

WOMEN'S APPAREL RELATIVE TO SELF-CONCEPT AND
APPROPRIATENESS TO PROFESSION

A DISSERTATION
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN
CLOTHING AND FASHION MERCHANDISING
IN THE GRADUATE SCHOOL OF THE
TEXAS WOMAN'S UNIVERSITY
COLLEGE OF NUTRITION, TEXTILES,
AND HUMAN DEVELOPMENT

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DENTON, TEXAS

AUGUST, 1982

ACKNOWLEDGMENTS

The author wishes to express her gratitude to the following persons for their assistance during the course of this study:

Dr. Clarice Garrett, committee chairman, for her continued guidance and dedication throughout the research program;

Dr. Holland Blades, Dr. Jack Gill, Dr. Charles Riggs and Dr. Howard Stone for serving as members of the doctoral committee;

Mr. William B. Canada for his assistance in the statistical analysis;

The participants for completing the questionnaires which made the study possible;

Laurie Hammett for her proficiency in typing the manuscript;

Mr. and Mrs. L. C. Lister, her parents, for their expressions of love, faith and stimulating encouragement; and

Roy, her husband, and Erica and Brian, her children, for their support, patience and expressions of affection during the many long hours of study.

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CHAPTER I

INTRODUCTION

Origin and Importance of the Study

As professional women fill employment positions from lower management to the executive suite in growing numbers, there is a flood of advice as to what they should wear to achieve success. The ever-widening variety of employment opportunities require more comprehensive planning and a greater awareness of apparel appropriate for employment positions. "Success Dressing" is a phrase used to describe the apparel of many professional working women and Molloy (37) advocated that women should dress for the jobs they want which often are not the ones in which they are employed. According to Molloy, the "skirted suit" should be the uniform of women interested in management level positions. Instant clothing power for today's business woman gives a look of authority. Such an appearance is vital if the American business woman desires to achieve success in industry. Molloy further states that an individual should project a "neuter look," thereby producing a balance between femininity and extreme emphasis of exaggerated sex differentiation.

There is considerable importance in the fact that the appearance of an individual be compatible with personal success goals. There is also a need for recognizing the variation in desirable and acceptable apparel for different business employment positions. In large organizations, where dependability, solidarity and integrity overshadow glamour, a far more conservative image is prevalent than in business offices of a less conservative nature.

Roach (46) stressed the necessity for women to look appropriate in business. Jones (28) also affirmed this position and pointed out that a woman in business should dress up to her job; job progress can be helped or hindered by the way an individual dresses. Clara Pierre (44) inferred that any employee who interacts with the public should project an image comparable to the employment position represented. Prior to the seventies, there was little interest in appearance perceptions and the apparel worn to work by women. According to Edith Head (21), vast changes have occurred involving appearance perceptions of working women's wardrobes. In the past, the word "school teacher" brought to mind a hard-bitten, flat-chested, flat-heeled, bespectacled female whose appearance differed considerably from that of other professional women. School teachers today, however, are as attractively and fashionably dressed

as are other business women. Self-confidence, according to the editor of Harper's Bazaar (38), is the key to appropriate dress, and the secret of self-confidence is to like one's self. This concept involves "self-liking" in the way one dresses, as well as in the manner in which one relates to other people. Clothes actually simplify our perceptions of people or of the total situation and have a definite influence on the impressions or characteristics a person attributes to those he meets.

According to Boone and Kurtz (7), each of us possesses a multifaceted mental picture of ourselves and this perception of self is identified as one's self-concept. Different individuals view themselves differently, and one's action and reaction to his or her environs is dependent upon that individual. Samuels (50), too, projected the self-concept as multifaceted. The important dimensions are body image, cognitive self, social self and self-esteem. Body image is the manner in which an individual views himself both realistically and ideally; negative and positive feelings involving one's body. It is felt that the manner in which an individual perceives himself determines the outcome of feelings displayed. The negative feelings, however, lend themselves to negative feelings for the total body. The social self is defined as the individual in

relation to his environs: ethnic, cultural and religious; the integration of one's lifestyle into a particular society, setting or status realm. The cognitive self is limited to the state of awareness. Self-esteem is the final or evaluative and discriminating stage in one's development. This final stage is the self-worth an individual attributes to himself.

The apparel worn is likely to reflect one or a combination of several self aspects. Considering the overall view of research theories in the social psychological aspects of clothing, Ryan (48) consistently emphasized two theories. The first of these is the role theory of interaction. Basic to this theory is the notion of the self-concept. Thus, the specific role played by an individual depends upon the situation and upon one's concept of himself. The inference is that clothing may be an influential force. The second theory presents clothing as one of the means by which we bolster our self-esteem and seek acceptance from others. From a socio-economic point of view, clothing becomes a tool utilized by those who are moving or want to move to a higher status.

According to Horn (24), the tangible aspects of self and the intangible aspects of dress are vehicles by which one communicates impressions of the self to others.

Horn perceived personality as being influential in one's clothing behavior and felt that any attempt to discuss clothing should involve the aspects of personality. Many theorists view clothes and the self-concept as separate entities. Ryan (48) views clothes as an extension of the self and explicitly states:

While the skin serves as a covering for the body and the self is enclosed, our society views dress as essential or complete and the naked body as being incomplete.

In retrospect, the views of apparel and self-concept relative to apparel are vast and varied. Women's apparel and the many factors influencing selection remains a basic challenge in our market-oriented society.

General Statement of the Problem

This study was designed to investigate the apparel of selected employed professional women relative to self and ideal self-concepts. The perceptions of apparel appropriate to the selected professions also were examined.

CHAPTER II

REVIEW OF LITERATURE

The review of pertinent literature is presented in the following sequence: self and ideal self-concepts, self and ideal self-concepts relative to apparel, and perceptions of apparel appropriateness.

Self and Self Concepts

The self and self-concepts are viewed from many perspectives and have focused on a variety of internal and external forces which have relevance. Many theorists, too, have formulated their own definitions of self. Rogers (47) defined self as:

an organized set of internally consistent perceptions that refer to the individual and his relations with others.

Rogers imposed limitations on his definition of self-concept to include those experiences available to awareness. He felt that this was the only means by which the constructs could be operationalized and measured. Rogers contended that as experiences were symbolized into awareness, they became "self-experiences" and were integrated into the individual's self-concept. This self-concept is

based on perceptions that exist subjectively and have relevance to the individual and his interactions with others.

Arndt (3) viewed "self" as the entire personality and suggested that theory has two major functions. The rational or evaluative function is associated with thinking and feeling; the irrational or non-evaluative function is associated with sensation and intuition. Arndt considered theory a tool by which basic facts might be understood.

Freud (18) utilized "self" as an agency which executed specific functions. The mind was pictured as a "psychic apparatus" which encompassed a three-dimensional system. Super ego, ego and id were the hierarchical components in which each dimension was oriented for a specific task. The "id" is the foundation for the instinctual process. Operativeness, at this stage, is based on the pleasure principle. Actions are unconscious and impulsive. The "ego" is the reality-oriented structure. Like the id, it is mostly unconscious, however. The super-ego is conscious and rational and functions as a self-critical faculty of one's behavior.

When a person becomes self-aware, he is in a position to acknowledge responsibility for that which he does, including that which he does to himself. Self-responsibility is an outgrowth of self-awareness and when an individual is

accountable for his actions, he can control the ownership of his life. Branden (8) postulated:

When a person acts out knowledge of what he thinks, feels, needs or wants, he does not yet have the option of choosing to act differently. That option comes into existence with self-awareness which is the basis of change.

Lecky (34) theorized that "self" is an expression of behavior. The behavior exhibited reflects the individual's picture of himself. This theory suggests that continuous efforts exist to maintain the perceived self and the behavior which is displayed, maintains a degree of consistency. Behavior modification will occur when the individual recognizes a particular behavioral pattern as being inconsistent with the existing self-concept. Lecky specified that the key to understanding behavior rests in the nucleus of personality.

