

A STUDY OF THE INFLUENCES AFFECTING
THE SELECTION OF WINTER SKIRTS BY
CERTAIN COLLEGE FRESHMEN WOMEN

Thesis for the Degree of M. A.
MICHIGAN STATE UNIVERSITY
Margaret Dixon Reed
1961



A STUDY OF THE INFLUENCES AFFECTING THE SELECTION
OF WINTER SKIRTS BY CERTAIN COLLEGE
FRESHMEN WOMEN

By
Margaret Dixon Reed

AN ABSTRACT

Submitted to
Michigan State University
in partial fulfillment of the
requirements for the degree of

MASTER OF ARTS

Department of Textiles, Clothing, and Related Arts

Approved by Mary Lou Rosencrans

ABSTRACT

A STUDY OF THE INFLUENCES AFFECTING THE SELECTION OF WINTER SKIRTS BY CERTAIN COLLEGE FRESHMEN WOMEN

by Margaret Dixon Reed

The purpose of this research was to gain a better understanding of the adolescent and her clothing behavior. Interest originated with the current North Central Regional study concerned with the use and care of winter skirts by ninth grade girls. An older age group, college freshmen women, was selected for this study.

Two hundred freshmen women at Michigan State University completed questionnaires during the fall term of 1960. One hundred respondents were Home Economics majors; the remainder of the group, the Multi Majors, represented different major programs of study. Clothing practices and in particular, the criteria by which skirts are chosen were studied in relation to variation in background factors.

The majority of these college freshmen's wardrobes consisted of skirts worn during high school. Four skirts of the average number of twelve in the freshman's wardrobe had been purchased newly for college. Three-fourths of all skirts were "ready-mades"; fifteen percent of the group reported

that most of their skirts had been made at home.

The shopping pattern for the majority of the group included a shopping companion, most frequently, the mother of the girl. This practice was significantly more important for more of the Multi Major group than for the Home Economics group. The respondents paid an average price of \$11.87 for the skirts most recently acquired, an amount which they felt was higher than the one they usually paid. Those with a larger number of skirts usually paid more for skirts than those with a fewer number. Skirt selections were usually made at large and small department stores. The group of freshmen owning fewer than twelve skirts generally shopped at a wider variety of stores such as the chain department store, the specialty shop as well as department stores.

Color, style and versatility were named most often as decisive factors in skirt selection. The largest proportion of the group indicated a particular color or a pleasing color combination as the primary consideration. In ranking structured criteria pertaining to skirt selection, the freshmen designated criteria relating to appearance as being most important. The group also rated highly certain qualities relating to maintaining an attractive appearance through wear. In terms of socio-economic variables, there was a tendency for those who lived outside the city and those whose fathers were blue collar

workers to rate the criteria concerning wear as most important. The same relationship was evident in the ranking of the price criterion; more girls with homes in small towns, living in rural non-farm and farm areas, and with fathers in blue collar jobs considered price as an important factor in skirt selection.

Despite the heterogeneous backgrounds of the group, preferences for particular types of skirts were similar. This suggests the impact of similar experiences and ideas on the adolescent consumer.

Sources of clothing ideas revealed through this study such as store displays, fashion magazines and "what others are wearing" need to be recognized as factors in shaping consumer preferences.

A STUDY OF THE INFLUENCES AFFECTING THE SELECTION
OF WINTER SKIRTS BY CERTAIN COLLEGE FRESHMEN WOMEN

By

Margaret Dixon Reed

A THESIS

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of

MASTER OF ARTS

Department of Textiles, Clothing, and Related Arts

1961

ACKNOWLEDGEMENT

I wish to extend my sincere appreciation to Dr. Mary Lou Rosencranz for her guidance throughout the phases of this research. To the other members of my advisory committee, Dr. Mary Gephart and Mrs. Barbara Stowe, go my gratitude. I also acknowledge the special interest of Miss Hazel Strahan during the formulation of this study. For the cooperation of two hundred freshmen women as respondents, I am indeed grateful.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
II. REVIEW OF LITERATURE	5
III. PROCEDURE	16
Development of Instrument	16
Administration of Questionnaire	17
Analysis of Data	18
IV. FINDINGS AND INTERPRETATIONS	20
Background Factors	20
Age	20
Fathers' Occupations	20
Family Income	21
Place of Residence	22
Mothers' Employment	23
Home Economics in High School	23
Number of Brothers and Sisters	24
Clothing Practices	24
Present Skirt Wardrobe	24
Skirts Made at Home	25
Skirts as Gifts	26
Sources of Clothing Ideas	27
Types of Stores	29
Shopping Companions	30
Traits Considered in Skirt Selection	30
Purchase Price	31
Buying on Sale	32
Alterations	32
Selected Variables Related to Clothing Practices	33
Number of Skirts Owned	33
Fathers' Occupations	33
Family Income	33
Mothers' Employment	36
Place of Residence	36
Shopping Companion	36

Chapter	Page
Usual Price	37
Types of Stores	38
Traits Looked for in a Skirt	38
Skirts as Gifts	39
Skirts Made at Home	39
Majority of Skirts Made at Home	40
Background Factors	40
Clothing Practices	41
Criteria for Skirt Selection	42
Most Important Criteria	44
Least Important Criteria	47
Structured Criteria Compared with an Open-ended Question	50
Selected Variables Related to Ranking of Criteria	52
Number of Skirts Owned	52
Majority of Skirts Made at Home	52
Fathers' Occupations	55
Mothers' Employment	55
Place of Residence	56
Family Size	57
Results of Analysis According to Classification of Criteria	57
Appearance	57
Price	58
Wear	58
V. SUMMARY	60
VI. CONCLUSIONS	66
BIBLIOGRAPHY	69
APPENDIX	71

LIST OF TABLES

TABLE		Page
I.	Fathers' Occupations of Two Hundred College Freshmen Women	21
II.	Family Income of Two Hundred College Freshmen Women	22
III.	Skirts Made by a Group of Two Hundred Freshmen Women	26
IV.	Classification of Size of Wardrobe Based on Fathers' Occupations	34
V.	Classification of Size of Wardrobe Based on Family Income	35
VI.	Classification of Size of Wardrobe Based on Family Residence	37
VII.	Distribution According to Family Income of Individuals Making Majority of Own Skirts .	41
VIII.	Ranking of Most Important Criteria	45
IX.	Ranking of Least Important Criteria	48
X.	Significant Differences in Criteria Rating Based on Socio-Economic Variables	54

CHAPTER I

INTRODUCTION

The adolescent in American culture occupies a unique role found in few non-Western cultures. There has been a growing awareness of the importance of this adolescent role as teenagers have assumed responsibilities in the community. Contributions through youth programs have been recognized. Perhaps the economic role of youth has been overlooked as a result of the length of formal education which many experience. True, in most situations, the adolescent is not a producer, but, nevertheless has become an important consumer. A recent magazine feature portrayed the adolescent as the teenage consumer with "\$10 Billion Power." Of this amount, it should be noted, fifteen percent is spent for clothing each year.¹

Interest in this study of the adolescent in her role as a clothing consumer was first stimulated through the current North Central Regional Clothing project, "Criteria for the Selection and Use of Clothing for Adolescent Girls." The Regional Study has been concerned with the criteria associated with the selection and use of winter skirts by ninth grade girls.

¹"New \$10 Billion Power - US Teen Age Consumer," Life, XXXVII (August 31, 1959), p. 78.

It was felt that an investigation of the clothing practices of an older age group, the college freshmen women, would contribute toward this larger area of understanding the adolescent and her clothing behavior.

Thus, this study was undertaken with these purposes:

To determine how socio-economic factors such as father's occupation, area of residence, size of high school relate to the selection and use of winter skirts by the college freshman woman.

To determine the rank importance of the following criteria in the selection of skirts: style, suitability, comfort, ease of care and price.

To gain some understanding of the purchasing practices of college freshmen women.

One may speculate on the social pressures on the individual in her clothing purchases in a society where group acceptance and group contributions are valued highly.¹ We wonder about the impact of buying appeals on the teenage consumer as she faces a market with an abundance of goods.² What conciliatory action does she take?

As the adolescent enters one of the later phases in social maturity, the college years, she must make clothing

¹David Riesman, Nathan Glazer, and Reuel Denney, The Lonely Crowd (New York: Doubleday and Co., Inc., 1953).

²Carol O'Brien, "The Consumer in an Affluent Society," Journal of Home Economics, LIII (February, 1961), p. 82.

decisions for her new role. What kind of clothes are appropriate in her new position as a college freshman? Campus requirements in similar regions vary according to each college's traditions. The freshman may be given clothing suggestions before arriving on campus, such as found in a handbook prepared by the Spartan Women's League at Michigan State University. This handbook comments, "It is the true mark of an educated person to know when and where it is proper to wear certain clothing, wear them well and to always be well groomed. Be casual without being careless." The booklet further suggests, "Casualness is the key word on campus Notice the dirty bucks, unpolished saddles, grey-toned sneakers and bobby socks These practices are socially accepted here even though they may not be in other places. Some of the clothes practices here are "musts" but should be changed when entering more conventional places."¹ Thus a freshman may select clothing with a glimpse of her future college environment.

There are indeed implications for the educator in our society where the adolescent assumes several roles. As a family member, this consumer must be challenged to select goods that will increase the satisfaction of the whole family. Clothing consumption must be planned as part of the family's

¹Spartan Women's League of Michigan State University, "This We Do at MSU," East Lansing, Michigan, 1956.

total consumption. An understanding of the needs and attitudes toward clothing by different family members should underlie the balance of a family's clothing expenditures.¹ Viewing the individual, the consumer has a responsibility in shaping her clothing purchases so that clothing contributes to those desired ends which she is seeking.

Today, the adolescent has emerged as an important consumer with those accompanying responsibilities to herself and to others.

A study of college freshmen women who have purchased clothes reflects values and clothing practices formulated at home. At the same time, these clothing purchases are indicative of the expectations for a new kind of life at college.

¹Margaret Warning, "Future Explorations in Home Economics," Journal of Home Economics, LII (October, 1960), pp. 647-48.

