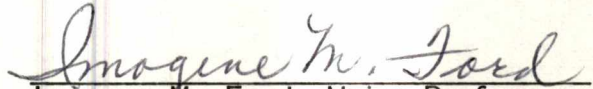


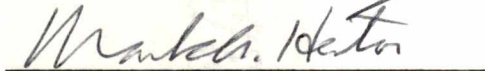
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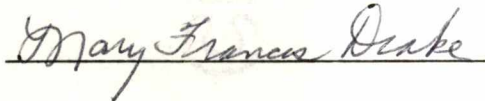
I am submitting herewith a dissertation written by Sue Gibson Byrd entitled "Information Sources and Reference Group Use and Influence by Young, Single Adults in Clothing Purchase Decisions." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Human Ecology.


Imogene M. Ford, Major Professor

We have read this dissertation
and recommend its acceptance:







Accepted for the Council:


Vice Provost
and Dean of The Graduate School

INFORMATION SOURCES AND REFERENCE GROUP USE AND INFLUENCE
BY YOUNG, SINGLE ADULTS IN CLOTHING PURCHASE DECISIONS

A Dissertation
Presented for the
Doctor of Philosophy
Degree
The University of Tennessee, Knoxville

Sue Gibson Byrd

December 1986

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ABSTRACT

The purpose of this study was to determine the types of information sought from market and nonmarket sources and the influence of these information sources on the purchase of clothing for young, single adults.

A random sample of 2,500 single female and male consumers, ages 20-35, were sent questionnaires resulting in a 41.8 percent ($n = 1044$) return rate, with 36.2 percent (904) usable for analyses.

A five point Likert scale was used to examine the degree of use and influence of market and nonmarket sources of information (dependent variables). Factor Analysis using the Principal Components Method of Varimax Rotation was performed on the dependent variables to: (a) determine which variables were related to each other, and (b) provide a means for reducing the large number of variables into related groups. Based on the Factor Analyses, Analyses of Variance were performed using the demographic variables.

Findings indicated information sources used the most by this sample of young, single adults regarding clothing included: clothing and window displays, newspaper and TV advertisements, female and male friends, female work associates and sisters. Their clothing purchase decisions were influenced the most by: clothing and window displays, newspaper and TV advertisements, female and male friends, and mothers and sisters.

Males and females varied in their use and influence of information sources with females using and being more influenced by these

sources. The results indicated that young, single adults looked to individuals of their own sex for clothing purchase information more than they did the opposite sex.

Young, single adults with occupations which tend to be male dominated did not use and were not influenced by female information sources. While those in traditionally female occupations used and were influenced more by females.

The findings of this study show that reference groups such as friends of the same sex, colleagues, and family are an important part of the evaluative criteria used by young, single adults in clothing purchase decisions. Based on the findings of this study a better understanding of the young, single adult's informational requirements can be made such that marketers can utilize specific media sources to their fullest.

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CHAPTER I

INTRODUCTION

Current changes in today's population including delay in first marriage, young adults remaining single, and increasing divorce rates, have made young, single adults an influential segment of society. Research has shown the median age at first marriage of women 23.0 years and men 25.4 years in 1984 as compared to 20.2 and 22.6 in 1955, respectively. The percentage of young adults remaining single increased from 1970 to 1984 by 20.1 percent for those 20 to 24 years of age, 18.7 percent for those 25 to 29 years of age, and 11.5 percent for those 30 to 34 years of age. The divorce rate in 1984 for those 34 years of age and under was three times more than in 1970 (Marital Status and Living Arrangements, 1984). As a result of baby-boomers coming of age, the total number of workers age 25 to 34 has increased to 68 percent from 1970 to 1980, reaching nearly 27 million (Magnet, 1985). As seen through these changes, this group of young, single adults is and will continue to be influential in the marketplace. This is because of their purchasing power, especially in the areas of basic necessities such as food, clothing and shelter.

Clothing in addition to having a functional capacity as being one of man's primary needs for survival, is also a personal matter, fulfilling social, psychological, aesthetic, and emotional needs (Horn & Gurel, 1981). Because of the social importance and purchasing power of young, single adults the study of their marketing behavior is

important and clothing purchases are among the most important choices and decisions made by young, single adults.

Using an interdisciplinary approach combining marketing, consumer behavior, social-psychology and clothing in exploring the consumer behavior of young, single adults will aid in effective research concerning the use and influence of information sources in the purchase of clothing. Consumer behavior is defined as the action of individuals in searching for, purchasing, using, and evaluating goods and services (Shiffman & Kanuk, 1983). This procedure includes, through the search process, the seeking of various kinds of information. Consumers perform this process based on their interests and experiences, and thus make clothing choices based on the information gathered and past experiences.

Consumer behavior processes have primarily been used in marketing to analyze products used by consumers in the home. However, it can be a valuable tool in discovering clothing consumption behavior (Cassill, 1985). Clothing as with other products has certain internal and external influences that affect their purchase. The Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior focuses on these influences on decision making. The model involves five phases of consumer decision making behavior: problem recognition, search, alternative evaluation, choice, and outcomes. The second phase, search, involves the seeking of information as previously mentioned. The third phase, alternative evaluation, involves certain social-psychological influences such as reference groups (Engel &

Blackwell, 1982). Discovering the impact of these variables on the purchase decisions of young, single adults can aid marketers in their efforts at satisfying the consumers' wants and needs.

Purpose of the Study

The purpose of this study is to determine the types of information sought from market and nonmarket sources and the influence of this information on the purchase of clothing for young, single adults.

More specifically, the main purposes of the study include:

1. To determine the kind of market sources used and the influence of these sources on young, single adults in clothing purchase decisions.
2. To determine the kind of nonmarket sources used and the influence of these sources on young, single adults in clothing purchase decisions.
3. To determine the use and influence of market sources on clothing purchase decisions of young, single adults in relation to selected demographic characteristics.
4. To determine the use and influence of nonmarket sources on clothing purchase decisions of young, single adults in relation to selected demographic characteristics.

Significance of the Study

A look at today's marketplace will reveal a large number of consumers shopping in an assortment of stores purchasing items for use

in their daily lives. The primary goal of the consumer in the marketplace is to obtain the most satisfaction from the goods and services purchased. In trying to achieve this goal information is sought from various sources. The complexity of today's market makes it difficult for consumers to sort through the overwhelming amount of information presented to them daily through market and nonmarket sources. What influences these consumers in making their purchasing decisions? What kinds of information do they seek in order to make these decisions? These are a few of the questions which need to be answered in order to help retailers as well as consumers understand what is taking place in the marketplace. Marketers will be able to identify the different informational requirements of young, single adults relating to clothing purchases. An identification of important reference groups can aid marketers in their efforts to access their target market. Through the dissemination of this research based information, through teaching and extension, the consumer can understand and make use of the findings in order to purchase products which meet their needs and wants with a minimum of time, money, and psychological costs.

The results of this study will contribute to the body of knowledge in the field. Engel and Blackwell (1982) have stated that marketers cannot make assumptions about the search process related to any particular audience. Marketers' strategies should be based on research. Through publishing these results benefits can be obtained by marketers in their quest for satisfying the young, single adult.

Assumptions

The following assumptions were made in this study:

1. Clothing is of personal importance and is a high involvement decision making product.
2. Young, single adults use and are influenced in their clothing decisions by market and nonmarket sources and are aware of these factors.

CHAPTER II

REVIEW OF LITERATURE

A review of literature will be presented for the following: (1) conceptual framework of decision making including a model involving the external search process and external influences, (2) information search, (3) reference group use and influence, and (4) young, single adults in today's society.

Conceptual Framework

The conceptual framework or model shows the relationship of variables and portrays a clear picture of the base used for this research. A model through the use of symbols represents various aspects of a situation and their interrelationships (Lippitt, 1973). The Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (Engel & Blackwell, 1982) was used in this study to identify information sources and reference group use and influence by young, single adults in clothing purchases.

Consumer Behavior

Consumer behavior is defined as "those acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts" (Engel & Blackwell, 1982, p. 9). The importance of this definition lies in its inclusion of the processes that consumers go through in decision making. This includes the how, when, where, what, and why of a

decision. To explore the various sources that influence the purchase of a clothing item the communication process must be considered.

Individuals are influenced to make a clothing purchase decision based on information communicated from various sources. Shiffman and Kanuk (1983) define communication as conveying information from a sender to a receiver using a cue of some kind sent through a medium of some kind. Communication takes place when two people interact (Brill, 1978). This is said to be interpersonal and can be informal as when two friends are conversing, or formal as between a salesperson and a customer (Shiffman & Kanuk, 1983). Engel and Blackwell (1982) refer to informal communications as nonmarketer-dominated and formal communications as marketer-dominated. Informal communications are frequently influential in the purchasing of items such as clothing (Kerr & Weale, 1970), while formal communications are important in relaying information about a new product or idea (Engel & Blackwell, 1982).

Regardless of the kind of communication used, the consumer receives and interprets information differently due to perception, culture, and context (Brill, 1978). Perception is a combination of past and present experiences and previous attitudes which culminate in an elaborate and organized outcome (Bartley, 1958). Individuals perceive based on their own frame of reference, therefore messages sent are not always received as they are intended.

The consumer's culture which is the total of beliefs, values and customs that direct the behavior of people in a particular society (Shiffman & Kanuk, 1983), affects the consumer's interpretation of

information through the use of appropriate symbols and a common language. The context of the message conveyed involves the total situation, the number and kind of people involved and their relationships (Brill, 1978).

Consumer behavior models can be used to explore the effects of these and other factors on the use of information in the decision making process. Such models offer four advantages: (1) they form a frame of reference of research, (2) findings from research can be synthesized into a meaningful whole, (3) theory construction can take place through their use, and (4) they help explain the behavior itself (Engel & Blackwell, 1982).

The Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (Figure 1) was chosen for use in this study because it focuses on the process the individual goes through in decision making. Its focus on the internal and external influences of a decision is desirable in studying information seeking and reference group influence on clothing purchases.

Model

The striped areas in Figure 1 indicate the portions of the EKB model used in this study. The flow of the decision process is shown in this model through the use of arrows which indicate one variable leading to or affecting another. For example, Reference Group/Family affects Life-style which in turn affects Evaluative Criteria. The model is divided into five components: external influences, decision process variables, decision process, information processing and input.

Figure 1. The Engel, Kollat, and Blackwell (EKB) model of consumer behavior.

Source: J. F. Engel and R. D. Blackwell, Consumer Behavior (4th ed.), 1982, p. 500.

The basic structure of the model focuses on the decision process which consists of five stages: problem recognition, search, alternative evaluation, choice, and outcomes.

Problem recognition occurs when the consumer perceives a difference in the desired state and the ideal state of affairs. The arousal of motives can activate this recognition as well as direct behavior.

Search involves the motivated exploration of information. This can be in the form of internal search where the individual searches his/her memory for necessary information. If sufficient information is not found external search takes place which involves the consumer's use of various sources of information such as mass media, personal sources and market dominated sources.

Alternative evaluation occurs as the individual appraises the alternatives available. This involves the use of evaluative criteria which are the specifications and standards found important to the consumer.

Choice is the selection of a product and/or service based on the alternative evaluation made. This usually takes place in some type of retail setting, even though other forms of choice do occur.

Outcomes are the consequences of the decision made. This can be in the form of satisfaction or dissatisfaction with the choice made.

The current research focused on the second and third stages in the consumer decision process: search and alternative evaluation. Figure 2, formulated by the author based on the EKB model, shows the areas emphasized in the study. Specifically within the search process the study dealt with external search, determining the kind and

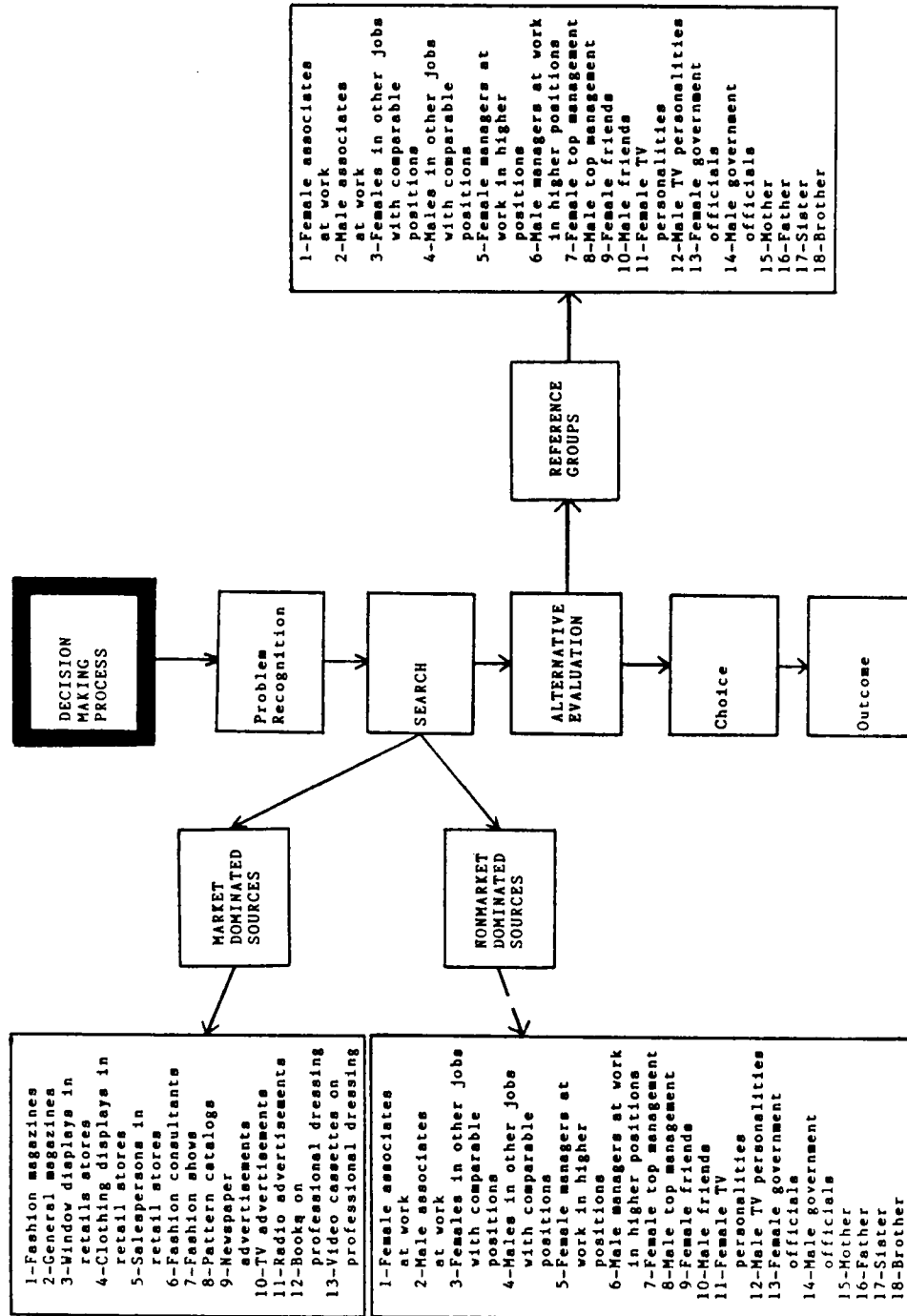


Figure 2. Information search and reference group use and influence on purchase decisions.

