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ITEMS WORN IN HORSE SHOW COMPETITION

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Factors associated with the clothing selection practices of Oregon horse show exhibitors were studied by means of a mailed questionnaire. Purposes of the study were to determine the extent to which exhibitors believe that apparel enters into a judge's evaluation of competitors, to determine the extent to which trainers provide information to their customers concerning riding apparel selection and the frequency with which this counsel is followed, to determine the extent of expressed feelings of difficulty in locating desired items of riding apparel, to determine the importance of selected appearance factors in choosing riding apparel items, to describe Oregon horse show exhibitors in terms of social position, and to explore the relationships existing among beliefs about the relationship of clothing to achievement, the use of services of a professional trainer, feelings of difficulty in locating desired items of riding apparel, the amount and kind of competition entered, ratings

of appearance properties of clothing, and social position.

Typical Oregon exhibitor families were lower middle class people who exhibited from one to three horses at about 11 shows yearly, which were usually one or two days long. In the past they had been customers of a professional trainer but were not at present. They received advice from the professional about clothing, especially concerning rules governing what is to be worn and styles and colors to select and frequently followed it. They felt clothing was important to judges when evaluating classes. The respondents also experienced some difficulty in finding what they wanted to buy in Oregon stores, especially criticizing lack of choice and correct sizes. They also felt that factors of outward appearance were somewhat more important in selecting clothes than characteristics less readily observable.

There was a statistically significant relationship between ratings of appearance properties of clothing and amount of kind of competition entered and between the use of the services of a professional trainer and amount and kind of competition entered. There was a tendency toward significance between expressions of feelings of difficulty and ratings of appearance properties of clothing.

Factors Associated With Selection of
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FACTORS ASSOCIATED WITH SELECTION OF APPAREL ITEMS WORN IN HORSE SHOW COMPETITION

CHAPTER I

INTRODUCTION

Americans, through shortened work weeks and hours and increased disposable personal incomes, have greater amounts of time than in any other era in our history. Many have chosen to occupy a portion of this time in the pursuit of some kind of a hobby, frequently an outdoor activity (Fournier, 1971). Others have chosen an occupation related to certain leisure activities as a means of livelihood. Increased available time, improvements through the design of trailers, trucks, cars, and campers, and the increased income from which to purchase them and other related goods and services, plus an emphasis on family participation, have all contributed to the growth of many outdoor activities, including horse show competition. In 1971 approximately 1000 shows recognized by the American Horse Shows Association were held throughout the United States, a sizable increase from the 298 held in 1954. In addition, there are many shows held each year which are not recognized by this organization. Almost 13,000 individuals now belong to the American Horse Shows Association (McKegg, 1971).

The Oregon Horsemen's Association estimates that there are about 125,000 horses in Oregon, most of which are used for riding and/or driving (Oliver, 1971). From a Lane County Extension Service survey, it was concluded that the horse business was an asset of \$1.5 million in Lane County, Oregon, alone. Of that, over \$307,000 yearly represented expenditures for clothing (Just what does . . . , 1970). Information provided by the Economic and Marketing Research division of the Radio Corporation of America indicates that there has been an increase in the American horse population of over 100 percent since 1959, bringing the estimated total to 6.4 million animals as of January 1968. Over 200,000 young people are involved in horse programs through 4-H Clubs (The growing horse. . . , 1970). The horse industry is considered to be the most rapidly growing industry in the state of Oregon (Oliver, 1971), yet little research has been conducted on its many facets save for horse management or veterinary aspects such as nutrition or parasite control. Human behavioral factors have been largely ignored and offer rich possibilities for study. What are the sociological and psychological characteristics of horse show exhibitors? What is the nature and depth of their involvement in the sport? What kinds of decisions and choices do they make relevant to their hobby? From whom do they seek advice and what kind of advice do they seek? How are horse show exhibitors alike or different from those

who do not pursue such an interest? Clothing behavior provides one context in which we might ask such questions.

There are few active participation sports in which as highly an identifiable type of clothing is prescribed and worn as there is in horse show competition. A participant's basic reference for clothing selection is found in the American Horse Shows Association Rule Book (1971), which is published annually and distributed to Association members. Within each division and for each event guidelines are given for proper apparel to be worn in competition, stressing a tradition of correct attire for this sport. The specificity of the requirements varies widely from one division to another, leaving much leeway in clothing choices in many divisions, little in others.

Once one has decided to become involved in horse show competition, sets of decisions must be made regarding purchase and training of animals, selection of equipment, types of competition to be entered, and choice of clothing to be worn while competing. A prospective exhibitor seeking guidance in clothing selection may read material written for popular horse-interest periodicals or books on the topic of dressing for the show ring. Much of it is under the authorship of professional trainers of horses and/or riders. Helen K. Crabtree (1970) and Marilyn Childs (1963) stress "good taste", avoidance of the gaudy, and excellence of fit in show

ring apparel. Both women have been outstanding trainers of saddle seat equitation riders. Don Burt (1971), a leading California stock seat equitation trainer and horse show judge, stresses neatness and simplicity in apparel, proper fit, and colors that complement the horse to produce a complete picture consisting of rider, horse, performance, and attire.

The underlying basis for these works is a strong emphasis on achievement via winning ribbons and trophies:

It is true that it's the performance of the horse that really counts in the show ring. But it pays for both horse and rider to look their very best -- for those that look the best quite often are the best. Therefore, looking your best can possibly subtly impress the judge so that he pays particular attention to your performance (Close, 1968).

Close also saw fashion change as a result of desire to attract the judge's attention. Imitation by other exhibitors causes a continual quest for something different (1968).

PURPOSE OF THE STUDY

Using the sub-cultural group made up of horse show exhibitors, this research seeks to explore inter-relationships among certain factors associated with consumer decisions in the riding apparel marketplace and in the use of leisure time in this particular activity. The sector of the business world dealing in riding apparel may also

find this study useful as an insight into the activities and attitudes of the consumers for whom they supply clothing.

OBJECTIVES

1. To determine the extent to which exhibitors believe that apparel enters into a judge's evaluation of competitors.
2. To determine the extent to which trainers provide information to their customers concerning riding apparel selection and the frequency with which this counsel is followed.
3. To determine the extent of expressed feelings of difficulty in locating desired riding apparel items attributed to selected factors.
4. To determine the importance of selected appearance factors in choosing riding apparel items.
5. To describe Oregon horse show exhibitors in terms of social position.
6. To explore the relationships existing among beliefs about the relationship of clothing to achievement, the use of the services of a professional trainer, feelings of difficulty in locating desired items of riding apparel, the amount and kind of competition entered, ratings of appearance properties of riding apparel items, and social position.

HYPOTHESES

The following null hypotheses are offered:

1. Ratings of appearance properties of clothing are not associated with beliefs about the relationship of clothing to achievement.
2. Ratings of appearance properties of clothing are not associated with the amount and kind of competition entered.
3. Ratings of appearance properties of clothing are not associated with expression of feelings of difficulty in locating desired items of riding apparel in Oregon stores.
4. The assignment of high ratings to appearance properties is not associated with the use of services of a professional trainer.
5. Ratings of appearance properties of clothing are not associated with social position.
6. Belief about the relationship of clothing to achievement is not associated with the use of the services of a professional trainer.
7. Belief about the relationship of clothing to achievement is not associated with the amount and kind of competition entered.
8. Belief about the relationship of clothing to achievement is not associated with expression of feelings of difficulty in locating desired items of riding apparel in Oregon stores.
9. Belief about the relationship of clothing to achievement is not associated with social position.

10. Amount and kind of competition entered is not associated with expression of feelings of difficulty in locating desired items of riding apparel in Oregon stores.

11. Amount and kind of competition entered is not associated with the use of the services of a professional trainer.

12. Amount and kind of competition entered is not associated with social position.

13. Expression of feelings of difficulty in locating desired items of riding apparel in Oregon stores is not associated with the use of the services of a professional trainer.

14. Expression of feelings of difficulty in locating desired items of riding apparel in Oregon stores is not associated with social position.

15. Use of the services of a professional trainer is not associated with social position.

ASSUMPTIONS

1. The scales developed or selected to measure social position, ratings of appearance properties of clothing, belief about the relationship of clothing to achievement, use of the services of a professional trainer, and amount and kind of competition are reliable and valid.

2. The variables under study can be measured.

LIMITATIONS

1. The study was limited to horse show exhibitors residing and competing in Oregon.
2. Using a mailed questionnaire technique provides information only about those who respond by returning the questionnaire.

DEFINITION OF TERMS

For clarity, the following definitions were used for terms used frequently in the study:

1. A.H.S.A. The American Horse Shows Association, which establishes rules by which shows are conducted and judging is performed when done so under their recognition.
2. A.H.S.A. Recognized Show. A horse show which operates under the rules of the A.H.S.A. with reference to membership and rating of shows for the purpose of reckoning points toward annual high score awards. Class A, B, or C refers to the total amount of prize money and number of classes which must be offered in a particular division (Rule book, 1971).
3. Amateur. A person who engages in horse show competition for the love of the sport and not as a primary means of livelihood (Rule book, 1971).

4. Amount and kind of competition. Extent to which a person is involved in horse shows as measured by the number of horses shown, the number of shows entered yearly, and the kinds of shows entered.

5. Appearance properties of clothing. Characteristics of riding apparel items which are outwardly apparent to the eye: attractive fit, currently in fashion, coordinates well with other wardrobe items, proper for classes entered, color compatible with horse and rider.

6. Belief about the relationship of clothing to achievement. Opinion concerning the extent to which apparel enters into a judge's evaluation of exhibitors.

7. Exhibitor. A person who competes in horse shows as an amateur and not as a professional trainer.

8. Feelings of difficulty. An expression of the felt difficulty associated with the location and selection of desired items of riding apparel.

9. Horse show. An organized competition in which horses are judged by any or all of the following criteria: appointments, breed character, brilliance, color, conformation, handiness, manners, performance, presence, quality, soundness, speed, substance, suitability, type, or uniformity; and/or riders are judged by any or all of the following: performance of horse, seat, hands, appointments of horse and rider, suitability of horse to rider, and ring

generalship (Rule Book, 1971).

10. Horse show class. An event open to horses and/or riders meeting specified qualifications and judged on selected specified criteria.

11. Judge. The horse show official charged with the responsibility of evaluating the relative merits of horses and/or riders competing in the horse show classes; he is recognized as such by the A.H.S.A. or O.H.A. or a similar organization, depending upon the type of recognition or approval the show has received.

12. Non-rated horse show. An event which has not received the recognition of any established horse-interest organization and for which no points can accumulate toward any annual award.

13. O.H.A. The Oregon Horsemen's Association, one function of which is to establish certain sets of rules by which shows are conducted and judging is performed under their recognition.

14. O.H.A. Approved Show. A horse show conducted in accordance with O.H.A. rules at which members may receive points toward annual high score awards.

15. Professional horseman. A person who engages in buying, selling, breeding, boarding, training, or exercising horses as a primary means of livelihood (Rule book, 1971).

16. Professional trainer. A professional horseman who engages in the education of horses and/or riders for the show ring as an occupation.

17. Riding apparel. Items of clothing or accessories which are worn while exhibiting horses in horse shows; does not include apparel for non-competitive horse activities.

18. Role. Socially prescribed way of behavior in particular situations for any person occupying a given status.

19. Role behavior. The way in which one performs the functions of a role.

20. Social position or social class. Placement in the social hierarchy as determined by Hollingshead's "Two Factor Index of Social Position", which uses educational level and occupation of head of household as determinant status characteristics.

21. Subculture. Groups of persons sharing in the total culture but employing a set of learned behaviors peculiar to a specific group (Young and Mack, 1959).

22. Tendency toward significance. Associated probability between .05 and .10.

23. Use of the services of a professional trainer. Compensating a trainer for training horses or riders to compete in the show ring.

CHAPTER II

REVIEW OF RELATED LITERATURE

Research on clothing selection practices of horse show competitors is until now non-existent. In a search for related literature none was found concerning selection of clothing for any specified leisure time activity. Therefore the review of literature will focus on areas which are pertinent to the variables selected for study. The relationship of social position to clothing use and purchase patterns, and the use of leisure time comprise one aspect. The function of an individual's membership in a social position acting as a reference group and the development of certain persons as role models are also considered. Concepts around the two-step flow of communication are used to examine the role of the opinion leader. The various motivations of consumers in shopping patterns, the selection of clothing items, and the use of clothing for status conferral have been investigated, in addition to the relationship between wardrobes and participation in selected social activities. Techniques to secure as great a response as possible through the use of the mailed questionnaire are probed. Selected as the most suitable choice for analysis of the data, non-parametric statistical techniques are also explored.

Social Position and Buying Habits

Persons belonging in the various social positions act as reference groups. Within the structure of the entire social system and within individual social positions, people are provided with numerous points of comparison, objects of aspiration, and value systems (Merton, 1957). Many of these revolve around material possessions owned by the family, which is the basic unit in social class structure. Indeed, material goods operate very significantly as symbols of class membership or aspiration. Families compare their consumption patterns with those within the same class and above them or below them. What is considered desirable is conditioned by one's social position as are the basic values underlying consumer decisions. Indeed, there is a tendency for people of the same social position to be somewhat homogeneous in behavior.

Most researchers on American social position divide contemporary society into either five or six classes on the basis of differences among them. In W. Lloyd Warner's classic research, six classes were defined and described (Warner, Meeker, and Eells, 1960); Hollingshead uses five (Hollingshead and Redlich, 1958). In order to arrive at an assessment of social position, Warner, Hollingshead, and other social science researchers had to convert their concepts to measurable form. What resulted was a computation of

determinant status characteristics which are used in the same way as social position. These determinant status characteristics are evaluations of the types of performances delivered in the fulfillment of social roles. Most researchers have concluded that no single factor can determine social position.

While there is a rough correlation between income and social position, wealth or earnings comprise only one dimension and require translation into behavioral patterns. Occupation is more widely accepted as having major significance once one accepts the assumption that an occupational hierarchy indicates a hierarchy of status (Gordon, 1958). Occupational prestige is based on the importance of the job performed, the authority and responsibility inherent in the position, the knowledge and intellectual ability required to perform it, the dignity attached, and the attendant financial rewards (Packard, 1959).

Material possessions are also important criteria. The methods of choice in selecting and using goods are important parts of live style.

Value orientations assist people to structure the world around them and color their perceptions. Moving from one social position to another one can see that not all people think the same way or perceive and respond to the world in the same fashion.

There are many methods used to measure social position. Objective indices have proved quite applicable to the study of family

economic behavior. Multiple-item indices are based on the assumptions that using several determinant factors in combination enhances validity. Hollingshead uses weighted factors of occupation and education (1957):

<u>Rating</u>	<u>Status Characteristic</u>	<u>Weight</u>
1 to 7	Occupation	7
1 to 7	Education	4

This technique leads to a total score range from 11 through 77.

