

AN ABSTRACT OF THE THESIS OF

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Title THE RELATIONSHIP OF CLOTHING ATTITUDES OF THREE GROUPS OF WOMEN TO AGE AND LEVEL OF HUSBAND'S POSITION

Abstract approved   
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The purpose of this problem was to compare young, middle-aged, and older women's attitudes concerning clothing, and to see what influence the husband's position and income had on the clothing attitudes of the wife.

The problem dealt with five specific aspects of women's dress: (1) appropriate dress, (2) impressing others, (3) fashion interest, (4) confidence in selection of clothing, and (5) effect wife's role had on her wardrobe.

The data for this study was obtained through the use of a questionnaire in a structured interview. The 75 subjects were wives of college graduates that were working in or toward a management position within a large manufacturing company in Portland, Oregon. Eleven companies manufacturing industrial equipment participated in the study.

The questionnaire was composed of 21 questions used in

previous research and 21 questions written for this study.

The chi-square test was used to determine the relationship between age and income and attitudes toward clothing. The wife's education was also tested to see if it was an influencing factor on the above attitudes.

Analysis of the data showed that significantly more younger women were concerned about what to wear than the other age groups, and that they knew the least about the designers. More of them also had less confidence in selecting a garment to wear. More of the middle-aged women knew the most about fashion designers, and had confidence in the selection of a garment.

There were more significant differences between the levels of husband's position than in either wife's age or wife's education. Analysis showed subjects in the lowest income group had high interest in prestige items and wore the same outfit fewer times. More of them had less interest in reading fashion magazines, knew less about fashion designers, and had less confidence in selecting a garment than the other two income groups. Significantly more of the high income group owned prestige items, wore the same outfit many times, had a strong desire for exclusiveness, had a high interest in reading fashion magazines, and recognized more of the fashion designers names than the other two income groups.

More of the women with the high school education wore the

same outfit the most times, and knew less about fashion designers. They had less confidence in their selection of a garment. More of the women with the vocational or business school training had the highest confidence in the selection of a garment. The women with a college degree knew more about fashion designers.

There were more women who pursued a role of home orientation and fewer were socially-oriented. More of the home and socially-oriented wives were highest in the types of activities participated in and their reasons for participation. More of the home-oriented wives were rated low in their reasons for participation. More of the socially-active women were influenced in their clothing selection by outside sources.

THE RELATIONSHIP OF CLOTHING ATTITUDES OF  
THREE GROUPS OF WOMEN TO AGE AND  
LEVEL OF HUSBAND'S POSITION

by

MARTHA GOETZ WALDEMAR

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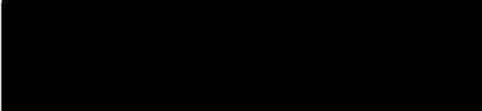
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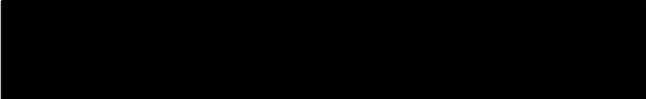
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THE RELATIONSHIP OF CLOTHING ATTITUDES OF  
THREE GROUPS OF WOMEN TO AGE AND  
LEVEL OF HUSBAND'S POSITION

INTRODUCTION

Many books and magazine articles have been written about the way the executive thinks, functions, lives, and dresses; but little has been written about his marriage partner. Heal (15) and others have suggested a few guide lines for the behavior patterns of the wife in her position in society, but very little has been written about how she feels in her role and the importance of clothing in this role.

For many women, the study of fashions is an important part of their lives. The wise selection of appropriate clothing that will be "fashionable" for a period of time may be highly desired by women who take an active interest in their clothing and in their appearance.

Women are interested in wearing appropriate clothing for the particular function they attend. They often ask the opinion of others about the type of garment suitable to be worn to the occasion or the suitability of the design they have selected.

When an individual is in a new situation he desires to create a favorable impression upon other people. If the social situation involves the business associates of her husband, the wife is probably more concerned about her appearance than usual--especially if this

is the first meeting with someone of importance.

The role a wife chooses to take may vary from the "homebody" to the socially active person. The activities she pursues influence the type of wardrobe she has. A person who is active socially will probably find that her activities require a variety of types of garments in her wardrobe. Her interest and satisfaction in the role she plays also contribute to her feelings about clothing and influence her clothing selection.

Since authorities consider the wife important to her husband's career, especially at the executive level, the way she feels about her clothing in reference to activities, interests, and personal tastes should be known. This information would be of value to home economics teachers in clothing and family life.

There have been few studies comparing women of different ages with their clothing attitudes. There has been very little research concerned with comparing the effect of a husband's level of position and income with his wife's ideas about clothing. This study was undertaken to expand the information about the clothing habits, ideas, and needs of an executive's wife.

The writer found herself in the situation of uncertainty in the selection of clothing suited to the wife of a young executive. Through discussions with acquaintances of the same age, she found other

women with similar problems, and thus personally felt the need for this study.

### Specific Statement of the Problem

The purpose of the problem was to compare young, middle-aged, and older women's attitudes concerning clothing, and to see what influence the husband's position and income had on the clothing attitudes of the wife.

The problem dealt with five specific aspects of woman's dress: (1) appropriate dress, (2) impression upon others, (3) fashion interest, (4) confidence in clothing selection, and (5) effect of wife's role on her wardrobe. It is believed that all five factors influence a woman when she selects her clothing.

### Hypothesis

The following hypotheses with their sub-hypotheses, stated in the alternate form, served as a guide for the study.

I. Age and level of husband's position will be related to the woman's

- A. concern for appropriate dress,
  - a. concern over wearing non-conforming clothing
  - b. approval of clothing purchase to conform to the group

- c. concern about what to wear
- B. desire to impress others,
  - a. interest in prestige items
  - b. ownership or selection of prestige items
  - c. desired judgments of others
  - d. number of times same outfit worn
  - e. desire for exclusiveness
- C. interest in fashion trends,
  - a. readership of fashion magazines
  - b. knowledge about fashion designers
- D. confidence in her selection of satisfactory clothing.
  - a. confidence in selection of a garment
  - b. ease in making up mind about clothing

II. The wife's interpretation of her role as her husband's helpmate will influence her wardrobe.

#### Definitions of Concepts or Terms

These terms are presented in the order used in the study.

Clothing attitudes: manner in which a person thinks, feels, or acts toward clothing and the act of wearing it.

Appropriate dress: determined by general social usage as suggested by clothing selection books and etiquette books.

Fashion trends: current styles introduced by designers and

published in leading fashion magazines.

Satisfactory clothing: suited to individual's purpose and way of life; includes becoming styles, colors, textures.

Role: an organized pattern of behavior.

- a. Home-oriented role: behavior of wife dealing primarily with care of home, children and husband.
- b. Socially-oriented role: behavior of wife dealing primarily in activities of a social nature--interaction with persons outside the family, either by wife alone or with husband.
- c. Home and socially-oriented role: behavior showing characteristics of both patterns, but with no special emphasis.

Executive: a person in a supervisory position. Level of position determined by number of personnel supervised, importance of job, years of experience, and salary.

#### Limitations of the Study

Only one type of manufacturing company was selected in order to have a representative stratified sample, and for the same reason, the results are not indicative of other types of manufacturing companies or businesses.

Subjects interviewed were not randomly selected, but were

qualified persons from various companies participating in the study. One-hundred returns were originally expected but it was not possible to obtain that many.

The original plan for the study was to compare clothing attitudes of younger women and older women, but it was impossible to acquire enough subjects in these age categories. It was, therefore, decided to examine the differences between the clothing preferences of a middle age group and a number of younger and older women.

## REVIEW OF LITERATURE

The review of literature covered women's ideas and behavior in four areas of clothing: (1) being appropriately dressed, (2) trying to impress others, (3) showing interest in fashions, and (4) having confidence in their selection of satisfactory clothing. Age, education, marital status, number of children, level of husband's position, and social status were studied for the influence they might have on the wife's attitude toward the above areas. In addition, material written about the various roles wives of executives perform, their manner of dressing for occasions, and the influence they may have on their husbands were examined.

General information on the characteristic traits of an executive was examined for a better understanding of his way of life and the effect it had on his wife's clothing (2, 9, 10, 14, 28).

### Wife's Attitude Toward Dress

#### Appropriate Dress

Many women are interested in wearing clothing considered to be appropriate for the occasion (8). Stout and Latzke (25) found that women looked to many sources for the suggested type of clothing suitable to wear for a specific occasion, time of day, time of year, and degree of formality that was observed. Among these sources

were clothing selection texts and etiquette books (see Appendix A for recommended reading list).

There are many reasons why women are interested in wearing appropriate clothing. Studies (13, p. 158; 25; 29, p. 142-143) have shown that for women who desired to become members of a group it was essential they dress similarly to the way the members of that group dressed. By conforming to the dress of the group, Wilson's subjects hoped to gain social approval for their manner of dress which would help them obtain the desired membership (29, p. 143). It was also found that women who desired to improve their standing within a group used conforming clothing as a means of securing that group's approval (1, p. 40; 13, p. 158; 29, p. 143). Stone and Form (24) reported that women, desiring to be accepted after moving to a different social group had to adapt their ideas and actions so their clothing behavior corresponded with that of the new group (24, p. 35).

For other women clothing is a means of self-expression. When Gates (13) studied two groups of wives from two salary categories she found women in the higher salary group selected clothing to express themselves and showed a lack of interest in wearing non-conforming clothing. These women in the higher salary group were already established in their positions. She suggests:

. . . that clothing usage in the contemporary scene may be viewed as primarily representative of two different functional approaches: as a tool for social manipulation,

either (a) to gain ascendancy, or (b) to gain acceptance; or, as a tool for self-expression (13, p. 189).

### Impressing Others

A stranger is often judged by the clothes he wears, according to several writers (1, p. 46; 11, p. 303; 22, p. 111; 25). An individual in a large community ". . . cannot hope to be recognized by facial configuration and judged by reputation, but must rather rely on his raiment to represent him as a person" (1, p. 46), stated Alexander in her study involving 1227 high school boys and girls, college girls, and adult men and women. Thus the individual often used his or her clothing as a means of creating a favorable impression on others which he hoped would lead to their acceptance of him (1, p. 47).

Alexander (1) noted that every woman seemed to have her own ideas of how she could best appear to others (1, p. 46). When a favorable impression was desired she tried to impress others by shopping in exclusive stores. This behavior was reported in Gates' study (13, p. 114). By shopping in these stores, a woman could expect to find only a few garments made in the same style and color, thus acquiring a more distinctive wardrobe.

Observers (11, p. 303; 25) noted that women who felt they needed to impress others were able to do so by showing interest in

prestige clothing. Those women who were not able to afford items that have "prestige status" showed their interest by recognizing such items in the presence of others. Recognition of these items showed an ability to identify the characteristics that distinguished them from similar items. Many of the women in Alexander's study who were able to purchase prestige clothing did so in order to enhance their standing in their group or the community (1, p. 40). It was observed by another writer that women wore prestige clothing which indicated their husband's financial and social status (4, p. 150).

According to Fitzsimmons, prestige and self-expression were two of the basic needs of clothing buyers (11, p. 303-304). She used "prestige" to mean the act of copying others and selecting clothing to make one appear as he wished to appear. "Self-expression" was defined as the desire to create an impression on others. Alexander found ". . . that people dress for others rather than for themselves, i. e. , they use clothing as a means of influencing others' opinions of themselves" (1, p. 46). She concluded that all aspects of a person's clothing contributed to the total initial impression he created.

