THE USE OF ADVERTISING MEDIA AS RELATED TO FACTORS AFFECTING MASCULINE APPAREL

A THESIS

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE IN CLOTHING AND
COSTUME DESIGN IN THE GRADUATE SCHOOL OF
THE TEXAS WOMAN'S UNIVERSITY

COLLEGE OF
HOUSEHOLD ARTS AND SCIENCES

BY

JERELEEN HORLEN HARPER, B. S.

DENTON, TEXAS
DECEMBER, 1971

Texas Woman's University

Denton, Texas

December 6 ____ 19 71

We hereby recommend that the   thesis   prepared under

our supervision by ___Jereleen Horlen Harper___

entitled ___THE USE OF ADVERTISING MEDIA AS RELATED TO___

___FACTORS AFFECTING MASCULINE APPAREL___

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

Master of Science

Committee:

Bethel M. Caster
Chairman

Jessie W Bateman

Clarice Garrett

Accepted:

Mary Evelyn Huey
Dean of Graduate Studies

TABLE OF CONTENTS

L I S T O F T A B L E S

LIST OF FIGURES

CHAPTER I

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

The masculine attitude toward clothing, as related to
fashion, has changed considerably within the last decade.
Communication, production, advertising, and general affluency
have all contributed to this change of interest. Communica-
tion developments can bring men of different socio-economic
backgrounds into more homogeneous relationships than hereto-
fore possible. Increased production of men's fashionable
clothing gives the customer a larger selection from which to
choose than has been evident in the past. Promotional adver-
tising with subliminal undertones has created many new ques-
tions concerning the purchase of apparel by the masses. With
affluency for many persons, the public has been able to buy
fashionable goods which were economically prohibitive when
salaries and wages were at lower levels.

The appearance of men has changed from the elegance of
the aristocrats who dressed to be different to the conformity
of the man of the sixties who dressed to belong to the group
and look the same as its leaders. The 1960s reflected more
drastic changes in men's dress and encompassed a wider scope
of diversity in men's wear than did the prior decade.

Interest in masculine attire has been increased and at the present is evidenced in the rapid evolutions and the acceptance of change in men's clothing. Male fashion collections today are being shown simultaneously with women's apparel in foreign markets. In a recent news item fashion spokesmen, such as Stanley Marcus, said that men's fashion will continue to be innovative (5).

STATEMENT OF PROBLEM

Research in clothing in the past has been directed primarily toward the women's market. The author believes that men's wear has attained a lasting prominence in the consumer market. A study of men's wear concerning the relationship of advertising media to factors of fashion, motivation, expenditure, personality, socio-economic strata, and age should provide valuable material for advertising.

The major objective of this study was to investigate the types of advertising media used by selective groups of men in relation to sensitivity toward fashion apparel, to introvert-extrovert tendencies, and to motivation for dress in regard to socio-economic strata and age.

The specific objectives of this study were to:

1) Determine the extent of clothing interest, as related to fashion of three different groups of men;

2) Investigate the motivations for a mode of dress by men of varied socio-economic strata and age;

3) Ascertain the influence of fashion change upon the amount of money that men spend for apparel and the size of the wardrobes;

4) Show preferences of the male consumer in the use of advertising media and advertising techniques; and

5) Determine relationships between extrovert-introvert characteristics and the extent of fashion awareness shown by men.

Though clothing types are easier to identify than personality types, an analysis of an individual's apparel presents a direct reflection of the personality. Studies have illustrated a relationship between behaviors of men regarding clothing and specific general values. Socio-economic strata, occupation, and age factors have been investigated and compared with the degree of interest shown in clothes, and the influence of advertising media and selling techniques has been investigated by a number of research persons. Many of the studies concerning behavior, values, status, age, and occupation have used female subjects for a sample.

Advertising serves as the communication factor in the merchandising triangle composed of manufacturer, retailer, and consumer. The importance that advertising plays in the fashion field is apparent by the increase in volume of advertising material, especially in the medium of television. Men travel by airplane to do business internationally but even

without travel they are exposed to the world of fashion by various news and advertisements. Exposure to such media may have an effect upon the apparel chosen by the masculine gender to project the self-image of a man.

Packard (32) stated that the men's apparel industry had moved rather spectacularly in an attempt to copy obsolete techniques used successfully in women's apparel. Planned obsolescence of desirability does not necessitate an inferior product; instead, there is a dependence upon the psychological need for something new before the old is worn out. Men's styles have moved into a stage where fashion is important; defined colors are worn in separate seasons, and basic silhouettes are changing every three to four years. Is there a possibility that a man can retain items of apparel for the same length of wearing time that he has done previously, or will there evolve a different pattern of purchase?

Basic drives or motivations for dress have been used as subjects for research. Since man's self-image is projected to a large degree by his selection of dress, motivation for the male should be reflected in his selection of clothing. Apparel, as a means of self-expression in today's affluent society, should have motivations based upon status, acceptance, impressionality or personal satisfactions.

The phrase "the return of the peacock" is often used to describe men's reactions to fashions at the present

time (18). Some men will accept and adopt the rapidly chang-
ing fashions more quickly than other men. In order to evalu-
ate the kind of persons accepting modern fashions most
readily, an investigation concerning extrovert and introvert
traits could bring elucidation and provide a possible basis
for group distinctions. A study involving extrovert-intro-
vert masculine traits related to clothing would also be
worthwhile to the fashion industry.

Investigations and literature related to the area of
men's clothing have increased as fashion interest and produc-
tion have increased. The most recent information was given
prime consideration because of the timely aspect of this study.
Current market data regarding men's clothing and related
advertising were included in the review of literature.

REVIEW OF LITERATURE

Observations and findings related to factors affecting
clothing selection and advertising are presented in the fol-
lowing review of literature. For organizational purposes,
the review of literature is divided into two areas: the
evolution of men's wear in fashion and industry from 1800 to
1970 and the research findings, current market information,
and available literature that is pertinent to the specific
objectives of this study.

Evolution of Men's Wear

A review of the development of the ready-made men's wear industry points to development that parallels the changes in affluency, change of attitudes toward dress, and development of advertising related to men's wear. Uniforms for standing armies in Europe was the basic need that produced the first ready-made clothing establishments for men in the latter part of the eighteenth century. Greatly improved communications during the nineteenth century helped to stimulate the growth of the trade.

The first large firm to produce ready-made apparel for civilian needs was founded by a Parisian, Pierre Paissot in 1824 (3). He sold cloth and haberdashery endeavoring to manufacture men's plain clothes that were designed to be cheaper than the made-to-measure apparel and a little more expensive than second hand apparel. By 1850, the working capital of Parissot's firm was three million francs, and the firm had branches in the provinces. In England the industry for men's ready-made clothing rested on older traditions, and its development was dependent upon superior cloths and practical styling. This quality rapidly produced an export business.

The famous firm of Brooks Brothers was founded in 1818, and the clothing industry of North America was initiated (33).

American tailors were less conscious of tradition and almost without exception manufactured ready-made clothes of good quality as well as custom tailored garments. By 1885 the majority of American men wore factory-made clothes. By 1953 over 90 per cent of men's wear was ready-made, displacing made-to-measure tailoring almost completely.

Fashion in men's clothing followed a pattern toward more casual attire and a more varied wardrobe that paralelled the development of the ready-to-wear industry. Toward the end of the nineteenth century men's fashions became formalized and traditionalized into a pattern involving no dramatic fashion change. In 1969 the English historian and author Laver (21) stated:

> Since men, at the beginning of the nineteenth century, made what had been called 'the Great Renunciation', it has been difficult for them to display their wealth (as Raleigh or Buckingham did) on their own persons. They therefore transfer their 'conspicuous waste' to their wives and mistresses. And for a long period of human history they were able to transfer it to their servants.

Social and economic changes during the twentieth century caused men's fashions to move from the upper social echelons to the masses (35). Basically, these people were a growing, prosperous middle class. Leisure activities and the movement to suburbia began to influence fashion. As leisure activities increased the need for casualwear and sportswear in men's costume became important. Famous

personalities, such as Teddy Roosevelt and his panama hat, had temporary influences on changing men's fashions.

A special issue of Menswear (39) concerned with a review of 75 years of men's fashions reported for the years 1960 to 1965:

> As young J.F.K. took office, his "New Frontier" was interpreted in fashion as an upsurge of his favored two-button suits. Then L.B.J. put his brand on Washington and hatters hitched a ride on his modified "Western." Features of Continental and California models merged into a new "Contemporary Look." That with the still growing "Traditional Look," were the top trends. The Teen Man was his own stylesetter, skinny pants were "cool." . . . came stretch and permanent press, then "Shape" returned to complete the 75 year fashion cycle.

The white shirt, muted tie, and conservative business suit that exemplified the businessman of the early sixties is described in Esquire's Fashion Guide for All Occasions (1).

> On Madison Avenue, a great many executives have been wearing Ivy League style since they went to the schools where this is practically a uniform. Consequently, the younger men coming along in the T. V., advertising, and publications business fall easily into the patterns set by their superiors. They want to look like their boss, in his conservative suit with attache case in hand; they want to belong to the group, and look like its leaders. And top men throughout the country, not to mark themselves as regional but urban and cosmopolitan, follow the fashion.

Affluence, communication through advertising and social changes, such as the influence of youth and the emancipation

of women, brought about the return of excitement and interest in men's wear during the late sixties. The return of the "peacock" is interpreted by Gray (13) in the following manner:

> Now the American male is enjoying the new experience of line, design, and color, the new language of fashion and the people who influence it, a new freedom and confidence of having smart clothes for every occasion, business or private. The credit goes to contemporary designers, like England's Tom Gilbey and Hardy Ames, France's Pierre Cardin, and America's Bill Blass, John Weitz and Oleg Cassini. . . . About the selection of men's clothing, men's fashion authority Sheldon Hymowitz, Vice-president of Clubman Sportswear, says there are no hard and fast rules today as there have been in the past. Clothing should be chosen with the guide of one's innate good taste, sensible judgment and a keen eye on what is being worn about you.

Research Findings, Current Market Information,
and Literature Pertinent to the Specific
Objectives of the Study

One of the main objectives of this study was to determine the extent of clothing interest as related to 1970 fashions by different groups of men. Examination of the current fashion market and review of studies related to factors affecting fashion will form a basis for ascertaining the extent of fashion interest exhibited by subjects in this study.

Russell (37) made a study of men's wear involving 275 male participants whose ages ranged from 17 to 65. Russell's research of male attire included an evaluation of the dress

of freshman and senior college students and older fathers of elementary and high school students. Fashion scores of the participants were divided between fashion interest, fashion awareness, and fashion acceptance and compared to social classes and age. Fashion interest scores were higher for the younger college men from 17 to 25 years of age; differences in mean scores were significantly different from the older fathers from 26 to 65 years of age. The upper middle class participants were the most aware of recent style trends, but there was no significant difference in the mean awareness scores between age groups. Russell also found that "professional men, including educators, showed the highest degree of acceptance of any occupational group investigated; manual workers indicated the least degree of acceptance."

Creekmore's study (7), consisting of 300 female college students, endeavored to discover the relationship between certain aspects of clothing, behavior, general values and the relative fulfillment of human needs. Fashion interest was included as a specific clothing behavior. Students from the second and the sixth, the highest, level of social position placed more emphasis on aesthetic value and status symbol behavior. Students whose parents had little education were concerned for safety but cared less for fashion and experimentation.

A group of college males, 47 sophomores, 71 juniors, and 89 seniors, who registered for the Spring 1867 session at Pennsylvania State University were tested by O'Connor (31) in order to define relationships between selected clothing behaviors and specific general values. The values used were aesthetic, economic, exploratory, political, religious, sensuous, social, and theoretical. The selected clothing behaviors were appearance, comfort, conformity, experimental, fashion, management, no concern, and symbolic meaning. Although a t-test of the upper 10 per cent and lower 10 per cent of the scores on selected values in terms of selected behaviors indicated no significant difference between the highest and lowest 10 per cent of students tested, other relationships were significant as stated by O'Connor:

> Fashion correlated very highly with experimental (r=.610) indication, in the authors estimation, that individuals who like the new and different in clothing ensembles will be interested in new styles and changes in styles. . . . The correlation of each of the clothing behaviors to each of the other clothing behaviors for the male students population revealed several significant positive relations. The following five behaviors were significantly related to each other: appearance, comfort, experimental, fashion, and symbolic meaning.

An editorial in a current issue of Clothes magazine (43) reviews the present men's wear market with the observation that the end of the hundred year old traditional business uniform, epitomized by the grey flannel suit, evolved

because the younger generation does not consider consistancy and confinement desirable. While figures show that the population has risen from 130 million persons to over 200 million, the number of tailored suits that are manufactured annually has not increased. The production of slacks has tripled, and the production of sports coats had doubled in the last 20 years. The editors of Clothes magazine reported that men have discarded the hat, topcoat, and overcoat, and in the last decade the white shirt, items that were indicators of the gentlemen in former centuries. It is no longer "de rigueur" in most business concerns to indicate that men do not engage in manual labor. Another strong indication of fashion change in men's wear as reported in Clothes comes from government employment projection figures. Figures indicate that by 1980, 67 per cent of all working men will be employed in service industries. A pattern closely akin to the ladies' ready-to-wear field which involves variety, change, excitement, and comfort is emerging in the young men's market.

Further evidence of increased market and fashion interest in men's wear was reflected by the 1970 Menswear Retailers of America Convention (46) in Dallas, Texas. More than 500 men's clothing manufacturers offered the largest men's wear exhibit in the country at the Dallas Apparel Mart. Ten thousand delegates attended the four and one-half day

convention.. Optimism was the key word in remarks made by exhibitors and buyers (26).