Members of Class I, with a weighted total of 11 through 17, make up the highest class in terms of status. They comprised 3.1 percent of the total population of those Hollingshead and Redlich studied in New Haven, Connecticut, in 1950 (1958). Class I members are wealthy, frequently inheriting much of it. The men are active business and professional leaders with college educations. They have beautiful homes in the "best" sections of town and may be listed in the Social Register. Active use is made of leisure time, in sports such as polo, fox hunting, and fencing. It may be said that their reference group is the British upper class. Interest in clothing may vary from indifference by those whose status is so unimpeachable that clothing is not seen as a vehicle for enhancement to fascination with chic and elegance (Barber and Lobel, 1952).

Successful professionals and businessmen comprise members of Class II. They are well-to-do but not substantially wealthy.

Active in civic affairs, they frequently are employed by large firms and are usually college educated, most often at public universities. Homes are comfortably located in attractive neighborhoods. They are strongly achievement oriented and stress success, competence, and proficiency and are materially acquisitive, although much of their spending may be said to be experience-centered (Martineau, 1958). Fashion conscious, women dress not only for themselves but for their husbands and others outside the family circle. Hollingshead found 8.1 percent of the New Haven population studied belonged to Class II and their weighted scores ranged from 18 through 31 on his two-factor index (Hollingshead and Redlich, 1958).

The Class III member usually has a high school education and perhaps one or two years of some specialized training. Employment is in the ranks of the white collar worker and higher echelons of blue collar jobs. Frequently home owners, they live in small houses in "respectable" neighborhoods. Twenty-two percent of Hollingshead's New Haven-ites belonged to Class III, and their weighted scores ranged from 32 through 47. Much emphasis is placed on conformity in this group and women dress more for other women and less for themselves. When they shop, Class III women "work" at it and are oriented to finding the best buy for the money spent (Levy, 1966).

Numerically, more people belong to Class IV than any other. Hollingshead found 46 percent of the Connecticut group scored between

48 and 63, which indicated their placement in this group (Hollingshead and Redlich, 1958). Often called "working class", they have semi-skilled factory jobs usually not requiring a college education. They may live in dull areas of cities and usually have very routinized lives. Horizons are viewed as limited, and living and thinking are in terms of relatively short expanses of time. Little active use is made of leisure time. Clothing is used as a form of fantasy and escapism and women dress primarily to please themselves.

Class V has the lowest status of all; members of this group are generally looked down upon by all other social classes. Frequently slum dwellers, they may find employment irregularly in the ranks of the semi-skilled and unskilled perhaps because of little education. They made up 17.8 percent of those studied in 1950 by Hollingshead and scored on his index from 64 through 77 (Hollingshead and Redlich, 1958). Community participation is low and life may center around immediate gratification of impulses.

The situational, attitudinal, and psychological differences between social positions in our culture bring sharply into focus differences which can occur in clothing selection practices when related to a specific activity.

Reference Group

An individual's perception of his social position and the social position of others is not the only example of the application of Merton's (1957) theories concerning reference group and observable elements of its behavior. Since most persons have more intimate contacts with small groups than with large ones in the society as a whole, friends are more important factors in determining conditions of status than is the whole population (Hyman, 1942).

When certain individuals are selected as bases for comparison with one's own condition or as levels toward which one aspires, they act as "reference individuals" or "role models." The clothing behavior of the role model frequently becomes also the clothing behavior of the person selecting a role model, as there is a strong sense of identification involved:

. . . it is a fundamental human trait to imitate those who are admired or envied . . . and what more natural, and, at the same time, more symbolic, than to start the process of imitation by copying their clothes, the very insignia of the admired and envied qualities (Flugel, 1950, p. 138)?

The selection of the role model does not occur randomly but is patterned by the environing structure (Merton, 1957). Role models may be chosen either because they are very similar to or very different from the person making the selection (Hyman, 1942).

Two-Step Flow of Communication

While no research could be found which examines clients' use of purchased advice as a part or the entirety of professional services rendered them, it would seem that the most relevant types of studies are those which support the two-step flow of communication hypothesis. Intrinsic to this theory is the figure of the "opinion leader" from whom information gained from mass media exposure passes to those less active sections of the population who are his every day associates (Katz, 1957).

The opinion leader differs from his followers in several respects, including perceived competence, personification of desired values, and social accessibility (Katz, 1957; Carter, 1954).

In a study of 48 male juniors at Carnegie Institute of Technology in which competence, conformity, and ability to influence others were investigated, it was shown that the demonstrably able subjects in a group testing situation had increasing ability to influence other group members as the tests progressed (Hollander, 1960). Lionberger's study of 279 Missouri farmers also showed strong tendencies for farmers to look to those who had outstanding technical competence as farm operators when seeking information on farm practices (1953). This perception of competence partially explains why opinion leaders typically function in one sphere but not another (Engel, Kollat, and Blackwell, 1968; Merton, 1957; Rogers, 1962).

Representing the personification of desired values is also a characteristic of the opinion leader. In a youth-oriented society the young woman emerges as the fashion leader in apparel. Her personal influence is meaningful because others want to be like her (Engel, et al., 1968; Katz, 1957).

A third way in which the opinion leader differs from his followers is that he is in a society accessible location -- he is relatively more gregarious than the non-leader. In Paul Lazarsfeld's study of 800 women in Decatur, Illinois, it was shown that leaders defined as those who provided marketing advice to others were significantly more gregarious than the advice seekers (Who are the . . . , 1958). Lionberger also reached similar conclusions in his Missouri study after he observed that those farmers who were looked to for information were more actively involved in all kinds of social organizations than the non-leaders (1953).

Consumer Motivation

Studies centered on apparel have provided interesting insights into the motivations of consumers in the marketplace at the time a purchase is made. When a garment is chosen it must be assumed that for some reason the purchaser prefers it over other items. This affective reaction has been frequently measured in preference studies which may explore specific attributes by asking subjects to

rank or rate them in importance (Ryan, 1966). In such research Churchman, Ackhoff, and Wax (1947, p. 56) point out that "preferences are based simply upon the perceived characteristics of the objects as such; the context of the situation in which the preferences are expressed may be predominant." Cheskin and Ward (1948) caution that the responses subjects given may be subject to error because what they may like may be different from what they actually choose.

Ryan (1966) hypothesized that consumer motivation in clothing selection could be stratified at four levels. The first level consists of attributes of the garment itself, independent of the person. These include color, fiber content, weave, price, and style. The second level concerned the properties of garment attributes, such as ease of care, performance, appearance, and durability. The third level is much more difficult than the first two to measure or to verbalize because it consists of the relationship between general personal interests and values and personal interests and values connected with clothing. The reasons why people have certain interests and values comprise the fourth stratum, the area in which the most theorizing takes place. Most research in clothing preferences has centered on the first two strata, which may be sufficient for typical practical problems in consumer motivation.

Several studies seem to indicate that subjects were more interested in a garment's outward appearance than other attributes such as wear or care performance. Horning (1961, p. 55) observed the behavior of 312 women shopping for blouses in Auburn, New York:

In all stores women generally commented upon size, color, fiber, sleeve and neckline of the blouses considered. Color fastness was never mentioned; special finish and shrinkage control were mentioned by very few customers.

Drake and Grimes (1958) interviewed 992 Texas women concerning dress selection criteria and found that 48 percent of the reasons given for selecting street dresses they had purchased concerned appearance, 25 percent concerned fit and comfort, and another 25 percent were related to fabric and care. When Nolan and Levine (1959) asked 2,133 married women in York, Pennsylvania, to rank the importance in selection of (1) style, (2) characteristics of fabric in relation to style, and (3) workmanship in relation to the first two, 41 percent rated style the highest and only 23 percent did not place it among top considerations. They also found that becomingness of color or concern about looking one's best was more important than long-term practicality when selecting special occasion dresses.

When Van Sycle (1951) studied 194 spending units in Lansing, Michigan, who made "large expenditure" purchases of outerwear, furniture, or equipment, she found that appearance was the most

noteworthy value sought in clothing, except in shoes, where a satisfactory level of performance was of greater importance, and in clothing for children, where durability was of equal importance.

In late 1956, Levine (1958) studied preferences of 2,379 males aged 16 and over for eleven items of men's clothing, ranging from dress and sport shirts to suits and Bermuda shorts. He concluded that:

color is the outstanding consideration influencing the purchase of all garments. Style was next . . . and except for summer suits where comfort is very close to style in importance, no other factor comes close to color and style as an influence on selection (p. iv).

Whether or not a prospective garment purchase reflected the outward appearance of being in fashion was studied by Stone and Form (1955) when they noted clothing preferences of rural and urban families. The higher status urban female subjects used newness of garments as a fashion criterion, while popular acceptance was viewed by lower status women as the most outstanding characteristic by which garments may be designated fashionable or not fashionable. The same tendency was exhibited by urban men.

While Van Sycle (1951), like others, found appearance to be of prime consideration in apparel selection, she also found other related characteristics to be held important, including durability, ease of care, satisfactory performance, suitability to the occasion, and the meeting of personal preferences in color, style, variety in

possessions, a special feature, or a particular brand name. Nolan and Levine (1959) also found that the women they studied rated ability to hold shape, wrinkle resistance, and colorfastness as highly important in fabrics, regardless of the season. Practicality was especially important in garments worn frequently. Style, durability, comfort, and the ability to hold shape were also considered important by the men whose preferences Levine studied (1958).

Horning (1961) also observed that some of the New York blouse customers she studied asked the advice of others when shopping, notably their shopping companions or the salesclerk. The women who consulted their friends commented about the color and perused garment construction more frequently than the customers who shopped with others but did not ask their advice. Those who requested advice from the salesperson mentioned size and ascertained the correctness of fit more often than shoppers who did not do so.

While Van Sycle (1951) found that the majority of the respondents in her study had in mind the values they wanted and approximately the price they expected to pay for large expenditure clothing items, Stone and Form (1957) observed that planning an actual clothing budget was primarily done by women in social position III. Fewer than one-fourth of the Class IV women and only about one-third of Class I, II, and V women budget clothing expenditures.

Feelings of Difficulty

Several pieces of research have dealt with difficulties consumers expressed in shopping for clothing. While Van Sycle (1951) found that the consumers she studied in Lansing, Michigan, made satisfactory purchases in the current local market for about 85 percent of the selected large expenditure clothing items, Stedman's (1951) extensive study of retail shoppers in 23 New York communities revealed that a search for greater variety in clothing styles, sizes, and price ranges was the major reason for shopping away from home, especially for those who resided in towns less than 10,000 in population. He found that 44 percent of those studied often shopped out of their home communities. In addition to the greater variety of merchandise from which to select, Stedman found that the consumers in his project felt that shopping away from home provided lower prices, easier parking, better sales personnel, and more store services than were available in home communities. With increase in community size came an increase in the extent to which the merchandise assortments were seen as adequate. Stone and Form (1957) found that with an increase in education and social class there was also an increase in the frequency with which people shopped at distances away from their home communities. They also found that a majority of those studied conceived of preferred stores largely in economic terms: prices, quality, of merchandise, and breadth of assortments.

As part of a study of cowboy stereotypes at the University of Wyoming, Stark (1968) administered a cowboy costume inventory. Of those male students who owned cowboy boots, slightly over 18 percent selected custom made boots because they were unable to find the desired style in ready-made boots or because they were difficult to fit.

The relationships between customers and sales personnel have also been studied from the point of view of difficulties presented in the shopping process. Stedman (1951) found that residents of smaller communities regarded clerks in local stores more favorably than did residents of larger communities. Seventy-seven percent of the consumers felt that the clerks had adequate knowledge of the merchandise they sold and 81 percent felt that the salespeople were courteous and friendly. When Stone, Form, and Strahan (1954) studies a sample of 115 married couples in south-central Michigan concerning the social climate in clothes shopping decisions, they found that when the respondents were asked to mention some unpleasant personal experience in a store, 38.3 percent could recall such an incident, and of those unpleasant experiences, 88.7 percent involved salespeople. The greatest single irritation was lack of time and attention by the salesperson. Stone and Form (1957) also found that those low pressure tactics irritated customers, but that high pressure tactics were considered more irritating than low pressure.

Achievement

The relationship between clothing and achievement of some desired status has been a topic of several research projects. Stone and Form (1957) concluded that in the context of a shopping situation where the relationships between people are frequently impersonal or anonymous, clothing carries great devinitive importance as those relationships are based ". . . largely on the . . . appearance of the participants, rather than upon their personal knowledge of one another (p. 14)." All of the 135 college women studied at Southern Illinois University at one time or another wanted clothing which would achieve an objective of attracting attention or provide help in feeling competent at some activity (Warden, 1957).

Douty (1963) asked 90 women in Tallahassee, Florida, to rate persons in different clothing on personal characteristics and behavior and socioeconomic status. She concluded that clothing did affect both impressions of personal traits and socioeconomic class with a tendency for the evaluation to be related to the evaluation of the costume worn.

The relationship between clothing and achievement in the context of occupational life was a subject of research by Form and Stone (1955). Their subjects were male manual and white collar workers. Over 90 percent of all subjects felt that failure to dress

appropriately could adversely affect one's achievement of success and more than half felt that clothing affected job opportunities. The manual workers attached less importance to clothing than did the white collar worker and also in greater proportion did not know or presumably care how their clothes were evaluated by others. While collar personnel viewed clothing somewhat symbolically as a means of manipulation to influence others in general, frequently strangers or a large, impersonal loosely organized audience.

Generally speaking, the larger the number of people contacted on the job, the greater the likelihood that these contacts are superficial, and the greater the opportunity to use visible and relatively impersonal symbols, such as clothing, to convey impressions (p. 29).

The office workers also felt that their work performance was judged at least in part from the way they dressed and that clothing was crucial in establishing favorable first impressions.

Since the standards of work performance in these occupations are ambiguous, they tend to be subjective. Under such conditions, variables other than performance (such as dress and personal charm) affect appraisals of work efficiency (p. 32).

White collar workers also placed greater emphasis on fit and appearance factors in evaluating clothing.

Activity Participation

Family participation in various social activities and the relationship between clothing and participation has been studied by several researchers. Each investigator seems to use somewhat different criteria to measure social participation. When Anderson (1946) studied 344 New York farm families he examined organization membership, office holding, service on committees, and community leadership. He found that a family's depth of involvement in rural communities is based not only on actual socioeconomic position but on their own opinions concerning social position and social participation. Anderson and Palmbeck (1943) studied 1205 New York farm families and found that land tenure, quality of farm land, amount of education of household heads, and living standards were all positively related to participation in organizations. Family composition was also important, as the families with no children in the home or with children 10 years of age or over participated more than any other composition of family.

