

COMMON ATTITUDES AND VALUES FOUND IN GIRLS ENTERING
FASHION MERCHANDISING AS A CAREER

A THESIS

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TABLE OF CONTENTS

ACKNOWLEDGMENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
Chapter	
I INTRODUCTION	1
Purpose of Study	3
Limitations	4
Background	5
II REVIEW OF LITERATURE	15
General	15
Educational Requirements	21
Sex Role	24
Fashion Knowledge	26
III PLAN OF PROCEDURE	28
Purpose of Study	28
Description of the Sample	28
Description of Questionnaire	29
Socio-Economic Background of the Respondents	30
Fashion Awareness	31
Personality of the Respondents	32
Analysis of Data	32
Terminology	32
IV PRESENTATION AND DISCUSSION OF FINDINGS	34
Background	34
Shopping Practices	42
Practical Experience	47
Readership	47
Fashion Awareness Index Scores	48
Value Scales Related to Clothing	50

Chapter

V	SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	54
	Summary	54
	Shopping Practices.	57
	Practical Experience.	58
	Readership.	59
	Fashion Awareness Scores.	59
	Value Scales as Related to Clothing . . .	60
	Conclusions	60
	Recommendations	61
	BIBLIOGRAPHY	63
	APPENDIX	68

LIST OF TABLES

Table

1	Average Socio-Economic Classification of 67 Participants	36
2	Rank Order of Socio-Economic Classification of 67 Participants	38
3	Income Levels for 67 Participants	41
4	Frequency of Sales Shopping by 67 Participants	43
5	Preference of Stores for Specific Items of Apparel Used by 67 Participants.	45
6	Estimates for Clothing Expenditures From \$100.00 of Bonus Money by 67 Participants	46
7	Average Fashion Awareness Scores of 67 Participants	49
8	Rank Personality Characteristics of 67 Participants	53

LIST OF FIGURES

Figure

- | | | |
|---|---|----|
| 1 | Forced Values of 67 Participants
in Relation to Clothing | 51 |
|---|---|----|

CHAPTER I

INTRODUCTION

The psychology of vocational choice has many complexities for most individuals. Both socio-economic and psychological factors enter into the choice of a career. In addition, certain common characteristics seem to be apparent in individuals in the same vocation. Holland (11) stated that vocational choice has been the implementation of a self-concept. This author observed that people in a vocational group tended to have similar personalities. Furthermore, their responses to many situations and problems have been similar and have created interpersonal environments.

Rosenberg (24) reported that whenever an individual makes a career selection from a given number of alternatives, it is likely that some value has influenced the decision. An occupational choice has not been a value but it was made on the basis of values. When an individual has chosen an occupation, he has perceived something good about that occupation. This conception of the good has been part of an internalized mental structure which has established priorities regarding what an individual wanted out of life. Consideration of people's concepts of good or desirable has been indispensable in understanding the occupational decision process, for

these concepts have been essential criteria by which choices have been made.

Occupational choices have also been influenced by certain over-reaching attitudes which have conditioned the individual's perception of the diverse aspects of the world. Rosenberg (24) described one such attitude as faith in people--whether one has felt that human beings have been basically selfish and untrustworthy or generous and kind. The importance of studying the individual's degree of faith in people is premised on the fact that occupational activity has been, to a large extent, a system of interpersonal relationships. Consequently, the way one has felt about people will have influenced one's feelings regarding various kinds of work. Basic attitudes of this sort, which importantly have influenced one's orientation toward many aspects of social life, have obviously been relevant to occupational choice.

Rosenberg (24) also stated that the degree of harmony between the behavioral requirements of the occupation and the personality structure of the individual has entered into the progressive delimitation of occupational alternatives. The range of occupational alternatives has been delimited first of all by the person's status and role mobility. A further broad delimitation has been imposed by the individual's sex status. Race, religion, and nationality factors have also

entered into the progressive demarcation of occupational alternatives, as well as what has been called the "social publicity" of the occupation. From the viewpoint of the individual, work will have an important influence on diverse aspects of his life. The individual's status in the community, based on the esteem in which his fellows hold him, will largely depend on the work he does and how well he does it. These evaluations by others will influence the individual's evaluation of himself; thus this self-esteem or self-confidence will, to some extent, hinge upon his occupational choice and performance.

Purpose of Study

Little academic research has been undertaken to determine the characteristics of persons in specific vocational positions. According to the U.S. Industrial Outlook 1973 With Projections to 1980 (33), the United States has experienced tremendous growth of retailing since 1967 and, to accompany the growth, there has been an increasing number of young women interested in merchandising careers. An analysis of the values and attitudes of women entering the fashion merchandising field as a career should make a worthwhile contribution both to the occupational field of merchandising and to its academic counterpart.

The specific purposes of the study will be to:

- 1) Investigate the educational background and practical experience of girls in merchandising careers.
- 2) Examine the family socio-economic backgrounds of girls in merchandising careers.
- 3) Develop a Fashion Awareness Index in order to classify participants in the study.
- 4) Examine any profiles between clothing interest and personality traits.
- 5) Investigate any similarity between the Fashion Awareness Index scores and extra-curricular interests.
- 6) Examine any association between the academic training a girl has received and why she has chosen merchandising as a career.

There are two hypotheses in the study: (1) There is no difference between the socio-economic background of participants in the five retail stores; and (2) There is no difference in the amount of bonus money spent on apparel by participants between the five retail stores.

Limitations

At this time, the state of our nation's economy may affect the activities related to a career in merchandising. A limitation also exists since the results are dependent upon the reliability of the answers. A third limitation exists

in working only with the Dallas Metroplex area as compared to other geographical areas. Possibly, there is a limitation due to the self-selection of participants and cooperation of the population in the study. The analysis of value pairings also exists as a limitation along with a time limitation in conducting the research.

Background

Personality and Vocational Preference

Theoretically, certain relationships between personality and vocational preference would be expected. Super (32) stated the occupation preferred should be one in which the individual is able to be the kind of person she has perceived herself to be, and is able to assume a role which is congenial and compatible with her self-concept. The personality, in the form of needs, has been related to occupational choice when the occupation has been defined with sufficient precision. Super believed that people have been characterized by their resemblance to a particular type, and that the more a person resembles a particular type, the greater the likelihood that the individual will exhibit the personal traits and behaviors associated with that type. Vocational satisfaction, stability, and achievement have depended on the congruency between one's personality and the environment in which one works.

Socio-Economic Status

Today's society has either been formally controlled by such factors as regulations, laws, and rules or has been informally controlled by customs or group acceptance. Ryan (26) suggested the individual's place in society and his socio-economic status has also influenced his clothing and the importance he has placed on clothing. Attitudes toward the importance and interest of clothing have varied with socio-economic background, occupational mobility, age, education, and size of the home town.

No known society with any degree of complexity has existed in which the main wage earner's occupational position has not in some way influenced the child's socio-economic position. In this respect, socio-economic position has included occupation. Roe (23) reported that the extent of the influence has varied from society to society and from one group to another. The amount and sort of education one wanted or has received as well as one's occupation, have been very directly influenced by a socio-economic position. Roe implied that a child remains in or near his father's general socio-economic group. If he left this group, he has most likely done so through his own occupation or through marriage into a different social level.

Ginzberg (10) observed that middle class college graduates have applied themselves more completely to their

careers than have graduates from upper class homes. Middle class students have stressed the need for doing while upper class students have put more emphasis upon being. Personality differences have been associated with social class. The implication is that both social class and personality are associated with occupational factors. The amount of education has also been a factor of considerable importance. In addition, there has been a general direct relationship between scholastic achievement and vocational choice. On the whole, persons having higher academic grades tend to become established in positions of higher status.

Super (32) reported that one fundamental factor in vocational adjustment has been the individual's own socioeconomic status, both as determined by his father's occupational level and by his own. However, occupation cannot be assumed to be the sole determinant of social-status. In some societies family religion and other factors have been principal determinants. Work has occupied a prominent place in the life of modern man. Together with home and community, work has been the focus of man's activities, and has provided the stage upon which he has played one of his major social roles. In fact, during many waking hours man has been occupied with preparing for or resting from labor. During much of the time which has preceded and succeeded his

working years an individual has been occupied with getting ready for work.

Rosenberg (24) stated that there has been a definite relationship between the economic status of the father and the economic aspirations of the student. Since the possibility of earning a good deal of money varies from occupation to occupation, there has been an assumption that students from higher economic backgrounds have tended to select occupations which have been known to have many wealthy clients. Business and other professions have probably been the most fruitful fields for the man who has sought to be financially successful. Consequently, it may be expected that the more affluent one's family background, the more likely that the career selected would be one in which there would be high economic, social, and civic rewards.

Rosenberg (24) reported that since both a father's income and class identification have been related to the student's selection of similar occupations, and since these two factors have been strongly related to each other, it is important to consider whether the value placed on money and influence has been crucial to the selection of an occupation or whether people in certain classes select occupations appropriate to their assumed statuses, irrespective of family income. As family wealth increases there has been a tendency

for person's in the family to consider training for professions rather than occupations or jobs.