CHAPTER II

REVIEW OF LITERATURE

Beginning in the twentieth century, theories have been advanced concerning the importance of clothing to the individual. Clothes have been deemed important yet the degree of importance and its relationship to the personality structure are still being examined. Flugel considered this phase of clothing when he wrote, "In the case of the individual whom we have not previously met, the clothes he is wearing tells us at once something of his sex, occupation, nationality and social standing and thus enable us to make a preliminary adjustment of our behavior towards him, long before the more delicate analysis of feature and of speech can be attempted."¹

Dearborn related the meaning of clothes to the feelings of the individual in a satisfaction-efficiency ratio: "One expands more energy and therefore is more efficient in many ways when he is contented and happy." The underlying factor here is "freedom from discomfort," that is, comfort in both the physiological and the psychological aspects.² More recently

¹J. C. Flugel, The Psychology of Clothes (London: Hogart Press, 1930), p. 15.

²George Van Ness Dearborn, "The Psychology of Clothing," Psychological Monographs (Princeton, New Jersey: Psychological Review Co., 1918), pp. 1-3.

(1945), Silverman in studying the psychological implications of clothing for teenage girls found that "girls looked upon appearance not as a fixed attribute but one that was subject to change at the possessor's will." The girls felt the right clothes, one of the factors of appearance, were a necessary concomitant of happiness. On the other hand, clothes were considered as a factor which would lead to uneasiness in social situations. A majority of this group valued good appearance as an aid in building self-confidence.¹ Hartmann considered the degree of importance of clothing to the individual in the "subjective worth of any article of attire being proportionate to its contribution to some sort of extension or differentiation or enrichment of the self."²

Clothing behavior as an aspect of social behavior has been viewed by Treece according to social psychological theory. Clothing practices in relation to motivation, perception and learning aspects of one's behavior were examined. The conclusions reached provide a real basis for more interest and study in clothing behavioral practices:

¹Silvia Silverman, Clothing and Appearance: Their Psychological Implications for Teenage Girls (Columbia University, New York: Bureau of Publications, 1945), p. 61.

²George W. Hartmann, "Clothing: Personal Problem and Social Issue," Journal of Home Economics, XLI (June, 1949), p. 296.

1. The degree which an individual attaches to clothing will relate to his self concept. (If self structure is as important in determining behavior as it is believed to be and if individuals naturally strive to defend self and present it in a complimentary fashion, it can be anticipated that some individuals would perceive their dress as conveying an impression to others of their self-concept.)
2. First impressions of the personality of an individual are formulated on the basis of his external appearance. (Perception is functionally selective and individuals are prone to organize what they see into a meaningful whole.)
3. Clothes make real the role one is performing both to the perceiver and the observer.
4. Clothing functions in social life as a status symbol.¹

One premise underlying much of the recent research dealing with factors in clothing selection is that a person can consciously plan his clothing consumption so that it will meet his desired goals. However, it may be asked, do members of our society consciously or unconsciously plan clothing consumption?² One of the difficulties encountered in analyzing clothing behavior has been in those efforts to determine covert aspects, that is, those values and attitudes which influence clothing selection, use and care. Woodruff however has stressed that "one's basic and functional motives do not

¹Anna Jean Treece, "An Interpretation of Clothing Behavior Based on Social-Psychological Theory," (Unpublished Ph.D. dissertation, Ohio State University, 1959), pp. 163-64.

²Margaret Warning, "Future Explorations in Home Economics," Journal of Home Economics, LII (October, 1960), p. 647.

change rapidly but the degree of awareness of what those basic values are may be greatly influenced by immediate experience when such values are seriously involved."¹ Thus with this belief, one may proceed to determine and measure factors influencing consumption. These functional motives as well as external factors and the inherent characteristics of clothing have been studied in recent years in efforts to determine influences on the consumer.

Attitudes affecting clothing behavior were studied by Rosencranz who measured clothing interest on the basis of time, effort, money and attention which were given to personal clothing. Factors related to this covert side of clothing behavior were: the group to which one belongs, age, occupation, rural-urban background, income, education, marital status, children in the family and the number of organizations to which one belongs.²

In studying the attitudes of eighth grade girls, Magrabi found that the influence of parents was considered important to these girls but not the influence of friends. In

¹Asahel D. Woodruff, "The Relationship between Functional and Verbalized Motives," Journal of Educational Psychology, February, 1944, p. 104.

²Mary Lou Rosencranz, "A Study of Interest in Clothing Among Selected Groups of Married and Unmarried Young Women" (Unpublished Master's thesis, Michigan State College, 1948), p. 168.

the rating of criteria concerned with clothing selection, Comfort, Ease of care, Durability, and Economy and several factors relating to Intrinsic Appeal were deemed important. None of the criteria relating to Appropriateness to wardrobe and occasion, Suitability to the individual or Style were considered important to this particular age group.¹ Diaz used similar criteria with a ninth grade group with the results that Color, Construction, Ease of Care, and Suitability to price were most important to this group. Two criteria which were considered not important to either the mothers or daughters in this study concerned social aspects: "My best friend has one like it" and "I am the first one in our room at school with one like it."²

Stout and Latzke while studying the values of a college women's group found that this group ranked most important those statements concerned with Color (as being related to their own personal coloring) and Fabric suitability to the style and Style suitability to them.³

¹Frances Marie Magrabi, "Differences Between Parents' and Daughters' Criteria in Selection of Eighth Grade Girls' Clothing" (Unpublished Master's thesis, Iowa State College, 1958), pp. 117b-119.

²Winifred Elizabeth Diaz, "Instruments for Determining Characteristics of School Clothing Important to Ninth Grade Girls and Their Mothers" (Unpublished Master's thesis, Iowa State College, 1959), p. 48.

³Dorothy Runbeck Stout and Alpha Latzke, "Values College Women Consider in Clothing Selection," Journal of Home Economics, L (January, 1958), p. 44.

Not only have such factors in clothing selection been studied in relation to certain groups but also, these factors have been analyzed further to determine those underlying encompassing values. Such a study was undertaken by Finlayson to determine those factors involved in the selection of sweaters which related to general personal values. "Becomingness" was rated as the most important component of satisfaction based upon the values of "social approval" and "aesthetic pleasure."¹

As a means of relating these various criteria in clothing selection to the ultimate satisfaction of a garment, Ryan has hypothesized that these reasons could be best understood when organized into levels of explanation.

The levels suggested are:

- Level (1) The attributes of the garment itself, such as color, price, style, fiber. These are tangible and can be easily verbalized by the individual when he is asked why he likes a garment.
- Level (2) Properties of these attributes as perceived by the individual such as ease of care, durability, appearance, suitability for a purpose. These properties can be verbalized by the individual but are often reached by probing.
- Level (3) The relationship of these attributes and properties to the self, such as becomingness and comfort.

¹Bliss B. Finlayson, "An Investigation of Consumer Motivation in the Selection of Sweaters as Related to General Personal Values" (Unpublished Master's thesis, Cornell University, 1959), p. 34.

Level (4) The relationship between clothing interests and values of the individual. The individual might or might not be aware of this level. If an individual is not aware of such a relationship, it would be hard or impossible for him to verbalize it. It is also possible that he would be aware of factors at this level, but would be reluctant to verbalize them because he feels that they are not acceptable reasons for behavior.

Level (5) Explanations of development of interest and values in general and in clothing selection.¹

Swanson applied these levels of explanation in measuring those factors related to satisfaction in a sweater. Results showed Color, Style, Fit, and Fiber or Fabric were the most important attributes to be considered in the purchase of a sweater; Price was relatively less important. Considered on the higher levels of explanation set forth by Ryan, those factors most important for general satisfaction were Becomingness and the sweater's Effect on Self based on the attributes just mentioned.²

Tousignant likewise found in studying another college age group that factors such as Economy, Becomingness of garment,

¹Charlotte Swanson, "Interrelationship Among Factors Related to Satisfaction in Sweaters" (Unpublished Master's thesis, Cornell University, 1959), p. 7, quoting Mary Ryan, "Motivation in Clothing Selection" (Unpublished report, Cornell University, 1959).

²Charlotte Swanson, "Interrelationships Among Factors Related to Satisfaction in Sweaters" (unpublished Master's thesis, Cornell University, 1959), pp. 50-51, 53.

Appropriateness for campus wear and the Desire to conform were influences on clothing selection. Also, selection of high style clothes reflected the underlying forces of the desire to conform as well as the desire to be different and to be noticed.¹

In addition to these psychological concepts regarding clothing selection and satisfaction, several of these studies have traced the relationship of certain socio-economic factors to consumer purchases. In the Stout and Latzke report of college women, significant differences existed between girls from towns of less than 25,000 population and those from towns larger than 25,000 in the effects of noticing the clothes that other people wore, noticing the general impression of an outfit, recognizing the social position of a person by the clothes he wore and thinking that it was necessary to spend a great deal of money in order to dress well. A significant difference was found between the groups from larger and smaller families in relation to expressing themselves through clothes and between the two groups from smaller and larger towns in saving money on clothes. In the same study the size of the family seemed to have little or no effect on the girls' attitudes

¹Rosanna Patricia Tousignant, "Fashion Acceptance by Selected College Students" (Unpublished Master's thesis, University of Rhode Island), p. 58.

toward dress, whereas the size of the hometown had the greatest effect on the girls' attitudes.¹

In addition to socio-economic factors involved in skirt selection, fashion has been studied as another external influence. Tousignant found that fashion magazines followed in importance by store windows, friends, and newspapers were the main sources for fashion influence.²

The role of "significant others" has also been considered as influential in one's clothing selection. Results of a study by Vener with eighth, tenth, and twelfth grade girls and boys showed that the twelfth graders as a group tended to refer less than did younger adolescents to specific other persons as clothing models or for the purpose of legitimizing dress selections. It was felt that by the time the youth reaches the twelfth grade, approved rules related to dress behavior have become unconscious.³

In one of the earliest studies exploring this area of socio-economic aspects, Silverman defined the relationship of age to both the independent choice of clothes and the seeking

¹ Stout and Latzke, Journal of Home Economics, L, p. 44.

