CLOTHING INTEREST IN RELATION TO SPECIFIED SOCIO-ECONOMIC FACTORS OF MEN IN FOUR SELECTED OCCUPATIONS

A THESIS

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We hereby recommend that the   thesis   prepared under

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entitled   CLOTHING INTEREST IN RELATION TO SPECIFIED

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be accepted as fulfilling this part of the requirements for the Degree of

Master of Science

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A C K N O W L E D G M E N T S

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CHAPTER I

I N T R O D U C T I O N

Changes in men's fashions in the Western world have moved slowly during the past century, however, recently an acceleration of fashion change has developed. The recent innovations in fashions for men have been influenced by increased and general wealth, a mobile and flexible cast system, increased leisure, broader education and an orientation toward youthfulness. Stimulating the new fashion changes are technological advances, mass production, rapid communication and an increase in travel.

Attitudes are changing toward the American male's clothing simultaneously with the revolution in fashion. A decade ago men were seldom preoccupied with thoughts of fashion, whereas today a new interest has developed which is evident in the fashionable attire worn by many men. Some men have accepted and enjoy wearing brighter colors, bolder designs and a variety of new styles although strict conformity of the dark business suit is still the rule of many men.

An insight into man's interest in clothing would reflect the socio-psychological behavior of clothing of

the individual. George Hartmann, (12) a noted psychologist, expressed an opinion to a group of college teachers of textiles and clothing that the study of clothing behavior was a neglected part of education.

Since World War II the importance of research directed to clothing as a form of human behavior has been emphasized. More recently, clothing specialists who recognize the importance of the social science relative to the study of clothing, have directed investigations encompassing the social and psychological aspects of clothing.

The purpose of this investigation was to study the general interest men have in clothing and the influence of specified socio-economic factors on clothing interest. The specific objectives of this study were:

1) To determine the interest shown in clothing of a selected group of men engaged in four different occupations.

2) To determine the relationships that may exist between selected items in the wardrobe and clothing interest.

3) To determine the relationships that may exist between clothing interest and the socio-economic factors of age, income level, education, participation in recreational activities, and memberships in organizations.

REVIEW OF LITERATURE

The United States experienced a period of economic and social change at the end of World War II. As a result of these socio-economic changes, basic living patterns were changed during this time as a revolution in masculine attire began. Men became interested in more colorful sports shirts. A wide variety of sports shirts became available as the production in the United States doubled during the period from 1946 to 1951.

Blanchard (7) wrote in 1953 that the urge toward informality was much deeper rooted than a stage of a temporary style trend. A man without a hat was no longer in bad taste. The reasons for the trend toward casual wear were based on changed patterns of living. The new trend of suburban life, the growth of recreational activities and shorter working hours all played a great part in what people wore.

Gradually inhibitions were decreased concerning the wearing of brighter colors, bolder patterns and novel designs. According to the editors of Gentlemen's Quarterly (19), the revolution in sports wear inspired an interest in all men's fashions including formal wear, outer wear, beach and casual wear. The variety of men's fashions available to the male consumer increased tremendously.

However, the changes in men's business clothes have been more subtle. Presently, there are men who still prefer strict conformity of traditional business attire and in some occupations conformity of this dress is required.

Presently fashion writers refer to the new and colorful men's fashions as the Peacock Revolution. Editors of American Fabrics (17) stated that color and coordination in a total wardrobe concept are being promoted by manufacturers. Men no longer need to demonstrate virility by conspicuous disdain for the aesthetic. According to these editors many men, even the conformists, are interested in new fashions and the "Revolution" is here to stay.

According to Anspach (3) American clothes are the result of cross-pollination between the business world and active sports. The formality of men's stiff collars has vanished and casual clothes have merged. Through means of casual and young clothes the social role of an individual can become modern magic. The individual, through the manipulation of clothing can create a change in age, sex, occupation and status. A man can appear to be a professional one minute and by a change of clothing appear to be a gardener the next.

Although there is a present trend toward comfortable and casual clothes, Dooley (9), a well known authority in

the economics of clothing, has stated that there are two
general theories for desiring clothes: the desire for
clothing which makes the individual appear to advantage
and the desire for protection against the elements. The
first theory is psychological in character. The satis-
factions and the pleasurers received from clothing are
psychic income and is a form of wealth, although it can not
be transferred. It was also asserted that an individual's
appreciation for wearing apparel and knowledge of how to
use clothing to best advantage comes as a result of ed-
ucation, training, environment and inheritance. This
background influences and governs an individual's clothing
desires.

Approximately 50 years ago psychologists began
measuring various kinds of interest in a systematic way.
This study is directly concerned with the measurement of
interests in clothing. Fryer (11), who was devoted to the
measurement of interests in relation to human adjustment,
stated that "Interest is like appetite....We attend to that
which interests us and we grow more interested in that to
which we attend." Tiffin, Knight and Asher, (25), indicated
the need for studying interest by stating, "Individuals
differ greatly in the range and intensity of their in-
terests....Obviously these differences are important in
understanding behavior; for a person's interests and

values not only reveal what he is but indicate what he will be."

The primary purpose of a study conducted by Sharp (24) was to develop a valid scale for measuring the interest and importance ascribed to clothing, which might be employed in further clothing research. A preliminary scale was developed and used to determine the clothing interest of three different groups of college women, at three consecutive intervals of time. After each period evaluations were made in order to validate the scale. The first draft of the instrument contained 72 questions and after revisions, the final draft contained only 14 questions. It was concluded that importance should be placed on the validity of a clothing interest instrument prior to its administration and that the test-retest might be used to further determine the internal consistency of the newly developed instrument.

Rosencranz (21) developed a test that measured the depth of interest in clothing of a group of married and unmarried young women. Questions were constructed to indicate time, money, energy and thought devoted to clothing. The questionnaire was administered to six groups of women representing various socio-economic levels. Results revealed that age, rural or urban background, occupation and income

had significant relationships to clothing interest. Younger participants were more interested in clothes than older participants; respondents who had the lowest incomes tended to be the least interested in clothing. Also significantly related to clothing interest, but to a lesser degree, were education, children in the family, and membership in organizations. Cases having extremely high or low interest scores were studied further in an attempt to understand the reasons for variation in clothing interest.

Katz and Lazarsfeld (15), determined the clothing interest from the interview of over 600 women. The responses to interview questions served as an index to fashion interest and it was found that a strong relationship existed between age, marital status and the degree of interest in fashion. A high correlation was found to exist between interest scores and social status as reflected by a proportional increase in both high interest scores and social status scores. The authors also concluded that fashion interest was highly correlated with the life cycle. Young single women had the highest interest scores; interest decreased by one-third among married women under 45 years of age and clothing interest fell sharply among married women over 45 years old.

Aiken (1) attempted to measure interest in order to determine the relationships between interest in clothing and personality. First, a true-false opinionnaire was administered to 300 college women enrolled in psychology classes. The opinionnaire was then revised and administered to 160 of the original participants along with personality tests and the Allport-Vernon-Lindsey values test. After computing item-intercorrelations, almost one-third of the opinionnaire was found to constitute five dress clusters; namely decoration, comfort, interest, conformity and economy. The participants in each cluster tended to have similar personality traits.

Barber and Lobel (4) obtained data from a content analysis of the copy taken from six American women's fashion magazines for a 20 year period which ranged from 1930 to 1950. The magazines were categorized into social class levels for which each had been written. The investigators found that class distinctions were reflected in dress. The top of the American social class system, the lineage families of established position for several generations, had little need to compete for status through conspicuous, fashionable attire.