Super (32) explained that a common need in modern man is to find a life and work situation in which he is able to retain sufficient independence for preserving personal integrity and identity. Just as relations with other persons have involved recognition of oneself as a person, an individual distinct and in some ways different from others, in order to be satisfying so must they have been such that the individual has had some feeling of status. Prestige derived from status and the need for self-expression have been necessary for persons in higher levels of occupation than for individuals in lower levels.

Ryan (26) stated that the individual's place in society and socio-economic status has influenced clothing choices and the degree of importance placed upon such items. In general, the higher a person's socio-economic status has been the greater the emphasis on clothes. This relationship has broken down for the highest socio-economic level. Since members of the highest socio-economic group have been well established and socially secure, there has been no need to demonstrate position by possessions such as clothing. If this explanation is true, then the socio-economically mobile persons and those oriented toward a higher socio-economic status have placed greater emphasis upon clothes than have

the non-mobile individuals or persons not interested in rising to the next level of social status. Packard (21) reported that, historically, clothing has been one of the most convenient and visible vehicles known for drawing class distinctions.

Role

Ryan (26) stated that the influence which society has exerted upon the individual and his clothing choices has been explained by the role theory. Each individual has played more than one role and has been aware of the expected dress and behavior. The individual has tried to live up to these expectations. There has been some evidence that interest in clothing for the self has been related to specific personality traits. Individuals have varied interests in clothing, attitudes towards clothing, and the values assigned to clothing. These differences have been related to the individual's general values as expressed in other areas of living. Interest increases as the socio-economic position is elevated. Ryan concluded that persons coming from urban areas have a greater interest in clothing than have individuals from rural backgrounds.

According to Morton (20), psychologists believe that clothes determine the degree to which an individual goes into both the street and society. In short, clothes have

determined the friends we have made and the places we have gone. Clothes have helped people to obtain and hold their jobs. On the other hand, other individuals may have missed or lost occupations for the same reason.

Life Values

Allport, Vernon, and Lindsay (1) stated that the study of values has been an attempt to measure the relative prominence of the basic interests or motives in personality which encompass aesthetic, economic, exploratory, political, religious, sensory, social, and theoretical factors. The aesthetic individual has his highest value in form and harmony. This person places more importance in having made a thing charming rather than true and has the desire for, appreciation of, or concern with, beauty in regard to clothing. The economic man is characteristically interested in useful things. This type is thoroughly practical and conforms well to the stereotype average American businessman. This individual tends to have had a desire for conservation of time, energy, and money in relation to clothing use and selection. The exploratory individual is concerned with the why of things and has a desire for and appreciation of clothing items as sources of raw material for experimentation. The political individual expresses the desire for prestige, distinction, leadership, or influence through the use of clothing. The religious man's highest value has been called

unity. This individual's mental structure is permanently directed to the creation of the highest and most absolutely satisfying value experience. This individual has the desire for a symbolically moral expression in the use of clothing. The sensory individual has a deep desire for feeling and comfort, such as warmth, coolness, smoothness, tightness, or looseness in the use of clothing. The social man's highest value is concerned with the altruistic or philanthropic aspect of love. This person has a concern for others in the use of clothing. The theoretical individual's dominant interest is in the discovery of truth. In the pursuit of a goal, he takes a cognitive attitude which includes the search for identities and differences. Such an attitude has been divested of judgement regarding the beauty of objects; this person has sought only to observe and reason. This individual has been an intellectualist and has had a desire to understand why clothing has been used or needed and why it has satisfied. Through previous tests by Allport, Vernon, and Lindsay (1), a positive association was observed between social-religious values and economic-political values; and possibly also between theoretical-aesthetic values.

Horn (12) reported that an individual's self-concept has been derived largely from social situations. Clothing has contributed to the process of identification by the individual concerning attitudes and values of others and his

self-feeling has been shaped by the imagined judgements of these significant other persons. Clothing is a visual symbol by which an individual learns to identify and differentiate specific social roles. Role occupancy not only has shifted from day to day, but also has changed as the individual has passed through the successive stages of the life cycle. Clothing has probably been the most visual of all possible badges indicating group belongingness.

Super (32) stated that work and occupation have played an important part in determining the social status, values, abilities, and style of living for an individual. While some of these factors have been determinants of occupation, they may also have been in part determined by occupations in which individuals are involved. Occupation is not only a means of earning a livelihood, but also a way of life, and a social role.

Cottle (4) explained that interests are an aspect of personality shaped by both hereditary and environmental factors. Occupational interests emerge at an early age, but mature interest patterns are not fixed for most individuals until approximately twenty-five years. Interests may not be closely related to aptitudes or abilities but, as aspects of personality, involve both acceptance and rejection of possible activity lines. Vocational and avocational interests may run in similar directions for many individuals.

Vocational preferences appear to be related to the role that an individual believes he would have played. However, the type of occupation preferred may not be related to the type of desired role because any one occupation may have been perceived as involving too many different kinds of roles.

Personality, vocational preference, socio-economic status, role, and life values are distinctive aspects in career choice. An investigation of each of these aspects is explained in the following chapters.

CHAPTER II

REVIEW OF LITERATURE

General

There has been much historical research concerning the characteristics of persons entering the merchandising field. However, recent research and ascertainment regarding the values and attitudes of girls entering merchandising as a career has not been abundant in the last five years. The following review of literature covers facets of new or reverified facts pertinent to the study.

Personality Characteristics

Several authors have expressed their views concerning the personal characteristics of individuals engaged in the retailing profession. The validity scores of 210 salesmen and sixteen managers were studied by Baehr and Williams (3). Fifteen personal background dimensions were considered in this research. The authors reported that early financial responsibility and stability were evident and of great concern for both the salesmen and the managers. Interpretation of these analyses indicated a relationship between personal background and job behavior.

Calicia (9) investigated the characteristics or trends which salesmen look for in their work. In an initial

study this author reviewed the responses of 150 participants who were twenty-three to thirty years of age, they were analyzed in relation to eight specified items in order to determine which factors attracted the most interest within this particular group. The results indicated that salespersons felt the need to have a job which offered opportunities for excelling and employing personal ideas to be of the utmost importance. These participants also ranked job security as an extremely important factor for maximum achievement in a position.

Dritz (7) used the concept of mobility as a frame of reference for analyzing the ability to sell merchandise. The mobility dimension pertained to basic personality and role characteristics as congruent with such social dimensions as those of marginal man, defined as those individuals who separate themselves from their traditional groups and cultural environments without integrating into new groups. The marketing system constitutes a focus for these dislocations and selling attracts these marginal individuals. The salesman combines "nearness and remoteness, concern and indifference, objectivity and sympathy, displays aggressiveness with an inferiority complex, and is spatially mobile." Such characteristics may originate from ethnic, religious, and national minorities who have been deprived or are in a

discriminatory situation. These conclusions were based on a variety of studies of the salesman in the United States (7).

Super (31) reported that salesmen have been found to be more dominant than office workers, although such individuals have not been as extroverted or sociable as had been believed in earlier studies. Apparently, persons who have dominated in face to face situations have fitted into sales work even if there has not been a particular enjoyment in the association with people or a contemporary society. Perhaps such an observation has been made since salesmen have mastered the techniques and the necessary work, even though some aspects of the activities may not have had great appeal.

Anderson (2) observed on his study of 500 salespeople at Macy's that there was a high score in social dominance for all participants. The better salespeople were less moody, more self-sufficient and self-confident, more aggressive, more social, less self-conscious, less desirous of telling of their own good or bad fortune, less resentful of criticism and more radical and unconventional than were the lesser rated participants. The only marked difference in the ladies' scores from the norms was that women tended to exhibit masculine inclinations on the Masculine-Feminine scale.

Several authors have expressed their opinions concerning fashion opinion leaders and style as related to

personality. Summers analyzed the characteristics of women's clothing fashion opinion leaders. The data suggested that substantial differences exist between fashion opinion leaders and non-leaders on a wide variety of demographic, sociological, attitudinal, communication, and fashion involvement measures. Opinion leaders were found to be more highly concentrated among those segments of the sample who were young, had more education, received higher incomes, and were classified as receiving higher occupational status than were the other participants. Physical mobility may allow the individual great opportunity for exposure to new and different fashion ideas. In turn, this mobility may provide fashion information for social conversation, social communication, affiliations with organizations, and participation in social communication, affiliations with organizations, and participation in social activities. Such activities represent various dimensions of gregariousness which promote social interaction and have been linked with opinion leadership in the topic contexts in previous research findings. Non-leadership was the one personality factor that was particularly predictive of opinion leadership in fashion. Opinion leaders were found primarily among respondents scoring low on non-leadership factors. Radio listening, television viewing, and book readership had no apparent effect in

determining opinion leadership in women's clothing fashions, while total magazine readership was strongly related to fashion leadership. Involvement in women's clothing fashions represented a high variable in determining opinion leadership. Opinion leaders perceived themselves as much more interested in women's fashion clothing than did non-leaders. Summers (31) concluded that opinion leaders were more concentrated among persons who "enjoyed testing and experimenting with new clothing fashions."