Source: J. F. Engel and R. D. Blackwell, Consumer Behavior (4th ed.), 1982, p. 500, Modified by Sue C. Byrd.

use of various information sources. Within the alternative evaluation stage the focus was the influence of reference groups (nonmarket dominated sources) on the selection of clothing.

Information Search

In consumer decision making a substantial number of purchases are made based on the consumer's recognition of a problem, information and past experiences stored in memory, and new information acquired during the search process (Newman & Lockeman, 1972). Search takes place when one finds the existing information, beliefs and attitudes inadequate; search being the stimulated exposure to information with respect to a particular alternative (Engel & Blackwell, 1982). This search is voluntary, with the goal being the acquiring of new information.

Information has been called the single most important product in the economy. Without available and accurate sources of information there is little chance that the consumer would be able to choose a product that would best meet his/her wants and needs (Thorelli, Becker, & Engledow, 1975). Economic theory concerning consumer information emphasizes its importance by assuming that consumers have perfect information, that is, they know all there is to know concerning a particular product before its purchase. Of course theory and reality do not coincide in this case. In fact it has been found that when product information is available, consumers select only a small portion of that available. They base their purchase decision on this

information acquired instead of all possible information (Jacoby, Szybillo, & Busato-Schach, 1977). Capon and Kuhn (1980) with similar results, found young adults do not consider all available attributes when rating a product. Even though other studies show like results (Jacoby, Chestnut, & Fisher, 1978; Rousseau, 1984), Newman and Lockeman (1972), through using a combination of survey and observational measures, suggest that more search actually takes place and thus more attributes are considered than previously thought.

Bettman (1979) suggests in his information-processing model that consumers do not have the capacity to process complex information and will therefore employ simple decision strategies, thus assessing only that information that is easily comprehensible. Swagler (1979) makes a similar statement saying that consumers lack the technical knowledge needed to interpret information made available to them in the complex marketplace. As the marketplace becomes more complex the transmission and use of information becomes increasingly important (Thorelli, Becker, & Engledow, 1975).

Extent of Information Search

The study of the amount of search which takes place is not new. Katona and Mueller (1955) led the way with such a study concerning major household appliances. Their study showed that there are many variations among consumers and many variables that determine the amount of information search that takes place.

The cost-benefit economic theory forms a base for studying the extent of information search (Stigler, 1961). This concept states that

consumers will continue to search for additional information until the cost of further searching outweighs the expected benefits. At this point the consumer has obtained what Swagler (1979) terms the optimal quantity of information. A study of the purchase decision process for durable goods found the cost of the search negatively related to external search and external search positively related to cost savings (Punj & Staelin, 1983).

Several theorists have categorized factors affecting information search in order for them to be measured more accurately (Bettman, 1979; Moore & Lehmann, 1980; Newman, 1977). Moore and Lehmann (1980) set five major determinants of the extent of information search:

1. Market environment,
2. Situational variables,
3. Potential payoff/product importance,
4. Knowledge and experience,
5. Individual differences.

(Moore & Lehmann, p. 298)

Market environment. Consumers tend to make rational decisions based on information received during the search process. They may not, however, always make the predicted product-choice decision when alternatives in information are available (Sheluga, Jaccard, & Jacoby, 1979). In studying the effects of the addition of new products to product categories, Huber and Puto (1983) found that such an addition tends to shift the distribution of individual preferences.

Increasing the amount of information available about a product has been shown to cause consumers to apportion their time for processing information among that made available (Scammon, 1977). Therefore,

the market presentation of new information spreads the consumer even thinner. Kornblum (1985) suggests that in order for marketers to get and hold a share of the market they must develop in performance marketing a plan that will set them apart from the competition. This means the information and alternatives presented to the consumer must be seen as important, emphasizing their strengths.

Situation variables. Situational variables include time pressure, social pressure, financial pressure, and one's physical and mental condition. Claxton, Fry, and Portis (1974) found that time pressure was negatively related to search while financial pressure led to increased search. In regard to social pressure, Moore and Lehmann (1980) found that in the selection of food, people who considered themselves overweight searched for more information. Hansen (1976) describes situational variables as either general or specific and from actual physical stimuli or perceived aspects (Figure 3).

General actual physical variables (S_3 in Figure 3) include the number of stimuli, complexity, and pattern of stimulation. Researchers investigating these situational variables have been interested in how these variables affect arousal of the individual (Berlyne, 1960; Hebb, 1966). Specific actual physical variables (S_1 in Figure 3) such as loudness, temperature or store size have been used to research stimulation of the consumer through manipulation of specific variables. Specific perceptual stimuli variables (S_2 in Figure 3) reflect the relationship between actual stimulation and what is being perceived. How

this relationship affects the extent of search is not clear because of lack of precise measurement (Hansen, 1976).

	Specific Aspects	General Aspects
Actual Physical Stimuli	S ₁ Variables (loudness of sound, temperature, store size, "in the car," etc.)	S ₃ Variables (number of stimuli, complexity, pattern of stimulation, etc.)
Perceived Aspects	S ₂ Variables (perceived alternatives, perceived messages, perceived environment, etc.)	S ₄ Variables (familiarity, arousal, perceived conflict, etc.)

Figure 3. Major categories of situational variables with examples.

Source: F. Hansen, (1976). Psychological Theories of Consumer Choice. Journal of Consumer Research, 3, p. 121.

Hansen's (1976) categorization of general perceptual variables (S₄ in Figure 3) includes perceived conflict. Janis and Mann (1977) propose that individuals make their best-quality decisions under conditions of moderate stress brought about by conflict. In their conflict-theory model of decision making they use the amount of perceived conflict as the determining factor in whether a new decision (change) will be made. Through this process questions are asked pertaining to the amount of risk involved if the individual does or does not change.

Howard and Sheth (1969) portray this perceived conflict in terms of confidence in their model of buyer behavior.

Potential payoff/product importance. The third determinant of the extent of information search, potential payoff/product importance, includes perceived risk, price, and differences among attributes. The risk involved in any purchase can be in the form of performance risk as with a functional product, psychological risk as with pleasure related products, or social risk as with symbolic products (Midgley, 1983).

Perceived risk as related to any purchase situation is a function of the perceived consequences of the decision and the uncertainty concerning its outcome. While it is unlikely that the consumer can change the consequences of the outcome, he/she can reduce its uncertainty through seeking new information (Newman & Lockeman, 1972). In a study of car purchases, a functional product, it was found that the less experienced the individual was concerning the specific purchase the more the perceived risk, and the higher the perceived risk the more search for information took place (Thorelli, Becker, & Engledow, 1975).

Risk reduction through information seeking was also found to be significantly related to self-confidence concerning the purchase of such pleasure related products as stereos (Locander & Hermann, 1979). For clothing, a symbolic product, Midgley (1983) found that the higher the social risk (style of men's suits) the greater the external information search. Tatzel (1982) categorizes consumers who perceive high risks

in dressing improperly as the anxious consumer who will ask for information from others such as sales people in order to reduce this anxiety and make the appropriate decision. Hill (1984), in a study of information processing in a decision situation, found that as an individual's anxiety rises the processing of information will increase up to a certain point and beyond this threshold a decreased amount of information is processed. This supports Janis and Mann's (1977) conflict-theory.

The higher the price of the product the more search will take place, as concluded by Dommermuth and Cundiff (1967) in studying nondurable goods. Their study showed when shopping for women's coats, boy's outer jackets, and women's dresses more than one store was visited 38.7, 38.2, and 35.4 percent of the time, respectively, as compared to women's gloves, women's blouses and men's dress shirts (20.8, 20.0, and 20.0 percent).

When information is sought it is done so in relation to the product and its attributes. During this search a filtering of the available products and their attributes is performed by the consumer. Only those attributes the consumer feels are important will be used for the basis of a product choice. Sheluga, Jaccard, and Jacoby (1979) found that the attributes the individual found of greatest value were the ones searched for first and most heavily. Levy (1981) determined that shoppers found quality to be the most important attribute in making clothing purchases. Martin (1972) found that price as well as physical characteristics, such as color and material, were important to clothing shoppers. The importance of a product to an individual increases the amount of search for information (Jacoby, Chestnut, & Fisher, 1978).

Knowledge and experience. The knowledge and experience of the consumer has been found to be a determinant of the amount of information search that takes place (Brucks, 1985; Hoyer, 1984; Johnson & Russo, 1984; Lehmann, Moore, & Elrod, 1982; Michlitsch, 1981). In a study of information acquisition by Lehmann, Moore and Elrod (1982) it was found that as consumers gain experience in a product class, less external information is sought. Hoyer (1984) found similar results in studying consumer repeat purchase practices.

Johnson and Russo (1984), in studying product familiarity, found that prior knowledge increases a person's ability to process and recall new information, making them more efficient in decision procedures. Anderson and Jolson (1980) suggest, because of these findings, advertisers should direct technical advertisements toward consumers with considerable experience concerning a product and nontechnical advertisements toward those with no experience.

Consumers with differing amounts of experience and prior knowledge have been found to seek and use available information differently. Bettman and Park (1980) found that consumers with a moderate amount of experience and prior knowledge concerning a product searched for external sources of information rather than relying on what they knew. Consumers in the same study with low and high amounts of experience and prior knowledge relied on their internal information rather than seeking additional information.

An analysis of the concept of prior experience in the purchase of clothing and the extent of external search was made by Newman and

Lockeman (1972) suggesting that this approach is not applicable. With fashion clothing being an ever changing industry, reliance on information from satisfactory previous purchases would be disastrous. Newman and Lockeman suggest external search in regards to brands and current styles is always necessary. As the consumer becomes aware of appropriate fashion in fact more retail search is expected to take place in order to find the appropriate item (Midgley, 1983).

Individual differences. Individual differences among consumers affect the extent to which information gathering takes place. Kassarian (1981) states that regardless of the product being purchased, there are certain individual differences which cause some people to be more interested and/or involved in the decision process. Uninvolved consumers have been found to exhibit minimal external search (Midgley, 1983). In a study concerning demographic characteristics related to purchase involvement, Slama and Tashchian (1985) identified that highly involved consumers tend to be women with children, having moderate incomes and relatively high educations. Andreasen and Ratchford (1976) found that having a college degree related positively to use of information sources. Information was sought the least by those in the under \$6,000 income level, while low information seeking was also apparent for the two highest income levels. Lloyd and Jennings (1978) found that lower income consumers tended to shop at grocery stores closer to their homes while higher income consumers chose grocery stores close to other stores where they shopped.

Individual skill and motivation also affect information search. A typology of clothing shoppers including fashion-conscious, independent, anxious and apathetic consumers was set forth by Tatzel (1982). Fashion-conscious consumers were described as being more socially oriented, finding shopping a leisure activity, thus tending to spend more time doing it. The independent consumer, a competent individual, took a business like approach to shopping and spent only as much time as necessary in clothing selection. The anxious consumer, was described as the unsure shopper who was apt to spend more time shopping, not ever being satisfied with the selection made. The apathetic consumer did not have the know-how or desire to shop, therefore doing it with as little time and effort as possible.

Information Format and Brand Preference

In studying information acquisition consideration must be made of the effect of the presentation of the information on its processing and use. Strategies used by consumers in acquiring information appear to be strongly associated with how the information is presented. Bettman and Kakkar (1977), in questioning 150 housewives on their shopping behavior, arranged information by attributes and brands and found that consumers process information in the most efficient way according to how it is presented. A second study by the same researchers using a random matrix condition in presenting information found similar results with brand processing being slightly more evident. These findings have definite implications to marketers regarding information presentation decisions.

The question of the acquisition of information according to brand preference has been the topic of many researchers in order to identify its existence. Such studies have used choice by processing brands (CPB) as opposed to choice by processing attributes (CPA). While some studies have shown consumers use attribute processing more than brand processing (Bettman & Jacoby, 1976; Tversky, 1969) other studies show brands are used as an indication of quality and thus are first priorities (Gardner, 1971; Scammon, 1977). Biehal and Chakravarti (1983) found that previous rejection of a brand leads to a likelihood of further rejection. They also discerned if information about a brand was difficult to find, subsequent search by consumers will ignore information concerning that brand. It appears that brand preferences are realized early in life and thus influence subsequent purchases (Ward, 1974).

Information Overload

The assumption that more information is better may not always be true, according to researchers investigating information overload. Consumers in their search for information have definite limits to the amount of information they can acquire and process at any given time. When these limits are exceeded, information overload occurs which may lead to a poor purchase decision (Malhotra, Jain, & Lagakos, 1982).

Early research in the area includes work by Jacoby, Speller, and Kohn (1974) who varied the amount of product attribute and brand information at three levels. The subjects then rated the products according to information made available to them. Scammon (1977) varied

the number of attributes as well as the format in which the information was presented. Both studies concluded that information overload occurred as the amount of information increased.

Malhotra (1984) supports these findings by stating that there are definite possibilities that information overload can occur in real life situations because of excessive information being imposed upon the consumer. However, controversy exists as to whether this actually happens. Jacoby (1984) explains that although in experimental situations information overload does occur, in real life it is not likely because consumers access information selectively and stop before overloading takes place. Upon reanalysis of previous studies on information overload Malhotra, Jain, and Lagakos (1982) do not agree with the theory that more information results in poorer purchase decisions.

Sources of External Search

As the consumer searches for information concerning products this information is received and interpreted according to the consumer's interests and experiences (Shiffman & Kanuk, 1983). This information comes from two primary categories, market dominated and non-market dominated sources. Market dominated sources include those kinds of sources used for direct promotion in the mass media. Newspaper advertising as well as fashion magazines offer an outlet for fashion promotion. Cox (1967) suggests that market dominated communications serve the primary role of creating awareness and stimulating interest in a product. Market dominated sources include:

window displays	fashion magazines
ads in newspapers	radio programs
fashion shows	in-store displays
fashion counsellors	mail-order catalogues
pattern books	salesclerks

(Polegato & Wall, 1980)

Table 1 provides a comparison of market information sources used in clothing purchase decisions from previous studies. In a study of information sources used by career-oriented women concerning dress, Rabolt (1984) found that older career women accepted information from market dominated sources more than younger career women. Shim (1986) found employed women used market dominated sources such as store displays and fashion magazines when gathering information about clothing. Polegato and Wall (1980) found that salesclerks were not effective sources of information for undergraduates while in-store displays, window displays and fashion magazines were. In looking at prepurchase information seeking Newman and Lockeman (1975) found that in-store sources such as displays and salesclerks were important sources of information in selecting shoes. Store displays were also found to be effective sources in the selection of casual clothes (Blackwell & Hilliker, 1978). The same study showed that women did not use market dominated sources in their selection of dresses. May and Koester (1985) found similar results when studying adolescent clothing purchase practices.