The social class just below the highest social status level attached a greater importance to clothing

than the other classes investigated. High fashion was desired by this group with clothing symbols related to wealth and high living rather than to family connection. The middle and lower classes were observed to be conservative, with a distaste for high style and extreme or daring clothes. Respectability was the standard for this group, rather than breeding or effect.

Verner (26) investigated the relationship between clothing importance, social status, social mobility and social participation. Findings revealed that the relationship between social status and clothing importance was positive except for the highest status group where clothing importance decreased. The medium high status groups placed the greatest importance on clothing. The findings of Verner are consistent with Barber and Lobel's conclusions, in that as clothing increased in importance, social status increased except for the highest social group where clothing interest decreased.

Kittles (16) attempted to determine the importance of clothing as a status symbol when the clothing importance of 381 white and Negro students from two Southern segregated colleges was compared. Results showed that the white students scored significantly higher on a clothing importance scale than did the Negro students. White students par-

ticipating in more social activities and from larger home towns scored higher on the clothing importance scale than did white respondents with less participation and from small home towns. As the income level of the white students increased, the number owning high-status items relatively increased, with the reverse noted for the Negro group. The white women actually owned more of the status symbol items than did the Negro women.

In a study of clothing consumption among college men and women enrolled in a Midwestern state university, Baumgartner (5) found that students from higher income families or higher occupational status had spent a significant amount more on clothes in preparation for college attendance than students from a lesser social class. The students ascribing more importance to clothing also expanded a significantly greater amount of money on clothing than students who considered clothing to be less important. College students from a higher economic background and with participation in a greater number of activities, ascribed greater importance to clothes than did the less active students from a lower economic level.

Peters (20) studied the social importance of clothing to college men. The affect clothing has on associations with other people, and the influence of socio-economic

factors on clothing beliefs were investigated. One hundred fraternity men and 100 non-fraternity men participated in the study. No significant differences in the social importance of clothing was found to exist between the two groups. A majority of the students indicated the importance of owning clothing fads and clothing of the latest accepted styles. Over one-half of the men indicated clothing played an important role in being accepted and that well dressed college men were well known by other students. Approximately one-half of the participants indicated clothing influenced participation in extra-curricular activities. Men participating in several campus activities needed more clothing than students participating in less activities.

Recently, Marshall (18) investigated the relationship of leaders in men's fashions to certain social and socio-economic characteristics in a group of 100 fraternity men. Fashion innovators were found to participate in more campus organizations, hold more offices on campus, and to spend more money on clothing than did non-fashion innovators. Fashion leaders were older and spent more money on clothing than non-fashion leaders.

The importance of clothing as a factor in social ratings of men was investigated by Hoult (13). Conclusions

revealed clothing to be a factor in individual emotional
security. When income, occupational needs, and family
sizes were held constant, men who were members of large
organized groups, such as unions, typically purchased
fewer clothes and exhibited less concern over fashion than
did men who were members of higher status, but non-members
of such organized groups. Noted behavioral differences
were attributed to the relative security of members of
organized groups. Men of lower status can wear the fashion
of higher status positions because this apparel is economi-
cally available.

In a recent study, Creekmore (8) related selected
clothing behaviors to specific values and to basic needs
held by a group of 300 college women. The results of a
test of values were compared with a clothing interest
inventory and a test of needs. The needs for self-esteem
and to belong both had a significant relationship to
behavior items in which clothing was a status symbol.
The need for self-esteem was significantly related to the
use of clothing as a tool.

Rosencranz (22) investigated clothing symbolism
in a group of 82 married women by employing a modified
Thematic Appreciation Test. Seven drawings depicting
incongruities between the clothing of two individuals and

the individuals' sex, age and build constituted the Cloth-
ing Thermatic Appreciation Test. Respondents interpreted
the ambiguous situations by telling a dramatic story about
each picture and received a score in clothing awareness.
Informants scoring highest in clothing awareness were of
the upper social class, belonged to a greater number of
organizations, had a higher income level and educational
level than participants scoring lower on total clothing
awareness.

Alexander (2) investigated the desire to feel well
dressed at various levels in a large group of men and women.
The two reasons most frequently mentioned for both men and
women were to acquire a feeling of self-confidence and well-
being and to create a favorable impression on others. Men
more often than women stated that to be well dressed was
important because of the impression made upon other people.

Ryan (23) believed that the choices of clothing of
an individual was governed by society, through laws, rigid
custom, and subtle social pressures. Business and profes-
sions regulate the clothing of large groups of individuals
such as surgeons, policemen, guards, pilots, doormen,
waiters, ushers, and military men. Occupational groups
can be differentiated by choice of and attitudes toward
clothing. A choice of clothing generally indicates the

group or occupation to which the individual belongs; and thus helps facilitate relations between individuals. When an individual is perceived as a member of a certain social status or occupational group, society knows how to react and what to expect.

Jasinski (14) stated that the manner in which men dress for business and industrial organizations assists in identifying the individual's rank in the organization. In some occupations a clothing style is a symbol of status and achievement, thus is rewarding to the individual. An employee seeking to raise his standing by wearing the style of dress of a higher status group may be forced to revert to the attire appropriate to the individual's rank in the organization. Within an organization there is a fine division of occupational levels indicated by the manner in which men dress for work. The rules of dress are seldom formally established and the existence of such rules is often denied by the administration and the workers alike.

In recognizing the existence of unwritten clothing rules Bierstedt (6) reported that in all social groups there seems to operate the desire to express one's individuality in modes of dress, even in groups where uniform dress is required. People desire to dress in the same manner as friends and associates although they wish to be different.

Fashion is a device that enables people to be alike and unlike other people, to conform to the norms and at the same time to express individuality, to be different without violating the customs of associates.

Wellan (27) interviewed 35 men in executive positions in an attempt to determine the importance attached to clothing. The interview schedule was designed to obtain information about clothing habits and practices and to reveal related trends within the total group. The importance of fashionable dress was indicated by patronage of fashion stores, inclusion of fashion items in wardrobes, and familiarity with and the purchase of fashion brand names. Of the three factors, fashion, economy, and comfort, fashion was rated to be the most important for occupational wear and social engagements. Economy was the factor rated least important and comfort was preferred for leisure wear.

Findings revealed that the participants felt dressed as well or better than business associates. The executives indicated an awareness of associates' dress and a majority of the men expressed a desire to be considered among the best dressed members of a group. The main source of fashion information was through sales persons and advertisements of men's clothing. There was a tendency toward a "uniform-like" garb for occupational wear. Fashion, conformity and

distinction were considered influential in the selection of clothing for business, social life, and for business travel. Executives indicated the importance attached to clothing by personal selection and purchase of all garments.

Form and Stone (10) interviewed 108 men representing a wide range of occupations, including professionals, proprietors, managers, office and sales clerks and skilled and unskilled workers. Four schedules were employed to obtain information relative to wardrobe composition and preferences, the importance of clothing in the work situation, the relevance of clothing in local social participation, and general social-psychological problems related to clothes.

The social significance of clothing between white collar workers and manual workers was compared. In personal interviews the informants were asked how important clothes were on the job. The white collar workers expressed a high degree of concern about the impression clothing has on other people including superiors, and dress as a symbol capable of manipulation in the work situation to favorably impress people. The manual workers were less concerned with being judged on the basis of clothing, but recognized that a violation of the accepted pattern of dress would result in ridicule from peer workers.