Personality is the total self; the person's conceptions of what he means, who he is, what he can do and how he fits into the world. Many of the internal facets of personality lie in the realms of the unconscious. Horney (25) interpreted the individual's unconscious perceiving and remembering by explaining one's actions. If an individual does something to be ashamed of, the behavior registers to one's discredit; if one does something honest or fine or good, the behavior registers to one's credit.

Ultimately the individual either respects and accepts himself or rejects and despises himself.

Duvall and Wickland (15) focused their studies on self and self-awareness. These authors contended that there is one self and identified this single self as a "casual agent self." Perception, thinking and action are the functions displayed. Self-awareness, however, is projected as objective and subjective. Objective self-awareness is the state in which the casual agent self is taken as the object of consciousness; subjective self-awareness is the state in which the casual agent is not the focus of consciousness.

Allport (1) approached "self" from a different projection point and contended that confusion surrounds the terms "self" and "ego." He introduced the term "proprium" to mean those aspects and dimensions of one's personality that are particularly one's own.

Self image is the term utilized by Angyal (2) as the symbolic representation of one's self, the person as the individual images himself to be or that aspect of the subject pole of which he is aware. Angyal further suggested limiting "self awareness" to the realms of individual awareness.

Mead (36) drew a distinction between the "I" and "me" aspects of self. The "I" is an individual in the present whereas, the "me" is the "I" reflected upon. The "I" is aboriginal to the biological equipment of the organism which identifies with freedom of impulse, creativity and subjectivity; the "me" is all the attitudes, roles, meanings, pressures and values of others organized and taken into one's self. Both aspects are essential to the complete development of self.

Bills, Vance and McLean (6) designed a research tool, referred to as the Index of Adjustment Values. The specific purposes of this instrument were: 1) to determine the self-concept of a sample, 2) to measure the attitudes individuals hold of themselves during specific conditions, and 3) to determine the individual's concept of his ideal self. Test results indicated that scores for self-acceptance were significantly related to the self threats and threats from others. Following the completion of this test and retest, many other studies were conducted which contributed to the establishment of validity for this Index.

Self concept, regardless of terminology, involves each individual's perception of himself. LaBeene and Green (32) stated thusly:

Self-concept is never observable by any other person and the most a researcher can hope for is to make somewhat accurate and approximate guesses concerning the degree to which the constructs exist in an individual.

Self and Ideal Self-Concepts Relative
to Clothing

Historically, early man wore clothing for modesty, adornment and protection. As times changed and civilizations expanded, the reasons for wearing clothing expanded and changed as well. During this century, attention has been focused on the need for a better understanding of the role clothing plays in influencing individual perceptions.

Douty (14) investigated the role clothing played in an individual's perceptions of others. The underlying belief was that clothing was an inseparable aspect of the individual perception field and the central idea was that clothing worn by an individual has a distinct and measurable influence on the impressions which individuals make of others. Sixty subject-judges and two additional groups, who served solely as judges for predicting ratings, comprised the sample. Data were obtained through the use of a Personal Assessment Form. The Kruskal-Wallis One-Factor Analysis of Variance was implemented to determine significant differences; correlations were utilized to indicate

positive and negative relationships. Results revealed that clothing was viewed as an intimate part of one's perceptual field with potential for affecting impressions of the person.

Ryan (48) contended that there is a relationship between clothing and self-concept. Primarily, one's self-concept is focused upon in social interactions and these interactions occur in settings where clothing is worn. The clothing worn is viewed as the external boundaries of the body and functions to establish identity, assist in role portrayal, emphasize values, shape images and evaluate status.

Deemer (12) investigated clothing behavior in order to determine the extent of self and ideal self-concept rating discrepancies for selected participants. Three hundred college students between the ages of 17 and 23 were the respondents. The two measures, The Index of Adjustment Values and The Clothing and Appearance Image Measure, were sources for the acquisition of data. The data were subjected to correlation analyses, frequency distributions, and factor analyses. Findings showed a significant correlation between congruence and discrepancy scores for the self and ideal self-concept in reference to the CAIM and IAV.

Horn (24) saw a cohesive bond between apparel and self-concept and felt that a profound attempt should be made to achieve consistency between the tangible aspects of self and the intangible aspects of dress. Both factors communicate impressions of the self to others.

Clothes play a triple role in social interactions, a basic conjecture of Ryan (48). She felt that clothes play an important part in the way we perceive other people; clothes affect the action of the wearer; and clothes determine the role one plays in society. Clothes reflect prevailing fashions, fabric innovations, economic stability, and technological developments of a nation. Clothes incorporate one's own span in time, if viewed knowledgeably. Fourt and Hollies (17) defined clothing as a "quasi-physiological system," an extension of the body that interacts with the physiology of the body and is essential to man in all but exceptional and limited environments.

Clothes may be viewed as a highly dual purpose item of human utilization. According to Latzke and Hostetter (33), clothes serve as an item of prestige, value, identification, status, self-expression and conformity. The impression that is obtained is determined by the perception of the wearer and the receptiveness of the viewer. As an item of prestige, one's clothing can be observed apart from

the other material possessions. By being appropriately attired and displaying an extensive wardrobe, a greater degree of attention may be focused on an individual. The business or professional person gains prestige through clothing choices. Latzke and Hostetter also contended that identification of self with clothing is inevitable. Clothing virtually becomes one's body surface so that criticisms levied against one's dress would be construed as criticism of the wearer. Likewise, any outside attempt to suggest improving one's appearance through dress would necessitate a greater degree of finesse.

Atkins (4) measured clothing perceptions and investigated the relationship of perception to self-concepts. The sample was comprised of 300 female participants between the ages of 16 and 30. Data were collected through the utilization of a questionnaire. Results indicated a significant correlation between self-concept and clothing perceptions for all groups; a significant correlation when measuring perceptions of clothing and self-concept; and significant differences in the clothing perceptions between the three groups.

Hartman (20), a professor of educational psychology, viewed clothing research as a topic within the field of social science. Clothing was perceived from the double

aspects of personal problems and social issues, stimulus and response. Hartman also believed that the wearing of clothing is perceived from the viewpoints of both the wearer and the viewer.

Ryan (48) dichotomized the aspects of self-concept to include the somatic self, the perceived physical characteristics of the self, and the social self. Clothing, according to Ryan, plays a vital role in one's concept of the somatic because clothes can extend or contract body limits. The social-self consists of two types--"the sort of person I am" and "the self as a group member." Both phases have relevance and importance in clothing choices. Each type of self-concept is comprised of characteristics which tend to vary in consistency and centrality.

McAdams (40) investigated the relationships between self concept, ideal self concept and clothing attitudes for selected male adults. The random sample included 211 males residing in Beaumont, Texas. Data were obtained through the utilization of The Index of Adjustment Values and The Clothing and Appearance Image Measure. The accumulated data were subjected to correlation analyses, factor analyses and frequency distributions. Results revealed age and marital status as positive factors in clothing and self-image. Social class was not a positive

factor in clothing and self-image. Additionally, CAIM and IAV scores correlated significantly.

An individual's clothing selections are an expression of one's self concept; clothes reflect an individual's personality. Chambers (10) stated that one can approach the study of clothing as "an extension of the person," as a means of communicating with others and as an aid in group adjustments. Chambers also theorized that clothing should be no more than a tool--an aid in expressing what and who one is--a reflection of one's taste, life and values.

Apparel Perceptions of Appropriateness to Professions

Within the past decade, one phase of fashion has emphasized apparel for the professional woman. A high degree of attention has been focused on this market segment due to an increase in the number of professional women entering the work force. Professional women are interested in top management positions and have established goals for reaching "the executive suite." Apparel appropriateness is a major concern of this professional segment. Jones (28) suggested that women should select apparel which would be representative of the individual's employment position and the apparel should possess a degree of conservativeness.

Latzke and Hostetter (30) inferred that clothes are a powerful factor in the shift to a higher level of employment. Clothes can help crystalize and maintain class distinction in the business sector and in society as well.

Since the female executive is no longer a phenomenon in our society and more businesses are recognizing the potentials of this segment, women should be challenged to seriously consider their choices of body coverings.

Hemingway (22) stated:

What you wear in this world can make or break you. Your clothes can be your best friend or your worst enemy, your security or your ruin, in business and social gatherings.

