Table 9 shows the percentage distribution of the students by major field of study.

TABLE 8. Percentage Distribution of Participants by Approximate Total Time Spent Viewing Television During One 7-Day Week

Viewing Time (in hours)	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
0	5	1	0	0	5	1
1½-1	14	3	6	4	20	3
1½-2	18	4	1	0	19	3
2½-3	12	2	0	0	12	2
4-6	157	33	61	36	218	33
7-9	112	23	40	24	152	23
10-12	86	18	30	18	116	18
13-15	52	11	30	18	82	13
16-18	25	5	1	0	26	4

<sup>a</sup>Rounded to nearest whole percent.

TABLE 9. Percentage Distribution of Student Participants by Major Field of Study

Major Field of Study	Students	
	Number	Percent <sup>a</sup>
Fashion Merchandising	152	32
Marketing	150	31
Telecommunication	179	37

<sup>a</sup>Rounded to nearest whole percent.

As may be noted, the largest number of students, 37 percent were telecommunication majors, 32 percent were fashion merchandising majors and 31 percent were marketing majors. The percentages in each major were reasonably well distributed.

#### Minor Field of Study

Participants were requested to indicate their minor area of study. The minor fields listed were advertising, art, business, fashion merchandising, psychology, sociology, and no declared minor. The percentage distribution by

minor field of study for fashion merchandising, marketing and telecommunication majors appears in Table 10. Examination of the percentage distribution figures showed the largest percentage of students, 61 percent, had declared no minor. The greatest concentration of declared minors was advertising and business. Fifty-seven percent of the fashion merchandising majors and 20 percent of the telecommunication majors indicated a business minor, while 26 percent of the marketing students had advertising minors.

#### Attitude Toward Television Commercials

One section of the questionnaire elicited information relative to the participants' attitudes toward television commercials. The participants indicated the degree to which television commercials influenced their retail purchases and the frequency of merchandise purchases as a result of direct television commercial advertisements.

In order to determine the importance of television commercials on student and consumer retail purchases, participants checked the frequency of television commercial influence on retail purchases. The percentage distribution of participants by the degree television commercials influence retail purchases is found in Table 11.

TABLE 10. Percentage Distribution of Student Participants by Minor Field of Study

Minor Field of Study	Students							
	Fashion Merchandising		Marketing		Telecommunication		Total	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Advertising	2	1	39	26	3	2	44	10
Art	3	2	1	1	2	1	6	1
Business	86	57	0	0	36	20	122	25
Fashion Merchandising	0	0	5	3	0	0	5	1
Psychology	0	0	3	2	3	2	6	1
Sociology	0	0	2	1	2	1	4	1
No Minor	61	40	100	67	133	74	294	61

<sup>a</sup> Rounded to nearest whole percent.

TABLE 11. Percentage Distribution of Participants by Degree Television  
Commercials Influence Retail Purchases

Frequency	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Always	2	1	5	3	7	1
Often	41	8	12	7	53	8
Sometimes	270	56	99	59	369	57
Seldom	148	31	44	26	192	29
Never	20	4	9	5	29	5

<sup>a</sup>Rounded to nearest whole percent.



Television commercials influenced retail purchases of 56 percent of the students and 59 percent of the consumers sometimes. This percentage indicates at times television commercials influenced the majority of participants' attitudes toward merchandise selection. One percent of the total participants indicated television commercials always influenced their purchases, while 5 percent were never influenced by television commercials.

Participants also indicated the percentage of the time they had purchased merchandise as a result of direct television commercial advertisements. Results of the percentage distribution of participants' merchandise purchases offered for sale through direct television commercial advertisements are given in Table 12.

The largest percentage, 45 percent, of the total participants never purchased merchandise offered for sale through direct television advertisements. This lack of influence of direct television commercial advertising on merchandise purchases maybe attributed to the lack of better quality merchandise being commercially advertised by speciality and department store retailers. Direct television commercial advertisements seldom influenced the merchandise purchases of 33 percent of the consumers and only 26 percent of the students, while the merchandise

TABLE 12. Percentage Distribution of Participants by Degree of Merchandise Purchased as a Result of Direct Television Commercial Advertisements

Frequency	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Always	1	0	1	1	2	0
Often	20	4	11	6	31	5
Sometimes	90	19	53	31	143	22
Seldom	124	26	55	33	179	28
Never	246	51	49	29	295	45

<sup>a</sup>Rounded to nearest whole percent.

purchases of 19 percent of the students and 31 percent of the consumers were sometimes influenced by television advertising.

#### Television Commercial Preference

All participants were requested to indicate an over-all preference for the three commercials after the viewing session. The percentage distribution of the over-all preferences by student and consumer participants is found in Table 13.

A majority of the total participants, 62 percent, preferred commercial B, 24 percent selected commercial C, while only 14 percent indicated a preference for commercial A. The ratings of the total participants were subject to the chi-square distribution analysis in order to determine significant differences between the television commercial preferences. The obtained  $\chi^2=197.93$ ,  $df=2$ , was highly significant at the 0.000 level of probability. The ratings of the students and consumers were subjected to the chi-square distribution analysis in order to determine significant differences between the preferences of the two groups. Results of the chi-square analysis revealed no significant difference at the 0.05 level of probability.

TABLE 13. Percentage Distribution of Student and Consumer Preference Ratings of Three Television Commercials

Groups	Commercial A				Commercial B				Commercial C			
	Most		Least		Most		Least		Most		Least	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Students	71	15	225	47	290	60	84	17	120	25	172	36
Consumers	19	11	90	53	116	69	28	17	34	20	51	30
Total Participants	90	14	315	49	406	62	112	17	154	24	223	34

<sup>a</sup> Rounded to nearest whole percent

( $\chi^2=2.88$ ,  $df=1$ ,  $p > 0.24$ )

A percentage distribution of the student ratings of the three television commercials is shown in Table 14. The largest number of the total student participants, 60 percent, rated commercial B as the most preferred, 25 percent indicated a preference for commercial C, and 15 percent selected commercial A. These results may possibly be attributed to the traditional image of femininity and recent public awareness of career apparel for the professional woman. A summary of comments from participants regarding the apparel worn in the three television commercials is included in Appendix H.

#### Fashion Interest

The awareness of apparel in television commercials was examined. Participants were requested to indicate the degree of frequency that apparel was noticed in television commercials. Table 15 shows the percentage distribution of participant responses to this request.