² Rosanna Patricia Tousignant (Unpublished Master's thesis), p. 59.

³ Arthur M. Vener and Charles R. Hoffer, "Adolescent Orientations to Clothing," Michigan State University Agricultural Experiment Station Bulletin 882 (March, 1959), p. 25.

of mothers' advice on clothing questions. The results validated the observed tendency for older girls to choose all their own clothes.¹ In a recent study by Thompson and Edmonds on the minimum college wardrobe, slightly over half selected their clothes alone with the remaining group having help from mothers.² Hoffman has reported that sixty percent of a selected college age group shopped alone. In this same study, it was noticed that students tended to shop with their mothers in instances where the educational level of the mother was high rather than average or low.³

The Hoffman study also showed that the college students' timing for shopping was based mainly on immediate need with the majority of the group shopping as they needed clothes.⁴

The relationship of status groups to the criteria used by the teenage girl has been examined by Hurst: the upper status group was influenced by quality, construction, and fashion; the middle status group influenced by construction, quality and need. Construction alone affected the lower status groups buying most of the time. In comparing these status

¹Silvia Silverman, Clothing and Appearance: Their Psychological Implications for Teen-Age Girls, p. 59.

²Henrietta M. Thompson and Mary Neville Edmonds, "A Minimum College Wardrobe for a Freshman," Journal of Home Economics, LII (October, 1960), p. 663.

³Adeline Hoffman, "College Clothing Expenditures," Journal of Home Economics, LII (October, 1960), p. 665.

⁴Adeline Hoffman, Journal of Home Economics, p. 665.

groups with store preferences, the department store was preferred by the upper status group; the chain department store by the middle or lower status group.¹

In analyzing the relationship of social class to an individual's orientation toward clothing, Vener has found that social class membership is not a factor involved in the relative clothing awareness of adolescent boys and girls in the community studied, that is, the degree of "sensitivity" to clothing in social life. It was suggested that youth culture may not be oriented toward the value of clothing in the same manner as that of the broader, community culture.²

These studies discussed indicate factors which several different age groups have considered in their clothing selection decisions. Although the college freshmen women have been studied as part of the college age group, they have not been considered alone. According to Hoffman, the largest part of the college freshman's wardrobe does consist of clothing items carried over from high school.³ Thus, further investigation of the college freshman group should also reveal insights in this transition period between the high school years and later college life.

¹Patsy Ruth Hurst, "Factors Influencing the Clothing Buying Habits of Teenage Girls" (Unpublished Master's thesis, University of Oklahoma, 1958), pp. 40-41.

²Arthur M. Vener and Charles R. Hoffer, "Adolescent Orientations to Clothing," p. 28.

³Adeline Hoffman, Journal of Home Economics, p. 665.

CHAPTER III

PROCEDURE

Development of Instrument

The schedule of the North Central Regional project, "Selection and Use of Clothing by Ninth Grade Girls," was adapted for studying a group of college freshmen women. Although some changes were made, the basic content remained the same as the original. The uniformity of data might possibly aid in a future study.

A question concerning possible areas of disagreement between mother and daughter which was a part of the Regional questionnaire was omitted since many of the respondents were living away from their families. Similarly, a question on who assumes responsibility for washing and pressing skirts was not included. A question relating to the amount of one's earnings used for clothing expenditures was added as a factor in the total purchasing pattern.

The questionnaire prepared for the freshmen group also sought more background data, such as the description of the size of high school attended, high school homemaking courses, description of mother's employment, family income and the ages of brothers and sisters. Some of this information had been obtained in the Regional project through interviews with

selected mothers of the respondents.

Some further clarification of wording followed the pretesting. In question fifteen (see Appendix for schedule), "college board members" were added as an additional possibility for clothing ideas. A question concerning earnings covering future clothing expenditures was included in question seventeen, Part B. Under personal data, classification of place of residence was expanded to include "suburban area," "small town," "rural non-farm," in addition to the two other groupings, "within city limits," and "on a farm."

The listing of the individual's major course of study was added to the personal data information. Giving one's name, home address and high school were omitted for anonymity.

Administration of Questionnaire

Pretesting of the questionnaire was arranged at Michigan State University during spring term, 1960, with a group of six freshmen girls living in one of the dormitories and a second group of nine freshmen pledges at a sorority house. During the completion of the questionnaire, specific questions were noted for possible revisions.

In fall term, 1960, two hundred freshmen women at Michigan State University completed the revised questionnaire. One group of one hundred women was enrolled in beginning textiles

and clothing; a second group was comprised of one hundred girls in a basic physical education course.

Throughout the discussion of this study, the first group will be referred to as the Home Economics group; the second group as the Multi Major group. Those girls with Home Economics majors in the physical education course were excluded from the Multi Major grouping.

Analysis of Data

Descriptive and generalizing methods were used in analyzing the data for an understanding of the clothing behavior of the group. Descriptive methods identifying characteristics of the individual served as basis for comparing the two groups. These methods also afforded a description of the combined groups for later inductive methods.

For tests of association between several of the socioeconomic variables and the results of the ranking of criteria, the Chi Square test was applied. The Chi Square distribution is the sampling distribution of the sums of the independent squares. The sum of the squares of the deviations of the observed from the expected frequencies for each cell is divided by the expected frequency for each cell.

If f represents the observed frequency in each cell and f_o the expected frequency in each cell, then:¹

¹Margaret J. Hagood, Statistics for Sociologists. (New York: Reynal and Hitchcock, Inc., 1941), p. 505.

$$\chi^2 = \sum \frac{(f - f_o)^2}{f_o}$$

The Chi Square test was also used to determine possible significant differences in the distribution of particular characteristics between the Home Economics and the Multi Major groups.

CHAPTER IV

FINDINGS AND INTERPRETATIONS

Background Factors

Socio-economic background factors were viewed for both a better understanding of the freshmen women as a group and also for their effect on clothing behavior.

Age

The average age of the group of two hundred freshmen women was eighteen years (18.4 years) as of the date, September 1, 1960. The average of the Home Economics group was slightly older (18.5 years) than the average age of the Multi Major group (18.2 years).

Fathers' Occupations

The occupations of the fathers were grouped according to the classification developed by Warner, Meeker and Eels.¹ The occupations of both groups were distributed similarly (Table 1). Almost one-third of the fathers (32.5%) were included in the two highest categories as professionals and proprietors of large businesses. Eighteen percent of the

¹W. Lloyd Warner, Marchia Meeker, Kenneth Eels, Social Class in America, (Chicago: Science Research Associates, 1949) pp. 134-38.

group were classified as semi-professional with the next highest grouping including sixteen percent (16%) as skilled workers.

TABLE I

FATHERS' OCCUPATIONS OF TWO HUNDRED COLLEGE FRESHMEN WOMEN

Occupation	Whole group	Home Economics	Multi Major
	Percentages		
Farmers	6.5	8	5
Professional	32.5	34	31
Semi-professional	18.0	19	17
Clerks	2.0	1	3
Skilled workers	16.0	13	19
Proprietor of small business	6.5	8	5
Semi-skilled	7.5	8	7
Unskilled	1.5	1	2
Disabled, deceased	5.5	4	7
No reply	4.0	4	4

Family Income

As one might expect from the proportion of fathers classified as professionals and proprietors of large businesses, twenty-five percent (25%) of the families were checked in the highest category of income, \$11,000 and over. Next largest was the \$5,000 to \$5,999 group, a category approximating the average American family's income.¹ The same proportions of

¹U.S. Bureau of the Census, Current Population Reports, Consumer Income: June 20, 1960. Series P-60 N34.

eight and a half percent (8 1/2%) were noted in the \$6,000 to \$6,999 and the \$9,000 to \$9,999 groupings. The distribution of fathers' occupations resulted in a similar distribution of incomes for the two groups (Table II).

TABLE II
FAMILY INCOME OF TWO HUNDRED COLLEGE
FRESHMEN WOMEN

Income Groups	Percentages		
	Whole group	Home Economics	Multi Major
Less than \$ 2,999	1.0	1	1
\$ 3,000 to \$ 3,999	3.0	2	5
\$ 4,000 to \$ 4,999	5.5	5	6
\$ 5,000 to \$ 5,999	9.5	10	9
\$ 6,000 to \$ 6,999	8.5	8	9
\$ 7,000 to \$ 7,999	8.0	6	10
\$ 8,000 to \$ 8,999	5.0	3	7
\$ 9,000 to \$ 9,999	8.5	11	6
\$10,000 to \$10,999	7.0	5	9
\$11,000 and over	25.0	28	22
No reply	18.5	21	16

Place of Residence

The two groups were also similar in places of residence. The largest proportion, thirty-nine percent (39%) of the two hundred freshmen women, listed their homes within city limits. Suburban areas were the largest areas for twenty-six percent

(26%) of the group. Fifteen percent (15%) checked a small town location and eight percent (8%) lived in a rural non-farm area. Although six and one half percent (6.5%) listed farming for their fathers' occupation, ten percent (10%) did reside on a farm.

Mothers' Employment

Although family income distribution was similar for both groups, more mothers of the Multi Major group worked outside the home. Forty-one percent (41%) of this group had outside employment compared with the smaller proportion of twenty-four percent (24%) in the Home Economics. Of the total group, one third of the mothers were a second wage earner for the family. Almost one-half (48%) of the working mothers were employed in a clerk-type job. Twenty-two percent (22%) were in semi-professional roles with a smaller group (14%) in a professional capacity.

Home Economics in High School

Over half of the freshmen women (53%) had home economics in high school. This majority represented sixty-six percent (66%) of the Home Economics group and thirty-nine percent (39%) of the Multi Major. This difference was significant at the .001 level.¹

¹ $\chi^2 = 14.60 \text{ } p < .001.$

Number of Brothers and Sisters

Averages of the family membership of the group revealed that these freshmen were one of several children in the family; the average number of brothers and sisters was 2.86 with 1.31 sisters and 1.55 brothers. Considering sisters only, forty percent (40%) of the group had an older sister with a smaller number (25.5%) having a younger sister.