A fashion innovativeness measure was developed by Schrank and Gilmore (27) to identify persons contributing to the diffusion of fashion ideas through early purchase and use of fashion innovations. These early adapters also believed themselves to be in the vanguard of the fashion picture. In this same study, college women who perceived themselves as sources of advice and information about fashion for other people were identified by means of a fashion opinion leadership inventory.

Shrank and Gilmore's test (27) made evident that laggards in the adoption of innovations were less secure than innovators. Although fashion innovators were commonly characterized as non-conformists, there was no concentration of negative attitudes toward conformity. High clothing interest scores were evident with fashion innovators. Also, innovativeness was not related to socio-economic level, but

instead was fairly evenly distributed throughout the social strata. A positive relation was established between clothing interest and fashion opinion leadership.

Eighty undergraduate women enrolled at a north central university were tested by Eaglin (8) to determine the relationship between clothing style preferences and personality traits. The women were divided into six clothing style preference groups by a series of nine photographic slides. These preference groups were (1) Feminine Preference Group, (2) Masculine Preference Group, (3) High Fashion Preference Group, (4) Conservative Preference Group, (5) Non-Conformist Preference Group, and (6) Non-Preferential Group. The hypotheses tested were that (1) persons preferring the same clothing styles would have similar personality characteristics, (2) groups of persons differing in clothing style preferences would have differing personality characteristics, and (3) persons preferring the same clothing styles would have similar shopping preferences. None of these hypotheses were statistically confirmed.

Knapper (14) investigated the possibility of any systematic relationships between judged clothing style and the personality of the wearer. High clothing interest was related to extraversion and poor adjustment. Students with a high interest in clothes rated themselves positively, but

were seen by their peers as merely trying to impress. High clothing satisfaction indicated a wearer who was outgoing and happy and could cope well with social relationships. The wearers who were satisfied with their appearance saw themselves and were seen by others as good, neat, original, co-ordinating dressers. There were no significant relationships between socio-economic status, home background, and any of the clothing measures.

Educational Requirements

Jackson (13) suggested that retailers must face certain facts when dealing with today's employee. Today's average employee has received 12.5 years of formal education and is more intelligent and sophisticated than in the past. Today's average worker wants expression in matters which affect a job, future advancement, and life goals.

Kunishige (15) conducted a study at a Texas university involving clothing store managers and other retail personnel. Findings indicated that managers were more knowledgeable about their merchandise than were the persons working under their supervision. This study also illustrated that the more confidence and competence a manager exhibited, the greater the success in selling merchandise.

Vizza (34) sought to determine the educational and training background of chief sales executives and their

superiors within large industrial goods firms. In addition, respondents' opinions were also surveyed regarding the relative role of colleges and industry in training sales executives as well as the objectives of undergraduate and graduate business education. Five hypotheses were tested: (1) most chief sales executives of large industrial goods firms hold at least a Bachelor's degree; (2) among sales executives holding only a Bachelor's degree, most have majored in Business Administration; (3) among sales executives holding a graduate degree, most have majored in Business Administration at the graduate level; (4) among sales executives holding a graduate degree, most have the combination of undergraduate non-business and graduate business degrees; and (5) there is a statistically significant positive correlation between the opinions of executives regarding the educational requirements for future sales executives and their own educational background. The results of the investigation led the author to conclude that hypotheses numbers 1 and 3 were true, but hypotheses 2, 4, and 5 were false. This study draws an educational profile which indicates that the respondents had Bachelor of Science degrees, little formal training in management, little graduate education, and were strongly in favor of professional education. These participants opposed liberal arts education for future industrial sales executives.

Small, Sweat, and Von Arnold (29) studied the personality characteristics of students in advertising, art, retail merchandising, dental hygiene, and medical technology at a two year technical institute. Retailing students did not reveal group personality characteristics which permitted as clear a portrait as seemed possible for art students. Anxiety, however, was noted in the retailing group more often than in the other categories. There was also a more pronounced emphasis on money, status, and power within the retailing group. The needs to attack, dominate, and emulate were significantly higher in men than in women in the retailing group. On the other hand, there were signs of conflict within the feminine group at the freshman level, whereas by the end of the training period these women students had become more integrated into a masculine pattern than was evident earlier.

Larson (16) conducted a study to compare students at the University of Minnesota who had successfully completed the General College Retailing and Selling Program with General College students who had not participated in the program at this university. More specifically, an attempt was made to identify differences which existed in background characteristics between the students in retailing and selling and individuals in other fields. In addition, the

occupational experience patterns of the two populations were compared.

Larson's research showed that differences did exist between General College students who selected and completed a specific two-year occupational program in retailing and selling and students who selected a more general program. These differences were more likely to be found in background factors such as ability, achievement, parental occupation, or vocational interest than in the factors related to employment experience following enrollment in the General College. The differences that were found between students tended to disappear when the populations being compared were equated in terms of the academic achievement level. Students in the General College who did not participate in the cooperative Retailing and Selling Program were just as likely to enter and remain in distributive occupations as were those students who did participate in the program. The retailing students, however, were more likely than other former students to obtain and remain in positions in the Minneapolis-Saint Paul area.

Sex Role

Miner (19) conducted a study to determine if managerial motivation is related to managerial success indices and whether female managers have less managerial motivation

than males. The test was conducted in one department store and four schools in different geographic areas of one city. The respondents were 44 female and 26 male managers in the department store and 25 female and 194 male education administrators. The measure of managerial motivation used was the Miner Sentence Completion Scale (19). Findings indicated that managerial motivation was related to the success of female managers, but no consistent differences in the managerial motivation of male and female participants were found.

Another study was conducted at Georgia State University by Miner (19). In this research, the Miner Sentence Completion Scale was administered to 46 male and 97 female undergraduate education students, 107 female and 944 male undergraduate business students, and 29 male and 47 female liberal arts undergraduates. No differences in the motivation to manage were found among male and female individuals majoring in education. However, females in business administration and liberal arts had lower managerial motivation scores than did comparable male individuals.

A study was conducted by Rand (22) to determine the evidence of both masculine and feminine traits in career-oriented and homemaking-oriented college women. The author hypothesized that career-oriented women have more masculine traits than homemaking-oriented women. Three hundred

career-oriented and 548 homemaking-oriented freshmen females were compared in regards to masculine and feminine interest, achievement, personality, competency, potential, self-perceptions, life, and vocational goal measures. As hypothesized, the results substantiated masculinity-femininity as a dimension which differentiated the career-oriented women from the homemaking-oriented women.

Fashion Knowledge

Spence (30) studied various types of shopping habits and consumers' reactions in relation to self-appearance. One hundred and fifty women were tested. This study included an investigation concerning the importance of related factors in achieving a desired appearance. This research illustrated that income and activities for which clothes are to be worn are two of the most important factors of wardrobe planning. As there is an increase in economic, educational, and occupational status, more money is spent for apparel. The Spence study also illustrated that only two per cent of women's apparel sales were in the high priced, high fashion, and exclusive design categories. The moderate priced clothing attracted the middle socio-economic class, of which about thirty per cent of the women in this study were to be found. Women's apparel in the low priced category encompassed about sixty-eight per cent of the apparel sales.

A study concerning fashion knowledge and current fashion advertising methods was conducted by Matzel (17). Thirty-two college juniors and seniors and twenty-four graduate students were tested. The results of this research were that persons reading related current advertising had significantly more knowledge of fashion publicity than the people who spent less time at such activities. No significant relationship was found between the frequency of shopping and the knowledge of current fashion advertising. Participants receiving higher scores than others concerning the knowledge of fashion had achieved higher educational levels. Further information in the study showed that low scores in relation to fashion knowledge for participants were associated with the lack of advertising knowledge.

Research investigating various aspects of personality, education, and sex role has been attempted by various authors. The present study investigates the background, shopping practices, practical experiences, readership, fashion awareness, and value scales related to clothing.

CHAPTER III

PLAN OF PROCEDURE

Purpose of Study

This study was undertaken to investigate the attitudes and values of girls entering the fashion merchandising field as a career. Sixty-seven young women in management, personnel, executive training, and other career-oriented positions from five major retail stores in Dallas, Texas, participated by answering questionnaires. The information requested investigated the educational background of participants in the study, clothing interest, personality traits, extra-curricular interests, and the highest level of educational attainment possessed by the participants. Three profiles were investigated in the study. The first profile compared clothing interest and personality scores. The second profile investigated the similarity between Fashion Awareness Index scores and extra-curricular interests. The third profile examined the association between the educational attainment of participants and why the career of fashion merchandising was chosen by participants.

Description of the Sample

Samples were selected from five major retail stores in the Dallas metroplex. The retail establishments

cooperating in the study included: J. C. Penney, Montgomery Ward, Sanger Harris, Neiman-Marcus, and Lord and Taylor.

Hereafter these stores will be referred to as Stores A, B, C, D, and E, respectively. All participating stores were branch locations due to convenience. Permission was requested of the various store managers and personnel managers to distribute questionnaires to young women in management, personnel, executive training, and other career-oriented positions throughout the stores.