Polly Bergen (5) considered clothes as being an instrument of nonverbal expression. Bergen contended: "Clothes are a statement you make about who you are and who you would like people to think you are." Unless one's apparel makes this statement in a straight forward manner, inaccurate impressions may be projected.

Piere (44) emphasized that clothing was an extension of the individual and that the individual is what he or she wears. Clothes are the way one dresses one's self image; they are a second skin; a completion of personality. Clothes are functional and incorporate for us our own span in time, if viewed knowledgeably.

Molloy (37) brought attention to the apparel of professionally employed women in his book, Dress for Success. His "skirted suit philosophy" has scored throughout the business world and his attire has been adopted as the uniform of many businesses. Other authors have not been so categoric in their views of professional apparel. Validity exists in the statement that attire chosen should be appealing and appropriate to one's profession.

Edith Head (21), in discussing success dressing, analogized between appropriate attire and product packaging. Head believed that the best "packaging" makes the difference between those items that are sought and those that remain on the shelf; those professionals who climb the corporate ladder and those who become stagnant in employment positions.

Thorpe (53) suggested simple dresses and suits as practical apparel for work. Color choices, while visible, depend on the business establishment by which the individual is employed. Neatness, grooming and make-up are also important considerations. One should not be conspicuously dressed in a business and professional employment position. To quote Thorpe:

Clothing worn in business situations should be chosen with due regard to the physical characteristics of the person who is to wear it, as well as the type of work one does. Becomingness, serviceability, and appropriateness of attire are essential.

Gross and Comer (19) suggested a standardized apparel package for the professional woman. This apparel was identified as "The Uniform" and was comparable to the Brooks Brothers Suit. The executive overalls are labeled as safe, solid and reassuring. Gross and Comer stressed the importance of appropriate image projection by stating:

Clothes are a source of impact; clothes say something about your judgement. If one wears inappropriate apparel to the office, it may be assumed that the individual might possibly exhibit inappropriate behavior as well.

Bob Mackie (35) contended that there is no basic wardrobe for everyone since the needs of individuals differ with regard to employment positions and likes and dislikes. Regardless of lifestyle, however, every woman is better off with a limited selection of well-made classic clothes rather than a closet full of odds and ends. Mackie believed that one's appearance will not guarantee a successful climb up the corporate ladder, but would, however, go a long way in conveying who an individual is and where one stands. Mackie postulated:

If you dress like a loser, you are likely to be written off as such. Most winners have style and

carry themselves well in movement and conversation, their exterior image.

Stotes (51) expressed her views on apparel appropriateness by stating: "Tidiness of appearance and a sense of appropriateness in dressing are the indications of a tidy and flexible mind.

Different employers, naturally, set different clothing standards for those professional women who wish to attain higher positions. Attention must be given to wardrobe selections of appropriateness. Nelson (43) studied the clothing preferences and appearance perceptions of female executive secretaries. The sample consisted of 40 female executive secretaries who were segmented by age brackets: under forty and over forty. Data were subjected to chi square analyses and findings revealed that as the quantity of women entering the work force increased, so did the degree of consciousness in the development of images and distinctive career identities increase.

Clothes can be instrumental in the acquisition of power and position by providing added visibility. One must always be mindful that nothing annoys other people more than excentricity in clothing. Michael Korda (30), when referring to power in appearance stated:

The entire person is viewed as a source of power or a lack of it. The way one sits, feet planted firmly on the floor, projects power.

Presently, there is a different approach to dress than that which existed during the early writings of Hurlock (26). The working woman, of that era, functioned in more confined environs. Hurlock inferred that working women, due to "deadly routine employment standards" in mills, factories and offices, chose to vent their desires in order to be different through the only avenues possible, apparel finery.

Takahashi and Newton (52), in a study on perception of clothing conformity, investigated a group of high school girls. The sample consisted of adolescents enrolled in four different homemaking classes. Each class was designated as a reference group. Different clothing conformity inventories were administered to each group and each participant rated herself and the other members of her designated group for their degree of conformity, indifference or non-conformity to designated clothing norms. Correlation analyses were computed. Findings indicated a significant relationship between the individual's self-concept and the reference-group peers' concepts of the individual's degree of clothing conformity; clothing expressions do have socio-psychological implications.

A Clairol newsletter (11) summarized a study performed by Bonne Brandi, an assistant professor in Home

Economics from the University of Arizona. Employed professional women were studied to determine their apparel preferences for work. Results indicated a preference for classic styles in opposition to fads; suits and jacket-dresses; straight or gored skirts with semifitted jackets and the use of natural fabrics in opposition to synthetics.

The factors influential in clothing or apparel selection are many. Religion, customs, ethnicity, social status, culture, geographic location and individual values all contribute to this endless list. The type of clothing worn and the choices made are governed by the society in which one lives.

CHAPTER III

STATEMENT OF THE PROBLEM

Purpose

The present study was designed to investigate the relationship between self-concepts and ideal self-concepts relative to the apparel of employed professional women. Perceptions of apparel appropriateness for the selected professions of accountants, administrators/managers, social workers and teachers also were investigated.

Assumptions

As a basis for the hypotheses, the following assumptions were made:

1. The self-concept is a central factor in one's personality framework.
2. Aspects of the self-concept can be measured.
3. Apparel appropriateness perceptions are identifiable.

Hypotheses

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

1. There is no significant difference between the self and ideal self-concept of selected employed professional women.
2. There is no significant relationship between the socio-economic status and the self-concept of selected employed professional women.
3. There is no significant relationship between the educational level and self-concept of selected employed professional women.
4. There is no significant difference between the self-concepts for the four selected professional groups of employed women.
5. There is no significant difference in the apparel perceptions of the four selected professional groups of employed women relative to apparel appropriateness for a profession.

Scope and Limitations of the Study

This investigation was limited to a study of the self and ideal self-concepts of apparel and to perceptions of apparel appropriate for selected professions. The sample was limited to working professional women:

1) employed full-time outside the home, 2) employed in positions where no specified dress was required, 3) who

were employed as accountants, administrators/managers, social workers and teachers, and 4) who were employed in the Dallas Metroplex.

The apparel worn to work was limited to those design trends and fashion influences that were current during the period of this investigation (1980-81). Due to the stated limitations, generalizations cannot be drawn beyond the sample.

Definitions of Terms Used

Self-concept--an individual's mental image of one's self.

Ideal self-concept--the kind of person one would like to be.

CAIM--the Clothing and Appearance Image Measure designed by Eunice Deemer (12). Hereafter, the initials will be used interchangeably with the name of the measure.

IAV--the Index of Adjustment Values Measure designed by Bills, Vance and McLean (6). Hereafter, the initials will be used interchangeably with the name of the measure.

Professional apparel--clothing and accessories which are worn to daily gainful employment destinations by women.

Employed Professional Women--Females employed, outside the home for forty hours per week, in careers as accountants, administrators/managers, social workers and teachers.

CHAPTER IV

PROCEDURE

This research focused on the apparel of professionally employed women. Specific factors investigated were self and ideal self-concepts relative to apparel and apparel perceptions of apparel appropriate to selected professions.

Sample

The sample consisted of 140 employed professional women who resided within the Dallas Metroplex. The selected categories of professional women were chosen by a screening panel of twelve professional women who utilized Nam's Occupational Status Index (42). The selected professions were accountants, administrators/managers, social workers, and teachers. The sample was chosen in the following manner: a copy of the Directory of Business and Professional Women, published by the Dallas Chamber of Commerce, was obtained. Telephone contacts were made to presidents and chairpersons of several member organizations listed in the directory. The purpose of the research was explained and names of prominent members employed in

the selected professions were requested. Forty names were received from which one name was drawn for each profession. These four individuals were contacted by telephone soliciting their assistance as both a participant and as a distributor of questionnaires to fellow professionals. The four women agreed to participate and to assist in the distribution of questionnaires. These four volunteers were requested to compile a list of women employed in their profession and to randomly choose, by means of a drawing, forty-nine others who were willing to participate. The questionnaires were then distributed to those willing to participate and later collected by the four volunteers contacted initially. Due to the rate of return and incompleteness, only 140 returned questionnaires were usable.