Table 1. Comparison of Information Sources Used in Clothing Purchase Decisions

Polegato & Wall (1980)	Midgley (1983)	Rabolt (1984)	May & Koester (1985)
(female college students)	(men)	(career women)	(high school students)
<u>MARKET DOMINATED SOURCES</u>			
1. in-store displays	1. visual	1. business clothing department	1. in-store displays
2. window shopping			2. television
3. fashion magazines		2. clothing displays	
		3. catalogs	
		4. fashion magazines	
<u>NONMARKET DOMINATED SOURCES</u>			
1. classmates	1. person accompanying an individual	1. women friends other than colleagues	1. parents
2. public places			
3. social gatherings	2. discussion with females	2. women in other firms in comparable positions	
	3. peer group norms	3. women in my firm in comparable positions	

When consumers seek information from other people not directly connected with selling a product these people are considered nonmarket dominated sources. These sources include family members, friends, and acquaintances (Engel & Blackwell, 1982). Table 1 presents a comparison of nonmarket information sources used in clothing purchase decisions in previous studies. Nonmarket dominated sources supply information to consumers which can be used to evaluate products (Cox, 1967). Numerous studies have indicated that these interpersonal sources are important in acquiring information concerning clothing purchases (Katz & Lazarsfeld, 1955; Kerr & Weale, 1970; Tat, 1982). Personal sources such as observing what others wear and discussing fashion styles were mentioned most frequently as sources of information sought in clothing selection in a study by Katz and Lazarsfeld (1955). Tat (1982) found that women sought information concerning fashion from these same sources. Almost half the students sampled at a southern university talked with their friends concerning clothing brands, styles and prices (Kerr & Weale, 1970). Friends were also found to be important information sources in studies by Reynolds and Darden (1972) and May and Koester (1985). Rabolt (1984) found that work associates served as informational sources in career women's dress patterns. Among nonmarket dominated sources of information studied in Polegato and Wall's (1980) research, female friends were most important.

Empirical findings suggest that sources of information vary greatly depending on the product and characteristics of the consumer. The

more visible the product is, the greater the amount of external search (Midgley, 1983). The skill and motivation of an individual affects the extent and kind of information search that takes place. Along with nonmarket information sources young, single adults today receive information in the form of advertising from market sources more than ever before (Kornblum, 1985). With the demands on time of young, single adults and their new sense of values, individualism and experimentalism (Kornblum, 1985) it is important to know what sources of information are used and how important they are in the purchase of clothing. By knowing this, retailers can better serve this audience, therefore satisfying both the needs of the young, single adult and the business desires of the retailer.

Reference Group Use and Influence

A reference group is defined as: "the group with which the individual identifies or aspires to belong" (Sherif & Sherif, 1964, p. 55). Shibutani (1955) points out that individuals feel, think and look at things from a standpoint similar to that of the group with which they participate.

A person can and usually does associate with several reference groups at the same time. These may reinforce each other or be in conflict (Singer, 1981). Rosen (1955) found when conflicting attitudes existed between two reference groups adolescents listened more to their peer reference group than parental reference group.

Reference groups can be described as being either primary or secondary in nature. Primary groups are a small cluster of individuals in which all members usually communicate face to face. Examples include the family and co-workers (Engel & Blackwell, 1982). Secondary reference groups are those gatherings of individuals a person interacts with only occasionally (Shiffman & Kanuk, 1983). Religious organizations and professional associations are examples of these (Engel & Blackwell, 1982).

Reference groups can also be categorized as membership or symbolic. A membership group is considered a group to which one belongs or is eligible for membership, while a symbolic group is one which a person is not likely to become a member (Shiffman & Kanuk, 1983). These groups may be either desirable for the individual or undesirable depending on the individual's approval or disapproval of the group's values, attitudes and behaviors. Dress is often used to indicate membership in a group, especially when a small group wants to prevent absorption into a larger one (Storm, 1987).

The phrase "reference group" was first coined by H. H. Hyman in 1942 who looked at the nature of social status in the realm of how a person's view of himself compares to others. Hyman's results showed that subjects tended to have multiple reference groups. When judging social status, intimate reference groups seemed to be more important, with friends and co-workers the most important reference groups. Hyman also found that status was molded by the way an individual

chose his/her reference group, which may be more conceptual than actual in nature.

Newcomb in 1943 looked at attitude development as it related to reference groups. His Bennington study specifically explored the change in attitudes of students living in this small community over a four year period. Through interviews it was found the total membership group, that is all individuals living in the community, play the role of a reference group for attitude change.

In a further exploration of reference groups, Kelley (1952) identified two specific types of groups according to function as normative and comparative. The normative reference group is one that serves as a basis for norm-setting or norm-enforcement for the individual. "A norm is a standard or rule of conduct and belief specified, implicitly or explicitly, by a group, society, or culture" (Kiesler & Kiesler, 1969, p. 35). Norms are created by groups and are usually modified or changed by the group (Kaiser, 1985). This normative reference group has the "power" to approve or disapprove of the individual's conformity or nonconformity to standards set (Kelley, 1952). These groups become the primary reference point for the individual in developing norms and values (Eisenstadt, 1968). Sherif and Sherif (1964), in studying conformity in adolescents, found that adolescents with common motives tended to interact frequently, with the need for belonging being the motivating force behind conformity in this study.

The comparative reference group functions as a basis for comparison as the individual evaluates himself/herself and others (Kelley,

1952). The behavior, attitudes and various other characteristics of the members of this group are examined by the individual in making judgments. Form and Geschwender (1962) in looking at the use of social reference groups for personal appraisals of life situations, found these groups do provide a framework for analyzing job satisfaction and job mobility.

Reference Groups and Consumer Behavior

Reference groups can play a major role in changing consumer attitudes and behavior. These social groups can be classified as family, friend, social class and culture (Schiffman & Kanuk, 1983). Lundstrom, Zikmund and Sciglimpaglia (1979) found the family had the largest impact on the purchase decision for durable products. The amount of influence these groups have on the individual's purchase depends on several factors. First of all, the less experienced the individual is with the product under consideration the more the individual will seek information from others (Schiffman & Kanuk, 1983). Bearden and Etzel (1982) found that in a single decision, informational reference groups had a significant effect. Perceived risk can also determine reference group influence. Through discussion with others about the potential purchase, perceived risk is either reduced or the person feels more comfortable about taking the risk (Schiffman & Kanuk, 1983).

The credibility and power of the reference group can also influence consumer behavior. A reference individual, simply because of

his/her occupation or special training, may be a trusted source of information. Rabolt (1984) found that work associates, including managers, were normative sources of information. If the power which can be exerted by a person or reference group is perceived as great the individual is likely to conform to suggested norms to avoid disapproval (Schiffman & Kanuk, 1983).

Conspicuousness of the product is another potential influence on consumer behavior. Items that are more conspicuous (such as automobiles) are more likely purchased considering relevant others while less conspicuous items (such as laundry soap) are purchased with little consideration for reference group (Park & Lessig, 1977).

In order to be capable of influencing an individual, a reference group must: inform the individual of a particular product; give the individual the opportunity to compare his/her feelings with that of the group; convince the individual to change his/her attitude and behavior to that of the group; and influence the consumer's decision to use the same product as that of the group (Schiffman & Kanuk, 1983).

Reference Groups and Clothing

"Individuals identify with their reference groups by wearing the styles of dress socially accepted or prescribed by the group" (Sproles, 1979, p. 162). Therefore, reference groups have a "strong control" over more conspicuous types of behavior such as dress. From the time a child first enters school he/she tends to conform to the dress "code" of classmates. May and Koester (1985) found 9 to 12 year olds

desired to dress similar to their friends. Conformity aids in socialization and also protects the adolescent (Rosencranz, 1972).

Mandelbaum (1963) points out the individual is in a personal dilemma of trying to comply with norms of a reference group and yet wanting to be identified as an individual. The tendency toward conformity or individuality becomes the basis for fashion behavior. Individuality in dress is a way of drawing attention to oneself (Kaiser, 1985). Clothes can be the symbols of association with a normative reference group (Horn & Gurel, 1981). Sproles (1979) points out that the type of clothing worn by most of a specific group becomes the fashion for that group. He also points out the adoption of fashion may vary depending on the fashion leadership of that particular group. Surprisingly enough, group behavior in regard to clothing is an informal, even an unconscious action. Because of this, the individual may not be aware of how much influence the reference group actually has on his/her dress.

Most research in the area of clothing and reference group theory has focused on clothing conformity and social acceptance. Other areas explored to a lesser extent include informational influences and actual consumer behavior.

Clothing conformity. "Clothing conformity involves the change in an individual's clothing behavior or clothing attitudes toward that advocated by a (reference) group as a result of real or imagined group pressure" (Davis, 1984, p. 331). The effectiveness of this type of pressure was demonstrated by Venkatesan (1966) who asked male

college students to evaluate three suits. Even though the suits were identical, the students were told there were differences among them. Under three different experimental conditions, subjects chose the suit they liked the best. The conditions included:

1. no social pressure;
2. three other students indicated a strong preference for one particular suit prior to the subject's decision;
3. three other students chose the same suit prior to the subject's decision.

Results showed that under extreme pressure, as in the second condition, there is a greater likelihood of conformity.

In the individual's effort to conform to the group, his/her perception of the group's behavioral expectations must be considered. Since perception is a personal observation it varies from individual to individual. Even how one perceives himself/herself and how others perceive him/her may differ. Takahashi and Newton (1967) explored these differences in regard to clothing and found a direct relationship between the self-concept of an individual and the reference group's concept of that person's clothing conformity.

Storm (1987) suggests two basic determinants of a person's inclination toward conformity, past experience and personality. For example, men tend to conform more than females in matters of dress because past experience demands consistent appearance. Personality traits such as dogmatism and authoritarianism lead to conformity in dress according to Storm (1987).

Regardless of an individual's actual conformity tendencies, it is important to look at his/her feelings toward conformity. Lowe and Anspach (1978) explored university students' feelings of freedom to dress in relation to conformity patterns. They found that individuals who feel they have a lot of freedom in dress also feel they have control over what they choose to wear, even though their clothing behavior may indicate conformity.

Russell (1963) measured the importance of conformity in dress and found that tenth grade girls were concerned about conforming to the accepted fashion. Drake and Ford (1979), in studying ninth and tenth grade males and females, found female students had more positive attitudes toward clothing conformity than males, and tenth graders had more positive attitudes than ninth graders.

Social acceptance and clothing conformity. Conformity to group clothing norms can be seen to be a result of a need for social acceptance, especially for adolescents. Smucker (1969) found a significant relationship between clothing conformity and acceptance into peer reference groups. Clum (1969), in a related study, obtained similar results. In addition social acceptance and conformity were found to be negatively related regarding size of reciprocal friendship structures. This implies that the more clothing conformity imposed on a friendship reference group the less room there is for variation and the smaller the group will be. Heidle (1970) through observations and a questionnaire administered to 219 university students found the majority of respondents conformed to the current dress mode.

Creekmore (1980), in looking at peer acceptance, attractiveness of individuals, attractiveness of clothing and conformity, randomly selected sophomore high school students who completed questionnaires and were photographed. Results revealed a positive relationship between personal and clothing attractiveness and peer acceptance. Attractive subjects were also more aware of clothing modes and tended to conform more to these modes. Allen and Eicher (1973) in a longitudinal study of high school girls found the subjects, in evaluating individuals as potential friends, made a visual assessment in regards to clothing worn and hair style before making their decision. The majority of these studied said they would not reject the fictional girl in the study as a possible friend based on appearance alone. They were, however, less likely to accept the same girl into their reference group. This implies that even though appearance is an important indicator of potential friendship, it is possible for a person to "redeem" himself/herself in other ways in the attainment of individual friendships.

For the individual considered an isolate, it is easier to become a member of an aspirational peer reference group if the individual's clothing behavior is similar and he/she has similar appearance opinions (Littrell & Eicher, 1973). Williams and Eicher (1966) in studying ninth grade girls found the isolate to feel more strongly than others about the influence of clothing on popularity. All subjects in the study felt clothing was the first attribute considered in describing popularity. Hendricks, Kelley, and Eicher (1968) confirmed this in a study of twelfth grade girls.

Positive relationships have been found in clothing conformity as it relates to clothing mode awareness. Studies such as Creekmore (1980), Smucker (1969), and Smucker and Creekmore (1972) showed positive relationships between the two. Creekmore (1980) added a third factor, that of attractiveness, to clothing conformity and clothing mode awareness. Her results indicated a positive relationship among all three. Attractive students wore attractive clothing and were more aware of clothing modes, conforming to them.

In exploring reference groups as related to fashion judgment, Davis and Miller (1983) had 160 female subjects reassess their original opinions about the fashionability of six women's suits. This was done after they had been exposed to opinions of one of four reference groups: (1) peers, (2) fashion experts, (3) housewives, or (4) career women. The results showed the opinions of others do influence an individual's judgments of fashionability. As expected, fashion experts tended to produce the most conformity among students.

Informational influence and consumer behavior based on reference groups. When people are asked to evaluate a product they know little about, they will turn to others for information (Burnkrant & Cousineau, 1975). They will then use the obtained information, filtering it through their values, beliefs and attitudes and make a purchase decision. These "informants" are considered part of the individual's comparative reference group.

Burnkrant and Cousineau (1975) found individuals were influenced by exposure to information and opinions about a particular product

given by others. Gilkeson (1973) found that teenagers believed sales people were important information sources when purchasing clothes. Friends were more important than the family in influencing an individual's choice of clothing in a study by Lundstrom, Zikmund and Sciglimpaglia (1979).

Rabolt (1984) found work associates served as informational reference groups in career women's dress patterns. In her study involving 590 career women, these reference groups, as well as mass media sources, provided information needed to make clothing decisions. The role of fashion leaders as informational reference groups cannot be overlooked. Only a few studies have actually looked at fashion leaders' role in this regard (Davis & Miller, 1983; Moschis, 1976; Tigert, King, & Ring, 1980). Davis and Miller found fashion experts had a definite influence on the reevaluation of fashion. Most studies have focused more on the characteristics of opinion leaders (Jacoby, 1971; Pasnak & Ayres, 1968; Summers, 1970). Sproles (1979) points out that fashion opinion leaders are vital to the fashion process, since they establish trends through the buying and wearing of preferred clothing.

Reference groups, those individuals with whom one identifies, have been found to play a major role in the buying behavior of the individual. Factors affecting the nature of this influence include the experience of the individual with the product (Bearden & Etzel, 1982), its perceived risk (Midgley, 1983), and the product's conspicuousness (Park & Lessig, 1983). Clothing has been shown to provide a means

by which the individual can identify and be accepted by a reference group (Allen & Eicher, 1973; Heidle, 1970; Russell, 1963). Most research in this area has focused on reference group and clothing conformity (Creekmore, 1980; Smucker, 1969) in relation to adolescents and university students. The purpose of this research was to generate new evidence using the same theoretical base in relation to young, single adults, a segment of the population that has not been studied to any extent.

Young, Single Adults in Today's Society

The maturing of the baby boom generation, as well as the rise in the median age at marriage, and increasing divorce rates, have resulted in a dramatic increase in the number of young, single adults in today's society. The baby boom generation born between 1947 and 1964 includes 74 million Americans, 31 percent of today's population (Robey & Russell, 1984). Of these, 35 million are single, 87 percent of those in their 20's having never married (The Big Chill, 1985).

This generation is distinctly different from preceding generations, especially in education and women's roles. In a study by Robey and Russell (1984) nearly 24 percent of those 25 to 34 years of age were found to have completed at least four years of college as compared to only 15 percent of those 35 and older. About 86 percent of the younger group were high school graduates while 65 percent of the older group graduated from high school. Women of the younger generation had nearly twice the college education as older women (Robey &

Russell, 1984). This increased educational experience has also affected women in the labor force.