Results revealed that 38 percent of the students and 19 percent of the consumers often noticed apparel in television commercial advertisements. The largest number of consumers, 49 percent, indicated they sometimes noticed apparel in television commercials, while 30 percent of the students indicated they sometimes noticed apparel in

TABLE 14. Percentage Distribution of Student Preference Ratings of Three Television Commercials

Groups	Commercial A				Commercial B				Commercial C			
	Most		Least		Most		Least		Most		Least	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Fashion Merchandising	28	18	62	41	94	62	28	18	30	20	62	41
Marketing	21	14	74	50	91	61	26	17	38	25	50	33
Telecommunication	22	12	89	49	105	59	30	17	52	29	60	34
Total Students	71	15	225	47	290	60	84	17	120	25	172	36

<sup>a</sup> Rounded to nearest whole percent.

TABLE 15. Percentage Distribution of Participants Relative to Frequency Apparel  
was Noticed in Television Commercials

Frequency	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Always	90	19	32	19	122	19
Often	185	38	33	19	218	33
Sometimes	145	30	82	49	227	35
Seldom	53	11	20	12	73	11
Never	8	2	2	1	10	2

<sup>a</sup>Rounded to nearest whole percent.

( $t=2.12$ ,  $df=648$ ,  $p < 0.034$ )

television commercials. Of the total participants, 35 percent, checked sometimes and 33 percent selected often as the frequency of apparel awareness. Nineteen percent of the students and 19 percent of the consumers always noticed apparel. Only 2 percent of the students and 2 percent of consumers never noticed apparel. Results of t-test revealed a significant difference between students and consumers relative to the frequency that apparel was noticed in television commercials,  $t=-2.12$ ,  $df=648$ , was highly significant at the 0.034 level of probability. Based on the consumer group mean of 2.57 and the student group mean of 2.38, consumers appeared to be slightly more aware of apparel worn in television commercials than the students.

Individual participant responses to the fashion interest statements were tabulated collectively by groups. Ten statements were included in the Fashion Interest Scale. On the basis of factor analysis, one composite fashion interest dimension was formed from the ten statements. Results of a t-test ( $t=3.73$ ,  $df=648$ ) showed a highly significant difference at the 0.001 level of probability between students and consumers relative to their responses to the ten fashion interest statements. Based on t-test results the student group mean of 36.59



and the consumer group mean of 33.68 showed a significant difference of 3 points.

The difference in importance of fashion interest between three undergraduate majors was investigated by participant reaction to the ten fashion interest statements. A one-factor analysis of variance was applied to the data, the results, shown in Table 16, indicated that highly significant differences were present between the student groups relative to fashion interest. A one-factor analysis of variance among student groups on fashion interest showed a highly significant F-ratio of 77.34,  $df=2$ , at the 0.0001 level of probability.

TABLE 16. Summary of One-Factor Analysis of Variance for Differences in Fashion Interest Among Students Groups

Source of Variance	d.f.	Squares	F-Ratio	Probability of F
<u>Students</u>				
Between Groups	2	44424.55	77.34	0.0000
Within Groups	478	57.20		
Total	480			

Newman-Keuls post hoc test showed fashion merchandising majors to have significantly higher fashion interest (42.85)

than both marketing (34.46) and telecommunication (33.07) majors. The fashion interest of marketing and telecommunication majors was not significantly different.

Apparel was examined on the basis of the specified feature items selected in the most liked commercial by student and consumer participants. Participants were requested to indicate a preference for one feature item. The percentage distribution of feature items selected by the participants are shown in Table 17.

Observation of the percentage distribution revealed that 53 percent of the students and 57 percent of the consumers selected color as the feature item most liked. Fabric design and silhouette were chosen as the second most preferred items by 18 percent of the students. Twenty-six percent of the consumers indicated fabric design as their second choice and 14 percent selected silhouette as their third choice.

Table 18 shows the percentage distribution of feature item selections of specified undergraduate majors. Fashion merchandising (52 percent), marketing (57 percent), and telecommunication (51 percent) majors strongly agreed on color as the feature item most liked. Fabric design was the second choice of 22 percent of the marketing and 18 percent of the telecommunication majors. Sixteen percent

TABLE 17. Percentage Distribution of Participants Selection of Apparel Feature  
Item in the Most Liked Commercial

Feature Item	Students		Consumers		Total Participants	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Fabric Design	85	18	43	26	128	20
Color	255	53	97	57	352	54
Silhouette	81	18	24	14	105	16
Neck Line	42	8	3	2	45	7
Sleeves	11	2	0	0	11	2
Accessories	7	1	2	1	9	1

<sup>a</sup> Rounded to nearest whole percent.

( $\chi^2=17.49$ ,  $df=1$ ,  $p<0.0037$ )

TABLE 18. Percentage Distribution of Student Participants Selection of Apparel Feature Item  
in the Most Liked Commercial

Feature Item	Fashion Merchandising		Marketing		Telecommunication		Total	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Fabric Design	19	12	33	22	33	18	85	18
Color	79	52	86	57	90	51	255	53
Silhouette	37	25	16	10	28	16	81	18
Neck Line	16	10	10	7	16	9	42	8
Sleeves	0	0	1	1	6	3	7	1
Accessories	1	1	4	3	6	3	11	2

<sup>a</sup> Rounded to nearest whole percent.

( $\chi^2=24.71$ ,  $df=2$ ,  $p<0.0059$ )

of the telecommunication and 10 percent of the marketing majors selected silhouette as their third choice. Fashion merchandising majors, 25 percent, indicated silhouette as their second choice and 12 percent checked fabric design as their third choice. A slight difference was noted between the first, second, and third choice of feature item of the marketing and telecommunication majors and consumers. The difference in the preferences of silhouette and fabric design as descriptive apparel features by fashion merchandising majors as opposed to the other participants may be explained by the required study of apparel design by fashion merchandising students resulting in a basic difference in the interpretation of the definition of the terms silhouette and fabric design.

Chi-square was utilized to determine the differences between students and consumers with respect to selection of feature item in the three commercials viewed. Chi-square value of 17.49 with 1 degree of freedom was highly significant at the 0.0037 level of probability. The preferences of the fashion merchandising, marketing, and telecommunication majors were subjected to a chi-square distribution analysis in order to determine significant differences between the preferences of the three groups. The resultant

$\chi^2=24.71$ ,  $df=2$ , was highly significant at the 0.0059 level of probability.