The relationship between dress and success on the job was recognized by the respondents, and over one-half agreed that mode of dress affected job opportunities. Differences were noted between the occupational groups in taste, maintenance of clothes, and quality of garments. Office workers identified with the terms conservative, subdued and well-tailored, while the manual workers most often associated with the terms falshy, bold or frilled, and emphasized more frequently the functional utility and durability of clothing.

CHAPTER II

P L A N O F P R O C E D U R E

The sample consisted of 160 participants engaged
in four selected occupations in a metropolitan area. In
an attempt to obtain subjects with a wide range of income,
educational background and social participation the follow-
ing occupational groups were selected: attorneys, salesmen,
public school teachers and factory workers.

Forty men with 10 men in each of the age groups
were selected from each occupation as shown below:

Occupation	Age Group				
	20-29	30-39	40-49	50-59	Total
Attorneys	10	10	10	10	40
Salesmen	10	10	10	10	40
Teachers	10	10	10	10	40
Factory Workers	10	10	10	10	40
Total	40	40	40	40	160

The 40 attorneys who participated in this study
were licensed attorneys-at-law, actively engaged in the
practice of law, and were associated with the local
district attorney, a private law firm or a United States
attorney's office. The author obtained permission from

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the directors of the three law offices to administer the questionnaires to the individual attorneys. A letter of introduction explaining the study was attached to each questionnaire along with a self-addressed envelope for the return of the completed instrument.

The salesmen respondents were members of a sales executive club. The education committee of the club supported and assisted in the collection of data by administering the instrument to members during a regular meeting. Participants returned the completed questionnaire in a self-addressed envelope.

Teachers participating in the study were men professionally engaged in teaching at the elementary and secondary levels. The 40 men of this occupational group were enrolled in graduate classes in a university in the area. The director of the department in which the men were enrolled distributed the questionnaire to the graduate students for completion and returned the instruments to the investigator.

Factory workers were members of a local labor union, employed in the assembly line of an air conditioning factory. The author secured the assistance of the group through local labor union executives. The questionnaires were explained, distributed and completed during a regular meeting.

A four-part questionnaire was developed in an attempt to determine the degree of interest men have in clothing. "Personal Data," Part I of the instrument, obtained information including occupation, age, educational background, membership in organizations, income level, and participation in recreational activities. The total number of organizations to which the participant was a member constituted the organizational score. The total number of activities in which the respondent participated was designated as the activity score.

"Clothing Interest," Part II of the questionnaire, consisted of 20 questions designated to determine clothing interest of each participant. The response to each question was given by checking "Always," "Usually," "Occasionally," "Seldom" or "Never" with each response assigned a value of five, four, three, two and one points respectfully, making a possible score ranging from 20 to 100. Scores indicated the degree of clothing interest with 100 representing the highest score a participant could attain and 20 indicated the lowest possible score since never was assigned a value of one. The score for each participant for Part II constituted the Clothing Interest Score.

"Wardrobe Items," Part III of the instrument, secured information which pertained to the present wardrobe of the

participant in an attempt to determine any relationship between the wardrobe and clothing interest. The 16 listed wardrobe items were representative of current fashionable men's wear and respondents checked only the items that they owned. Wardrobe items included specified types of shirts, slacks, suits, evening and sports clothes. The participants received one point for each article checked in the wardrobe items list. The total points constituted the Wardrobe Score.

"Men's Fashions," Part IV of the questionnaire, was a sematic differential test which measured the attitude of respondents toward men's new fashions. Four pairs of words describing each selected fashion were listed with numbers ranging from one to seven between each pair of words. The lowest number indicated the greatest like, or acceptance of the new fashion and the highest number indicated the greatest degree of dislike for the fashion. The middle number, four, indicated a neutral attitude toward the fashion. Each participant was requested to circle the number which was closest to the way he felt about a new fashion. Every other pair of words were distractor items, set up so all positive and negative responses were not in one direction. The distractor items were not scored and were therefore not included in the thesis. There were three selected fashions

which were represented by Attitude I, Attitude II and Attitude III: turtle neck shirts represented Attitude I, colored dress shirts and bold designs in suits represented Attitude II, and one button suit coats represented Attitude III. The attitude score for each attitude was determined by the sum of the numbers circled in the four pairs of words.

The letter to participants which was attached to (to) the questionnaire and the "Clothing Interest Questionnaire" follow:

June, 1968
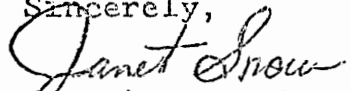
Dear Sir:

As a graduate student at Texas Woman's
University I am conducting research on
men's interest in clothing.

As part of this research will you please
complete the attached questionnaire and
return it by mail in the attached, self-
addressed stamped envelope. All question-
naires will remain anonymous.

Thank you for your cooperation and your
response.

Sincerely,

Janet Snow

(Mrs.) Janet Snow

C L O T H I N G   I N T E R E S T   Q U E S T I O N N A I R E

PART I: PERSONAL DATA

1. Your occupation: _____

2. Marital status, check one: _____Single _____Married

3. Check your age in one of the following groups:

    _____20-29 years   _____40-49 years
    _____30-39 years   _____50-59 years
                               _____60 years or over

4. Check the statement that best describes your highest
    educational level:

    _____Attended high school but did not graduate
    _____High school graduate
    _____Attended college but did not graduate
    _____College graduate
    _____Post graduate

5. Please check your approximate annual income:

    _____$25,000 and over   _____$12,000 to $14,999
    _____$15,000 to $24,999   _____$8,000 to $11,999
                               _____$5,000 to $ 7,999

6. Check the following recreational activities in which
    you participate at least several times a year:

    _____Boating   _____Fishing
    _____Water skiing   _____Baseball or softball
    _____Bowling   _____Tennis
    _____Golf

    _____Attend football games
    _____Attend baseball games

    List other recreational activities: _____

    _____

    _____

7. List your membership in social and professional organizations:

SOCIAL | PROFESSIONAL

_____ | _____

_____ | _____

_____ | _____

_____ | _____

_____ | _____

PART II: CLOTHING INTEREST

Please answer each of the following
questions by checking one response
to each question. The response key
is: A-always, U-usually, O-occasion-
ally, S-seldom, N-never.

A - Always
U - Usually
O - Occasionally
S - Seldom
N - Never

Question	A	U	O	S	N
1. Do you observe illustrations of men's fashions when reading the newspaper or a magazine?					
2. Do you discuss your clothing with your friends?					
3. In your opinion do well-dressed men advance more rapidly in a large corporation than those who give little regard to their clothing?					
4. Are people more at ease when appropriately dressed?					
5. Do you prefer to buy your clothes yourself rather than have someone else purchase them for you?					

Question	A	U	O	S	N
6. When selecting your clothing, do you try on several different combinations? (Example--a sports coat which can be worn with several slacks.)					
7. Do you feel that you dress as well as those with whom you work?					
8. You are going out to dinner when your companion notices your slacks do not match your coat. Will you change?					
9. Will you continue to wear a neck tie although it has definitely gone out of style?					
10. Do you observe how your associates dress?					
11. Do you prefer to wear clothes which you consider the latest fashion trend?					
12. Do you have your hair styled?					
13. Do you believe that your associates notice the way you dress?					
14. Is it important for you to be considered among the best dressed men in your group?					
15. In your occupational position are your superiors more favorably impressed if you are well dressed?					
16. Do you desire to spend more on clothing than your clothing budget allows?					
17. Do you replace your clothes because they are out of style?					