Seventy percent of women in the baby-boom generation are working as compared to 59 percent of women 35 to 64 years of age (Robey & Russell, 1984). Women of this younger generation are just as likely to have professional and managerial positions as men of the same generation, with 18 percent of them holding such jobs (The Big Chill, 1985). In a study by the American Council of Life Insurance (Price, 1984) baby boomers are highly optimistic about their financial future.

Values and Lifestyles

Young adults today are well-educated, affluent, demanding, and skeptical (Dunn, 1984). While holding many traditional values of previous generations they are distinctly different in many other values and attitudes. As high school graduates they were not under the same psychological stress as their parents of the depression years. They were idealists placing high values on friendship, sexual expression, and community life. Through the 70's however, these values were replaced with a limited realism of the time. Today these same people hold a high sense of self-actualization with an unwillingness to give up self expression of material goals (The Real Baby Boomers, 1985).

Young adults today, with a high level of education and income, enjoy much leisure time; wanting to use this time for enjoyable and enriching experiences (Colvin, 1984). They have a distinct desire for autonomy and independence, asking themselves what they really want

instead of "looking to the Joneses." Young adults have a realistic approach concerning time and money, time being viewed as a value. This group will buy reliable brands to save the wear and tear of shopping (The Real Baby Boomers, 1985). Unlike their bargain hunting parents, quality in products is of great importance to young adults, with any price being paid for the best (Colvin, 1985). Quality in service is also of prime concern to this individual who seeks trust, comfort, and confidence in the retailer (Hallett, 1985).

Young adults are more tolerant of social changes such as the changing role of women and cohabitation, but show a pattern of traditional values concerning family ties, religious beliefs, and respect for authority. This heterogeneity of values and attitudes points to a society of young adults where diversity is a way of life (Price, 1984).

Spending Patterns

Young adults, who make up one-third of the American population, have more than one-fourth of its disposable income. This group is predicted to hold half of discretionary spending within the next decade (Dunn, 1984). In 1979 young, single adults spent approximately \$150 billion for goods and services, making them a market segment to be watched (Linden, 1979). The spending patterns of this group are different from the typical American family because of their education and career orientation (Colvin, 1984).

In 1973, young, single adults accounted for 12.5 percent of consumer buying. While they spent less on food, than the average household, 15.5 percent was spent eating out as compared to

4.6 percent for total households. In the area of recreation young singles spent 15.2 percent as compared to 8 percent for total households (Linden, 1979). In the area of clothing young singles spent 13 percent while the average U.S. household expenditure was 8.1 percent.

These trends have continued through 1984 as seen in the food category with young adults looking for high quality, convenient food causing a booming business for the gourmet frozen dinner market (Colvin, 1984). This group also eats fewer of its meals at home than the older generation (Brown, 1984). Young adults spent more time in physical activities than other adults with 47 percent considered active. Their activities include swimming, dancing, camping, baseball, and softball (Brown, 1984). Jogging has also become popular for this age group leading to a big increase in sales in sporting goods, especially athletic footwear. An increased market for fashion sportswear has also been evidenced (Phalon, 1984). Career-minded young Americans have boosted the suit and leather shoe market (Colvin, 1984). Overall clothing expenditures for total households have increased steadily over the last 20 years to 9.1 percent of consumption expenditures (Courtless, 1985).

Market Implications

By the end of the 1980's it has been estimated that young adults will account for half of all consumer expenditures, representing the largest concentration of buying power ever. Because this group has created the biggest consumer market ever, the retail industry has a

major challenge before them. Retailers should not be as concerned about whether this group has money to spend but what motivates them and sets them apart from other consumers. Retailers must identify the changing lifestyles and values of this group and adjust their marketing efforts accordingly (Adult Boom, 1985). They must determine what influences these young, single adults into making the purchasing decisions they do in order to keep on top of the market. The Limited, a women's apparel store has been cited as an example of a chain store successful in responding to this changing segment of the population. The needs and wants of young adults have been met through merchandise selection, service and the ambiance of this store (Adult Boom, 1985).

Blackwell and Talarzyk (1983) point out retailing organizations have as their primary goal creating and sustaining a competitive advantage and this can only be achieved through research into preferences of the target market. With the coming of the Age of Information unusual opportunities and challenges have been set forth to retailers. "The type of communication, advertising, marketing and service that would have satisfied consumers 20 years ago will not make it today" (Hallett, 1985, p. 41). The retailer through personal interaction can react to the customer on a store by store basis. Knowing what information and/or sources the young, single adult looks to will help retailers target their advertising, facilities, displays and other important factors to satisfy both their needs and that of their audience.

Economic and demographic trends will affect Americans in many ways calling for changes in retailing strategies. Blackwell and

Talarzyk (1983) suggest the challenge to the retailer is not simply one of monitoring this change but anticipating it ahead of time. The total marketing effort for the retailer toward young adults, according to Kornhum (1985), needs "to appeal to their sense of values, of individualism, or experimentalism, their person centeredness and their quest for direct experience, offerings of both pleasure and escape will need to tap the intangibles like human relations, feelings, dreams and hopes" (Kornhum, 1985, p. 10). With this segment of the population becoming so influential and powerful in the marketplace, as evidenced by the aforementioned facts and figures, there is a real need for research to identify their information sources. To date, research in this area has been confined to a descriptive nature, while empirical data are needed in order to meet the growing needs of young, single adults.

Summary

The study of consumer behavior involves examining the process consumers go through in reaching a decision. The Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (Engel & Blackwell, 1982) which identifies these processes focuses on the internal and external influences of a decision. External influences include information sources and reference groups.

Research has shown that when an individual is in the decision process a search for information takes place (Johnson & Russo, 1984; Thorelli, Becker, & Engledow, 1975). The extent of this search

depends upon several factors. The availability of information (Scammon, 1977) as well as perceived and actual physical situational variables (Hansen, 1976) have been found to influence search. Midgley (1983) found that certain risks such as performance, function and societal risks determine the extent of information search. The knowledge and experience a person has concerning a product will also influence the amount of information search that takes place (Lehmann, Moore, & Elrod, 1982). Another factor affecting information search found to be important is information format (Bettman & Kakkar, 1977).

Information sources consumers use have been categorized as either market dominated or nonmarket dominated. Market dominated sources include sources used for direct promotion in the mass media, while nonmarket dominated sources are other people from whom an individual seeks information. These people may be in the form of the person's reference group.

Reference groups have been found to influence an individual's behavior. As indicated by research the extent of this influence is determined by the experience of the individual (Bearden & Etzel, 1982), the product's perceived risk (Midgley, 1983), its conspicuousness (Park & Lessig, 1983), and the power of the reference group (Schiffman & Kanuk, 1983). Since clothing is a conspicuous product, reference groups have a strong influence over its purchase by an individual (Lowe & Anspach, 1978; Venkatesan, 1966). Research in this area has concentrated on this relationship regarding adolescents (Allen & Eicher, 1973) and university students (Heidle, 1970). Even though

these are important segments of today's society, more research needs to focus on other less assessable audiences, which make up large segments of society.

With the current changes in today's population making the young, single adult a significant segment (35 million), marketers are faced with the challenge of meeting their wants and needs. Young, single adults who are characterized as having jobs, money, and being well educated are individualistic, experimental, and person centered in nature (Kornblum, 1985). As they search for information concerning products, consumers are continuously inundated with a magnitude of information and data (Hallett, 1985). Marketers are faced with the obligation of presenting these consumers with such information. In order to do so they must identify the different informational requirements, including the sources and their influences that young, single adults use in clothing purchase decisions. The use and influence of both market dominated and nonmarket dominated (reference groups) sources are important to retailers for their marketing strategies to be focused properly to satisfy the young, single adult and retailers' business goals.

CHAPTER III

METHODOLOGY

Presented in this chapter are (1) hypotheses, (2) operational definitions, (3) research design including the selection and development of measures, the field test, sample selection, and sample size, (4) collection of data, and (5) data analysis procedures.

Hypotheses

Based on the preceding review of literature, the following hypotheses were formulated.

1. Young, single adults will use the following market dominated sources of information most frequently in making clothing purchase decisions:
 - a. Window displays in retail stores,
 - b. Clothing displays in retail stores,
 - c. Fashion magazines.
2. Young, single adults will be influenced most by the following market dominated sources of information in making clothing purchase decisions:
 - a. Window displays in retail stores,
 - b. Clothing displays in retail stores,
 - c. Fashion magazines.

3. Young, single adults will use the following nonmarket dominated sources of information most frequently in making clothing purchase decisions:
 - a. Female friends,
 - b. Male friends,
 - c. Female associates at work,
 - d. Male associates at work,
 - e. Females in other jobs with comparable positions,
 - f. Males in other jobs with comparable positions.
4. Young, single adults will be influenced most by the following non-market dominated sources of information in making clothing purchase decisions:
 - a. Female managers at work in higher positions,
 - b. Male managers at work in higher positions,
 - c. Female top management,
 - d. Male top management,
 - e. Female associates at work,
 - f. Male associates at work,
 - g. Females in other jobs with comparable positions,
 - h. Males in other jobs with comparable positions.
5. The use and influence of market sources on clothing purchase decisions of young, single adults will differ according to:
 - a. occupation,
 - b. sex,
 - c. education,

- d. marital status,
 - e. income,
 - f. length of employment at present job.
6. The use and influence of nonmarket sources on clothing purchase decisions of young, single adults will differ according to:
- a. occupation,
 - b. sex,
 - c. education,
 - d. marital status,
 - e. income,
 - f. length of employment at present job.

Measures

The following variables will be used to test the hypotheses:

Independent Variables

- 1. occupation,
- 2. sex,
- 3. education,
- 4. marital status,
- 5. income,
- 6. length of employment at present job.

Dependent Variables

- 1. use of market sources,
- 2. use of nonmarket sources,
- 3. influence of market sources,
- 4. influence of nonmarket sources.

Operational Definitions

1. Length of Employment at Present Job--The length in months or years an individual has worked at his/her present job (Rabolt, 1984) (Section V, item #70).*
2. Occupation--The type of career one is pursuing by present job (Section V, item #69).
3. Demographics--Sex, education, income, geographic region of the country, population distinction.
 - a. Sex--Male or female (Section V, item #63).
 - b. Education--Highest level of education formal training achieved by respondent (Section V, item #68).
 - c. Marital Status--Categories include never married, divorced, separated and widowed (Section V, item #65).
 - d. Income--Total income that respondent earned last year before taxes (Section V, item #71).
 - e. Geographic Region of the Country--Area of the country respondent currently resides (Section V, item #66).
 - f. Population Distinction--Type of community (rural, suburban, urban) that respondent lives (Section V, item #67).
4. Market Sources--Those sources used for direct promotion of a product, include:

*Section and item in parentheses refer to those found in the questionnaire (Appendix A).

Mass Media

Fashion Magazines

General Magazines

Pattern Catalogs

Newspapers

TV

Radio

Books

Video cassettes

(Sections I & II, items #1-26)

Retail Sources

Window displays

In-store displays

Salespersons

Fashion consultants

Fashion shows

5. Nonmarket sources or reference groups--People not directly related to the selling of a product, specifically a group or individual with whom a person identifies, include:

Female friends

Female associate at work

Male friends

Male associates at work

Female TV personalities

Female associates in other

Males TV personalities

firms

Female Government

Male associates in other

officials

firms

Male Government

Male managers

officials

Female top management

Female managers

Male top management

Family

Mother

Father

Brother

Sister

(Sections III & IV, items #27-62).

6. Young, Single Adults--Any adult 20-35 years of age, who is not presently married (Section V, items #64 & 65).

Research Design

The survey research method used in this study provides descriptive and analytical data. Results are helpful in identifying the wants and needs of young, single adults. The descriptive data give a clear picture of types of information sources, market and nonmarket dominated, which are used and influential to young, single adults in clothing purchase decisions. The analytical data give the use and influence of market and nonmarket dominated sources on young, single adults' clothing purchase behavior in relation to selected demographics.

Sample Size and Selection

A national random sample of 10,000 names was obtained from the Lifestyle Selector, Denver, Colorado. This company, a division of National Demographics and Lifestyles, has a database of over 23 million

names, consisting of consumers who have responded to a questionnaire contained in packages of a variety of major consumer products. To achieve a sample size of 2,500, every fourth name was chosen.

Development of the Instrument

A self-administered questionnaire was mailed consisting of market source use and influence measures, nonmarket source use and influence measures, and a demographic section (Appendix A). These measures were adapted from studies by Polegato (1976) and Rabolt (1984). The design of the questionnaire was based on the Total Design Method described by Dillman (1978).

Market source use and influence. Market source use and influence was measured in two sections. The first section asked the respondents to indicate their frequency of use of thirteen market sources when gathering information concerning clothing purchase decisions. A five point scale from "once a week" to "never" was used to measure this. The second section asked the respondents to indicate the degree of influence each of these thirteen market sources has on their actual clothing purchases. A five point scale ranging from "virtually never" to "most of the time" was used to measure this.

Nonmarket source use and influence. Nonmarket source use and influence was measured in two sections similar to the instrument used to measure market source use and influence. The first section asked the respondents to indicate their degree of use of eighteen nonmarket sources when gathering information concerning clothing purchase decisions. The second section asked the respondents to indicate the

degree of influence each of these eighteen nonmarket sources has on their actual clothing purchases. The latter five point scale previously mentioned was used.

Demographic variables. The demographic section of the questionnaire contained questions pertaining to sex, age, marital status, geographic region, population distinctions, education, occupation, length of employment at present job, income, and student status. The demographic responses were incorporated at the end of the questionnaire as suggested by Dillman (1978).

Field Testing

The questionnaire was field tested with 25 males and 25 females, 20-35 years of age and single, who would not be members of the final sample. This group included Tennessee Extension Agents and a local young singles group. The field test was conducted to determine: (1) clarity and readability of instructions and questions, (2) modifications needed in format, rating scales, and any other areas which could hinder completion of the questionnaire, and (3) the time necessary to complete the questionnaire. After completion of the questionnaire the respondents were asked to complete an evaluation of the questionnaire. The final questionnaire was revised based on recommendations from the field test.

Collection of Data

Data were collected through a mail questionnaire sent to a sample of 2,500. Segments of the Total Design Method of questionnaire

development by Dillman (1978) were used in the mailing procedure. A $6\frac{1}{2}" \times 8\frac{1}{2}"$ booklet format was used for the questionnaire which was sent with a cover letter and stamped return envelope. First class postage and printed return addresses were provided on both the $6\frac{1}{2}" \times 9"$ inside return envelope and the $9" \times 12"$ envelope addressed to the subject to insure proper handling and possible forwarding. Respondents were asked to return the completed questionnaire by a specified date which was approximately two weeks after they received the questionnaire. The questionnaires were numbered for identification for the purpose of follow-up mailings. The purpose of the identification numbering was explained in the cover letter to help assure confidentiality. Subjects not returning the questionnaire by the requested date were sent a follow-up postcard.

Data Analysis Procedures

Responses of the subjects were computerized with the following analysis performed: Percentages, Frequency Distributions, Mean Scores, Ranking of Data, Factor Analysis, Analysis of Variance and Scheffé Multiple Comparison Test.

1. Percentages and frequency distributions were performed on the demographic variables to determine the characteristics of the sample.