A two-factor analysis of variance comparing specified majors and feature item selection on the fashion interest score was executed and no significant differences resulted. The general tendency was for fashion merchandising majors to show higher fashion interest across the levels of feature item regardless of how they answered the feature item question. The total fashion interest score remained constantly higher for fashion merchandising majors and lower for marketing and telecommunication majors. Therefore, subject groups collapsed within feature item categories and fashion interest categories when directly compared. Newman-Keuls test showed those participants indicating a choice for neck line and sleeves to have a lower fashion interest than those participants selecting fabric design, color or silhouette. The participants selecting accessories were shown to have the lowest fashion interest of all regardless of student major.

#### Effectiveness of Television Commercials

Questions were posed to students and consumers regarding preferences as to which one of the three television commercials, the cooperating department store (Dallas/Fort

Worth metroplex) customer base could best identify with in a promotional campaign. The percentage distribution of commercial selection preferences for promotional usage by the student and consumer groups is shown in Table 19. Sixty-three percent of the total participants selected commercial B for use as promotional strategy. Table 20 shows the percentage distribution of specified undergraduate major preferences for commercial promotional purposes. Marketing (62 percent), telecommunication (61 percent), and fashion merchandising (60 percent), majors showed a preference for commercial B.

Figure 1 shows graphically the student, consumer, and total participant selections of commercials most liked and most preferred as promotional strategy. The percentage distribution of student and consumer participant preferences for the most liked commercial is shown in Table 13, page 98, and the percentage distribution of student and consumer participant preferences for commercial promotional strategy is found in Table 19, page 110. Observation of Figure 1 showed little difference between the selections of student, consumer, and total participants regarding the two questions.

Figure 2 shows graphically the specified undergraduate majors' selection of commercials most liked and most

TABLE 19. Percentage Distribution of Participant Commercial Selection Preferences for Promotional Strategy

Groups	Commercial A		Commercial B		Commercial C	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Students	63	13	293	61	125	26
Consumers	23	14	113	67	33	19
Total Participants	86	13	406	63	158	24

<sup>a</sup>Rounded to nearest whole percent.

( $\chi^2=2.88$ ,  $df=1$ ,  $p>0.2368$ )



TABLE 20. Percentage Distribution of Student Participant Commercial Selection Preferences for Promotional Strategy

Groups	Commercial A		Commercial B		Commercial C	
	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>	Number	Percent <sup>a</sup>
Fashion Merchandising	26	17	91	60	35	23
Marketing	19	13	93	62	38	25
Telecommunication	18	10	109	61	52	29
Total Students	63	13	293	61	125	26

<sup>a</sup>Rounded to nearest whole percent.

( $\chi^2=4.39$ ,  $df=2$ ,  $p>0.3558$ )

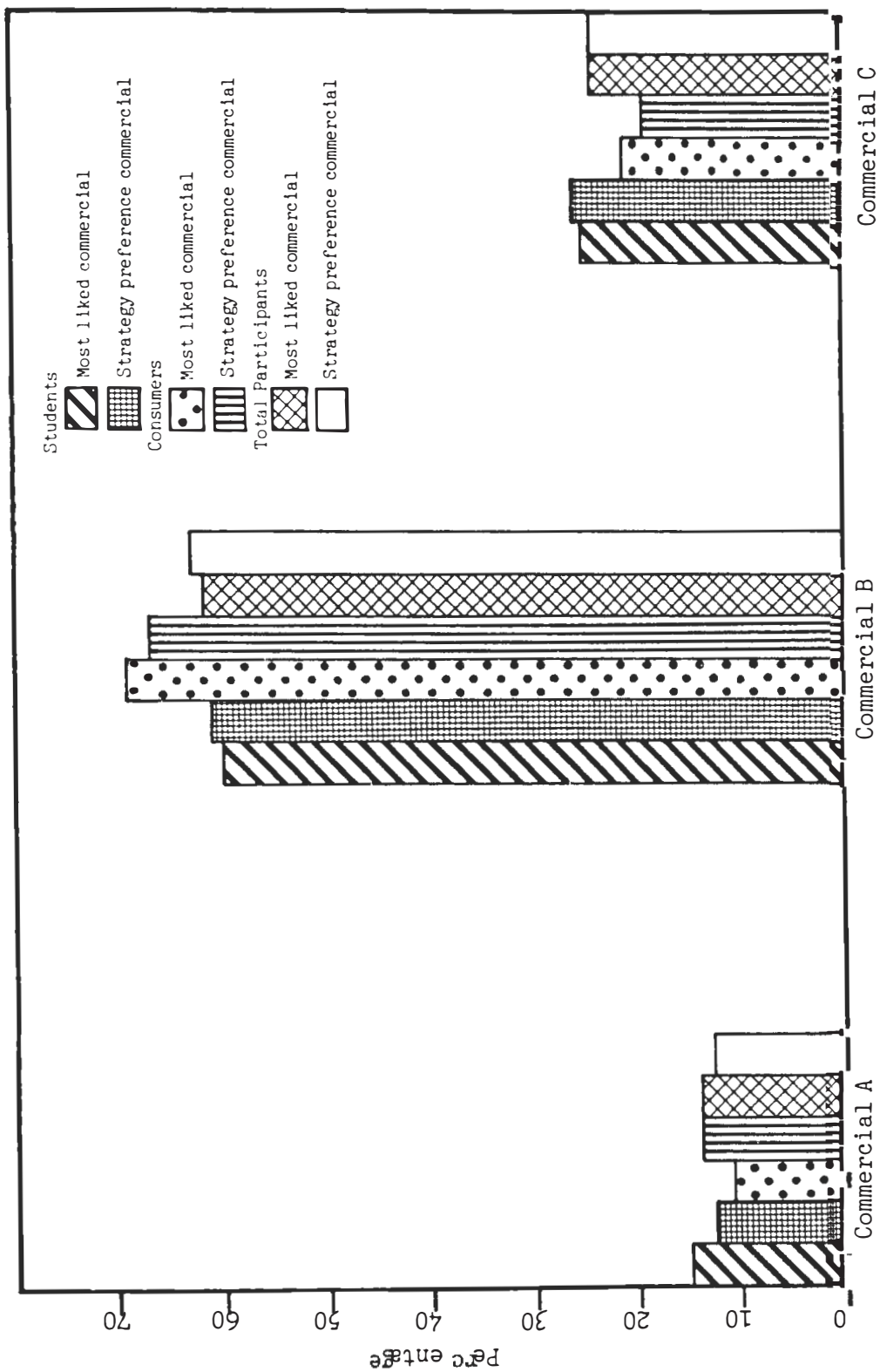


Fig. 1. Participant Selections of Commercials Most Liked and Most Preferred as Promotional Strategy.