> Our only trouble is getting piece goods fast enough to make our products. . . . This coming year we feel will be another excellent year because men's wardrobes are outdated.

Participants heard Ferber (15); _Esquire_ magazine's associate publisher, reveal what fashion has done to men's wear. There have been increased sales due to colorful shirts, wide and bright ties, double-breasted suits, big hats, exotic shoe styles, fur coats for men, and famous name designers entering the men's ready-to-wear field.

In _Clothing_ _for_ _Young_ _Men_, a booklet written for the members of the Home Economics Education Association (23), the statement that men's fashions change as decisively and as quickly as women's fashions was noted. Home economics currently meets the new need for subject matter which is relative to the selection of clothing and to the related factors for young men as electives by revising classes to require all or special groups of young men to be introduced to consumer education. In the business field, many industries realize the uniform has a psychological effect: "Bright colors and good styling give the worker a more pleasant image of himself and his company" (13).

Research in the past has revealed findings that may
contradict present trends that indicate a wide interest in
men's fashions. Ryan's report (38) of a clothing study by
the united efforts of the departments of Sociology, Anthro-
pology, and Textiles and Clothing at Michigan State Univer-
sity, including studies by Verner, Form, and Stone, indicated
differences between socio-economic status and the estimate of
clothing importance. Verner found a low correlation between
the estimate of importance of clothing and the total socio-
economic status score; clothing seemed to decrease in impor-
tance in the higher status groups as the highest status groups
did not have the corresponding highest estimate of clothing
importance. The Form and Stone study revealed a contrast in
clothing importance between white-collar workers and manual
workers. The white-collar workers believed in the importance
of creating a good impression by the manner in which they
dressed. Functional importance, related to utility and dur-
ability, was important to the manual worker.

A second main objective of the current study was to in-
vestigate the motivations for a mode of dress by men of varied
socio-economic strata and ages. Motivational research often
involves preference studies for market research. Additional
research involving specific reasons to aid in predicting con-
sumer demands and advertising needs is essential as today's
society becomes more complex.

The field of motivational research is relatively new but as Katona (19) stated, it is possible to analyze the motivational patterns influencing specific economic decision.

> The problem of consumer motivation is of special importance in the case of genuine decision making, when patterns of behavior are adopted for the first time or when they are changed.

Theories regarding inflation suggest that as people search for new understandings of economic changes, they alter their personal buying and saving habits. Katona stated further in Psychological Analysis of Economic Behavior that inflationary expectations are "one way expectations" and point in the direction of prices going up and not down. There is a possibility that men are spending more money for apparel than previously noted because they are selecting their own clothing for the first time, and they expect to pay more because of inflation or other motivational forces such as a desire to be in fashion.

Until the late 1960s men's fashions have not involved regular seasonal changes similar to women's fashions. Available research regarding factors related to possible motivation for a mode of dress involved the use of female subjects. Since the pattern of change in men's wear is emulating the established techniques which are used successfully in marketing feminine apparel, a review of research related to the

women's field may point to parallel motivations for dress by men.

Rosencrantz (36) reported a study designed to measure the degree of interest in clothing of 180 women and the frequency of their attention given to clothing. Results of chi-square tests revealed that six groups were significantly different from each other. The findings indicated definite differences in the groups in the amount of time, energy, money, thought, and attention that the person gave to clothing. Observation of the clothing interest scores showed higher interest scores in the persons of under 25 years, college educated groups, and the higher income group. A larger percentage of single women and students had higher scores when compared to married women and occupations.

In a study designed to determine what effect social status, family financial status, environment, mass media, peer's opinion, and individual interests have on the selection and planning of a college wardrobe, McAnelly (25) tested 150 freshman girls at Texas Woman's University. Findings revealed that high school apparel was the basic part of the wardrobe of 85 per cent of the freshmen tested. All girls were concerned with peer opinions and a desire to be properly dressed. Girls from the lower middle social stratum were most concerned about the opinion of others.

Mackay (24) conducted a cross cultural study with 80 female subjects from the University of Puerto Rico and from Pennsylvania State University. The results confirmed a basic difference in clothing usage between the two cultures; more casual clothing was used by the American college woman. Due to the significant differences in interests and activities and the relation of clothing factors to selected cultural factors, Mackay found strong evidence of a tie existing between clothing and cultural factors. Mackay's research suggests that cultural differencs could effect clothing selection in regional areas, such as urban versus rural and western versus cosmopolitan areas.

In order to measure specific clothing values of young married women and to compare these values with income, social status, and educational level, Nygaard (30) tested 90 unemployed women representing high, middle, and low income groups. Aesthetic and economic clothing values were the most important regardless of income, social status, or educational level. Aesthetic clothing value was ranked first by groups with the highest social status rating. No significant differences were found when clothing values were compared to education groups.

Smallwood (41) endeavored to measure wardrobe adjustments necessary for 60 women entering or returning to

employment after at least a five year period of homemaking.
Women represented by Smallwood's sample had more garments in
their wardrobe after employment and were more influenced by
necessary maintenance. Clerical and social workers stressed
comfort in clothing; journalists liked versatility and easy
maintenance; teachers wanted versatility; and real estate
ladies expressed suitability for work as important. Clothes
for work must adapt through fabric, style, and comfort to
be suitable for the job.

One of the pioneers in the field of motivational re-
search was Hurlock (17), who questioned 367 male and 306
female subjects aged 18 to 51 years to test motivation in
fashion.

> Usefulness and cost are dominating factors
> in the selection of clothing by both men and
> women, though a larger percentage of men than
> women consider them.

Hurlock also found that both men and women dressed to please
both sexes and selected clothing to bring out their best
features. More men than women were willing to deprive them-
selves of pleasures in order to be in style. The desire to
avoid the appearance of poverty motivated a larger number of
men than women.

A third objective of the current study was to ascertain
whether men will spend more money on apparel and have a larger

wardrobe, due to fashion change, than was formerly evident.
Current market data tabulations regarding the reasons for
and amount of money spent for items of male apparel could
aid retail marketing and advertising.

Sixty families were involved in Short's study (40). A
section was devoted to the acquisition, use, and disposal of
clothing by men of varying socio-economic strata. The ob-
servance of the changing patterns in men's wear, such as the
increase in purchases of slacks, the decrease in purchases
of topcoats, and the trend to lighter weight suits, was
cited by Short. The largest difference found in both men's
and women's clothing was related to income level more than
any other variable.

> More differences in men's clothing were re-
> lated to income levels than with any other vari-
> able. . . . The upper housing area men, profes-
> sional men, husbands of full time homemakers,
> men with college degrees and men with family in-
> comes of ten thousand or more expected to pay
> more for their clothing.

Both 66.7 per cent of the upper socio-economic group of men
and 75.7 per cent of the lower socio-economic group of men
had worn shirts that were more than two years old. Both
groups of men indicated that shirts and slacks were usually
discarded because they were "worn out."

Russell (37) compared male consumer buying practices
and market offerings and found that older men bought more

expensive suits and sports jackets than did students. Men of all social levels selected dress shirts in the $6 to $10 price range. Upper-class men paid more for dress trousers, sport coats, suits, and knitted shirts than did men in the lower social class, and some men in all social classes purchased suits over $100 in price.

Changing patterns in men's wear are reflected in price differences, style changes, advertising appeal and in store department organization of leading clothiers. For instance, Moss Brothers (20) of Convent Garden in London has for 100 years followed strict tradition in dress but recognizes the need for both informality and smartness and thus a larger wardrobe for men. The One Up Department in Moss Brothers, aimed at the youthful men's fashion, is proof that tradition is responding to the "wind of change."

A cover story on fashion that appeared in Clothes magazine (10) noted the decline in the market of "fancy prices" for men's shirts and neckwear. The reason given for the change was that the American male, who for the first time was buying his own shirts and ties, did not let the question of price enter into consideration. After men had acquired some shopping experience, department and specialty stores reported price resistance to shirts above $12 retail and neckwear selling for more than $10 at retail prices.

Consumption expenditures for men's and boys' wear increased from $11,934 million in 1966 to $14,845 million in 1969. These figures resulted from the studies conducted by the Office of Business Economics in the United States Department of Commerce (34). These findings indicate that more apparel for men is being purchased today than in the past.

Since the usage of advertising media and techniques as related to the preferences of the male consumer was the main objective of this study, a need to investigate current advertising was indicated. Over $16 million was spent for advertising alone in the United States during 1966, and the amount increases yearly (47). Since men's fashions have been involved in a dramatic change from the past, there is a logical assumption that more advertising will be directed toward the male consumer.

Many factors will affect advertising in the 1970s. According to the Probable Population Growth (8) and a minimum increase in production, the productive ability of the United States will grow to $825 billion in 1972. The educational level is increasing at a rapid rate and population in relation to age groups is shifting. With more production for a better educated public, scientific advancement in industry for men's wear production, and new age groups to stimulate, the advertising business will adjust appeals for buying. By 1972, it is estimated that $27 billion will be spent on advertising (8).

Due to increased expenditures, new media such as television, and increased exposure of the public to all media of advertising, more attention and study has been directed toward advertising as a business and its effect on the consumer.

Bishop and Hubbard (2) surveyed the abuses of the marketplace and suggested the need for more government surveillance but not government decision making.

> What is now required in this era of consumerism, is that advertising be evaluated not only as a selling tool but whether it serves its function in a broader social context. At a time in history of unparalelled consumer prosperity the consumer is growing restless and confused because the single act of purchase has become an increasingly impersonal experience. The contest between buyer and seller is unequaled in many sectors of the economic system but rarely more so than in advertising. Acknowledging this, consumer spokesmen such as Betty Furness and Ralph Nadar suggest a start toward evaluating advertising in terms of its effect on the consumer as well as on the profits of the producer.

Advertising is used as a medium to sell latest marketing techniques, diversification of products, and brand name associations in the United States. In European retail establishments, as in the United States, the trend seems to be to diversify; the "haute couture" has realized the importance of men's wear. Cardin has his couture, ladies' boutique, children's boutique, and men's shop in Paris. In Florence Pucci has a collection of sportswear, neckties, coats, and

suits for men to supplement the ladies' wear. Changes in fashion are sold to the public through advertising. Adaptation is the key to advertising men's clothing and substantiates Levin's statement (22), "Even the giants of the industry realize that flexibility is the key to the dress industry."

Television has become increasingly important as a new medium to sell merchandise. McLuhan (28) cited television as a medium of communication that "involves" the individual in the electronic age. According to this author, television is "the Bahaus program of design and living, or the Montessori educational strategy, given total technoligical extension and commercial sponsorship." McLuhan also recognized clothing as an extension of the skin (11). As jobs, education, families, and neighborhoods change in the electronic age, styles will reflect these changes. The advertising media, which is subject to constant analysis and examination, will communicate the changes in men's fashion from the producer to the consumer.

Packard (32) quoted Louis Cheskin: "Every industry tries to emulate the women's fashion industry. This is the key to modern marketing." Obsolescence of desirability has long been a psychological factor in the message of fashion with the manufacturer as a medium to deliver the product that will satisfy the customer. Packard believed that the

public is urged by advertising to constantly want new things and to buy impulsively as a result of being influenced by clever packaging techniques. Although advertising contributes to the growth of the economy by stimulating wants, Packard believed advertising can fulfill another more important role--that of being an instrument of social control and of developing ideas beyond keeping man discontented.

Market study and market research play a vital role in advertising which serves as the communication link between the merchandising triangle that involves manufacturer, retailer, and consumer. Golly's descriptive study (12) concerning the status of the Dallas women's apparel market involved 16 manufacturers, 11 designers, two retailers, six promotional directors, and four educators. Findings revealed that Dallas manufacturers advertised at both local and national levels. Promotional activities were cited as a major factor in the growth and development of the Dallas market. Since the men's wear market is growing in Dallas, market evaluations obtained from the women's wear manufacturers will assist further in advancing the Dallas market for masculine attire.

Recent increases in the sale and production of men's fashionable clothing will create keen competition among advertisers as each seeks to gain the male consumer's attention. Mittelstaedt (29) conducted an experimental study of consumer

brand loyalty with special attention given to the theory of cognitive dissonance. Fifty male students from the University of South Dakota School of Business made up the experimental group tested by Mittelstaedt who found that a magnitude of dissonance produced by manipulation appeared to be positively related to the subjects' repeated choices. The author's conclusion was that "the tendency to repeat a decision is at least in part, a function of the magnitude of dissonance experienced by the decision maker following a decision." Present market reports reflect a trend for the male consumer to reject high prices on shirts and ties that he accepted in the early stages of the current fashion change. Results of Mittelstaedt's study suggested that new products are desirable to a point, but when there is too much choice, all products cannot survive. As a brand is accepted, promotional activities could be shifted to increase brand loyalty by a more competitive form of development.

Hartley (14) investigated the extent of marketing research, its effectiveness and contribution to retail decision making which involved 53 retail firms in the Midwest and Northeast of the United States. Advertising executives felt that their needs for research were different from other types of firms. There was an apparent trend among the large stores to formalize research, but investigations were limited to certain departments and were used mainly in regard to

operations, store location and facilities. Hartley cited a need for offensive long-range research directed toward creating new institutions, new methods, and new procedures rather than maintaining the status quo. Due to increased expenditures in advertising, marketing studies regarding male preferences for advertising media and techniques are needed to aid the retail firms in planning advertising.