Questionnaire

Data were collected through the utilization of a questionnaire. This instrument was comprised of four parts. Part I, demographics, was designed to obtain basic characteristics of the participants such as occupation, education, job title, and support or marital status.

Part II, a modification of the Clothing and Appearance Image Measure developed by Eunice Deemer (12), consisted of forty-nine descriptive words and phrases.

This measure will be referred to as the CAIM. Data obtained elicited positive and negative responses for clothing behavior. The lead sentences were: "I consider my clothing or appearance to be _____" and "I would like my clothing or appearance to be _____." The CAIM contained five, double columns utilized for recording responses of the self and ideal self-concepts. Self-concept responses were recorded in the first of each double-column followed by the ideal self-concept responses in the second. The five double-column response levels were: Seldom, Occasionally, About half the time, A good deal of the time, and Most of the time.

Part III of the questionnaire was a modification of the Index of Adjustment Values designed by Bills, Vance and McLean (6). This measure contained forty-nine descriptive words and phrases of individual perceptions which elicited responses to self and ideal self-concepts. This measure will be referred to as the IAV and parallels the CAIM. The lead sentences on the IAV were: "I am (a/an) _____ person"; "I would like to be (a/an) _____ person." The responses to these statements were indicative of the self and ideal self-concepts of the participants, respectively. This measure also included five double-columns for recording the same response

levels--Seldom, Occasionally, About half the time, A good deal of the time, and Most of the time.

The final section, The Apparel Perception Inventory, developed by the author, elicited individual image perceptions of appropriate professional apparel. Sketches of garments worn most often by working women and identified by the letters A, B, C, and D were arranged in order of their degree of conservativeness. The conservative order of the garments were: A--skirted suit; B--pant suit; C--casual dress, and D--a blouse and pants. Each participant selected the apparel choice she perceived most appropriate for her profession and for the other selected professions as well.

Statistical Treatment of Data

Percentage and frequency distributions were utilized for descriptive purposes. Chi-square distribution analyses were utilized to determine relationships between the four selected professional employment groups. Student's T-test was used to determine significant differences between the self and ideal self-concepts for the Clothing and Appearance Image Measure and the Index of Adjustment Values. Correlation analyses were used to determine the degree of association between the

socio-economic status and self-concepts and between the educational attainments and self-concepts.

A one-factor analysis of variance was used to determine significant differences between the four selected professional employment groups relative to self-concepts. Duncan's new multiple range test was used to identify the homogeneous subsets among the professional groups and to identify the groups between which differences were significant. For all statistical tests, the results were interpreted with the 0.05 level of probability representative of significant results and the 0.01 and 0.001 probability levels considered as representative of highly significant results.

CHAPTER V

RESULTS AND DISCUSSION

Data were obtained from 140 employed professional women who resided within the Dallas Metroplex. These women were employed as accountants, administrators/managers, social workers and teachers. A questionnaire was utilized in the acquisition of information. Results are presented under the following major headings: (1) demographics, (2) self and ideal self-concepts, and (3) perceptions of apparel appropriateness to professions.

Demographics

Demographic data provided information regarding the professions of selected professional women, their job titles, support status, socio-economic status and educational attainments.

Professions

The four groups of employed professional women were accountants, administrators/managers, social workers and teachers. Accountants were those women serving in industry or private practice as junior, senior or certified public

accountants. Administrators/managers were those professionals whose responsibilities were supervisory and managerial in capacity. Social workers were those women in positions of community involvement and public assistance with city, county and state affiliations. Teachers were those women employed in public education, at elementary and secondary levels. Table 1 displays the percentage distribution of the participants relative to professions.

TABLE 1.--Percentage Distribution of Participants by Profession

Professions	Participants	
	Number	Percent
Accountants	35	25
Administrators/Managers	35	25
Social Workers	35	25
Teachers	35	25
Total	140	100

An equal number of participants, 25 percent, were employed in each of the four selected professions.

Job Title

As a professional, many career employment positions are accompanied by specific job titles. The job titles held by participants included director, assistant director, division leader, supervisor, coordinator, consultant and commissioner. A percentage distribution of the professionals, by job title, is shown in table 2.

All or 100 percent of the administrators/managers held specific job titles. Eighty-six percent of both the accountants and social workers indicated having specific titles. Fewer teachers, 23 percent, held titles than did any other professional group. Titles held by teachers included department chairman, cluster coordinator, lead teacher and contact person. Titles held by administrators/managers included office manager, small business administrator, personnel director, regional commissioner, real estate broker, and studio/owner manager. Since this professional category was so varied in background, a frequency distribution of job titles is shown in table 3.

TABLE 2.--Percentage Distribution of Selected Professional Groups by Assigned
and Non-assigned Job Titles

Title Status	Administrators/ Managers						Social Workers		Teachers	
	Accountants									
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Assigned Titles	30	86	35	100	30	86	8	23		
Non- assigned Titles	5	14	0	0	5	14	27	77		
Totals	35	100	35	100	35	100	35	100		

TABLE 3.--Frequency Distribution of the Administrators/
Managers by Specific Job Titles

Job Titles	Numbers
Business Administrator	5
Educational Administrator	16
Office Manager	5
Personnel Director	3
Real Estate Broker	1
Regional Commissioner	1
Store Manager	3
Studio Owner/Manager	1
Total	35

Support Status

The support or dependency status of the participants varied between the four professional groups. A percentage distribution of support status is shown in table 4. Social workers were the most evenly divided profession with 51 percent married and 49 percent single. More teachers, 80 percent, were married than any other professional group.

TABLE 4.--Percentage Distribution of Selected Professional Women by Assisted
and Non-Assisted Support Status

Title Status	Administrators/ Managers				Social Workers		Teachers	
	Accountants		Number Percent		Number Percent		Number Percent	
Assisted Support	24	69	22	63	18	51	28	80
Non- Assisted Support	11	31	13	37	17	49	7	20
Totals	35	100	35	100	35	100	35	100

Socio-economic Status

The respondents were categorized according to the McGuire-White Social Status Index (41). The socio-economic status for the sample is shown in table 5. More than 50 percent of each of the professional groups maintained an upper-middle socio-economic status. More social workers, 83 percent, maintained an upper-middle status than did any other group, while more administrators/managers maintained as lower-upper status (31 percent).

Educational Attainment

The educational attainments of the participants were on a continuum from high school diploma recipients through the doctoral level. A percentage distribution of the educational attainments is presented in table 6. Findings indicated that more of the participants, 45 percent, held bachelor's degrees while only 2 percent held doctoral degrees. The doctoral recipients included one accountant, one administrator/manager and one teacher, respectively. Table 7 provides a percentage distribution, by profession, of the educational attainments for the sample.

TABLE 5.--Percentage Distribution of Participants by Socio-Economic Status

Socio- Economic Status	Accountants		Administrators/ Managers		Social Workers		Teachers	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Upper Upper	.. 1	.. 3	.. 11	.. 31 1	.. 3
Middle Upper Lower	28 6	80 17	22 2	63 6	29 6	83 17	20 14	57 40
Totals	35	100	35	100	35	100	35	100

TABLE 6.--Percentage Distribution of Participants by Educational Attainments

Educational Attainment	Number	Percent
High School/GED	14	10
Vocational Training	7	5
Bachelor's Degree	63	45
Master's Degree	53	38
Doctoral Degree	3	2
Totals	140	100

Self and Ideal Self-Concepts

Means, standard deviations and t-values for self and ideal self-concepts were computed from responses to the Clothing and Appearance Image Measure and the Index of Adjustment Values. The mean self and ideal self-concept are displayed in Figure 1. Means, standard deviations and t-values are found in table 8. Figure 1 graphically illustrates the mean differences for self and ideal self-concepts for both the CAIM and IAV measures. T-test results revealed highly significant differences at the 0.001 level of probability, for both measures.