Question	A	U	O	S	N
18. When purchasing a suit do you think it is worthwhile to spend a little more to get extra quality?					
19. Do you read magazines in which men's fashions are featured?					
20. Do you make an attempt to be aware of men's fashions?					

PART III: WARDROBE ITEMS

Place a check only by the items which are in your wardrobe.

____Short sleeve dress shirt
____Colored dress shirt
____Turtle neck shirt

____Tapered slacks
____Cuffless slacks

____One-button suit
____Double-breasted suit
____Blazer

____Vest
____Dress hat

____Walking shorts
____Golf clothes and shoes
____Jump suit

____Tuxedo or dinner jacket
____Top coat
____Man's black umbrella

PART IV: MEN'S FASHIONS

Instructions: Please tell how you feel about certain men's fashions. To do this you will rate a number of things. At the top of each section is the thing you rate. Below it are four pairs of words with numbers between each pair. PLEASE CIRCLE THE NUMBER THAT IS CLOSEST TO THE WAY YOU FEEL.

For example:

(Thing to be rated)   FOOTBALL GAME

Good	1	2	3	4	5	6	7	Bad
Boring	1	2	3	4	5	6	7	Interesting

The ratings of Football Game indicate that you think it is very good and fairly interesting.

By circling the number you tell how you feel. Some of the words used do not apply very well. Please RATE EVERY WORD, even if it does not seem to fit.

TURTLE NECK SHIRT

Refined	1	2	3	4	5	6	7	Vulgar
Positive	1	2	3	4	5	6	7	Negative
Attractive	1	2	3	4	5	6	7	Repelling
Comfortable	1	2	3	4	5	6	7	Uncomfortable

COLORED DRESS SHIRTS - BOLD DESIGNS IN SUITS

Refined	1	2	3	4	5	6	7	Vulgar
Positive	1	2	3	4	5	6	7	Negative
Attractive	1	2	3	4	5	6	7	Repelling
Comfortable	1	2	3	4	5	6	7	Uncomfortable

ONE BUTTON COATS (SUIT)

Refined	1	2	3	4	5	6	7	Vulgar
Positive	1	2	3	4	5	6	7	Negative
Attractive	1	2	3	4	5	6	7	Repelling
Comfortable	1	2	3	4	5	6	7	Uncomfortable

CHAPTER III

PRESENTATION AND ANALYSIS
OF DATA

A clothing interest questionnaire was administered
to 160 men representing four selected occupations. The
data were analyzed statistically to determine the interest
in clothing and the relationships to specified socio-
economic factors. Each participant received a clothing
interest score, a wardrobe score, an activity participation
score, an organizational membership score and three attitude
scores. Participants were grouped according to occupation,
age, income level and educational level. These groups were
used to determine the significant differences between the
mean scores of each of the above groups. Differences
established at the .05, .01 and the .001 levels of
probability were considered significant.

CLOTHING INTEREST RELATED TO OCCUPATIONAL GROUPS

The clothing interest scores were determined for
each participant. Table I shows the percentage distri-
bution of the scores for the four groups.

Actual scores for the participants ranged from 37
to 99 with 65 per cent of the total scores ranging from

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TABLE I

PERCENTAGE DISTRIBUTION OF CLOTHING INTEREST SCORES

FOR FOUR OCCUPATIONAL GROUPS

Occupational Group	SCORES						
	31-40	41-50	51-60	61-70	71-80	81-90	91-100
Attorneys N = 40	2.5		15.0	32.5	42.5	7.5	2.5
Salesmen N = 40		2.5	10.0	30.0	37.5	17.5	
Teachers N = 40		2.5	20.0	25.0	35.0	17.5	
Factory workers N = 40		12.5	17.5	37.5	20.0	10.0	2.5
Total N = 160	1.6	4.4	15.6	31.4	33.7	13.1	1.2

61 to 80. Only 14.3 per cent of the participants scored above 80 which indicated above average interest in clothing and 20.6 per cent scored below 61 which suggested a low interest in clothing.

The largest number of scores of the salesmen and attorneys ranged from 61 to 80. Eighty per cent of the teacher's scores ranged from 51 to 80. Scores of the factory workers were the most widely distributed of the four groups, ranging from 42 to 92, which represented the widest range of interest.

A comparison of mean scores for clothing interest revealed the salesmen, attorneys and public school teachers exhibited closely related clothing interest scores as shown below.

Occupational Groups	Mean Score	Standard Deviation
Attorneys	70.5	9.4
Salesmen	70.8	10.8
Teachers	69.9	10.4
Factory workers	65.8	11.7

The salesmen ranked highest in scores, the attorneys second and teachers third. The lowest mean score in clothing interest of the four groups was that of the factory workers which indicated less interest in clothing than exhibited by the other three groups.

Significant differences between clothing interest
mean scores of the occupational groups were determined
by use of the t-test.

Compared Groups	t-value	Probability
Attorneys - salesmen	.12	n.s.
Attorneys - teachers	.29	n.s.
Attorneys - factory workers	1.95	n.s.
Salesmen - teachers	.38	n.s.
Salesmen - factory workers	1.94	n.s.
Teachers - factory workers	1.62	n.s.

Calculations revealed no significant differences. The
results showed a greater degree of difference between the
factory workers and each of the other three occupational
groups, than occurred when the other groups were compared.

Mean scores for recreational activities and organization-
al membership of the occupational groups revealed that school
teachers had the greatest degree of participation in act-
ivities, averaging 5.17 while the salesmen maintained the
greatest number of memberships in organizations. The
attorneys were engaged in more activities than the salesmen
or the factory workers but had less memberships in organ-
izations than the salesmen or school teachers, (Table II).

TABLE II

MEAN SCORES AND STANDARD DEVIATIONS OF PARTICIPATION IN

ACTIVITIES AND MEMBERSHIP IN ORGANIZATIONS

FOR FOUR OCCUPATIONAL GROUPS

Occupational Group	Participation in Activities		Membership in Organizations	
	Mean Score	Standard Deviation	Mean Score	Standard Deviation
Attorneys	4.12	1.55	3.52	2.10
Salesmen	3.92	2.08	4.42	3.56
Teachers	5.17	2.06	4.07	2.51
Factory workers	3.42	1.76	0.70	0.98

The factory workers showed the least participation in recreational activities and held the least number of memberships in organizations.

Statistical comparisons as presented in Table III revealed significant differences between the mean scores of the activities of the teachers and the attorneys, salesmen and the factory workers at the .05, .01 and .001 levels, respectively. Significant differences were also noted between the organizational membership of factory workers and attorneys and between factory workers and teachers at the p <.001 level.

The mean wardrobe scores for the attorneys, salesmen and teachers were closely related as shown below.

Occupational Group	Mean Score	Standard Deviation
Attorneys	8.57	2.59
Salesmen	8.95	2.51
Teachers	8.07	2.71
Factory workers	5.10	1.87

The salesmen possessed the greatest number of specified wardrobe items which corroborated the high clothing interest scores of the group. The factory workers owned the least number of the specified items of men's fashionable wear, a possible result of the group's low interest in clothing.

TABLE III

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF

PARTICIPATION IN ACTIVITIES AND MEMBERSHIP IN

ORGANIZATIONS FOR FOUR OCCUPATIONAL GROUPS

Compared Groups	Participation in Activities		Membership in Organizations	
	t-value	Probability	t-value	Probability
Attorneys – salesmen	.47	n.s.	1.34	n.s.
Attorneys – teachers	2.51	.05	1.04	n.s.
Attorneys – factory workers	1.84	n.s.	7.52	.001
Salesmen – teachers	2.63	.01	.49	n.s.
Salesmen – factory workers	1.13	n.s.	5.22	.001
Teachers – factory workers	3.98	.001	7.71	.001

The mean wardrobe scores for the occupational groups were compared.