Research regarding preference of advertising techniques is becoming more refined and directed to specific variables as the volume of advertising increasingly becomes more complex. The Journal of Advertising Research included a report by Steadman (42) from a study involving the attitudes of 60 males from the ages of 21 to 47 toward seductive illustrations in advertising. Results revealed that non-sexual illustrations were more effective in producing the recall of brand names than were the sexual illustrations, and these findings became more pronounced with the passage of time.

Russell (37) made a current study of men's wear fashions as related to external motivations of yesterday and today. From a comparison of media and influential fashion sources Russell reported that

> Individual opinion was regarded most highly when shopping for all age groups and social levels. However, as age increased and social level decreased, the role of the wife became more important. Salesmen were also considered important influentials by men

in the oldest age group and lowest social class.
. . . Store windows, interior displays, and maga-
zines were the most commonly used sources of
fashion information for men of all age groups and
social classes.

Due to the similarity of the techniques used for adver-

tising men's and women's apparel, one may assume that studies

using female participants to test the influence of advertis-

ing would provide insight into the influence of advertising

on men. Elmore's study (9) was designed to investigate the

influence of mass media advertising on 12 manufacturers, 20

retailers and 100 female consumers of women's apparel. Fe-

male students and female non-students were questioned in order

to compare consumer and producer-retailer usage of advertising

media; both female groups did not attend fashion shows regu-

larly, and there was also an indication that television was

not an informative source for buying apparel. The two female

groups believed there was an influence from noted personali-

ties on fashion and both groups observed monthly magazines

for fashion copy more than any other media. Industry seemed

to direct publicity to the young consumer and balanced adver-

tising for all age levels was reported by the retailer. Manu-

facturers, retailers, and career women preferred newspaper

advertising, whereas the college girls indicated a preference

for magazines over the other advertising sources.

In the current research, a further objective was to

determine any relationships between introvert-extrovert

characteristics and the extent of fashion awareness by men. Participants in previous studies regarding personality traits have been female. Data from a specific personality test compared with male interest in fashion would help evaluate the type of men who would accept fashion change quickly.

In Ryan's study (38), personality traits of 244 college students were compared with self-evaluation relative to being well-dressed. Girls who rated high on dominance characteristics, as measured by the Bernreuter Personality Inventory, also tended to rate themselves high on their own feelings of being well-dressed. Girls who scored high on submissive characteristics also rated themselves lower in the evaluation of their clothing appearance. Comparisons were made between the individual college girls' ratings of appearance and group ratings of her appearance; findings revealed that a person's self-appraisal usually is parallel to the opinion of others. Thus, men, too, may reveal their attitude toward themselves by the clothes they wear.

Clothing behavior patterns of 160 females from ages 14 to 65 were investigated by West (45) to study clothing motivations. West found that the introverts in all age groups did not tend to be any more interested in clothing than the extroverts. Female subjects used in this study did show a difference in the degree of clothing interest for different styles in relation to age; older women made more conservative

style selections. Age did not tend to offset the need for approval from peers.

O'Connor's study (31) of clothing behaviors endeavored to discover and define relationships between selected clothing behaviors and specific general values for a group of 207 college males. O'Connor did not directly test for introvert-extrovert characteristics, but some findings did relate to personality traits:

> Fashion also correlated highly with symbolic meaning (r=.479), showing that those male individuals who consider current clothing design important may consider clothing as a means of judging personality, economic level, and social status.

> The political value correlated significantly in a positive direction with conformity and fashion. It may be said that individuals with a desire to dominate others may have interests in being similar to others in their clothing and in wearing the current fashions.

Horn (16) referred to clothing for both men and women as "the second skin," which may serve as a cue to personality conveying "what one is, what one does, and what one believes." Horn also believed that "Positive attitudes expressed toward one's clothes tend to reinforce a generalized positive feeling toward the self, while negative responses contribute to the depreciation of the self."

Symonds' theory, as reported by Horn, was that the analysis of a person's clothes would reveal more about an

individual than any direct approaches to personality assessment. Horn stated further that

> It is only as the self is analyzed, as one
> develops a vocabulary for expressing feelings
> about the self, and as one brings values and
> aspirations to the conscious level of recognition
> that resulting patterns of clothing behavior can
> be modified or altered to a "style of life" that
> will achieve optimal satisfaction and reward.

CHAPTER II

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

Information pertinent to the objectives of this study
was obtained by the use of a specially designed questionnaire
distributed during the spring of 1970 to three groups of men
selected from the geographic area of Waco, Texas. The col-
lected data were analyzed statistically in relation to the
overall objective and the specific objectives of this study.
Development of the elements are as follows: 1) selection of
sample, 2) analysis of data, 3) description of questionnaire,
and 4) definition of terms.

SELECTION OF SAMPLE

Waco, a central Texas city of 147,553 inhabitants em-
ploys 59,003 non-agricultural persons and 12,316 people in
manufacturing positions (44). The surrounding area is farm
and ranch country. The men selected for this study from the
metropolitan area encompassed three different economic,
social, and age groups of randomly selected male participants.

The Waco Junior Chamber of Commerce had 204 members
listed in the 1969-1970 roster. One hundred questionnaires
were mailed to male members in the 25 to 35 age group.

Twenty-seven completed questionnaires were received by re-
turn mail from responding businessmen.

The second group of this sample consisted of male stu-
dents enrolled at Texas State Technical Institute, which had
an enrollment of 2,200 students in 1970. In an effort to
reach the younger students, 150 questionnaires were distri-
buted to male students dining at the mess hall on campus.
Thirty-five satisfactorily completed questionnaires were re-
turned to the office of the Dean of Students at the Waco
campus.

The enrollment at Baylor University, Waco campus, ex-
ceeds 6,400 students. A list of all male seniors was ob-
tained from the Dean of Students. Seniors were selected in
order to obtain a specific age grouping. Of the 100 mailed
questionnaires, 36 useable questionnaires were returned by
students.

Students and businessmen from these three groups of
males will be referred to hereafter as:

Group A   Junior Chamber of Commerce

Group B   Texas State Technical Institute

Group C   Baylor University

ANALYSIS OF DATA

Correlation, a one-way analysis of variance, Duncan's Multiple Range Test, and chi-square distributions (4) were used where these techniques were applicable to determine significant relationships between variables. Significant relationships were reported at the 0.05 level of probability.

DESCRIPTION OF QUESTIONNAIRE

A three part questionnaire was developed by the author for this study. Elmore's questionnaire (7) for advertising and Russell's questionnaire (37) for masculine attire were examined and questions relative to this study were adapted and revised for use. Additional questions were formulated to obtain information pertinent to the objectives of this study.

The short form of the McGuire-White Measurement of Social Status (27) was selected to evaluate the socio-economic status of the subjects. The short form, Index of Social Status, utilizes information regarding occupation, level of education, and source of income which is converted to a score for socio-economic categories. Index of Social Status, hereafter referred to in the study as ISS, is divided by scores into a conversion table for status indexes: Upper class, 12 to 22 points; Upper Middle, 25 to 33 points; Lower Middle, 38 to 50 points; Upper Lower, 54 to 62 points; and Lower Lower, 67 to 84 points.

The author obtained permission to use Crane's Introvert-Extrovert Test (6) from the Hopkins Syndicate, Inc. Crane's test contained 20 situations with "A" and "B" choices to each. The subjects with double the "A" responses to "B" responses were classed as introverts. The subjects with double the "B" responses to "A" responses were classed as extroverts. Subjects responding with a 10 to 10, 11 to 9, 12 to 8, or 13 to 7 ratio were classed as ambiverts.

The "Fashion Awareness Index," hereafter referred to as FAI in this study, was formulated by the author. Questions regarding subject's fashion awareness of male apparel, association of brand name to specific clothing items, clothing interest, recognition of designers, and importance of clothing were assigned point values. A total of 59 responses that either indicated fashion interest or correctly identified fashion items and brand names were selected to use for scoring as follows: Excellent, 50 to 59 points; High, 35 to 49 points; Medium, 20 to 24 points; Low, 5 to 19 points; and Very Low, 1 to 4 points. The Excellent and Very Low score groupings were assigned a more stringent point range because evaluations in these two categories should test for extremes in fashion awareness.

Parts of the questionnaire were entitled Part I, Men's Wear Questionnaire; Part II, Crane's Introvert-Extrovert Test; Part III, Advertising Questionnaire. The different

parts will be referred to hereafter as Men's Wear, Crane's Test, and Advertising. Questions related to the objectives were distributed in the questionnaire in the following manner:

"Fashion Awareness Index" (FAI) scores for the participants were obtained from responses to questions 7, 8, 9, 13, and 15 of the Men's Wear section of the questionnaire.

Motivations for a mode of dress were secured and categorized from responses to questions 11, 12, 14, and 16 in Men's Wear and questions 3 and 7 in Advertising.

Index of Social Status (ISS) scores were established according to the McGuire-White (27) short form from questions 1, 4, and 5 of Men's Wear.

The amount of money spent on apparel and possible wardrobe changes were acquired from responses to questions 10, 11, and 12 of Men's Wear.

Participants were classed as introvert, extrovert or ambivert personalities according to responses to Crane's Test reproduced in Part II of the questionnaire.

Preference of the participants for advertising media and techniques were recorded through responses to questions 1 through 11 in the Advertising section of the questionnaire.

Question 6 in Men's Wear regarding the place where participants lived most of their life was included in order to validate the geographic region represented by the sample.

Age and marital status of the participants was checked by responses to questions 2 and 3 in the Men's Wear section of the questionnaire.

A copy of the cover letter that accompanied the questionnaire and a copy of the complete questionnaire are

enclosed at the end of this chapter. The first page of the Men's Wear section of the questionnaire which was sent to Group A was different from the first page which was sent to Group B and Group C. The employed participants in Group A were asked their own educational level, occupation, and source of income. Students of Group B and Group C were asked to give their father's educational level, occupation, and source of income.

DEFINITION OF TERMS

Fashion interpretations and phrases vary hence the specific terms used by this author in relation to this study are defined as follows:

Fashion--A current mode of dress for a given selected group of people, at a specific time in a particular place.

Motivational research--A study of conscious or subconscious influences actually inducing people to choose or reject a course of action, especially the factors that make potential customers buy or refrain from buying a particular commodity or brand.

Introvert--A person more interested in his own thoughts and feelings rather than other persons and things; a person tending to think rather than act.

Extrovert--A person more interested in what is occurring around him than in his own thoughts and feelings; a person tending to act rather than think.

Fashion advertising--Promotional techniques or selling aids in the apparel field using the media of television, newspapers, magazines, and/or in-store advertising.

<u>Fashion</u> <u>Awareness</u> <u>Index</u> (FAI)--A Score measure of fashion acceptance, knowledge and attitudes to establish the extent of fashion awareness for individuals at a given time.

<u>Index</u> <u>of</u> <u>Social</u> <u>Status</u> (ISS)--A social-economic stratum identified by scores of individuals as measured by the McGuire-White <u>Measurement</u> <u>of</u> <u>Social</u> <u>Status</u>.

1100 Bell Avenue
Apartment 103
Denton, Texas 76201
May 1, 1970

Dear Sir:

As a graduate student in Clothing and Costume Design, I am writing a thesis concerning the wide variety of clothing available for men and the fashion advertising directed to the male consumer. Research in these areas will involve three groups of men in Waco, Texas.

Would you assist in this study? The questionnaire attached will require approximately fifteen minutes to complete. Your name is not required and the information you give will be confidential.

Please return the completed questionnaire in the enclosed envelope by May 7. Thank you for your cooperation.

Sincerely yours,

Jere H. Harper
Graduate Student
Texas Woman's University

M E N ' S   W E A R   Q U E S T I O N N A I R E

PART I

Directions: Place a check in the blank that corresponds to the appropriate answer, or fill in the appropriate blank.

1. Occupation: Place of employment_____

    Describe your position_____

2. State your age_____.

3. Check your marital status.

    Single_____ Married_____ Separated_____ Divorced_____

4. Check highest educational level completed.

    Attended elementary school_____   Attended college_____
    Completed 8th grade   _____   College graduate_____
    Attended high school   _____   Masters or Ph.D._____
    High school graduate   _____

5. Source of income:

    Inherited savings and investments   _____
    Earned wealth   _____
    Salary, commissions, regular monthly income   _____
    Wages paid weekly   _____
    Income from part-time or seasonal work   _____
    Unemployed   _____

6. Check the item that most nearly describes where you have lived most of your life:

    Farm or ranch   _____   10,000-49,999 _____
    Town under 999 population_____   50,000-100,000_____
    1,000-4,499   _____   Over 100,000   _____
    5,000-9,999   _____

M E N ' S   W E A R   Q U E S T I O N N A I R E

PART I

Directions: Place a check in the blank that corresponds to
the appropriate answer, or fill in the appropriate blank.

1. Occupation of your father_____

2. State your age_____.

3. Check your marital status:

    Single_____ Married_____ Separated_____ Divorced_____

4. Educational level reached by your father:

    Attended elementary school_____   Attended college_____
    Completed 8th grade   _____   College graduate_____
    Attended high school   _____   Masters or Ph.D._____
    High school graduate   _____

5. Father's source of income:

    Inherited savings and investments   _____
    Earned wealth   _____
    Salary, commissions, regular monthly income   _____
    Wages paid weekly   _____
    Income from part-time or seasonal work   _____
    Unemployed   _____

6. Check the item that most clearly describes where you
    have lived most of your life.

    Farm or ranch   _____   10,000-49,999_____
    Town under 999 population_____   50,000-100,000_____
    1,000-4,999   _____   Over 100,000 _____
    5 000-9,999

7. Rate each of the following items as now in style or out
   of style. Check each item also as to whether you own/
   wear, would like to own or do not want.