TABLE 7.--Percentage Distribution of Selected Professional Groups by Educational Attainment

Educational Attainments	Accountants		Administrators/ Managers		Social Workers		Teachers	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
High School	6	17	2	6	6	17
Vocational	3	9	3	8	1	3
Bachelor's	23	65	8	23	18	51	14	40
Master's	2	6	21	60	10	29	20	57
Doctorate	1	3	1	3	1	3
Totals	35	100	35	100	35	100	35	100

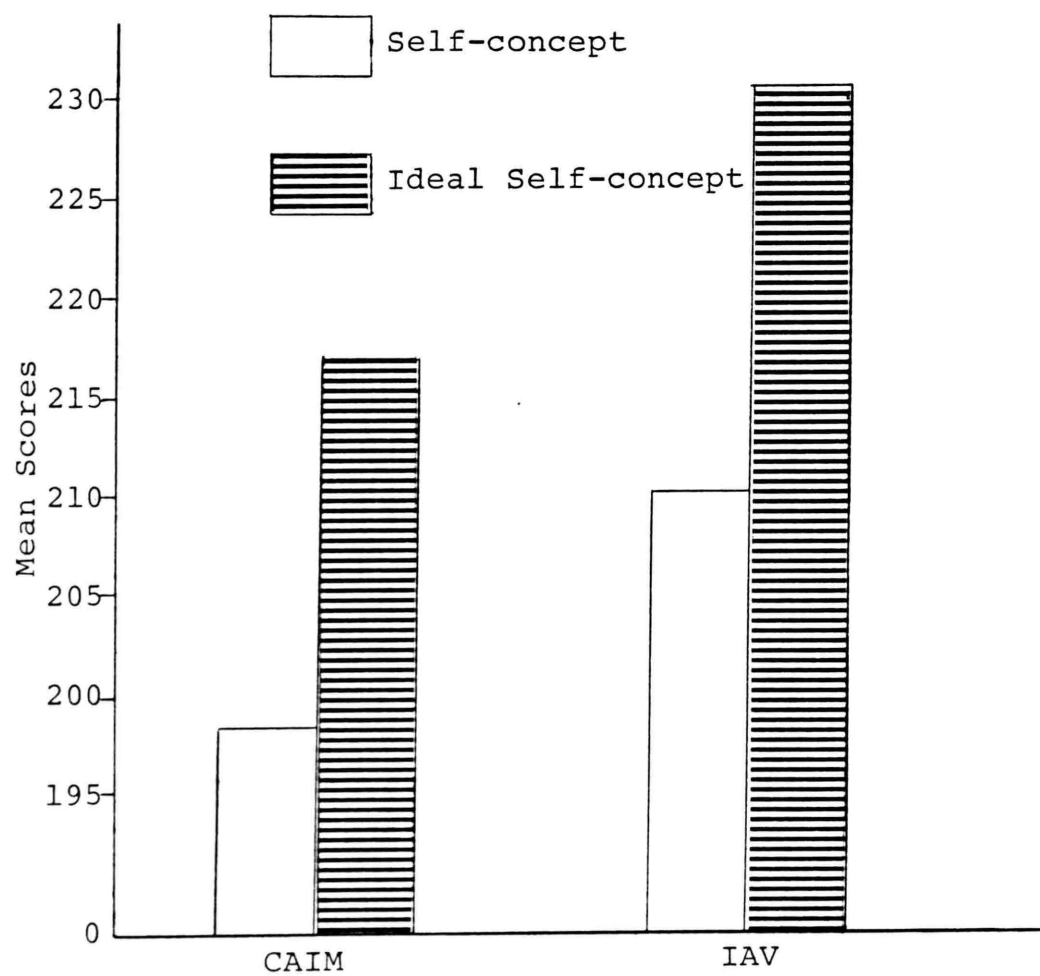


Fig. 1.--Mean Self and Ideal Self-concepts for CAIM and IAV Measures.

TABLE 8.--Means, Standard Deviations, and T-Test Values for Self and Ideal Self-Concepts of Participants for the CAIM and IAV Measures

Measurement Index	Self		Ideal-Self		T-Value
	Mean	S.D.	Mean	S.D.	
CAIM	197.58	25.32	215.69	20.42	12.59***
IAV	208.03	25.30	229.36	17.86	11.41***

***Significant at the 0.001 level of probability.

The mean difference between the self and ideal self-concepts for the CAIM was 18.11 while the mean difference for the IAV was 21.33. Results revealed highly significant differences in the self and ideal self-concepts of the participants for the CAIM and IAV at the 0.001 level of probability. Other implications are possibly a greater satisfaction between self and ideal self-concepts for the IAV.

Correlation analyses were performed to determine the association between socio-economic status and self and ideal self-concepts of the employed professional women, based on the CAIM and IAV scores. Results are shown in table 9.

TABLE 9.--Correlations Between Socio-Economic Status and Self and Ideal Self-Concepts for the CAIM and the IAV Measures

Status	Self-Concept	Ideal Self-Concept
CAIM		
Socio-economic	0.057	0.051
IAV		
Socio-economics	0.102	0.091

Results of the correlation analyses between socio-economic status and self and ideal self-concepts for the CAIM and IAV indicated no significant associations between the variables.

Correlation analyses were also utilized to determine the associations between education and self and ideal self-concepts. Table 10 illustrates these findings. Findings revealed no significant correlations between educational attainments and self and ideal self-concepts for the participants, relative to the CAIM and IAV.

TABLE 10.--Correlations Between Educational Attainment and
Self and Ideal Self-Concepts for the CAIM and
IAV

Attainments	Self-Concept	Ideal Self-Concept
CAIM		
Educational	0.012	0.118
IAV		
Educational	0.036	0.048

A one-factor analysis of variance was performed to determine the existence of significant differences between mean scores of self and ideal self-concepts of the professional groups for the CAIM and IAV. Results are shown in table 11.

Results revealed significant differences for both the self and ideal self-concepts between the groups of professional women based on the CAIM scores. These results indicated a congruence between the CAIM self and ideal self-concepts. According to the results of Deemer (12), this congruence may be interpreted as an index of adjustment between the two selves. A difference between the groups for the IAV self-concept was almost significant at the 0.053 level of probability. There was no significant

TABLE 11.--Summary of the One-Factor Analysis of Variance
of Self and Ideal Self-Concepts for the CAIM
and IAV

Source of Variance	df	Mean Squares	F-Ratio
CAIM Self-Concept			
Between profes- sional groups	3	2025.57	3.32*
Within profes- sional groups	136	601.67	
Total	139		
CAIM Ideal Self-Concept			
Between profes- sional groups	3	1239.84	3.11*
Within profes- sional groups	136	389.86	
Total	139		
IAV Self-Concept			
Between profes- sional groups	3	1623.98	2.63
Within profes- sional groups	136	618.59	
Total	139		
IAV Ideal Self-Concept			
Between profes- sional groups	3	172.08	0.53
Within profes- sional groups	136	322.16	
Total	139		

*Significant at the 0.05 level of probability.

difference between the professional groups for the IAV ideal self-concept at the 0.05 level of probability. This incongruence between self and ideal self-concept for the IAV may be interpreted as a suggestive tendency for an index of maladjustment according to Deemer.

Duncan's new multiple range test of least significant differences was implemented to identify groups between which differences were significant for the CAIM self and ideal self-concepts. Results are shown in table 12.

TABLE 12.--Differences in CAIM Mean Self-Concept for the Four Professional Groups^a

Groups	Administrators/ Managers	Social Workers	Teachers	Accountants
Group Mean	206.7	200.6	193.5	189.5
Rank ^b	1	2	3	4
			c	
				c

^aDuncan's New Multiple Range Test.

^bRanked from highest group mean.

^cHomogeneous subsets.

A significant difference was found between the administrator/manager and accountant professional groups.

The range of difference between the mean of the four professional groups relative to the CAIM ideal self-concept were examined. Results are shown in table 13.

TABLE 13.--Differences in CAIM Ideal Self-Concept for the Four Professional Groups^a

Groups	Administrators/ Managers	Social Workers	Accountants	Teachers
Group Mean	221.00	217.74	216.83	207.17
Rank ^b	1	2	3	4
			c	
				c

^aDuncan's New Multiple Range Test.

^bRanked from highest group mean.

^cHomogeneous subsets.

The administrators/managers and the teachers were the professional groups between which differences were significant, relative to the CAIM ideal self-concept.