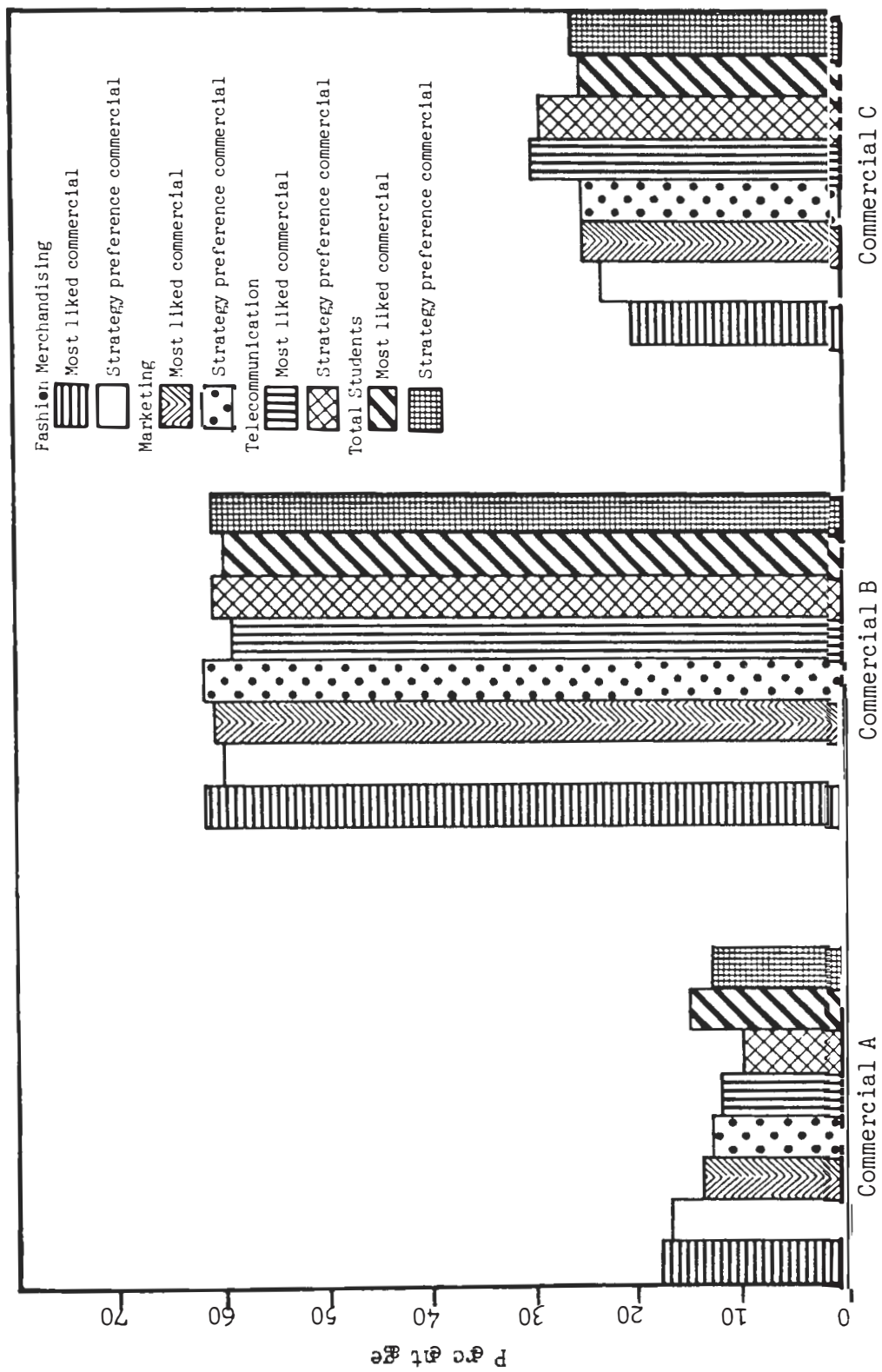


Fig. 2. Student Participant Selections of Commercials  
Most Liked and Most Preferred as Promotional Strategy.

preferred as promotional strategy. A percentage distribution of the specified student participant preferences for the most liked commercial is shown in Table 14, page 99, and the percentage distribution of student participants by majors regarding selection preferences for commercial promotional strategy is found in Table 20, page 111. A comparison of the commercial preferences by students in Figure 2 revealed a small degree of difference between the students regarding the two questions.

Chi-square was utilized to determine the differences between students and consumers with respect to selection of the commercial best suited for promotional usage. The obtained  $\chi^2=2.88$ ,  $df=1$ , was not significant at the 0.05 level of probability. The preference of fashion merchandising, marketing and telecommunication majors were subjected to the chi-square distribution analysis in order to determine significant differences between the three groups. The obtained  $\chi^2=4.39$ ,  $df=2$ , was not significant at the 0.05 level of probability.

## CHAPTER VI

### CONCLUSIONS

#### Hypotheses

Based on the hypotheses formulated for this investigation the following inferences were drawn:

- Hypothesis 1. There is no significant difference between the opinions of the university students and consumers relative to the following:
- a. attitudes toward the apparel worn in the three television commercials,
  - b. preferences for the television commercials,
  - c. perceived effectiveness of the television commercials for use as promotional strategy.

Results of chi-square distribution analysis revealed highly significant differences between the apparel feature item preferences of students and consumers at the 0.01 level of probability. It was concluded from the responses of the participants that color was the dominant feature item preference. Thus, hypothesis 1a was not supported.

Chi-square analysis revealed no significant difference between the over-all preference of the students and

consumers with respect to the most liked commercial at the 0.05 level of probability. Therefore, hypothesis 1b was supported.

Results of chi-square distribution analysis revealed no significant differences in regard to selection of the commercial best suited for promotional usage by the students and consumers at the 0.05 level of probability. Hypothesis 1c was supported.

Hypothesis 2. There is no significant difference between specified undergraduate students' majors and fashion interest.

The one-factor analysis of variance showed a highly significant difference between the opinions of the student groups and fashion interest at the 0.01 level of probability. Newman-Keuls multiple comparison post hoc test showed fashion merchandising majors to be significantly higher than both marketing and telecommunication majors at the 0.01 level of probability. Marketing and telecommunication majors were not significantly different. Since differences were found in only one of the three student groups, Hypothesis 2 was partially supported.

Hypothesis 3. There is no significant difference between specified undergraduate students' majors and their perceived effect of apparel.

Results of chi-square distribution analysis revealed highly significant differences between the apparel feature

item preferences of the three student majors. Thus, Hypothesis 3 was not supported.