Items	Now in Style	Out of Style	Own and Wear	Like to Own	Do Not Want
Stovepipe trousers					
V-neck sweater					
Narrow tie					
Dark colored dress shirt					
Fur-trimmed coat					
Stripes for suits and shirts					
Button down shirt collar					
Double breasted suit					
3-inch or wider tie					
Nehru jacket					
Pleated trousers					
Wide-spread shirt collar					
Turtleneck dress shirt					
Two-piece NON SUIT look					
Shaped, fitted look in suits					
French cuffs					
Bell bottom trousers					

8. Check the clothing items with which you associate each
   brand name.

Items	Suits	Shirts	Slacks	Shoes
Botony 500				
Excello				
Haggar				
Jarman				
Van Husen				
Asher				
Worsted-Tex				
Florsheim				
Crosby Square				
Arrow				
Lee				
Tailor's Bench				
Manhattan				
Curlee				
Pendleton				
Bostonian				
Dexter				
Tarra Hall				
Hart, Schaffner, Marx				

9. From the following list of names check those who design men's wear.

Bill blass _____   Gregg Hall _____
Oscar de la Renta _____   Joan Weitz _____
Oleg Cassini _____   Unfamiliar
Pierre Cardin _____   with all _____
Peter Golding _____

10. Indicate the price range you pay for each of the following.

Item	Under $5.00	$6-10	$11-15	Over $15.00
Dress shirt				
Dress trousers				
Knitted sport shirt				

Item	Under $25	$26-50	$51-75	$75-100	Over $100
Spring-summer suit					
Spring-summer sport coat					

11. Do you have a larger wardrobe than you did two years ago?

Yes_____ No_____

If your answer was "Yes" which one of the following do you attribute to the increase?

Larger income _____   Change in job _____
Changing styles_____   Attending school_____
                           Other factors _____

12. Do you spend more for wearing apparel than you did two years ago? Yes_____ No_____

If your answer was "Yes" which one of the following do you attribute to the increase?

Larger income _____   Change in job _____
Inflation _____   Attending school_____
Changing styles_____   Other factors _____

13. Directions: Place a check in the appropriate column to indicate your response to each question.

How often do you:	Often	Rarely	Never
Ask someone's advice about your clothing?			
Buy apparel with new styling before others in your group do so?			
Notice what a man is wearing the first time you meet him?			
Wear clothes which you consider to be of the latest fashion trend?			
Offer advice concerning clothing to other men?			

14. Check the one factor of dress which is most important to you in your selection of clothing for each given situation:

Situation	Factors of Dress			
	Price	Comfort	Style	Long Wear
On the job (if employed)				
At home				
Formal occasions				
Travel				
Informal parties				
Class (if a student)				

15. Indicate the degree of importance you place on being dressed in the latest style:

Think it is of no importance _____
Think it is moderately important_____
Think it is very important _____

16. Rank the three opinions which you value most when buying clothing. Place "1" before the most important, "2" before the next in importance, and "3" before the third.

Sales person____ Your wife _____ Magazine sugges-
Male relative___ Female students____ tion _____
Your own _____ Fellow workers _____ Female relative____
Female friend _____

C R A N E ' S   I N T R O V E R T - E X T R O V E R T
T E S T

PART II

Place a check mark in the square at the left of the description applying to you. If you cannot decide, leave it blank and go on the the next set below.

A B

☐ __ Prefer books; or
  ☐ Prefer social affairs

☐ __ Prefer to struggle alone on a problem; or
  ☐ Prefer to ask help on a problem

☐ __ Slowly make friends with the opposite sex; or
  ☐ Easily make friends with the opposite sex

☐ __ Carefully hang up your clothes at night; or
  ☐ Throw your clothes over a chair

☐ __ Feel embarrassed in front of a crowd; or
  ☐ Feel at ease before a crowd

☐ __ Dislike sales work; or
  ☐ Like sales work

☐ __ Worry a great deal; or
  ☐ Seldom have a worry

☐ __ Are your feelings hurt easily; or
  ☐ Not easily offended by what is said about you

☐ __ Prefer being a book-keeper; or
  ☐ Prefer being a sales clerk

A B

☐ __ Blush easily; or
  ☐ Blush rarely

☐ __ Squeeze the tooth paste tube from the end; or
  ☐ Squeeze it from the middle

☐ __ Find yourself among the last 50 per cent who adopt the new fashions; or
  ☐ Find yourself among the first 50 per cent who adopt new fashions

☐ __ Easily remember all your expenses for the day or week; or
  ☐ Forget many of the expenses of the day or week

☐ __ Forget almost all of the funny stories you hear; or
  ☐ Remember most of the funny stories you hear

☐ __ Save grocers' bags; or
  ☐ Discard them

☐ __ Dread asking for a loan; or
  ☐ Feel little hesitation in asking for a loan

A B

<u>/ /</u>   Find it difficult to
       start a conversation
       with a stranger; or
    <u>/ /</u>Find it easy to start
       a conversation with
       a stranger

<u>/ /</u>   Slowly adopt new slang;
       or
    <u>/ /</u>Quickly adopt new slang

A B

<u>/ /</u>   Prefer to deliver a
       written report; or
    <u>/ /</u>Prefer to deliver an
       oral report

<u>/ /</u>   Find yourself a "stand-
       patter" in religion and
       politics; or
    <u>/ /</u>Find yourself broad-
       minded in religion and
       politics

ADVERTISING QUESTIONNAIRE

PART III

1. Check the proper column as to the frequency with which you read each of the following publications.

Magazine	Regularly	Occasionally	Seldom	Never
Playboy				
Esquire				
Gentleman's Quarterly				
Daily newspaper				
Sports Illustrated				
Texas Football				
Time				

2. When buying men's wear, check how often you use the following sources to obtain information.

Media	Almost Always		Sometimes	Never
Newspaper				
Magazines				
Interior store display				
Window shopping				
Male fashion shows				
Television				
Other				

3. In the last six months if you have changed your haircut, style of clothing, or accessories please check the reason for the change.

Read about it or saw it in a publication _____
Saw it on television _____
Observed the fashion in a store promotion_____
Friends were wearing this fashion _____
Other_____

4. Rank the following advertising media as to which is most helpful to you. (Rank in order from one to four, with number one representative of the best.)

In-store advertising_____   Newspaper _____
Magazines _____   Television_____

5. What method of presentation do you prefer in an adver-
   tisement for the following areas? (Check one for each
   media.)

   Newspaper
     sketch in black and white   _____
     sketch in color   _____
     photograph in black and white   _____

   Magazine
     sketch in black and white   _____
     sketch in color   _____
     photograph in black and white   _____
     photograph in color   _____

   In-store advertising
     featuring one color that is dominant for the season___
     featuring one theme with several items   _____
     one attractive item   _____

6. Rank in order from one to three what you think are the
   most important details in an advertisement. (One will
   be most important.)

   Detailed description of the garment   _____
   Exact illustration of merchandise in the store _____
   Basic idea of service found in the store   _____
   Latest style   _____
   Exact cost   _____

7. Has any specific sales promotion influenced you in the
   last month to purchase a specifically advertised garment?
   Yes_____ No_____

   If you have answered "Yes" please complete the following.

   1) The type of purchase was:
      Underwear   _____   Daytime (business) _____
      Outwear (casual) _____   Accessories   _____

   2) The media influencing this purchase was:
      Newspaper _____   Television   _____
      Magazine   _____   In-store advertising_____

8. Do you prefer the tone of the advertisement to be: (If more than one, place in order of importance with "1" as most liked.)

Dignified _____   Athletic _____
Youthful _____   Humorous _____
Mod _____   Sexy _____
Informative _____

9. What is your attitude toward the men's clothing advertising that you see or read? (Place the one attitude most applicable to you for each media.)

Attitude	Media			
	News-paper	Tele-vision	In-store Advertising	Maga-zines
Enjoy it as it is				
Enjoy it, but feel it inadequate				
Indifferent to it				
Dislike it, but feel it could be improved				
Dislike it				

10. Please check the type of dress that describes the persons listed below. Check only one for each person.

Person	Dignified	Clean-cut	Rugged	Stylish	Mod or Way Out
John Davidson					
Glen Campbell					
Johnny Cash					
Andy Williams					
Johnny Carson					
Tony Curtis					
Beatles					
President Nixon					

11. Do television personalities influence your selection of clothing when these people initiate new fashion?

Often _____   Sometimes _____   Seldom _____   Never _____

CHAPTER III

D I S C U S S I O N   O F   F I N D I N G S   W I T H
P R E S E N T A T I O N   O F   D A T A

In the present electronic age of affluence and change,
advertising has assumed a broader and more encompassing role
as a communication link between retailer and consumer. Man's
role in his home, his job, and his total environment has been
altered by attitudes established with social and economic
changes. The advertising media will need pertinent and cur-
rent information from the buying public to adapt buying co-
ercions to an affluent society which is purchasing well be-
yond basic needs.

Increased production of fashionable men's wear for the
retail market and increased related men's wear advertising
have provided the need for current information obtained in
the study. The overall purpose of this research was to col-
lect, compare, and analyze current data regarding male responses
to clothing and male attitudes toward advertising media and
techniques in relation to fashion awareness, personality
classifications, and motivations for dress.

Men of varied socio-economic strata and age, repre-
sented by three groups of participants, were questioned to

49

obtain data. Group A (N=27) consisted of responses from men from the Waco Junior Chamber of Commerce, Group B (N=35) represented responses from the Texas State Technical students and Group C (N=36) was composed of the responding Baylor college seniors. For general information to validate the type of population sample, men were asked to check the geographic area in which they had lived most of their lives and to give their marital status. The total 98 participants represented a wide range of geographic living areas, as reported in Table I. Group B was the most widely distributed geographically of the three groups. Of the total sample, 52 participants were single and 46 were married. Group A was composed entirely of married men. Group B was represented by 29 single men and six married men. The marital status of Group C was 23 single and 13 married men. All the information that was collected from the questionnaires was organized according to the specific objectives of this study.

FASHION AWARENESS

A percentage comparison between the scores of Groups A, B, and C was made according to the fashion awareness ratings. From a possible total high score of 59 points, the

TABLE I

GEOGRAPHIC DISTRIBUTION OF LIVING AREAS OF PARTICIPANTS

Area	Number Distribution				Per cent Distribution			
	Group A	Group B	Group C	Total	Group A	Group B	Group C	Total
Farm or ranch	1	10	4	15	3.7	28.6	11.1	15.3
Town under 999	0	1	0	1	0.0	2.8	0.0	1.0
1,000 to 4,999	0	5	0	5	0.0	14.3	0.0	5.1
5,000 to 9,999	0	2	5	7	0.0	5.7	13.9	7.1
10,000 to 49,999	2	10	4	16	7.4	28.6	11.1	16.3
50,000 to 100,000	8	3	6	17	29.6	8.6	16.7	17.4
Over 100,000	16	4	17	37	59.3	11.4	47.2	37.8
Total	27	35	36	98	100.0	100.0	100.0	100.0

index classifications for the "Fashion Awareness Index" (FAI) were established.

FAI Index Ratings	Percentage of Participants Groups			
	A (N=27)	B (N=35)	C (N=36)	Total (N=98)
Excellent	0.00	0.00	0.00	0.00
High	48.15	28.60	58.30	44.90
Medium	48.15	42.80	41.70	43.90
Low	3.70	25.70	0.00	10.20
Very Low	0.00	2.90	0.00	1.00

None of the participants had scores in the excellent rating; 1.0 per cent of the participants scored in the very low rating. High and medium index ratings were scored by 88.8 per cent of the total men represented in the sample. The participant's scores reflected a substantial interest in male fashions for 1970. Group B had the widest range in index scores of the three groups; 25.7 per cent of the participants of Group B scored in the low index rating as compared to 3.7 per cent for Group A and 0.0 per cent for Group C. The index ratings for Group C were the highest of the three groups.

Group means and standard deviations were calculated for the "Fashion Awareness Index" scores. Differences in

the standard deviations indicate the variance in fashion awareness between the three groups investigated.

Group	Number	Mean	Standard Deviation
A-Chamber of Commerce	27	33.41	7.63
B-Technical	35	26.80	9.91
C-Baylor	36	34.31	5.68

The highest mean score of 34.31 was from the Baylor Group C; however, the standard deviation of 5.68 was the lowest of the three groups. The fashion awareness of Group C was less varied than that of Groups A and B. Group B had the lowest average score, with a mean of 26.80, and the largest standard deviation of 9.91, which indicated the widest variation of fashion awareness of the three groups.

The McGuire White Short Form (27) was used to establish an Index of Social Status (ISS) for the participants. This form utilizes the subject's occupation, education, and income as a basis for establishing an index rating. Results of

percentage tabulations show the percentage distribution of social status classes within the groups.

Social Status Classes	Percentage of Social Status Classes in Groups			
	A (N=27)	B (N=35)	C (N=36)	Total (N=98)
Upper	11.0	2.9	13.9	9.2
Upper Middle	66.7	28.6	50.0	46.9
Lower Middle	22.3	22.8	13.9	19.4
Upper Lower	0.0	34.3	22.2	20.4
Lower Lower	0.0	11.4	0.0	4.1

The data revealed that the sample was representative of all five social status classes with the largest representation for the total group in the Upper Middle Class, 46.9 per cent. Group A had the highest ISS rating with 77.7 per cent of the group in the Upper and Upper Middle classes. The largest variance within the groups was evident in Group B which was the only group represented in all five social status classes. Group B had the largest percentage of the three groups in the Upper Lower class, 34.3 per cent, and in the Lower Lower class, 11.4 per cent.