Dickens (1944) used the church attendance of farm families as a criterion for social participation in her study of rural Mississippi. She found a positive relationship between social participation and judgement of wardrobe adequacy and concluded that most people will not participate in an activity without clothes comparable to those of other participants.

Vener (1953) studied the relationship between personal estimates of clothing importance, social status, social mobility, and social participation. He measured social participation by membership in associations, officerships in voluntary organizations, church attendance, and church activity and concluded that those who were high in social participation also placed high personal estimates on clothing importance.

Stone and Form (1955) also found evidence that those high in social participation and in social position preferred those garments which had high symbolic value. They chose items which they expected would elicit social approval, while those low in participation chose items for wearability and comfort. Rosencranz (1962) noted in her study of 82 married women in a south-central Michigan city of 10,000 population that membership in organizations, socioeconomic class, and educational level were all positively related to clothing awareness.

Hamilton and Warden (1966) studied 294 juniors in a Midwestern high school and concluded that:

. . . non-acceptable clothing behavior can affect the relationship of an adolescent with his peer group. Students with acceptable clothing behavior participated in more extracurricular activities and held more offices than did students with non-acceptable clothing behavior (p. 790).

Mailed Questionnaires

The mailed questionnaire is a commonly used instrument for conducting surveys in the social sciences because of the savings in time and money when compared with personal interviews. Since the data which can be used are those which are provided only by those who respond by completing and returning the survey instrument, several studies have been made to determine what techniques are associated with a high rate of return of the mailed questionnaires.

In a survey of recipients of Fulbright and Smith-Mundt grants, chi-square analysis revealed that first class rather than third class mailing and stamped return envelopes rather than business-reply enclosures were significantly more effective in producing returns. The color of the paper on which the questionnaire was printed was not significant (Art of inquiry, 1963).

When 162 questionnaires were mailed to readers of the Boston Herald newspaper who had written letters to the editor, return rates in excess of 90 percent were attributed to the possible willingness of those who wrote personal opinion letters to a newspaper to answer a questionnaire sent out by the newspaper and to the fact that the questionnaire was mailed to the subject the same day the Boston Herald received his letter. The cover letter accompanying the questionnaire and explaining the nature of the project was also

individually typed. Enclosed with the survey form a self-addressed, postage paid envelope for easy return (Art of Inquiry, 1963).

Four hundred people who had donated to Easter Seal and March of Dimes charities in Saskatchewan, Canada, in 1957 were subjects in a study of combinations of techniques in yielding high rates of return on mailed questionnaires. There was a gross return rate of 75 percent, and a net rate of usable questionnaires of 60 percent, with urban residents responding more frequently than rural residents. Because the return rate was higher when a fictitious title was used below the signature on the cover letter than when the signature was not accompanied by a title, it was concluded that there was a relationship between the level of response and the respondent's sense of receiving a personal communication (Art of Inquiry, 1963).

Several studies concluded that the degree of response to a mailed survey was correlated positively with the respondents' level of interest in the subject with which the questionnaire was concerned (Reid, 1942; Shuttleworth, 1940; Stanton, 1939). When Pace (1939) studied the return time factor using former college students as subjects, he concluded that the late returns were somewhat prognostic of the non-returns. Ruess (1943), who also studied former college students, and Suchman and McCandless' (1940) earlier studies contradicted the 1957 Saskatchewan project, as they independently found rural residents high in return rates. Ruess

also found that higher intelligence and grade averages were positively associated with a tendency to respond. Ferris (1951) and Price (1950) also stress the use of the return envelope which had been stamped and addressed and Longworth (1953) reported using small denomination stamps of various colors on the envelopes yielded high returns presumably because increased sense of personal involvement by the investigator is perceived by the recipients of the survey instrument. Longworth also stressed the use of personally typed cover letters on letterhead stationary. Ferris (1951) concluded that the use of a definite deadline date for return of the survey form was a factor in high returns.

Non-Parametric Statistical Methods

Non-parametric statistical methods do not specify conditions such as normality about the parameters of the population from which a sample has been drawn for study. They have fewer assumptions than are attached to parametric methods. Non-parametric methods frequently assume that a variable has an underlying continuity and that observations are independent (Siegel, 1956).

There are several advantages of non-parametric methods aside from removing the necessity for assuming normality. They can be used with scores that are not exact in a numerical sense but are inherently ranked or have the strength of ranks. Except where very

large samples are involved, exact probabilities may be obtained from most non-parametric tests. It is also possible to treat samples of observations from several different populations by use of suitable non-parametric techniques. Computations involved in non-parametric methods are relatively simple to learn and to apply and the techniques are useful with small samples such as those found in many behavioral research projects (Siegel, 1956).

The use of such methods can, in some circumstances, be disadvantageous. If the data used actually meet assumptions inherent in statistical methods using certain specified parameters, then the use of non-parametric methods will actually waste the data assembled (Siegel, 1956).

Data obtained from observations often are in the form of frequencies or counts. These can be classified to form a frequency table by the number of occurrences in a designated class. It may then be useful to compare the observed frequencies with expected ones arising from hypotheses which have been formulated in connection with the study to see if the actual frequencies conform to what is expected or if they vary significantly from it (Remington and Schork, 1970).

Frequencies are often cross-classified into tables consisting of rows and columns, or a contingency table, for hypothesis testing. The hypothesis is always of the null variety as it states that

the variables in rows and columns are not associated, or are independent of each other. Consequently, for many purposes in behavioral research, the null hypothesis is established for the purpose of rejection, allowing the antithetical form to be accepted, since the probability of error associated with such rejection is controlled at the value of α , the level of significance (Remington and Schork, 1970).

The chi-square test may be applied to the data in the contingency table to determine the significance of differences among the row and column variables. The test statistic is:

$$X^2 = \sum_{i=1}^r \sum_{j=1}^k \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

where O_{ij} equals the observed number of cases categorized in the i th row of the j th column and E_{ij} equals the number of cases expected under H_0 to be categorized in the i th row of the j th column (Siegel, 1956).

The sampling distribution of X^2 as computed from the above formula can be approximated with a chi-square distribution with the degrees of freedom equal to $(k-1)(r-1)$, where k equals the number of columns and r equals the number of rows. If the observed X^2 value equals or is greater than the value given in accepted tables

defining the percentiles of the chi-square distribution for a selected level of significance and appropriate degrees of freedom, then the null hypothesis is rejected as the values have thus fallen in the rejection region (Siegel, 1956).

The chi-square test must be used with appropriately grouped data. The expected frequencies in each cell of the contingency table must be large enough. When the degrees of freedom are greater than one, less than 20 percent of the cells should have an expected frequency lower than five and no cell should have an expected frequency less than one, or the results of the test are not meaningful. When collected data do not form cells of sufficient magnitude, careful combination of categories with some common characteristic must be made before the chi-square test is applied (Siegel, 1956).

CHAPTER III

PROCEDURE

Horse show exhibitors residing and exhibiting in Oregon were the subjects of the study. In order to compile a list of names from which a random sample could be obtained, organization membership lists from 15 Oregon horse-interest clubs and entry lists from 37 horse shows held within the state from March through June 1971 were requested by individual personal letters to the secretaries of those shows and organizations. Show programs listing names and addresses of participants were obtained through personal visits to the horse shows themselves. Names were also obtained from articles and advertisements in The Lariat, the Pacific Northwest's regional horse-interest newspaper and official organ for many organizations, and from the "The Horse," a special supplement to the Eugene Register-Guard.

Approximately 1600 names and addresses were filed alphabetically on three-by-five inch cards. Beginning with a randomly selected number between one and four, every fourth card was selected, which provided 404 names of respondents.

The mailed, mimeographed questionnaire, accompanied by a cover letter, was pretested by sending to ten exhibitors in the Seattle, Washington, suburban area. It was arranged so that upon

completion it could be folded on predetermined lines, stapled or taped closed, and mailed. The exterior was hand stamped and addressed for return. Nine were received.

A revised questionnaire was prepared and mailed to 404 Oregon exhibitors. It was accompanied by a mimeographed cover letter on Oregon State University letterhead stationery signed by the investigator and her major professor (Appendix I). Hand stamped and addressed for return, the mimeographed questionnaire could be completed, refolded on existing lines, stapled or taped closed, and mailed. One hundred fifty-nine were returned.

CHAPTER IV

RESULTS

Descriptive Findings

The questionnaire in its final form was sent to 404 Oregon horse show participants. One hundred fifty-nine were completed and returned. An additional seven did not reach the intended recipient but were returned by the post office because the person could not be reached at that address or he had moved and mail, for some reason, was not forwardable. Of the original 159, 22 questionnaires were returned by professional trainers and were eliminated because the focus of the study was on the amateur exhibitor. Since it was not possible to obtain the names of all professional trainers in Oregon so that they might be removed from the population before sampling, the last question on the questionnaire asked, "Is any member of your household a professional trainer of horses or riders for the show ring?" Five more were eliminated when a voluntary indication written on the questionnaire revealed that the party was not currently engaged in showing horses. Thirty-one were eliminated because of irregularity of responses or omitted responses. There were 98 usable questionnaires or 24.3 percent of the total mailed.

Hollingshead's Two Factor Index of Social Position (1957) was used to determine social class or social position and the resultant data are shown in Table I. Twelve (12.2 percent) of the respondents were in Class I, with computed scores from 11 through 17; 19 (19.4 percent), scoring from 18 through 27, were in Class II; and 23 (23.5 percent) were in Class III, with scores from 28 through 43. Scoring from 44 through 60 placed 39 (39.8 percent) into Class IV. Only two (2.0 percent) respondents scored in the range from 61 through 77 to place them in Class V, and three (3.1 percent) gave abnormal responses. The mean social position for all respondents was 36.2, placing it in Class III, as was the median of 40. The mode was 51, placing it in Class IV. Appendix II contains a more detailed presentation of the scores.

TABLE I. Frequency Distribution of Social Position of Respondents

Social Position	Range of Computed Scores	Frequency n=98	Percentage
I	11-17	12	12.2
II	18-27	19	19.4
III	28-43	23	23.5
IV	44-60	39	39.8
V	61-77	2	2.0
Abnormal Response		2	3.1
TOTAL		98	100.0
Mean	36.2		

The 98 responding households owned or leased a total of 288 horses for showing purposes (Table II), for a mean of 2.9 animals per household, a median of two, and a mode of two. Thirty-two (32.7 percent) owned or leased two show horses, 25 (25.5 percent) households had only one, 15 (15.3 percent) were three-horse exhibitors, and nine (9.2 percent) had four. Thirteen of the remaining 17 respondents owned or leased from five through 32 show animals, and one did not own any, but competed as an amateur on horses owned by others. Three others gave abnormal responses which were not usable.

TABLE II. Frequency Distribution of Number of Horses Owned or Leased Which are Used for Showing Purposes

Horses per Household	Frequency n=98	Percentage	Cumulative Frequency n=288
0	1	1.0	0
1	25	25.5	25
2	32	32.7	64
3	15	15.3	45
4	9	9.2	36
5	5	5.1	25
6	3	3.1	18
8	1	1.0	8
10	2	2.0	20
15	1	1.0	15
32	1	1.0	32
Abnormal Response	3	3.1	0
TOTAL	98	100.0	288
Mean 2.9			

In an overwhelming majority (92.9 percent) of the households, its members participated in the exhibiting of the horses (Table III). In only 7.1 percent was all of the showing done by a professional trainer. Of the 154 exhibitors in the 91 participating households, the majority, 101 persons (65.6 percent), were adults aged 18 or over. Thirty (19.5 percent) were teenagers from 13 through 17 and 23 (14.9 percent) were aged 12 and younger. A mean of 1.7 persons in each household where a trainer did not do all of the showing participated as exhibitors.

TABLE III. Frequency Distribution of Number of Household Members Participating in Horse Shows

Family Member	Frequency n=154	Percentage of total n=98	Percentage of Amateurs n=91
None, as trainer does all the showing	7	7.1	0
12 years and under	23	92.9	14.9
13 through 17 years	30		19.5
18 years and over	101		65.5
TOTAL	154	100.0	100.0

Members of the 98 households participated in many types of horse shows in a typical year (Table IV). The singularly most frequently entered type of horse show was the two-day show which was restricted to animals only of one breed and approved by the Oregon

TABLE IV. Frequency Distribution of Number of Horse Shows Entered in a Typical Year

Type of Show	Frequency	Mean Shows per Household	Entered, but No Frequency Given
Any 4-H show	135	1.4	0
1-day, not recognized by O.H.A. or breed groups	111	1.1	2
1-day, recognized by O.H.A. or similar organizations or state breed associations or Local Member A.H.S.A., either for one breed or open	224	2.3	8
2-day, recognized by O.H.A. or similar organizations or state breed associations or A.H.S.A. primarily Class C breed shows	229	2.3	6
2-day, recognized by O.H.A. or similar organizations or state breed associations or A.H.S.A. primarily Class C open shows	168	1.7	6
A.H.S.A. Class A or B breed shows at least 2 days long	152	1.0	6
Open shows, at least 1 division A.H.S.A. Class B or better	97	1.0	0
No response	3	0	0
TOTAL	1119	11.4	28

Horsemen's Association or similar organizations or breed associations within Oregon or recognized by the American Horse Shows Association and rated primarily Class C. They entered a total of 229 times for a means of 2.3 times per year per household. The next most popular type of horse show in terms of numbers of times entered was the one-day event which was approved by O.H.A. or similar organizations or state breed associations or were Local Member A.H.S.A. shows which were either restricted to one breed or open to all. The 98 families entered 224 times also for a mean of 2.3 times per year. They entered 168 times in two-day shows which were like the most frequently entered category except they were open to all breeds, for a mean of 1.7 times per year. The large A.H.S.A. Class A or B shows restricted to one breed which lasted a minimum of two days attracted the survey respondents to participate a mean of 1.6 times yearly or with 152 total entries. Shows produced for and by Four-H Clubs were entered 135 times, with a mean of 1.4 times per survey household in a typical year. They also participated 111 times in the small one-day competitiveness which were not recognized or approved by any state or national horse organizations, for a mean of 1.1 times annually. The large open horse shows which were at least two days long and had at least one division in Class B or better as rated by the A.H.S.A. attracted the survey population 97 times as exhibitors for a mean of 1.0

annually. Three respondents did not complete the question on the questionnaire and there were several abnormal responses which indicated that the specified types of horse shows were entered but not indicating the number entered in a typical year.