#### Interest in Fashion Trends

Many women have shown interest to some degree in the fashion trends (4, p. 149). The way the interest was shown has been observed to range from avidly following the trends to merely discussing

the changing styles and their differing effects on the women who wear them.

Those women who were interested in the fashions often read magazines that showed the current fashions (5). The family income and the class status were a contributing factor in the type of magazine read (4, p. 150; 22, p. 109). For the middle to lower class families it was usually the general women's magazines that were read (4, p. 150). These featured the type of clothing currently shown in the stores where these women shopped. The styles displayed were suited to the tastes of a specific income group (4, p. 150), and often were adaptations of high fashion (5). The women who were more interested in the newest styles and high fashions read the fashion magazines that catered to this interest, indicated Barber and Lobel (5). The styles that high fashion magazines featured were the designs of well-known international clothing designers and were several months in advance of clothing shown in stores (5; 12, p. 53).

Barber and Lobel also implied that the degree of high fashion which women followed in the clothing they wore was dependent on several factors (income, social status, level of husband's position, social activities, etc.) To be more self-expressive in their dress was one reason for following high fashion (5; 11, p. 304). There were fewer garments made in the same style, thus the wearer had less chance of meeting another woman wearing attire similar to

her own (5). Another reason for showing interest in the latest fashion trends was to indicate to others the social position of that person (5).

Women's interest in fashion trends and fashion magazine readership was also studied by Gates (13). For the groups she studied (women 30 to 45 with husbands whose average salaries were \$5700 and \$10,000) she found ". . . very low expressed preference for new fashions for the group as a whole" (13, p. 95). Both salary groups were ". . . not highly knowledgeable in terms of fashion designers and fashion trends" (13, p. 99), and they gave ". . . little time or effort to reading of fashion magazines" (13, p. 100). Women in the higher salary group did score higher than women of the medium salary group in all areas mentioned above (13, p. 99-100). From these results, Gates assumed ". . . that reading of fashion magazines and acquiring of fashion knowledge may be viewed by some as pleasurable indulgence of intellectual curiosity, rather than a seeking of prestige. . . ." (13, p. 173). That money was needed for the purchase of high fashion clothing was recognized by a few writers (4, p. 150; 5).

#### Confidence in Selection of Satisfactory Clothing

While there were many college women in Wilson's study (29) who had confidence in their selection of satisfactory clothing for the

occasion, there were some women students who did not. Those students who felt confident in their ability to select clothing often felt at ease in any situation (29, p. 142). Stout and Latzke (25) noted that to have this confidence, the wearer had to know what type of clothing looked best on her. The college women in their study recognized the need to know their good styles, colors, fabrics, and to be able to select their clothing with these features in mind. Alexander commented that when a woman's clothing fitted her well and looked well on her, she had the feeling of being well-dressed (1, p. 47). With this feeling went the personal satisfaction in her ability to select her clothing.

Once a woman did not have to worry about her clothing and whether it looked well on her, she was able to participate more freely with the group. The data obtained by Alexander indicates ". . . that when people feel they are well-dressed, they have greater self-respect and poise and can devote themselves more wholeheartedly to the activity at hand" (1, p. 34). She concluded that:

The relationship between 'self-confidence and well-being' and the other three variables [impression, acceptance, and status] is a very close one and it seems to work two ways. That is, making a good impression, being accepted, and having status all lead to self-confidence. On the other hand, self-confidence leads to being accepted, achieving status and making a good impression on others (1, p. 42).

## Summary

The review of the studies and writings indicated that some women were interested in what they wore and the effect their clothing created. They were interested in what others thought about their manner of dress, and how it served as a means of influencing people's opinions about them (1, 13, 29). Those who desired to gain acceptance to a new group, or to improve their relationship within a group, frequently dressed like members of the group they wished to impress (1, 13). Studies (1, 22, 25) showed that an individual was judged by the clothing he wore. When a woman wished to make a favorable impression she either wore prestige clothing, had a large wardrobe, or shopped in exclusive stores with the purpose of gaining attention.

When a woman had confidence in her selection of satisfactory clothing she felt more at ease in the social situation.

### Factors Influencing Wife's Clothing

There were various factors which were believed by some researchers (1, 10, 22, 26) to have influenced women's clothing. Among those factors were the age of the wife, education, marital status, number of children, organizational membership, community lived in, social status, and occupational position of husband.

Age was an important factor in Rosencranz's study of women's

interest in clothing. Of the 180 women in her study, 56 percent under the age of 25 had a much greater interest in clothing than did the other women. Only 27 percent of those women over 30 had an equally high score in her clothing interest questionnaire (21). In a clothing awareness study, however, age was ". . . not significantly related to clothing awareness" (22, p. 109), in comparison to other factors.

Further findings showed that ". . . social class and all related aspects (occupation, income, education, organizational membership)" had a ". . . significant relationship to clothing awareness" (22, p. 109). "Clothing importance is positively related to social status" was determined by Vener (26, p. 87). Barber believed that the changing fashions helped to ". . . symbolize the maintenance of social class position" (4, p. 149). Another study found that ". . . impression is closely related to status" (1, p. 39). The maintenance or improvement of the status of the person is believed to be enhanced by the impression of those persons involved. The general conclusion by Rosencranz ". . . clothing is an important guide in determining the role and status of unknown persons" (22, p. 111), seems to sum up the findings of other studies.

The occupational position of the husband had some influence on the company-related social activities of the couple (10). The higher the position, the greater the number of social obligations (10, 16, 18,

19). This aspect will be discussed in greater detail in the next section. The woman whose husband was moving on the social ladder found that her manner of dress was often changed as a result of that move, especially when the move was into another group (18; 24, p. 35). In the comparison of women in two salary groups, Gates (13) found that women of the higher salary scored higher than the medium salary group on the following topics: "fashion knowledge" (13, p. 97), "magazine readership" (13, p. 102), and "expressed desire to feel well-dressed" (13, p. 145). Vener stated:

The fact that occupational status and its highly related variable, source of income, show the greatest degree of relationship to clothing importance, increases in consequence when we consider that many students of stratification hold that occupational status is a major, if not a prime, element in social status (26, p. 43).

#### Importance of Role and Dress of Executive's Wife

The wife of an executive was noted by various writers (10, 15, 16, 19, 27) to be a very essential person in the life of her husband. She was considered to be important because of the added demands on her time, energy, and skill that was needed to run the household, care for the children, and assist her husband in the social obligations related to his business.

#### Influence of Husband's Position on Wife's Behavior

Many executives and writers (2, 9, 14, 28) agreed that the main

interest of an executive was the company for whom he worked. This strong interest in his company even took precedence over his devotion to his wife and family. Each researcher had his own list of characteristic traits of an executive. Fourteen character traits deemed indispensable by 75 corporation executives seemed to sum up the thoughts of the other writers. These were: "judgment, initiative, integrity, foresight, energy-drive, human-relations skill, decisiveness, dependability, emotional calm, fairness, ambition, dedication, objectivity, and cooperation" (14, p. 61). The ability to create a harmoniously-functioning team of employees was an undefinable skill possessed by top executives, according to Greenewalt (14, p. 64) and other executives (28).

The wife must be willing to accept her husband's position and the demands that go with it. Different researchers suggested that she: must be "patient and understanding, serene and stable" (16, p. 386); "must act as buffer and protector" (9, p. 143); "strengthens her husband when he fears failures; acts as a sounding board, and helps him formulate his ambitions" (27, p. 67). She needed to be willing to accept the duties, the social obligations, and the moving that went with the job (16, 18). Since the executive devoted a great deal of his time to his work, the children in the family were often neglected by him. Thus, the major task of rearing the children fell on the shoulders of the wife (9, p. 144; 16, p. 386). She often found

herself performing the roles of both mother and father (27). She also needed to care for the home and to make certain everything was functioning smoothly (28).

Various writers (10, 18, 19, 27) have reported about the way companies checked on the personal life of the wife. They believed the wife ". . . has a very definite effect on a man's spirit" (19, p.98). Since much of the business was transacted at social functions, the wife was considered to be a very important part of the team (10, 18, 19, 27). Other companies claimed they were only interested in the husband's ability and what he was able to produce at work; therefore, they did not do any checking on the personal characteristics of the wife (18; 14, p. 52-53).

### Role Choice

A woman was found to have the choice of several roles to pursue during her married life (27). Different companies considered some roles to be more desirable than others in regard to the overall contribution she could make to help her husband further his career (10, 27). From the study by Warner and Abegglen (27) of 8300 executives it was found that "successful wives of successful executives" fit into four categories: (1) pursued own career, (2) worked with husband in his work, (3) active in home, social, and civic affairs, (4) pursued only activities of the home (27, p. 65). They found that

the last two roles listed were the more common of successful executive's wives. The results of the study by Helfrich (16) listed the ". . . basic duties and responsibilities of an executive's wife: (1) to take care of house and children, (2) to manage so that her husband gets some of her time, (3) to keep the home running smoothly and to be able to entertain, (4) to participate to some extent in civic and social affairs" (16, p. 386).

The wife who was interested in both running the home smoothly and participating in community affairs had the greatest chance to help her husband succeed (27). She participated in civic and social affairs not only for her personal interest but to help further her husband's career. Many of these activities involved both the husband and the wife. Through these activities she had a chance to develop the many talents vital for a woman with a well-rounded personality (10). She also became more able to adjust to changing situations, more understanding, and more aware of the business and social world in which her husband and his associates existed (27). Much of the social life of the executive was arranged to help him accomplish his objectives related to his business. Writers noted that the wife was expected to assist him in this line by entertaining guests (10, 16, 18, 19, 27).

The home-oriented wife performed a great service to her husband by providing a pleasant home atmosphere, taking care of the

children, and by meeting as many of their demands as possible. It was noted that the wife who was predominately home-oriented was not as commonly found among the wives of top executives; although she was no less important in the aid she gave her husband (27). The major problem she faced was the possibility she might not develop with her husband in his activities, interests, and work. She could find herself falling behind her peers and associates in her manner of dress, her ability to converse with others, and her ability to keep pace with the world in which she existed (10, 27).

#### Effect on Husband of Role Chosen by Wife

In some companies the role of the wife is considered extremely important. If these companies considered social entertaining and participation in community affairs as necessary functions of the job, then the woman who chose the role of home and social participation could better aid her husband than could the wife who chose the role of homemaking only (16, 19). Her interest in community affairs often helped her to get acquainted with the "right people" that could help her and her husband up the social ladder (10, 27). The success of the entertaining that a man did was dependent mainly on how effectively his wife arranged the occasion (16, 27). Even if the company did not consider social entertaining and civic participation as aids to the job, the wife who was interested in these things still could

be a personal asset to her husband. The wife who did not share her husband's interests might find herself being left behind as their interests diverged (10, 27).

A differing opinion was expressed by Dr. Joyce Brothers who stated that ". . . a wife's social and civic activities rarely have any important effect on her husband's career" (6, p. 42). She felt a wife who was interested in helping her husband up the social ladder should consider if she had more to lose than to gain by such actions.

#### Behavior Expected of the Wife

Helfrich made a study of top level executive wives and lower level executive wives to ". . . analyze the duties, norms of expectation as perceived by wives to determine if a generalized role exists . . ." (16, p. 384). Wives were asked to list the qualities of an ideal executive's wife. The results confirmed the belief that there were "basic duties and norms of expectation." The summarized norms were ". . . tact, sociability, adaptability, patience and understanding, reserve, intelligence, a sense of humor, and good physical and mental health" (16, p. 387). The basic duties were mentioned earlier in this review (p. 19). Other writers listed similar traits of a successful wife (10, 19, 27). The "ideal wife in simplest terms is highly adaptable, highly gregarious and realizes her husband belongs to the corporation" (16, p. 387).