Compared Groups	t-value	Probability
Attorneys - salesmen	.64	n.s.
Attorneys - teachers	.82	n.s.
Attorneys - factory workers	6.71	.001
Salesmen - teachers	1.46	n.s.
Salesmen - factory workers	7.59	.001
Teachers - factory workers	5.57	.001

Highly significant differences were found between the mean wardrobe scores of the factory workers and the other three groups at the $p < .001$ level.

A mean attitude score of 16 indicated a neutral attitude toward the new fashion. All mean attitude scores of the occupational groups were noted lower than the neutral score which indicated a general acceptance for the new fashions.

The mean scores for Attitude I, Attitude II and Attitude III (Table IV), revealed that school teachers scored lowest on Attitude I and Attitude III which implied that this group more quickly accepted new fashions such as turtle neck shirts and one-button suit coats than any of

TABLE IV

MEAN SCORES AND STANDARD DEVIATIONS OF ATTITUDE SCORES

FOR FOUR OCCUPATIONAL GROUPS

Occupational Group	Attitude I		Attitude II		Attitude III	
	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation
Attorneys	14.87	5.43	13.07	5.78	13.22	5.03
Salesmen	12.97	5.40	12.97	5.84	14.87	6.23
Teachers	11.90	5.29	13.23	4.74	11.17	4.27
Factory workers	13.80	7.10	12.24	6.90	11.65	6.10

*A lower number for the mean score indicates a higher acceptance of new fashion.

the other groups. The greatest acceptance of Attitude II, colored dress shirts and bold designs in suits, was exhibited by the factory workers.

A comparison between the mean scores of Attitude I for attorneys and teachers revealed a highly significant difference the p $<$.01 level (Table V). Significant differences also existed between the Attitude III scores of salesmen and teachers and between salesmen and factory workers.

TABLE V

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF ATTITUDE

FOR FOUR OCCUPATIONAL GROUPS

Compared Groups	Attitude I		Attitude II		Attitude III	
	t-value	Probability	t-value	Probability	t-value	Probability
Attorneys - salesmen	1.53	n.s.	.15	n.s.	1.27	n.s.
Attorneys - teachers	2.42	.01	.12	n.s.	1.91	n.s.
Attorneys - factory workers	.74	n.s.	.56	n.s.	1.23	n.s.
Salesmen - teachers	.88	n.s.	.29	n.s.	3.02	.01
Salesmen - factory workers	.57	n.s.	.42	n.s.	2.28	.05
Teachers - factory workers	1.32	n.s.	.72	n.s.	.39	n.s.

CLOTHING INTEREST RELATED TO AGE GROUPS

The relationship of four age levels of the 160 participants to interest in clothing was investigated. A percentage distribution of the interest scores for the age levels showed the greatest number scored in the 71-80 range as given in Table VI. A wide degree of clothing interest was noted for Age Level IV which included men between the ages of 50 to 5⁷ years. Age Level I, which consisted of the youngest participants, tended to exhibit the greatest amount of clothing interest although there was not a great deal of difference.

An inverse relationship between age and clothing interest was observed; as age increased, clothing interest tended to decrease.

Age Levels	Mean Score	Standard Deviation
I (20-29 years) N = 40	71.7	9.9
II (30-39 years) N = 40	69.5	11.2
III (40-49 years) N = 40	68.5	10.0
IV (50-59 years) N = 40	67.4	11.6

Age Level I scored the highest on clothing interest whereas Age Level IV registered the lowest mean clothing interest score.

TABLE VI

PERCENTAGE DISTRIBUTION OF CLOTHING INTEREST SCORES

FOR FOUR AGE LEVELS

Age Levels	Scores						
	31-40	41-50	51-60	61-70	71-80	81-90	91-100
I (20-29 years) N = 40		5.0	7.5	30.0	40.0	17.5	
II (30-39 years) N = 40		5.0	12.5	40.0	30.0	10.0	2.5
III (40-49 years) N = 40		5.0	17.5	30.0	35.0	12.5	
IV (50-59 years) N = 40	2.5	2.5	25.0	25.0	30.0	12.5	2.5

No significant differences between mean clothing scores were noted among the four age levels as designated below.

Age Levels Compared	t-value	Probability
I - II	.91	n.s.
I - III	1.41	n.s.
I - IV	1.75	n.s.
II - III	.41	n.s.
II - IV	.81	n.s.
III - IV	.45	n.s.

Although non-significant, the greatest differences occurred between Age Levels I and IV and between Age Levels I and III.

Calculations of activity participation mean scores for age levels as noted in Table VII showed the greatest participation for Age Level I. The number of activities participated in decreased as age increased for the II, III and IV Age Levels. Although Age Level IV participated in the least number of activities, the group held the greatest number of memberships in organizations. A lower activity participation was expected for Age Level IV because of increased age; as people become older life becomes less active. Greater organizational membership for the 50 to 59 age group may be attributed to the attainment of higher incomes and positions. The Age Level III group had the lowest organizational membership.

TABLE VII

MEAN SCORES AND STANDARD DEVIATIONS OF PARTICIPATION IN

ACTIVITIES AND MEMBERSHIP IN ORGANIZATIONS

FOR FOUR AGE LEVELS

Age Levels	Participation in Activities		Membership in Organizations	
	Mean Score	Standard Deviation	Mean Score	Standard Deviation
I (20-29 years) N = 40	4.90	2.01	2.97	2.32
II (30-39 years) N = 40	4.25	2.25	3.17	3.75
III (40-49 years) N = 40	4.12	1.58	2.82	2.27
IV (50-59 years) N = 40	3.37	1.70	3.75	2.81

The mean scores of participation in activities and organizational memberships of the four age groups were compared (Table VIII). A highly significant difference in the mean activity scores was found between Age Levels I and IV (p <.001). Significant differences were also found between the III and IV Age Levels.

No significant differences in organizational memberships were found among the four age levels. However, when the probabilities between Age Levels I and IV and between III and IV were determined they were found to be only slightly below the .05 level of significance.

According to data given below it was observed that as age increased the mean wardrobe score decreased which indicated that the younger participants owned more of the specified wardrobe items than older participants owned.

Age Levels	Mean Score	Standard Deviation
I (20-29 years) N = 40	8.37	2.72
II (30-39 years) N = 40	7.85	3.32
III (40-49 years) N = 40	7.67	2.44
IV (50-59 years) N = 40	6.80	2.72

A parallel relationship was found to exist between mean clothing interest scores and age levels. As age increased

TABLE VIII

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF

PARTICIPATION IN ACTIVITIES AND MEMBERSHIP IN

ORGANIZATIONS FOR FOUR AGE LEVELS

Age Levels Compared	Participation in Activities		Membership in Organizations	
	t-value	Probability	t-value	Probability
I - II	1.33	n.s.	.28	n.s.
I - III	1.87	n.s.	.28	n.s.
I - IV	3.57	.001	1.31	n.s.
II - III	.28	n.s.	.49	n.s.
II - IV	1.91	n.s.	.76	n.s.
III - IV	1.99	.05	1.58	n.s.

the clothing interest score and the wardrobe score decreased.