Description of Questionnaire

A questionnaire was designed in order to obtain background information of the participants concerning socioeconomic status, and education. The questionnaire also contained questions relative to personal values as related to the obtainment and usage of fashion-information and apparel.

Permission was obtained from each of the selected store personnel in order to use their employees in the study. A letter regarding distribution and procedures for responses accompanied each store's questionnaires. Arrangements were made with each store concerning a definite time and place for returning the questionnaires to this author. One hundred and two questionnaires were distributed by the store managers or personnel managers and were answered independently by the employees. The employees were requested to return the

completed questionnaires to the store executive in charge after two weeks. In turn, the store executives were requested to return the questionnaires to this author. An effort was made to contact each store for unreturned questionnaires. Since names of participants were not available, a more accurate follow-up was impossible. A letter of appreciation was mailed to each store after the questionnaires were returned. A copy of the explanatory letter, questionnaire, and appreciation letter are in the Appendix.

Socio-Economic Background of the Respondents

The writer designed the socio-economic background section of the questionnaire in order to collect information about the respondents that would be needed in assessing which personal factors influence career choice. Questions were asked regarding 1) occupation, 2) source of income, and 3) educational attainment of the main wage earner of the family in which each participant was reared. These questions were adopted from the McGuire-White test of social status, developed at The University of Texas in Austin, and were used to classify respondents in this study. Other personal questions included each respondent's home town size, club participation, practical experience in retailing, educational attainment, and personal income.

Fashion Awareness

Fashion Awareness was determined by a series of questions related to the participant's interest in keeping up with new trends, shopping habits, fashion periodical readership, clothing interest, and the amount of time spent shopping for clothes. Certain questions were posed in order to examine the type of store patronized for a particular article of clothing. Other questions centered on the regularity of fashion periodical readership. The respondents were asked to indicate the periodicals which they read regularly. In order to test the participant's fashion sensitivity, statements, such as the following, were made in which the participants were required to judge the validity in relation to their own concepts.

I try to keep my wardrobe in line with the latest fashions.

I avoid wearing certain clothes because they do not make me feel distinctive.

I like to be considered one of the best dressed in a group.

A woman should be fashionably dressed when doing routine neighborhood errands.

Using Sharp's test (28) as a guide, each question was weighed on a scale from one to four, one representing the greatest degree of fashion consciousness, and a score was given to each participant. A final tabulation of all the questions in the Fashion Awareness Index was made. The questions were

divided into four categories which included usage, reader-ship, human relationships, and inherent factors of fashion. The participant's average score within each store was combined in order to obtain an average for the entire group.

Personality of the Respondents

Certain questions were posed in Part II of the questionnaire in order to divide the respondents into eight different personality types. According to Creekmore (5), personality types are categorized to include the Economic, the Aesthetic, the Social, the Political, the Theoretical, the Religious, the Sensory, and the Exploratory. The question forced the respondents to choose between two alternatives as answers. A final tabulation placed the respondents into a personality type for purposes of this study.

Analysis of Data

The data was analyzed primarily by using the analysis of variance technique. Summary information is also presented in graphical and tabular form. Statistical procedures used in the study are found in Weiner (35).

Terminology

Specific terms used in this study were defined as follows:

Clothing Interest: Active concern for apparel as indicated by the Fashion Awareness Index and described by Russell (25).

Appearance: Mode of dress, according to Russell (25).

Fashion Awareness: Fashion Knowledge indicated by a Fashion Awareness Index.

Fashion Awareness Index: A score based on responses of participants to a clothing questionnaire. This score indicates the degree to which an individual is aware of and accepts current fashion trends, according to Russell (25).

Social Status: The position of an individual within a socio-economic stratum as identified by the McGuire-White Status Index (18).

Usage: The work experience, shopping practices, etc. as related to clothing.

Readership: The use of fashion periodicals and other media as related to clothing and the merchandising profession.

Human Relationships: The interaction between individuals in the fashion merchandising field as related to clothing.

Inherent Factors: The existing qualities or characteristics common in women in the fashion merchandising field as related to clothing.

CHAPTER IV

PRESENTATION AND DISCUSSION OF FINDINGS

Background

The objectives of this study were to investigate educational and family backgrounds of girls presently in merchandising careers. Since there are five different stores, as well as 67 individuals in the study, the author devised a Fashion Awareness Index Scale. One purpose of the study was to examine the characteristics of girls entering the merchandising field and evaluate any trends or relationships which are apparent between the participants or the stores. Of the 102 questionnaires distributed to the stores, 67 were returned and used in the study.

Educational Background

In using the McGuire White Measurement of Social Status (18) there is a need to know the educational attainment of the main wage earner in a family. Since the 67 participants in this study were self supportive, information regarding their academic training was included in answering the questions. The average educational attainment of participants from Stores A and B was a high school diploma. A four year college or university degree was the average

educational attainment of Store C. Stores D and E each had an average educational attainment level of a junior college or fashion school degree or certification for their women in career positions. The average educational attainment for the five groups was graduation from a junior college or a fashion school degree or certificate. Perhaps socio-economic position has influenced the amount and kind of education received by participants. Roe (23) supported this conclusion and stated that the amount and kind of education a person wanted or had received, as well as her occupation, has been influenced by socio-economic positions. Jackson (13) suggested that retailers must realize, when dealing with today's employee, that she has attained 12.5 years of education and is more intelligent and sophisticated than in the past.

Socio-Economic Background

The socio-economic status was established for each participant in the study by using the McGuire-White scale (18). After each participant's socio-economic classification was determined, an average for the participants of each store was recorded (Table 1). Seventy-five per cent of all the participants in Store A were in the lower-middle socio-economic classification. Eighty-six per cent of the participants from Store B had an upper-lower classification. The participants of Stores C and E were basically in the

TABLE 1

AVERAGE SOCIO-ECONOMIC CLASSIFICATION OF 67 PARTICIPANTS

Average Percent of Participants						
Store	Socio-Economic Classification					Total Number
	Lower Lower	Upper Lower	Lower Middle	Upper Middle	Upper	
A (N = 4)	0.0	0.0	75.0	25.0	0.0	4
B (N = 15)	0.0	86.0	14.0	0.0	0.0	15
C (N = 27)	0.0	0.0	15.0	74.0	11.0	27
D (N=13)	0.0	23.0	30.0	30.0	17.0	13
E (N = 8)	0.0	12.5	12.5	62.5	12.5	8
Total (N = 67)	0.0	25.3	20.8	44.7	8.9	67

upper-middle classification. The participants from Store D had the widest variation of classifications. As a whole, over forty-four percent of all the participants were of the upper-middle socio-economic classification.

Analysis of variance was conducted to determine the significance of socio-economic background for the participants (Table 2). The hypothesis that the participants from the stores had the same socio-economic background was rejected at the 0.05 level ($F = 16.55$), indicating that the stores did employ persons with varying socio-economic backgrounds. Analysis of variance and the shortest significant difference tests as referred in Weiner (35) disclosed that the participants in Store B scored significantly higher than others, thus indicating a significantly lower socio-economic rating. The scores of participants in Store A were significantly higher than Scores C, D, and E, but participants of Store C scored lowest, thus indicating the highest socio-economic status of participants in that store. Thus, there appears to be real differences between some stores in the backgrounds of employees. It could be that individuals from higher socio-economic backgrounds tend to obtain employment in specialty stores or fashion department stores.

TABLE 2

RANK ORDER OF SOCIO-ECONOMIC CLASSIFICATION
OF 67 PARTICIPANTS

Rank Order Difference Between Stores	Mean	Difference	Shortest Significant Difference
B-C	13.8-7.25 =	6.55*	3.83
B-E	13.8-8.25 =	5.55*	3.17
B-D	13.8-9.84 =	3.96*	2.89
B-A	13.8-10.75 =	3.05*	2.406
A-C	10.75-7.25 =	3.50*	3.17
A-E	10.75-8.25 =	2.50	2.89
A-D	10.75-9.84 =	0.91	2.405
D-C	9.84-7.25 =	2.59	2.89
D-E	9.84-8.25 =	1.59	2.406
E-C	8.25-7.25 =	1.0	2.406

*Significant at 0.05.

Home Town Population

The average participant in this study was from a city whose population ranges from 101,000 to 150,000 persons. Stores A and C had an average of women employees in career positions who were from cities with populations from 101,000 to 150,000 persons. The average of participants from Store B came from home towns ranging from 25,000 to 50,000 people. Store D had women in career positions who were from cities with populations averaging from 51,000 to 100,000. The average city size of Store E's women in career positions was from 151,000 to 250,000, the largest in the study. These data illustrate that the field or merchandising primarily attracts employees from home towns of mid-size urban areas to metropolitan areas. Conclusions were that clothing interest prevails strongest in the urban areas and fashion merchandising attracts persons from urban areas more readily than from rural areas. Ryan (26) suggested that attitudes toward the importance and interest of clothing have varied with the size of the home town. Ryan also concluded that persons coming from urban areas have developed a greater interest in clothing than have individuals from rural backgrounds.