To compute a score for amount and kind of competition entered a formula was developed and applied which took into consideration how many and what kinds of shows were entered in a typical year, the number of horses owned or leased for showing purposes, and the number of household members participating in the sport. Numbers of shows entered were multiplied by a weighted factor for each kind of show:

Type of Show	Weighted Factor
Number of 4-H shows	1
Number of one-day shows not recognized by O.H.A. or breed groups, either restricted to one breed or open	1
Number of one-day shows recognized by O.H.A. or similar organizations or state or state breed associations or Local Member A.H.S.A., either for one breed or open	2
Number of two-day shows recognized by O.H.A. or similar organizations or state breed associations or A.H.S.A. primarily Class C breed shows	3
Number of two-day shows recognized by O.H.A. or similar organizations or state breed associations or A.H.S.A. primarily Class C open shows	3

Number of A.H.S.A. Class A and B breed shows at least two days long	4
Number of A.H.S.A. rated open shows with one or more divisions at least B, at least two days long	4

This provides a score which may be from one, if the household entered only one Four-H or unrecognized show, through 208 if they had entered one large A.H.S.A. open show or Class A or B breed show each weekend throughout the entire year. The score is then multiplied by the sum of the number of horses owned or leased for showing purposes plus the number of household members participating. Scores were produced which ranged in number from four through 1050 in 84 households. A total of 14 households were eliminated from consideration on this variable because some irregularity of response to one of the questions material to the tabulation of a score prevented its computation. A detailed frequently distribution of these scores is found in Appendix III. The mean amount and kind of competition score was 170. The median was 120 and there were bi-modal scores of 120 and 168.

Respondents were asked if they presently or had formerly used the services of a professional trainer for training animals or riders. Only 28 (28.6 percent) indicated they had never done so (Table V); 70 (71.4 percent) indicated that they had, with 30 (30.6 percent) answering that they did so at present and 40 (40.8 percent) responding that they were not currently using a trainer's services but had

TABLE V. Frequency Distribution of Status of Use of Trainees to Train Horses or Riders

Amount of Use	Frequency	
	n=98	Percentage
At present	30	30.6
Not at present	40	40.8
Never	28	28.6
TOTAL	98	100.0

done so in the past.

Those 30 respondents who currently patronize a trainer indicated that for only six (20.0 percent) of the households the trainer did all of the showing of the animals (Table VI). In 13 (43.3 percent) households the trainer performed part of the exhibition of the animals, and in 11 (36.7 percent) instances did none of it.

TABLE VI. Frequency Distribution of Trainers Contribution to Showing Activities

Contribution	Present Customers		Past Customers	
	Frequency n=30	Percent- age	Frequency n=40	Percent- age
All	6	20.0	1	2.5
Part	13	43.3	0	22.5
None	11	36.7	30	75.0
TOTAL	30	100.0	40	100.0

Of those 40 households in which a trainer's services were purchased at some time in the past, it was indicated that at the time the respondents did so, only for one (2.5 percent) household did the trainer do all of the horse showing. In nine (22.5 percent) he or she did part of it and in a great majority of the cases, 30 (75.0 percent), the professional horseman did none of it (Table VI).

The 70 past or present customers of professionals were asked if the trainer was consulted or offered information concerning the selection of show ring apparel. Forty (57.1 percent) answered in the affirmative and 30 (42.9 percent) in the negative.

Those 40 whose trainers did supply clothing information were asked with what frequency they followed the advice given. Fourteen (35.0 percent) indicated they "always" did (Table VII). Sixteen (40.0 percent) indicated they "frequently" did, while ten (25.0 percent) said they "occasionally" did. No respondents "rarely" or "never" followed the advice provided. Using the appropriate portion of the procedure detailed on page 51, a mean, median, and mode were computed. They were 3.1, three, and three, respectively, with "frequently" valued at three and "always" at four.

The recipients of clothing advice from their trainers were also asked which of several kinds of specified information were supplied. The most frequently given advice concerned the rules governing what is to be worn according to the horse show classes

TABLE VII. Frequency Distribution of the Extent to which Past or Present Customers of Professional Trainers Follow Advice Given Concerning Show Ring Apparel Selection

Numerical Value	Extent of Following of Advice	Frequency n=40	Percentage
4	Always	14	35.0
3	Frequently	16	40.0
2	Occasionally	10	25.0
1	Rarely	0	0
0	Never	0	0
TOTAL		40	100.0
Mean 3.1			

entered. Thirty-five (87.5 percent) of the 40 received such information (Table VIII). Twenty-seven (67.5 percent) were informed about styles to select and 18 (45.0 percent) discussed colors to select with their trainers. Sixteen (40.0 percent) received suggestions concerning where to shop, while 12 (30.0 percent) learned about coordinating items in their riding apparel wardrobes. Only seven (17.5 percent) received information about approximate prices and one (2.5 percent) stated in response to the open-end portion of the question that the teacher was a source of information about current fashion trends in show ring apparel with particular reference to styles and colors. Respondents could select as many responses as they felt were suitable, so more than one answer from each respondent was possible.

TABLE VIII. Frequency Distribution of the Nature of Information Provided by Professional Trainers to Their Customers Concerning Show Ring Apparel

Type of Information	Frequency	Percentage*
Rules governing apparel worn according to classes entered	35	87.5
Styles to select	27	67.5
Colors to select	18	45.0
Where to shop	16	40.0
Coordination of wardrobe items	12	30.0
Approximate prices	7	17.5
**Current fashion trends	1	1.0

* As more than one response per household was possible, total percentage can be greater than 100.

** Response to open-end portion of question.

To determine the extent of the use of the services of a professional trainer, a formula was developed and applied which took into consideration whether or not a family had used a trainer to educate riders or horses either currently or formerly, if ever, plus the proportion of showing of the household's horses done presently or formerly, the extent to which a trainer's advice is followed concerning riding apparel selection if he or she provides such information, and the kind of information he or she supplies.

The procedure began with current or former use of a trainer, giving eight points for those presently patronizing a trainer, four

points to those who did so in the past but not now, and no points to those who had never done so. If the professional did all of the showing of horses for someone currently employing him or her, eight points were recorded; four points if he or she did part of the showing; and none if none of the showing was done. If a past customer of a trainer had had all the showing at the time done by a professional, eight points were recorded; four points if he or she had done part of the showing; and no points if he or she had not done any of the showing. If the trainer had provided information about riding apparel, another four points were added; none was added if he or she did not supply such information. If the customer who had such information supplied "always" followed it, four points were scored; three if the advice was "frequently" followed; two if "occasionally"; one if "rarely"; and none if "never" followed. One point was added for each category that was checked on the questionnaire to indicate that information was supplied in these areas: styles to select, colors to select, where to stop, rules governing apparel worn according to classes entered, coordination of wardrobe items, and approximate prices. Scores could range in numerical value from zero through 31. A detailed frequency distribution of these scores is found in Appendix IV. The mean was 9.7, the median eight, and the mode zero.

Belief about the relationship of clothing to achievement was measured by a question in which the 98 respondents were asked to rate the extent to which they felt that apparel entered into a judge's evaluation of competitors in the show ring. They could rate it from one, signifying "not important at all", through five, signifying "very important". Only three (3.1 percent) felt that apparel was not important at all to judges and expressed such a view by giving a rating of one (Table IX). Five (5.1 percent) rated the importance at two; 23 (23.5 percent) rated the importance at three; 37 (37.8 percent) rated it at four; and 30 (30.6 percent) gave it the highest possible rating of five, indicating that they felt judges viewed apparel as "very important" when evaluating show ring competitors. The mean expression of the extent to which respondents believed that clothing was related to achievement in the show ring was 3.9, the median four, and the mode four.

TABLE IX. Frequency Distribution of Scores Rating the Extent to Which Exhibitors Felt that Apparel Enters into a Judge's Evaluation of Exhibitors.

Rating	Frequency n=98	Percentage
1 - "Not important at all"	3	3.1
2	5	5.1
3	23	23.5
4	37	37.8
5 - "Very important"	30	30.6
TOTAL	98	100.0
Mean 3.9		

Respondents were asked if they ever experienced difficulty in locating some or any of the items they wanted to include in their show ring wardrobes in Oregon stores. Possible sources of difficulty were enumerated on the questionnaire.

Modal responses (Table X) indicated that often "not very many to choose from" (56.1 percent), "a long distance to an appropriate store" (42.9 percent), and "correct sizes not available" (39.8 percent) posed problems in purchasing. Sometimes it was "hard to find where certain items are sold" (58.2 percent), and in 57.1 percent of the cases the "item was not stocked at all". Too, in 58.0 percent of the cases sometimes "store personnel were not helpful or knowledgeable" or "correct sizes were not available" (46.9 percent). Most frequently cited as never a problem (36.7 percent) was "store personnel not helpful or knowledgeable".

In an open-end portion of the question other responses expressive of feelings of difficulty were elicited. Five people felt that difficulty existed in the relationship of price and quality--that the prices were too high for the quality of the goods offered. Other non-tabulated responses concerned locating clothes for persons whose figures created special fitting needs, problems in finding items that coordinated well with one another, finding desired colors, inability to special order certain items, the unavailability of riding apparel patterns, the shortage of really current fashion apparel, problems

TABLE X. Frequency Distribution in Rank Order of Types of Difficulties in Locating Desired Items

Type of Difficulty	2		1		0		No Response		Total	Total Value	Mean	Rank
	Often f	%	Sometimes f	%	Never f	%	f	%				
Not very many to choose from	55	56.1	34	34.7	5	5.1	4	4.1	98	144	1.5	1
Correct sizes not available	39	39.8	46	46.9	8	8.2	5	5.1	98	124	1.3	2
A long distance to an appropriate store	42	42.9	34	34.7	18	18.4	4	4.1	98	118	1.2	3
Hard to find where certain items are sold	29	29.6	57	58.2	8	8.2	4	4.1	98	111	1.1	4
Item not stocked at all	26	26.5	56	57.1	11	11.2	5	5.1	98	108	1.1	5
Store personnel not helpful or knowledgeable	10	10.2	47	48.0	36	36.7	5	5.1	98	67	0.7	6
TOTAL	201		274		86		27		588	672	1.2	

with the personalities of some store personnel, and that some stores close too early for convenience. A total feeling of difficulty score was computed by giving the response "often" a weighted factor of two, "sometimes" a weighted factor of one, and "never" a weighted factor of zero. The numerical values of the scores could cover a range from zero through 14 with the higher the score the greater the expression of feelings of difficulty in locating desired items of show ring apparel in Oregon stores. Both mean and median were 7.5 and the mode was 6. A detailed frequency distribution is found in Appendix V.

Using the mean expressed difficulty for each factor it was possible to rank them in descending order (Table X). The greatest expressed difficulty was that there were not many items to choose from, which had a mean of 1.5 where the maximum was two, followed by the lack of availability of correct sizes (1.3), long distances to appropriate stores (1.2), difficulty in finding where certain items are sold (1.1), that the items were simply not stocked at all (1.1), and the lack of knowledge or helpfulness on the part of store personnel (0.7). Overall, the mean rating of the items was 1.2, the median and mode both one.

Respondents were asked to rate a group of 12 selected characteristics of apparel items on the basis of the degree of importance they attached to each when selecting riding apparel to purchase. The 12

attributes were listed on the questionnaire on the basis of random selection for order but six concerned outward appearance and six were characteristics not readily apparent without more detailed perusal of the garments. The appearance properties were (1) attractive fit, (2) currently in fashion, (3) coordinates well with other wardrobe items, (4) proper for classes entered, (5) color compatible with horse, and (6) color compatible with rider. The other characteristics were (1) easy to maintain, (2) ability to hold shape, (3) durability of fabric and workmanship, (4) priced at about what I had planned to spend, and (5) familiar brand name or maker. The rating was done on a scale from one through five, with one indicating that the characteristic was of "little or no importance", moving to five, indicating that it was "very important".

The singularly most important appearance property was attractive fit. Ninety-two (93.9 percent) of the 98 respondents gave it ratings of four or five (Table XI) and only two (2.0 percent) felt that it was of little or no importance. The subjects gave it a mean rating of 4.7 of the five point scale. Close to attractive fit in importance was the matter of propriety for classes entered, with 92.9 percent of the population rating this characteristic at four or five and none feeling it was of little or no importance. It also had a mean rating of 4.7. The third ranked characteristic was that the proposed purchase coordinate well with other wardrobe items,

TABLE XI. Frequency Distribution in Rank Order of Ratings of Appearance Properties of Clothing.

Property	Little or No Importance (1)		(2)		(3)		(4)		Very Important (5)		No Response		Total n=588	Total Value n=2481	Mean	Rank
	f	%	f	%	f	%	f	%	f	%	f	%				
Attractive fit	2	2.0	0	0	1	1.0	6	6.1	86	87.8	3	3.1	98	459	4.7	1
Proper for classes entered	0	0	0	0	3	3.1	8	8.1	83	84.7	4	4.1	98	456	4.7	2
Coordinates well with other wardrobe items	0	0	1	1.0	16	16.3	28	28.6	50	51.0	3	3.1	98	412	4.2	3
Color compatible with rider	2	2.0	3	3.1	14	14.3	33	33.7	43	43.9	3	3.1	98	397	4.2	3
Color compatible with horse	5	5.1	4	4.1	15	15.3	28	28.6	43	43.9	3	3.1	98	385	3.9	5
Currently in fashion	5	5.1	5	5.1	20	20.4	28	28.6	37	37.8	3	3.1	98	372	3.8	6
TOTAL	14		13		79		131		341		19		588	2481	4.2	

as 79.6 percent of those surveyed gave it ratings of four or five and none felt that it was of little or no importance. The mean rating was 4.2. Next in importance was that the color be compatible with the rider. Seventy-six (77.6 percent) noted its rating at four or five and only two (2.0 percent) felt that it was of little or no importance, and the mean rating was 4.1. Next to last in importance in the listing of specified characteristics was that the possible wardrobe acquisition be of a color compatible with the horse. Seventy-one (72.5 percent) exhibitors rated it at four or five; nine (9.2 percent) stated it was of little or no importance to them and the mean was 3.9. That the garment be currently in fashion was considered the least important of the appearance properties. Slightly less than two-thirds (66.4 percent) of those surveyed felt that it was important enough to accord a rating of four or five, while ten (10.2 percent) concluded it was of little or no importance. The mean was 3.8. As a group, the appearance properties had a mean rating of 4.2, a median and mode of five.

A score for appearance properties of clothing was computed by adding the numerical face values of the six scores together, yielding a score which ranged between six and 30, with the higher the score the greater the importance attached to selecting riding apparel with attractive outward appearance. The mean score was 26.1, the median 27, and the mode 28. A detailed presentation of

the scores is found in Appendix VI.