Significant differences between wardrobe mean scores of age levels were calculated by use of the t-test. Results revealed a significant difference at the $p < .01$ level between the Age Levels I and IV.

Age Levels Compared	t-value	Probability
I - II	.75	n.s.
I - III	1.18	n.s.
I - IV	2.52	.01
II - III	.26	n.s.
II - IV	1.51	n.s.
III - IV	1.47	n.s.

Comparison of mean scores for Attitude I revealed that Age Level I possessed the greatest acceptance for new fashions. As age increased, fashion acceptance decreased, as noted in Table IX.

A significant relationship existed between the mean scores of Attitude I for Age Levels I and IV and for II and IV as listed in Table X. When Attitude II was compared for Age Level I and II and for III and IV significant differences resulted at the $p < .05$ level. A greater significant relationship occurred for Attitude II when the t-values of Age Levels I and IV were compared.

TABLE IX

MEAN SCORES AND STANDARD DEVIATIONS OF ATTITUDE SCORES

FOR FOUR AGE LEVELS

Age Levels	Attitude I		Attitude II		Attitude III	
	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation
I (20 - 29 years) N = 40	12.05	6.20	10.92	6.03	12.77	6.53
II (30 - 39 years) N = 40	12.32	6.05	13.42	5.16	12.50	5.76
III (40 - 49 years) N = 40	13.97	5.66	12.17	6.00	11.52	5.12
IV (50 - 59 years) N = 40	15.20	5.31	14.87	5.55	14.10	4.76

*A lower number for mean score indicates a higher acceptance of new fashion.

TABLE X

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF ATTITUDE

FOR FOUR AGE LEVELS

Age Levels Compared	Attitude I		Attitude II		Attitude III	
	t-value	Probability	t-value	Probability	t-value	Probability
I – II	.20	n.s.	1.96	.05	.19	n.s.
I – III	1.41	n.s.	.90	n.s.	.95	n.s.
I – IV	2.38	.05	2.97	.01	1.03	n.s.
II – III	1.23	n.s.	.99	n.s.	.78	n.s.
II – IV	2.20	.05	1.16	n.s.	1.34	n.s.
III – IV	.97	n.s.	2.04	.05	2.29	.05

CLOTHING INTEREST RELATED TO INCOME LEVELS

As shown in Table XI clothing interest scores were computed for the five income levels which evolved from the responses to the questionnaire. A percentage distribution of income levels for the occupational groups indicated higher incomes were earned by the attorneys and salesmen than were procured by the teachers or factory workers. The two highest income groups, attorneys and salesmen, scored the highest in clothing interest when compared with the other two groups.

The calculation of the mean clothing interest scores for income levels revealed the highest scores for the Income Levels II and IV, respectively, with only one-tenth of one point difference.

Income Levels	Mean Score	Standard Deviation
I ($5,000-$7,999) N = 56	68.0	11.4
II ($8,000-$11,999) N = 35	71.6	10.3
III ($12,000-$14,999) N = 21	69.3	8.9
IV ($15,000-$24,999) N = 28	71.5	7.9
V ($25,000 and above) N = 20	67.1	13.5

Clothing interest scores of Income Level V, the highest income bracket, were the lowest of all groups investigated.

TABLE XIX

PERCENTAGE DISTRIBUTION OF OCCUPATIONS

FOR FIVE INCOME LEVELS

Income Levels	Attorneys	Salesmen	Teachers	Factory Workers
I ($5,000-$7,999) N = 56	7.5	5.0	45.0	82.5
II ($8,000-$11,999) N = 35	20.0	7.5	42.5	17.5
III ($12,000-$14,999) N = 21	22.5	17.5	12.5	
IV ($15,000-$24,999) N = 28	35.0	35.0		
V ($25,000 and above) N = 20	15.0	35.0		

These findings are in accordance with Verner (26) who found
that the highest social status groups exhibited less clothing
interest than members of lower status groups. Barber and
Lobel (4) found that families belonging to the highest
social level had little need to compete for status through
conspicious and fashionable attire.

When comparing the different income groups relative
to clothing interest no significant relationships resulted.

Income Levels Compared	t-value	Probability
I - II	1.45	n.s.
I - III	.44	n.s.
I - IV	1.39	n.s.
I - V	.28	n.s.
II - III	.84	n.s.
II - IV	.03	n.s.
II - V	1.33	n.s.
III - IV	.89	n.s.
III - V	.59	n.s.
IV - V	1.34	n.s.

However, the greatest differences computed were between
Income Levels I and II and between I and IV.

Income Level II participated in the greatest number
of activities while Income Levels III, I and IV, respectively,
ranked second, third and fourth (Table XII). Income Level
V participated in the least number of activities but held
memberships in the greatest number of organizations. Partici-
pants in Income Levels I and II belonged to the least number
of organizations.

TABLE XII

MEAN SCORES AND STANDARD DEVIATIONS OF PARTICIPATION IN

ACTIVITIES AND MEMBERSHIP IN ORGANIZATIONS

FOR FIVE INCOME LEVELS

Income Levels	Participation in Activities		Membership in Organizations	
	Mean Score	Standard Deviation	Mean Score	Standard Deviation
I ($5,000–$7,999) N = 56	4.15	2.08	2.20	2.34
II ($8,000–$11,999) N = 35	4.62	2.06	3.12	2.26
III ($12,000–$14,999) N = 21	4.23	1.20	4.45	2.82
IV ($15,000–$24,999) N = 28	3.88	1.57	3.33	1.94
V ($25,000 and above) N = 20	3.76	2.53	4.57	4.50

When the degree of activity participation of the
groups was compared no significant differences resulted.
However, when the t-value equaled one or above this indi-
cated a reasonable large difference between groups but
not enough to result in a significant difference at the
$p < .05$ level, or above (Table XIII). In comparing the
difference between Income Level I and III the difference
was highly significant ($p < .001$) for organizational member-
ship. Comparisons of Income Levels of I and IV and the
Levels of I and V were also significantly different.

A rise in the mean wardrobe scores occurred con-
sistently with increase in income level.

Income Levels	Mean Score	Standard Deviation
I ($5,000-$7,999) N = 56	6.63	2.81
II ($8,000-$11,999) N = 35	7.59	2.66
III ($12,000-$14,999) N = 21	8.14	2.63
IV ($15,000-$24,999) N = 28	8.63	2.76
V ($25,000 and above) N = 20	9.14	2.55

The trend indicated that participants receiving higher
incomes owned more of the selected wardrobe items than
participants in the lower income levels. The three highest
Income Levels, III, IV and V, had more money for clothing

TABLE XIII

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF

PARTICIPATION IN ACTIVITIES AND MEMBERSHIP IN

ORGANIZATIONS FOR FIVE INCOME LEVELS

Income Levels Compared	Participation in Activities		Membership in Organizations	
	t-value	Probability	t-value	Probability
I - II	1.01	n.s.	1.77	n.s.
I - III	.16	n.s.	3.48	.001
I - IV	.56	n.s.	2.11	.05
I - V	.65	n.s.	2.88	.01
II - III	.77	n.s.	1.88	n.s.
II - IV	1.47	n.s.	.38	n.s.
II - V	1.30	n.s.	1.52	n.s.
III - IV	.80	n.s.	1.57	n.s.
III - V	.73	n.s.	.10	n.s.
IV - V	.20	n.s.	1.23	n.s.

budgets which allowed the purchase for more of the specified fashionable men's wear. These three groups were also socially active which was confirmed by the high number of memberships in organizations.