### Clothing Influenced by the Wife's Activities

Since many wives were expected to help their husbands with their social obligations, they needed to have clothing suited for all activities. They needed to know the clothing habits of the company and the community so they could dress accordingly (15, 16). Vener found ". . . that those who play an active role in community life are also those who place a high value on clothing" (26, p. 73).

The wife needed to be able to dress well for any occasion, yet it must show it was within the income of the husband (18). Some wives ". . . believe there is a strong correlation between an executive's success and the wife's appearance, so long as she doesn't out-chic the older wives" (10, p. 25).

### Summary

A review of the literature concerning importance of role and dress of the executive's wife showed that there were different roles a wife may choose to pursue, with one no less important than the other. Some companies preferred one role more than the other, depending on the social activities of their employees. The role of an executive was demanding on the time, energy, and skill of the husband; thus the wife was sometimes called on to assist him in the role of entertaining. She needed to keep current with his interests to be

a better marriage partner. She found herself often performing the roles of both parents due to her husband's limited time at home.

She needed to have clothing in her wardrobe that was suitable for any activity and she had to be able to dress well for any occasion.

The "perfect wife" was socially adjusted, had the ability to dress well, cared for the home and family, helped her husband whenever she could, was adaptable, understanding, and the stabilizer of the family, kept current in world affairs and everyday happenings, was continually broadening her interests, and above all had a realization of her husband's feelings toward the company.

## PROCEDURE

The procedure that was followed for this study involved the construction of the questionnaire, the selection of the sample, obtaining the interviews, and the statistical analysis of the data.

### Construction of the Questionnaire

After studying other research reports, the investigator decided to use a questionnaire in a structured interview in order to obtain the largest number of returns. The questionnaire contained questions dealing with the following: (1) age of wife, (2) level of husband's position, (3) wife's concern for appropriate dress, (4) wife's desire to impress others, (5) wife's interest in fashion trends, (6) wife's confidence in clothing selection, (7) wife's interpretation of her role as "helpmate."

Some questions used by Gates (13) and Ryan (23) in their research were suitable for use in this study. The first 21 questions in the present questionnaire were taken from these writers: numbers 1 through 9, 11 through 21 from Gates; number 10 from Ryan. The scoring was changed slightly for questions 2, 4, 6, and 10 (see Appendix D for original questions and the changes made for this study). The magazines "McCall's", "Ladies Home Journal", and "Good Housekeeping" were added to the list of fashion magazines (questions

2, 4, 6) since they featured fashionable clothing suited to the tastes and the income of their readers. In the review of literature (4, 5) it was noted that these magazines were the type read by members of the middle and the lower classes. In question 10 it was felt unnecessary for the subject to double check those designers she was sure of, thus that phase of the scoring was omitted. The remaining 21 questions were developed by the writer since no suitable questions could be found to test the following aspects: concern about what to wear, desired judgments from others, number of times outfit worn, desire for exclusiveness, confidence in selection of a garment, ease in making up mind about clothing, most important duties to help husband, types of social activities participated in and reasons, and outside influences on the wardrobe. The method of scoring is indicated in Appendix D. Each question was scored with the highest score indicating the highest possible attitude for the item listed and the lowest score indicating the lowest possible attitude for that item. The questions evolved by this writer were tested on fellow graduate students, who gave helpful suggestions.

#### Selection of Sample

Subjects for this study were wives of employees in manufacturing companies employing 200 or more persons. The husbands were college graduates and were working in or toward a management

position within the company. Subjects were limited to those living in the Portland metropolitan area. Portland, Oregon was selected as the site of the study because it is a metropolitan area on the West Coast, it has many large manufacturing companies that employ men of executive status, and it is located near Oregon State University.

The names of the manufacturing companies were obtained from two sources, Contacts Influential (7) and Directory of Oregon Manufacturers and Buyers Guide (20). Information found in these sources include names of manufacturing companies in Oregon, their location, number of employees, and goods produced. From this information the companies in Portland who employed 200 or more persons were categorized into five groups: clothing and textiles, food producers, industrial equipment, vehicles and repairing, and wood products. From this the industrial equipment group was arbitrarily selected for the study because it had the largest number of companies in it. All the qualifying companies within the selected category were contacted, told the purpose of the study, and were asked to supply names of those employees who met the qualifications. Wives of employees from 11 companies participated in this study. Under previous agreement with the companies involved, neither the companies names nor the names of the subjects can be identified.

### Interviews

The subjects were interviewed in their own homes. They were not notified before the interviewer's arrival, and were not given the source used in obtaining their name or the names of other persons being interviewed, nor were they told the type of person being studied.

Most interviewees were very cordial and invited the interviewer into the home. The only information given them was that the interviewer was a graduate student at Oregon State University working on a master's thesis and that she wanted to ask them questions about their clothing ideas.

Interviews were taken from June to November 1964. The time length of each interview ranged from 20 to 40 minutes, the variation due to voluntary elaborations on answers by some subjects. The interviewer wore the same outfit for each interview in order not to bias the results.

From the 106 names that made up the list of possible subjects, 75 interviews were granted. Twenty people were not at home and may have been away for the summer, six had moved out of the area, and five persons refused to grant an interview. Of these five, two said they did not dress well and suggested a neighbor (even after they were told that the interviewer was only interested in their comments and being well-dressed had no effect on their answers), and the

remaining three did not wish to participate in the survey.

### Statistical Analysis

The chi-square test was used to determine the relationship between age, income, and attitudes toward clothing. These tests were used to determine the relationship between the wife's age, education, husband's position or income, and attitudes toward clothing and role as a wife.

The test of the hypotheses was formulated using a null hypothesis that the probability for all categories was equal. Levels of significance were determined at this time. The formula and equations were stated and the guide for the results to accept or reject the null hypothesis was determined.

The questionnaire was hand-scored and the raw data was recorded on a master data sheet. The frequency distribution was prepared for each sub-hypothesis, and the chi-square table computed for each sub-hypothesis. Calculations were performed to obtain a value of chi-square for each distribution which indicates the closeness of fit of the observed frequencies and the expected frequencies. It was then found into what probability range the value of chi-square fell by using published tables (3).

## FINDINGS AND DISCUSSION

The results of this study are presented in the following order: description of subjects, relation of age and level of husband's position to clothing variables, influence of wife's role on activities and outside influences on wardrobe, and background variables.

### Description of Subjects

The subjects were divided into three age categories and three levels of husband's position.

#### Age of Wife

The wives ages were broken down into three categories: under 35, 36 to 45, and over 45. For ease in discussion the under 35 age group was called the younger women, the 36 to 45 age group was called the middle-aged women, and the over 45 age group was termed the older women. The number of women in each age group were 22 younger women, 35 middle-aged women, and 18 older women. The total number of women was 75.

After the data were obtained it was necessary to modify the categories for the wives ages. Originally there were four categories, but upon reviewing the data it was found there were not enough subjects in the two older age groups, so they were combined into a single

group. There were only five women in the 55 years and over group, and 13 in the 46 to 55 age group.

#### Level of Husband's Position

The level of husband's position was listed along with the gross salary range of that person (under \$10,000, \$10,000 to \$20,000, and over \$20,000) and compared to see if there was any relationship between level of position and income. Hemphill (17) was also used as a guide. The data showed that the level of position and gross salary range were directly related (see Table 1). Therefore, the word "income" was used in place of level of husband's position. Low level of position referred to under \$10,000, middle level of position was \$10,000 to \$20,000, and high level of position was over \$20,000.

There were ten different positions represented in the low income group, 23 in the middle income group, and only seven in the high income group. Except for the positions of the engineers there were no other positions that were found in more than one category. Possibly as the engineers became more experienced their salary increased, and their level of responsibility rose but they still were employed in engineering positions. Since the husbands were employed in companies who manufactured industrial equipment there was a need for engineers.

Table 1. Position of Husband with Comparison to Income

Under \$10, 000	\$10, 000 - \$20, 000	Over \$20, 000
accountant	assistant secretary	chief engineer
administrative asst. to the president	comptroller engineer	division manager manager of subsidiary
chemist	chemical	president
credit manager	civil	secretary
engineer design	design electrical	treasurer vice president
electrical	mechanical	
estimator	production development	
purchasing agent	project	
sales department	purchasing	
traffic manager	sales	
	engineering foreman	
	executive assistant	
	general accounting supervisor	
	general manager	
	head chemist	
	head engineer	
	industrial relations	
	personnel manager	
	production manager	
	purchasing director	
	sales manager	
	shop or plant superintendent	

Table 2 shows the relation between age and husband's income. The numbers are expressed in the percentage of the total number of subjects.

Table 2. Percentage of Subjects in Each Age and Income Class

Husband's Income	Wife's Age			Totals
	Under 35	36-45	Over 45	
Under \$10,000	20.0	1.3	0.0	21.3
\$10,000 - \$20,000	9.2	33.3	17.5	60.0
Over \$20,000	<u>0.0</u>	<u>12.0</u>	<u>6.7</u>	<u>18.7</u>
Totals	29.2	46.6	24.2	100 n=75

It is interesting to note that under 35 there was the largest percentage of subjects in the lowest income group and no subjects in this age in the highest income group. With both middle and older age groups there were a larger percentage in the middle income group while the lowest income group had the lowest percentage of subjects in the middle and high income groups with one and zero, respectively.

The husband's education was compared to his level of income to see if there was a relationship between education and level of position. Shown are the actual numbers of men in each category.

Table 3. Comparison of Husband's Education to Income

Income	Bachelor's	Some Graduate	Master's	Total
	Degree	Work	Degree	
Under \$10,000	13	1	2	16
\$10,000 - \$20,000	32	6	7	45
Over \$20,000	<u>11</u>	<u>1</u>	<u>2</u>	<u>14</u>
Totals	<u>56</u>	<u>8</u>	<u>9</u>	<u>75</u>

There were almost equal numbers of men from each group in the high and low income groups. In the middle income group was the largest number of men in each education level. There were no Ph. D. degrees reported. The men in the highest income group with bachelor's degrees may have been older men, and the men who had master's degrees but were in the lowest income group may have been young. It was noted in the review of literature that a man's ability was the important feature in a management position (14, 28). Thus, higher education may not be stressed in management positions in this industry.

#### Relation of Age to Clothing Variables

The four variables of the first hypothesis were discussed in relationship to women's ages. The scores on each of the variables were divided into high and low categories to show the degree of feeling about each of the clothing attitudes. Tables 4 through 7 show the relation of age to the four variables: concern for appropriate dress, desire to impress others, interest in fashion trends, and confidence in selection of satisfactory clothing.

It was noted in the review of literature that some women were interested in wearing appropriate clothing for the occasion. College women (25) wanted to know what was suitable to wear for a specific function. Studies about college and middle-aged women showed they

were interested in modifying their clothing behavior in order to conform to the clothing patterns of a new group; however, some middle-aged women in Gates' study (13) used clothing for the purpose of self-expression.