Clothing Practices

Present Skirt Wardrobe

The "cooler weather" wardrobes of the two hundred freshmen women included an average of twelve skirts for class. Differences between the two groups were small; the Home Economics group owned slightly more skirts (1.6 skirts) than the Multi Major. Approximately three-fourths of these skirts were ready-made ones. An average of nine skirts was listed as "carry-overs" relating to Hoffman's finding that the largest part of the college freshman's wardrobe consists of clothing items worn in high school.¹

The group described their "favorite" skirt as predominantly one of wool fiber but of several different fabric designs. Forty percent (40%) preferred a plain design; forty-five percent (45%) listed a plaid as their favorite. Both the slim tailored skirt and one with pressed pleats were the

¹Adeline Hoffman, "College Clothing Expenditures," *Journal of Home Economics*, LII (October, 1960), p. 665.

favorite styles. Thirty-four percent (34%) preferred the pleated skirt with twenty-seven percent (27%) favoring the skirt with slim tailored lines.

The largest part of the freshmen women (35%) had received from one to two years of wear from their favorite skirts. For twenty-seven percent (27%) this special skirt was a new skirt acquired within the time of one to two months prior to school. One-half of the group chose to wear their favorite skirt about once a week. One-fourth planned on wearing their favorites slightly less frequently during the month such as an average of two to three times.

Skirts Made at Home

Over a majority of the freshmen women (58.5%) owned at least one skirt which had been made by themselves or by someone else. Actually the girls were responsible for most of this sewing since forty-seven percent (47%) of the entire group had made an average of four skirts. This amount of home sewing ranged from fifty-eight percent (58%) of the Home Economics group who had sewed an average of five skirts to thirty-five percent (35%) of the Multi Major group making an average of three skirts. The difference in home sewing between the two groups was significant at the .01 level.¹ (Table III).

¹ $\chi^2 = 10.62$ $p < .01$.

TABLE III

SKIRTS MADE BY A GROUP OF TWO HUNDRED
FRESHMEN WOMEN

Group	Percent of Group	Average Number of Skirts
Entire	47	4
Home Economics	58	5
Multi Major	35	3

Although over one-half of the group owned skirts made at home, only fifteen percent (15%) indicated that most of their skirts were made by themselves or by someone else. This smaller group is representative of twenty-four percent (24%) of the Home Economics group and seven percent (7%) of the Multi Major.

Skirts as Gifts

Skirts were given to almost one-half of the group (49%). To avoid the implication that these skirts were all new ones, it should be noted that over one-half (58%) previously belonged to someone else. Sisters were the most often mentioned source for thirty-five percent (35%) of those receiving skirts with friends and cousins as important sources also.

Sources of Clothing Ideas

Since clothes are an integral part of one's environment, the recognized sources of ideas for clothing were studied as influences in skirt selection. Such sources as fashion and general interest magazines, television, displays in stores and in store windows all involve a degree of perception on the part of the observer. Other sources involving contacts with other people include college board members in some large department stores, best friends, parents and what "others" may be wearing.

Respondents were asked to rank in order of importance three of these above sources. Seventy six of the respondents accordingly ranked the items with the remainder of the group rating all the items with a 1 to 3 value scale. The responses of this smaller group were not considered in analyzing this question.

1. Sources Ranked First in Importance

Forty-two percent (42%) rated the activity of window shopping or shopping in stores as the most important source of ideas; fashion magazines were considered this important by thirty-eight percent (38%) of the group. Eleven percent (11%) of the group felt the influence of what others are wearing to be an important source of ideas of clothing.

2. Sources Ranked Second in Importance

Fashion magazines were ranked as a second source by

twenty-eight percent (28%) of the group. Window shopping or shopping in stores themselves was considered second in importance by twenty-eight percent (28%). Eighteen percent (18%) rated the effect of "What others are wearing" in this same degree of importance.

3. Sources Ranked Third in Importance

Again, the three sources most frequently named in places of first and second importance were those also considered in this place of importance. Thus, thirty percent (30%) considered the influence of others as third in importance; nineteen percent (19%) rated window shopping or in stores in this way and fourteen percent (14%) valued fashion magazines as a source third in importance.

The same three sources were considered to be of varying importance to the group. The trend for both fashion magazines and the influences of stores to increase in importance was noted as more rated these sources as first in importance progressively from third in importance. The opposite trend was noted in the rating of the influence of "others" as more tended to progressively rate this third in importance.

These results reveal that the most important recognized sources of clothing ideas are not necessarily those personally connected to the individual such as best friend and family. Instead, the influence of the fashion magazine, the stores'

presentation of goods and "others" are significant influences.

Types of Stores

The mail order house, chain department store, clothing specialty shop, large and small department stores and the five and dime store afford the consumer a variety of goods and services. From these types of stores, the informants selected the store or stores at which they usually bought skirts. This question was planned specifically for those who purchased most of their skirts. All others who had most of their skirts made at home were asked to omit this question and other questions concerning shopping practices. The later group whose skirts were made at home comprised fifteen percent (15%) of the group.

Since the respondents were given the opportunity to indicate more than one type of store, the results were analyzed on this basis. The largest percentage of skirts (49%) were usually bought in the department store, that is, the large and small department stores. Thirty-eight percent (38%) of these selections were in the large department store. The next largest group of selections was made at the specialty shop. Few other types of stores were checked with the exception of three percent (3%) of the selections made at a J. C. Penney store.

Shopping Companions

Shopping companions were a part of the purchasing pattern for seventy-one percent (71%) of the freshmen. More of the Multi Major group (79%) were accompanied by someone during shopping than the Home Economics group (62%). The Chi Square test showed the level of significant difference at the .01 level.¹ Over half (65%) of the shopping companions were mothers.

The presence of shopping companions appears to contrast with the results of studies by Hoffman² and also by Thompson and Edmonds.³ However, the reporting of the group of first term freshmen may well reflect their most recent clothing shopping experiences as a group of older high school students.

Traits Considered in Skirt Selection

The respondents were asked to consider those characteristics of skirts which would influence their trying on a skirt during shopping. It was assumed that such characteristics would aid them in skirt selection.

¹ $\chi^2 = 6.92 \quad p < .01.$

²Adeline Hoffman, "College Clothing Expenditures," Journal of Home Economics, LII (October, 1960), p. 665.

³Henrietta M. Thompson and Mary Neville Edmonds, "A Minimum College Wardrobe for a Freshman," Journal of Home Economics, LII (August, 1960), p. 663.

1. First Factor Mentioned: Thirty-two percent (32%) of the combined group indicated a particular color or a pleasing color as a primary factor in shopping for a skirt. Twenty-seven percent (27%) of the group mentioned style. The versatility of a skirt or its fitting into one's wardrobe was listed first by twelve percent (12%) of this combined group.

2. Second Factor Mentioned: The same factors were listed in the second position by the combined group. Twenty-six percent (26%) expressed preference for style with eighteen percent (18%) indicating color and seven percent (7%) mentioning a skirt's versatility.

3. Third Factor Mentioned: Less than one-half of the group mentioned a third factor to consider in shopping for a skirt. Of the total group, ten percent (10%) indicated style; eight percent (8%) indicated a skirt's versatility and seven percent (7%) mentioned factors relating to the fabric.

Purchase Price

In recalling the skirt most recently purchased, the group reported an average purchase price of \$12.03. In consideration of whether this was a usual price to pay for a winter skirt, the average price changed to \$11.87. The Home Economics group indicated a "usual" price of \$11.98 which was slightly higher than the "usual" price of \$11.59 paid by the Multi Major group.

Buying on Sale

Over a majority (60%) indicated they had purchased skirts during a "sale" with almost one-fourth (24%) responding negatively. These replies did not include the fifteen percent (15%) who had the majority of their skirts made at home.

Alterations

After purchasing a ready-made skirt, over half of the group (56%) felt that some alterations were necessary; twenty-nine percent (29%) stated that no alterations were needed. Shortening the hem proved to be the main change needed for thirty-seven percent (37%) of the group. Making the waist smaller was a change for fourteen percent (14%).

Few other alterations which involved changes in design or construction lines were mentioned. Thus, for this group the main area of alteration was the hemline with its length of skirt being dependent on current college fashions.

Thirty-four percent (34%) of the freshmen women were responsible for their own alterations. Mothers usually did these alterations for eleven percent (11%) of the girls. Other relatives, dressmakers, and alteration departments in stores accounted for ten percent (10%) of the alterations.

Selected Variables Related to Clothing Practices

Number of Skirts Owned

For further understanding of patterns of clothing behavior, the group of freshmen women was viewed according to the number of skirts owned. Girls owning less than twelve skirts were considered as one group; those with twelve or more skirts were grouped together.

Fathers' Occupation

More of the group with the larger number of skirts were represented in the higher occupational ratings than those with fewer skirts. Over a majority (57%) of this number were classified as professional and semi-professional compared to the forty-three percent (43%) of the group owning a fewer number of skirts (Table IV).

Family Income

More girls in the group having twelve or more skirts checked their families' income in the highest income bracket, \$11,000 and more. Thirty-eight percent (38%) of this group with the larger number of skirts were included in this category compared with the twenty-one percent (21%) of the group with fewer skirts. Table V indicates the range of families' incomes.

TABLE IV
CLASSIFICATION OF SIZE OF WARDROBE BASED
ON FATHERS' OCCUPATIONS

Occupation	Daughters with less than 12 skirts	Daughters with 12 or more skirts
	Percentages	
Farmer	10	5
Professional	27	36
Semi-professional	16	20
Clerk	2	2
Skilled worker	16	16
Proprietor of small business	6	7
Semi-skilled worker	8	7
Unskilled	2	1
Disabled, deceased	10	3

TABLE V
CLASSIFICATION OF SIZE OF WARDROBE BASED
ON FAMILY INCOME

Income grouping	Daughters with less than 12 skirts	Daughters with 12 or more skirts
	Percentages	
Less than \$ 2,999	1	1
\$ 3,000 to \$ 3,999	7	1
\$ 4,000 to \$ 4,999	7	5
\$ 5,000 to \$ 5,999	10	14
\$ 6,000 to \$ 6,999	11	9
\$ 7,000 to \$ 7,999	12	7
\$ 8,000 to \$ 8,999	7	4
\$ 9,000 to \$ 9,999	11	9
\$10,000 to \$10,999	8	8
\$11,000 and over	21	38

Mothers' Employment

Informants with the smaller number of skirts had a higher proportion of their mothers working than the group owning twelve or more skirts. Forty percent (40%) of this first group worked outside the home compared with twenty-seven (27%) of the group with more skirts. This difference was noted to be significant at the .05 level.¹

Place of Residence

A comparison of the groups according to home location showed more of those with a larger number of skirts lived within city limits or suburban areas. Seventy-four percent (74%) of this number lived in proximity to the city contrasted with fifty-five (55%) of the group with less than twelve skirts (Table VI).