Based on the data collected and the results of statistical analysis the following conclusions were drawn:

1. The majority of student and consumer participants indicated they spent from \$401 to \$500 annually on personal wearing apparel.
2. A large percentage of the participants indicated that television commercials sometimes influenced their retail purchases.
3. The majority of students and consumers seldom or never purchased merchandise directly through television advertisements.
4. Participant commercial preferences paralleled participant commercial selection as promotional strategy.
5. Apparel in television commercials was noticed often or sometimes by the majority of the participants.
6. Student participants fashion interest was higher than the fashion interest of consumer participants.

## CHAPTER VII

### SUMMARY AND RECOMMENDATIONS

#### Summary

The primary purpose of this study was to investigate the effect that apparel has on television commercials when used as promotion strategy by retailers and on implications of the role of apparel in other types of commercial messages. Relationships between fashion interest and the perceived effectiveness of commercials also were investigated.

A 650 member sample was obtained on a volunteer basis from three selected groups of university undergraduate students and department store consumers. A total of 152 fashion merchandising, 150 marketing, and 179 telecommunication majors from three major Texas universities composed segment I. Segment II of the study consisted of 169 department store consumers at a Texas metropolitan in-store location.

Data were obtained through the use of questionnaires. Questionnaires administered to student and consumer participants elicited information relative to demographic



information, attitudes toward television commercials, television commercial preferences, effectiveness of television commercials, and fashion interest. Data were subjected to a chi-square distribution analysis, one-factor analysis of variance, and Newman-Keuls multiple comparison test.

Results revealed that television commercials sometimes influenced the retail purchases of 57 percent of the total participants. Of the total sample 29 percent indicated television commercials seldom influenced their merchandise purchases. One percent of the participants were always influenced by television commercials when making purchase decisions.

The frequency at which the participants purchased merchandise through direct television advertisements was investigated and 45 percent of the total group checked never. Direct television commercial advertisements seldom influenced the merchandise purchases of 28 percent of the total participants. Only two participants indicated they always purchased merchandise directly through television commercials.

Apparel in television commercials was examined and color was found to be the most preferred apparel feature item by the majority, 54 percent, of the total participants.

Fabric design was selected second by 20 percent of the total participants, while 16 percent of the total group check silhouette third. The least desirable apparel feature item was accessories as indicated by 1 percent of the participants. Results of chi-square distribution analysis showed a highly significant difference between the apparel feature item preferences of the student and consumer groups. The student group selected silhouette as the second most favorable feature item and fabric design was third, while consumers selected fabric design second and silhouette third. Further investigation of specified student groups revealed the fashion merchandising majors' selection preferences made this difference.

A majority of the participants, 62 percent, checked commercial B as the most liked and 63 percent selected commercial B for use as promotional strategy. The neutral color and feminine design of the apparel in commercial B were the most prevalent reasons cited by participants as to the preference for commercial B. Commercial C was liked most by 25 percent of the groups while 15 percent of the sample selected commercial A. The most frequently mentioned reason for selection of commercial C was the professional appeal created by the tailored apparel worn by the talent.

Results of the one-factor analysis of variance showed a highly significant difference between the student groups on fashion interest. Results of Newman-Keuls post hoc test revealed fashion merchandising majors scored significantly higher than marketing and telecommunication majors on fashion interest. Marketing and telecommunication majors were not different in regard to fashion interest.

#### Recommendations

Suggestion for future studies are:

1. Additional research of this nature is recommended with a wider age range of participants.
2. Conduct a study of similar design rotating the viewing sequence of commercials among participant groups on a selected basis.
3. A comparative study of the effect of apparel in television commercials in which the only apparel feature item variable is color.
4. Conduct a study using several garment styles in a neutral color.
5. Investigators should attempt to develop a more sensitive method for distinguishing the amount of money an individual spends annually on personal wearing apparel.

Appendix A  
Television Commercial Script

## TELEVISION COMMERCIAL SCRIPT

Slug           (STORE NAME)\*           Time           :30          Writer   Shelley Harp           Aired                                   VIDEOAUDIOFade from BlackFS Talent with  
Rainbow blanket  
display

Music up and then under .01

Zoom slowly MS Talent

AN EXTRAORDINARY WOVEN THERMAL  
BLANKET ISN'T OVER THE RAIN-  
BOW ANYMORE. (STORE NAME)\*Pan across beds with  
coordinating blankets  
and sheetsHAS A TOUCH OF CLASS IN A  
COORDINATING ARRAY OF FASHION  
COLORS TO FIT EVERY SIZE BED  
AND DECOR.MS Talent sitting on bed  
with covers pulled backWITH A FIELDCREST LOOM WOVEN  
TOUCH OF CLASS THERMAL BLANKET  
YOU CAN FORGET ABOUT PILLING  
AND SHEDDING THROUGH YEARS OFZoom slowly CU Talent  
showing blanket binding  
and weaveWASHING AND WEAR. A LUXURIOUS  
NYLON SATIN BINDING COMBINED  
WITH AN ACRYLIC CELLULAR WEAVE  
PROVIDES YEAR ROUND COMFORT.

## TELEVISION COMMERCIAL SCRIPT (Continued)

VIDEOAUDIO

MS Talent with rainbow  
blanket display--  
prices over

Zoom slowly FS of  
talent (STORE NAME)\*  
logo over

Fade to Black

COME LET (STORE NAME)\* TAKE  
YOU OVER THE RAINBOW INTO THE  
WORLD OF EASY CARE AND COMFORT  
FOUND IN TOUCH OF CLASS.  
Music up . . . . .

(STORE NAME)\* - This term is used in place of the cooperat-  
ing retail department store name to maintain  
anonymity.