Appropriate Apparel Perceptions

An instrument was developed to determine the apparel perceptions of the participants relative to appropriateness for each selected profession. Sketches of four apparel

items which could be worn at places of employment were utilized. Apparel items were identified by letters A, B, C and D. A preference sheet was provided for responses. Each participant was instructed to select one apparel item which was perceived most appropriate for her specific profession and one apparel choice for each of the other professions as well. Corresponding sketches were identified as follows: A--skirted suit; B--tailored pantsuit; C--casual dress; and D--bouse and pants. The apparel items, in order of their perception of appropriateness, were ranked by all participants. Results are shown in table 14.

TABLE 14.--Rank Order of Apparel Preferences by Professional Women

Apparel Items	Rank ^a
A Skirted Suit	1
C Casual Dress	2
B Pant Suit	3
D Pants and Blouse	4

^aRanked from highest preference.

Apparel item A was perceived appropriate by the largest number of participants and apparel item D was perceived appropriate by the least number of participants, as attire to be worn at work.

Participants from the four professional groups were requested to indicate the apparel category perceived most appropriate for their own profession. Results are presented in table 15.

Percentage distributions indicated that the skirted suite A was perceived most appropriate by accountants, administrators/managers and social workers. Teachers, however, perceived the casual dress C as most appropriate for their profession. The casual dress was the second most preferred apparel by accountants and administrators while the pants suit was the second most preferred by social workers and the skirted suit was the second preference of teachers. Chi-square distribution results revealed a highly significant difference between the apparel perceptions of the selected professional groups at the 0.001 level of probability. Due to a number of small cells, the chi-square results are inflated and should be interpreted with caution.

Figure 2 graphically displays the apparel appropriateness perceptions of each professional group. Apparel item A was most preferred by both accountants and administrators/managers for all other professional groups and apparel item C was most preferred by teachers for all other professional groups. Social workers perceived

TABLE 15.--Percentage Distributions of Perceptions for Appropriate Apparel by Professional Groups^a

Professions	Apparel Items							
	A		B		C		D	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Accountants	28	20	6	4	1	1
Administrators/ Managers	33	24	2	1
Social Workers	13	9	7	5	10	7	5	4
Teachers	12	9	1	1	20	14	2	1

^aChi-square = 65.39, significant at 0.001 level of probability.

Apparel Items

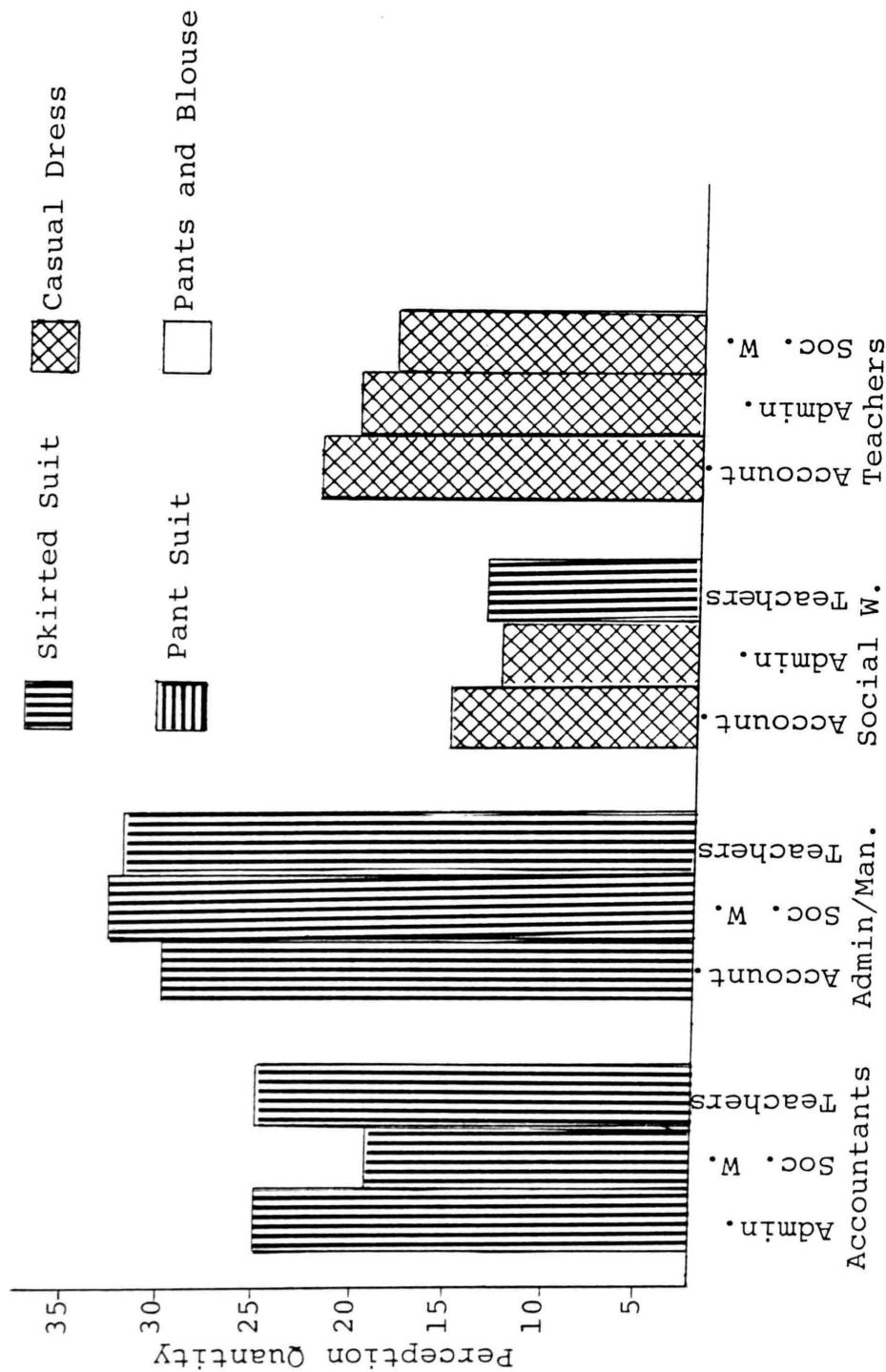


Fig. 2.--Apparel Perceived Most Appropriate By Each Professional Group for All Other Professional Groups.

apparel item C as most appropriate for accountants and administrators/managers but perceived apparel item A as most appropriate for teachers. These differences in perceptions of apparel appropriateness were not significant at the 0.05 level of probability.

Accountants were requested to indicate the apparel they perceived most appropriate for the other selected professionals. Results are shown in table 16.

The accountants perceived apparel item A, the skirted suit, as most appropriate for all other professional groups. Item D was not perceived by any of the accountants as appropriate for the administrators/managers. However, 6 percent of the accountants perceived item D as appropriate less often for both social workers and teachers.

Administrators/managers were requested to select the apparel they perceived most appropriate for the other professionals. Table 17 illustrates the results.

The administrators/managers perceived apparel item A as most appropriate for all of the other professions. Apparel item B was the only other item perceived as appropriate for any of the other professional groups.

The social workers differed from the two previous professional groups for apparel perceptions. A distribution of perceptions by social workers is shown in table 18.

TABLE 16.--Percentage Distributions of Apparel Perceptions by Accountants for
the Other Selected Professions

Professional Groups ^a	Accountant's Appropriate Apparel Perceptions							
	A		B		C		D	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Administrators/ Managers	25	71	9	26	1	3
Social Workers	19	54	13	37	1	3	2	6
Teachers	25	71	7	20	1	3	2	6

^aNumber = 35 per group, each group = 100 percent.

Chi-square = 4.97, not significant at the 0.05 level of probability.

TABLE 17.--Percentage Distribution of Apparel Perceptions by Administrators/
Managers for the Other Selected Professions

Professional Groups ^a	Administrators/Managers' Appropriate Apparel Perceptions							
	A		B		C		D	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Accountants	30	86	5	14
Social Workers	33	94	2	6
Teachers	31	89	4	11

^aNumber = 35 per group, each group = 100 percent.

Chi-square = 1.42, not significant at 0.05 level of probability.