Table 4. Age in Relation to Concern for Appropriate Dress

	Young	Middle-aged	Old	Totals	$\chi^2$
<b>A. Concern over Wearing Non-conforming Clothing</b>					
High concern	9	16	11	36	
Low concern	<u>13</u>	<u>19</u>	<u>7</u>	<u>39</u>	
Totals	22	35	18	75	1.823 N. S. <sup>1</sup>
<b>B. Approval of Clothing Purchase to Conform to the Group</b>					
High approval	6	14	4	24	
Low approval	<u>16</u>	<u>21</u>	<u>14</u>	<u>51</u>	
Totals	22	35	18	75	2.064 N. S.
<b>C. Concern About What to Wear</b>					
High concern	14	13	9	36	
Low concern	<u>8</u>	<u>22</u>	<u>9</u>	<u>39</u>	
Totals	22	35	18	75	3.794 Te <sup>2</sup>

<sup>1</sup>Not significant

<sup>2</sup>Tendency (between .10 and .20)

The relation of age to concern over wearing non-conforming clothing was not significant. The number of women in both high and low concern for wearing non-conforming clothing were close to the expected frequencies. The data in Table 4, part A, indicated that a little more than one-half the women had a low concern. It appeared

that more young women than older women had a low concern over wearing non-conforming clothing and more women had high concern. Perhaps the younger women did not belong to many groups or those which exerted conforming influences, or they wanted to wear clothing that was more self-expressive. Older women possibly had more activities or may have belonged to groups that exerted conforming influences.

The relation of age to approval of clothing purchase to conform to the group was also not significant. There were more women in each age group that had a low approval in comparison to the number of women in each age group that had high approval (Table 4, part B). The older women had a larger number of their group with low approval. This showed they placed more emphasis on other values such as not exceeding the family budget in expenditures, and they sometimes stated in the interview that a nice tailored suit was appropriate for almost any function.

There was a tendency for age to be related to concern about what to wear. The youngest age group had the largest number of women with a high concern, while the middle-aged group had the largest number with a low concern (Table 4, part C). The data showed that younger women were most concerned about what to wear

while the middle-aged women were least concerned. This may indicate that young women have had less experience in selecting the clothing to wear to a function and may not be as familiar with the clothing practices of the group.

Since many women wanted other people to think well of them, a section of the questionnaire was devoted to some of the methods of trying to impress others and the effectiveness of these methods.

Table 5. Age in Relation to Desire to Impress Others

	Young	Middle-aged	Old	Totals	$X^2$
<b>A. Interest in Prestige Items</b>					
High interest	14	18	9	41	
Low interest	<u>8</u>	<u>17</u>	<u>9</u>	<u>34</u>	
Totals	<u>22</u>	<u>35</u>	<u>18</u>	<u>75</u>	1.053 N. S.
<b>B. Ownership or Selection of Prestige Items</b>					
High ownership	8	14	9	31	
Low ownership	<u>14</u>	<u>21</u>	<u>9</u>	<u>44</u>	
Totals	<u>22</u>	<u>35</u>	<u>18</u>	<u>75</u>	0.844 N. S.
<b>C. Desired Judgments from Others</b>					
High desire	11	15	10	36	
Low desire	<u>11</u>	<u>20</u>	<u>8</u>	<u>39</u>	
Totals	<u>22</u>	<u>35</u>	<u>18</u>	<u>75</u>	0.836 N. S.
<b>D. Number of Times Outfit Worn</b>					
Wear few times	16	21	9	46	
Wear many times	<u>6</u>	<u>14</u>	<u>9</u>	<u>29</u>	
Totals	<u>22</u>	<u>35</u>	<u>18</u>	<u>75</u>	2.164 N. S.
<b>E. Desire for Exclusiveness</b>					
High desire	11	19	9	39	
Low desire	<u>11</u>	<u>16</u>	<u>9</u>	<u>36</u>	
Totals	<u>22</u>	<u>35</u>	<u>18</u>	<u>75</u>	0.138 N. S.

Age was not an influencing factor on interest in prestige items. Although there were not enough differences in frequencies to note a relationship, the youngest group had the largest number of their group with a high interest in prestige items (Table 5, part A). The review of literature (11, p. 303; 25) noted that women who wanted to impress others often showed interest in prestige clothing and were able to recognize such items. These were the women who often could not afford the prestige clothing. It might be noted that most of the women in the lowest income category were also in the youngest age group (Table 2).

As with interest in prestige items, age was also not related to ownership or selection of prestige items. More women from the young and the middle-aged groups were low on ownership or selection of prestige items. A slightly larger number of young women were low in their ownership or selection (Table 5, part B). Either these women could not afford prestige items, or felt that other clothing items were more important to own.

There was no relation between age and desired judgments from others. The same number of younger wives were in the high and low categories of desired judgments from others. There was a larger number of the older women with a high desired judgment (Table 5, part C). Perhaps as the social status of the older women increased, they found it more important for others to think well of them.

While there was no significant relationship between number of times an outfit was worn and the age categories, there were more younger women than older women who wore an outfit fewer times. The middle-aged group also had a large number who wore an outfit few times (Table 5, part D). The younger women may have felt more insecure in their position and used clothing as a means of gaining others' attention or they may have felt by having many different garments they would be noticed more.

There was no significant relationship between age and the desire for exclusiveness. Only in the middle-aged group did the women have a greater desire for exclusiveness (Table 5, part E). Both the young women and the older women groups had equal numbers of women in the high and low categories of desire for exclusiveness. Since there was almost an equal number of women from the three age groups with a high and a low desire, there must be some other factor that influenced their desire for exclusiveness.

Many women were reported to be interested in the fashion trends. To find the degree of interest, it was decided to use readership of fashion magazines and knowledge about fashion designers as the two areas for testing.

There was no significant relationship between age and readership of fashion magazines, although the young women had the largest number of their group that were low on readership of fashion

magazines (Table 6, part A). All three age groups consisted of more women with a low readership than with a high readership. That all three age groups had more women with a low readership may indicate they looked to other sources than magazines for their information about fashions.

Table 6. Age in Relation to Interest in Fashion Trends

	Young	Middle-aged	Old	Totals	$\chi^2$
<b>A. Readership of Fashion Magazines</b>					
High readership	7	16	9	32	
Low readership	<u>15</u>	<u>19</u>	<u>9</u>	<u>43</u>	
Totals	22	35	18	75	1.594 N. S.
<b>B. Knowledge About Fashion Designers</b>					
High knowledge	3	22	7	32	
Low knowledge	<u>19</u>	<u>13</u>	<u>11</u>	<u>43</u>	
Totals	22	35	18	75	13.611 <sup>1</sup>

<sup>1</sup>Highly significant (between .01 and .001)

There was a highly significant relationship between age and knowledge about fashion designers. The youngest women knew the least about the fashion designers while the middle-aged women knew the most (Table 6, part B). The older women also knew less about the designers. The middle-aged women may have shopped in the stores that sell some garments designed by people on the list and may be more interested in this type of clothing if their husbands are upwardly mobile.

The way a woman felt in relation to the way she looked in her clothing was considered important in the effect it had on her behavior. Two areas, confidence in selection of a garment, and ease in making up mind about clothing were used to test confidence in selection of satisfactory clothing.

Table 7. Age in Relation to Confidence in Selection of Satisfactory Clothing.

	Young	Middle-aged	Old	Totals	$\chi^2$
<b>A. Confidence in Selection of a Garment</b>					
High confidence	8	22	9	39	
Low confidence	<u>14</u>	<u>13</u>	<u>9</u>	<u>36</u>	
Totals	22	35	18	75	3.794 Te <sup>1</sup>
<b>B. Ease in Making up Mind about Clothing</b>					
High ease	10	19	7	36	
Low ease	<u>12</u>	<u>16</u>	<u>11</u>	<u>39</u>	
Totals	22	35	18	75	1.190 N. S.

<sup>1</sup>Tendency (between .10 and .20)

There was a tendency toward a relationship between age and confidence in the selection of a garment. The youngest group had the lowest confidence while the middle-aged group had the highest confidence. There was an equal number of older women with a high and a low confidence in selecting garments (Table 7, part A). Younger women perhaps did not know if what they wore to a function would be acceptable. Middle-aged women have had more experience along

these lines and feel more confident.

Age was not significantly related to ease in making up mind about clothing. The middle-aged women had more women with a high amount of ease while the older women had the least amount of ease. Many of the younger women may have been less secure in their position and had difficulty in deciding what to wear, while the middle-aged women may have been more secure and knew what they wanted to wear. The older women perhaps had definite ideas about what they wanted and couldn't find clothing to meet these needs.

#### Relation of Level of Husband's Position to Clothing Variables

The four variables of the first hypothesis were also discussed in relation to the level of husband's position or income. The same analysis that was used for age was used to determine the relationship of the variables to income. Tables 8 through 11 show the relation of income level to concern for appropriate dress, desire to impress others, interest in fashion trends, and confidence in selection of satisfactory clothing.

It was noted that the number of social obligations increased with the higher level position, thus it would be more important for these women to wear appropriate clothing.

The level of husband's income was not significantly related to concern over wearing non-conforming clothing. Both the low and the

middle income groups had slightly more women in them with a low concern over wearing non-conforming clothing (Table 8, part A). This would indicate that there was some influence other than income on concern over wearing non-conforming clothing.

Table 8. Husband's Income in Relation to Concern for Appropriate Dress.

	Low	Middle	High	Totals	$X^2$
<b>A. Concern over Wearing Non-conforming Clothing</b>					
High concern	7	22	7	36	
Low concern	<u>9</u>	<u>23</u>	<u>7</u>	<u>39</u>	
Totals	16	45	14	75	0.163 N. S.
<b>B. Approval of Clothing Purchase to Conform to the Group</b>					
High approval	4	20 <sup>1</sup>		24	
Low approval	<u>12</u>	<u>39</u>		<u>51</u>	
Totals	16	59		75	0.442 N. S.
<b>C. Concern about What to Wear</b>					
High concern	10	20	6	36	
Low concern	<u>6</u>	<u>25</u>	<u>8</u>	<u>39</u>	
Totals	16	45	14	75	1.692 N. S.

<sup>1</sup>The middle and high income levels were combined.

The relationship of husband's income to approval of clothing purchase to conform to the group was not significant. Since the high income level had so few subjects in each of the categories of approval of clothing purchase to conform to the group, the upper two income groups were combined (Table 8, part B). Both income groups had

more women with a low approval of clothing purchase to conform to the group than with a high approval. Many women commented that it was more important to stay within the family budget than to purchase a fancy dress.

There was a not significant relationship of husband's income to concern about what to wear. The lowest income group had the highest concern about what to wear while the other two income groups had more women with a low concern (Table 8, part C). This may indicate that some women who had less money to spend on clothing were more self-conscious about this fact.

It was believed that the husband's income was related to the way a woman would try to impress others, since the five areas tested involved the spending of money.

There was a significant relationship between husband's income and interest in prestige items. The lowest income group had a high interest in prestige items while the other two income groups had a low interest in prestige items (Table 9, part A). The low income women were perhaps more aware of items beyond their means, whereas the other two income groups of women may have felt that they should not indicate interest in prestige clothing.

The husband's income had a significant relationship to ownership or selection of prestige items. The highest income group had the largest number of women with high ownership, whereas the other

two groups had the largest number of women with low ownership (Table 9, part B). This showed that when women had the money to purchase prestige items, they often did so, perhaps because they helped to identify the woman's social position. Both Alexander (1) and Barber (4) stated that prestige clothing helped to enhance a woman's standing in the community.