Comparison of Personal Incomes

A comparison of personal income was made between the participants in the five retail stores. The results are shown in Table 3. The majority of the incomes fell between \$6,500 and \$10,000 annually. Incomes ranged between \$2,500 to over \$25,000 but this final figure seemed a little high. The question may not have been understood by some of the participants and two salaries may have been combined for personal income. Further research was not continued. Store A was the only store to differ from the mean, with an average income for participants from \$10,000 to \$14,000. Conclusions were that all the stores compensate approximately the same for women employees in their respective career positions.

Organizational Activities

Inasmuch as a merchandising career involves relationships with people, a survey was conducted of the extra-curricular organizations to which the participants belong. Over 50 per cent of the participants from Store A had no club affiliations. Over 60 per cent of the participants from Stores B and C belonged to no outside organization. Participants from Stores D and E were associated with more organizations than any of the other groups. Over 62 per cent of the participants from each of these two stores were affiliated with one to three organizations. Conclusions were that

TABLE 3
INCOME LEVELS FOR 67 PARTICIPANTS

Income Level	Percentage of Participants					Total
	Store A (N = 4)	Store B (N = 15)	Store C (N = 27)	Store D (N = 13)	Store E (N = 8)	
\$2,500-6,499	0.0	20.0	18.5	0.0	25.0	14.9
\$6,500-9,999	25.0	67.0	48.1	46.1	25.0	47.7
\$10,000-14,499	50.0	13.0	18.5	38.4	12.5	22.4
\$14,500-24,999	25.0	0.0	7.4	7.6	37.5	10.4
\$25,000-49,999	0.0	0.0	7.4	7.6	0.0	4.4
\$50,000 and over	0.0	0.0	0.0	0.0	0.0	0.0
Store Total	100.0	100.0	100.0	100.0	100.0	100.0

individuals employed in specialty stores are more socially active in club or organization membership than are participants in other types of stores. Summers (31) supported this theory and explained that the physical mobility of fashion opinion leaders may provide fashion information for social conversation, social communication, affiliation with organizations and participation in social activities. Anderson (2) explained that successful sales people are more social, self-sufficient and self-confident than other personnel. Morton (20) concluded that clothes determine the degree to which an individual appears on the street and in society, and clothes may determine the friends that are made and places to which people travel.

Shopping Practices

Use of Sales

The frequency of sales shopping was compared between the sixty-seven participants in the five retail stores (Table 4). A question was posed concerning the extent to which the participants shop for clothing during special sale periods. Participants from Stores B and D shopped more frequently at sale time than did the other participants in the study. Store E had the least percentage of participants shopping at sales.

TABLE 4
FREQUENCY OF SALES SHOPPING BY 67 PARTICIPANTS

Frequency of Usage	Percentage of Participants					Total
	Store A (N = 4)	Store B (N = 15)	Store C (N = 27)	Store D (N = 13)	Store E (N = 8)	
Regularly	0.0	40.0	7.4	30.7	12.5	19.4
Frequently	0.0	33.3	33.3	30.7	12.5	28.3
Sometimes	100.0	26.6	44.4	30.7	50.0	41.7
Seldom	0.0	0.0	14.8	7.6	25.0	10.0
Never	0.0	0.0	0.0	0.0	0.0	0.0
Store Total	100.0	100.0	100.0	100.0	100.0	100.0

Stores Used for Personal Shopping

The types of stores used by the participants for personal shopping of specific apparel were tabulated for the total group of participants. The participants were asked to indicate the last item purchased apparel and the type of retail store in which this item was obtained. The most frequently purchased item of apparel, by the participants, was a pantsuit purchased at a department store. Blouses were the second most frequently purchased items of apparel. The majority of these were purchased at department stores, and next in preference was the specialty store. Dresses were purchased most often at department stores, followed by specialty and chain stores. Skirts were purchased most often in specialty shops. While further investigation was not conducted, such a trend may have been related to high fashion at the time of conducting the study. Since longer hemlines are in the fashion news, a skirt would be an economical way in which to achieve a style image which the store demanded of its personnel. Results are shown in Table 5.

Spence (30) reported that 68 per cent of apparel sales were in the low priced category of women's apparel. The moderate priced clothing accounted for 30 per cent of sales and high priced clothing accounted for only two per cent of women's apparel sales. A clothing item, sold at a

reduced price, in addition to an employee's discount, could affect the degree of sales shopping by store employees.

TABLE 5
PREFERENCE OF STORES FOR SPECIFIC ITEMS OF
APPAREL USED BY 67 PARTICIPANTS

Type of Store	Number of Participants			
	Pantsuit	Blouse	Dress	Skirt
Specialty Store	5	7	4	5
Department Store	18	17	12	0
Chain Store	6	0	2	1
Total	29	24	18	6

Bonus Expenditures for Apparel

One question asked for an estimate concerning the amount of money each participant would spend on clothing if she were given a hundred dollar bonus. The results are illustrated in Table 6. Store A's participants would spend the greatest amount of their bonus money for apparel. Store E's participants would spend the least of their bonus money for apparel. The average participant of the five stores would spend from \$21.00 to \$40.00. The hypothesis that there was no difference in the amount of bonus money spent on apparel by participants between the five retail stores was accepted at the 0.05 level of significance by the one-way analysis of variance ($F = 1.25, p > 0.25$). Perhaps

TABLE 6

ESTIMATES FOR CLOTHING EXPENDITURES FROM \$100.00 OF
BONUS MONEY BY 67 PARTICIPANTS

Estimated Expenditure	Percentage of Participants					Total
	Store A (N = 4)	Store B (N = 15)	Store C (N = 27)	Store D (N = 13)	Store E (N = 8)	
\$81.00-\$100.00	50.0	33.3	14.8	30.7	12.5	23.8
\$61.00-\$80.00	0.0	26.6	11.1	7.6	12.5	13.4
\$41.00-\$60.00	25.0	13.3	29.6	30.7	25.0	25.5
\$21.00-\$40.00	0.0	13.3	14.8	0.0	12.5	10.4
\$1.00-\$20.00	0.0	0.0	0.0	0.0	0.0	0.0
None	25.0	13.3	29.6	30.7	37.5	26.9
Total	100.0	100.0	100.0	100.0	100.0	100.0

personal income or employee discount policies have a relation with the amount of bonus money spent by participants in this study. Spence (30) supported this statement and concluded that income and activities for which clothes are to be worn are two of the most important factors of wardrobe planning. As there is an increase of economic, educational, and occupational status, more money is spent for apparel.

Practical Experience

A survey of practical experience for all participants was conducted in relation to work prior to present career positions. The average participant had one year of practical experience. Store E had the highest per cent of employees with over two years of practical experience while Store A had the highest per cent of employees with no practical experience prior to the present position. Observations were that promotion in the merchandising field usually is influenced by employees having prior working experience in the merchandising field. No supportive investigation was further conducted.

Readership

A survey was made of the periodicals most often studied by the participants. Persons from Stores A and B rated McCall's, Womens Wear Daily, and Ladies Home Journal as the top reference magazines. Participants from Store C

rated Cosmopolitan as the magazine with most usage followed by Glamour and McCall's. Participants from Stores D and E Vogue, Harper's Bazaar, and Glamour as the most frequently read periodicals. Conclusions were that individuals employed in stores selling high fashion merchandise tend to read periodicals comparable to the tastes of their clients. Statistical analysis was not conducted to verify this trend.

Fashion Awareness Index Scores

A fashion awareness index score was determined by evaluating the answers of the participants in regard to their degree of interest in keeping abreast with new trends, shopping behavior, use of fashion literature, the degree of clothing interest, and fashion sensitivity. For purposes of tabulation, the responses were categorized into four areas of concentration. The categories were: readership, application, human relationships, and inherent factors. The average fashion awareness score of the sixty-seven participants on a four point scale, with one as the top score, was 1.8. Participants of Store D had an average score of 1.6, which was the highest degree of fashion consciousness for the five participating stores' employees. These are illustrated in Table 7. Conclusions were that there was a slight trend for individuals employed in specialty stores to be more fashion conscious than individuals employed in chain or department stores.

TABLE 7
AVERAGE FASHION AWARENESS SCORES OF 67 PARTICIPANTS
(1 = high; 4 = low)

Stores	Aspects of Fashion				
	Readership	Application	Human Relations	Inherent Factors	Store Average
Store A	2.3	1.8	1.7	2.0	1.9
Store B	2.0	1.8	1.4	2.0	1.8
Store C	2.0	2.0	1.3	2.0	1.8
Store D	1.7	1.8	1.2	1.5	1.6
Store E	2.0	2.0	1.3	1.5	1.7
Total Store Averages	2.0	1.9	1.4	1.8	1.8

Shrank and Gilmore (27) explained further that a positive relationship between clothing interest and fashion opinion leadership is evident with fashion innovators. Summers (31) also supported this conclusion by explaining that involvement in women's clothing fashions represents the strongest factor in determining opinion leadership.