TABLE 18.--Percentage Distribution of Apparel Perceptions by Social Workers
for the Other Selected Professions

Professional Groups ^a	Social Workers' Appropriate Apparel Perceptions							
	A		B		C		D	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Accountants	9	26	4	11	14	40	8	23
Administrators/ Managers	10	29	8	23	11	31	6	17
Teachers	12	34	9	26	10	29	4	11

^aNumber = 35 per group, each group = 100 percent.

Chi-square = 3.66, not significant at 0.05 level of probability.

Social workers perceived apparel item C, the casual dress, as most appropriate for accountants and administrators/managers and apparel item A, the skirted suit as most appropriate for teachers. The least number of social workers perceived apparel item D as appropriate for both administrators/managers and teachers, and apparel item B for accountants.

Table 19 illustrates the apparel perceptions held by teachers for the other selected professionals. The largest number of teachers perceived the casual dress C as most appropriate for the three other professions. The second largest number of teachers perceived the skirted suit A as appropriate for administrators/managers and social workers, and perceived the pantsuit as appropriate for accountants. The apparel perceived appropriate by the least number of teachers was item D for the accountants and administrators/managers and item B for social workers.

TABLE 19.--Percentage Distribution of Apparel Perceptions by Teachers for the
Other Selected Professions

Professional Groups ^a	Teacher's Appropriate Apparel Perceptions							
	A		B		C		D	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Accountants	5	14	6	17	21	60	3	9
Administrators/ Managers	10	29	5	14	19	54	1	3
Social Workers	8	23	3	9	17	48	7	20

^aNumber = 35 per group, each group = 100 percent.

Chi-square = 8.16, not significant at the 0.05 level of probability.

CHAPTER VI

CONCLUSIONS

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

Hypothesis 1: There is no significant difference between the self and ideal self-concept of selected employed professional women.

The t-test results revealed a significant difference, at the 0.001 level of probability, between the self and ideal self-concept of the employed professional women for both the CAIM and IAV measures. Therefore, Hypothesis 1 was not supported.

Hypothesis 2: There is no significant relationship between the socio-economic status and the self-concepts of selected professional women.

Results of correlation analyses revealed no significant relationships between the self and ideal self-concepts on the Clothing and Appearance Image Measure and the Index of Adjustment Values and socio-economic status. Thus, Hypothesis 2 was supported.

Hypothesis 3: There is no significant relationship between the educational level and self-concepts of selected professional women.

Results of correlation analyses revealed no significant relationships between the self and ideal self-concept for the CAIM and IAV relative to educational attainments. Hypothesis 3 was supported.

Hypothesis 4: There is no significant difference between the self-concepts of four selected professional groups of employed women.

Results of the single-factor analysis of variance revealed a significant difference between the four groups of professional women on the Clothing and Appearance Image Measure for the self and the ideal self-concepts. However, there was no significant difference for self and ideal self-concept between the groups for the Index of Adjustment Values. Therefore, Hypothesis 4 was partially supported.

Hypothesis 5: There is no significant difference in the apparel perceptions of the four selected professions.

Chi-square analysis revealed a significant difference between the four groups when perceiving apparel appropriate for their own profession, at the 0.001 level of probability. However, there were no significant differences in the appropriate apparel perceptions of any one professional group for any three other professional groups. Thus, Hypothesis 5 was partially supported.

CHAPTER VII

SUMMARY AND RECOMMENDATIONS

Summary

The major purpose of this study was to investigate the apparel of employed professional women relative to self and ideal self-concepts and perceptions of apparel appropriateness to selected professions. The four professional groups of women were accountants, administrators/managers, social workers and teachers. The sample consisted of 140 employed professional women who resided within the Dallas Metroplex. The participants were selected from professional women's organizations affiliated with the Dallas Chamber of Commerce.

Data were collected through the utilization of a questionnaire which consisted of four parts. Part I obtained demographic information on professions, educational attainment, marital status, socio-economic status and job titles. Parts II and III utilized the Clothing and Appearance Image Measure (CAIM) and the Index of Adjustment Value (IAV), respectively, instruments of established validity, to determine self and ideal self-concepts.

Part IV, the Appropriate Apparel Perception Inventory, provided data relative to perceptions of appropriate apparel for the four selected professions. The McGuire-White Social Status Index was employed in ascertaining the socio-economic status of the participants.

The data were subjected to statistical analyses and interpreted with the 0.05 level of probability representative of significant results. T-tests, correlation analyses, analysis of variance, multiple range tests and chi-square distribution analyses were utilized.

T-test results showed significant differences between the self and ideal self-concepts of the participants based on both the CAIM and IAV scores. Correlation results revealed no significant relationships between the socio-economic status or educational attainment and self and ideal self-concepts of the employed professional women. Significant differences between the self and ideal self concepts of the selected professional groups of accountants, administrators/managers, social workers and teachers for the CAIM were revealed by results of a one-factor analysis of variance. Duncan's new multiple range test was utilized in ascertaining significant range differences in self and ideal self-concepts of the professional groups. Significant differences resulted between the accountants and

administrators/managers and between administrators/managers and teachers.

Chi-square distribution results denoted highly significant differences between the apparel perceptions of the four groups when designating apparel appropriate for their own profession. However, no significant differences resulted between the groups when each group perceived appropriate apparel for the other three groups.

Recommendations

As a result of this investigation, the following suggestions for future studies are proposed:

1. A comparison of apparel perceptions and self-concepts of Home Economics and Non-Home Economics professionals.
2. A comparison of apparel perceptions and self-concepts of professional women and their employers.
3. An investigation of perceptions of appropriate apparel with an update in apparel items to include the jacket-dress and any prevailing trends in professional dress.
4. A revision in the list of descriptive words and phrases which appear in the Clothing

and Appearance Image Measure and the Index of Adjustment Values.

5. A study involving other factors such as color and cost as they relate to apparel appropriateness.

APPENDICES

APPENDIX A

LETTER TO PARTICIPANTS

TEXAS WOMAN'S UNIVERSITY

Denton, Texas

Dear _____,

As one of the requirements for my doctoral degree, I am doing research on appearance perceptions involving the wardrobes of working women. A great deal of attention is now being channeled in that direction with the large influx of women in the work force.

The information you furnish will be kept confidential and you do not need to sign your name on the questionnaire. Your participation, however, is indeed important and the results will be most beneficial. About thirty minutes of your time will be needed and there are no right or wrong answers. Please give your honest opinion.

Your assistance in this research is greatly appreciated.

Respectually,

Eleanor Lister Rogers

APPENDIX B

THE QUESTIONNAIRE

DEMOGRAPHICS

PART I

Please answer the following:

1. What is your occupation? _____
2. Do you have a job title? _____
If so, what is it? _____
3. Check the highest level of education attained:
_____ completed high school or GED
_____ completed college
_____ graduate degree(s) completed _____
vocational or specialized training
4. Are you the sole-support of your household? _____
5. What is your marital status?
_____ single
_____ married
_____ divorced

INSTRUCTIONS FOR CAIM

PART II

There is a need for each of us to know more about ourselves, but seldom do we take the opportunity to look at ourselves as we are or as we would like to be. On the following page is a list of terms and phrases that to a certain degree describe clothing and appearance. Take each term or phrase separately and apply them to your own clothing and appearance by completing the following sentences:

Column A I consider my clothing (or appearance)
to be _____.

Column B I would like my clothing (or appearance)
to be _____.

The first phrase is "acceptable to me" so you would substitute this phrase in the above sentences. Column A would read I consider my clothing (or appearance) to be "acceptable to me"; Column B would read I would like my clothing (or appearance) to be "acceptable to me."

Decide WHAT PROPORTION OF THE TIME the statements are descriptive or characteristic of your clothing or appearance. Select a rating between one and five. Choose only one from the A Column and only one from the B Column for each of the forty-nine terms or phrases listed. Assign a rating according to the following key:

- 1 Seldom
- 2 Occasionally
- 3 About half of the time
- 4 A good deal of the time
- 5 Most of the time

There is no time limit. Be honest with yourself so that your answer will be a true measure of how you see your clothing or appearance. Now, please turn the page.