Significant differences at the $p < .05$, .01 and .001 levels resulted when Income Level I was compared with the three highest Income Levels, namely III, IV and V. The 56 participants in Income Level I owned the least number of the specified wardrobe items and had the fourth lowest clothing interest score of the five income levels.

Income Levels Compared	t-value	Probability
I - II	1.55	n.s.
I - III	2.10	.05
I - IV	2.96	.01
I - V	3.47	.001
II - III	.73	n.s.
II - IV	1.44	n.s.
II - V	2.06	.05
III - IV	.60	n.s.
III - V	1.21	n.s.
IV - V	.63	n.s.

Income Level V exhibited the greatest acceptance for new fashions for Attitudes I and II but showed a less degree of acceptance for Attitude III (Table XIV). Income Level I indicated a high degree of acceptance of all three attitudes. Income Level IV showed the least acceptance for the new men's fashions as evidenced by the mean scores for Attitudes I, II and III.

TABLE XIV

MEAN SCORES AND STANDARD DEVIATIONS OF ATTITUDE SCORES

FOR FIVE INCOME LEVELS

Income Level	Attitude I		Attitude II		Attitude III	
	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation
I ($5,000-$7,999) N = 56	12.68	6.80	12.05	6.06	11.87	5.83
II ($8,000-$11,999) N = 35	14.12	4.91	12.70	4.67	12.91	5.39
III ($12,000-$14,999) N = 21	13.00	3.75	14.09	5.58	13.32	3.29
IV ($15,000-$24,999) N = 23	16.07	5.58	15.92	5.38	14.37	4.43
V ($25,000 and above) N = 20	11.71	6.06	11.09	5.56	13.00	7.42

*A lower number for mean score indicates a higher acceptance of new fashion.

When scores for Attitudes I and II were compared between Income Levels IV and V, the results were significantly different as shown in Table XV. Income Levels I and III were significantly different at the $p < .05$ level for Attitude I. The Income Levels I and IV were significantly different at the $p < .05$ level for Attitude I and at the $p < .01$ level for Attitude II.

TABLE XV

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF ATTITUDE

FOR FIVE INCOME LEVELS

Income Levels Compared	Attitude I		Attitude II		Attitude III	
	t-value	Probability	t-value	Probability	t-value	Probability
I - II	1.04	n.s.	.52	n.s.	.82	n.s.
I - III	.20	n.s.	1.32	n.s.	1.07	n.s.
I - IV	2.18	.05	2.74	.01	1.91	n.s.
I - V	.56	n.s.	.61	n.s.	.60	n.s.
II - III	.38	n.s.	.97	n.s.	.31	n.s.
II - IV	1.40	n.s.	2.42	.05	1.10	n.s.
II - V	1.55	n.s.	1.11	n.s.	.05	n.s.
III - IV	2.12	.05	1.12	n.s.	.89	n.s.
III - V	.80	n.s.	1.68	n.s.	.17	n.s.
IV - V	2.47	.05	2.91	.01	.76	n.s.

CLOTHING INTEREST RELATED TO EDUCATIONAL LEVELS

The two groups completing the highest levels of education were the attorneys and school teachers. All of the attorneys and 90 per cent of the teachers had done post graduate work (Table XVI). The widest distribution of education was noted for the salesmen who were represented in each of the five educational levels. Seventy-five per cent of the salesmen were college graduates and/or post graduates. Forty per cent of the factory workers had graduated from high school while 42.5 per cent had less than four years of high school education. In this group, 17.5 per cent had attended college, but did not graduate.

The highest clothing interest scores were registered by participants who attended college.

Educational Levels	Mean Score	Standard Deviation
I (Attended high school but did not graduate N = 19	64.00	13.13
II (High school graduate) N = 19	67.26	8.35
III (Attended college but did not graduate) N = 12	73.69	8.27
IV (College graduate) N = 25	70.24	11.79
V (Post graduate) N = 85	69.94	10.05

TABLE XVI

PERCENTAGE DISTRIBUTION OF OCCUPATIONS

FOR FIVE EDUCATIONAL LEVELS

Educational Levels	Attorneys	Salesmen	Teachers	Factory Workers
I (Attended high school but did not graduate) N = 19		5.0		42.5
II (High school graduate) N = 19		7.5		40.0
III (Attended college but did not graduate) N = 12		12.5		17.5
IV (College graduate) N = 25		52.5	10.0	
V (Post graduate) N = 85	100.0	22.5	90.0	

The men who had attended college, but did not graduate
exhibited the greatest interest in clothing with a mean
score of 73.69. The college graduates and post graduates
ranked second and third, respectively, in clothing interest.
Educational Levels I and II, had the lowest interest scores
when compared to the other three educational groups.
Factory workers comprised the major component of Educational
Levels I and II.

Significant differences occurred between Educational
Levels I and III and between I and V, both at the $p < .05$ level.
Although non-significant, the t-value for Educational Levels
I and IV and for II and III were slightly under the $p < .05$
level. The t-values for educational levels were as follows:

Educational Levels Compared	t-value	Probability
I - II	.84	n.s.
I - III	2.19	.05
I - IV	1.57	n.s.
I - V	2.13	.05
II - III	1.94	n.s.
II - IV	.88	n.s.
II - V	1.05	n.s.
III - IV	.89	n.s.
III - V	1.25	n.s.
IV - V	.12	n.s.

A comparison of activity participation revealed that
a close relationship existed between the mean activity scores

of the Educational Levels III, IV and V as indicated in
Table XVII. The highest activity score was calculated for
Educational Level III, which was a group composed of men
who had attended college but did not graduate. The Ed-
ucational Level III group was also found to have the highest
clothing interest score. The post graduates and college
graduates registered the second and third highest scores,
respectively. Educational Levels I and II had the lowest
mean activity participation scores and also belonged to
the least number of organizations when compared with the
other three groups. College graduates and post graduates
(Educational Levels IV and V) maintained membership in the
greatest number of organizations.

The mean activity score for the Educational Level I
group was found to be significantly different when compared
with Educational Levels III, IV and V (Table XVIII). Highly
significantly differences at the $p < .001$ level were revealed
when the organizational membership scores were computed for
Educational Levels I and IV and for I and V. A comparison
between the Educational Levels II and IV and between II and
V were significant at the $p < .001$ level. When the men who
had attended college, but did not graduate, (Educational
Level III) were compared with college graduates and post
graduates a significant difference at the $p < .05$ level was
found to exist.

TABLE XVII

MEAN SCORES AND STANDARD DEVIATIONS OF PARTICIPATION IN

ACTIVITIES AND MEMBERSHIP IN ORGANIZATIONS

FOR FIVE EDUCATIONAL LEVELS

Educational Levels	Participation in Activities		Membership in Organizations	
	Mean Score	Standard Deviation	Mean Score	Standard Deviation
I (Attended high school but did not graduate) N = 19	2.64	1.66	1.37	2.66
II (High school graduate) N = 19	3.63	1.38	1.05	1.23
III (Attended college but did not graduate) N = 12	4.54	1.34	2.08	1.64
IV (College graduate) N = 25	4.28	2.32	4.00	2.83
V (Post graduate) N = 85	4.52	1.95	4.00	2.97

TABLE XVIII

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF

PARTICIPATION IN ACTIVITIES AND MEMBERSHIP IN

ORGANIZATIONS FOR FIVE EDUCATIONAL LEVELS

Educational Levels Compared	Participation in Activities		Membership in Organizations	
	t-value	Probability	t-value	Probability
I - II	1.81	n.s.	.44	n.s.
I - III	3.15	.01	.80	n.s.
I - IV	2.43	.05	3.29	.001
I - V	3.73	.001	3.48	.001
II - III	1.73	n.s.	1.88	n.s.
II - IV	1.03	n.s.	4.70	.001
II - V	1.85	n.s.	4.17	.001
III - IV	.35	n.s.	2.47	.05
III - V	.02	n.s.	2.24	.05
IV - V	.51	n.s.	.00	n.s.