2. Mean scores were generated to analyze the use and influence of market and nonmarket sources of information. These scores were ranked according to the four groups.

3. A SAS computer program for Principal Components Method of Factor Analysis with Varimax Rotation (Statistical Analysis Systems Manual, 1982) was performed on the dependent variables to determine which variables were related to each other. Factor analysis provides a way of reducing a large number of variables to a few factors which respondents rate the same (Kim & Mueller, 1978). In this process a correlation matrix is first generated. Then a factor analysis is used to cluster variables that correlate with each other. Principal Components Analysis looks at all variables as equally important, transforming them from a set of interrelated variables into a set of unrelated linear combinations. A factor is formulated so each item it contains accounts for a decreasing proportion of the variance in the original variables. The results of the Principal Components Analysis are such that all eigenvalues greater than one are included.

Varimax Rotation rotates the principal components on an axis into a position making the loadings on each variable either as large as possible or as small as possible, and still maintaining the overall correlation between variables. This rotation method aides in the interpretation of the data. To establish the basic underlying groupings of market and nonmarket sources used in further analysis, factor analysis was performed on the dependent variables. These included the following market and nonmarket groupings: informational use of market sources, informational influence from market sources, informational use of nonmarket sources, and informational influence from nonmarket sources.

Factor loadings, which range from -1.00 to +1.00, express the degree of correlation between the item (variable) and the factor (Kerlinger, 1964). In determining how many items will be used to identify each factor, the cluster method of identification was used. This observational method involves a simple inspection of the factor loading scores which tend to form a grouping (Kerlinger, 1964). These factor scores were used in further analyses instead of the raw data. Factors extracted by this method were labeled according to some commonality among the items in the factor (Lewin, 1979).

4. Differences in the amount of use and influence accepted by respondents from the identified factors at levels of selected demographic variables were investigated. To determine these differences the General Linear Model (GLM) was used to perform Six-Way Analyses of Variance. Demographics investigated included: sex, education, occupation, length of employment at present job, income, and marital status. Type III Sum of Squares were used to determine differences. This is the sum of square produced by adding the variable under consideration last in the model, not taking into account other variables.

A multifactor analysis of variance procedure was selected for this study because of the power of such a study compared to performing several one way ANOVAs, thus strengthening the validity of the findings (Neter, Wasserman, & Kutner, 1985). Interactions were not "fit" into the model since the present research was exploratory in nature. Therefore the significance of main effects was of first importance. Also, the interpretation of interactions in multifactor ANOVAs is

difficult. Treatment cells in such studies may be empty when performing interactions, therefore inhibiting a valid test (Neter, Wasserman, & Kutner, 1985).

When interactions are not investigated the sum of squares which would normally belong to interaction are pooled with the sum of squares within for a new sum of squares error. Similarly the degrees of freedom for interaction are pooled with the within degrees of freedom to produce a new degrees of freedom error. This new sum of squares is divided by the new degrees of freedom error to get a mean squares error. This error term is used as the denominator in calculating F scores. Thus in choosing not to "fit" interactions in the present model, significant Fs are less likely, making the test more conservative (Mattson, 1981).

Since a significant F value indicates only a difference somewhere among the levels of the variable, a post-hoc test was needed to determine which levels were significantly different from each other. The Scheffé Multiple Comparison Test was performed on each variable showing a significant F value ($p < .05$). The Scheffé Multiple Comparison Test is a conservative test which can be applied to comparisons of means after an Analysis of Variance has been performed (Kerlinger, 1964).

This test controls for Type I errors. If significant differences are found by using this test, it is extremely unlikely that erroneous conclusions can be drawn (Petrinovich & Hardyck, 1972).

CHAPTER IV

PRESENTATION AND INTERPRETATION OF RESULTS

The data were obtained from 1,044 young single, adults, 41.8 percent of the 2,500 sample. A total of 904 (36.2 percent) were usable for analysis, with 62 (2.5 percent) returned undeliverable. Three hundred and eighty-seven (37 percent) of the respondents requested a summary of the results which was used as an incentive for completing and returning the survey.

Description of Respondents

Data from 904 respondents were analyzed for this study. Respondents included 519 females and 385 males from a cross section of the United States, the majority living in suburban areas in the Northeast and Midwest (33.3 percent and 25.8 percent respectively). These two regions of the country were represented somewhat higher than the Census Report (1980) which showed 22 percent living in the Northeast and 18 percent living in the Midwest. Other geographic regions were represented somewhat less as compared to the 1980 Census: South--18.7 percent compared to 23 percent (Census), Southwest--5.9 percent compared to 10 percent (Census), Rocky Mountains--3.2 percent compared to 6 percent (Census), and Pacific--13.2 percent compared to 14 percent (Census). Frequencies and percentages related to demographic characteristics of the respondents are given in Table 2

Table 2. Demographic Characteristics of Respondents

Characteristic	Frequency	Percent
<u>Geographical Region</u>		
Northeast	301	33.3
South	169	18.7
Midwest	233	25.8
Southwest	53	5.9
Rocky Mountain	29	3.2
Pacific	119	13.2
	<u>n = 904</u>	<u>100.1*</u>
<u>Area</u>		
Rural	182	20.2
Suburban	472	52.4
Urban	247	27.4
	<u>n = 901</u>	<u>100.0</u>
<u>Sex</u>		
Female	519	57.4
Male	385	42.6
	<u>n = 904</u>	<u>100.0</u>
<u>Age</u>		
20-25	384	42.5
26-30	309	34.2
31-35	210	23.3
	<u>n = 903</u>	<u>100.0</u>
<u>Marital Status</u>		
Never Married	740	82.0
Divorced	143	15.9
Separated	11	1.2
Widowed	8	0.9
	<u>n = 902</u>	<u>100.0</u>
<u>Education</u>		
Junior High School	4	.4
High School	116	12.8
Some College	345	38.2
Bachelors' Degree	297	32.9
Masters' Degree	83	9.2
Ph.D., Ed.D., J.D., or M.D.	17	1.9
Other Professional Degree	42	4.7
	<u>n = 904</u>	<u>100.1</u>

Table 2 (continued)

Characteristic	Frequency	Percent
<u>Occupation</u>		
<u>Professional and Technical Workers</u>		
Engineers, and Architects	45	5.0
Professor, Teacher, Librarian	40	4.4
Social Worker, Counselor, Nurse	24	2.7
Health Diagnosing and Treating Practitioners	17	1.9
Research and Development	16	1.7
Writer, Journalist, Artist	14	1.6
Agricultural and Forestry	9	1.0
Lawyer	6	.7
Doctor	3	.3
Religious Workers	3	.3
Surveyors	2	.2
	<u>179</u>	<u>19.8</u>
<u>Managers, Officials and Proprietors</u>		
Office Manager	21	2.3
Middle Management	56	6.2
Marketing Occupations	26	2.9
Administrative Occupations	35	3.9
Junior Executive	14	1.6
Senior Executive	5	.6
	<u>157</u>	<u>17.5</u>
<u>Clerical Workers</u>		
Secretary, Bookkeeper	88	8.2
Receptionist	6	.7
	<u>94</u>	<u>8.9</u>
<u>Service Workers</u>		
Service Occupations	52	5.8
<u>Sales Workers</u>		
Salesperson	46	5.1
<u>Operative Workers</u>		
Production Occupations	31	3.4
Transportation Occupations	10	1.1
	<u>41</u>	<u>4.5</u>
<u>Craftsmen and Foremen</u>		
Mechanics and Repairers	19	2.1
Construction Occupations	16	1.8
	<u>35</u>	<u>3.9</u>

Table 2 (continued)

Characteristic	Frequency	Percent
<u>Other</u>	165	18.3
<u>Not Presently Working</u>	17	1.9
<u>Full-Time Student</u>	132	14.6
	<u>n = 904</u>	<u>100.3</u>
<u>Length of Time at Present Job</u>		
1-6 months	102	12.9
7-12 months	106	13.4
1-2 years	186	23.4
3-5 years	225	28.3
6-10 years	129	16.3
10-15 years	44	5.5
Over 15 years	2	.3
	<u>n = 794</u>	<u>100.1</u>
<u>Income</u>		
Below \$10,000	74	10.0
\$10,000-14,999	135	18.2
\$15,000-19,999	179	24.2
\$20,000-29,999	234	31.6
\$30,000-49,999	103	13.9
\$50,000-69,999	9	1.2
\$70,000 or above	6	.8
	<u>n = 740</u>	<u>99.9</u>

*Percentages have been rounded to 1/10 of a percent.

and are summarized below. Some analyses show different N (sample size) since some respondents deleted items.

The age of the respondents varied between 20 and 35 with the largest number being between 20 and 25, 42.5 percent. The majority of the respondents had never been married, 82.0 percent, while 15.9 percent were divorced.

The majority of the respondents had attended college, with 32.9 percent having received a Bachelors' degree. Virtually all (99.6 percent) of the respondents had completed high school. These figures are slightly higher than Roby and Russell's 1984 study which reported 23.8 percent of 25 to 34 year olds completing four years of college and 86.3 percent high school graduates. A total of 14.6 percent of the respondents in the current study reported being full-time students.

The original twenty-seven occupation categories were redefined into nine categories for further analysis (Miller, 1974). Those reporting being full-time students were put in a separate occupation category. Of the respondents, 179 (19.8 percent) reported having professional and technical occupations, while 157 reported being managers, officials or proprietors. The individual occupations reported the most included: secretary, bookkeeper, middle management, and service occupations. Since 18.3 percent checked the "other" category, there were either not enough categories listed on the questionnaire or respondents could not identify themselves according to the 27 available.

Of those employed, 28.3 percent had been working at their present job from three to five years, while 23.4 percent had been at their job one to two years. Income reported ranged from below \$10,000 to \$70,000 or above. The majority reported income between \$20,000 and \$29,999 (31.6 percent) and \$15,000-\$19,999 (24.2 percent). This is compared to consumer income reports in 1984 which showed the mean income of 20 to 24 year olds of \$13,445 and 25 to 34 year olds \$20,806.

Market Information Sources, Strength of Use
and Influence on Young, Single Adults
in Clothing Purchase Decisions

Mean scores are reported showing the relative use and influence of market sources on clothing purchase decisions of young, single adults. Average scores calculated from the entire sample for each source are presented in Table 3. Possible scores ranged from 1.0 to 5.0.

Hypothesis One

Young, single adults will use the following market dominated sources of information most frequently in making clothing purchase decisions:

- a. Window displays in retail stores,
- b. Clothing displays in retail stores,
- c. Fashion magazines.

The top two sources of market information used (Hypothesis One) by young, single adults involved retail store displays (clothing and window), with the next important sources being advertisements

Table 3. Mean Score of Source Used and Influential in Clothing Purchase Decisions

Information Source	Mean Score
<u>Use of Market Information Sources</u>	
Clothing displays in retail stores	2.86
Window displays in retail stores	2.71
Newspaper advertisements	2.61
TV advertisements	2.40
General magazines	2.07
Fashion magazines	1.96
Salespersons in retail stores	1.86
Radio advertisements	1.73
Pattern catalogs	1.36
Books on professional dressing	1.24
Fashion shows	1.15
Fashion consultants	1.11
Video cassettes on professional dressing	1.04
<u>Influence of Market Information Sources</u>	
Clothing displays in retail stores	3.22
Window displays in retail stores	2.92
Newspaper advertisements	2.49
TV advertisements	2.31
General magazines	2.31
Fashion magazines	2.30
Salespersons in retail stores	2.14
Radio advertisements	1.63
Pattern catalogs	1.47
Books on professional dressing	1.28
Fashion shows	1.21
Fashion consultants	1.15
Video cassettes on professional dressing	1.05
<u>Use of Nonmarket Information Sources</u>	
Female friends	3.20
Male friends	2.59
Female associates at work	2.41
Sister	2.26
Females in other jobs with comparable positions	2.18
Male associates at work	1.98
Female TV personalities	1.87
Males in other jobs with comparable positions	1.82
Father	1.71
Male TV personalities	1.70
Female managers at work in higher positions	1.69
Brother	1.69

Table 3 (continued)

Information Source	Mean Score
Female top management	1.60
Male managers at work in higher positions	1.55
Male top management	1.50
Mother	1.47
Female government officials	1.23
Male government officials	1.22
<u>Influence of Nonmarket Information Sources</u>	
Female friends	3.00
Mother	2.47
Male friends	2.38
Sister	2.19
Female associates at work	2.09
Females in other jobs with comparable positions	1.88
Male associates at work	1.73
Father	1.65
Brother	1.64
Males in other jobs with comparable positions	1.62
Female TV personalities	1.61
Female managers at work in higher positions	1.56
Male TV personalities	1.51
Male managers at work in higher positions	1.47
Female top management	1.47
Male top management	1.41
Male government officials	1.17
Female government officials	1.15

(newspaper and television) and magazines (general and fashion). This indicates that this audience collects the most information on site. Since young, single adults have less time for shopping (Barnes, 1984) it seems logical that store displays (on site) would be the most used of the market information sources. The least amount of information came from professional and fashion sources such as books on professional dressing, fashion shows, fashion consultants, and video cassettes on professional dressing. Although there has been a recent increase in the use of books on professional dressing such as Molloy's Dress for Success (1975) and fashion consultants are becoming more prominent, young, single adults do not seem to use these sources of information for clothing purchase decisions. Instead they use sources that Sproles (1979) has indicated important for fashion information such as retail store displays, newspapers, and fashion magazines.

As evidenced in Table 3, the variables "clothing displays in retail stores" and "window displays in retail stores" received the highest mean scores, 2.86 and 2.71, respectively. "Fashion magazines" received the sixth highest score out of thirteen variables measuring use of market information sources. On this basis, hypothesis one was accepted.

Hypothesis Two

Young, single adults will be influenced most by the following market dominated sources of information in making clothing purchase decisions:

- a. Window displays in retail stores,

- b. Clothing displays in retail stores,
- c. Fashion magazines.

Ratings pertaining to the influence (Hypothesis Two) of market sources on actual purchase decisions were in the same order as use ratings. However, the scores themselves were somewhat higher, indicating the respondents put more importance on the actual influence of market sources than their use in collecting information.

As shown in Table 3, the variables "clothing displays in retail stores" and "window displays in retail stores" received the highest mean scores, 3.22 and 2.92, respectively. "Fashion magazines" received the sixth highest score out of thirteen variables, with a mean score of 2.30. Since it was hypothesized that these three variables would be the most influential, hypothesis two was accepted.

Nonmarket Information Sources, Strength of Use
and Influence on Young, Single Adults
in Clothing Purchase Decisions

Mean scores for use and influence of nonmarket sources on clothing purchase decisions of young, single adults are shown on Table 3.

Hypothesis Three

Young, single adults will use the following nonmarket dominated sources of information most frequently in making clothing purchase decisions:

- a. Female friends,
- b. Male friends,
- c. Female associates at work,

- d. Male associates at work,
- e. Females in other jobs with comparable positions,
- f. Males in other jobs with comparable positions.

Hypothesis Four

Young, single adults will be influenced most by the following non-market dominated sources of information in making clothing purchase decisions:

- a. Female managers at work in higher positions,
- b. Male managers at work in higher positions,
- c. Female top management,
- d. Male top management,
- e. Female associates at work,
- f. Male associates at work,
- g. Females in other jobs with comparable positions,
- h. Males in other jobs with comparable positions.