Value Scales Related to Clothing

The values of the respondents were compared between the five retail stores. A modified form of Creekmore's value scale (5) was used. The participants answered questions which forced a choice between two alternative answers. These answers expressed certain values or elements in personality of the participants. The personality characteristics included the Economic, the Aesthetic, the Social, the Political, the Theoretical, the Religious, the Sensory, and the Exploratory. Common to the scores of all the participants was the high rating of the Aesthetic value. These findings are illustrated in Figure 1. Allport, Vernon, and Lindsay (1) supported the positive association between the theoretical-aesthetic values. These three authors also reported prior association between the social-religious values and economic-political values which were not supported in this present study.

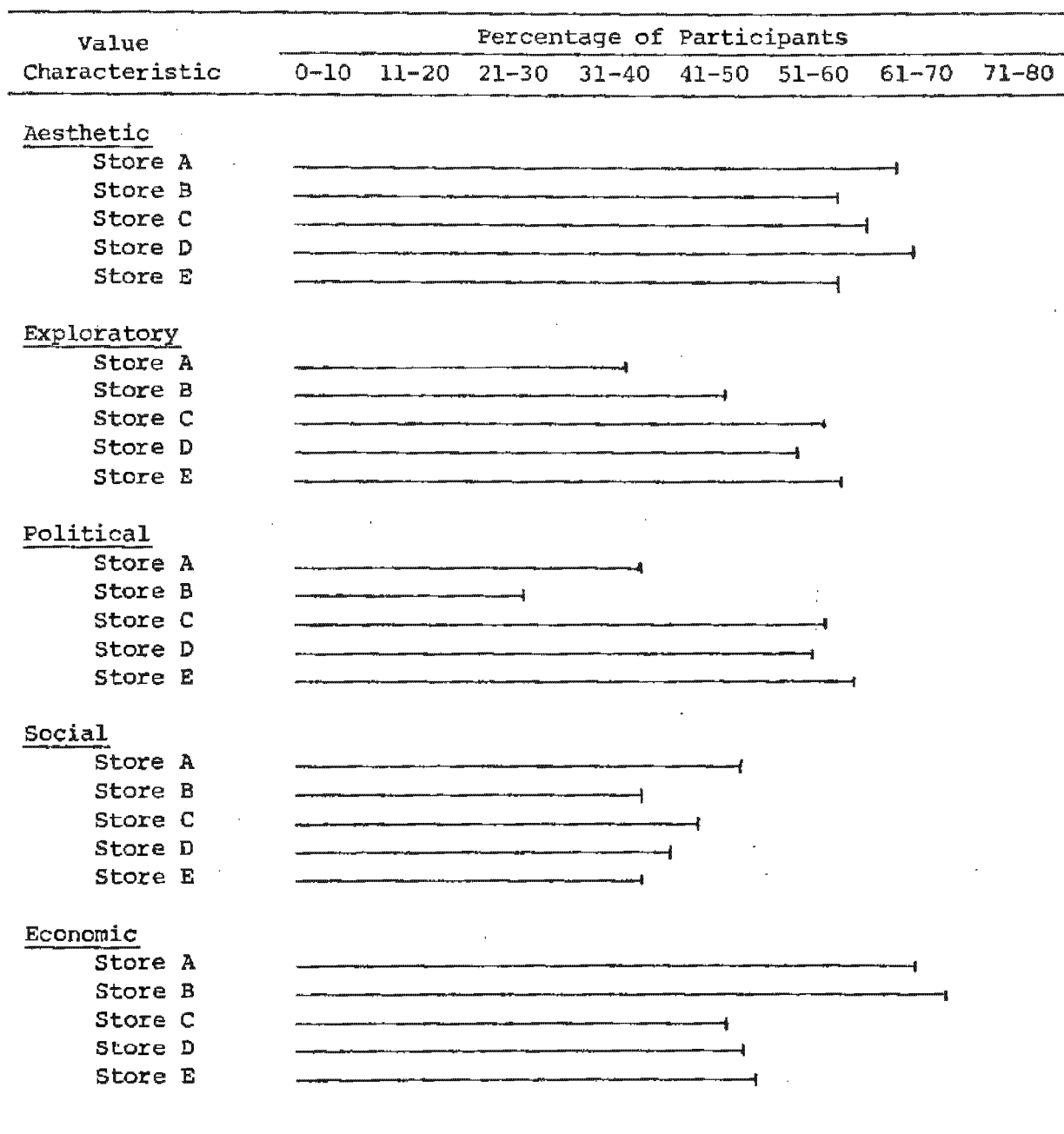
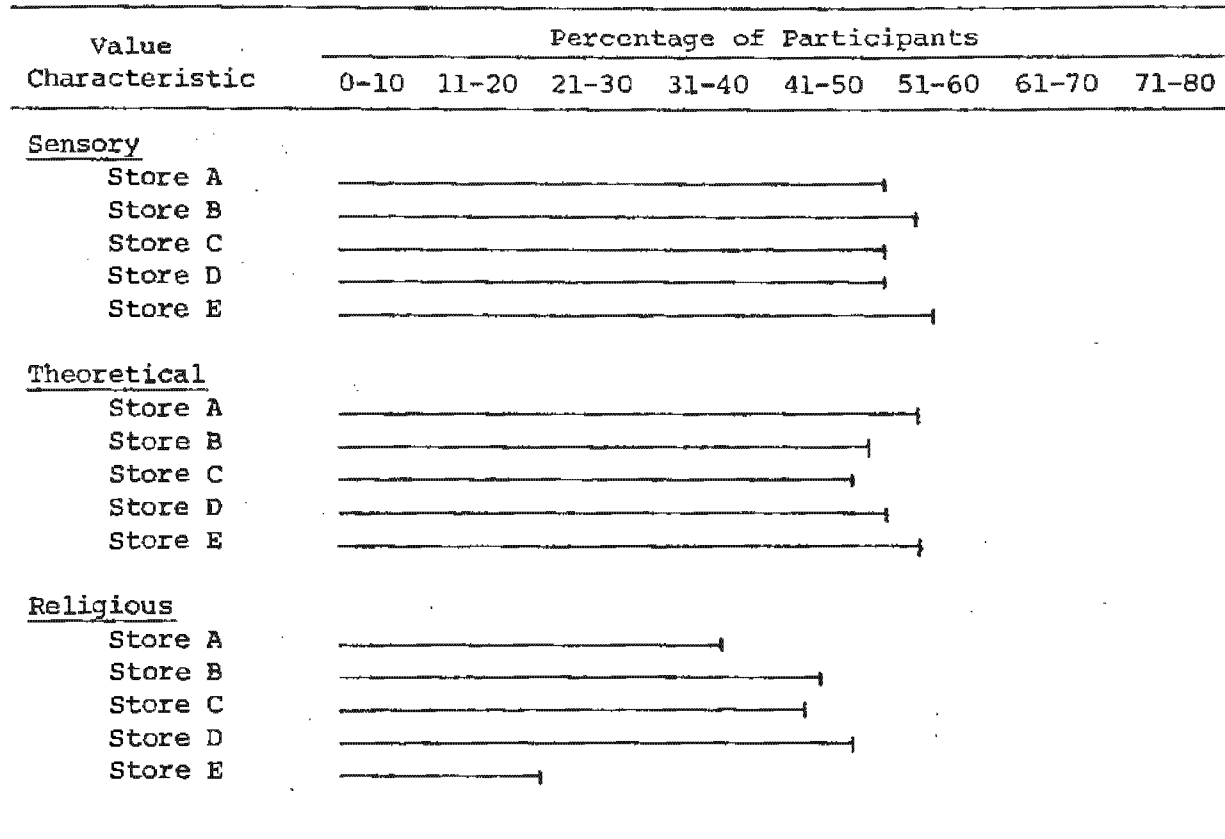


Fig. 1. Forced Values of 67 Participants in Relation to Clothing

Fig. 1--Continued



In general, participants working in speciality or department stores which carried high fashion merchandise, tended to place the aesthetic, exploratory, and political values higher than did the participants in the other stores. No supportive evidence was found to verify this trend.

A rank order of the forced values by the participants in the five retail stores was tabulated. From high to low, the results are illustrated in Table 8.

TABLE 8

RANK PERSONALITY CHARACTERISTICS
OF 67 PARTICIPANTS

Rank	Characteristics
1	Aesthetic
2	Exploratory
3	Economic
4	Sensory
5	Theoretical
6	Political
7	Social
8	Religious

A discussion of the background, shopping practices, practical experiences, readership, fashion awareness, and value scales related to clothing has been presented. Following, in Chapter V, a summary of these findings is presented.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

This study was undertaken to examine the attitudes and values of women in merchandising as a career. These participants were employees in career positions at five retail stores in Dallas, Texas.

One of the purposes of the study was to investigate the educational and family backgrounds of these participants. A Fashion Awareness Index Score was devised in order to compare or contrast common traits or values that the participants illustrated by means of their answers. Subject areas of investigation for this score included knowledge of fashion, extracurricular activities, and practical experience.