A negative correlation was found to exist between the FAI and ISS scores of all three groups. The coefficient of correlation for Group A (N=27) was r=-0.17, for Group B (N=35) was r=-0.30, and for Group C (N=36) was r=-0.21. Since the high scores in FAI indicated high fashion awareness

and the high scores in ISS indicated low social status, a
negative correlation indicated a tendency for the higher socio-
economic groups to be the more fashion conscious of the two
and the lower socio-economic group to be the less fashion con-
scious. Individually, none of these group correlations was
statistically significant at the 0.05 level when Fisher's
Z'test was applied.

When the scores of all three groups were combined, the
resulting correlation was $r=-0.37$, which was significant at
the 0.05 level. Each group showed the same general trend in
that participants high in fashion awareness tended to have low
ISS scores and thus higher social status; however, the weak-
ness of the correlations in each case indicated a great deal
of variability in the data. Men scoring high in fashion
awareness scored generally low in ISS, but there were many
individuals who had high and moderate scores in ISS.

A one-way analysis of variance was used to test for any
statistical difference between the three groups A, B, and C
in fashion awareness scores. The F-ratio revealed that at
least one of the groups was significantly different from the
other groups at the 0.05 level, Table II.

A subsequent test of means of groups A, B, and C was
made to determine which group or groups were significantly
different in fashion awareness scores. Duncan's Multiple

TABLE II

A SUMMARY OF THE ANALYSIS OF VARIANCE FOR FASHION AWARENESS

OF THE PARTICIPANTS IN GROUPS A, B, AND C

Source	df	SS	MS	F-Ratio
Between groups	2	1153.274	576.637	8.882*
Within groups	95	6167.757	64.924	
Total	97	7321.031		

*Tabeled F = 3.11 at the 0.05 level of significance.

Range Test revealed no significant difference between the
means of Groups A and C at the 0.05 level. Group A and Group
C mean scores were thus comparable to each other. Both Group
A and Group C had significantly higher fashion awareness mean
scores than B at the 0.05 level.

MOTIVATION

One of the specific objectives of this study was to
investigate the motivations for a mode of dress by men of
varied ages and socio-economic strata. Participants attri-
buted the increased expenditures for apparel and a larger
wardrobe to a larger income and inflation. Changing styles
were not a motivation for increased expenditures or for a
larger wardrobe for the men of this study.

The Index of Social Status previously tabulated for
fashion awareness revealed a cross-section of socio-economic
groups. Within Groups A, B and C all five social status
classes were represented. Over 75 per cent of the total
(N=98) participants as proved by ISS scores were in the
Middle and Upper classes and 24.5 per cent of the total
participants were in the Lower classes.

Distribution of subjects in relation to the designated
age intervals of I, II and III revealed that Groups A, B and
C each were dominated by a different age interval. Age

tabulations revealed that 88.9 per cent of the Group A partic-
ipants were in age Interval III, 26 to 35 years. More than
half of the participants in Group B were in the age Interval
I, 18 to 20 years. Group C had 66.7 per cent of the group
participants in age Interval II, 21 to 25 years.

Age Intervals (In years)	Distribution of Age Intervals Groups				
	A (N=27)	B (N=35)	C (N=36)	Total (N=98)	Total Per cent
I. 18-20	0	20	7	27	27.6
II. 21-25	3	13	24	40	40.8
III. 26-35	24	2	5	31	31.6

A chi-square distribution of selected dress factors for
specific situations is shown in Table III. As may be noted,
there was a significant relationship between the motivations
which influenced the selection of dress by men. This result
reflected a wide variance in regard to dress factors investi-
gated by the male participants for specific occasions.

Additional observations of the total group responses
revealed that the male participants of the study selected
comfort as the most important factor for the job (N=39),
home (N=90), and travel (N=73) clothing situations. Style
was most important to the total subjects for the formal oc-
casion, according to responses of 72 subjects. Comfort and
style were rated as equally important for informal wear.

TABLE III

SELECTIONS OF DRESS FACTORS FOR SPECIFIC CLOTHING

SITUATIONS BY PARTICIPANTS

Dress Factors	Situations					
	Job (N=97)	Home (N=97)	Formal (N=97)	Travel (N=97)	Informal (N=97)	Class (N=70)
Price	5	4	9	3	2	8
Comfort	39	90	11	73	50	33
Style	33	1	72	17	45	20
Long wear	20	2	5	4	0	9

Note: Obtained chi-square = 205.77 for 12 df was statistically significant at the 0.05 level.

Long wear was slightly important for the job situation. The
data suggested that men showed the greatest concern for com-
fort in clothing, and felt that style was somewhat important
for the more formal social occasions. The data established
that men generally are not concerned with price of clothing
or with long wear. Responses suggested that changing fashion
is affecting the male's selection of clothing. Students in
Group B and Group C provided 70 responses to the selection
of dress factors for the class situation that did not apply
to the professional men in Group C. Male students preferred
the dress factors of comfort (N=33) and style (N=20) for class.
Again price and durability were unimportant to a majority of
male students.

An individual is motivated to purchase by opinions from
many outside sources as well as his own personal opinions, as
illustrated in Table IV. Male participants in this study
valued their own opinion first in clothing selection. The
participant's second preference for opinions was from the
wives (N=33 responses), and third preference favored the
sales personnel (N=33).

Influence from sources of opinion other than their own
was significantly negative, an indication that the American
male is becoming an alert consumer of clothing as seen in
Table IV. Before men's fashions became important, women did
the buying for many items of male apparel.

TABLE IV

SOURCES OF OPINIONS INFLUENCING BUYING

BY PARTICIPANTS

Source of Opinion	Frequency of Ranking		
	First Choice	Second Choice	Third Choice
Sales person	5	11	33
Male relative	1	7	4
Your own	80	9	6
Your wife	8	33	6
Female students	0	5	3
Fellow workers	1	10	19
Magazine suggestion	1	6	16
Female relative	0	2	5
Female friend	2	15	6
Total	98	98	98

Fifty-two males reported that they had been influenced by stimuli from publications, television, store promotions, friends, or other sources to change their haircut, clothing style, or accessories. Friends were the most important stimuli for change, 63.5 per cent of the male respondents.

Only 38 of the 98 participants responded that they had been influenced by a special sales promotion to purchase underwear, casual outerwear, daytime business wear, and accessories. Casual outerwear was checked by 23 of the 38 responses as the type of garment most frequently purchased as a result of a sales promotion. The participants' responses varied in the types of advertising media promotions which influenced them to purchase a specific garment: the newspaper as a promotion received seven responses; the magazine received nine responses; the television received eight responses; and in-store advertising received 14 responses. Participants in general were not often influenced to purchase a specific type of garment by sales promotion from advertising media.

EXPENDITURES

Participants' affirmative responses to the two questions, "Do you have a larger wardrobe than you did two years ago?" and "Do you spend more for wearing apparel than you did two years ago?", were tabulated in order to ascertain the causes of change. Affirmative responses were recorded by

over 80 per cent of the participants to both questions. Thus, a large percentage of the participants had a larger wardrobe and spend more for their clothing in 1970 than in 1968.

The prices which were paid for a dress shirt, a pair of trousers, and a knitted shirt were tabulated. Chi-square distributions were made and significant relationships were found to exist at the 0.05 level.

Price Ranges	Articles of Clothing		
	Dress Shirt (N=98)	Trousers (N=98)	Knitted Shirt (N=98)
Under $5	11	0	18
$6 - $10	70	14	50
$11 - $15	16	38	21
Over $15	1	46	8

Note: Obtained chi-square = 127.40 for 6 df was statistically significant at 0.05 level.

Responses revealed that 70 participants selected dress shirts in the $6 to $10 price range. Price preferences for trouser purchases were almost equally divided between the $11 to $15 and the over $15 categories. Knitted shirts showed more variance in price ranges, probably due to the wide variety of this type shirt which is now available and the acceptability of the knitted shirt in fashion for more formal occasions.

The prices which the male subjects paid for a spring-summer suit and spring-summer sport coat were also tabulated. A chi-square distribution revealed a significant relationship at the 0.05 level.

| Price Ranges | Articles of Clothing | |
	Spring-Summer Suit (N=98)	Spring-Summer Sport Coat (N=98)
Under $25	1	7
$26 - $50	12	60
$51 - $75	36	20
$76 - $100	35	6
Over $100	14	5

Note: Obtained chi-square = 65.85 for 4 df was statistically significant at 0.05 level.

The participants preferred the $51 to $75 and $76 to $100 prices ranges for spring-summer suits. For spring-summer sport coat purchases, the subjects preferred the $26 to $50 price range. The price preferences generally fell in the middle price ranges; however, 14 of the 98 participants indicated spending over $100 for a spring-summer suit. The under $25 price range was selected by seven participants for a spring-summer sport coat and by only one participant for a spring-summer suit.

Further investigation among Groups A, B and C revealed uneven price distributions. The college seniors of Group C

paid more for dress trousers than did Groups A and B. Groups
A and C purchased more suits in the $76 to $100 price range;
Group B preferred the $51 to $75 price range. An explanation
for these differences among the groups may be that trousers
are an important part of the college wardrobe and thus more
money would be allotted for this item by senior men. Group B
had a lower ISS rating which may indicate a lower income;
dress for technical students may also be more casual, there-
fore suits would not assume the importance of a higher ex-
penditure.

ADVERTISING

As expenditures for advertising increase, the consumer
is exposed to more advertising that is aimed toward selling
goods and services. Fashion advertising which is aimed to-
ward the male consumer increases as male fashionable attire
becomes more important in the retail market. One of the ob-
jectives of this study was to determine the preferences of
the male consumer in the use of advertising media and tech-
niques.

Publications selected for evaluation according to fre-
quency of consumer usage, Table V, were Playboy, Esquire,
Gentlemen's Quarterly, Sports Illustrated, Texas Football,
and Time Magazine and the daily newspaper. The daily news-
paper was the most popular publication as newspapers were

TABLE V

DISTRIBUTION OF RECORDED FREQUENCY OF READING

PUBLICATIONS BY PARTICIPANTS

Publication	Frequency of Consumer Usage			
	Regularly	Occasionally	Seldom	Never
Playboy (N=98)	44	25	21	8
Esquire (N=98)	8	20	42	28
Gentlemen's Quarterly (N=98)	2	9	14	73
Daily newspaper (N=98)	62	22	12	2
Sports Illustrated (N=98)	23	33	29	13
Texas Football (N=98)	22	26	17	33
Time (N=98)	28	37	18	15

read regularly by 62 of the 98 participants. Gentlemen's
Quarterly and Esquire were used less than any of the other
publications. Newspapers, sports magazines, Time, and Play-
boy were read more frequently by the men of this sample, in-
dicating that although the average man is more interested in
fashionable clothing, as evidenced by his purchases, he does
not read men's fashion magazines regularly.

Consumer usage of different media as a source of in-
formation in buying was tabulated. Rank order of subjects'
preferences revealed window shopping to be the first prefer-
ence of the male participants (N=38) with interior store dis-
play ranking second (N=34).

Informative Media	Participants' Preferences
Window shopping	38
Interior store display	34
Newspaper	17
Other sources	17
Magazines	10
Television	9
Male fashion shows	2

Note: Some subjects checked more than one media
preference.

Male subjects preferred store oriented techniques for obtain-
ing fashion information. Newspapers, magazines and tele-
vision were not important. However, tabulations revealed

that 86 of the 98 subjects never used male fashion shows as a source of information for buying. According to the statistics, men are not very interested in published advertising media as a source of information for buying.

The participants were requested to indicate in rank order the advertising that was most helpful. In-store advertising and magazines were preferred as the most helpful media.