Of the less readily apparent characteristics specified on the questionnaire, the most important one was found to be durability of fabric and workmanship. Eighty-four (85.7 percent) exhibitors rated this characteristic at four or five (Table XII) and only one (1.0 percent) felt that it was of little or no importance. The mean rating was 4.3. A very close second, also with a mean rating of 4.3, was ability to hold shape, with 83.7 percent rating it at four or five and none feeling it was of little or no importance. Ease of maintenance was next in importance, as 76 (77.6 percent) gave this property a rating of four or five and none rated it as having little or no importance. Its mean was 4.2. Fourth in importance, with a mean rating of 3.7, was that the garment was priced at approximately what the person had planned to spend for it. Sixty-two (63.2 percent) assigned it a rating of either four or five and four (4.1 percent) accorded it little or no importance. The next to the least important characteristic was a familiar brand name or maker, with only 16 (16.3 percent) according it a rating of four or five and 28 (28.6 percent) attaching little or no importance to it. This property had a mean rating of 2.4. Because 57 (58.2 percent) Oregon exhibitors felt that being potentially easy to alter for others or for size changes was of little or no importance in considering a possible purchase and only 12 (12.2 percent) rated it at four or five, this characteristic

TABLE XII. Frequency Distribution in Rank Order of Ratings of Non-Appearance Properties of Clothing.

Property	Little or no Importance		(1)		(2)		(3)		(4)		Very Important		(5)		No Response		Total n=588	Total n=2034	Total Value Mean	Rank
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%				
Durability of fabric and workmanship	1	1.0	1	1.0	9	9.2	24	24.5	60	61.2	3	3.1	98	426	4.3	1				
Ability to hold shape	0	0	1	1.0	10	10.2	23	23.5	59	60.2	5	5.1	98	419	4.3	2				
Easy to maintain	0	0	0	0	18	18.4	23	23.5	53	54.1	4	4.1	98	411	4.2	3				
Priced at about what I'd planned to spend	4	4.1	6	6.1	22	22.4	26	26.5	36	36.7	4	4.1	98	366	3.7	4				
Familiar brand name or maker	28	28.6	12	12.1	39	39.8	11	11.2	5	5.1	3	3.1	98	238	2.4	5				
Potentially easy to alter for others or for size changes	57	58.2	15	15.3	11	11.2	6	6.1	6	6.1	3	3.1	98	174	1.8	6				
TOTAL	90		35		109		113		219		22		588	2034	3.5					

was considered the least important in the group and had the lowest mean rating, one of 1.8. As a group, the non-appearance properties had a mean rating of 3.5, a median of four and a mode of five, making this group lower than the appearance factors which had a mean rating 4.2 and a median and mode of five.

As the non-appearance characteristics were not included in the scope of the hypotheses, no scores for them were computed nor were they grouped for placement on a contingency table.

When all specified characteristics were ranked in importance according to their means, attractive fit emerged as the most important, followed by propriety for the classes entered, durability of fabric and workmanship, ability to hold shape, coordinates well with other wardrobe items, ease of maintenance, color compatibility with the rider, color compatibility with the horse, currently in fashion, priced at about what one had planned to spend, familiar brand name or maker, and potentially easy to alter for others or for size changes.

Findings in Connection with Each Hypothesis

The data were grouped and reported by frequencies and percentages in terms of the variables of social position, amount and kind of competition, use of the services of a professional trainer, belief about the relationship of clothing to achievement, ratings of

appearance properties of clothing, and feelings of difficulty. The chi-square test of independence was used to analyze contingencies among them. The .05 probability level was selected to establish statistical significance.

Data in Table XIII present the scores for belief about the relationship of clothing to achievement by ratings of appearance properties of clothing. No statistically significant relationship among the three groups of ratings concerning respondents' beliefs about the relationship of clothing to achievement with respect to scores rating appearance properties of clothing was observed. Of those respondents who accorded the highest possible score of five to express their beliefs about the clothing-achievement relationship, 60 percent also had ratings for appearance properties in the highest group, between 27 and 30. This was a somewhat higher percentage than the two similar groupings of 48.4 and 45.9 percents evidenced by those scoring between one and three, and four, respectively on the scale rating beliefs about the relationship of clothing to achievement. Only 6.7 percent of those rating the clothing-achievement relationship at five rated appearance properties at between six and 22, and 23.3 percent of this group rated those outward characteristics in the middle group, between 23 and 26. Chi-square analysis showed that this difference was not significant at the .05 level, $X^2=3.023$ (4 d.f.; $X^2=9.488$; $.60 > p > .50$).

TABLE XIII. Belief About the Relationship of Clothing to Achievement, by Ratings of Appearance Properties of Clothing

Scores Rating Appearance Properties of Clothing	Scores Rating Belief About Clothing-Achievement Relationship									
	Total		Abnormal Response		1 - 3		4	5		
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	6	6.1	0	0	2	6.5	1	2.7	3	10.0
6-22	12	12.2	0	0	5	16.1	5	13.5	2	6.7
23-26	30	30.6	0	0	9	29.0	14	37.8	7	23.3
27-30	50	51.0	0	0	15	48.4	17	45.9	18	60.0
TOTAL	98	100.0	0	0	31	100.0	37	100.0	30	100.0

$$X^2 = 3.023 \text{ (4 d. f.; } X^2_{.05} = 9.488; .60 > p > .50).$$

Data on the ratings of appearance properties of clothing by groupings of amount and kind of competition scores are reported in Table XIV. A statistically significant relationship was noted among the three groups of scores rating appearance properties with respect to amount and kind of competition entered. Of those exhibitors most deeply involved in the sport, as measured by an amount and kind of competition score of 175 or more, 55.2 percent provided ratings for appearance properties in the highest group, between 27 and 30, with almost one-fourth (24.1 percent) rating appearance properties from 23 through 26, and only 17.2 percent of these most active exhibitors rated appearance properties between six and 22, the lowest classification. Only slightly over one-fourth (28.0 percent) of those Oregon horsemen who had amount and kind of competition scores in the lowest group, between one and 49, had appearance properties scores in the highest group, and a majority (52.0 percent) rated them between 23 and 26, the middle group, while 12 percent scored appearance properties between six and 22. Chi-square analysis showed this to be significant at the .01 level, $X^2=13.287$ (4 d. f.; $X^2=13.277$; $.01 > p > .005$).

Chi-square analysis revealed a relationship pointing toward significance among the groups of scores rating expression of feelings of difficulty and those rating appearance properties (Table XV). Close to one-half (41.7 percent) of those rating appearance

TABLE XIV. Ratings of Appearance Properties of Clothing, By Amount and Kind of Competition Scores.

Scores Rating Appearance Properties of Clothing	Amount and Kind of Competition Scores									
	Total		Abnormal Response		1-49		50-174		<u>></u> 175	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	6	6.1	2	14.3	2	8.0	1	3.3	1	3.4
6-22	12	12.2	4	28.6	3	12.0	0	0	5	17.2
23-26	30	30.6	2	14.3	13	52.0	8	26.7	7	24.1
27-30	50	51.0	6	42.9	7	28.0	21	70.0	16	55.2
TOTAL	98	100.0	14	100.0	25	100.0	30	100.0	29	100.0

$$X^2=13.287 \text{ (4 d. f.; } X^2_{.01}=13.277; .01 > p > .005).$$

TABLE XV. Feelings of Difficulty, by Ratings of Appearance Properties of Clothing

Feelings of Difficulty Scores	Scores Rating Appearance Properties of Clothing									
	Total		Abnormal Response		6-22		23-26		27-30	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	4	4.1	1	16.7	1	8.3	2	6.7	0	0
0-4	14	14.3	1	16.7	5	41.7	4	13.3	4	8.0
5-6	21	21.4	0	0	1	8.3	5	16.7	15	30.0
7-8	25	25.5	2	33.3	2	16.7	9	30.0	12	24.0
9-10	23	23.5	2	33.3	1	8.3	8	26.7	12	24.0
11-14	11	11.2	0	0	2	16.7	2	6.7	7	14.0
TOTAL	98	100.0	6	100.0	12	100.0	30	100.0	50	100.0

$$X^2 = 13.954 \text{ (8 d. f.; } X^2_{.10} = 13.362; .10 > p > .05).$$

characteristics between six and 22, or in the lowest third, expressed feelings of difficulty in the lowest category for that variable, between zero and four on a scale which run from zero through 14. About one-sixth (16.7 percent) of this group had feelings of difficulty scores in the highest category from 11 through 14. Of those who gave appearance properties high ratings from 27 through 30, only 8 percent had feelings of difficulty scores in the lowest group and only 14 percent had scores in the highest group, but close to half (48.0 percent) scored between seven and ten, in the two groupings below the highest. The $X^2=13.954$ (8 d.f.; $X^2_{.05}=15.507$; $X^2_{.10}=13.362$; $.10 > p .05$).

Table XVI illustrates groupings of scores representing use of the services of a professional trainer by groupings of scores rating appearance properties of clothing. The relationship among the groups was not statistically significant even though 73.3 percent of those who used a trainer the most by having scores on that variable from 20 through 31 rated appearance properties from 27 through 30, also within the grouping of the highest possible scores, and these groups also were similar to each other in percentages reporting appearance scores in the low (6-22) and middle (23-26) groups. None of the Oregon exhibitors who were the heaviest users of trainers scored appearance properties scores below 23. In the two groups of trainers' customers who used their services to a lesser extent than the most active users, about half accorded

TABLE XVI. Ratings of Appearance Properties of Clothing, By Use of the Services of a Professional Trainer

Scores Rating Appearance Properties of Clothing	Total Score for Use of Service of a Professional Trainer											
	Total		Abnormal Response		0		1-8		9-19		20-31	
	f	%	f	%	f	%	f	%	f	%	f	%
Abnormal Response	6	6.1	0	0	1	3.8	1	4.2	4	12.1	0	0
6-22	12	12.2	0	0	4	15.4	3	12.5	5	15.2	0	0
23-26	30	30.6	0	0	10	38.5	8	33.3	8	24.2	4	26.7
27-30	50	51.0	0	0	11	42.3	12	50.0	16	48.5	11	73.3
TOTAL	98	100.0	0	0	26	100.0	24	100.0	33	100.0	15	100.0

$\chi^2 = 4.866$ (6 d.f.; $\chi^2_{.05} = 12.592$; $.60 > p > .50$).

appearance properties ratings in the highest group. The show participants who had never patronized a professional showed quite a bit of similarity to those who had but were in the lowest use category with scores from one through seven on a scale with 31 as the maximum. Chi-square analysis revealed no statistically significant relationship at the .05 level, $X^2=4.866$ (6 d. f.; $X^2=12.592$; $.60 > p > .50$).

Scores for social position by ratings of appearance properties of clothing are reported in Table XVII. The relationship among the three groups of social position scores and the three groups of appearance property scores was not statistically significant. Only one-fourth of the members of Class I had highest possible ratings between 27 and 30 for appearance properties while slightly over half (52.4 percent) of combined Class II and III members did so. The highest percentage (56.1 percent) of maximum appearance ratings was registered by members of the two lowest social positions, combined Classes IV and V. The majority of Class I members (58.3 percent) had appearance property scores from 23 through 26, the middle group of those scores, while only one-third of combined Class II and III and slightly over one-fifth (22.0 percent) fell in that category. Chi-square analysis showed that this was not significant at the .05 level, $X^2=6.789$ (4 d. f.; $X^2=9.488$; $.20 > p > .10$).

TABLE XVII. Social Position, By Ratings of Appearance Properties of Clothing

Scores Rating Appearance Properties of Clothing	Social Position									
	Total		Response		Class I		Classes II & III		Classes IV & V	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	6	6.1	0	0	0	0	3	7.1	3	7.3
6-22	12	12.2	1	33.3	2	16.7	3	7.1	6	14.6
23-26	30	30.6	0	0	7	58.3	14	33.3	9	22.0
27-30	50	51.0	2	66.7	3	25.0	22	52.4	23	56.1
TOTAL	98	100.0	3	100.0	12	100.0	42	100.0	41	100.0

$$X^2=6.789 (4 \text{ d.f.}; X^2_{.05} = 9.488; .20 > p > .10).$$

Data in Table XVIII present the scores describing the extent of the use of the services of a professional trainer by scores rating belief about the relationship of clothing to achievement. No statistically significant relationship was observed among the three categories of scores for beliefs about the clothing-achievement relationship and the four for trainer use. Among the heaviest users of professional expertise, those with scores from 20 through 31, ratings for beliefs about the relationship between clothing and achievement were equally divided (40 percent each) between low ratings of one through three and the highest possible rating of five, signifying "very important". The remaining 20 percent gave a rating of four. Those who never patronized a trainer almost equally divided their ratings among the three groupings. Of those with a minimal level of usage, with scores between one and seven, only one-sixth (16.7 percent) had clothing-achievement beliefs rated at five and almost half (45.8 percent) had scores of four. It is in the middle use category, with scores from nine through 19 that we find the greatest expression of belief that clothing is important to judges. Close to four-fifths (78.8 percent) of this group gave ratings of four or five on the five point scale. Chi-square analysis showed no significance at the .05 level, $X^2=6.493$ (6 d.f.; $X^2=12.592$; $.40 > p > .30$).

TABLE XVIII. Use of the Services of a Professional Trainer, by Belief About the Relationship of Clothing to Achievement

Rating Indicating Belief About Clothing-Achievement Relationship	Total		Abnormal Response		Total Score for Use of Services of a Professional Trainer							
	f	%	f	%	0	1-8	9-19	20-31	f	%	f	%
Abnormal Response	0	0	0	0	0	0	0	0	0	0	0	0
1-3	31	31.6	0	0	9	34.6	9	37.5	7	21.2	6	40.0
4	37	37.8	0	0	8	30.8	11	45.8	15	45.5	3	20.0
5	30	30.6	0	0	9	34.6	4	16.7	11	33.3	6	40.0
TOTAL	98	100.0	0	0	26	100.0	24	100.0	33	100.0	15	100.0

$$X^2 = 6.493 \text{ (6 d.f.; } X^2_{.05} = 12.592; .40 > p > .30).$$

When the three groupings of scores for amount and kind of competition were categorized by scores rating belief concerning the relationship of clothing to achievement, no statistically significant relationship was observed (Table XIX). Only 17.2 percent of the most active exhibitors accorded a "very important" rating of five to belief about clothing's relationship to show ring achievement, while 40 percent of the middle activity group did so, as did 28 percent of the least involved. Almost half (44.0 percent) of the exhibitors with participation scores in the lowest category rated the relationship between clothing and achievement from one through three, also in the lowest category, as did approximately one-fourth (23.3 percent) of the middle activity and (27.6 percent) the highest activity groups. A majority (55.2 percent) of the most active exhibitors gave ratings of four to the belief about the relationship of clothing to achievement. Chi-square analysis revealed no significance at the .05 level, $X^2 = 7.337$ (4 d. f.; $X^2 = 9.488$; $.20 > p > .10$).