Table 9. Husband's Income in Relation to Desire to Impress Others

	Low	Middle	High	Totals	$X^2$
<b>A. Interest in Prestige Items</b>					
High interest	13	22	6	41	
Low interest	3	23	8	34	
Totals	<u>16</u>	<u>45</u>	<u>14</u>	<u>75</u>	6.099 <sup>1</sup>
<b>B. Ownership or selection of Prestige Items</b>					
High ownership	6	15	10	31	
Low ownership	10	30	4	44	
Totals	<u>16</u>	<u>45</u>	<u>14</u>	<u>75</u>	6.473 <sup>1</sup>
<b>C. Desired Judgments from Others</b>					
High judgments	9	23	4	36	
Low judgments	7	22	10	39	
Totals	<u>16</u>	<u>45</u>	<u>14</u>	<u>75</u>	2.685 N. S.
<b>D. Number of Times Outfit Worn</b>					
Few times	13	29	4	46	
Many times	3	16	10	29	
Totals	<u>16</u>	<u>45</u>	<u>14</u>	<u>75</u>	9.259 <sup>2</sup>
<b>E. Desire for Exclusiveness</b>					
High desire	5	23	11	39	
Low desire	11	22	3	36	
Totals	<u>16</u>	<u>45</u>	<u>14</u>	<u>75</u>	6.659 <sup>1</sup>

<sup>1</sup> Significant (between .01 and .05)

<sup>2</sup> Highly significant (between .001 and .01)

Although there was not enough difference within each of the groups for a significant relationship between husband's income and desired judgments from others, the highest income group had the largest number of women who had a low desire for judgments from others (Table 9, part C). There was no significant relationship between income and desired judgment from others, however there was some difference for the women from the high income group in that they did not ask others opinions on their manner of dress. Either they have less concern about what others think, or are more confident in what they have selected.

There was a high significance between husband's income and the number of times an outfit was worn. The lowest income group wore a garment the fewest times while the highest income group wore it the most times (Table 9, part D). This showed that perhaps women from the low income group tried to impress others by wearing an outfit as few times as possible to the same type of function. They perhaps felt if they showed they had a large wardrobe, they would be noticed more by the people with whom they associated. The younger women may have also wanted to give the appearance of being in a higher status group than they actually were. That a woman in the high income group may have paid more for her garment in relation to what the woman in the low income group paid could have some bearing on these findings.

The husband's income level was significantly related to the desire for exclusiveness. There were more women in the high income group with a high desire for exclusiveness, and there were more women in the low income group with a low desire (Table 9, part E). Gates (13) observed that shopping in exclusive stores was a means of trying to impress others. The women of the high income group in this study used their financial ability to impress others by shopping in the exclusive stores. That a woman from a low income group cannot afford most of the items found in an exclusive store may account for her lack of desire for exclusiveness. Older women had a high desire for exclusiveness and were also interested in wearing non-conforming clothing. This may indicate they are interested in showing their individuality through their manner of dress.

It has been noted that money is required for the purchase of fashionable clothing and to keep the wardrobe currently in fashion.

Husband's income was significantly related to readership of fashion magazines. More women in the high income group read more magazines while fewer women in the middle and low income groups read less (Table 10, part A). Women who could afford high fashion magazines and possibly the clothes that were featured in them were more willing to purchase and read them. Women in the low incomes may not purchase many fashion magazines, but may obtain them from other sources (see Appendix D for scoring). Barber (4)

and Rosencranz (22) noted that family income and class status were contributing factors in the type of magazine read. Data found in this study supports the theory that women from the high income, one indication of higher class, will be interested in the contents of fashion magazines, especially those which feature new styles and high fashions. In Gates' study (13) the subjects were found to spend little time or effort in the reading of fashion magazines. In the present study the women did not appear to spend much time reading, but the women who did read fashion magazines came from a much higher income group than did those women in Gates' study.

Table 10. Husband's Income in Relation to Interest in Fashion Trends

	Low	Middle	High	Totals	$X^2$
<b>A. Readership of Fashion Magazines</b>					
High readership	5	16	11	32	
Low readership	<u>11</u>	<u>29</u>	<u>3</u>	<u>43</u>	
Totals	16	35	14	75	9.050 <sup>2</sup>
<b>B. Knowledge About Fashion Designers</b>					
High knowledge	2	19	11	32	
Low knowledge	<u>14</u>	<u>26</u>	<u>3</u>	<u>43</u>	
Totals	16	45	14	75	13.188 <sup>1</sup>

<sup>1</sup>Highly significant (between .001 and .01)

<sup>2</sup>Significant (between .01 and .05)

The relationship between income and knowledge about fashion designers was highly significant. Women in the highest income group were most familiar with the designers names while women in the lowest income group were the least (Table 10, part B). Gates' study (13) showed women in the higher salary group did score higher on knowledge of fashion designers but were ". . . not highly knowledgeable" (13, p. 99). Women in the present study who come from the high income group (much higher than those in Gates' study) did score relatively high. Well-known fashion designers can command a high price for their garments; thus, those garments are probably shown in exclusive stores or in exclusive departments of large department stores. Names of fashion designers were mentioned in newspapers, but were mainly featured in fashion magazines; thus, those women who read these magazines would be expected to recognize the names more easily. It was noted that high income and readership of fashion magazines were related, thus supporting this finding.

When a woman has more money to spend on clothing, she may be able to purchase clothing that she feels looks well on her.

There was a significant relationship between husband's income and confidence in selection of a garment. The lowest income group were the least confident while the other two income groups had high confidence. In the low income group were the younger women and the combination of these two factors may be the reason for their low

confidence. They may not have enough money to purchase the clothing they would like to have, and they do not have enough experience in their groups to know exactly what is best for them to wear.

Table 11. Husband's Income in Relation to Confidence in Selection of Satisfactory Clothing.

	Low	Middle	High	Totals	$X^2$
<b>A. Confidence in Selection of a Garment</b>					
High confidence	3	27	9	39	
Low confidence	<u>13</u>	<u>18</u>	<u>5</u>	<u>36</u>	
Totals	16	45	14	75	9.013 <sup>1</sup>
<b>B. Ease in Making Up Mind About Clothing</b>					
High ease	6	23	7	36	
Low ease	<u>10</u>	<u>22</u>	<u>7</u>	<u>39</u>	
Totals	16	45	14	75	0.923 N. S.

<sup>1</sup> Significant (between .01 and .05)

There was no significant difference between income and ease in making up mind about clothing. There was slightly more than half the middle income women with a higher ease than lower ease. The low income group had more women with a low ease in their choice of clothing. If the women from the lower income felt strange in the situation, they may have been unsure of the type of clothing they should select. They then would have more difficulty in making up their mind about what to purchase or to wear.

In relating the different areas in the first hypothesis to each other, it was noted there were more younger women who wore an

outfit only a few times to the same function. These younger women were less familiar with the names of the fashion designers than were the women from the other two age groups. This would indicate they were interested in impressing others with their manner of dress. They perhaps were not interested in the designers or may not have read about these people or shopped where these names were mentioned.

More of the older women were not as interested in others purchasing clothing to conform to the group. They may have felt that other women should live within their family budget and should not purchase clothing beyond their means just to conform to the group.

When comparing women within each of the income levels, there were more women from the low income group who were interested in prestige clothing and who wore an outfit only a few times to the same social function. The women from the low income group were less confident in their selection of a garment. They were interested in prestige items, possibly because they were worn by wives of a higher income level, and perhaps they thought they would be able to impress others by wearing an outfit only a few times to the same type of social activity. Because of the husband's low position they may have been unfamiliar in the new situation and were unsure of the clothing they had selected.

The middle income women had less interest in reading magazines. They may have been more socially active and less interested

in reading these magazines, or obtained their fashion knowledge from other sources.

More of the wives from the high income group owned and selected prestige items, had a high desire for exclusiveness, read fashion magazines, and recognized the names of fashion designers. They wore an outfit many times to the same social function. They may have selected prestige items because they helped to indicate their social status. Because their husbands were in the high income group they were able to purchase garments from exclusive stores, and perhaps have distinctive wardrobes. When they were able to purchase clothing in the exclusive stores that carried clothing from the well-known designers, they were interested in finding out more about these people and their styles; thus, they read fashion magazines. Since they selected clothing from the exclusive stores and purchased clothing that probably was well-designed, they felt they could wear an outfit many times to the same social function because of the quality of the design and because their position was already established. They did not have to impress anyone in order to move up the social ladder.

#### Influence of Wife's Role on Activities and Outside Influences on Wardrobe

The second hypothesis investigated the wife's role in relation to

its influence on her social participation and the outside influences on her wardrobe. Those data were obtained from the open-end question about the most important duties a wife performed to help her husband. The answers were then categorized into one of three groups. The first was home and socially-oriented, in which the wife cared for the home and children and also participated in social activities and entertained, with no special emphasis on either the home or social activities. This contrasts to the other two groups where one type of activity dominated. The home-oriented women were primarily interested in caring for the home, their children, and the husband; and the socially-oriented women were primarily interested in activities of a social nature--interaction with persons outside the family. There were more women who preferred the role of being a housewife with few outside activities. A sorting of the women into the three categories shows the following frequencies:

Home and Socially-Oriented	23
Home-Oriented	38
Socially-Oriented	14
Total	75

When some of the women elaborated on their answers, they indicated that there were few company social activities; thus, they were not expected to do much entertaining for their husbands.

The role the wife indicated she pursued was compared with the reasons she gave for participation to see whether a relationship

existed. Seven categories were selected to classify the types of organizations to which a woman could belong. For each type she indicated her reason for belonging (see Appendix C for question No. 35).

Table 12. Reasons for Participation in Activities in Relation to Role.

	Home & Social	Home	Social	Total	X <sup>2</sup>
High assistance to husband	16	14	6	36	
Low assistance to husband	<u>7</u>	<u>24</u>	<u>8</u>	<u>39</u>	
Totals	23	38	14	75	6.321 <sup>1</sup>

<sup>1</sup>Significant (between .01 and .05)

Table 12 showed the relationship between role and the reasons for participation in social activities. One point was given for each type of activity but the number of activities within each category did not add points. The most points were given when the purpose for belonging was to help the husband, with the least number of points when the purpose was for personal interest. Thus, some of the women who rated low may have either belonged to several types of organizations and belonged for personal reasons, or belonged to a few organizations with the purpose of helping their husbands. There was a significant relationship between role and reasons for participation. The women who pursued the home and social role were high in wanting to help their husbands, while the women who pursued the

home-oriented role were low when giving their reasons for participation. The socially-oriented group also had more women who scored in the low category, although they might have belonged for personal reasons only, or belonged to only a few organizations to help their husbands. Studies (10, 18, 19, 27) indicated that the woman who was home and socially-oriented could perform the greatest service to her husband with her social entertaining and activities; thus these findings help substantiate this belief.

The review of literature (10) indicated that there was a relationship between the wife's appearance and her husband's success; therefore, it was decided to find if there were any outside influences on the wardrobe, and which type of woman was influenced most.

Table 13. Relation of Role to Outside Influences on Wardrobe.

	Home & Social	Home	Social	Totals	X <sup>2</sup>
High influences	7	16	10	33	
Low influences	<u>16</u>	<u>22</u>	<u>4</u>	<u>42</u>	
Totals	23	38	14	75	5.930 Tr <sup>1</sup>

<sup>1</sup>Trend (between .05 and .10)

There was a trend toward a relationship between role of the wife and outside influences on the wardrobe. The outside influences were the boss' wife or wives of business associates. The socially-oriented wives had the most outside influences on their wardrobe. These data showed that the wardrobe of the socially-oriented woman

was influenced by outside sources while the wardrobes of the other two types of women were not influenced as much by these sources. This would also indicate that the socially-active woman, because of her interest in people and her many activities has a greater interest in her appearance and the impression she creates; thus, she would be more easily influenced in her manner of dress.

### Background Variables

The background variables were the wife's education, wife's occupation, length of time married, and number of children.

#### Wife's Education

The wife's education was classified into four categories: high school education, vocational or business school training, some college, or college graduate. The same scoring was used for this variable as that used for the wife's age and level of husband's position. The four areas of the first hypothesis were discussed in their relationship to the wife's education. Tables 14 through 17 show the relation of wife's education to concern for appropriate dress, desire to impress others, interest in fashion trends, and confidence in selection of satisfactory clothing.