Clothing practices were considered on the basis of the number of skirts owned by each group. These results do not include the freshmen women who had the majority of skirts made at home.

Shopping Companion

The group exhibited little difference in having a shopping companion during the selecting of skirts. Almost three-fourths of each group indicated that someone usually shopped with them.

¹ $\chi^2 = 3.87 \quad p < .05.$

TABLE VI
CLASSIFICATION OF SIZE OF WARDROBE BASED
ON FAMILY RESIDENCE

Residence	Daughters with less than 12 skirts	Daughters with 12 or more skirts
	Percentages	
Within city limits	38	41
Suburban area	20	33
Small town	20	11
Rural non-farm	8	7
Farm	14	6

Usual Price

A comparison of the two groups showed the tendency for those who owned more skirts to have paid a higher price for the skirt most recently acquired. Those owning less than twelve skirts paid an average price of \$11.10; the group with more skirts averaged \$13.74 for the newest skirt.

The same trend was evident considering the prices which were usually paid for a skirt. The "usual" price for those with more skirts was \$13.81 compared to \$10.20 usually paid by the girls owning fewer skirts.

The majority of both groups indicated that they had bought skirts during a "sale." Sixty-six percent (66%) of those with twelve skirts or less had purchased during a sale

compared with seventy-seven percent (77%) of the group with more skirts. This difference was not statistically significant.

Types of Stores

Slightly more girls owning a larger number of skirts bought skirts in clothing specialty shops and the large department stores. Eight-six percent (86%) of the group with more skirts shopped in these stores compared with the seventy-eight percent (78%) who owned fewer skirts. Twelve percent (12%) of the girls owning the fewer number of skirts shopped through the mail order catalog and at the large chain stores; three percent (3%) of the group with more skirts chose these stores.

Although no significant differences were found, there were tendencies for the girls with the fewer number of skirts to select from a wider range of stores such as the mail order house, chain department store, specialty shop and the large and small department stores.

Traits Looked For in a Skirt

Color, Style, and versatility were the three main characteristics mentioned first as factors in skirt selection. Although not a significant difference, a difference was noted in the groups' decision on Color as a factor. Thirty-nine percent (39%) of the group with fewer skirts mentioned Color;

twenty-seven percent (27%) of the freshmen women with more skirts listed this as a first factor to consider. Both groups ranked Style and Versatility similarly. Color and Style as second factors mentioned were valued equally by both groups.

Skirts as Gifts

Forty-eight percent (48%) of the group with fewer skirts and forty-nine percent (49%) of the second group had received skirts from another person. Further analysis revealed that forty-nine percent (49%) of the skirts received by those with fewer skirts had previously belonged to someone else. However, sixty-eight percent (68%) of those given to the girls with more skirts originally belonged to someone else. Sisters were the most frequently mentioned sources. Thus, skirts from others were an important contribution to those owning a large number of skirts.

Skirts Made at Home

Most of the respondents in both groups indicated that they or someone else had made one or more of their skirts. Fifty-five percent (55%) of those with less than twelve skirts compared with the sixty-six percent (66%) with more skirts were in the group of home sewers. Eighty-eight percent (88%) of the girls in the first group and ninety-two percent (92%) of the latter group had made the skirts themselves. Hence,

few others were responsible for sewing for the informants. Fifteen percent (15%) of each group had the majority of skirts made at home. Thus, making the majority of one's skirts had little influence on the number of skirts owned.

Majority of Skirts Made at Home

The fifteen percent (15%) of the college freshmen women who had made most of their skirts or had most of their skirts made were compared with the remainder of the group for differences in background factors and clothing practices.

Background Factors

Although a small number, this fifteen percent (15%) represents a heterogeneous grouping of fathers' occupations, income groups and places of residence. One-third of their mothers were employed outside the home, a proportion comparable to the whole group. Over a majority of the respondents (nineteen out of thirty) had some homemaking courses in high school, a number higher than the proportion of the combined group.

The following distribution of family incomes reveals that the group included girls in all income levels with the exception of one level (Table VII).

TABLE VII

DISTRIBUTION ACCORDING TO FAMILY INCOME OF INDIVIDUALS
MAKING MAJORITY OF OWN SKIRTS

Income grouping	Number of individuals
Less than \$ 2,999	1
\$ 3,000 to \$ 3,999	4
\$ 4,000 to \$ 4,999	4
\$ 5,000 to \$ 5,999	5
\$ 6,000 to \$ 6,999	3
\$ 7,000 to \$ 7,999	2
\$ 8,000 to \$ 8,999	1
\$ 9,000 to \$ 9,999	2
\$10,000 to \$10,999	-
\$11,000 and over	1

Clothing Practices

The average number of skirts in these individuals' wardrobes was comparable to the mean of the combined groups, an average of twelve skirts.

Girls who made most of their skirts ranked those traits decisive in trying on a skirt in an order of importance similar to the combined group. Color was ranked important by twenty-nine percent (29%) of the group with Style listed by

twenty-three percent (23%). Nineteen percent (19%) rated Versatility as a trait to consider. In reviewing the traits mentioned secondly, Style, Color and Versatility were ranked equally by this group and the larger number of respondents.

Criteria for Skirt Selection

The two hundred freshmen women rated twenty-eight criteria on the basis of their importance for skirt selection. The criteria developed for the North Central Regional Project¹ relate to appearance, social, care, wear, and comfort features of a winter skirt. According to Ryan's organization of criteria related to satisfaction,² these twenty-eight factors might be viewed on several different levels. Most of the criteria relate to the attributes of the skirt such as fabric, color, fit, and price. This study has classified the above criteria in the Appearance grouping. Properties resulting from these attributes are on the next higher level and here, are considered as criteria relating to Care and Wear. The next level of explanation involves the relationship of these

¹Technical Committee of the North Central Region working in the area of Textiles and Clothing.

²Charlotte Swanson, "Interrelationship Among Factors Related to Satisfaction in Sweaters" (Unpublished Master's thesis, Cornell University, 1959), p. 7, quoting Mary Ryan, "Motivation in Clothing Selection" (unpublished report, Cornell University, 1959).

attributes and properties to the self. Such criteria have been classified as Social and Comfort aspects.

Thus, the twenty-eight criteria were classified according to the following groups:

Appearance:

- I like the color
- The color goes with my other clothes
- It fits the way I like
- The plaids match
- The zipper and waist fastener are neat and secure

Care:

- It is machine washable
- It requires little ironing after washing
- The skirt will keep its original appearance after washing or dry cleaning
- It doesn't soil readily
- It can be drycleaned
- It doesn't wrinkle readily or wrinkles hang out

Wear:

- It will hold its shape during wear
- The fabric will keep its color
- The fabric will not snag
- The fabric will wear a long time
- The seams are wide enough to be altered
- The hem is deep enough to allow for lengthening
- The zipper and waistband are neat and secure
- The stitching will not break
- The fabric will not get fuzzy

Social:

- It is what the other girls are wearing
- It is suitable for my age
- It is the latest style
- It makes me look older
- My parents will like it

Comfort:

The fabric feels soft
It is warm enough for a winter skirt

Price:

Its price

Each of the twenty-eight criteria was listed on a three inch by five inch card included in a packet with the questionnaire. The respondents sorted these cards in four piles ranging from "Most Important" to "Least Important." Each individual selected her own definition for the two middle categories. Respondents recorded the number of each criterion in the appropriate answer column.

"Most Important" Criteria

The Home Economics and the Multi Major groups ranked the skirt criteria in similar ways. The ten criteria ranked highest in importance were the same for each group, although the order of importance did vary (Table VIII). A large number of the girls (92.5%) considered the criterion, "It fits the way I like" as most important with another large proportion (82%) of the group rating, "I like the color," similarly in importance. Almost the same number (82%) rated as important another aspect of color, "The color goes with my other clothes."

TABLE VIII
RANKING OF "MOST IMPORTANT" CRITERIA

Criterion	Entire group	Home Ec. group	Multi Major group
	Percentages		
It fits the way I like	93	93	92
I like the color	82	84	80
Color goes with my other clothes	80	82	77
Will hold its shape during wear	67	76	57
Will keep its original appearance after washing or drycleaning	64	64	64
Plaids match	57	65	49
Its price	57	55	58
Fabric will wear a long time	51	54	47
Fabric will keep its color	50	54	46
Zipper and waist fastener are neat and secure	46	56	36

Nine of the highest ranked criteria were rated important by a majority of the respondents. The tenth criterion, "Zipper and waist fastener are neat and secure" was considered important by only forty-six percent (46%) of the group.

Six of the ten most important criteria relate to Appearance features: "It fits the way I like," "I like the color," "Color goes with my other clothes," "Will keep its original appearance after washing or drycleaning," "Plaids match" and "Zipper and waist fastener are neat and secure."

Three high ranking criteria pertain to Wear aspect: "Will hold its shape during wear," "Fabric will wear a long time" and "Fabric will keep its color."

In addition to Appearance and Wear factors, Price was deemed important by its place in this grouping of criteria.

Most of the criteria considered "most important" related to features of the skirt itself such as fit, color, or the properties resulting from these attributes including long wear and color durability. The "most important" group of criteria did not include those relating to the self such as "It makes me look older" or "It is suitable for my age."