College graduates, Educational Level IV, had the
highest mean wardrobe score as may be noted below:

Educational Levels	Mean Score	Standard Deviation
I (Attended high school but did not graduate N = 19	4.37	2.06
II (High school graduate) N = 19	6.05	1.37
III (Attended college but did not graduate) N = 12	7.77	2.32
IV (College graduate) N = 25	8.72	2.68
V (Post graduate) N = 85	8.46	2.67

The high wardrobe score, 8.72, implies that the group
possessed more of the selected wardrobe items listed in
the questionnaire than the other four groups. The post
graduates indicated a close second score of 8.46. A
parallel decrease was noted in education and wardrobe scores
as observed by the scores of levels III, II and I. The
least number of wardrobe items were possessed by respondents
who were not high school graduates.

Highly significant differences for mean wardrobe
scores were found to exist between Educational Level I
and the other four groups. Wardrobe scores for Educational
Level II, participants who were high school graduates, were

significantly different when compared with the three
higher Educational Levels, III, IV and V, respectively.

Educational Levels Compared	t-value	Probability
I – II	2.59	.01
I – III	4.08	.001
I – IV	5.62	.001
I – V	6.16	.001
II – III	2.24	.05
II – IV	3.62	.001
II – V	3.70	.001
III – IV	1.03	n.s.
III – V	.87	n.s.
IV – V	.41	n.s.

As shown in Table XIX the participants who had
attended high school, but did not graduate, (Educational
Level I) exhibited the greatest acceptance for Attitudes II
and III but the least acceptance for Attitude I. The high
school graduates indicated a low acceptance for men's new
fashions as the group rated fourth in acceptance when
compared to the other educational groups. Educational
Level III showed the greatest acceptance for Attitude I
and the least acceptance for Attitude II. College graduates
and post graduates rated second and third highest in acceptance
of the three attitudes when compared with the other groups
except for Attitude III which the college graduates scored
as the least acceptable new fashion.

TABLE XIX

MEAN SCORES AND STANDARD DEVIATIONS OF ATTITUDE SCORES

FOR FIVE INCOME LEVELS

Educational Levels	Attitude I		Attitude II		Attitude III	
	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation	*Mean Score	Standard Deviation
I (Attended high school but did not graduate) N = 19	14.37	7.51	10.63	6.89	11.74	6.42
II (High school graduate) N = 19	14.32	6.50	13.32	6.35	13.42	5.07
III (Attended college but did not graduate) N = 12	11.23	5.71	13.33	7.01	12.85	7.84
IV (College graduate) N = 25	12.92	4.95	12.52	5.56	14.56	6.21
V (Post graduate) N = 85	13.43	5.63	13.27	5.13	12.24	4.83

*A lower number for mean score indicates a higher acceptance of new fashion.

No significant differences were found when the mean scores of Attitudes I, II and III were computed as indicated in Table XX. Although non-significant, the highest t-values, signifying the greatest differences, were noted between Educational Levels I and V for Attitude II and between Levels IV and V for Attitude III.

TABLE XX

SIGNIFICANCE OF DIFFERENCES BETWEEN MEAN SCORES OF ATTITUDE

FOR FIVE EDUCATIONAL LEVELS

Educational Levels Compared	Attitude I		Attitude II		Attitude III	
	t-value	Probability	t-value	Probability	t-value	Probability
I - II	.02	n.s.	1.14	n.s.	.85	n.s.
I - III	1.20	n.s.	1.03	n.s.	.41	n.s.
I - IV	.73	n.s.	.96	n.s.	1.40	n.s.
I - V	.60	n.s.	1.85	n.s.	.37	n.s.
II - III	1.30	n.s.	.03	n.s.	.23	n.s.
II - IV	.77	n.s.	.41	n.s.	.62	n.s.
II - V	.59	n.s.	.03	n.s.	.93	n.s.
III - IV	.89	n.s.	.39	n.s.	.69	n.s.
III - V	1.28	n.s.	.07	n.s.	.37	n.s.
IV - V	.40	n.s.	.62	n.s.	1.93	n.s.

CHAPTER IV

S U M M A R Y   A N D   C O N C L U S I O N S

The purpose of this investigation was to study the clothing interest of four selected groups of men and the relationships between clothing interest and specified socio-economic factors. In order to determine clothing interest a questionnaire was administered to 160 men engaged in four selected occupations, namely, attorneys, salesmen, public school teachers and factory workers. Personal data obtained included occupation, age, income, educational background, participation in recreational activities and memberships in organizations. Attitudes of the participants toward men's new fashions were also obtained in the questionnaires.

Each participant received a clothing interest score, a wardrobe score, an activity participation score, an organizational membership score and three attitude scores. The differences between the mean scores of the above were computed and grouped relative to occupation, age, income level and educational level.

A close relationship was found to exist between the salesmen, attorneys and school teachers when the mean scores

for clothing interest, wardrobes and memberships in organizations were compared. No significant differences occurred between the clothing interest mean scores for the occupational groups. However, differences were highly significant between the mean wardrobe scores and organizational memberships when the factory workers were compared with the other three groups. The attitudes of the men's new fashions reflected general acceptance by the occupational groups.

An inverse relationship existed between the four age levels and the mean scores for clothing interest, participation in activities, and wardrobe scores: as age increased clothing interest, activities and wardrobes decreased. A study of Attitudes I, II and III for the age levels revealed a general trend toward higher acceptance of fashion among the younger participants. Usually as age increased, fashion acceptance decreased although there were some exceptions.

The two income levels that registered the highest clothing interest were Levels II and IV. Income Level V, the highest income bracket, had the lowest mean clothing interest score. As the income level increased, the number of wardrobe items also increased. Attitude scores indicated that the greatest acceptance of the men's new fashions was exhibited by Income Levels I and V. Income Level IV showed the least acceptance for these fashions.

Educational Levels III, IV and V which included some participants who had attended college, but did not graduate, registered the highest interest in clothing, possessed the greatest number of wardrobe items and participated in the greatest number of activities and held memberships in the greatest number of organizations when compared to Educational Levels I and II. A general trend was noted between Educational Levels and mean wardrobe scores. As education decreased, the wardrobe scores decreased.

The participants who had completed less than four years of high school exhibited the greatest acceptance for Attitudes II and III. College graduates and post graduates rated second and third highest in acceptance of the three attitudes when compared with the other groups with only one exception noted.

Results of this investigation revealed that the highest clothing interest existed among the attorneys, salesmen and school teachers. A study of the clothing interest for the age levels indicated that a greater interest in clothing was exhibited by the younger men than was registered by men who were older; as age increased clothing interest decreased. The highest interest in clothing was noted for Income Levels II and IV. Clothing interest increased as education increased up to the level

of college attendance, then interest declined as more education was acquired.

As a result of this study, the investigator recognizes the need for further research in the field of clothing for men. An investigation of the interest of clothing to one's occupation for men employed in a wide range of occupations, with a broad scope of socio-economic backgrounds would be beneficial to people associated in the various areas of the men's clothing industry.

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