CLOTHING AND APPEARANCE IMAGE MEASURE

Place a check in only one of the A columns for each of the 49 terms or phrases:
Place a check in only one of the B columns for each of the 49 terms or phrases.

Column A I CONSIDER MY CLOTHING (or APPEARANCE) TO BE: _____
Column B I WOULD LIKE MY CLOTHING (or APPEARANCE) TO BE: _____

	Seldom (1)		Occasionally (2)		About half of the time (3)		A good deal of the time (4)		Most of the time (5)	
	A	B	A	B	A	B	A	B	A	B
1. acceptable to me										
2. attractive										
3. handsome										
4. becoming										
5. bold										
6. color coordinated										
7. comfortable										
8. conforming										
9. conspicuous										
10. cordial										
11. durable										
12. free for movement										
13. enjoyable										
14. extravagant										
15. in good repair										
16. hard to care for										
17. harmonious										
18. healthful										
19. immaculate										
20. important										
21. impressive										
22. influential										
23. messy										
24. meticulous										
25. a morale booster										
26. neat										
27. neglected										
28. non-shocking										
29. offensive										
30. pace-setting										
31. physically annoying										
32. practical										
33. protective										
34. relaxing										
35. satisfying to me										
36. seedy										
37. serviceable										
38. shapely										
39. socially discerning										
40. standoffish										
41. suitable for me										
42. thoughtful										
43. unbecoming										
44. uncommunicative										
45. ungratifying										
46. versatile										
47. vexing										
48. well-planned										
49. physically satisfying										

INSTRUCTIONS FOR IAV

PART III

On the following page is a list of terms that, to a certain degree, describe people. Take each term separately and apply it to yourself by completing the following sentences:

Column A I am a(an) _____ person.

Column B I would like to be a(an) _____ person.

The first term in the list is "acceptable" so you would substitute this term in the above sentence. Column A would read I am an "acceptable" person; Column B would read I would like to be an "acceptable" person.

Decide HOW MUCH OF THE TIME these statements are like you or are characteristic of you as an individual. Select the rating between one and five that tells how much of the time the statement is like you. Check only one from the A Column and only one from the B Column for each of the forty-nine terms listed on the answer sheet. Rate yourself on a scale as follows:

- 1 Seldom
- 2 Occasionally
- 3 About half of the time
- 4 A good deal of the time
- 5 Most of the time

There is no time limit. Please be honest with yourself so that your description will be a true measure of how you look at yourself. Turn the page.

INDEX OF ADJUSTMENT VALUES

Place a check in only one of the A columns for each of the 49 terms;
Place a check in only one of the B columns for each of the 49 terms.

Column A I AM A (AN) _____ PERSON.

Column B I WOULD LIKE TO BE A (AN) _____ PERSON.

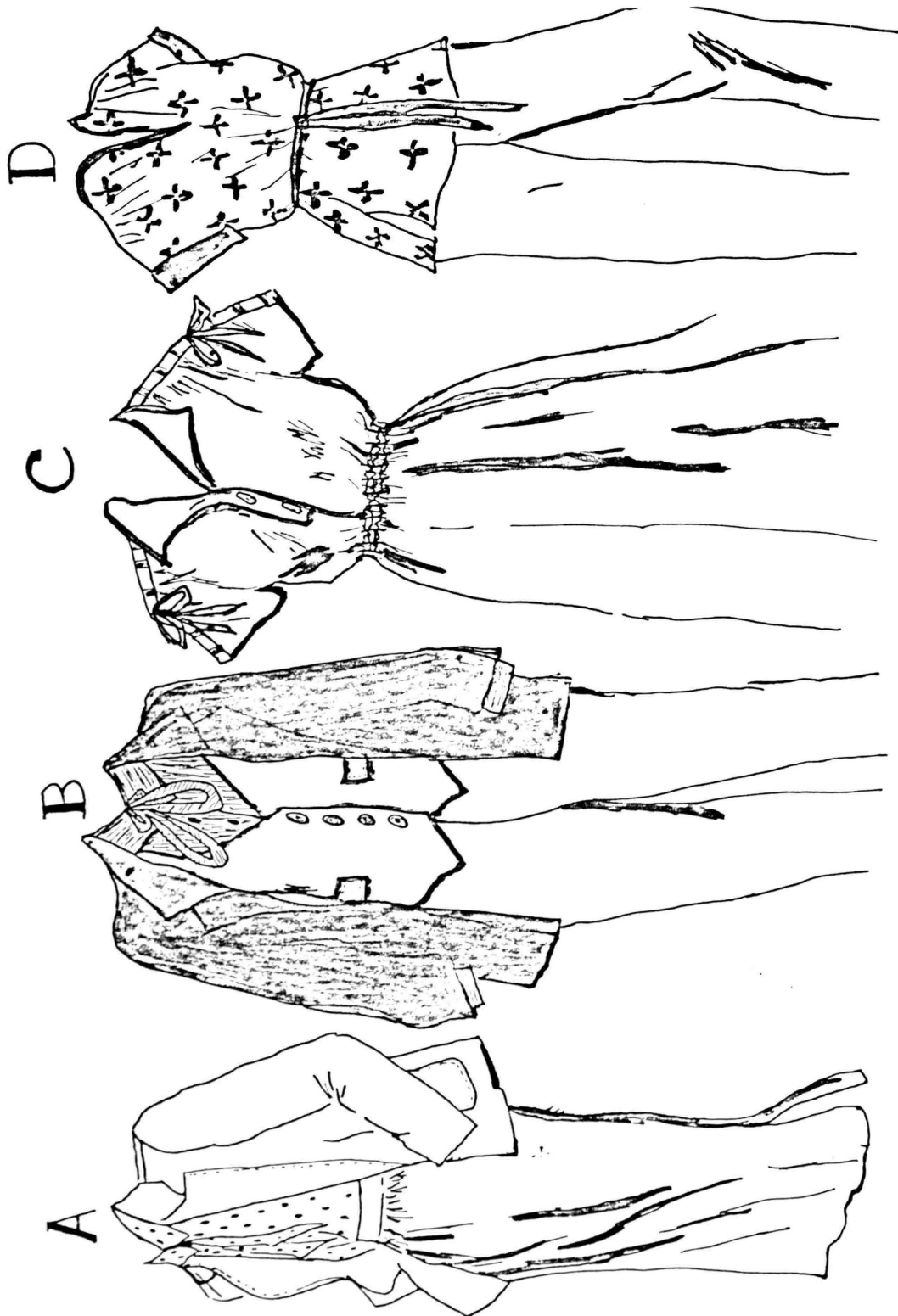
	Seldom (1)		Occasionally (2)		About half of the time (3)		A good deal of the time (4)		Most of the time (5)	
	A	B	A	B	A	B	A	B	A	B
1. acceptable										
2. accurate										
3. alert										
4. ambitious										
5. annoying										
6. busy										
7. calm										
8. charming										
9. clever										
10. competent										
11. confident										
12. considerate										
13. cruel										
14. democratic										
15. dependable										
16. economical										
17. efficient										
18. fearful										
19. friendly										
20. fashionable										
21. helpful										
22. intellectual										
23. kind										
24. logical										
25. meddlesome										
26. merry										
27. mature										
28. nervous										
29. normal										
30. optimistic										
31. poised										
32. purposeful										
33. reasonable										
34. reckless										
35. responsible										
36. sarcastic										
37. sincere										
38. stable										
39. studious										
40. successful										
41. stubborn										
42. tactful										
43. teachable										
44. useful										
45. worthy										
46. broadminded										
47. businesslike										
48. competitive										
49. fault-finding										

APPROPRIATE APPAREL PERCEPTION INVENTORY

PART IV

Listed below are categories of occupations in which females are employed. On the following page there are pictures of female apparel identified by letters A, B, C and D. Circle the apparel item letter you perceive as most appropriate for each of the selected occupations.

<u>OCCUPATIONS</u>	<u>APPAREL ITEMS</u>			
1. Accountants	A	B	C	D
2. Social Workers	A	B	C	D
3. Teachers	A	B	C	D
4. Administrators and Managers	A	B	C	D



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