It was felt that the wife's education may have some relation to a woman's concern for appropriate dress.

Table 14. Wife's Education in Relation to Concern for Appropriate Dress.

	High School	Voc. or Bus. <sup>1</sup>	Some College	College	Totals	X <sup>2</sup>
<b>A. Concern over Wearing Non-conforming Clothing</b>						
High concern	9	7	9	11	36	
Low concern	<u>5</u>	<u>6</u>	<u>16</u>	<u>12</u>	<u>39</u>	
Totals	14	13	25	23	75	2.972 N.S.
<b>B. Approval of Clothing Purchase to Conform to the Group</b>						
High approval	4	6	7	7	24	
Low approval	<u>10</u>	<u>7</u>	<u>18</u>	<u>16</u>	<u>51</u>	
Totals	14	13	25	23	75	1.333 N.S.
<b>C. Concern About What to Wear</b>						
High concern	6	7	9	14	36	
Low concern	<u>8</u>	<u>6</u>	<u>16</u>	<u>9</u>	<u>39</u>	
Totals	14	13	25	23	75	3.039 N.S.

<sup>1</sup>Vocational or Business Training.

The relation of wife's education to concern over being dressed like others was not significant. More of the high school graduates had a higher concern than the women with some college (Table 14, part A). The women in the lowest education group may have felt insecure in the presence of women from the upper education group, thus, the high concern. Through college contacts the upper education group may have learned what was considered appropriate dress and it was a part of their behavior. College graduates may also have desired to show their self-expression through their dress.

The relation of wife's education to approval of clothing purchase

to conform to the group was also not significant. There were more women in each education group that had a low approval in comparison to the number of women in each education group that had a high approval (Table 14, part B). All four groups may have had other values they considered more important than purchasing clothing to conform to the group.

Wife's education was not an influencing factor on concern about what to wear. The women who were college graduates had a higher concern within their group while the women who had some college education had a lower concern within their group. It appears that education cannot be considered an influencing factor. (Table 14, part C).

The relation of wife's education to her desire to impress others was studied to see if her education had any affect on her method of trying to impress others.

The wife's education was not an influencing factor on interest in prestige items. More of the women with a high school education and a college degree had a high interest in prestige items while the other two education groups had a lower interest (Table 15, part A). The high school graduates may have been the older women and the college graduates may have been the younger women who could not afford the prestige items.

There was not a significant relation of wife's education to ownership or selection of prestige items. In all four education

groups there were more women who had a lower ownership than women with a higher ownership (Table 15, part B).

Table 15. Wife's Education in Relation to Desire to Impress Others.

	High School	Voc. or Bus.	Some College	College	Totals	$X^2$
<b>A. Interest in Prestige Items</b>						
High interest	10	6	12	13	41	
Low interest	<u>4</u>	<u>7</u>	<u>13</u>	<u>10</u>	<u>34</u>	
Totals	14	13	25	23	75	2.528 N.S.
<b>B. Ownership or Selection of Prestige Items</b>						
High ownership	5	5	11	10	31	
Low ownership	<u>9</u>	<u>8</u>	<u>14</u>	<u>13</u>	<u>44</u>	
Totals	14	13	25	23	75	0.365 N.S.
<b>C. Desired Judgments from Others</b>						
High judgments	10	7	10	9	36	
Low judgments	<u>4</u>	<u>6</u>	<u>15</u>	<u>14</u>	<u>39</u>	
Totals	14	13	25	23	75	4.606 N.S.
<b>D. Number of Times Outfit Worn</b>						
Wear few times	12	6	16	12	46	
Wear many times	<u>2</u>	<u>7</u>	<u>9</u>	<u>11</u>	<u>29</u>	
Totals	14	13	25	23	75	5.677 Te <sup>1</sup>
<b>E. Desire for Exclusiveness</b>						
High desire	5	8	14	12	39	
Low desire	<u>9</u>	<u>5</u>	<u>11</u>	<u>11</u>	<u>36</u>	
Totals	14	13	25	23	75	2.195 N.S.

<sup>1</sup>Tendency (between .10 and .20)

There was no relation between wife's education and desired judgments from others. More of the high school graduates desired high judgments from others while more of the college educated women in both groups emphasized favorable judgments from others (Table 15, part C). The high school graduates may have had less confidence in themselves and placed more emphasis on what others thought of them. The upper two education levels may be more established in their social groups and did not feel the need for others to think well of them.

There was a tendency for a relationship between wife's education and number of times an outfit was worn. More of the high school graduates and the women with some college wore an outfit only a few times (Table 15, part D). The women who wore the outfit a few times may have felt less secure in their groups and feel the need to impress others.

There was not a significant relation of the wife's education to desire for exclusiveness. More of the women with the high school education had a low desire for exclusiveness, while the women with the vocational or business school training had a higher desire for exclusiveness (Table 15, part E). Perhaps the groups with whom the high school graduates associated placed little emphasis on exclusiveness or dressing differently from the group. The group with whom the women from the other three groups associated may have placed more

emphasis on exclusiveness or had the need to use their clothing to impress others.

The relationship of wife's education to interest in fashion trends was investigated to see the effect education has on this interest.

Table 16. Wife's Education in Relation to Interest in Fashion Trends.

	High School	Voc. or Bus.	Some College	College	Totals	$\chi^2$
<b>A. Readership of Fashion Magazines</b>						
High readership	5	7	13	7	32	
Low readership	<u>9</u>	<u>6</u>	<u>12</u>	<u>16</u>	<u>43</u>	
Totals	14	13	25	23	75	3.257 N.S.
<b>B. Knowledge About Fashion Designers</b>						
High knowledge	3	4	12	13	32	
Low knowledge	<u>11</u>	<u>9</u>	<u>13</u>	<u>10</u>	<u>43</u>	
Totals	14	13	25	23	75	5.431 Te <sup>1</sup>

<sup>1</sup>Tendency (between .10 and .20)

There was no significant relationship between wife's education and readership of fashion magazines. More of the high school graduates and the college graduates had a low readership (Table 16, part A). The high school graduate and the college graduate may have looked to other sources than magazines for their information about fashions.

There was a tendency for wife's education to have a relationship to knowledge about fashion designers. More of the college graduates had a high knowledge while more of other three education levels had

a lower knowledge (Table 16, part B). The high school graduate group had more women with a low knowledge (Table 16, part B). As the education level increased so did the number of women within each group that had a high knowledge; thus, the amount of education may have some effect on the women's ability to recognize designers' names.

It was felt that education may be related to the woman's confidence in her selection of satisfactory clothing.

Table 17. Wife's Education in Relation to Confidence in Selection of Satisfactory Clothing.

	High School	Voc. or Bus.	Some College	College	Totals	$X^2$
<b>A. Confidence in Selection of a Garment</b>						
High confidence	5	10	13	11	39	
Low confidence	<u>9</u>	<u>3</u>	<u>12</u>	<u>12</u>	<u>36</u>	
Totals	14	13	25	23	75	5.043 Te <sup>1</sup>
<b>B. Ease in Making up Mind About Clothing</b>						
High ease	6	8	13	9	36	
Low ease	<u>8</u>	<u>5</u>	<u>12</u>	<u>14</u>	<u>39</u>	
Totals	14	13	25	23	75	1.887 N.S.

<sup>1</sup> Tendency (between .10 and .20)

There was a tendency for the wife's education to be related to her confidence in selection of a garment. More high school graduates had low confidence while more of the women with vocational or business training had high confidence (Table 17, part A). The women

who had high confidence may have not known if what they selected to wear would be acceptable to their group, or they may have been established in their groups and knew the expected clothing patterns.

The relationship between wife's education and ease in making up mind about clothing was not significant. More women with vocational or business school training had high ease in making up their minds, while more of the college graduates had low ease in making up their minds about clothing (Table 17, part B). The women who could make up their minds easily about their clothing may have been more secure in their position, and knew exactly what they wanted. The women who had difficulty in making up their minds about clothing may have been in a new situation, or may have known exactly what they wanted and could not find it.

The other background variables were classified under the three headings: wife's occupation, length of time married, and number of children. They were then sorted to find if they could be statistically analyzed. The sorting for the occupations of the wives:

not working outside the home	64 women
part-time work	4 women
full-time work	<u>7 women</u>
Total	75 women

Less than 15 percent of the women were employed outside the home. The length of time married was divided into two categories: under five years and five years or more. There were only seven

women who were married under five years and 68 women who were married five years or more. Less than ten percent of the women were married less than five years. A sorting of the number of children in the number of families showed:

number of children	in number of families
0	3
1	8
2	27
3	22
4	12
5	3
<hr/> Total	<hr/> 75

In the above three background variables there were too few subjects in some of the categories to give a valid analysis.

## SUMMARY AND CONCLUSIONS

The purpose of the problem was to compare young, middle-aged, and older women's attitudes concerning clothing, and to see what influence the husband's position and income had on the clothing attitudes of the wife.

The problem dealt with five specific aspects of woman's dress: (1) appropriate dress, (2) impressing others, (3) fashion interest, (4) confidence in selection of clothing, and (5) effect of the wife's role on her wardrobe.

A review of the literature indicated that people were interested in what they wore and the effect their clothing created. They were interested in what others thought about their manner of dress, and it often served as a means of influencing those people's opinions about them. Studies have found there were different roles a wife might pursue. Regardless of the role taken, she did need to keep current with her husband's interests, to have clothing in her wardrobe that would be suitable for any activity, and to be able to dress well for any occasion. The amount of social participation required of the wife depended on the demands on her husband's time and energy, and the social activities associated with his job.

The data for this study was obtained through the use of a questionnaire in a structured interview. The 75 subjects were wives of

college graduates that were working in or toward a management position within a large manufacturing company in Portland, Oregon.

Eleven companies manufacturing industrial equipment participated in the study.

The questionnaire was composed of 21 questions used in previous research and 21 questions written for this study. Most of the questions were of an objective nature. Each question was scored with the highest value indicating the highest positive attitude for that item listed and the lowest value indicating the lowest possible attitude for that item.

The chi-square test was used to determine the relationship between age and income and attitudes toward clothing. The wife's education was also tested to see if it was an influencing factor on the above attitudes.

Analysis of the data showed that significantly more younger women were concerned about what to wear than the other age groups, and that they knew the least about the designers. More of them also had less confidence in selecting a garment to wear. More of the middle-aged women knew the most about fashion designers, and had confidence in the selection of a garment.

There were more significant differences between the levels of husband's position than in either age or wife's education. Analysis showed subjects in the lowest income group had high interest in

prestige items and wore the same outfit fewer times. More of them had less interest in reading fashion magazines, knew less about fashion designers, and had less confidence in selecting a garment than the other two income groups. Significantly more of the high income group owned prestige items, wore the same outfit many times, had a strong desire for exclusiveness, had a high interest in reading fashion magazines, and recognized more of the fashion designers names than the other two income groups.

More of the women with the high school education wore the same outfit the most times, and knew less about fashion designers. They had less confidence in their selection of a garment. More of the women with the vocational or business school training had the highest confidence in the selection of a garment. The women with a college degree knew more about fashion designers.

There were more women who pursued a role of home orientation and fewer were socially-oriented. More of the home and socially-oriented wives were high in the types of activities participated in and their reasons for participation. More of the home-oriented wives were rated low in their reasons for participation. More of the socially-active women were influenced in their clothing selection by outside sources.

The hypotheses were tested and the conclusions drawn. From the findings of the first hypothesis which related age to the four

clothing variables, only four of the twelve sub-hypotheses were accepted, and when the level of husband's position was related to the clothing variables, seven of the twelve were accepted.