The importance given to Color by the group of freshmen women relates to the Stout and Latzke findings regarding Color. In their study of values of a college women's group, Color as being related to one's own personal coloring was considered important.¹ In studying college women's satisfaction with

¹Dorothy R. Stout and Alpha Latzke, "Values College Women Consider in Clothing Selection," Journal of Home Economics, L (January, 1958), p. 44.

sweaters, Swanson showed Color, Style, Fit and Fiber or Fabric as important attributes.¹ The freshmen women in this study at Michigan State University ranked as important the criteria dealing with Color, Fit and some aspects of Fiber or Fabric. In another study of a college-age group, Tousignant found that important influences on clothing selection were Economy, Becomingness of Garment, Appropriateness for campus wear and Desire to conform.² Although the criteria used in this study did not cover all the factors listed in the Tousignant study, there was a connection between the Appearance criteria rated highly and those classified as Becomingness of Garment in the latter study.

"Least Important" Criteria

In considering the criteria rated "least important," six criteria reflected more low ratings than high ratings. Only one criterion, "It makes me look older" represented the responses of a majority (Table IX). Similar proportions of the group (48% and 47% respectively) rated as "least important" the criteria, "It requires little ironing after washing" and "It is machine washable."

¹Charlotte Swanson, "Interrelationships Among Factors Related to Satisfaction in Sweaters" (Unpublished Master's thesis, Cornell University, 1959), pp. 50-51, 53.

²Rosanna P. Tousignant, "Fashion Acceptance by Selected College Students" (Unpublished Master's thesis, University of Rhode Island), p. 58.

TABLE IX
RANKING OF "LEAST IMPORTANT" CRITERIA

Criterion	Entire group	Home Ec. group	Multi Major group
	Percentages		
It makes me look older	76	78	73
It requires little ironing after washing	48	43	52
It is machine washable	47	47	46
Hem is deep enough to allow for lengthening	35	31	39
It is what the other girls are wearing	31	35	26
Fabric feels soft	27	28	26
My parents will like it	21	21	20

According to main features, these criteria included Social aspects: "It makes me look older," "It is what the other girls are wearing" and "My parents will like it." The Care criteria rated least important include "It is machine washable" and "It requires little ironing after washing." One criterion pertaining to Wear was "Hem is deep enough to allow for lengthening."

Although several of these criteria relate to social aspects of clothing, it should not be concluded that the relationship of clothes to oneself is not important. Instead, some of these aspects such as dependence on parents for approval of clothing may not be important for this age group. The importance of conformity to what others are wearing as well as to the latest style trends still remains open to question. The description of the "favorite skirt" revealed similar proportions preferring the slim tailored skirt and the pressed pleated skirt. Although it is difficult to measure the unconscious motivation "to be like others," the results of skirt selection shows much sameness in the "favorite skirt." In response to the open-ended question on sources of clothing ideas, eleven percent (11%) cited the influence of what others were wearing as a first source. Recognized or unrecognized, the influence of others is important for some members of this group.

The ease or expense of care was not shown to be important from the ranking of the criteria, "It requires little ironing after washing" and "It is machine washable." Although wool was the fiber named most often for the "favorite skirt" machine washable wool was not an important characteristic guiding skirt selection.

Perhaps as a result of current fashion regarding the length of skirts, the criterion, "Hem is deep enough to allow for lengthening" was not regarded as important as a guide for

skirt selection. In addition, shortening the length of skirts was the main alteration named by the girls.

Results showed that more Appearance and Wear criteria were considered "most important." These criteria concerned the basic properties of the skirt itself and the attributes associated with these properties such as the ease of care. Three of the seven criteria evaluated as "least important" concerned some social aspects of clothing. Two criteria related to Care qualities, one dealt with Wear qualities with the remaining "least important" criteria pertaining to Comfort.

Structured Criteria Compared with an Open-ended Question

It is interesting to compare the responses given in the open-ended question with those results of the criteria rating. The unstructured question is as follows: "While shopping for a skirt, you see one which you like . . . one which you like well enough to try on. What might you have been looking for in a skirt?"

One implication in the above question should be noted. Those characteristics observed in shopping for a skirt would not include the inherent quality of Fit which was listed as a criterion. Fit, of course, is a factor; however, it would not be an observable trait before trying on a skirt.

Color was indicated as a major factor in responses to

both questions. Thirty-two percent (32%) of the group named this factor first in considering to try on a skirt: eighty-two percent (82%) ranked the criterion, "I like the color" as most important. Eighty percent (80%) also ranked as most important another criterion pertaining to color, "The color goes with my other clothes." Eighteen percent (18%) of the group also indicated color second in importance as a factor to consider in selecting a skirt. (Eighty-one percent of the group named second factors in response to this question).

Although twenty-seven percent (27%) of the group mentioned Style as the "first factor," Style was not one of the twenty-eight structured criteria.

Versatility was cited by twelve percent (12%) of the group as a selection factor. Its meaning referred to the ability to fit in with other clothes in one's wardrobe as well as adaptability to several different occasions. One aspect of Versatility was included as a criterion, "The color goes with my other clothes." As previously mentioned, eighty percent (80%) ranked this criterion as most important.

With the exception of Style which was not included in the criteria, there was a fairly close relationship between the factors cited in determining whether to try on a skirt and the ranking of criteria. Color and Versatility were considered to be important in skirt selection.

Selected Variables Related to Ranking of Criteria

Number of Skirts Owned

In addition to the socio-economic influences, the size of one's wardrobe was considered also as having possible influence on skirt selection. The group having fewer than twelve skirts was compared with those having twelve skirts or more. With the exception of one criterion, no significant differences were noted in the ranking of the criteria. In the rating of the criterion, "The plaids match," more girls with twelve or more skirts rated this more important than those with a fewer number of skirts. The difference was significant at the .05 level of significance.¹

Majority of Skirts Made at Home

The criteria ranked by the fifteen percent (15%) having most of their skirts made at home were analyzed for possible differences with the larger group of freshmen women.

The nine top criteria for both groups were the same although several were ranked differently in order of importance. It was interesting to note that two criteria not included in the top ten of the larger group were rated "most important" by a majority of this group.

¹ $\chi^2 = 4.13 \quad p < .05.$

Both criteria concerned the Wear aspect of skirts:

"The seams are wide enough to be altered" and "The stitching will not break." The high rating of these reflects the concern for certain construction practices to result in longer wear.

The ten criteria rated "most important" were studied in relation to certain socio-economic factors: fathers' occupations, mothers' employment, place of residence, and family size. The fathers' occupations based on the scale developed by Warner, Meeker and Eels were divided into white collar and blue collar positions. Professional and proprietors of large businesses, clerks and kindred workers were grouped as white collar workers; skilled workers, proprietors of small businesses, semi-skilled and unskilled workers and farmers comprised the blue collar group.

The mothers' employment outside the home was a second socio-economic influence in analyzing the ratings. Residence in proximity to a city was a third factor. Those living within city limits and in suburban areas were one group; a second group included those in small towns, rural non-farm and farm areas. The fourth socio-economic variable was the number of children under twenty-one years of age in the families; differences between the ratings of those with one brother or sister and those with two or more brothers or sisters were analyzed. The Chi-Square test was applied to each of the four

socio-economic variables (Table X).

TABLE X
SIGNIFICANT DIFFERENCES IN CRITERIA RATING BASED
ON SOCIO-ECONOMIC VARIABLES

Criterion	Chi-Square	Level of Sign.	Interpretation
It fits the way I like	4.36	<.05	More with working mothers rated it most important
Price	9.15	<.01	More in blue collar group rated it most important
	7.68	<.01	More living outside city rated it most important
The fabric will keep its color	4.39	<.05	More with working mothers rated it less important
	4.90	<.05	More living outside the city rated it most important
The fabric will wear a long time	9.44	<.001	More living outside the city rated it most important
It will hold its shape during wear	6.05	<.02	More in blue collar group rated it most important

Fathers' Occupations

On the basis of the occupational groupings, significant differences were noted in the ratings of two of the criteria. Price, as a criterion, was found to be significant at the .01 level.¹ More freshmen in the blue collar group (69%) as contrasted with the white collar group (48%) rated Price more important. This indicates that girls whose fathers were in the lower rated group of occupations were more aware of price as a factor in skirt selection. A second criterion, "It will hold its shape during wear," was significantly important at the .02 level.² More freshmen with fathers in blue collar employment rated this most important than those in the white collar group.

Mothers' Employment

Significant differences existed in two criteria according to the ratings by the working mother and non-working mother group. The criterion, "It fits the way I like it" was significant at the .05 level with more girls with working mothers (98%) rating this most important than those with non-working mothers (90%).³ This suggests that working mothers

¹ $\chi^2 = 9.15 \quad p < .01.$

² $\chi^2 = 6.05 \quad p < .02.$

³ $\chi^2 = 4.36 \quad p < .05.$

do not have time to alter their daughters' skirts or that time is a limited resource for daughters with working mothers. Another factor rated differently by the groups of daughters with working mothers and non-working mothers was "Fabric will keep its color," significantly important at the .05 level.¹ In this case, more girls with working mothers (60%) rated this less important than girls with non-working mothers (44%).

Place of Residence

Analysis of the criteria according to place of residence revealed several significant differences. The Price criterion was significant at the .01 level with more girls living outside the city (71%) tending to rate this more important than the group of those living in the city or in suburban areas (50%).²

Differences in the ratings of the criterion, "The fabric will wear a long time" resulted in significance at the .001 level.³ The difference indicates that more girls (67%) living outside the city limits rated this most important than the group within the city or suburbs (43%). Another significant difference existed in the ratings of the criterion, "The fabric will keep its color."⁴ Again, more girls living outside

$$^1\chi^2 = 4.39 \text{ } p < .05.$$

$$^3\chi^2 = 9.44 \text{ } p < .001.$$

$$^2\chi^2 = 7.68 \text{ } p < .01.$$

$$^4\chi^2 = 4.90 \text{ } p < .05.$$

the city and suburbs (62%) rated this more highly than those living in the city or suburban areas (45%). The significant differences in the ratings of these three criteria indicate that more of those living in small towns, rural non-farm and farm areas are concerned with factors relating to economy such as maintenance of good appearance and durability of fabric through wear.