In looking at the top five nonmarket sources used by young, single adults, three are personal and two are job related. Female friends ranked highest with male friends next. Since 57.4 percent of the participants were female one would expect female *use* to rank slightly higher than male *use*.

Female associates at work ranked third highest as a source of information, while females in other jobs with comparable positions ranked fifth. It appears that information is sought from female cohorts concerning clothing purchases. These results are similar to those found by Rabolt (1984).

Relatives (sisters ranking fourth) also played an important role as an information source. Men as well as women may use sisters as an information source, as Midgley (1983) found.

Management (both male and female) scored relatively low (1.50, 1.60) as an information source used in relation to clothing. This indicates that young, single adults do not look to their superiors for clothing cues.

Government officials, both male and female, were looked to the least for information regarding clothing. They were also found to be least influential in the actual clothing purchases of young, single adults.

Friends (female and male), relatives (mother and sister), and female associates ranked highest in regard to their actual *influence* on clothing purchase decisions. This pattern is similar to the ranking of *use* of information sources with one exception. Mothers, a source used very little (1.47) for information, were more influential (2.47, ranked second) in the actual purchase of clothing. This indicates that young, single adults still seek approval from their mothers in clothing purchase decisions.

Higher management was found to have little influence on clothing purchase decisions. This indicates that young, single adults do not seek approval from their superiors in relation to clothing purchases.

The six nonmarket dominated sources hypothesized to be used most frequently by young, single adults in clothing purchase decisions were among the top eight most often used by the respondents. These

included friends, associates at work and in comparable positions. On the basis of these findings hypothesis three was accepted.

Various job related reference groups (nonmarket dominated sources) were hypothesized as being influential in clothing purchase decisions of young, single adults, including various levels of management and work associates. Results indicated a wide range of influence of these groups ranked fifth, sixth, seventh, tenth, twelfth, fourteenth, fifteenth, and sixteenth out of eighteen possible influences. Since there was such a wide range of influence, it appears that these work related groups are not influential in the clothing purchase decisions of young, single adults. Therefore, hypothesis four was rejected.

Development of the Factors: Use and Influence
of Market and Nonmarket Information Sources

A Factor Analysis using the Principal Components Method of Varimax Rotation was computed on the dependent variables listed below:

Use of Market Information Sources

Influence from Market Information Sources

Use of Nonmarket Information Sources

Influence from Nonmarket Information Sources

To reduce the 13 market variables and the 18 nonmarket variables a correlation matrix was generated and then factor analysis was used to create groupings of variables that correlate with each other. The

resulting 17 factors (7 market and 10 nonmarket) were used as the refined dependent variables in further analyses. Individual variables loaded in an interpretable manner and were labeled accordingly (see Table 4). After eliminating 6 low loading items, 56 items were retained in the 17 factors.

Factor scores for each of the items comprising the 17 factors were produced by a SAS score procedure which combined the factor loadings with the raw data. Factor loading scores instead of raw data, were used in further statistical analyses.

Factors 1 through 7 involved information use and influence of market sources. Tables 5 and 6 show the items which loaded highest in these factors and their scores. The factor loadings for all thirteen market source variables for each factor are listed in Appendix B. Factor 1 was labeled Informational Use of Media Sources. Three of the 13 market sources listed characterized this factor with factor loadings between .84 and .72. These market sources included: radio, TV and newspaper advertisements. The factor score, which was calculated from the means of these high loading sources, was 2.25.

Factor 2 was labeled Informational Use of Retail Sources. Four items, window displays, clothing displays, fashion magazines and general magazines, with loadings ranging from .82 to .59, rated high in this factor (factor score = 2.40).

Factor 3 was labeled Informational Use of Professional Sources. Fashion consultants, fashion shows, books on professional dressing, and video cassettes on professional dressing, with loadings from .72 to .63, comprised this factor (factor score = 1.14).

Table 4. Factors Extracted from "Use and Influence of Market and Nonmarket Sources"

Extracted from Informational Use of Market Sources

1. Informational Use of Media Sources
2. Informational Use of Retail Sources
3. Informational Use of Professional Sources

Extracted from Informational Influence from Market Sources

4. Informational Influence from Media Sources
5. Informational Influence from Professional Sources
6. Informational Influence from Retail Sources
7. Informational Influence from Magazine Sources

Extracted from Informational Use of Nonmarket Sources

8. Informational Use of Males
9. Informational Use of Females
10. Informational Use of Management
11. Informational Use of People in the Public Eye
12. Informational Use of Family

Extracted from Informational Influence from Nonmarket Sources

13. Informational Influence from Males
 14. Informational Influence from Females
 15. Informational Influence from Management
 16. Informational Influence from Family
 17. Informational Influence from Government Officials
-

Table 5. Factors Extracted from Informational Use of Market Sources

Use Factors and Items	Factor Scores*	Dominant Factor Loadings
1. Informational Use of Media Sources	2.25	
Radio advertisements		.84
TV advertisements		.79
Newspaper advertisements		.72
2. Informational Use of Retail Sources	2.40	
Window displays		.82
Clothing displays		.80
Fashion magazines		.65
General magazines		.59
3. Informational Use of Professional Sources	1.14	
Fashion consultants		.72
Fashion shows		.69
Books on professional dressing		.68
Video Cassettes on professional dressing		.63

*Means of variables loading high in each factor were used in calculating factor scores.

Table 6. Factors Extracted from Informational Influence from Market Sources

Influence Factors and Items	Factor Scores*	Dominant Factor Loadings
4. Informational Influence from Media Sources	2.14	
TV advertisements		.85
Radio advertisements		.83
Newspaper advertisements		.79
5. Informational Influence from Professional Sources	1.17	
Fashion consultants		.76
Books on professional dressing		.67
Fashion shows		.65
Video cassettes on professional dressing		.63
6. Informational Influence from Retail Sources	2.76	
Clothing displays		.86
Window displays		.82
Salespersons		.57
7. Informational Influence from Magazine Sources	2.31	
Fashion magazines		.77
General magazines		.69

*Means of variables loading high in each factor were used in calculating factor scores.

Factor 4 was labeled Informational Influence from Media Sources. The same market sources which comprised Factor 1 for *use* were included in this factor for *influence*. However, these items loaded slightly higher from .85 to .79. The factor score for factor 4 was 2.14.

Factor 5 was labeled Informational Influence from Professional Sources. Four items, fashion consultants, books on professional dressing, fashion shows and video cassettes on professional dressing, with loadings from .76 to .63, were included in this factor (factor score = 1.17).

Factor 6 was labeled Informational Influence from Retail Sources. Three items, clothing displays, window displays, and salespersons loaded high in this factor. The item salespersons was not included in Factor 2 for *use*, indicating that salespersons were not sources of information but were influential in clothing purchases. Loadings ranged between .86 and .57 for this factor with a factor score of 2.76.

Factor 7 was labeled Informational Influence from Magazine Sources. Two factors, fashion magazines and general magazines, loading .77 and .69, were included in this factor (factor score = 2.31).

Factors 8-17 involved informational use and influence from non-market sources. Tables 7 and 8 show the items which loaded highest in these factors and their scores. See Appendix B for a complete listing of factor loadings for each factor. Factor 8 was labeled Informational Use of Males. Five items, including associates at work, those in other jobs with comparable positions, managers at work in higher

Table 7. Factors Extracted from Informational Use of Nonmarket Sources

Use Factors and Items	Factor Scores*	Dominant Factor Loadings
8. Informational Use of Males	1.92	
Males associates at work		.86
Males in other jobs with comparable positions		.86
Male managers at work in higher positions		.74
Male friends		.71
Male top management		.66
9. Informational Use of Females	2.60	
Female friends		.83
Female associates at work		.79
Females in other jobs with comparable positions		.71
10. Informational Use of Management	1.65	
Female top management		.83
Female managers at work in higher positions		.77
11. Informational Use of People in the Public Eye	1.38	
Female government officials		.78
Male government officials		.77
Male TV personalities		.61
12. Informational Use of Family	1.62	
Mother		.75
Father		.75
Brother		.62

*Means of variables loading high in each factor were used in calculating factor scores.

Table 8. Factors Extracted from Informational Influence from Non-market Sources

Influence Factors and Items	Factor Scores*	Dominant Factor Loadings
13. Informational Influence from Males	1.72	
Males in other jobs with comparable positions		.87
Male associates at work		.86
Male managers at work in higher positions		.75
Male friends		.69
Male top management		.65
14. Informational Influence from Females	2.15	
Female friends		.78
Female associates at work		.75
Females in other jobs with comparable positions		.70
Female TV personalities		.65
15. Informational Influence from Management	1.52	
Female top management		.79
Female managers at work in higher positions		.76
16. Informational Influence from Family	1.99	
Mother		.76
Father		.76
Brother		.63
Sister		.54
17. Informational Influence from Government Officials	1.16	
Female government officials		.79
Male government officials		.71

*Means of variables loading high in each factor were used in calculating factor scores.

positions, friends and top management, with loadings from .86 to .66, comprised this factor (factor score = 1.92).

Factor 9 was labeled Informational Use of Females. Three items were included in this factor: friends, those in other jobs with comparable positions, and associates at work. Loadings for this factor ranged from .83 to .71 with a factor score of 2.60.

Factor 10 was labeled Informational Use of Management. Two items, female top management and female managers in higher positions loaded high in this factor with loadings of .83 and .77 (factor score = 1.65).

Factor 11 was labeled Informational Use of People in the Public Eye. Three items, female and male government officials, and male TV personalities, loading from .78 to .61, comprised this factor (factor score = 1.38).

Factor 12 was labeled Informational Use of Family. Mother, father, and brother, loading between .75 and .62, made up this factor (factor score = 1.62).

Factor 13 was labeled Informational Influence from Males. The same four person/group items included in factor 8 for *use* were included in this factor for *influence*. Factor loadings ranged from .87 and .65 with a factor score of 1.72.

Factor 14 was labeled Informational Influence from Females. Four items, friends, those in other jobs with comparable positions, associates at work, and TV personalities, with loadings between .78 and .65, comprised this factor (factor score = 2.15).

Factor 15 was labeled Informational Influence from Management. The same items that loaded in factor 10 for *use* also loaded in this factor for *influence*, with loadings for this factor of .79 and .76 and a factor score of 1.52.

Factor 16 was labeled Informational Influence from Family. Mother, father, sister, and brother, made up this factor, loading between .76 and .54 (factor score = 1.99).

Factor 17 was labeled Informational Influence from Government Officials. Female and male government officials, loading .79 and .71, were included in this factor (factor score = 1.16).

Market Source Factors

In looking at use of market sources by young, single adults the following items were included in the first three factors: radio, TV, and newspaper advertisements, clothing and window displays, fashion and general magazines, fashion consultants, fashion shows, and books and video cassettes on professional dressing.

Items that loaded high in the four factors related to the influence of market sources on young, single adults were: TV, radio, and newspaper advertisements, fashion consultants, books and video cassettes on professional dressing, fashion shows, clothing and window displays, salespersons, and fashion and general magazines. The only item differing between *use* and *influence* of market sources was salespersons which was included in the *influence* factor and not in the *use* factor. This indicates that the item "salespersons" more nearly defines the factor "influence from retail sources" than it does the factor "use

of retail sources". This may be true because this audience may not spend a great deal of time gathering information, relying on the opinion of salespersons in retail stores when making a purchase. Pertaining to the *influence* of market sources, the items fashion magazines and general magazines factored out as a separate factor.

In comparing the market source factors of the present study with those Rabolt (1984) found, one factor emerges the same. Factor 6, Informational Influence from Retail Sources, contains essentially the same variables as extracted in the Rabolt study of career women. Other factors do not show similar likenesses. This may be due to exploration of different audiences in the two studies.

Nonmarket Source Factors

Use and influence accepted from nonmarket sources included female and male friends, associates at work, in other jobs with comparable positions, managers at work in higher positions, top management, female and male government officials, female and male TV personalities, and mother, father, sister and brother (factors 8-17). Use and influence were both accepted from similar types of sources, with three exceptions. Male TV personalities were included in the *use* factor but not in the *influence* factor, while female TV personalities were included in the *influence* factor but not in the *use* factor. Sisters were included in the *influence* factor but not in the *use* factor. The arrangement of the items also differed between the two factor categories.

Nonmarket Factors found in this study were similar to those in Rabolt's study (1984). Major differences involved the breakdown of

factors in relation to gender in this study as compared to Rabolt's study where a factor contained both men and women source variables. This can be explained since the present study surveyed both men and women, where the Rabolt study looked at career women only.

Demographic Characteristics Related to Use and Influence Factors

The degree of use and influence of market and nonmarket sources by respondents were investigated in relation to levels of selected demographic variables. General Linear Model (GLM) with Analysis of Variance (ANOVA) was used resulting in significant relationships between the demographic variables and these factors. Scheffé Multiple Comparison Procedures were performed where significance was found. Six demographic variables were selected for investigation in this study: sex, education, occupation, length of time at present job, income, and marital status.

These demographic variables were chosen because past researchers (Andreasen & Ratchford, 1976; Rabolt, 1984; Slama & Tashchian, 1985) have found differences among consumers based on sex, education, income and marital status. The length of time at present job and occupation were included because it was speculated that these would have an effect on information use and influence.

Demographics Related to Use of Market Source Factors

Analyses of Variance for informational *use* of the three market source factors are shown in Tables 9-11. Differences in the number of

Table 9. Analysis of Variance for Informational Use of Market Source Factor 1--Media Sources--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	4.78	4.78	4.54	.03
Education	6	3.63	.61	0.57	.75
Occupation	9	3.31	.37	0.35	.96
Length of employment at present job	6	6.02	1.00	0.95	.46
Income	6	4.78	.80	0.76	.61
Marital status	1	0.11	.11	0.11	.74
Error	690	726.65	1.05		
Total	719	749.28			

Note: No interactions were performed under General Linear Model Procedures.

Table 10. Analysis of Variance for Informational Use of Market Source Factor 2--Retail Sources--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	50.89	50.89	56.12	.00*
Education	6	12.40	2.07	2.28	.04
Occupation	9	14.91	1.66	1.83	.06
Length of employment at present job	6	2.12	.35	0.39	.89
Income	6	5.58	.93	1.03	.41
Marital status	1	0.04	.04	0.05	.83
Error	690	625.72	.91		
Total	719	711.66			

*.0001

Table 11. Analysis of Variance for Informational Use of Market Source
Factor 3--Professional Sources--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	14.33	14.33	14.98	.00*
Education	6	6.23	1.04	1.09	.37
Occupation	9	9.02	1.00	1.05	.40
Length of employment at present job	6	8.43	1.41	1.47	.19
Income	6	5.56	.93	0.97	.45
Marital status	1	2.03	2.03	2.12	.15
Error	690	660.07	.96		
Total	719	705.67			

*.0001

responses used in each analysis may differ due to the lack of complete information. Under marital status, the categories "separated", "divorced" and "widowed" were combined for further analysis.

Sex. Significant differences were found between sex and all three factors pertaining to use of market sources: media ($p < .03$), retail ($p < .0001$), and professional ($p < .0001$). Males were found to use media sources more than females, while females use retail sources (mean score 2.59) and professional sources (mean score 1.16) more than males (mean scores 2.18; 1.09). Since men are less fashion oriented than women (Sproles, 1979) it follows that they would be less likely to use such retail sources as fashion magazines and professional sources such as fashion consultants and fashion shows. It appears men rely more heavily on advertisements in order to gain fashion information.