Educational Background

The average educational attainment of participants from Stores A and B was a high school diploma. A four year college or university degree was the average attainment of participants from Stores C and D. The women at Store E had an average attainment level of a junior college or fashion school certification. The average educational attainment level for all the five groups was graduation from a junior college or a fashion school degree or certificate.

Socio-Economic Background

Analysis of variance was conducted to determine the significance of socio-economic background upon the participants in choosing merchandising as a career. The hypothesis that the stores had the same socio-economic background was rejected at the 0.05 level ($F = 16.55$), indicating that the stores did employ persons with varying socio-economic backgrounds. Individuals with high socio-economic backgrounds tend to obtain employment in specialty stores or fashion department stores. Stores A and B, the chain stores, tended to employ women in career positions who came from lower-middle classes. Stores C, D, and E, the fashion department store and the specialty stores, each tended to employ women in career positions that were from upper-middle classes. The average classification within the five participating stores was lower-middle, according to the McGuire-White test of social status (18).

Hometown Population

The average participant in this study was from a city whose population is between 101,000 and 150,000. Conclusions were that clothing interest prevails strongest in mid-size urban areas and that fashion merchandising in Dallas, Texas, attracts persons from urban to metropolitan areas more rapidly than from rural populated areas.

Comparison of Personal Incomes

A comparison of personal incomes was made between participants in the five retail stores. The majority of the incomes were between \$6,500 and \$10,000 annually. Participants from Store A were the only group to differ from the mean, with an average income between \$10,000 and \$14,500. Conclusions were that all the stores compensate approximately the same for women employees in their respective career positions.

Organizational Activities

Participation in club activities was tabulated for the participants of the five retail stores. Over fifty per cent of the participants from Store A had no club affiliations. Over 60 per cent of the participants from Stores B and C belonged to no outside organizations. Participants from Stores D and E were associated with more organizations than any of the other groups. Over 62 per cent of the participants from each of these two stores were affiliated with one to three organizations.

Summers (31) write that fashion leaders may provide fashion information for social communication, conversation, affiliation with organization, and participation in social activities and this may be a profile with the specialty store employee's club and organizational affiliation. The

participants from the specialty stores had the greatest amount of club affiliation and scored the highest on fashion awareness in this study.

Shopping Practices

Use of Sales

The frequency of sales shopping was compared between the sixty-seven participants in the five retail stores. A question was posed to determine the extent to which the employees shop for clothes during special sales periods. Participants from Stores B and D shopped more frequently at sale time than did the other participants in the study. Store E had the least percentage of participants shopping at sales. However, all of the participants responded that they did shop at sales. The store's employee discount policies could have influenced the practice of sales shopping.

Stores Used for Personal Shopping

The types of stores used by the participants for personal shopping of specific apparel were tabulated for the total group of participants. The participants asked to indicate the last item or purchased apparel and the type of retail store from which it was obtained. The most frequently purchased item of apparel by the participants was a pantsuit purchased primarily at a department store. Blouses were the second most frequently purchased items of apparel, and the

majority of these were purchased at department stores. Dresses were purchased most often at department stores and skirts were purchased most often at speciality stores. Conclusions were that the individual store's employee discount may have been a factor in store patronage for particular items of apparel.

Bonus Expenditures for Apparel

Respondents were asked to estimate how much money they would spend if they were to receive one hundred dollars as a bonus. Of all the five stores, Store A's participants indicated they would spend the greatest amount of their bonus money for apparel. Store E's participants would spend the least of their bonus money. The average participant of the five stores would spend from \$21.00 to \$40.00. The hypothesis that there was no difference in the amount of bonus money spent on apparel by participants between the five retail stores was accepted at the 0.05 level of significance by the one-way analysis of variance ($F = 1.25$, $p > 0.25$). The conjecture was that personal income or employee discount policies have some connection with the amount of bonus money spent by individuals in the study.

Practical Experience

A tabulation was made of the participant's practical experience prior to present career positions. The average

participant had one year of practical experience. Observations were that promotion in the merchandising field usually is influenced by employees with prior successful practical experience. No supportive investigation was conducted.

Readership

A survey was made of the fashion periodicals used by the participants. Conclusions were that the participants working in stores with high fashion merchandise tend to read periodicals which emphasize the latest trends or silhouettes. Statistical analysis was not conducted to verify this trend.

Fashion Awareness Scores

A fashion awareness index score was determined by evaluating the answers of the participants in regard to: keeping abreast with new trends, shopping behavior, use of fashion literature, the degree of clothing interest, and fashion sensitivity. For purposes of tabulation, the responses were categorized into four areas of concentration. The categories were: readership, application, human relationships, and inherent factors. On the four point scale, with one being the top score, the average fashion awareness score of the sixty-seven participants was 1.8. Participants in Store D had the greatest degree of fashion consciousness of the five participating stores' employees, with a score

of 1.6. Conclusions were that there was a trend for individuals employed in specialty stores to be more fashion conscious than individuals employed in chain or department stores.

Value Scales as Related to Clothing

The participants' personality values, as related to clothing, were compared. Questions were asked which forced a choice between two alternative answers. These answers expressed certain values held by the participants. The personality characteristics included the Economic, the Aesthetic, the Social, the Political, the Theoretical, the Religious, the Sensory, and the Exploratory. The Aesthetic value rated high for all the 67 participants.

In general, participants working in specialty or department stores which carry high fashion merchandise tended to place the aesthetic, exploratory, and political values higher than did the participants in the other stores. No supportive evidence was found to verify this trend.

Conclusions

Although the field of fashion merchandising attracts employees from different socio-economic backgrounds, the average girl in a career position is from a lower-middle socio-economic background. People living in urban areas are

more fashion conscious than those living in rural areas. The average home town size for girls in merchandising careers is from 101,000 to 150,000 people. As fashion consciousness develops, so, too, develops a need for social contact and interaction. Organizational membership seems desirable for women employed in merchandising careers. Work experience prior to entry into the career of fashion merchandising is desirable. Specialized fashion education seems to be a good basis for entering the fashion field. The more knowledgeable a person is in fashion vocabulary, merchandising procedure, literature, art, and current trends, the more that individual has to contribute not only to her own success but that of her company as well.

Recommendations

Suggestions for future research in this field should include attaining a larger sampling from several metropolitan areas to achieve a greater cross-section of today's women in career positions in the fashion merchandising field. Another study that would be of interest could include a comparison of women in merchandising career positions as associated with the different apparel markets. A third possibility might include an in depth comparison of women employees in chain stores, department stores, and specialty stores. These

studies would give a greater and more accurate insight into values and attitudes of employees in the career of merchandising.

Both the profession of merchandising and its academic counterpart could benefit from a greater knowledge and information about personnel of the merchandising profession. Better preparatory business and fashion merchandising courses could then be offered by the schools.

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APPENDIX

6658 Shady Brook
Apartment #4232
Dallas, Texas 75206

Dear Sirs:

Enclosed are the clothing questionnaires which are to be distributed to women in management, personnel, and other closely related career positions in your retail store. The questionnaires are to be answered independently by your employees and turned in as soon as possible. Please give the following instructions when administering the questionnaires:

Do not write your name on this questionnaire. Please answer every question. Please check only one answer for each question. Choose the answer that is best for you. There are no right or wrong answers. When your preferences are not distinct, guess.

Your cooperation is greatly appreciated!

Sincerely yours,

Anna Marie Carpenter

CLOTHING QUESTIONNAIRE

Do not write your name on this questionnaire. Please answer every question. Please check only one answer for each question. Choose the answer that is best for you. There are no right or wrong answers. When your preferences are not distinct, guess.

Part I

A.

The following questions are related to the family in which you were reared, not your present marital status.

1. Describe the occupation of the main wage earner in your family.
2. What is the source of income for the main wage earner?
☐ Inherited saving and investments
☐ Earned wealth
☐ Profits, fees, royalties
☐ Salary, commissions, regular income paid on monthly or yearly basis
☐ Wages on hourly basis
☐ Income from odd jobs or private relief
☐ Unemployed
3. Educational attainment of the main wage earner.
☐ Completed appropriate graduate work for a recognized profession
☐ Graduate from a four year college, university, or professional school
☐ Attended high school
☐ Completed grade eight but did not attend beyond grade nine
☐ Left elementary or junior high school before completing grade eight
4. What is the size of your home town?

<input type="checkbox"/> under 25,000	<input type="checkbox"/> 51-100,000	<input type="checkbox"/> 151-250,000
<input type="checkbox"/> 25-50,000	<input type="checkbox"/> 101-150,000	<input type="checkbox"/> Over 250,000

B.