Family Size

On the basis of family size, the groups did not differ significantly in their ratings of the criteria.

Results of Analysis According to Classification of Criteria

The criteria used throughout this study have been classified according to main features: Appearance, Social, Care, Wear, Comfort and Price. Six criteria were considered under the classification of appearance; five criteria were believed to have social aspects; six criteria were concerned with care; nine criteria were concerned with wear; two criteria related to comfort and one dealt with price.

Appearance

Analyzing the Appearance criteria showed but one significant difference between working mothers and non-working mothers. The criterion, "It fits the way I like" was

significant at the .05 level with more of the working mother group rating this more important than those with non-working mothers.

Price

Both the occupational and residence groupings revealed significant differences in their consideration of Price. More girls in the blue collar group and more girls living outside the city rated this most important with significant differences at the .01 level. Those within the lower occupational group were more conscious of the influence of Price on skirt selection. The relationship between place of residence and economic groupings was not established; however, it might be speculated that those living in small towns, non-farm rural areas and on farms were in relatively lower income groups than those living in city or suburban areas.

Wear

Several criteria relating to Wear features showed significant differences based on socio-economic variables. "The fabric will keep its color" was significant at the .05 level on the basis of two of these variables. More girls living outside the city rated this most important; more with working mothers rated this least important. A second

criterion, "The fabric will wear a long time" was also significant with girls outside the city and in suburban areas rating it most important. A third Wear criterion, "It will hold its shape during wear" showed significant difference with more informants in the blue collar group rating this most important.

CHAPTER V

SUMMARY

The purpose of this research was to gain an understanding of the clothing behavior of college freshmen women. The study has dealt with various practices and in particular, the factors used in selecting winter skirts. It was hoped that the similarity of selection criteria to ones used in the current North Central Regional project on the selection and use of winter skirts by ninth grade girls might contribute toward this larger area of understanding the adolescent and her clothing behavior.

The socio-economic backgrounds of the two hundred freshmen women at Michigan State University indicated a heterogenous grouping of young women. They represented families with considerable variations in fathers' occupations and income groupings. Their residences reflected different environmental influences. One-half of the freshmen who completed questionnaires were Home Economics majors; the other group was comprised of girls with a variety of major programs of study. Within this framework of varying backgrounds and interests, their clothing practices have been discussed; factors considered important in winter skirt selection have been analyzed.

Most of the girls' fathers (32.5%) were grouped as professionals and proprietors of large businesses. The next largest grouping for fathers (18%) was in semi-professional roles. One-fourth of the families' incomes were in the range of \$11,000 and over. Ten percent of the incomes were in the strata more nearly representative of the average American family's income of \$5,000 to \$5,999. A majority of respondents were city dwellers with the next largest grouping residing in a suburban area. One-third of all mothers were employed outside the home. Informants with working mothers included more of the Multi Major group than those of the Home Economics group.

Over one-half of the informants had at least one home-making course in high school. A significant difference existed between the Home Economics and the Multi Major groups in relation to the proportion having high school homemaking training.

The average wardrobe of these college freshmen included twelve skirts for winter wear, the majority (three-fourths) of which were "ready-mades." A similar proportion was listed "carry-overs" indicating that the largest part of the college freshman's wardrobe does consist of clothing items worn in high school. The skirt described as "favorite" was a composite of different styles, fabric designs and colors. Wool was

the predominantly preferred fiber with almost equal preference for plain and plaid designs. Thirty-four percent named a pressed pleated skirt as their favorite; the slim tailored styled skirt was preferred by twenty-seven percent (27%).

Almost one-half of the girls had been given skirts as gifts, the majority of which had previously belonged to someone else. Sisters were the most frequent means of supplementing one's skirt wardrobe.

Home sewing played an important part in the clothing practices of these freshmen women. The majority of freshmen owned at least one skirt which had been made by themselves or by someone else. A significant difference established the relationship between the Home Economics and the Multi Major groups in respect to the proportion who made skirts. (Home Economics majors made more skirts.)

The shopping patterns for a large majority of the girls (71%) included shopping companions during skirt selection. This practice was significantly more important for the Multi Major group than the Home Economics group. Skirts were usually purchased in both small and large department stores with the specialty shop second in importance. Those who owned less than twelve skirts tended to chose skirts in more different types of stores such as the chain department store, the specialty shop and the department store than those owning a larger number

of skirts. The average purchase price of the skirts most recently acquired was \$11.87, a price slightly higher than the price the group felt they usually paid. Those with a larger number of skirts in their wardrobes paid higher prices for skirts than those with fewer skirts.

Color, Style, and Versatility were the main characteristics considered by these freshmen in selecting a skirt. Thirty-two percent, the largest proportion, indicated that a particular color or a pleasing color was the primary consideration in the selection process. These traits considered important corresponded to the group's ranking of twenty-eight structured criteria pertaining to Appearance, Social, Care, Wear, Comfort, and Price aspects of a skirt. Two of the highest ranking criteria pertained to color: "I like the color" and "Color goes with my other clothes." The criterion considered important by the largest number related to fit being satisfactory to the wearer.

Generally speaking, criteria considered "most important" related to features of the skirt itself such as fit, color, or the properties resulting from these attributes which include the maintenance of good appearance through wear. The importance of good appearance and in particular, the color aspect, is in accordance with findings of other studies of the college-age groups.

The majority of respondents rated only one criterion low in importance, "It makes me look older." Certain criteria relating to Care, Wear, Comfort and Social aspects were rated as least important in skirt selection.

The size of one's skirt wardrobe seemed to have little influence on the ranking of these twenty-eight criteria. With the exception of the criterion, "The plaids match," no significant differences in ranking existed between those who owned twelve or more skirts and those with a fewer number. Similarly, the making of the majority of one's skirts did not greatly influence the ranking of criteria. The criteria ranked by the fifteen percent (15%) who made the majority of their skirts were essentially the same criteria ranked highest by the entire group. However, the home-sewers did rank as important several other criteria which concerned the relationship of construction practices and durability through wear.

The ten criteria ranking high from the results of rating were further analyzed in terms of several socio-economic factors: fathers' occupations, mothers' employment, place of residence and family size. Only one of the six criteria relating to Appearance aspects was found significant in view of these variables: the criterion regarding fit was significantly more important for those with working mothers than for those with non-working mothers. A significant

difference in importance assigned to Price indicated a relationship between Price as a factor in skirt selection for those with fathers in blue collar occupations as well as those who resided outside the city. Several criteria relating to Wear features showed significant differences within these socioeconomic variables. There was a tendency for those who lived outside the city or those whose fathers were blue collar workers to consider these Wear criteria as most important in selecting a skirt. The groups did not differ significantly in their ratings according to analysis by family size.

CHAPTER VI

CONCLUSIONS

Shopping practices of the two hundred freshmen women in this study designate them as an important group of consumers. The size of their wardrobes and the cost paid for clothing have made this role of a consumer a significant one. Although some of the reported findings reflect this group's earlier shopping practices in the high school period, these freshmen women will continue to be a part of the consuming public with accompanying responsibilities to themselves and to their families.

Late adolescents view personal appearance as making a vital contribution to their social roles. The value placed on appearance has appeared throughout this study on clothing practices and the particular criteria used in skirt selection. The group rated highly those criteria pertaining to Appearance aspects such as fit and color. Wear qualities of a skirt which would maintain good appearance over a period of time were also deemed important standards in skirt selection. Qualities resulting in the ease and expense of care were relatively less important in selecting a skirt.

Although socio-economic factors in the group's background indicated a heterogeneity of interests and values, a

certain degree of similarity was observed in the descriptions of the "favorite" skirts. The sameness of skirt preferences need not be confused with conformity to group patterns but may be the result of individual responses to ideas communicated through our mass media. The major sources of clothing ideas cited in this study revealed the importance of ideas transmitted from store windows, fashion magazines and seeing what others are wearing. The influence of these factors in shaping consumer desires should be recognized.

Such an awareness of clothing influences as well as specific clothing practices is necessary for the initial understanding of the adolescent as a consumer. This study has dealt with certain aspects of clothing behavior with emphasis on determining the criteria by which skirt selections are made. It has not attempted to evaluate such criteria in terms of consumer satisfaction through wear. If clothes are important to the wearer and if clothes are judged successful in terms of satisfaction to the wearer, factors in consumer satisfaction also need to be explored. Such an area suggests studying the relationship between the criteria important in selecting clothes and ultimate satisfaction to the consumer.

BIBLIOGRAPHY

BIBLIOGRAPHY

- Dearborn, George Van Ness. "The Psychology of Clothing." Psychological Monographs. Princeton, New Jersey, 1918.
- Diaz, Winifred E. "Instruments for Determining Characteristics of School Clothing Important to Ninth Grade Girls and Their Mothers." Unpublished Master's thesis, Iowa State College, 1959.
- Finlayson, Bliss B. "An Investigation of Consumer Motivation in the Selection of Sweaters as Related to General Personal Values." Unpublished Master's thesis, Cornell University, 1959.
- Flugel, J. C. The Psychology of Clothes. London: Hogarth Press, 1930.
- Hagood, Margaret J. Statistics for Sociologists. New York: Reynal and Hitchcock, Inc., 1941.
- Hartmann, George W. "Clothing: Personal Problem and Social Issue," Journal of Home Economics, XLI (June, 1949), p. 296.
- Hoffman, Adeline. "College Clothing Expenditures," Journal of Home Economics, LII (October, 1960), p. 665.
- Hurst, Patsy R. "Factors Influencing the Clothing Buying Habits of Teenage Girls." Unpublished Master's thesis, University of Oklahoma, 1958.
- Magrabi, Frances M. "Differences between Parents' and Daughters' Criteria in Selection of Eighth Grade Girls' Clothing." Unpublished Master's thesis, Iowa State College, 1958.
- O'Brien, Carol. "The Consumer in an Affluent Society," Journal of Home Economics, LIII (February, 1961), p. 82.
- Riesman, D., Glazer, N., and Denney, R. The Lonely Crowd. New York: Doubleday and Co., Inc., 1953.
- Rosencranz, Mary Lou. "A Study of Interest in Clothing among Selected Groups of Married and Unmarried Young Women." Unpublished Master's thesis, Michigan State College, 1948.