Appendix B

Photograph of Television Script Photoboard



Photograph of Television Script Photoboard



Appendix C

Photocopies of Talent Shown in the Apparel Worn  
During the Three Thirty-Second  
Television Commercials

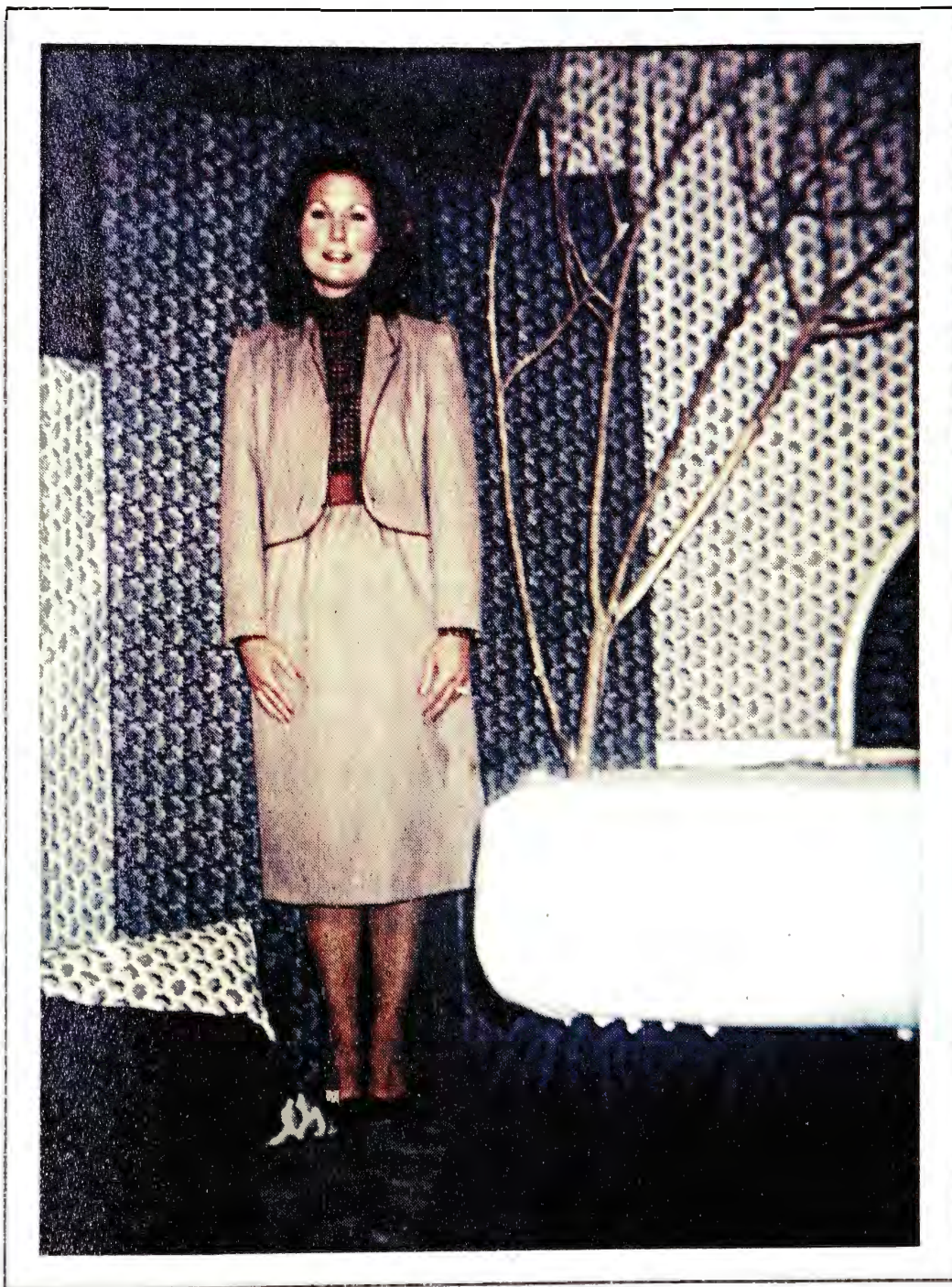






Photo 2. Commercial B





Appendix D  
Student Questionnaire

## STUDENT QUESTIONNAIRE

I UNDERSTAND THAT MY RETURN OF THIS QUESTIONNAIRE CONSTITUTES MY INFORMED CONSENT TO ACT AS A SUBJECT IN THIS RESEARCH. Participation is voluntary and you may withdraw at any time. However, no medical service or compensation is provided to subjects by the university as a result of injury from participation in the research.

Please check the blank that applies to you.

1. How are you classified?

- ☐ First semester freshman
- ☐ Second semester freshman
- ☐ First semester sophomore
- ☐ Second semester sophomore
- ☐ First semester junior
- ☐ Second semester junior
- ☐ First semester senior
- ☐ Second semester senior

2. Where is your home town? \_\_\_\_\_

City

State

3. What is your age?

- ☐ Under 20
- ☐ 20-24
- ☐ 25-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50 and over

4. Please indicate to which of the following ethnic group you belong.

- ☐ Anglo
- ☐ Black
- ☐ Mexican-American
- ☐ Other, please specify \_\_\_\_\_

5. What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Divorced

6. Do you have children?

☐ Yes  
☐ No

If "Yes", please check the number of children you have.

☐ One  
☐ Two  
☐ Three  
☐ Four  
☐ More, please specify \_\_\_\_\_

7. What is your major field of study?

☐ Fashion Merchandising  
☐ Marketing  
☐ Telecommunication

8. How many credit hours of college work have you completed in your major?

\_\_\_\_\_ hours

9. Do you have a minor field of study?

☐ Yes  
☐ No

If "Yes", please indicate your minor field.

---

If your answer is "Yes" to question 9, please answer question 10.

10. How many credit hours of college work have you completed in your minor?

\_\_\_\_\_ hours

11. Are you employed?

☐ Yes  
☐ No

If "Yes", please check one.

☐ Full time (40 hours a week)  
☐ Part time

12. Do you belong to any organizations?

☐ Yes  
☐ No

If "Yes", please check one.

☐ One  
☐ Two  
☐ Three  
☐ Four  
☐ Over four

13. How much do you spend each year on your personal wearing apparel?

☐ \$100 - \$200  
☐ \$201 - \$300  
☐ \$301 - \$400  
☐ \$401 - \$500  
☐ Other, please specify (approximately) \_\_\_\_\_

14. What is the approximate total amount of time you spend viewing television during one 7 day week?

☐ 4-6 hours  
☐ 7-9 hours  
☐ 10-12 hours  
☐ 13-15 hours  
☐ Other, please specify (approximately) \_\_\_\_\_

15. Do television commercials influence your retail purchases?

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never

16. Do you notice apparel in television commercials?

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never



17. Do you purchase merchandise offered for sale through direct television commercial advertisements?  
(Example: records, cookware)

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never

18. Have you ever watched a STORE NAME\* commercial?

☐ Yes  
☐ No

If "Yes", please approximate the time or times of the day (Example: 6:00 PM)

☐ AM  
☐ PM

Please answer the following questions after viewing the three commercials.
--

19. Indicate by placing a "t" in the blank beside the commercial you like the most. Place a "0" in the blank beside the commercial you like the least.

☐ Commercial A  
☐ Commercial B  
☐ Commercial C

20. Which of the following categories best describes the item that impressed you the most in the commercial from Question 19 that you liked the most? (Please check one.)