### Hypothesis I

Age and level of husband's position will be related to the womans

- A. concern for appropriate dress,
- B. desire to impress others,
- C. interest in fashion trends, and
- D. confidence in her selection of satisfactory clothing.

### Age in Relation to Concern for Appropriate Dress

1. Chi-square analysis showed no relationship to concern over wearing non-conforming clothing.
2. Chi-square analysis showed no relationship to approval of clothing purchase to conform to the group.
3. Chi-square analysis showed there was a tendency for concern about what to wear.

### Level of Husband's Position in Relation to Concern for Appropriate Dress

1. Chi-square analysis showed no relationship to concern over

wearing non-conforming clothing.

2. Chi-square analysis showed no relationship to approval of clothing purchase to conform to the group.

3. Chi-square analysis showed no relationship to concern about what to wear.

Woman's concern for appropriate dress was partially accepted.

#### Age in Relation to Desire to Impress Others

1. Chi-square analysis showed no relationship to interest in prestige items.

2. Chi-square analysis showed no relationship to ownership or selection of prestige items.

3. Chi-square analysis showed no relationship to desired judgments from others.

4. Chi-square analysis showed no relationship to number of times outfit worn.

5. Chi-square analysis showed no relationship to desire for exclusiveness.

#### Level of Husband's Position in Relation to Desire to Impress Others

1. Chi-square analysis showed a significant relationship to interest in prestige items.

2. Chi-square analysis showed a significant relationship to ownership or selection of prestige items.

3. Chi-square analysis showed no relationship to desired judgments from others.

4. Chi-square analysis showed a highly significant relationship to number of times outfit worn.

5. Chi-square analysis showed a significant relationship to desire for exclusiveness.

Woman's desire to impress others was partially accepted.

#### Age in Relation to Interest in Fashion Trends

1. Chi-square analysis showed no relationship to readership of fashion magazines.

2. Chi-square analysis showed a highly significant relationship to knowledge about fashion designers.

#### Level of Husband's Position in Relation to Interest in Fashion Trends

1. Chi-square analysis showed a significant relationship to readership of fashion magazines.

2. Chi-square analysis showed a highly significant relationship to knowledge about fashion designers.

Woman's interest in fashion trends was partially accepted.

### Age in Relation to Confidence in Selection of Satisfactory Clothing

1. Chi-square analysis showed a tendency for confidence in selection of a garment to be related.
2. Chi-square analysis showed no relationship to ease in making up mind about clothing.

### Level of Husband's Position in Relation to Confidence in Selection of Satisfactory Clothing

1. Chi-square analysis showed a significant relationship to confidence in selection of a garment.
2. Chi-square analysis showed no relationship to ease in making up mind about clothing.

Woman's confidence in selection of satisfactory clothing was partially accepted.

### Hypothesis II

The wife's interpretation of her role as her husband's helpmate will influence her wardrobe.

Chi-square analysis showed a significant relationship of wife's role to types of social activities participated in and reasons for participation.

Chi-square analysis showed a trend for role to be related to outside influences on wardrobe.

This hypothesis was accepted.

#### Recommendations for Future Studies

1. Further study needs to be done to test the reliability and validity of the questions written by this writer.
2. A comparison made of women within the same age range, but in three different income levels.
3. Include a larger area of manufacturing companies or business companies, and possibly compare these two groups.
4. Do a similar study in another large city on the West Coast that has manufacturing as a major industry and compare the results.
5. Include current fashion designers in the list that tests knowledge of fashion designers.
6. Do a comparison study of the social activities and influences these activities have on clothing of wives from large companies, small companies, and branch offices of large companies situated elsewhere.

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29. Wilson, Shirley Jean. Selected aspects of clothing behavior associated with success in role achievement and with striving among a specified group of college women. Master's thesis. University Park, Pennsylvania State University, 1961. 160 numb. leaves.

## APPENDIX A

Recommended Reading List for Guide to Clothing Selection

1. Carson, Byrta. How you look and dress; a first course in clothing. 2d ed. New York, McGraw-Hill, 1959. 398 p.
2. Chambers, Helen G. and Verna Moulton. Clothing selection: fashions, figures, fabrics. Chicago, Lippincott, 1961. 470 p.
3. Hillhouse, Marion Strong. Dress selection and design. New York, MacMillan, 1963. 216 p.
4. McCardell, Claire. What shall I wear? The what, where, when and how much of fashion. New York, Simon & Schuster, 1956. 161 p.
5. McJimsey, Harriet Tilden. Art in clothing selection. New York, Harper & Row, 1963. 300 p.
6. Picken, Mary Brooks. The fashion dictionary. New York, Funk & Wagnalls, 1957. 397 p.
7. Post, Emily. Etiquette: the blue book of social usage. 10th ed. New York, Funk & Wagnalls, 1960. 671 p.
8. Ryan, Mildred (Graves). Dress smartly; a 100 point guide. New York, Scribner, 1956. 128 p.
9. Sturm, Mary Mark and Edwina H. Grieser. Guide to modern clothing. New York, McGraw-Hill, 1962. 590 p.
10. Vanderbilt, Amy. Amy Vanderbilt's complete book of etiquette: a guide to gracious living. New York, Doubleday, 1959. 700 p.

## APPENDIX B

Question Numbers to Test Hypotheses

<u>Hypotheses:</u>	<u>Questions used:</u>
I A. Concern for Appropriate Dress:	
a. Concern over wearing non-conforming clothing	11, 12
b. Approval of clothing purchase to conform to the group	13
c. Concern about what to wear	27, 28
I B. Desire to Impress Others:	
a. Interest in prestige items	14, 15, 16
b. Ownership or selection of prestige items	17, 18, 19, 20, 21
c. Desired judgments from others	22, 23
d. Number of times outfit worn	24, 25
e. Desire for exclusiveness	26
I C. Interest in Fashion Trends:	
a. Readership of fashion magazines	1, 2, 3, 4, 5, 6, 7, 8, 9
b. Knowledge about fashion designers	10
I D. Confidence in Selection of satisfactory Clothing:	
a. Confidence in selection of a garment	29, 30, 31
b. Ease in making up mind about clothing	32, 33

II.	Wife's Interpretation of Her Role as Husband's Helpmate Will Influence Her Wardrobe:	
A.	Most important duties to help husband	34
B.	Types of social activities participated in and reasons for participation.	35, 36, 37, 38
C.	Outside influences on the wardrobe	39, 40, 41, 42

## APPENDIX C

Questionnaire

1. Are there any fashion magazines or magazines with fashion sections to which you subscribe or which you buy regularly?

- a. no  
 b. yes

2. If yes, what are they?

3. Are there any which you buy occasionally?

- a. no  
 b. yes

4. If yes, what are they?

5. Are there any other fashion magazines or magazines with special sections which you read or look at elsewhere--for example, at the library or beauty parlor?

- a. no  
 b. yes

6. If yes, what are they?

7. If yes to 5, do you see them occasionally or regularly?

- a. occasionally  
 b. regularly

8. When you have access to fashion magazines would you say that you:

- a. study them quite thoroughly with the intent of remembering details of the latest fashion?  
 b. look at them to see if there is anything of interest to you?  
 c. barely scan them?  
 d. never look at or read fashion magazines?

9. How often do you glance over or read fashion ads in the newspapers?

- a. almost always  
 b. most of the time  
 c. sometimes  
 d. seldom  
 e. practically never

10. Do you happen to recognize any of the following persons as designers of clothing? Please tell me any that you recognize?

- |                                             |                                              |
|---------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> a. Adele Simpson   | <input type="checkbox"/> k. Harvey Berin     |
| <input type="checkbox"/> b. Caryl Ross      | <input type="checkbox"/> l. Hattie Carnegie  |
| <input type="checkbox"/> c. Anne Fogarty    | <input type="checkbox"/> m. Herbert Sondheim |
| <input type="checkbox"/> d. Chapelle        | <input type="checkbox"/> n. Imparelli        |
| <input type="checkbox"/> e. Charles Edwards | <input type="checkbox"/> o. Mainbocher       |
| <input type="checkbox"/> f. Christian Dior  | <input type="checkbox"/> p. Marie Stendahl   |
| <input type="checkbox"/> g. Ellen Chase     | <input type="checkbox"/> q. Mollie Parnis    |
| <input type="checkbox"/> h. Frances Taylor  | <input type="checkbox"/> r. Paul Marshall    |
| <input type="checkbox"/> i. Givenchy        | <input type="checkbox"/> s. Richard Kayser   |
| <input type="checkbox"/> j. Guy Laroche     | <input type="checkbox"/> t. Warren Whitney   |

11. Let us assume that you and your husband have been invited to a party at the home of his boss and the party includes people whom you have not yet met, but whom you are eager to know. If you saw other guests going into the house and realized that the party was much more dressy than you had expected and that you were decidedly more casually dressed than the rest of the guests, which of the following would be your most probably reaction?

- a. when I saw other people going into the party and realized how differently dressed I was, I would try to persuade my husband to leave and would go home and change even though it would make us very late, or, if this were not possible, would call and express regret that we could not come.
- b. I would feel embarrassed and we would leave early if at all possible.
- c. We wouldn't leave early, but it would interfere with my pleasure at the party.
- d. Probably I'd feel a little uncomfortable at first, but would get over it quite quickly.
- e. I really wouldn't care and it wouldn't affect my feelings one way or the other.

12. If the situation were reversed and you found on arrival at such a party that you were decidedly more formally dressed than the rest of the guests, which of the preceding would be your most probably reaction?

- a.  d.
- b.  e.
- c.

13. As you may know, a number of companies today have a policy of interviewing both husband and wife when considering hiring the husband. Mr. & Mrs. X had flown to Y-city for such an interview and had the misfortune to have their luggage temporarily lost. They were invited to a dinner that evening and Mrs. X knew that the rest of the women would be wearing quite dressy dresses. In fact, she had just bought a new dress for this occasion, but it was in the lost luggage. All she had was the simple well-tailored suit and appropriate accessories for it which she had worn on the plane. To buy another dress similar to the one she had just purchased would put a considerable strain on the family budget. What should she do?

14. Are there any kinds of clothing items which you feel give prestige to their owners and wearers?

- a. no  
 b. yes

15. Could you name some of them?

16. Would you consider any of these prestige items?

- |                          |                          |    |     |                               |
|--------------------------|--------------------------|----|-----|-------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | no | yes |                               |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | fur coats                     |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | matching shoes and bags       |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | custom-tailored suits         |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | clothing with designer labels |

17. Do you happen to own any of these items?

- |                          |                          |    |     |                               |
|--------------------------|--------------------------|----|-----|-------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | no | yes |                               |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | fur coat                      |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | matching shoes and bags       |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | custom-tailored suits         |
| <input type="checkbox"/> | <input type="checkbox"/> |    |     | clothing with designer labels |

ASK 18 & 19 if DO OWN ANY of listed items.

ASK 20 & 21 if DO NOT OWN ANY of listed items.

DO NOT ASK 18-21 if NO ANSWERED TO ALL OF ABOVE.

18. People who have such items differ considerably in the pleasure they get from owning them. Some people enjoy them very much, others are relatively indifferent to them. Would you say that OWNING these items:

- a. gives you a great deal of pleasure?  
 b. gives you a moderate amount of pleasure?  
 c. gives you a little pleasure?  
 d. is a matter of indifference to you?  
 e. is a little distasteful to you?

19. How do you feel when you wear them?

20. People differ a great deal in the pleasure they would derive from owning some of the prestige items. Would you say that owning them:

- a. would give you a great deal of pleasure?
- b. would give you a moderate amount of pleasure?
- c. would give you a little pleasure?
- d. would be a matter of indifference to you?
- e. would be distasteful to you?