Media	Rank Order of Preference (N=98)
In-store advertising	36
Magazines	29
Newspapers	17
Television	16

Figure 1 graphically illustrates the preferences of the participants for advertising layouts and for methods of in-store advertising. Participants' responses revealed a definite preference for colored photographs in magazine advertising and a preference for one theme with several items for in-store advertising. There was no decided preference for illustrations in newspaper advertising between sketches in black and white, sketches in color, or photographs in black and white; sketches in color, however, ranked first.
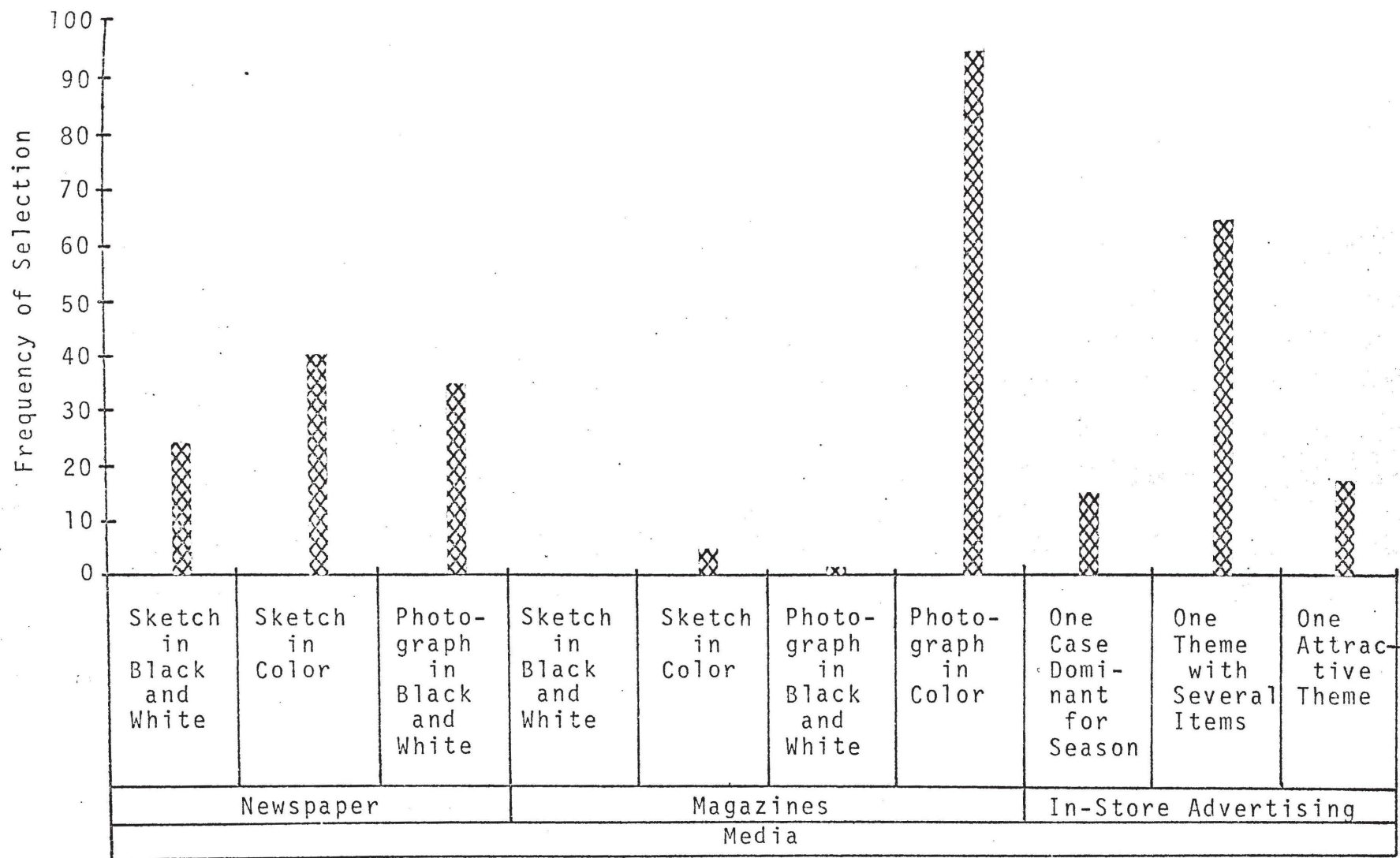
Figure 1

Preferences for Presentation Methods of Selected Media by Participants

Exact cost was checked as the most important detail in the copy of an advertisement by 25 of the 98 male subjects. Detailed description of the garment and exact illustration of merchandise were also important. Indications were that male attention is directed toward information in an illustration more than style details in an advertising illustration.

Details in Advertisement	Participants' First Preference (N=98)
Exact cost	25
Exact illustration of merchandise in the store	24
Detailed description of garment	23
Latest style	16
Basic idea of service found in the store	10

The findings of male consumer preferences for the tone of an advertisement are shown in Figure 2. Forty nine of the 98 participants selected the informative tone as most important. A dignified quality was checked as the preferred tone by 25 subjects. The informative and dignified preferences indicated the subject's choice for conservative advertising.

Statistical analysis of the subjects' attitudes toward clothing advertisements in relation to specified media revealed a significant difference at the 0.05 level of
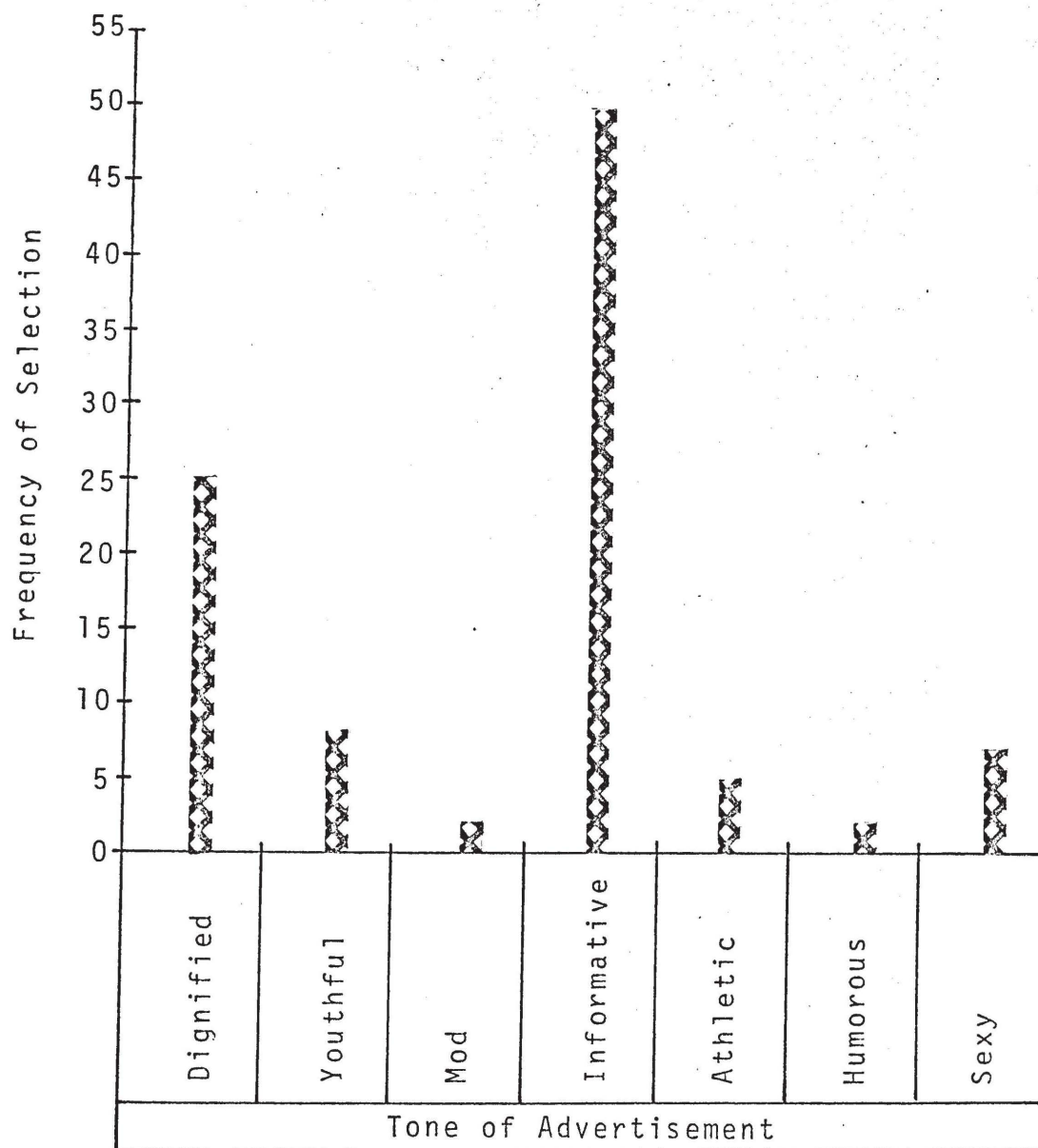
Figure 2

Preferences of Advertisement Tone by Participants

significance. This suggested that a great variation existed between the attitudes of the participants of this study and the kinds of advertising media that appealed to this group.

Attitude (N=98)	Preferences of Advertising Media			
	News-paper	Tele-vision	In-store Adver-tising	Maga-zines
Enjoy it as it is	32	23	37	52
Enjoy it, but feel it inadequate	15	29	29	20
Indifferent to it	31	31	16	15
Dislike it but feel it could be improved	18	7	14	7
Dislike it	1	7	1	3

Note: Obtained chi-square = 170.43 for 12 df statistically significant at the 0.05 level.

A comparison of attitude toward media using the total of 388 possible responses of the 97 participants responding for attitudes to media revealed that more men enjoyed advertising in general "as it is", in all media preferences, than any other attitude responses. An equal number of participants' responses, 93, were noted for both the attitudes "enjoy it but feel it inadequate" and "indifferent to it" for all advertising media.

Popular and well-known personalities who are seen on national television were used to ascertain the participants'

dress descriptions relative to famous name personalities.
As recorded in Table VI there was no doubt among the subjects
that President Nixon dressed in a dignified manner and that
the Beatles dressed in a "mod" or "way out" manner. Clean-
cut and stylish dress descriptions were most often selected
to describe the name personalities.

Participants were requested to check the frequency of
the influence that television personalities had on selection
of personal clothing. Tabulations revealed no strong influ-
ence from television personalities.

Frequency of Television Personality Influence	Percentage of Influence (N=98)
Often	14.29
Sometimes	38.78
Seldom	30.61
Never	16.33

PERSONALITY AND FASHION AWARENESS

Each participant was evaluated as to personality type
by the use of Crane's Introvert-Extrovert Test. Results of
the test revealed that the total group contained nine intro-
verts, 25 extroverts and 64 ambiverts. A percentage

TABLE VI

DISTRIBUTION OF DRESS TYPE FOR PERSONALITIES BY PARTICIPANTS

Personality	Dress Descriptions				
	Dignified	Clean-cut	Rugged	Stylish	Mod or Way Out
John Davidson (N=97)	4	50	4	29	10
Glen Campbell (N=97)	1	41	18	34	3
Johnny Cash (N=97)	6	11	47	10	23
Andy Williams (N=97)	8	43	3	39	4
Johnny Carson (N=97)	16	30	0	47	4
Tony Curtis (N=97)	6	12	4	40	35
Beatles (N=97)	0	1	1	6	89
President Nixon (N=97)	83	10	0	3	1

tabulations revealed the distribution of personality classes within the groups.

Personality Types	Percentage of Types Groups			
	A (N=27)	B (N=35)	C (N=36)	Total (N=98)
Introvert	0.0	20.0	5.6	9.2
Extrovert	44.4	17.1	19.4	25.5
Ambivert	55.6	62.9	75.0	65.3

The "Fashion Awareness Index" scores were divided into High (35 to 59), Average (20 to 34) and Low (0 to 19) categories. A comparison of introvert, extrovert, ambivert personality types was made with the three "Fashion Awareness Index" categories. There were three introverts in each of the High, Medium and Low FAI score categories. There were 14 extroverts in the High FAI group, nine in the Average FAI group and two in the Low FAI group indicating that extrovert personalities are more aware of fashionable men's clothing.

Participants of the study were requested to state the frequency with which they "asked" or "gave" advice about

clothing to other men. The response of "rarely" to both questions was expressed by almost 50 per cent of the subjects.

Frequency of Advice	Advice Asked (N=98) Per cent	Advice Given (N=98) Per cent
Often	35.71	19.39
Rarely	48.98	47.96
Never	15.31	32.65

INTER-RELATIONSHIPS

The determination of trends pertinent to advertising for men's wear was the overall objective of this study. The participants' first choice of media used to obtain information when buying men's wear was cross-tabulated with the participants' age categories, personality classifications, Index of Social Status classes and "Fashion Awareness Index" scores.

The comparison of introvert, extrovert, and ambivert personality traits in terms of media preference suggested that ambiverts of this study were more responsive to all media except magazines, Figure 3. Store displays and window shopping were the most important sources of information for the ambivert personalities.

N = Newspaper

M = Magazine

S = Store Display

W = Window Shopping
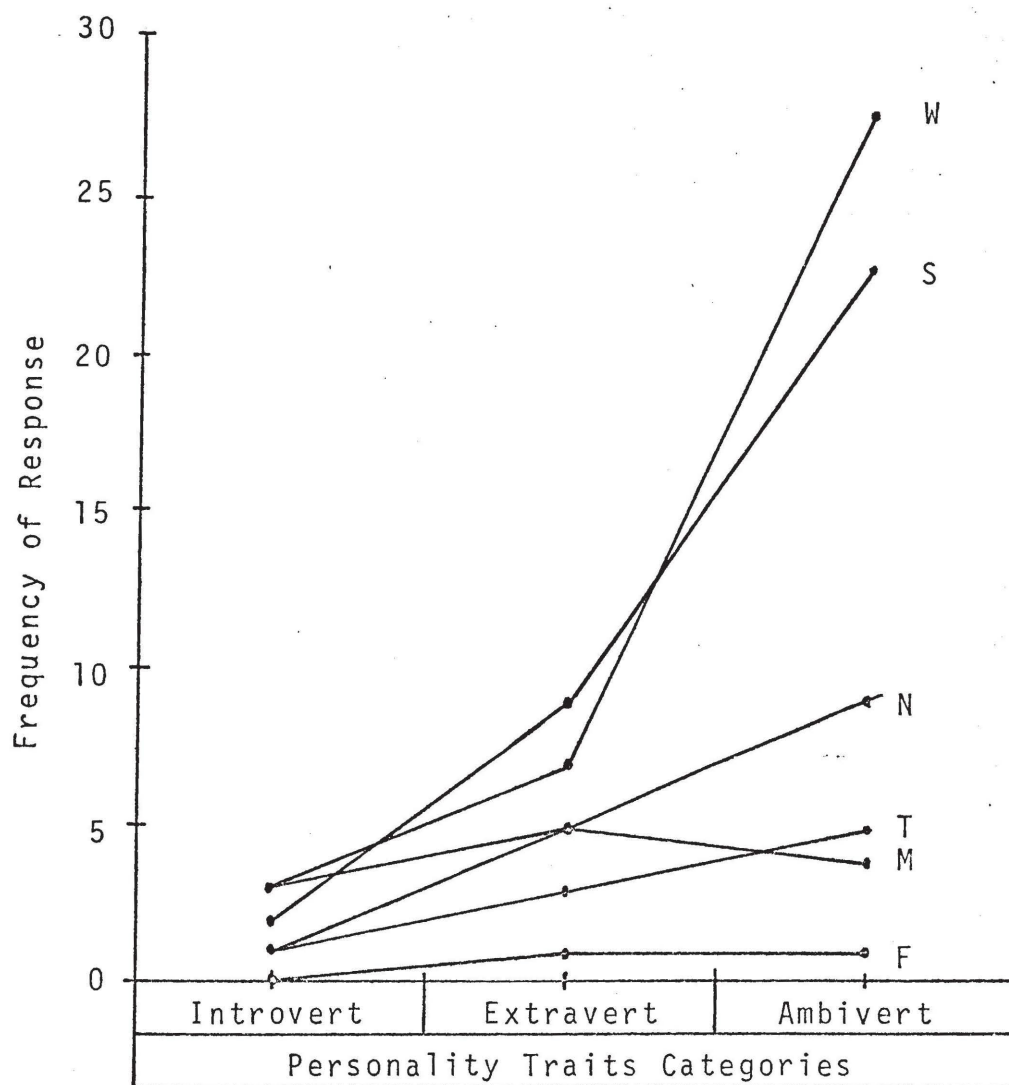
F = Fashion Show

T = Television

Figure 3

Media and Personality Inter-Relationships of Participants

Tabulation for all five social status categories were converted to three groups as high, middle, and low, according to McGuire White designations (the higher the scores the lower the ISS). The results of cross-tabulations which are shown in graph form in Figure 4 revealed that the participants with middle ISS scores were responsive to all media, except fashion shows. Window shopping was most frequently used by the male participants to obtain buying information.