☐ Fabric design  
☐ Color  
☐ Silhouette  
☐ Neck line  
☐ Sleeves  
☐ Accessories

Briefly give your reasons: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

21. If selecting one of the commercials to promote a STORE NAME\* store located in the Dallas/Fort Worth metroplex I would use: (circle one)

Commercial:    A    B    C

Reason: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*(STORE NAME) - This term is used in place of the cooperating retail department store name to maintain anonymity.

Appendix E  
Consumer Questionnaire

## CONSUMER QUESTIONNAIRE

I UNDERSTAND THAT MY RETURN OF THIS QUESTIONNAIRE CONSTITUTES MY INFORMED CONSENT TO ACT AS A SUBJECT IN THIS RESEARCH. Participation is voluntary and you may withdraw at any time. However, no medical service or compensation is provided to subjects by the university as a result of injury from participation in the research.

Please check the blank that applies to you.

1. In what city do you live? \_\_\_\_\_
2. What is your age?
  - \_\_\_\_\_ Under 20
  - \_\_\_\_\_ 20-24
  - \_\_\_\_\_ 25-29
  - \_\_\_\_\_ 30-39
  - \_\_\_\_\_ 40-49
  - \_\_\_\_\_ 50 and over
3. Please indicate to which of the following ethnic group you belong.
  - \_\_\_\_\_ Anglo
  - \_\_\_\_\_ Black
  - \_\_\_\_\_ Mexican-American
  - \_\_\_\_\_ Other, please specify \_\_\_\_\_
4. What is your marital status?
  - \_\_\_\_\_ Single
  - \_\_\_\_\_ Married
  - \_\_\_\_\_ Divorced
5. Do you have children?
  - \_\_\_\_\_ Yes
  - \_\_\_\_\_ No

If "Yes", please check the number of children you have.

  - \_\_\_\_\_ One
  - \_\_\_\_\_ Two
  - \_\_\_\_\_ Three
  - \_\_\_\_\_ Four
  - \_\_\_\_\_ More, please specify \_\_\_\_\_

6. What is your educational background? (Please check one.)

☐ High school graduate  
☐ Some college  
☐ Bachelor's degree  
☐ Bachelor degree plus graduate course work  
☐ Master's degree  
☐ Master's degree plus additional course work  
☐ Doctor's degree  
☐ Other, please specify \_\_\_\_\_

7. What is your employment status?

☐ Full time (40 hours a week)  
☐ Part time  
☐ Retired  
☐ Unemployed

8. Do you belong to any organizations?

☐ Yes  
☐ No

If "Yes", please check one.

☐ One  
☐ Two  
☐ Three  
☐ Four  
☐ Over four

9. How much do you spend each year on your personal wearing apparel?

☐ \$100 - \$200  
☐ \$201 - \$300  
☐ \$301 - \$400  
☐ \$401 - \$500  
☐ Other, please specify (approximately) \_\_\_\_\_

10. What is the approximate total amount of time you spend viewing television during one 7 day week?

☐ 4-6 hours  
☐ 7-9 hours  
☐ 10-12 hours  
☐ 13-15 hours  
☐ Other, please specify (approximately) \_\_\_\_\_

11. Do television commercials influence your retail purchases?

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never

12. Do you notice apparel in television commercials?

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never

13. Do you purchase merchandise offered for sale through direct television commercial advertisements?  
(Example: records, cookware)

☐ Always  
☐ Often  
☐ Sometimes  
☐ Seldom  
☐ Never

14. Have you ever watched a STORE NAME\* commercial?

☐ Yes  
☐ No

If "Yes", please approximate the time or times of the day (Example: 6:00 PM).

☐ AM  
☐ PM

15. Rate the selection of merchandise in each of the following areas in this STORE NAME\* store, by placing the number of the word or words that best describes it in the spaces provided.

		Very			
SCALE:	Excellent	Good	Adequate	Fair	Poor
	5	4	3	2	1

Merchandise Selection

\_\_\_\_\_ Women's Apparel  
 \_\_\_\_\_ Women's Accessories  
 \_\_\_\_\_ Men's Apparel  
 \_\_\_\_\_ Juniors' Apparel  
 \_\_\_\_\_ Children's Apparel  
 \_\_\_\_\_ Domestic  
 \_\_\_\_\_ Housewares/China  
 \_\_\_\_\_ Home Furnishings (T.V. and Furniture)

16. Rate the price of merchandise in each of the following areas in this STORE NAME\* store by placing the number of the word or words that best describes it in the spaces provided.

		Very			
SCALE:	Excellent	Good	Adequate	Fair	Poor
	5	4	3	2	1

Merchandise Price

\_\_\_\_\_ Women's Apparel  
 \_\_\_\_\_ Women's Accessories  
 \_\_\_\_\_ Men's Apparel  
 \_\_\_\_\_ Juniors' Apparel  
 \_\_\_\_\_ Children's Apparel  
 \_\_\_\_\_ Domestic  
 \_\_\_\_\_ Housewares/China  
 \_\_\_\_\_ Home Furnishings (T.V. and Furniture)

Please answer the following questions after viewing the three commercials.

17. Indicate by placing a "t" in the blank beside the commercial you like the most. Place a "0" in the blank beside the commercial you like the least.

\_\_\_\_\_ Commercial A  
 \_\_\_\_\_ Commercial B  
 \_\_\_\_\_ Commercial C

18. Which of the following categories best describes the item that impressed you the most in the commercial from question 17 that you liked the most? (Please check one.)

\_\_\_\_\_ Fabric design  
 \_\_\_\_\_ Color  
 \_\_\_\_\_ Silhouette  
 \_\_\_\_\_ Neck line  
 \_\_\_\_\_ Sleeves  
 \_\_\_\_\_ Accessories

Briefly give your reasons: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

19. If making a purchase decision based on the commercials I would be more influenced by: (circle one)

Commercial:    A    B    C

Reason: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\*(STORE NAME) - This term is used in place of the cooperating retail department store name to maintain anonymity.



Appendix F  
Fashion Interest Scale

## FASHION INTEREST SCALE

Indicate for each statement whether you feel it is "definitely true" (DT); "partly true" - more true than false (PT); "undecided" (U); "partly false" - more false than true (PF); or "definitely false" (DF). Circle the abbreviation.