21. How would you feel about wearing them?

22. There are some characteristics you might like others to use to describe you. Below are six characteristics that I would like you to consider. Please rank them, with 1 being the most important and 6 being the least important.

- a. well-mannered
- b. well-groomed
- c. attractive in physical appearance
- d. dresses in current fashions
- e. good conversationalist
- f. good taste in clothes for figure and occasion.

23. In general, how would you prefer to have other people think about your choice of clothing? That you are:

- a. the best dressed in your group.
- b. one of the best dressed in your group.
- c. one of the better dressed in your group.
- d. as well dressed as the average member of your group.
- e. Dressed no worse than other members of your group.

24. Are there some social functions to which you would be willing to wear the same outfit many times before you felt that you must wear a different one?

- a. no      Types of functions:
- b. yes     Types of functions:

25. How often would you wear the same outfit to the same social group?

- |                                         |                                                 |
|-----------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> a. once        | <input type="checkbox"/> d. four times          |
| <input type="checkbox"/> b. twice       | <input type="checkbox"/> e. five times or more. |
| <input type="checkbox"/> c. three times |                                                 |

26. Do you enjoy shopping for clothes more in:

- |                                                               |
|---------------------------------------------------------------|
| <input type="checkbox"/> a. department stores                 |
| <input type="checkbox"/> b. basement departments              |
| <input type="checkbox"/> c. the more exclusive apparel stores |
| <input type="checkbox"/> d. discount houses                   |
| <input type="checkbox"/> e. small dress shops                 |
| <input type="checkbox"/> f. other--specify:                   |

27. Before attending a party at the home of one of your husband's business associates, do you find out what the other women will be wearing?

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> a. almost always    | <input type="checkbox"/> d. seldom            |
| <input type="checkbox"/> b. most of the time | <input type="checkbox"/> c. practically never |
| <input type="checkbox"/> c. sometimes        |                                               |

28. Do you try to determine what others will wear from the type of occasion, and dress similarly?

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> a. almost always    | <input type="checkbox"/> d. seldom            |
| <input type="checkbox"/> b. most of the time | <input type="checkbox"/> e. practically never |
| <input type="checkbox"/> c. sometimes        |                                               |

29. How often do you delay making a purchase, for other than lack of money, after you have found what you think you want?

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> a. almost always    | <input type="checkbox"/> d. seldom            |
| <input type="checkbox"/> b. most of the time | <input type="checkbox"/> e. practically never |
| <input type="checkbox"/> c. sometimes        |                                               |

30. How often do you consult others about what to wear for a specific occasion?

- |                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> a. almost always    | <input type="checkbox"/> d. seldom            |
| <input type="checkbox"/> b. most of the time | <input type="checkbox"/> e. practically never |
| <input type="checkbox"/> c. sometimes        |                                               |

31. Sometimes people are dissatisfied with the garments they buy. How often do you find this happens to you?

- a. fairly often  
 b. occasionally  
 c. practically never

32. When you shop for clothes:

- a. do you know exactly what you want?  
 b. do you have a general idea, or  
 c. are you just looking for ideas?

33. When you select a garment from your wardrobe for a particular occasion

- a. do you usually know exactly what you want to wear,  
 b. do you often consider more than one garment in advance and make an early decision, or  
 c. do you usually have to make a last minute decision?

34. What do you think your most important duties are to help your husband?

35. To which social organizations do you belong? Please check the reason you belong for each type of organization.

	NUMBER BELONG TO	HAVE HELD OFFICE IN PAST 2-3 YR.	REASONS FOR BELONGING		
			to help husband	to help family socially	for personal interest
Religious					
Fraternal					
Civic					
Service					
Social					
Professional Wives Groups					
Professional					

36. Are you ever called on to help your husband socially in his work?

- a. no  
 b. yes

37. If yes, how do you help him?

38. If yes, how often?

39. As your husband has progressed in his occupation, do you find that your clothing needs in regard to types and numbers have:

- a. increased,  
 b. decreased, or  
 c. remained about the same.

40. Please be specific as to how?

41. Do you find that your association with your husband's business associates or their wives has influenced your wardrobe in any way?

- a. no  
 b. yes

42. If yes, how?

#### General Information

AGE RANGE: Under 35 ; 36-45 ; 46-55 ; over 55

NUMBER OF CHILDREN ; Ages .

LENGTH OF TIME MARRIED: Less than 5 years ; more than 5 years .

YOUR OCCUPATION, IF EMPLOYED OUTSIDE THE HOME:

HUSBAND'S POSITION

INCOME RANGE: Under \$10,000 ; \$10,000 to \$20,000 ;  
 Over \$20,000 .

HUSBAND'S EDUCATION: Completed college ; Graduate work ;  
 M. S. ; PhD .

YOUR EDUCATION: Completed college ; some college ;  
 Vocational or business college ; completed high school ;  
 Other .

## APPENDIX D

Thesis Questionnaire Score Sheet

The following answers are arranged in order of the hypothesis they were used to test.

Concern for Appropriate DressConcern over Wearing Non-conforming Clothing

- 11, 12. answer of a = 5 points  
 b = 4 points  
 c = 3 points  
 d = 2 points  
 e = 1 point

Combine the scores of the two questions

Range 10 (concern) to 2 (no concern)

Source: Gates # 69, 70, originals and the ones used in this study.

Approval of Clothing Purchase to Conform to the Group

13. Let the person give own answer and score as below:

Answer of buy a dress or don't go	5 points
buy a less expensive dress or rent one	4 points
buy a blouse or jewelry	3 points
go in the suit and explain (some evidence of reluctance to wear the suit shown in the answer)	2 points
go in the suit (no evidence of reluctance or proposal of need for explanation)	1 point

Range 5 (conform) to 1 (non-conform)

Source: Gates # 63, original and one used in this study.

Concern about What to Wear

27, 28. answer of a = 5 points  
 b = 4 points  
 c = 3 points  
 d = 2 points  
 e = 1 point

Range 10 (concern) to 2 (no concern)

Source: Martha Waldemar

Desire to Impress Others

Interest in Prestige Items

14, 15 were non-discriminatory, not analyzed.

16. each answer of yes = 1 point  
 no = 0 points

Range 4 (interest) to 0 ( no interest)

Source: Gates # 38-43, original and one used.

Ownership or Selection of Prestige Items

17. each answer of yes = 1 point  
 no = 0 points

18, 20. answer of a = 5 points  
 b = 4 points  
 c = 3 points  
 d = 2 points  
 e = 1 point

19, 21--non-discriminatory, not analyzed.

Add to these scores: each response of yes on 16 and 17, 1 point, any item reported as owned to which prestige ascribed, 1 point.

Range 18(ownership or selection) to 0 (no ownership or selection)

Source: Gates #44-49b. original and one used.

Desired Judgments from Others

22. rank of    1 = 6 points  
                   2 = 5 points  
                   3 = 4 points  
                   4 = 3 points  
                   5 = 2 points  
                   6 = 1 point

add ranks given to b, d, f only.

Range 15 (all clothing items given highest ranking) to 6 (no clothing items in top 3)

Source: Martha Waldemar

23. each answer of    a = 5 points  
                               b = 4 points  
                               c = 3 points  
                               d = 2 points  
                               e = 1 point

Range 5 (high) to 1(low)--total range 20(high) to 7 (low)

Source: Martha Waldemar

Number of Times Same Outfit Worn

24. answer of no = 2 points  
                       yes = 1 point

Answers to types of functions were non-discriminatory, not analyzed.

25. answer of    a = 5 points  
                               b = 4 points  
                               c = 3 points  
                               d = 2 points  
                               e = 1 point

Range 7 (wear outfit only once) to 2 (wear many times)

Source: Martha Waldemar

Desire for Exclusiveness

26. answer of a = 3 points  
 b = 2 points  
 c = 5 points  
 d = 1 point  
 e = 4 points

Range 5 (exclusiveness) to 1 (non-exclusiveness)

Source: Martha Waldemar

Interest in Fashion TrendsReadership of Fashion Magazines

- 1, 3, 5. answer of yes = 2 points  
 no = 1 point

2, 4, 6. Magazine

		Read regularly	Read, Subscription, elsewhere, buy regularly	buy occasionally	elsewhere
Vogue, Harpers Bazaar	8	4	2		
Glamour, Charm, Seventeen, Mademoiselle, Pattern Book Quarterly, McCall's, Ladies Home Journal, Good House-keeping	4	2	1		

Note: Magazines were changed from original.

Original scoring:

Magazine

Vogue, Harpers Bazaar Same number score  
 Glamour, Charm, Mademoiselle,  
 Seventeen, Pattern Book Quarterly Same number score

7. answer of regularly = 2 points  
 occasionally = 1 point

8. answer of a = 6 points  
 b = 4 points  
 c = 2 points  
 d = 0 points

Source: Gates #16-23, original (except where noted) and one used.

9. answer of a = 3 points  
 b = 2 points  
 c = 1 point  
 d = 0 points  
 e = 0 points

Source: Ryan # 19, original and one used

Range non-limit upper range (high readership) to 3 (no readership).

#### Knowledge of Fashion Designers

10. Each correct answer receives a score of 2 points. Each single incorrect answer receives a score of - 2 points. Correct answers: a, c, f, i, j, k, l, m, o, q, Total these scores.

Range + 20 (high knowledge) to - 20 ( no knowledge)

Source: Gates # 11s-30s, scoring used partially.

Original scoring:

Please go through the following list quickly, checking any that you think are designers of clothing. Double check those you are sure of (for list see questionnaire).

Score: A single correct answer receives a score of 2; a double correct check a score of 3; a single incorrect check receives a score of - 2; a double incorrect check a score of - 3; Potential range from + 30 to - 30.

Confidence in Selection of Satisfactory Clothing

Confidence in Selection of a Garment

- 29, 30. each answer of a = 1 point  
b = 2 points  
c = 3 points  
d = 4 points  
e = 5 points
31. each answer of a = 1 point  
b = 2 points  
c = 3 points

Range 13 (confidence) to 3 (no confidence)

Source: Martha Waldemar

Ease in Making Up Mind about Clothing

- 32, 33 each answer of a = 3 points  
b = 2 points  
c = 1 point

Range 6 (high) to 2 (low)

Source: Martha Waldemar

Wife's Interpretation of Her Role as Husband's  
Helpmate Will Influence Her Wardrobe

Duties Important to Help Husband

34. Let person give own answers. Categorize as follows:  
socially-oriented answers = 1 point  
home-oriented answers = 2 points  
home and socially-oriented = 3 points

Source: Martha Waldemar

Types of Social Activities Participated in and Reasons

35. for each type of organization:

if answer to help husband = 3 points

family = 2 points

for personal interest = 1 point

Range 21 (high to help husband) to 0 ( no membership)

36. answer of yes = 2 points

no = 1 point

37. entertain = 2 points

be entertained = 1 point

38. 1-3 times a year = 1 point

4-6 times a year = 2 points

7-9 times a year = 3 points

10-12 times a year = 4 points

more than 12 times  
a year = 5 points

Total range of scores #35-38: 30 (high) to 1 (low)

Source: Martha Waldemar

Influences on Wardrobe

39. increased = 3 points

remain same = 2 points

decreased = 1 point

40. more social obligations = 3 points

same amount and type of

social obligations = 2 points

fewer social obligations = 1 point

no social obligations = 0 points

41. answer of yes = 2 points

no = 1 point

42. if answers oriented toward:

change type of clothing = 2 points

increase amount of clothing = 1 point

Total range # 39-42: 10 (high) to 3 (low)

Source: Martha Waldemar