When the ages of the participants were compared with advertising media preference responses, the differences were most evident in the use of newspapers, window shopping, and store display media, as shown in Figure 5. The male interest in newspapers increased as the age of the participants increased. Age groups 21 to 25 years and 26 to 35 years were more responsive to store display than the other groups. Window shopping, the most preferred media for all men, was of equal interest to age groups 18 to 20 years and 26 to 35 years, however, the 21 to 25 age group was the most responsive to window displays for obtaining information.

Comparisons of High, Average and Low FAI scores in terms of media preference are illustrated in Figure 6. Men with high FAI scores were more responsive to advertising media.

I = High Social Status Score Range 12-22
II = Middle Social Status Score Range 23-51
III = Low Score Range 52-84

N = Newspaper
M = Magazine
S = Store Display
W = Window Shopping
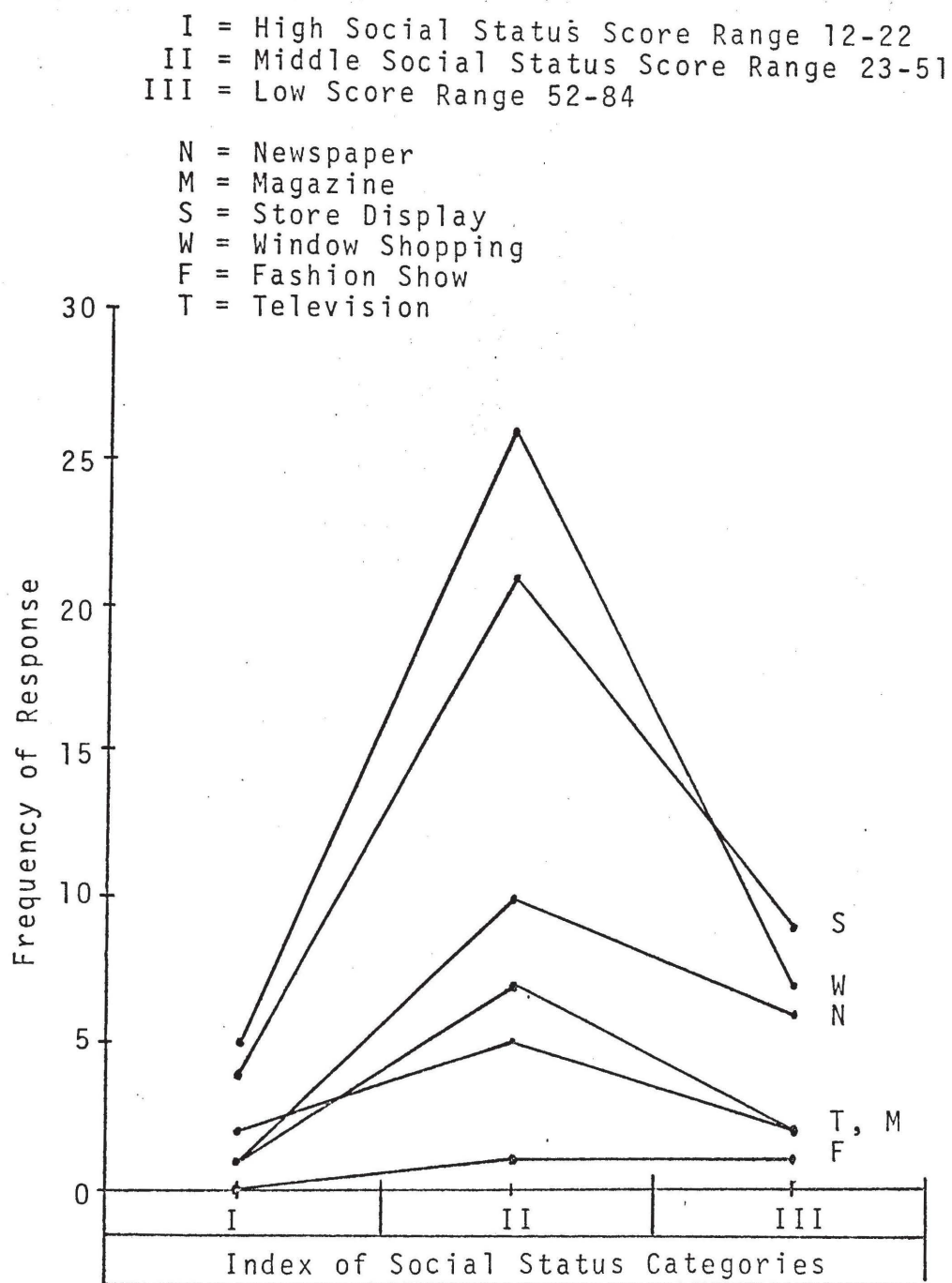F = Fashion Show
T = Television

Figure 4

Media and Index of Social Status Inter-

Relationships of Participants

I = Age 18-20
II = Age 21-25
III = Age 26-35

N = Newspaper
M = Magazine
S = Store Display
W = Window Shopping
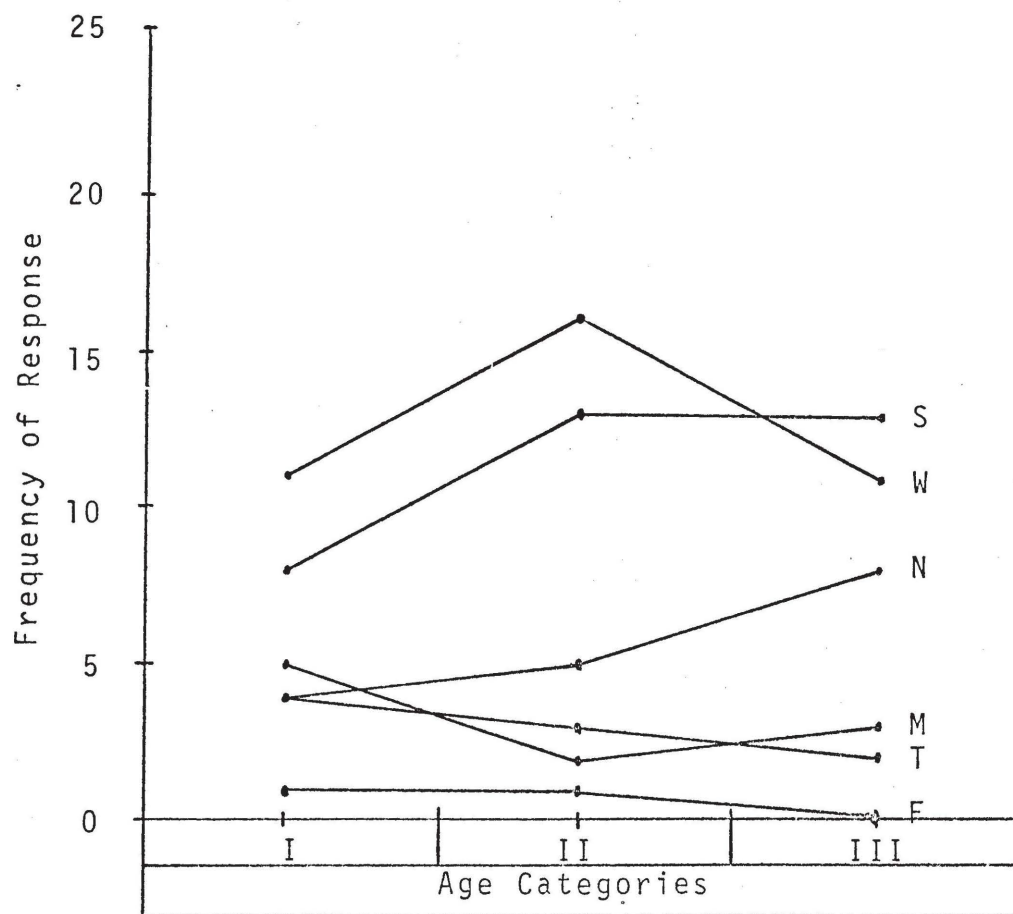F = Fashion Show
T = Television

Figure 5

Media and Age Inter-Relationships

of Participants

High Fashion Awareness Index = 35-59
Average Fashion Awareness Index = 20-24
Low Fashion Awareness Index = 0-19

N = Newspaper
M = Magazine
S = Store Display
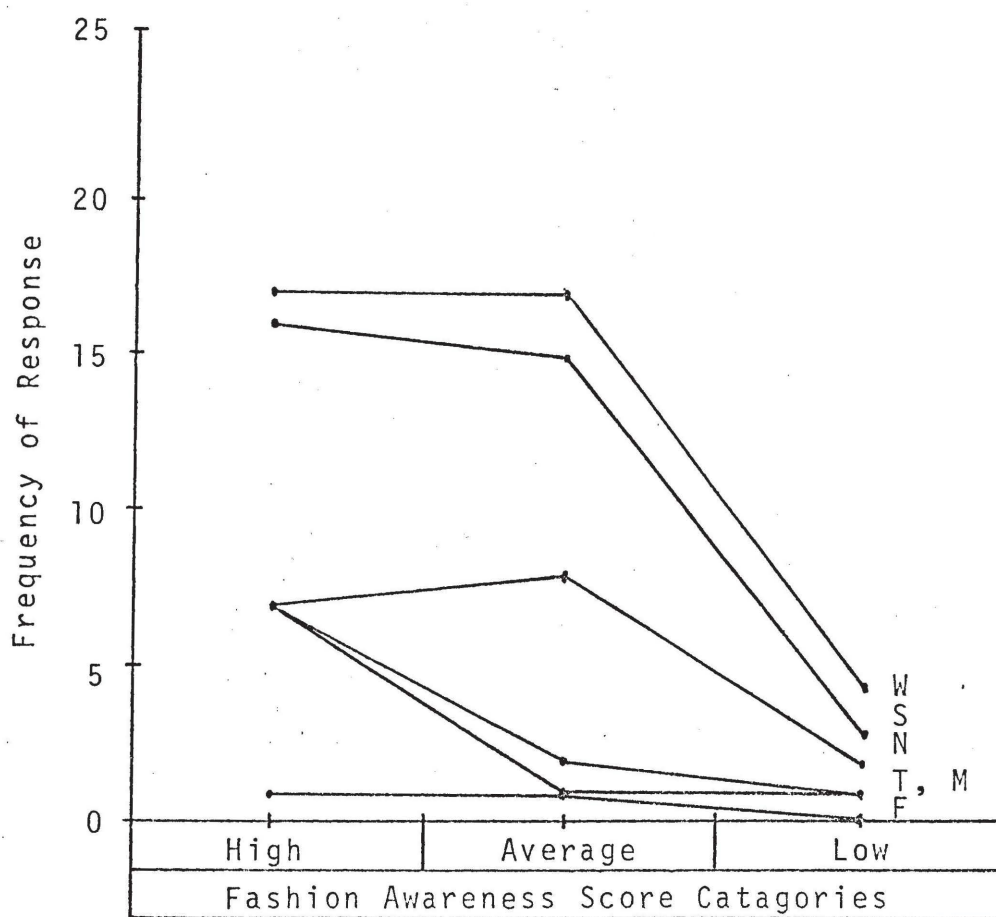W = Window Shopping
F = Fashion Show
T = Television

Figure 6

Media and Fashion Awareness Index Inter-

Relationships of Participants

CHAPTER IV

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

This study was designed to investigate factors that affect men's wear selections by males and the usage of advertising media by men. Chi-square distributions, Duncan's <u>Multiple Range Test</u>, one-way analysis of variance, and correlations were utilized to obtain significant relationships between the responses of the participants. Other research techniques and tests such as the author's "Fashion Awareness Index," McGuire-White <u>Index of Social Status</u> and Crane's <u>Introvert-Extrovert Test</u> were used to acquire information for the comparisons of preferred advertising media and sensitivity toward fashion apparel, personality characteristics and motivations for dress. The specific objectives of the study were to:

1) Determine the extent of clothing interest, as related to fashion of three different groups of men;

2) Investigate the motivations for a mode of dress by men of varied socio-economic strata and age;

3) Ascertain the influence of fashion change upon the amount of money spent by men for apparel and the size of the wardrobes;

4) Show preferences of the male consumer in the use of advertising media and advertising techniques;

5) Determine relationships between extrovert-introvert characteristics and the extent of fashion awareness shown by men.