	<u>definitely true</u>	<u>partly true</u>	<u>undecided</u>	<u>partly false</u>	<u>definitely false</u>
1. I try to keep my wardrobe in line with the latest fashions.	DT	PT	U	PF	DF
2. People talk too much about clothes.	DT	PT	U	PF	DF
3. Newspaper, radio and television accounts of what women in the lime-light are wearing are boring to me.	DT	PT	U	PF	DF
4. I enjoy reading about the current fashion trends.	DT	PT	U	PF	DF
5. I attend fashion shows when I have the opportunity.	DT	PT	U	PF	DF
6. If I saw a garment or accessory I liked, I would skimp on something else if necessary in order to buy it.	DT	PT	U	PF	DF
7. I have no interest in keeping up with the latest fashion trends.	DT	PT	U	PF	DF
8. Clothing is so attractive to me that I would like to spend more on it than I should.	DT	PT	U	PF	DF
9. I skip the fashion ads in newspapers or magazines.	DT	PT	U	PF	DF
10. I enjoy discussing fashion changes with friends.	DT	PT	U	PF	DF

## FASHION INTEREST SCALE

Indicate for each statement whether you feel it is "definitely true" (DT); "partly true" - more true than false (PT); "undecided" (U); "partly false" - more false than true (PF); or "definitely false" (DF). Circle the abbreviation.

	<u>definitely true</u>	<u>partly true</u>	<u>undecided</u>	<u>partly false</u>	<u>definitely false</u>
1. I try to keep my wardrobe in line with the latest fashions.	DT	PT	U	PF	DF
2. People talk too much about clothes.	DT	PT	U	PF	DF
3. Newspaper, radio and television accounts of what men in the lime-light are wearing are boring to me.	DT	PT	U	PF	DF
4. I enjoy reading about the current fashion trends.	DT	PT	U	PF	DF
5. I attend fashion shows when I have the opportunity.	DT	PT	U	PF	DF
6. If I saw a garment or accessory I liked, I would skimp on something else if necessary in order to buy it.	DT	PT	U	PF	DF
7. I have no interest in keeping up with the latest fashion trends.	DT	PT	U	PF	DF
8. Clothing is so attractive to me that I would like to spend more on it than I should.	DT	PT	U	PF	DF
9. I skip the fashion ads in newspapers or magazines.	DT	PT	U	PF	DF
10. I enjoy discussing fashion changes with friends.	DT	PT	U	PF	DF

Appendix G  
Letters of Inquiry  
and  
Facsimile of Postcard

## FASHION MERCHANDISING

P. O. Box 24 141  
TWU Station  
Denton, Texas 76204

Dear

Current trends in retail broadcast advertising have created an interest in examining the role of apparel in retail television commercials. I am attempting to evaluate apparel's effect in such commercial messages with selected undergraduate majors in fashion merchandising, marketing and telecommunication whose future professional careers might involve retail broadcast advertising. This project is an educational endeavor to satisfy part of a doctoral degree requirement at Texas Woman's University and will not be used for any commercial purposes.

In order to complete this segment of my doctoral program I am asking for your help in obtaining needed information. Please assist me by providing me with approximately 60 undergraduate fashion merchandising majors at your university who will, on a voluntary basis, view and evaluate three, thirty second retail commercials at an on campus location in the fall of 1981. The viewing session will take about 30 minutes of the students' time and answers to all questions will be held confidential and will remain anonymous. Your assistance in this study will be appreciated.

Enclosed are copies of the questionnaire and fashion interest scale your undergraduate students will be asked to fill out after the viewing session. After reviewing the enclosed materials please complete and return the postage-paid card by \_\_\_\_\_ indicating your willingness to participate.

I know you are very busy at this time of the year, and I will deeply appreciate you taking time to help me. I believe that the results will be mutually beneficial.

Sincerely,

Shelley Sue Harp  
Graduate Student

## MARKETING

P. O. Box 24141  
TWU Station  
Denton, Texas 76204

Dear

Current trends in retail broadcast advertising have created an interest in examining the role of apparel in retail television commercials. I am attempting to evaluate apparel's effect in such commercial messages with selected undergraduate majors in fashion merchandising, marketing and telecommunication whose future professional careers might involve detail broadcast advertising. This project is an educational endeavor to satisfy part of a doctoral degree requirement at Texas Woman's University and will not be used for any commercial purposes.

In order to complete this segment of my doctoral program I am asking for your help in obtaining needed information. Please assist me by providing me with approximately 60 undergraduate marketing majors at your university who will, on a voluntary basis, view and evaluate three, thirty second retail commercials at an on campus location in the fall of 1981. The viewing session will take about 30 minutes of the students' time and answers to all questions will be held confidential and will remain anonymous. Your assistance in this study will be appreciated.

Enclosed are copies of the questionnaire and fashion interest scale your undergraduate students will be asked to fill out after the viewing session. After reviewing the enclosed materials please complete and return the postage-paid card by \_\_\_\_\_ indicating your willingness to participate.

I know you are very busy at this time of the year, and I will deeply appreciate you taking time to help me. I believe that the results will be mutually beneficial.

Sincerely,

Shelley Sue Harp  
Graduate Student

## TELECOMMUNICATION

P. O. Box 24141  
TWU Station  
Denton, Texas 76204

Dear

Current trends in retail broadcast advertising have created an interest in examining the role of apparel in retail television commercials. I am attempting to evaluate apparel's effect in such commercial messages with selected undergraduate majors in fashion merchandising, marketing and telecommunication whose future professional careers might involve retail broadcast advertising. This project is an educational endeavor to satisfy part of a doctoral degree requirement at Texas Woman's University and will not be used for any commercial purposes.

In order to complete this segment of my doctoral program I am asking for your help in obtaining needed information. Please assist me by providing me with approximately 60 undergraduate telecommunication majors at your university who will, on a voluntary basis, view and evaluate three, thirty second retail commercials at an on campus location in the fall of 1981. The viewing session will take about 30 minutes of the students' time and answers to all questions will be held confidential and will remain anonymous. Your assistance in this study will be appreciated.

Enclosed are copies of the questionnaire and fashion interest scale your undergraduate students will be asked to fill out after the viewing session. After reviewing the enclosed materials please complete and return the postage-paid card by \_\_\_\_\_ indicating your willingness to participate.

I know you are very busy at this time of the year, and I will deeply appreciate you taking time to help me. I believe that the results will be mutually beneficial.

Sincerely,

Shelley Sue Harp  
Graduate Student

## POSTCARD

Name:

Mailing address (Street or Box):

City: State: Zip Code:

Please check one:

☐ Yes, I am willing to participate

☐ No, I cannot participate at this time

☐ Telephone Number where I can be  
contacted during the day

PLEASE RETURN BY:



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