Education. A significant difference was found in relation to education and the use of retail sources, from Scheffé's Multiple Comparison Test. Those checking the "other professional degree" category (mean score 2.67) used retail sources of information more than those with a Ph.D., Ed.D., J.D., or M.D. degree (mean score 1.87). Educational degrees listed by the respondents in the "other" category included: CPA, AD, Cosmopolitan Degree, certified Dental Assistant, and Legal Assistant.

Demographics Related to Influence of Market Source Factors

Analyses of Variance for informational influence of the four market source factors are shown in Tables 12-15.

Sex. A significant difference was found between the influence of magazine sources and the sex of the respondent. Females (mean score 2.5) were found to be influenced by magazine sources more than males (mean score 2.05) in clothing purchase decisions. Since there are more fashion magazines geared toward women's fashions than men's fashions (Folio: 400, 1984) this finding is supported.

Marital Status. A significant difference was found in marital status and the influence of professional sources. Those having been married before (separated, divorced, and widowed) (mean score 1.23) were influenced more by professional sources in clothing purchase decisions than those never married (mean score 1.18). These sources included fashion shows, fashion consultants, books and video cassettes on professional dressing. Even though this difference was found the overall factor score was low (1.17) indicating use of this factor by all respondents was low.

It should be noted that significant differences were found for occupation and influence from retail sources, and income and influence from magazine sources. However, due to the strictness of the Scheffé Multiple Comparison Test no differences between levels in these demographic areas were found.

Table 12. Analysis of Variance for Informational Influence from Market Source Factor 4--Media Sources--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	2.39	2.39	2.35	.13
Education	6	10.90	1.82	1.78	.10
Occupation	9	4.86	.54	0.53	.85
Length of employment at present job	6	7.35	1.23	1.20	.30
Income	6	2.20	.37	0.36	.90
Marital status	1	2.59	2.59	2.54	.11
Error	694	707.33	1.02		
Total	723	737.62			

Table 13. Analysis of Variance for Informational Influence from Market Source Factor 5--Professional Sources--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	2.80	2.80	2.66	.10
Education	6	4.89	.82	0.77	.59
Occupation	9	14.11	1.57	1.49	.15
Length of employment at present job	6	6.90	1.15	1.09	.37
Income	6	1.23	.21	0.19	.98
Marital status	1	4.29	4.29	4.07	.04
Error	694	731.24	1.05		
Total	723	765.46			

Table 14. Analysis of Variance for Informational Influence from Market Source Factor 6--Retail Sources--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	2.23	2.23	2.29	.13
Education	6	6.79	1.13	1.16	.33
Occupation	9	25.51	2.83	2.91	.00*
Length of employment at present job	6	5.52	.92	0.94	.46
Income	6	2.52	.42	0.43	.86
Marital status	1	0.00	.00	0.00	.97
Error	694	676.45	.98		
Total	723	719.02			

*.0022

Table 15. Analysis of Variance for Informational Influence from Market Source Factor 7--Magazine Sources--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	81.96	81.96	93.29	.00*
Education	6	3.69	.62	0.70	.65
Occupation	9	2.56	.28	0.32	.97
Length of employment at present job	6	6.45	1.08	1.22	.29
Income	6	11.48	1.91	2.18	.04
Marital status	1	1.68	1.68	1.92	.17
Error	694	609.69	.88		
Total	723	717.51			

*.0001

Demographics Related to Use of Nonmarket Source Factors

Analyses of Variance for informational use of the five nonmarket source factors are shown in Tables 16-20.

Sex. There appears to be distinct differences between female and male young, single adults in relation to *use* of nonmarket sources. Three of the five factors found significance in this area. Males use other males as a source of information for clothing purchases. Females use other females (mean score 3.1) and management (mean score 2.0) as information sources. Although, the factor, people in the public eye, showed significance, the Scheffé Multiple Comparison Test did not show the same significance. It appears that young, single adults use individuals of their own sex for clothing information.

Occupation. Significant differences were found between the occupation of young, single adults and the use of three of five nonmarket information sources. Sales workers (mean score 2.2), managers, officials, and proprietors (mean score 2.1), and those checking the "other" category (mean score 2.0) use males as information sources more than clerical workers (mean score 1.6). Some of the occupations listed in the "other" category included buyers, floral designers, accountants, computer program analyst, and firefighter. Clerical workers (mean score 3.0), and professional and technical workers (mean score 2.7) use females as a source of clothing information more than operative workers (mean score 2.0). Clerical, professional and technical workers, managers, officials and proprietors (mean score 2.9)

Table 16. Analysis of Variance for Informational Use of Nonmarket Source Factor 8--Males--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	82.98	82.98	89.26	.00*
Education	6	6.32	1.05	1.25	.28
Occupation	9	19.09	2.12	2.51	.01
Length of employment at present job	6	5.71	.95	1.13	.35
Income	6	6.29	1.05	1.24	.28
Marital status	1	0.86	.86	1.02	.31
Error	693	722.13	1.04		
Total	722	843.38			

*.0001

Table 17. Analysis of Variance for Informational Use of Nonmarket Source Factor 9--Females--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	116.21	116.21	154.68	.00*
Education	6	4.12	.69	0.91	.48
Occupation	9	15.19	1.69	2.25	.02
Length of employment at present job	6	6.62	1.10	1.47	.19
Income	6	9.33	1.56	2.07	.06
Marital status	1	.04	.04	0.05	.83
Error	693	520.62	.75		
Total	722	674.27			

*.0001

Table 18. Analysis of Variance for Informational Use of Nonmarket Source Factor 10--Management--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	48.03	48.03	49.09	.00*
Education	6	8.54	1.42	1.45	.19
Occupation	9	11.07	1.23	1.26	.26
Length of employment at present job	6	6.30	1.05	1.07	.38
Income	6	8.89	1.48	1.52	.17
Marital status	1	.08	.08	.08	.78
Error	693	677.94	.98		
Total	722	760.85			

*.0001

Table 19. Analysis of Variance for Informational Use of Nonmarket Source Factor 11--People in the Public Eye--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	4.55	4.55	4.75	.03
Education	6	5.35	0.89	0.93	.47
Occupation	9	18.94	2.10	2.20	.02
Length of employment at present job	6	10.22	1.70	1.78	.10
Income	6	6.45	1.08	1.12	.35
Marital status	1	.57	.57	.60	.44
Error	693	663.93	0.96		
Total	722	710.01			

Table 20. Analysis of Variance for Informational Use of Nonmarket Source Factor 12--Family--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	0.02	0.02	0.02	.89
Education	6	3.98	0.66	0.68	.67
Occupation	9	7.49	0.83	0.85	.57
Length of employment at present job	6	4.53	0.76	0.77	.59
Income	6	9.55	1.57	1.62	.14
Marital status	1	22.09	22.09	22.54	.00*
Error	693	679.04	0.98		
Total	722	726.15			

*.0001

and those in the "other" category (mean score 2.7) use female sources more than craftsmen and foremen (mean score 1.8). Since the occupations of operative workers and craftsmen and foremen are traditionally male this finding would hold true. No significant differences were found among the levels of occupation and the use of people in the public eye as information sources.

Marital Status. Those young, single adults who have never been married (mean score 2.0) use family as an information source for clothing purchase decisions more than those who are separated, divorced or widowed (mean score 1.7). This may indicate a closer bond by this former group to their primary family than the latter group. However, overall use of this factor was low as indicated by a low factor score (1.62).

Demographics Related to Influence of Nonmarket Source Factors

Analyses of Variance for informational influence from the five nonmarket source factors are shown in Tables 21-25.

Sex. Significant differences were found between the sex of young, single adults and the influence from nonmarket sources. Three of the five nonmarket source factors were significant. Males (mean score 1.92) were found to be more influenced by male sources of information than females (mean score 1.6). Females (mean score 2.5) were more influenced by female sources of information than males (mean score 2.4). These findings suggest that young, single adults are

Table 21. Analysis of Variance for Informational Influence from Non-market Source Factor 13--Males--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	76.49	76.49	89.57	.00*
Education	6	8.10	1.35	1.58	.15
Occupation	9	26.93	2.99	3.50	.00**
Length of employment at present job	6	6.47	1.08	1.26	.27
Income	6	5.80	0.97	1.13	.34
Marital status	1	.22	.22	.26	.61
Error	692	590.94	0.85		
Total	721	714.95			

*.0001

**.0003

Table 22. Analysis of Variance for Informational Influence from Non-market Source Factor 14--Females--for Six Demographic Variables

Source	df	SS	MS	F	p
Sex	1	87.86	87.86	105.27	.00*
Education	6	2.85	0.48	0.57	.76
Occupation	9	16.99	1.89	2.26	.02
Length of employment at present job	6	3.88	0.65	0.77	.59
Income	6	11.80	1.97	2.36	.03
Marital status	1	.06	.06	.07	.79
Error	692	577.55	0.84		
Total	721	700.99			

*.0001

Table 23. Analysis of Variance for Informational Influence from Non-market Source Factor 15--Management--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	43.96	43.96	46.58	.00*
Education	6	4.50	0.75	0.80	.57
Occupation	9	27.77	3.09	3.27	.00**
Length of employment at present job	6	6.60	1.10	1.16	.32
Income	6	9.97	1.66	1.76	.11
Marital status	1	.03	0.03	0.03	.87
Error	692	653.00	0.94		
Total	721	745.83			

*.0001

**.0007

Table 24. Analysis of Variance for Informational Influence from Non-market Source Factor 16--Family--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	1.77	1.77	1.85	.17
Education	6	2.26	0.38	0.39	.88
Occupation	9	15.63	1.74	1.81	.06
Length of employment at present job	6	8.03	1.34	1.40	.21
Income	6	14.85	2.48	2.59	.02
Marital status	1	12.74	12.74	13.31	.00*
Error	692	662.48	0.96		
Total	721	717.76			

*.0003

Table 25. Analysis of Variance for Informational Influence from Non-market Source Factor 17--Government Officials--for Six Demographic Variables

Source	df	SS	MS	F	<u>p</u>
Sex	1	0.00	0.00	0.00	.99
Education	6	8.11	1.35	1.36	.23
Occupation	9	27.80	3.09	3.12	.00*
Length of employment at present job	6	13.27	2.21	2.23	.04
Income	6	3.57	0.60	0.60	.73
Marital status	1	0.53	.53	1.53	.46
Error	692	686.05	0.99		
Total	721	739.33			

*.0011

influenced more by individuals of their own sex than those of the opposite sex in relation to clothing purchase decisions. Females (mean score 1.8) were more influenced by management than males (mean score 1.3), suggesting that they are more interested in conforming to proper dress codes at work than males.

Occupation. Occupation was found to have an effect on the influence of three of the five nonmarket source factors on the purchase of clothing by young, single adults. Sales workers (mean score 1.9), managers, officials and proprietors (mean score 2.4), and those in the "other" category (mean score 1.83) were influenced by males more than clerical workers (mean score 1.47) in relation to clothing purchase decisions.

Female information sources were more influential to clerical workers (mean score 2.4) and managers, officials and proprietors (mean score 2.4), and those in the "other" category (mean score 2.22) than they were to operative workers (mean score 1.7). Clerical workers were also more influenced by females than craftsmen and foremen (mean score 1.6). Since clerical workers are traditionally female this finding is in line with the earlier finding concerning use of females as information sources. The positions of operative workers, craftsmen and foremen, being generally male would indicate the lack of female influence on these male dominated occupations.

Managers, officials, and proprietors (mean score 2.7) were more influenced by management than professional and technical workers

(mean score 2.0). It appears from these findings that those individuals in management related jobs are influenced by their fellow colleagues. However, overall influence from management sources was low (factor score = 1.52).

Income. Significance was found in relation to income and the influence of family. Those respondents making between \$15,000 and \$19,999 (mean score 2.3) were more influenced by family members than those making between \$30,000 and \$49,999 (mean score 1.75).

Marital Status. A significant difference was found between the influence from family on clothing purchase decisions and the marital status of the individual. Those individuals who had never been married (mean score 2.0), were more influenced by family than those who were separated, divorced or widowed (mean score 1.8). Since those who have never been married are more likely to still live at home, they would be more likely to be influenced by parents and siblings.

Hypothesis Five

The use and influence of market sources on clothing purchase decisions of young, single adults will differ according to:

- a. occupation,
- b. sex,
- c. education,
- d. marital status,

- e. income,
- f. length of employment at present job.

In exploring the use and influence of market sources on clothing purchase decisions of young, single adults in relation to demographics few significant differences were found. Table 26 summarizes these significant differences. Differences were found mainly between the sex of young, single adults and market source use and influence. On the basis of these findings hypothesis five was rejected.

Hypothesis Six

The use and influence of nonmarket sources on clothing purchase decisions of young, single adults will differ according to:

- a. occupation,
- b. sex,
- c. education,
- d. marital status,
- e. income,
- f. length of employment at present job.

In exploring the use and influence of nonmarket sources on clothing purchase decisions of young, single adults in relation to certain demographic variables significant differences were found. Table 27 summarizes these significant findings. These differences were concentrated in the areas of sex and occupation. Since this was only two out of the six demographics explored, hypothesis six was only partially accepted.

Table 26. Summary of the Types of Significant Relationships Between Market Use and Influence Factors and Six Demographic Variables

Demographics	Market Factors					
	Informational Use of:			Informational Influence from:		
	Media Sources	Retail Sources	Prof. Sources	Media Sources	Prof. Sources	Retail Sources
1. Sex	*	*	*			*
2. Education		*				
3. Occupation						-
4. Length of employment at present job						
5. Income						-
6. Marital Status					*	

*Indicates significance.

-Probability scores indicated significance but post hoc test did not show significance.

Table 27. Summary of the Types of Significant Relationships Between Nonmarket Use and Influence Factors and Six Demographic Variables

Demographics	Nonmarket Factors									
	Informational Use of:					Informational Influence from:				
	Males	Females	Management	Public Eye	Family	Males	Females	Management	Family	Govt. Officials
1. Sex	*	*	*	-		*	*	*		
2. Education										
3. Occupation	*	*		-		*	*	*		-
4. Length of employment at present job										-
5. Income									*	
6. Marital Status					*				*	

* Indicates significance.

-Probability scores indicated significance but post hoc test did not show significance.

CHAPTER V

SUMMARY AND CONCLUSIONS

Summary

The purpose of this study was to determine the types of information sought from market and nonmarket sources and the influence of this information on clothing purchase decisions for young, single adults. Consumer behavior research, such as that explored in this study, involves investigating the acts of individuals which involve obtaining and using goods and services. This includes those processes individuals go through preceding and determining the actual purchase of a product (Engel & Blackwell, 1982). The Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (Engel & Blackwell, 1982), which identifies these processes, was used as the conceptual framework in this study. The focus was on the second and third stages of this model, search and alternative evaluation respectively. Search involves the motivated exploration of information when a difference is perceived between the actual and ideal state. Alternative evaluation occurs as the individual appraises the alternatives available using a set of evaluative criteria. These are the specifications and standards found important to the consumer.

Information sources used by consumers have been categorized as either market dominated or nonmarket dominated. Market dominated sources include sources used for direct promotion in the mass media, while nonmarket dominated sources are individuals or groups from

whom one seeks information. These people, which form the person's reference group, have been found to influence that person's behavior.