1. To how many clubs and organizations do you presently belong?
None ☐, 1 ☐, 2 ☐, 3 ☐, 4 ☐, More ☐

2. Do you shop for your clothing during sales?
regularly____, frequently____, sometimes____, seldom____,
never____
3. If you entered a contest and won a hundred dollars, how
much of it would you spend for clothes?
\$100.00--\$81.00____ \$60.00--\$41.00____ \$20.00--\$1.00____
\$80.00--\$61.00____ \$40.00--\$21.00____ None____
4. How much practical experience in retailing have you had,
prior to your present job?
none____, 6 months--1 year____, 1-2 years____,
over two years____
5. In which of these brackets would you say your personal
income falls?
\$2,500--\$6,500____ \$10,000--\$14,500____ \$25,000 and over____
\$6,500--\$10,000____ \$14,500 and over____ \$50,000 and over____
6. Do you look at fashion magazines?
often____, sometimes____, seldom____, never____
7. What is your highest level of educational attainment?
____ Graduate degree
____ Graduate from a four year university
____ Junior college or fashion school
____ High school graduate
____ Other, please specify
8. Which of these periodicals do you look at and how often?
- | | Regularly | Often | Seldom | Never |
|---------------------|-----------|-------|--------|-------|
| Vogue | | | | |
| Harper's Bazaar | | | | |
| Glamour | | | | |
| McCall's | | | | |
| Ladies Home Journal | | | | |
| Women's Wear Daily | | | | |
| Others, | | | | |
| please specify | | | | |
9. Do you attend fashion shows?
often____, sometimes____, seldom____, never____
10. How often do you go shopping for clothes?
often____, sometimes____, seldom____, never____

11. Do you ever refuse to go out because you do not have the right clothes to wear?
often____, sometimes____, seldom____, never____
12. Do you ever want to know what other people think of your clothes?
often____, sometimes____, seldom____, never____
13. Do you think people pay attention to the kind of clothes you wear?
often____, sometimes____, seldom____, never____
14. How much time do you like to spend shopping for clothes?
very much____, somewhat____, very little____,
not at all____
15. How often do you think about the clothes you wear?
often____, when dressing____, when buying clothes____,
special occasions____
16. Do you window shop in clothing store windows?
often____, sometimes____, seldom____, never____
17. Do you think that women who dress well are often better liked than those who do not dress as well?
often____, sometimes____, seldom____, never____
18. Do the clothes you wear to a social gathering have an effect on whether you feel at ease or not?
often____, sometimes____, seldom____, never____
19. Do your associates notice your mode of dress?
often____, sometimes____, seldom____, never____
20. How well do you feel that your clothes meet your needs?
very fully____, adequately____, only in a limited way____
21. In relation to your friends, how would you judge your clothes?
better than most____, as good as____, not as good____
22. In general, do you discard your clothes because they are out of style____, tired of them____, poor fit____, worn out____

23. From the four articles of clothing listed, which is the last article that you have purchased and what type of store was patronized? [Please check (✓).]

	pant suit	dress	skirt	blouse
specialty store				
department store				
chain store				
mail order				
factory outlet				
discount				

C.

Indicate for each statement whether you feel it is "definitely true," "partly true"--more true than false, "partly false"--more false than true, or "definitely false."

- I try to keep my wardrobe in line with the latest fashions.
definitely true _____ partly false _____
partly true _____ definitely false _____
- I avoid wearing certain clothes because they do not make me feel distinctive.
definitely true _____ partly false _____
partly true _____ definitely false _____
- I like to be considered one of the best dressed in a group.
definitely true _____ partly false _____
partly true _____ definitely false _____
- A woman should be fashionably dressed when doing routine neighborhood errands.
definitely true _____ partly false _____
partly true _____ definitely false _____

Part II

For the following questions, choose the answer that is best for you. There are no right or wrong answers. When your preferences are not distinct, guess.

- If you were shopping for a party dress and the first one you tried was unusually beautiful, which would you do?
____ a. look at other dresses even though this one was most becoming
____ b. buy this one without looking further

2. If you were attending an important social function, which would be more important?
☐ a. that you be dressed in the latest fashion
☐ b. that your dress and accessories harmonize beautifully
3. If you and a friend were shopping and both saw and liked a beautiful dress on the rack, which would you do?
☐ a. choose it for yourself since it was more becoming to you
☐ b. let your friend buy it since it was the only one available and she liked it very much
4. Which would you rather do?
☐ a. design dresses for a garment manufacturer
☐ b. study the theoretical motivations underlying clothing behavior
5. If you needed a new raincoat, which would you do?
☐ a. have the fun of trying on several brands and types before buying
☐ b. buy the first good quality classic type you find that is reasonable
6. When going on a weekend trip to the city with a girlfriend, which would you take with you?
☐ a. clothes which require a minimum of care
☐ b. clothes which make an especially good impression on others
7. Which casual dress would you rather have?
☐ a. the one that is very easy to take care of
☐ b. the one that is more comfortable but takes more care
8. When the new season's fashions appear in the stores, which would you be more likely to do?
☐ a. try most of the newest fashions out of curiosity
☐ b. look for something you know to be comfortable which feels more like your favorites
9. If you were shopping for shoes with a friend and she grew tired, which would you do?
☐ a. take the pair in that store which seemed O. K.
☐ b. leave her to rest in the lounge while you go to another store to see what they have

10. If you had to choose between two ensembles to wear to a church service, which would you select?
☐ a. the outfit with the distinctive cut and design
☐ b. the plainer, more conservative style
11. If these were the labels on two coats which you like and you could afford either one, which would you rather buy?
☐ a. House of Givenchy, Paris
☐ b. Stook fabrics are the world's finest--80% virgin wool and 20% fur fiber
12. If you were going downtown shopping on a very hot summer day, which would you choose to wear?
☐ a. a cool, comfortable but low cut dress
☐ b. a more covered up but more uncomfortable one
13. If you were traveling abroad with a group of friends and stopped to see a famous cathedral, which would you do?
☐ a. go in without a head covering when your friends insisted
☐ b. wait outside even though others were going in without scarves or hats
14. Which interests you most?
☐ a. the religious beliefs reflected in historic costume through the ages
☐ b. why the clothing of various cultures is so different
15. If your friends wanted to make an occasion of a movie by dressing up, which would you do?
☐ a. wear the same type as they in order not to embarrass them
☐ b. wear your usual, comfortable, casual clothes
16. If you wanted a new winter coat, which would you do?
☐ a. find out why so many people prefer the new pile fabrics for coats before buying
☐ b. buy the most stylish
17. If the latest fad were a splashy printed jumpsuit, which would you do?
☐ a. try them on just to see what they were like to wear
☐ b. refuse them, since the fabric and trimming did not harmonize
18. At any gathering, which would you be likely to notice and appreciate?
☐ a. the very beautiful clothes
☐ b. the expensive, high fashion clothes

19. Which do you think is more important?
____ a. that clothes be beautiful
____ b. that they reflect what is morally right
20. If you needed a dressy dress and had to make a choice between the two, which would you do?
____ a. select the one with better lines for you but which was not as comfortable
____ b. select the more comfortable one which did not have quite as good design for you
21. In which stores do you like to shop?
____ a. in stores where I can get the latest fashions
____ b. where I can get good clothes for less money
22. Which do people most often do?
____ a. reveal their moral character by the clothes they wear
____ b. wear what they find easiest to take care of
23. Which lecture would you more likely attend?
____ a. "Clothing Needs of the Underprivileged"
____ b. "Buying Clothes to Save"
24. If you found a new dress that you wanted and the price was a bit more than you had intended to pay, which would you do?
____ a. try to find out why it costs more
____ b. try to look for something within your price range
25. If a radically new and different type of shoe came out, which would you do?
____ a. try a pair just to see how they looked and felt on you
____ b. analyze the style and decide if it is right for you
26. If you were shopping for a dress and the time for an appointment with a friend was near, which would you do?
____ a. look in another store even though you would probably be late
____ b. buy the one in that store that was suitable, to be on time
27. If you were asked to help someone buy a becoming dress, which would you do?
____ a. analyze her figure and coloring before making suggestions
____ b. try different types of designs to see what was best

28. Which would you prefer to be?
____ a. the best dressed woman in your neighborhood
____ b. the one whose clothes are average because they are of less importance to you than your church or social work
29. If both you and your friend were shopping for special party dresses and she could afford to spend less money than you, which would you do?
____ a. buy a more outstanding dress than your friend could afford
____ b. buy one similar to the one she could afford
30. Which would you rather be?
____ a. a researcher who tries to find out how and why people choose the clothes they do
____ b. a woman who stands for purchasing quality clothes for less money
31. Which do you think that clothes more often do?
____ a. reflect the religious beliefs of individuals in general
____ b. provide protection and a sense of well-being through physical comfort
32. If you were taking a plane trip to visit a girlfriend, which would you do?
____ a. wear an old suit which is very comfortable for traveling
____ b. wear your best suit since your friend is bringing others to meet the plane

6658 Shady Brook
Apartment #4232
Dallas, Texas 75206
February 3, 1976

Ms. Velma Rich
Personnel Manager
Montgomery Ward & Co.
100 North Town Mall
Dallas, Texas 75225

Dear Ms. Rich:

I sincerely want to thank you and the employees of Montgomery Ward who participated on the Clothing Questionnaire distributed in January. The results are not in the process of being tabulated. I appreciate your time spent in administering the questionnaires and the time of your employees in answering them.

Thank you for your cooperation.

Sincerely,

Anna Marie Carpenter
Graduate Student