A lack of statistical significance was shown when groups of scores rating feelings of difficulty in locating desired riding apparel items in Oregon stores was reported by groups of scores rating belief about the relationship of clothing to achievement (Table XX). Only one-tenth of those who felt that clothing was a "very important" part of a judge's evaluation of participants had feeling of difficulty scores of 11 through 14 on the 14 point scale, placing them in the

TABLE XIX. Amount and Kind of Competition, by Relief about the Relationship of Clothing to Achievement

Relating indicating Belief About Clothing-Achievement Relationship	Total Score for Amount and Kind of Competition									
	Total		Abnormal Response		1 - 49		50 - 174		≥ 175	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	0	0	0	0	0	0	0	0	0	0
1-3	31	31.6	5	35.7	11	44.0	7	23.2	8	27.6
4	37	37.8	3	21.4	7	28.0	11	36.7	16	55.2
5	30	30.6	6	42.9	7	28.0	12	40.0	5	17.2
TOTAL	98	100.0	14	100.0	25	100.0	30	100.0	29	100.0

$$X^2 = 7.337 \text{ (4 d.f.; } X^2_{.05} = 9.488; .20 > p > .10).$$

TABLE XX. Feelings of Difficulty, by Belief About the Relationship of Clothing to Achievement

Scores Rating Feelings of Difficulty	Scores Rating Belief About Clothing-Achievement Relationship									
	Total		Abnormal Response		1-3		4		5	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	4	4.1	0	0	0	0	4	10.8	0	0
0-4	14	14.3	0	0	7	22.6	4	10.8	3	10.0
5-6	21	21.4	0	0	8	25.8	8	21.6	5	16.7
7-8	25	25.5	0	0	8	25.8	9	24.3	8	26.7
9-10	23	23.5	0	0	4	12.9	8	21.6	11	36.7
11-14	11	11.2	0	0	4	12.9	4	10.8	3	10.0
TOTAL	98	100.0	0	0	31	100.0	37	100.0	30	100.0

$X^2 = 6.185$ (8 d. f.; $X^2_{.05} = 15.507$; $.70 > p > .60$).

group expressing greatest difficulty. More responses (12.9 percent) in this category came from those who gave low ratings of one through three, but almost half (48.4 percent) of them had feelings of difficulty scores well below the median and mean for the population as a whole. While only ten percent of the group feeling that apparel was "very important" had feelings of difficulty scores in the lowest group of zero through four, almost half (46.7 percent) had scores well above the median and mean for the entire sample. Chi-square analysis showed that differences were not statistically significant at the .05 level, $X^2=6.185$ (8 d.f.; $X^2=15.507$; $.70 > p > .60$).

Data indicating scores by which respondents rated their beliefs about the relationship of clothing to achievement by membership in a social class are found in Table XXI. There was no statistically significant difference among the groups of clothing-achievement beliefs with respect to social class. Members of combined Class IV and V registered the highest percentage of clothing-achievement belief ratings of any of the groups, 34.1 percent, but this is only very slightly higher than the 33.3 percent accorded by Class I respondents and the 28.6 percent of combined Class II and III. Generally, the IV's and V's almost equally divided their ratings among the three groupings of ratings. Class I and combined Class II and III were very similar except slightly more Class I respondents (33.3 percent) had high scores of five than II and III members did

TABLE XXI. Social Position, by Belief About the Relationship of Clothing to Achievement

Scores Rating Belief About Clothing- Achievement Relationship	Total		Abnormal Response		Social Position				Classes IV & V	
	f	%	f	%	Class I		Classes II & III		f	%
Abnormal Response	0	0	0	0	0	0	0	0	0	0
1-3	31	31.6	3	100.0	3	25.0	11	26.2	14	34.1
4	37	37.8	0	0	5	41.7	19	45.2	13	31.7
5	30	30.6	0	0	4	33.3	12	28.6	14	34.1
TOTAL	98	100.0	3	100.0	12	100.0	42	100.0	41	100.0

$$X^2 = 1.758 \text{ (4 d. f.; } X^2_{.05} = 9.488; .80 > p > .70).$$

(28.6 percent) and slightly fewer (41.7 percent) scores of four than the II's and III's did (45.2 percent). Differences, when analyzed by chi-square techniques, were not significant at the .05 level, $X^2=1.758$ (4 d.f.; $X^2=9.488$; $.80 > p > .70$).

Statistical analysis revealed no significant differences among groups of scores rating amount and kind of competition by groups of scores rating expressions of feelings of difficulty (Table XXII). Only about one-fifth (20.7 percent) of the most active exhibitors had feelings of difficulty in the highest possible grouping and almost one-third (31.0 percent) fell in the second highest category. A scant 6.9 percent scored in the classification expressing the lowest feelings of difficulty in finding what they wanted to wear in stores within Oregon. The exhibitors with the lowest level of activity had only four percent of their members express feelings of difficulty placing them in the highest grouping. One-fifth of them registered in the lowest and the remainder were equally divided between the three middle categories. Chi-square analysis showed no significance at the .05 level, $X^2=7.576$ (8 d.f.; $X^2=15.507$; $.50 > p > .40$).

A highly significant statistical relationship was found among groups of scores rating amount and kind of competition by the groups of scores rating the use of services of a professional trainer (Table XXIII). Forty-four percent of those Oregonians having the lowest level of horse show participation scores had never used the services

TABLE XXII. Feelings of Difficulty, by Amount and Kind of Competition

Feelings of Difficulty Scores	Amount and Kind of Competition Scores									
	Total		Abnormal Response		1 - 49		50 - 174		≥ 175	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	4	4.1	1	7.1	1	4.0	0	0	2	6.9
1-4	14	14.3	4	28.6	5	20.0	3	10.0	2	6.9
5-6	21	21.4	3	21.4	6	24.0	8	26.7	4	13.8
7-8	25	25.5	4	28.6	6	24.0	9	30.0	6	20.7
9-10	23	23.5	1	7.1	6	24.0	7	23.3	9	31.0
11-14	11	11.2	1	7.1	1	4.0	3	10.0	6	20.7
TOTAL	98	100.0	14	100.0	25	100.0	30	100.0	29	100.0

$$X^2 = 7.576 \text{ (8 d.f.; } X^2_{.05} = 15.507; .50 > p > .40).$$

TABLE XXIII. Use of the Services of a Professional Trainer, by Amount and Kind of Competition

Total Score for Use of Services of a Professional Trainer	Total Score for Amount and Kind of Competition									
	Total		Abnormal Response		1 - 49		50 - 174		\geq 175	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	0	0	0	0	0	0	0	0	0	0
0	26	26.5	3	21.4	11	44.0	7	23.3	5	17.2
1-8	24	24.5	3	21.4	9	36.0	5	16.7	7	24.1
9-19	33	33.7	4	28.6	4	16.0	15	50.0	10	34.5
20-31	15	15.3	4	28.6	1	4.0	3	10.0	7	24.1
TOTAL	98	100.0	14	100.0	25	100.0	30	100.0	29	100.0

$$X^2=14.907 \text{ (6 d.f.; } X^2_{.025}=14.449; .025 > p > .01).$$

of a professional, and another 36 percent had scores between one and eight on the scale of 31, placing them in the category of the lightest users. The most active exhibitors used trainers more extensively than the less active. About one-fourth (24.1 percent) were in the category of the greatest use and over one-third (34.5 percent) were in the second highest category. Less than one-fifth (17.2 percent) of the most active exhibitors had never gone to a trainer. Chi-square analysis showed that these differences were significant at the .025 level, $X^2=14.907$ (6 d.f.; $X^2=14.449$; $.025 > p > .01$).

Data in Table XXIV report the scores for amount and kind of competition entered by groupings of the various social positions. There was no statistically significant difference among the three groups of competition scores with respect to social position. Members of Class I had the fewest (8.3 percent) of its members in the most active category. Somewhat over one-third (38.1 percent) of combined Class II and III members and almost one-fourth (24.4 percent) of combined Class IV and V members occupied the highest activity grouping. Over 40 percent (41.7 percent) of Class I members were in the classification of the lightest level of involvement, while less than one-fourth of the members of combined Class II and III (21.4 percent) and combined Class III and IV (24.4 percent) were. Approximately one-third of each social class grouping belonged to the middle amount and kind of competition group. Chi-square

TABLE XXIV. Social Position, By Amount and Kind of Competition

Amount and Kind of Compe- tition Scores	Social Position									
	Total		Abnormal Response		Class I		Classes II & III		Classes IV & V	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	14	14.3	0	0	2	16.7	3	7.1	9	22.0
1-49	25	25.4	1	33.3	5	41.7	9	21.4	10	24.4
50-174	30	30.6	0	0	4	33.3	14	33.3	12	29.3
≥ 175	29	29.6	2	66.7	1	8.3	16	38.1	10	24.4
TOTAL	98	100.0	3	100.0	12	100.0	42	100.0	41	100.0

$$X^2=4.401 \text{ (4 d. f.; } X^2_{.05}=9.488; .40 > p > .30).$$

analysis revealed that differences were not significant at the .05 level, $X^2=4.401$ (4.d.f.; $X^2=9.488$; $.40 > p > .30$).

No statistically significant relationship was found among the groupings of the scores rating expressions of feelings of difficulty with respect to use of the services of a professional trainer (Table XXV). Only one-third of those who used trainers most extensively expressed feelings of difficulty in the two highest groups. Slightly over 40 percent of the two other trainer use groups expressed difficulty scores in the two highest groupings. Those who did not avail themselves of services provided by trainers had the fewest responses of any of the trainer use groups in the highest expressions of difficulty (19.2 percent) categories and the greatest response in the lowest difficulty grouping (19.2 percent compared with 12.5 percent, 12.1 percent and 13.3 percent). It would seem that the moderate users of trainers, with scores from ten through 19, express the greatest feelings of difficulty of any of the categories in finding what they want to wear, as over 40 percent (42.5 percent) had feelings of difficulty scores in the two highest groupings, with 15.2 percent between 11 and 14. Chi-square analysis showed no statistical significance at the .05 level, $X^2=5.904$ (12 d.f.; $.95 > p > .90$).

No statistically significant differences were observed among groups of social position scores with respect to groups of scores rating feelings of difficulty (Table XXVI). Approximately one-sixth

TABLE XXV. Feelings of Difficulty, by Use of the Services of a Professional Trainer

Feelings of Difficulty Score	Total Score for Use of Services of a Professional Trainer											
	Total		Abnormal Response		0		1-9		10-19		20-31	
	f	%	f	%	f	%	f	%	f	%	f	%
Abnormal Response	4	4.1	0	0	2	7.7	1	4.2	1	3.0	0	0
0-4	14	14.3	0	0	5	19.2	3	12.5	4	12.1	2	13.3
5-6	21	21.4	0	0	7	26.9	5	20.8	5	15.2	4	26.7
7-8	25	25.5	0	0	7	26.9	5	20.8	9	27.3	4	26.7
9-10	23	23.5	0	0	3	11.5	8	33.3	9	27.3	3	20.0
11-14	11	11.2	0	0	2	7.7	2	8.3	5	15.2	2	13.3
TOTAL	98	100.0	0	0	26	100.0	24	100.0	33	100.0	15	100.0

$$X^2 = 5.904 \text{ (12 d.f.; } X^2_{.05} = 12.592; .95 > p > .90).$$

TABLE XXVI. Social Position, By Feelings of Difficulty

Feeling of Difficulty Scores	Total		Abnormal Response		Class I		Social Position Classes II & III		Classes IV & V	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	4	4.1	0	0	0	0	2	4.8	2	4.9
0-4	14	14.3	0	0	2	16.7	6	14.0	6	14.6
5-6	21	21.3	1	33.3	2	16.7	9	21.4	9	22.0
7-8	25	25.4	1	33.3	5	41.7	8	19.0	11	26.8
9-10	23	23.5	0	0	2	16.7	13	31.0	8	19.5
11-14	11	11.2	1	33.3	1	8.3	4	9.5	5	12.2
TOTAL	98	100.0	3	100.0	12	100.0	43	100.0	41	100.0

$$X^2 = 3.687 \text{ (8 d.f.; } X^2_{.05} = 15.507; .90 > p > .80).$$

of all social position groupings had feelings of difficulty scores in the lowest possible bracket. Only one-fourth of Class I members expressed scores in the two highest groupings; while slightly over 40 percent of members of all other social classes reported such scores. The modal scores for Class I (41.7 percent) and IV and V (26.8 percent) were between seven and eight; for Class II and III (31.0 percent), between nine and ten. Combined Class II and III had the highest frequency of responses indicating feelings of difficulty in the two highest categories (40.5 percent). The other classes had between one-fourth and one-third of their members in these two highest groupings. Chi-square analysis showed that differences were not significant at the .05 level, $X^2=3.687$ (8 d. f.; $X^2_{.90}=15.507$; $.90 > p > .80$).

Table XXVII reports data on the groups of social position scores with respect to groups of scores rating the use of services of a professional trainer. No statistical significance was noted among the groups. Class I members noted the most frequent (33.3 percent) responses in the highest category of trainer use, as compared to 14 percent of combined Class II and III and 7.3 percent of combined Class IV and V. Only 8.3 percent of Class I had never gone to a trainer; over twice that many (19.0 percent) of combined Class II and III members also had never done so, while somewhat over one-third (39.0 percent) of combined Class IV and V respondents were

TABLE XXVII. Social Position, By Use of the Services of a Professional Trainer

Total Score for Use of Services of a Professional Trainer	Total		Abnormal Response		Class I		Social Position Classes II & III		Classes IV & V	
	f	%	f	%	f	%	f	%	f	%
Abnormal Response	0	0	0	0	0	0	0	0	0	0
0	26	26.5	1	33.3	1	8.3	8	19.0	16	39.0
1-8	24	24.5	0	0	3	25.0	11	26.2	10	24.4
9-19	33	33.7	0	0	4	33.3	17	40.5	12	29.3
20-31	15	15.3	2	66.7	4	33.3	6	14.0	3	7.3
TOTAL	98	100.0	3	100.0	12	100.0	42	100.0	41	100.0

$$X^2=10.230 \text{ (6 d. f.; } X^2_{.05}=12.592; > p > .10).$$

never customers of trainers. Approximately one-fourth of each social class fell in the lowest trainer use category, with scores from one through eight on the scale of 31. Chi-square analysis showed that these differences were not significant at the .05 level, $X^2=10.230$ (6 d.f.; $X^2=12.592$; $.20 > p > .10$).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The objectives of the study were accomplished. Within the boundaries of the design of the research Oregon horse show exhibitors were described in general with respect to social class and nature of their showing activities and specifically in terms of certain clothing selection practices. Of the 15 null hypotheses established for testing, two were rejected. They were as follows:

H₀ 2. Ratings of appearance properties of clothing are not associated with amount and kind of competition entered. $X^2=13.287$; 4 d.f.; $.01 > p > .005$. A significant association was demonstrated between ratings of appearance properties and amount and kind of competition entered. The more active the exhibitor, the greater the concern with selecting riding apparel that is outwardly attractive.