Data were collected from three groups of men having varied socio-economic backgrounds and age who resided in the Waco, Texas environs. The sample of 98 participants was composed of men from the Waco Junior Chamber of Commerce, Group A; the Texas State Technical School students, Group B; and Baylor University seniors, Group C.

Participants responded to a three part questionnaire. Part I contained questions pertaining to background information, fashion awareness, expenditures for clothing and motivations for dress. Part II was a personality test which was used to classify subjects into introvert, extrovert and ambivert categories. Part III was composed of questions relative to advertising media.

An examination of background information revealed that the subjects represented a wide range of geographic living areas. Of the total sample, 53.6 per cent of the males were single, and 46.94 per cent were married men.

One of the objectives of the study was to examine the extent of clothing interest, as related to fashion by three different groups of men. Male sensitivity toward fashion

apparel, measured by the "Fashion Awareness Index," indicated that the American male of 1970 had become fashion oriented. High and medium FAI ratings were scored by 88.8 per cent of the total men represented in the sample; Group B had the widest range in scores of the three groups with the lowest mean, 26.8, and the largest standard deviation, 9.91. A tabulation of the ISS scores revealed the sample to be representative of all social classes, with the largest representation for the total group in the Upper Middle class, 46.9 per cent. A correlation distribution of FAI and ISS scores resulted in a negative correlation, $r=-0.37$, for the combined groups; this indicated a tendency for the higher socio-economic group to be more fashion conscious and for the lower socio-economic group to be less fashion conscious. A one-way analysis of variance determined that at least one of the Groups A, B and C was behaving significantly different from the other groups, at the 0.05 level in FAI scorings. A subsequent evaluation, Duncan's Multiple Range Test, revealed that there was no significant difference between FAI scores in Groups A and C at the 0.05 level of significance; both Group A and Group C had significantly higher FAI scores than Group B.

The second objective of this study was to investigate the motivations for a mode of dress by men of varied socio-economic strata and ages. Participants represented a cross-section of socio-economic groups and an age distribution of

18 to 35 years. Wide variances in the participants' usage of clothing in regard to dress factors, significant by chi-square at the 0.05 level, revealed that men are highly interested in comfort; however, style was important for dressy occasions and men were not very concerned with price or long wear for any clothing situation. The influence from outside sources as motivation for buying was so negative as to suggest that the American male is becoming an alert consumer; 81.63 per cent of the men valued their own opinion first. Friends were an important factor in motivation for a change in appearance, but participants were not often influenced to purchase a specific type of garment by sales promotion from advertising media.

Another objective of this study was to analyze data to ascertain the influence of fashion change upon the amount of money spent by men for apparel and the size of the wardrobes. More than 80 per cent of the men had a larger wardrobe and spent more for their clothing than they did two years previously. Chi-square distributions revealed a significant relationship at the 0.05 level between the clothing selections and price range selections for the specified garments; the $6 to $10 range was most popular for dress shirts, the $51 to $75 price range and the $76 to $100 price range were most often preferred for suits, and the $26 to $75 price range was most popular for sportcoats. College seniors of

Group C paid more for dress trousers than Group A and Group
B probably due to the importance of this item of dress to a
college wardrobe. The technical students of Group B paid
less for suits possibly due to a lesser need for suits in
the wardrobe or the lower socio-economic status of this group.

The fourth objective of this study was to obtain tabu-
lations to show preferences of the male consumer in the use
of advertising media and advertising techniques. Advertising
data indicated that although men have become more fashion
conscious, they are not greatly influenced by published media
to buy clothing. Newspapers were the most popular publica-
tion read regularly by the men. Men's fashion magazines were
read less than any other publications. Store oriented tech-
niques such as window shopping and interior store display
were a preferred source of information. Newspapers, maga-
zines and television were not important as a source of in-
formation to buying clothing. Male fashion shows were not
popular; 87.76 per cent of the participants did not watch
male fashion shows. Males revealed preference for a photo-
graph in color in magazines, preference for a theme with
several items in in-store advertising, and no definite
preference in newspaper advertising layout. Exact cost, de-
tailed description of the garment, and exact illustration of
merchandise (in rank order of importance) were the details
in advertising that were important to the subjects. Fifty

per cent of the men selected the informative tone and 25.5
per cent of the men selected the dignified tone as the pre-
ferred tone for an advertisement; thus, men preferred adver-
tising to be conservative. A wide difference between male
attitudes toward clothing advertisements in relation to
specified media revealed a significant difference in atti-
tudes and media at the 0.05 level of significance; however,
further analysis of total responses revealed a general nega-
tive attitude toward advertising. Men were not strongly in-
fluenced by television personalities in the selection of
clothing but did identify dress descriptions of well-known
personalities when the image was extremely defined as for
President Nixon, dignified, and the Beatles, "mod" or "way
out."

The final objective of this study was to determine re-
lationships between extrovert-introvert characteristics and
the extent of fashion awareness shown by men. A study of
the "Fashion Awareness Index" scores and the personality
traits of the subjects indicated no marked relationships be-
tween FAI scores and introvert, extrovert, ambivert charac-
teristics except for extrovert. Extroverts had higher FAI
scores which indicated that extrovert personalities are more
aware of fashionalbe men's clothing than introvert and ambi-
vert personalities. Men do not like to request or give ad-
vice about clothing to other men.

Inter-relationships between men's advertising media preference and personality types, socio-economic groups, age groups and fashion awareness groups revealed the following trends: the magazine media are not important as a source of information to the ambivert personalities; window shopping was most frequently used by all socio-economic groups to obtain buying information; interest in the newspaper media as a regular reading source increased as the age of the participants increased; and men with high FAI scores were more responsive to advertising media.

Recommendations for future research might include similar investigations with samples from other geographic environs. Since men's wear has become increasingly important in the fashion industry during the last decade, the male consumer has a more prominent role than has been evident for some time. Studies related to all phases of consumer purchasing for men would be helpful.

Our complex and ever-expanding apparel network which includes consumers, manufactures, and retailers that are all related to advertising could benefit from a continuing research that is pertinent to a prevailing market. To sell for profit is the desired result of merchandising; and advertising, a key to increased consumerism in this electronic age, will require information that will anticipate the needs, wants, and desires of our changing affluent society.

B I B L I O G R A P H Y

1. Birmingham, Frederic A. Esquire's Fashion Guide for All
    Occasions. New York: Harper and Row, Inc., 1962.

2. Bishop, James, Jr. and Henry W. Hubbard. Let the Seller
    Beware. Washington, D. C.: National Press Inc.,
    1969.

3. Boucher, Francois. 20,000 Years of Fashion. New York:
    Harry N. Abrams, Inc., 1967.

4. Bruning, James L. and B. L. Kintz. Computational Hand-
    book of Statistics. Glenview, Illinois: Scott,
    Foresman and Company, 1968.

5. Chambers, Linda. "Short Short to Long Long Was Fashion
    Story of 60's." Waco Tribune Herald, January 4,
    1970.

6. Crane, Dr. George W. Psychology Applied. Chicago:
    Northwestern University Press, 1944.

7. Creekmore, Anna Mary. "Clothing Behaviors and Their
    Relation to General Values and the Striving for
    Basic Needs." Unpublished Doctoral dissertation,
    Pennsylvania State University, March, 1963.

8. Dunn, Watson S. International Handbook of Advertising.
    New York: McGraw-Hill Book Company, 1964.

9. Elmore, Judith. "Consumer Usage of Advertising Media
    as Compared with Promotions by Selected Texas Manu-
    facturers and Retailers." Unpublished Master's
    thesis, Texas Woman's University, August, 1969.

10. "Fashion--It Looks Like. . .Feels Like. . . and Sells
    Like the High-Priced Spread." Clothes, Vol. 5,
    No. 7 (June 15, 1970), pp. 18-24.

11. Fiore, Quentin and Marshall McLuhan. The Medium is the
    Massage. New York: Bantam Books, Inc., 1967.

12. Golly, Jeanne Marie. "A Study of the Present Status of the Dallas Women's Apparel Market." Unpublished Master's thesis, Michigan State University, 1966.

13. Gray, Helen M. "Bachelor Know-How." What's New in Home Economics, Vol. 32, No. 7 (October, 1969), pp. 42-44.

14. Hartley, Frank Robert. "Contributions of Marketing Research to Retain Decision-Making." Unpublished Doctoral dissertation, University of Minnesota, June, 1967.

15. "Hart-Schaffner Store Head Given Top Retailer Award." Dallas Morning News, February 10, 1970.

16. Horn, Marilyn J. The Second Skin. Boston: Houghton Mifflin Company, 1968.

17. Hurlock, Elizabeth. "Motivation in Fashion." Archives of Psychology, No. 111, 1929.

18. Kagan, Dick. "Peacock Lives!" Women's Wear Daily, May 5, 1969.

19. Katona, George. Psychological Analysis of Economic Behavior. New York: McGraw-Hill Book Company, Inc., 1963.

20. Laver, James. Beau Brummell Was Right. Halifax, England: Scott Brothers, Ltd., 1970.

21. Laver, James. Modesty in Dress. Boston: Houghton Mifflin Company, 1969.

22. Levin, Phyllis Lee. The Wheels of Fashion. New York: Doubleday and Company, Inc., 1965.

23. Lyle, Dorothy Siegert. Clothing for Young Men. Washington: National Education Association, 1970.

24. Mackay, Carolyn Clare. "Clothing Behavior in Relation to Cultural Differences: A Cross-Cultural Study." Unpublished Master's thesis, Pennsylvania State University, December, 1967.

25. McAnelly, Barbara Lee. "Factors Affecting Clothing Selection of Freshman Girls." Unpublished Master's thesis, Texas Woman's University, 1967.

26. McGinnis, Rosalie. "Retailers Like Outlook." Dallas Morning News, February 10, 1970.

27. McGuire, Carson and George D. White. "The Measurement of Social Status." Department of Educational Psychology, University of Texas, 1955. (Mimeographed)

28. McLuhan, Marshall. Understanding Media: The Extensions of Man. New York: The New American Library, Inc., 1964.

29. Mittelstaedt, Robert Arthur. "An Experimental Study of Consumer Brand Loyalty." Unpublished Doctoral dissertation, University of Minnesota, December, 1966.

30. Nygaard, Shirley Walters. "Relationships Between Specified Clothing Values, Income Level, Social Status, and Educational Level of Young Married Women." Unpublished Master's thesis, Texas Woman's University, June, 1967.

31. O'Connor, Arlene R. "Clothing Behaviors as Related to Selected General Values for a Group of Male Students." Unpublished Master's thesis, Pennsylvania State University, September, 1969.

32. Packard, Vance. The Waste Makers. New York: Simon and Schuster, Inc., 1960.

33. Payne, Blanche. History of Costume. New York: Harper and Row, Inc., 1965.

34. "Personal Consumption Expenditures for Selected Product Categories, 1966-1969." Fairchild Publications, Inc., August, 1970. (Mimeographed)

35. Richards, Florence S. The Ready-to-Wear Industry 1900-1950. New York: Fairchild Publications, Inc., 1951.

36. Rosencranz, Mary Lou Lerch. "A Study of Interest in Clothing Among Selected Groups of Married and Unmarried Young Women." Unpublished Master's thesis, Michigan State College of Agriculture and Applied Science, 1948.

37. Russell, Sallye. "Masculine Fashion Indices as Related to External Motivations of Yesterday and Today." Unpublished Doctoral dissertation, Texas Woman's University, August, 1971.

38. Ryan, Mary Shaw. Clothing: A Study in Human Behavior. New York: Holt, Rinehart and Winston, Inc., 1966.

39. "75 Years of Fashion." _Menswear_, June 25, 1965.

40. Short, Mary L. "Some Social Factors Influencing the Family Acquisition, Use and Disposal of Clothing." Unpublished Master's thesis, University of Missouri, June, 1965.

41. Smallwood, Jo Ann. "Employment Influences on Wardrobe Needs." Unpublished Master's thesis, Colorado State University, July, 1968.

42. Steadman, Mayor. "How Sexy Illustrations Affect Brand Recall." _Journal of Advertising Research_, Vol. 9, No. 1 (March, 1969), p. 15.

43. "Tailored Clothing: Is the Uniform Dead?" _Clothes_, Vol. 5, No. 5 (May 15, 1970), pp. 42-48.

44. Waco Chamber of Commerce. "General Information on Waco." August, 1971.

45. West, Sherron Prescott. "The Use of Motivational Research Techniques for Evaluating Clothing Behavior Patterns of Women in Four Age Groups." Unpublished Master's thesis, Texas Woman's University, May, 1970.

46. "Winton Blount to Open Menswear Convention." _Dallas Morning News_, February 7, 1970.

47. Wolf, Ilse H. "Advertising Calls for Consumer Analysis." _What's New in Home Economics_, Vol. 32 (April, 1968), pp. 44-46.