- Spartans Womens League of Michigan State University, This We Do at MSU. East Lansing, Michigan, 1956.
- Stout, Dorothy R., and Latzke, Alpha. "Values College Women Consider in Clothing Selection," Journal of Home Economics, L (January, 1958), p. 44.
- Swanson, Charlotte. "Interrelationship Among Factors Related to Satisfaction in Sweaters." Unpublished Master's thesis, Cornell University, 1959.
- Thompson, Henrietta M. and Edmonds, Mary N. "A Minimum College Wardrobe for a Freshman," Journal of Home Economics, LII (October, 1960), p. 663.
- Tousignant, Rosanna P. "Fashion Acceptance by Selected College Students." Unpublished Master's thesis, University of Rhode Island.
- Treece, Anna J. "An Interpretation of Clothing Behavior Based on Social Psychological Theory." Unpublished Ph.D. dissertation, Ohio State University, 1959.
- U. S. Bureau of the Census. Current Population Reports, Consumer Income: June 20, 1960, Series P-60 N 34.
- Vener, Arthur M. and Hoffer, Charles R. Adolescent Orientations to Clothing, Michigan State University Agricultural Experiment Station Bulletin 882, March 1959.
- Warner, W. I., Meeker, M., and Eels, K. Social Class in America Chicago: Science Research Associates, 1949.
- Warning, Margaret. "Future Explorations in Home Economics," Journal of Home Economics, LII, (October, 1960), p. 647.
- Woodruff, Asahel D. "The Relationship between Functional and Verbalized Motives," Journal of Educational Psychology, (February, 1944), p. 104.
- "New \$10 Billion Power - U. S. Teen Age Consumer," Life, XXXVII (August 31, 1959), p. 78.

APPENDIX

APPENDIX

SELECTION OF WINTER SKIRTS

Most girls look for different characteristics in the clothes they select. We are interested in your ideas on choosing skirts worn for the "colder weather" or winter season. If you are wearing some of these skirts during this time of year, be sure to include them in your answers.

1. a. About how many winter skirts do you have for classes?

- b. How many of these skirts were purchased at a store? _____

- c. How many of these skirts did you have last winter? _____

- d. How many winter skirts did you have last year which you are not planning to wear this year? _____

- e. Why did you stop wearing them? _____

- f. What did you do with them? _____

2. Describe your favorite winter skirt (for classes) by checking the characteristics below:

- a. Material: Cotton _____ Wool _____ Nylon _____ Dacron _____
 Rayon _____ Acrilan _____ Acrilan and wool _____
 Dacron and wool _____ Nylon and wool _____
 Orlon and Wool _____ Rayon and wool _____
 Felt _____ Other _____ Don't know _____

- b. How did you identify the kind of material? _____

- c. Design of material: Plain _____ Plaid _____ Print _____
Check _____ Stripe _____ Tweed _____
Other _____
- d. Color: Name of color(s) - _____
Pastel _____ Dark _____ Bright _____
- e. Style: Slim, tailored _____ Slim, tailored with kick
pleat(s) _____ Pressed pleats _____
Unpressed pleats _____ Kilt-like _____
Wrap-around _____ Circular _____ Gored _____
Gathered _____ Other _____
- f. Make: Name of brand if known _____
Check if unknown _____ Made by you _____
Made for you _____
- g. How long have you had this skirt? _____
- h. About how often do you wear this skirt? _____
- i. How much longer do you anticipate wearing it? _____

3. a. Do you have a winter skirt which you wear less often
than the others? Yes _____ No _____
- b. If yes, describe those characteristics which keep you
from wearing it more often. _____

4. a. Do you have a winter skirt(s) which you wear for special occasions? Yes ____ No ____
- b. If you do, please describe them (color, material, style) _____
- c. How many "special occasion" skirts do you have? _____
5. a. Do you have skirts that were given to you? Yes ____ No ____
- b. Did any of these skirts previously belong to another person? Yes ____ No ____ If yes, name the relationship of person (aunt, sister, etc.) _____
6. a. Do you or does anyone else make winter skirts for you? Yes ____ No ____ If you have answered "no," please go on to question 8
- b. Have you made winter skirts? Yes ____ No ____
- In your present wardrobe, how many winter skirts did you make? _____
- c. If anyone else makes skirts for you, please list relationship to you _____
- In your present wardrobe, how many winter skirts were made by someone else? _____
- d. At what type of store(s) are your skirt fabrics purchased? _____
- _____
- _____

e. How much did your last skirt fabric cost per yard? _____

Do not know _____

Number of yards bought _____ Do not know _____

Width of fabric _____ Do not know _____

Kind of fabric _____ Do not know _____

For what style of skirt? _____

If most of your skirts are made home or made for you,
go on to question 13.

7. When do you decide it is time to begin shopping for a new skirt? _____

8. At what type(s) of store do you usually buy your skirts?

Mail order (catalog)	_____
Montgomery Ward, retail store	_____
Sears, Roebuck, retail store	_____
J. C. Penney Co. store	_____
Clothing specialty shop	_____
Large department store	_____
Small department store	_____
Five and dime store	_____
Other	_____

9. a. Does someone else usually shop with you? Yes _____ No _____

b. If yes, who usually shops with you? (Relationship not name) _____

10. a. What was the cost of the winter skirt you most recently bought? _____

b. Is this a usual price for you to pay? Yes _____ No _____

c. What kind of material is it? _____

d. What is the style? _____

11. a. Do you purchase any of your skirts during a "sale"?

Yes _____ No _____

12. a. Do you find alterations are necessary in the skirts which you purchase? Yes _____ No _____

b. What kind of alterations? _____

c. Who usually makes these alterations? _____

13. While you are shopping for a skirt you see one which you like -- one which you like well enough to try on. What might you have been looking for in a skirt? _____
- _____
- _____

- 14.. Suppose you have just purchased a skirt for classes.

No doubt in making the final decision to buy this skirt, you considered some characteristics more important than others.

You have been given a packet of cards. As you read them, you will probably decide that some of the items are important for you; others are not. Would you sort these cards into FOUR PILES, ranging from "Very Important" to "Not Important." When the piles are completed, record the number of each card in the appropriate column.

Pile 1	Pile 2	Pile 3	Pile 4
(Very important)			(Not Important)

Pile 1	Pile 2	Pile 3	Pile 4
(Very Important)			(Not Important)

15. Where do you get ideas about the skirts you'd like to buy or make? Which of the following sources are more important to you? Place a number "1" before the one most important, number "2" before the one next in importance, and "3" before the one that is third in importance. Rank only 1 to 3.

- ___a. fashion magazines
- ___b. magazines of general interest
- ___c. television
- ___d. window shopping or in stores
- ___e. college board members in stores
- ___f. what others are wearing

____g. best friends

____h. mother or father

____i. other (specify)

16. a. Did you have a part-time job or summer job this
year? Yes ____ No ____

b. If yes, have you used your earnings for:

____ most of your clothing expenditures

____ some of your clothing expenditures

____ none of your clothing expenditures

For this school year, will your earnings cover:

____ most of your clothing expenditures

____ some of your clothing expenditures

____ none of your clothing expenditures

c. What types of clothes do you usually buy with your
own earnings? _____

We appreciate your ideas on selecting skirts. Will you fill
in the attached form to complete your questionnaire. Thank
you.

Major _____ Date of birth _____

Number in high school graduating class _____

Activities and Organizations in which you participated during
your senior year: _____

List the names of any high school homemaking classes which
you have taken: _____

Height _____ Weight _____

Father's occupation (Describe in a sentence)

Is your mother employed outside the home? Yes ____ No ____

Describe her job _____

Into which of the following income groups would you say your
family falls:

less than \$2999 _____	\$7000 to \$7999 _____
\$3000 to \$3999 _____	\$8000 to \$8999 _____
\$4000 to \$4999 _____	\$9000 to \$9999 _____
\$5000 to \$5999 _____	\$10,000 to \$10,999 _____
\$6000 to \$6999 _____	\$11,000 and over _____

Is your home:

_____	within city limits	(name of city and state)	_____
_____	suburban area	(name of nearest city)	_____
_____	small town	(name of town)	_____
_____	rural non-farm	(name of nearest city)	_____
_____	farm	(name of nearest city)	_____

Number of sisters _____ Ages _____

Number of brothers _____ Ages _____

Criteria Used in Study

1. Its price
2. The fabric feels soft
3. It is warm enough for a winter skirt
4. I like the color
5. The color goes with my other clothes
6. It is what the other girls are wearing
7. It is suitable for my age
8. It is the latest style
9. It fits the way I like
10. It will hold its shape during wear
11. The fabric will keep its color
12. The fabric will not snag
13. The fabric will wear a long time
14. The seams are wide enough to be altered
15. The hem is deep enough to allow for lengthening
16. The zipper and waist fastener are neat and secure
17. The stitching will not break
18. The plaids match
19. It is machine washable
20. It requires little ironing after washing
21. The skirt will keep its original appearance after washing or dry cleaning.
22. It won't show lint

- 23. It doesn't soil readily
- 24. It can be drycleaned
- 25. It doesn't wrinkle readily or wrinkles hang out
- 26. The fabric will not get fuzzy
- 27. It makes me look older
- 28. My parents will like it

ROOM USE ONLY

~~JUL 19 1962~~

ROOM USE ONLY

~~OCT 4 1962~~

Sub Oct. 12

~~NOV 23 1962~~

~~14133 MAY 23 63~~

~~JUL 6 1963~~

~~APR 17 1964~~

~~MAY 21 1964~~

~~JUN 19 1964~~

~~JUL 16 1964~~

~~NOV 20 1965~~

~~DEC 14 1968~~

~~MAY 10 1970~~ 137R

MICHIGAN STATE UNIVERSITY LIBRARIES



3 1293 03178 3594