H₀ 11. Amount and kind of competition entered is not associated with the use of the services of a professional trainer. $X^2=14.907$; 6 d.f.; $.025 > p > .01$. A significant relationship was noted between level of showing involvement and contact with professional show horse trainers. The most active in competition use trainers the most and the least active in competition use them the least. Exhibitors

may choose to become customers of a trainer because of great interest in showing as a recreational activity or may become interested in showing through association with a trainer while having horses or riders educated.

One null hypothesis was conditionally rejected in favor of its alternative hypothesis.

H₀ 3. Ratings of appearance properties of clothing are not associated with expression of feelings of difficulty in locating desired items items in Oregon stores. $X^2=13.954$; 4 d.f.; $.10 > p > .05$. While this null hypothesis could not be rejected at the .05 level, there was a tendency toward significance at the .10 level so it could be conditionally rejected in favor of the alternative hypothesis. For the most part, those who valued appearance properties the most highly also expressed the greatest feelings of difficulty in finding what they wanted in Oregon stores. They may be the most cognizant of clothing's appearance or the most interested in apparel and thus have more specifically developed wants which are based to satisfy. Perhaps refinement of the measure for either one or both of the variables may have increased statistical significance.

Twelve of the 15 null hypotheses were not rejected in favor of the alternative hypotheses. They were as follows:

H₀ 1. Ratings of appearance properties of clothing are not associated with beliefs about the relationship of clothing to achievement. $X^2=3.023$; 4 d.f.; $.60 > p > .50$. A majority of the entire sample accorded appearance properties considerable importance when selecting riding apparel and also felt judges thought clothing was important.

H₀ 4. The assignment of high ratings to appearance properties is not associated with the use of the services of a professional trainer. $X^2=4.866$; 4 d.f.; $.60 > p > .50$. High appearance ratings cut across categories of extent of trainer use to reflect the importance of these outward properties to a majority of exhibitors, regardless of degree of association with a professional trainer.

H₀ 5. Ratings of appearance properties of clothing are not associated with social position. $X^2=6.789$; $.20 > p > .10$. The middle classes seemed to attach the greatest importance to selecting clothes with attractive outward appearance, although the relationship was not statistically significant. This concurs with other research into clothing behavior by social class, noting the achievement orientation of the middle class and the use of clothing as a symbol of or vehicle toward status attainment.

H₀ 6. Belief about the relationship of clothing to achievement is not associated with the use of services of a professional trainer. $X^2=6.493$; 6 d.f.; $.40 > p > .30$. Extent of trainer use is independent

of perceptions exhibitors may have concerning the importance attached to clothing by judges in the judging process.

H_o 7. Belief about the relationship of clothing to achievement is not associated with amount and kind of competition entered. $X^2=7.337$; 4 d.f.; $.20 > p > .10$. The moderately active exhibitor perceived the greatest importance attached to apparel by judges, although statistically there was no significant relationship between the variables.

H_o 8. Belief about the relationship of clothing to achievement is not associated with expression of feelings of difficulty in locating desired items in Oregon stores. $X^2=6.185$; 8 d.f.; $.70 > p > .60$. Concern for the impact of judges' reactions to clothing worn by competitors apparently plays no role in the frustration of exhibitors in the shopping process.

H_o 9. Belief about the relationship of clothing to achievement is not associated with social position. $X^2=1.758$; 4 d.f.; $.80 > p > .70$. Only slightly more lower class exhibitors than others gave maximal ratings to this belief. Middle and upper classes were similar in response, further reinforcing the almost universal acceptance of the important role played by clothing in show ring achievement regardless of social class background.

H_o 10. Amount and kind of competition entered is not associated with expression of feelings of difficulty in locating desired items in

Oregon stores. $X^2=7.576$; 8 d. f.; $.50 > p > .40$. Level of involvement in showing seems not be a factor in expressions of feelings of difficulty. Since one of the three null hypotheses concerning amount and kind of competition entered was rejected, further refinement of this rather complex measure may be in order.

H_o 12. Amount and kind of competition entered is not associated with social position. $X^2=4.401$; 4 d. f.; $.40 > p > .30$. Middle class exhibitors were somewhat more active than upper or lower class members, although there was no statistically significant relationship between level of involvement and social class. This contradicts the commonly accepted idea that horse showing is a sport of the upper classes. Because of this commonly accepted idea middle class members may view the activity as a vehicle for upward mobility.

H_o 13. Expression of feelings of difficulty in locating desired items in Oregon stores is not associated with the use of services of a professional trainer. $X^2=5.904$; 12 d. f.; $.95 > p > .90$. Paid contact with professional trainers apparently played no role in development of feelings of difficulty in the shopping process.

H_o 14. Expression of feelings of difficulty in locating desired items in Oregon stores is not associated with social position. $X^2=3.687$; 8 d. f.; $.90 > p > .80$. There was no relationship between social position and expressed frustration in the shopping process.

H₀ 15. Use of the services of a professional trainer is not associated with social position. $X^2=10.230$; 6 d.f., $.20 > p > .10$.

On the basis of this study, there was no relationship between social position and use of trainers. It is possible that a more highly refined instrument for measuring use of the services of a professional trainer might have produced a statistically significant association. A need for refinement of this measure seems reasonable as one of the five null hypotheses concerned with it was rejected.

Recommendations

The study reveals several useful applications of its findings. The retailer of show clothing may be interested in learning specific attributes exhibitors may desire in garments so that he may plan his purchasing and promotional efforts which will appeal to show horse enthusiasts. He may also examine his own store's situation with reference to the difficulties Oregonians felt in finding what they want, especially in depth and breadth of present and planned assortments. The professional trainer may examine his own efforts to educate his customers by comparing what information he provides with what other trainers have provided. The home economist or sociologist interested in clothing behavior may find that a new dimension has now been scientifically explored and we now have some insight into

the clothing selection practices of a distinct and heretofore ignored subculture in American recreational life.

In retrospect, the study may have been more effective if the sample had been larger. The conclusions which apply to 98 Oregon exhibitors may not necessarily foster accurate generalizations about the clothing selection practices of horse show exhibitors in general. Methods of measurement of several variables might have been more refined than they were in this initial use. Simplification of some of the questions, particularly the one which asked the number of horse shows entered by kind, might have encouraged accurate completion of the survey form and greater returns than were obtained. Some way of better distinguishing amateurs from professionals would have meant that a greater proportion of the questionnaires would ultimately have reached the amateur exhibitors of Oregon, target of the study. Twenty-two questionnaires were returned by professionals and hence were discarded as unusable. Since the Oregon Professional Horsemen's Association did not respond to the investigator's request for a membership list, there was no way to differentiate between amateurs and professionals before sampling.

The study reveals several opportunities for further investigation. Other elements of the clothing selection process by show horse exhibitors have been largely ignored, such as identification of the roles of parties other than the professional trainer in providing

advice about riding apparel selection, possible differences in selection practices associated with the breed or type of animals shown, clothing behavior of exhibitors in other states or regions of the United States, clothing awareness, differences associated with urban or rural residence of exhibitors, and clothing behavior and awareness of judges and professional trainers. In a broader scope the study suggests applications to other leisure time activities which also may have a highly identifiable type of clothing associated with participation, such as skiing.

CHAPTER VI

SUMMARY

Despite greatly increasing interest in the use of horses for recreational purposes in the United States, little research has been done in this area, especially concerning the people who ride them in horse show competition. Because apparel worn in horse shows is highly identifiable and because there is a certain emphasis on appearance while in the ring, a logical topic for research is presented. This study sought to explore inter-relationships among factors associated with consumer decisions in riding apparel selection and presents a description and analysis of those factors on the basis of the responses of 98 exhibitors residing and competing in Oregon in the spring and summer of 1971.

Research on social stratification in the United States has outlined observance of different ways of living associated with membership in social classes. Patterns of consumption, including clothing consumption, can define class membership as material goods are significant social symbols in our society. Reference group theory suggests that individual and small group contacts are more important in determining one's status than impersonal contacts. Certain individuals may be chosen as basis for comparison with one's own condition or as levels toward which one aspires, thus becoming

"role models." Intrinsic to theories surrounding an hypothesis of a two-step flow of communication is the figure of the "opinion leader" who passes information along to his everyday associates. The opinion leader differs from his followers in several respects, including perceived competence, personification of desired values, and social accessibility. Preferences for specific attributes of apparel are the most widely studied aspects of consumer motivation. Several studies seem to indicate that subjects were more interested in a garment's outward appearance than attributes such as wear or care performance. Clothing consumers have been noted to feel difficulty in finding some desired apparel items within their home communities or in finding garments which fit them properly. Relationships between customers and sales people may also be a source of difficulty in shopping. Studies concerning the relationship between clothing and achievement of some desired status concluded that where relationships are impersonal or anonymous or where occupational performance standards are ambiguous, people tend to evaluate others, at least in part, by the way they are dressed. Level of participation in specified activities of a social nature has been shown to be associated with many other factors, including social class, judgement of wardrobe adequacy, and perceived symbolic value of clothing.

Mailed questionnaires are frequently used in social science research. Several techniques may be used to encourage return of the survey instruments, including the use of first-class postage stamps on questionnaires and on self-addressed return envelopes, a hand signed copy letter on letterhead paper, and a definite deadline date.

Non-parametric statistical methods are frequently useful when normality of the population cannot be assumed, when scores are not exact in a numerical sense but are inherently ranked or have the strength of ranks, when it is desirable that computations to be performed are simple, and when samples are small. Data can be classified into a contingency table for hypothesis testing by the chi-square test.

A questionnaire (Appendix I) was mailed to 404 horsemen in July 1971 which requested information about their opinions concerning the level of importance of certain selected garment characteristics when purchasing riding apparel, their feelings of difficulty or frustration in locating what they wish to buy in Oregon stores, whether or not they had used the services of a professional trainer, especially to provide guidance on clothing selection, to what extent they believed apparel enters into judges' evaluations of competitors, how many horses they showed, how many and what kind of shows they entered, and the occupation and educational attainment of the head

of the household. Ninety-eight usable questionnaires were obtained.

The responses were grouped and reported by frequencies, frequency groupings, and percentages in terms of the variables of social position, amount and kind of competition, use of services of a professional trainer, belief about the relationship of clothing to achievement, ratings of appearance properties of clothing, and feelings of difficulty. The chi-square test of independence was used to analyze contingencies among the variables.

The objectives of the study were as follows:

1. To determine the extent to which exhibitors believe that apparel enters into a judge's evaluation of competitors.
2. To determine the extent to which trainers provide information to their customers concerning riding apparel selection and the frequency with which this counsel is followed.
3. To determine the extent of expressed feelings of difficulty in locating desired riding apparel items attributed to selected factors.
4. To determine the importance of selected appearance factors in choosing riding apparel items.
5. To describe the Oregon horse show exhibitors in terms of social position.
6. To explore the relationships existing among beliefs about the relationship of clothing to achievement, the use of the services

of a professional trainer, feelings of difficulty in locating desired riding apparel items, the amount and kind of competition entered, ratings of appearance properties of riding apparel items, and social position.

The following null hypotheses were established and tested:

H₀ 1. Ratings of appearance properties of clothing are not associated with beliefs about the relationship of clothing to achievement. $X^2=3.023$, 4 d.f.; $.60 > p > .50$. The null hypothesis could not be rejected.

H₀ 2. Ratings of appearance properties of clothing are not associated with the amount and kind of competition entered. $X^2=13.287$; 4 d.f.; $.01 > p > .005$. The null hypothesis was rejected in favor of the alternate hypothesis.

H₀ 3. Ratings of appearance properties of clothing are not associated with expression of feelings of difficulty in locating desired items in Oregon stores. $X^2=13.954$; 4 d.f.; $.10 > p > .05$. The null hypothesis was conditionally rejected in favor of the alternative hypothesis.

H₀ 4. The assignment of high ratings to appearance properties is not associated with the use of services of a professional trainer. $X^2=4.866$; 4 d.f.; $.60 > p > .50$. The null hypothesis could not be rejected.

H₀ 5. Ratings of appearance properties of clothing are not associated with social position. $X^2=6.789$; 4 d.f.; $.20 > p > .10$. The null hypothesis could not be rejected.

H₀ 6. Belief about the relationship of clothing to achievement is not associated with the use of the services of a professional trainer. $X^2=6.493$; 6 d.f.; $.40 > p > .30$. The null hypothesis could not be rejected.

H₀ 7. Belief about the relationship of clothing to achievement is not associated with amount and kind of competition entered. $X^2 = 7.337$; 4 d.f.; $.20 > p > .10$. The null hypothesis could not be rejected.

H₀ 8. Belief about the relationship of clothing to achievement is not associated with expression of feelings of difficulty in locating desired items in Oregon stores. $X^2=6.185$; 8 d.f.; $.70 > p > .60$. The null hypothesis could not be rejected.

H₀ 9. Belief about the relationship of clothing to achievement is not associated with social position. $X^2=1.758$, 4 d.f.; $.80 > p > .70$. The null hypothesis could not be rejected.

H₀ 10. Amount and kind of competition entered is not associated with expression of feelings of difficulty in locating desired items in Oregon stores. $X^2=7.576$; 8 d.f.; $.50 > p > .40$. The null hypothesis could not be rejected.

H₀ 11. Amount and kind of competition entered is not associated with the use of the services of a professional trainer. $X^2=14.907$; 6 d.f.; $.025 > p > .01$. The null hypothesis was rejected in favor of the alternative hypothesis.

H₀ 12. Amount and kind of competition entered is not associated with social position. $X^2=4.401$; 4 d.f.; $.40 > p > .30$. The null hypothesis could not be rejected.

H₀ 13. Expression of feelings of difficulty in locating desired items in Oregon stores is not associated with the use of the services of a professional trainer. $X^2=5.904$; 12 d.f.; $.95 > p > .90$. The null hypothesis could not be rejected.

H₀ 14. Expression of feelings of difficulty in locating desired items in Oregon stores is not associated with social position. $X^2=3.687$; 8 d.f.; $.90 > p > .80$. The null hypothesis could not be rejected.

H₀ 15. Use of the services of a professional trainer is not associated with social position. $X^2=10.230$; 6 d.f.; $.20 > p > .10$. The null hypothesis could not be rejected.

The characteristics of the population in this study are described in detail in Chapter IV. The typical Oregon exhibitor's family under study was a member of Social Class III, commonly called the "lower middle class" as the head of the household typically was either employed at a managerial level in a medium sized business or was

a lesser professional or a skilled worker and was a high school graduate, possibly with some college training. The instrument used to measure social class called upon occupation and education as determinant characteristics.

The family owned or leased between one and three horses to show which were primarily shown by two persons over the age of 18 who were household members. They entered about 11 horse shows in a typical year, most frequently the type of competition that was one day long, O.H.A. or similarly approved, either for one breed or open, or the two-day show which was limited to horses of only one breed and which was O.H.A. or similarly approved or rated Class C by the A.H.S.A. In the past they had been customers of a professional trainer but were not at present. Even when they were customers they did all of the showing themselves. They did receive advice from the professional about riding apparel and frequently followed it. The advice they received most commonly concerned rules governing what is to be worn in what horse show classes and styles and colors to select. They also felt that clothing was important in a judge's evaluation of the competitors in horse show classes.

Generally, the typical respondent felt that the greatest difficulties found in locating and buying clothes for show ring wardrobes in Oregon stores were lack of choice, lack of availability

of correct sizes and that it was a long distance to an appropriate store selling what they wanted. The typical exhibitor also felt that factors of outward appearance were somewhat more important in selecting clothes than the less readily observable properties, with attractive fit, propriety for classes entered, durability of fabric and workmanship, ability to hold shape, good coordination with other wardrobe items, and ease of maintenance emerging as the most important between groups of appearance and non-appearance properties.

While a majority (51 percent) of the population gave ratings of appearance properties which were in the group of highest possible ratings concerning their importance in selection of riding apparel and 60 percent of those who also accorded the highest possible score for the importance they felt judges attached to clothing in evaluating exhibitors, there was no statistically significant relationship between scores on the two variables. There was, however, a significant relationship between ratings of appearance properties and scores for amount and kind of competition, a variable which sought to measure degree of involvement in horse showing. These differences were significant at the .01 level. Ratings for appearance properties with respect to feelings of difficulty in locating desired riding apparel in Oregon stores were not significantly related at the selected .05 level but the association pointed toward significance

at the .10 level. Those who rated appearance properties highly in selecting clothing tended to feel that it was more difficult to find what they wanted than those who did not rate appearance characteristics so highly. There was no significance among groups of appearance properties scores and groups of scores for extent of use of services of professional trainers even though almost three-fourths of those who were in the most extensive trainer use category rated appearance properties in the highest possible grouping and half or fewer of those who used trainers less extensively or not at all did so. There was also no significant relationship among groups of social position scores with respect to ratings of appearance properties. Only one-fourth of the members of the highest social class had appearance property ratings in the highest possible category, while slightly over half of all classes below them did so. One-sixth or fewer of all classes rated appearance properties in the lowest category.

The extent to which the sample studied used the services of professional trainers was explored with respect to the scores they expressed in rating their beliefs about the relationship of clothing to show ring achievement -- that extent to which they believed judges considered clothing when judging a class. There was no significant relationship between the two variables. The middle trainer use category tended to believe that clothing was more important to judges than did any other groups. There was also no significant relationship

between the variables of belief about the relationship of clothing to achievement and amount and kind of competition entered. It is in the middle range of amount and kind of competition scores that the greatest importance of clothing in the judge's eyes was perceived by the exhibitors, as over three-fourths (76.7 percent) had scores of four or five. Slightly fewer (72.4 percent) of the most active exhibitors scored similarly. A lack of significant relationship was found between ratings of appearance properties of clothing and feelings of difficulty in locating desired items of riding apparel. Only one-tenth of those who accorded the highest possible rating to the belief about clothing's role in show ring achievement had feelings of difficulty scores in the highest grouping although they had the greatest frequency in the second highest category. No significant relationship was found between social position and belief about the relationship of clothing to achievement. Slightly more members of combined Class IV and V than any others gave the highest possible ratings to this belief, but Class I members had the greatest frequency of responses in the top two categories and combined Class II and III members were very similar.

When amount and kind of competition scores were analyzed with respect to scores rating expressions of feelings of difficulty, no statistical significance was found. Slightly over half (51.7 percent) of the most active exhibitors had feelings of difficulty scores

in the two highest categories, as did between one-fourth and one-third of the two categories of lesser involvement. However, when amount and kind of competition scores were analyzed with respect to extent of use of the services of a professional trainer, the relationship was significant at the .025 level. The more active the exhibitor, the more extensive the use of trainers; only 17.2 percent of the most active had never availed themselves of a professional's guidance, while 44 percent of the members of the lowest activity level had not utilized a trainer. When amount and kind of competition scores were analyzed with respect to social class, no statistical significance was noted. Members of combined Class II and III were the most active show participants and Class I the least active.

No statistically significant relationship was found between the variables feelings of difficulty and use of the services of a professional trainer, although customers in the middle category of extent of use expressed the greatest feelings of difficulty in locating apparel they wished to purchase in Oregon stores of any of the groups. Likewise there was no significant relationship between feelings of difficulty and social position, although members of combined Class II and III had the highest expression of difficulty and Class I the lowest.

No significance was noted between social position and use of services of a professional trainer, although Class I members used trainers more extensively than others, with Class II and III members

next, and Class IV and V least. In general, as one goes up in social class so does extent of use of trainers, but this was not significant at the .05 level.

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APPENDICES



CORVALLIS, OREGON 97331

APPENDIX I

July 9, 1971

Dear

For the first time graduate level research is being conducted on clothing of those involved in exhibiting horses in performance and halter competition. As part of my graduate program in Clothing, Textiles and Related Arts at Oregon State University, I hope to add to the understanding of how people select wearing apparel.

Your name has been selected at random from the names of hundreds of Oregon horsemen and it is hoped that you will be willing to participate in the project by completing the enclosed questionnaire and mailing it by July 23. All replies are completely anonymous and will remain confidential since the information will be coded and summarized by machine. Certain background information is requested in order to describe in summary the population sampled.

Your participation will be appreciated and your cooperation will make a contribution to our understanding of clothing selection and purchase.

Yours sincerely,

Miriam H. Cross, Graduate Student
Clothing, Textiles and Related Arts

Ruth E. Gates, Adviser
Associate Professor
Clothing, Textiles and Related Arts

QUESTIONNAIRE

1. Of the following characteristics of apparel items, which concern you when selecting a garment to buy to use in showing? RATE the following factors to indicate their degree of importance to you by circling the number which corresponds to your feeling. Any number may be used not at all or more than once.

	Very Important			Little or no Importance	
Potentially easy to alter for others or for size changes	5	4	3	2	1
Attractive fit	5	4	3	2	1
Currently in fashion	5	4	3	2	1
Easy to maintain	5	4	3	2	1
Coordinates well with other wardrobe items	5	4	3	2	1
Proper for classes entered	5	4	3	2	1
Color compatible with horse	5	4	3	2	1
Color compatible with rider	5	4	3	2	1
Ability to hold shape	5	4	3	2	1
Durability of fabric and workmanship	5	4	3	2	1
Priced at about what I'd planned to spend	5	4	3	2	1
Familiar brand name or maker	5	4	3	2	1

2. Do you ever experience difficulty in locating some or any of the items you want to include in your show ring wardrobe in Oregon stores? Using the possible reasons below, circle the word which corresponds to the frequency with which you feel it is a problem

A long distance to an appropriate store	Often	Sometimes	Never
Correct sizes not available	Often	Sometimes	Never
Hard to find where certain items are sold	Often	Sometimes	Never
Not very many to choose from	Often	Sometimes	Never
Store personnel not helpful or knowledgeable	Often	Sometimes	Never
Item not stocked at all	Often	Sometimes	Never
Other (please specify: _____)	Often	Sometimes	Never

3. Have you ever used the services of a professional trainer for training of animals or riders? (Check one)
- Yes; at present
 Yes, but not at present
 No
4. If you CURRENTLY use a trainer's services, what portion of the exhibiting of your animals is performed by him (Check one)
- All
 Part
 None
5. If you do not currently use a trainer but have in the past, what portion of the exhibiting of your animals was done by him at that time? (Check one)
- All
 Part
 None
6. If you have ever used a trainer's services, has he been consulted or did he offer information concerning the selection of show ring apparel?
- Yes
 No
7. If "Yes" to the above question, to what extent have you followed his counsel? (Check one)
- Always
 Frequently
 Occasionally
 Rarely
 Never
8. If "Yes" to question 6, what kind of information did he provide? Indicate any and all with check mark.
- Styles to select
 Colors to select
 Where to shop
 Rules governing apparel worn according to classes entered
 Coordination of wardrobe items
 Approximate prices
 Other (Please specify: _____)
9. To what extent do you believe that apparel enters into a judge's evaluation of competitors? Circle the number that best expresses your feeling.
- | | | | | |
|-------------------|---|---|---|-------------------------|
| Very
Important | | | | Not Important
at All |
| 5 | 4 | 3 | 2 | 1 |

10. How many horses do you own or lease which are used for showing? _____
11. How many members of your household participate in horse showing?
 ___ (Check if appropriate) None, as trainer does all showing
 ___ Number of children age 12 and younger
 ___ Number of teenagers 13 through 17
 ___ Number of adults 18 and over
12. In a typical year, about HOW MANY shows do you enter of the kinds listed below?
 ___ Any 4-H shows
 ___ 1-day, not recognized by OHA or breed groups, either restricted to one breed or open (Ex: schooling shows)
 ___ 1-day, recognized by OHA or similar organizations or state breed associations or Local Member AHSA, either for one breed or open (Ex: Le Saut Cheval Equestrian Team Benefit Horse Show in Roseburg, Western Paraders Association Spring Horse Show in Portland, Morgan Horse Association Open Spring Show in Salem)
 ___ 2-day, recognized by OHA or similar organizations or state breed associations or AHSA primarily Class C BREED (Ex: Cal-Ore Appaloosa Club Annual Show in Grants Pass, State of Jefferson Quarter Horse Association Show in Roseburg, AHBAO Annual Spring All Arabian Show in Salem)
 ___ 2-day, recognized by OHA or similar organizations or state breed associations or AHSA primarily Class C OPEN shows (Ex: Western Horsemen of Oregon Spring Show in Albany, Clackamas County Sheriff's Posse Annual Horse Show in West Linn, Arabian Horse Club of Central Oregon Annual All Breeds Show in Madras)
 ___ AHSA Class A and B BREED shows at least 2 days long (Ex: AHBAO Annual All Arabian Show in Salem in June, Cascade Arabian Horse Club Summer Show in Salem, Roundup Quarter Horse Show in Pendleton)
 ___ AHSA rated, with 1 or more divisions at least B, OPEN shows at least 2 days long (Ex: Oregon State Fair in Salem, Pacific International Livestock Exposition in North Portland, the Northwest Charity Horse Show-Carrousel Americana in Eugene)
13. Occupation of head of household: _____
14. Describe briefly what (check appropriate sex) ___ he or ___ she does: _____

15. Education of head of household (circle highest level completed):

Grade School	High School	College	Graduate or Professional
5 6 7 8	9 10 11 12	1 2 3 4	School

Describe briefly the type of education beyond high school: _____

Circle highest degree completed: BACHELORS MASTERS
DOCTORS

16. Is any member of your household a professional trainer of horses or riders for the show ring? (Check one) Yes
 No

PLEASE STAPLE OR TAPE QUESTIONNAIRE CLOSED
BEFORE MAILING

THANK YOU

APPENDIX II

Frequency Distribution of Social Position Scores of Respondents

Score	Frequency n=98	Percentage
Abnormal Response	3	3.1
11	9	9.2
15	3	3.1
18	5	5.1
19	1	1.0
22	9	9.2
26	4	4.1
29	3	3.1
30	2	2.1
33	6	6.1
36	2	2.1
37	6	6.1
40	4	4.1
44	10	10.2
47	5	5.1
51	13	13.3
52	2	2.1
55	3	3.1
58	4	4.1
59	2	2.1
63	1	1.0
73	1	1.0
TOTAL	98	100.0

APPENDIX III

Frequency Distribution of Amount and Kind of Competition Entered

Total Score	Frequency n=98	Percentage	Total Score	Frequency n=98	Percentage
Abnormal Response	14	14.0	145	1	1.0
1	1	1.0	147	1	1.0
6	1	1.0	148	1	1.0
8	1	1.0	150	1	1.0
9	1	1.0	156	1	1.0
16	1	1.0	162	1	1.0
20	3	3.1	168	3	3.1
24	2	2.1	176	1	1.0
28	1	1.0	177	1	1.0
29	1	1.0	180	1	1.0
30	2	2.1	192	1	1.0
32	2	2.1	198	1	1.0
36	2	2.1	210	2	2.1
38	1	1.0	216	1	1.0
39	1	1.0	252	1	1.0
42	1	1.0	270	2	2.1
45	2	2.1	288	1	1.0
48	2	2.1	294	1	1.0
54	1	1.0	300	1	1.0
56	2	2.1	304	1	1.0
62	1	1.0	305	1	1.0
70	1	1.0	306	1	1.0
72	1	1.0	320	1	1.0
75	1	1.0	321	1	1.0
76	1	1.0	322	1	1.0
80	1	1.0	336	1	1.0
86	1	1.0	376	1	1.0
90	1	1.0	438	1	1.0
93	1	1.0	459		
96	1	1.0	558	1	1.0
104	1	1.0	559	1	1.0
110	1	1.0	620	1	1.0
120	3	1.0	720	1	1.0
124	1	1.0	1050	1	1.0
133	1	1.0	TOTAL	98	100.0
135	1	1.0			

APPENDIX IV

Frequency Distribution of Scores Measuring Extent of Use of Services
of a Professional Trainer

Total Score	Frequency n=98	Percentage
0	26	26.5
4	13	13.3
8	11	11.2
9	2	2.1
12	11	11.2
13	6	6.1
14	1	1.0
15	4	4.1
16	6	6.1
18	2	2.1
19	2	2.1
20	4	4.1
21	1	1.0
22	2	2.1
23	3	3.1
24	1	1.0
25	1	1.0
26	1	1.0
27	1	1.0
28	1	1.0
TOTAL	98	100.0

APPENDIX V

Frequency Distribution of Scores Expressing Feelings of Difficulty
in Locating Desired Items of Riding Apparel in Oregon Schools

Weighted Total Score	Frequency n=98	Percentage
Abnormal Response	4	4.1
0	1	1.0
2	5	5.1
3	4	4.1
4	4	4.1
5	4	4.1
6	17	17.3
7	12	12.2
8	13	13.3
9	8	8.2
10	15	15.3
11	5	5.1
12	5	5.1
14	1	1.0
TOTAL	98	100.0

APPENDIX VI

Frequency Distribution of Scoring Rating Appearance Properties of Clothing

Score	Frequency n=98	Percentage
Abnormal Response	6	6.1
18	4	4.1
19	1	1.0
21	3	3.1
22	4	4.1
23	1	1.0
24	7	7.1
25	13	13.3
26	9	9.2
27	15	15.3
28	18	18.4
29	8	8.2
30	9	9.2
TOTALS	98	100.0