Current research in the area of consumer behavior has focused on the use and influence of information sources in clothing acquisition for audiences such as adolescents, men, female college students, and career women (May & Koester, 1985; Midgley, 1983; Polegato & Wall, 1980; Rabolt, 1984). However, no known research has focused on a large group in today's society, that of the young, single adult. It was thought that this group, who is characterized as having jobs, money, and being well educated (Kornblum, 1985), would have certain informational requirements concerning clothing unique of other groups studied.

A national random sample of 10,000 young, single adults was purchased from the Lifestyle Selector, Denver, Colorado, a division of National Demographics and Lifestyles. These consumers, which were a part of a 23 million database, had responded to a questionnaire contained in packages of a variety of major consumer products. They included males and females, ages 20-35 who were not currently married. To achieve a sample size of 2,500, every fourth name was chosen.

A self-administered questionnaire sent to the sample was six pages in length consisting of market source use and influence measures, nonmarket source use and influence measures, and a demographic section (Appendix A). The design of the questionnaire was based on the Total Design Method described by Dillman (1978).

Data were obtained from 1044 young, single adults (41.8 percent) with 904 (36.2 percent) usable for analyses. Respondents included 519 females and 385 males from a cross section of the United States, all major regions being represented. The majority lived in suburban areas from the Northeast and Midwest. Eighty-one percent of the respondents had never been married, with most having some college education. About 50 percent had worked at their job for three to five years or longer, and made \$20,000 or more annually.

A five point Likert scale was used to examine the degree of use and influence of market and nonmarket sources of information. Mean scores were calculated from the responses and ranked according to the four groups. Principal Components Method of Factor Analysis with Varimax Rotation was performed on the market and nonmarket source variables according to use and influence to determine which variables were related to each other.

Young, single adults used and were influenced by the same market information sources in relation to their clothing purchase decisions. The top four sources (out of thirteen) used and influential included: clothing and window displays in retail stores, and newspaper and TV advertisements.

Of the eighteen nonmarket information sources used by young, single adults the top six included: female and male friends, female associates at work, sister, females in other jobs with comparable positions, and male associates at work, in descending order. The top six influential nonmarket information sources included: female friends,

mother, male friends, sister, female associates at work, and females in other jobs with comparable positions.

The use and influence of market and nonmarket information sources were the dependent variables from which factor analyses were performed. Seventeen factors for these four groups evolved and were used for further analyses:

- Factor 1. Informational Use of Media Sources
- Factor 2. Informational Use of Retail Sources
- Factor 3. Informational Use of Professional Sources
- Factor 4. Informational Influence from Media Sources
- Factor 5. Informational Influence from Professional Sources
- Factor 6. Informational Influence from Retail Sources
- Factor 7. Informational Influence from Magazine Sources
- Factor 8. Informational Use of Males
- Factor 9. Informational Use of Females
- Factor 10. Informational Use of Management
- Factor 11. Informational Use of People in the Public Eye
- Factor 12. Informational Use of Family
- Factor 13. Informational Influence from Males
- Factor 14. Informational Influence from Females
- Factor 15. Informational Influence from Management
- Factor 16. Informational Influence from Family
- Factor 17. Informational Influence from Government Officials

Using the factor loading scores Six-Way ANOVA's were performed on the amount of use and influence accepted at levels of each of six

demographic variables. Significant differences in the amount of use and influence of market sources on clothing purchase decisions were found within sex, education and marital status. The following relationships were found:

- °Males used media sources of information more than females, while females used retail and professional sources more than males. Females were also influenced more by magazine sources than males.
- °Young, single adults who had achieved "advanced" degrees, such as Ph.D. and Ed.D., used retail sources less than those listing other professional degrees.
- °Those young, single adults who had been married before were more influenced by professional sources than those never married.

Significant differences in the amount of use and influence of non-market sources on clothing purchase decisions were found within the following: sex, occupation, income and marital status. The following relationships were found:

- °Females used other females and management for sources of clothing information more than males. They were also influenced more by other females and management than males. Males used and were influenced more by male sources of information than females.
- °Managers, officials and proprietors, sales workers and those in the "other" category used and were more influenced by

males than clerical workers. Clerical workers, and professional and technical workers used females as sources of clothing information more than operative workers. Clerical workers and managers, officials and proprietors were more influenced by females than operative workers. Clerical workers were also more influenced by female information sources than craftsmen and foremen, and operative workers. Managers, officials, and proprietors were more influenced by management than professional and technical workers.

°Young, single adults making between \$15,000 and \$19,999 were more influenced by family members than those making between \$30,000 and \$49,999.

°Young, single adults who had never been married used and were influenced by family information sources more than those who had previously been married.

From these findings a profile of the young, single adults was formulated. The young, single adult had never been married and was between 20 and 25 years of age. They tended to live in the northeast and midwest in suburban areas. They had some college, with 15 percent being full-time students. About half of this group had been working at their present job from three to five years or more and made \$20,000 or more annually.

Use and influence of information sources in relation to clothing purchase decisions came from clothing and window displays, newspaper

and TV ads, female and male friends, and mother and sister. Females used and were influenced by more sources of information than males.

Conclusions

Young, single adults differ in their use and influence of market and nonmarket information sources in clothing purchase decisions. Sex and occupation were the two major areas of difference. Males and females vary in this respect, with females using and being influenced more by these sources than males. Since women are more fashion conscious than men these findings would be expected. The results show that young, single adults look to individuals of their own sex for clothing purchase information more than they do the opposite sex.

Findings from this study show that young, single adults in occupations which tend to be male dominated do not use and are not influenced by female information sources. Young, single adults in management positions use and are influenced by management more than other occupations. Since these individuals are managers it would follow that they would be influenced by the dress of other colleagues in similar positions. Young, single adults in traditionally female occupations, such as clerical workers, use and are influenced more by females than other occupations.

Young, single adults in lower income brackets are influenced more by family information sources than higher income brackets. Young, single adults who had never been married, used and were influenced by family.

From these findings it appears that reference groups such as colleagues (Rabolt, 1984), friends of the same sex, and family (May & Koester, 1985) are an important part of the evaluative criteria used by young, single adults in clothing purchase decisions.

Evaluative criteria found to be important in the area of market sources included clothing and window displays in retail stores (Rabolt, 1984) and newspaper and TV advertisements.

The overall use and influence of market and nonmarket sources was relatively low in all areas. On a five point scale ranging from Virtually Never to Most of the Time (1-5) only three variables received a mean score rating of Sometimes (3). All other mean scores were lower. This indicates that young, single adults do not gather a great deal of information in relation to clothing purchase decisions. They do not engage in extensive search. They do not think they are influenced very much by these various market and nonmarket sources. This may be due to the characteristics of this group of being independent and person centered (Kornblum, 1985).

Limitations of Findings

1. The Survey sample, obtained from The Lifestyle Selector, was chosen from a data base including young, single adults who had purchased a "hard good product" and returned the enclosed questionnaire. It is possible the sample represented a bias as those not purchasing hard goods and those not returning the manufacturer's questionnaire were eliminated from the population studied.

2. The statistical tools used in this study were one of several that could have been chosen, and different findings could have resulted from them. The number of statistical analyses performed in this study increases the possibilities of finding significant differences.

3. The category of general catalogs was inadvertently omitted from the list of market sources. Therefore, its use and influence by young, single adults in clothing purchase decisions could not be measured or discussed.

Implications

The present study suggests that young, single adults have distinct informational requirements concerning clothing purchase decisions. The study found in-store and window displays, as well as newspaper and TV advertisements, are used and are influential in the clothing purchase decisions of young, single adults. Since these market sources are an integral part of this audience's search for information, marketers desiring to appeal to this large segment of today's population would be well advised to communicate through these appropriate sources. These findings show the importance of store displays to the consumer. Marketers who want to take advantage of this readily available source should be willing to spend more time and money in the area. Retailers at present are hiring personnel for the purpose of store displays, thus showing their interest in this market media.

Reference groups appear to be strong forces among young, single adults, with family, friends, and associates at work being used in the

acquisition of clothing information. These nonmarket sources are also influential in the purchase decisions of young, single adults. It is advantageous for marketers to know what reference groups are important to this segment to better meet the clothing needs of young, single adults.

Since use and influence differed at levels of demographic variables, it is vitally important for the marketer to take into consideration differences among occupation, income and marital status when formulating promotional efforts targeted at young, single adults. As shown by the results of this study, this large segment of today's society cannot be treated as one group, but must be differentiated according to sex, since informational requirements of each sex are unique.

Recommendations

Findings from this study indicate areas where further research is needed. Variables used measured the degree of *use* and *influence* of information sources by young, single adults. However, determining the amount of time actually spent by this group in searching for information would be helpful to marketers. Through this further investigation, researchers will be able to identify information search patterns most likely used by young, single adults and the degree of search activities performed by this group.

Since the mean scores for use of market and nonmarket information sources were low, there may be other variables used by young, single adults in their search for clothing information. This study

included variables known to be used by other population segments in acquiring clothing information.

Young, single adults in specific occupations might be compared in relation to visibility to the public and awareness and use of clothing. This study considered occupations as related to *use* and *influence* of clothing information sources. Occupations such as banking, secretarial, and sales may carry different pressures to conform to certain dress expectations, therefore awareness and influence from work associates would be different.

In the present study, the term clothing was used in a general sense. However, young, single adult consumers may use sources of information differently depending on the kind of clothing purchased. Clothing for work may be bought on the basis of information received by associates at work, while recreational clothing purchases may be influenced by peer groups.

The effect of having children in the household was not measured in this study. Since there is a rise in one parent households, the presence of children might make a difference in the *use* and *influence* of information sources by this audience.

While the young, single adult is a large segment of society, it is a subset of an even larger group, the young adult. An investigation of this age group, comparing singles to those married, would aid the marketer in pinpointing differences if and where they exist.

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APPENDICES

APPENDIX A

COVER LETTER, QUESTIONNAIRE, POST CARD REMINDER,
AND PRETEST EVALUATION FORM

THE UNIVERSITY OF TENNESSEE
KNOXVILLE

April 15, 1986

Dear Consumer:



College of
Human Ecology

Textiles,
Merchandising
and Design

Are you confronted daily with information from mass media, retail stores, friends and relatives concerning clothing purchases? With such a tremendous amount of information being presented, it is difficult for consumers to sort through it all and make a wise decision. The University of Tennessee - Knoxville is interested in finding out what types of information you actually use in making clothing purchases. This research focuses on determining what information is important to consumers. The results will be presented to retailers for their use in providing the consumer with information through relevant sources.

You are part of a carefully selected sample of female and male consumers. I would greatly appreciate it if you would complete the enclosed questionnaire and return it in the self-addressed envelope. The survey will take approximately 10 minutes to complete.

You are assured of complete confidentiality. The questionnaire has an identification number for mailing purposes only. This is so your name can be checked off of the mailing list when your questionnaire is returned. Your name will never be placed on the questionnaire. The numbers in parentheses are used for keypunching purposes only.

If you would like a summary of the results, please print your name and address on the back of the return envelope (NOT on the questionnaire) and write "Copy of Results Requested." I will see that you get it.

Please return the completed survey by May 1, 1986. Thank you in advance for your interest and time.

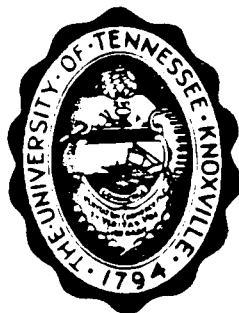
Sincerely,

Sue G. Byrd
Sue G. Byrd
Ph.D. Candidate

Imogene M. Ford
Imogene M. Ford, Ph.D.
Associate Professor
Major Research Advisor

Enclosure

1986 SURVEY OF
FEMALE/MALE CLOTHING CONSUMERS



DEPARTMENT OF TEXTILES, MERCHANDISING AND DESIGN
UNIVERSITY OF TENNESSEE
KNOXVILLE, TENNESSEE 37996

PLEASE ANSWER ALL THE QUESTIONS. IF YOU WISH TO COMMENT ON ANY
QUESTIONS OR QUALIFY YOUR ANSWERS, PLEASE FEEL FREE TO USE THE
SPACE IN THE MARGINS.

THANK YOU FOR YOUR HELP

I. Please CIRCLE the number that best describes how often you use
this source or service for information about your clothing?

card 1

(1-4)

SOURCE/SERVICE	NEVER	6 TIMES A YEAR OR LESS	ONCE A MONTH	ONCE EVERY 2 WEEKS	ONCE A WEEK	
1. Fashion magazines.....	1	2	3	4	5	(5)
2. General magazines.....	1	2	3	4	5	(6)
3. Window displays in retail stores.....	1	2	3	4	5	(7)
4. Clothing displays in retail stores.....	1	2	3	4	5	(8)
5. Salespersons in retail stores.....	1	2	3	4	5	(9)
6. Fashion consultants.....	1	2	3	4	5	(10)
7. Fashion shows.....	1	2	3	4	5	(11)
8. Pattern catalogs.....	1	2	3	4	5	(12)
9. Newspaper advertisements.....	1	2	3	4	5	(13)
10. TV advertisements.....	1	2	3	4	5	(14)
11. Radio advertisements.....	1	2	3	4	5	(15)
12. Books on professional dressing.....	1	2	3	4	5	(16)
13. Video cassettes on professional dressing.....	1	2	3	4	5	(17)

- II. To what degree does this source or service influence your actual clothing purchases? Circle the number that corresponds to the amount of influence. The higher the number the greater the influence this source or service has on your actual clothing purchases.

SOURCE/SERVICE	VIRTUALLY NEVER	RARELY	SOMETIMES	FREQUENTLY	MOST OF THE TIME
14. Fashion magazines.....	1	2	3	4	5
15. General magazines.....	1	2	3	4	5
16. Window displays in retail stores.....	1	2	3	4	5
17. Clothing displays in retail stores.....	1	2	3	4	5
18. Salespersons in retail stores.....	1	2	3	4	5
19. Fashion consultants.....	1	2	3	4	5
20. Fashion shows.....	1	2	3	4	5
21. Pattern catalogs.....	1	2	3	4	5
22. Newspaper advertisements.....	1	2	3	4	5
23. TV advertisements.....	1	2	3	4	5
24. Radio advertisements.....	1	2	3	4	5
25. Books on professional dressing.....	1	2	3	4	5
26. Video cassettes on professional dressing.....	1	2	3	4	5

III. To what degree do you look to this person/group for information about clothing?

NOTE: If category does not apply circle VIRTUALLY NEVER (1).

(Circle your answer)

PERSON/GROUP	VIRTUALLY NEVER	RARELY	SOMETIMES	FREQUENTLY	MOST OF THE TIME	
27. Female associates at work....	1	2	3	4	5	(31)
28. Male associates at work.....	1	2	3	4	5	(32)
29. Females in other jobs with comparable positions to me...	1	2	3	4	5	(33)
30. Males in other jobs with comparable positions to me...	1	2	3	4	5	(34)
31. Female managers at work who are above me.....	1	2	3	4	5	(35)
32. Male managers at work who are above me.....	1	2	3	4	5	(36)
33.*Female top management.....	1	2	3	4	5	(37)
34.*Male top management.....	1	2	3	4	5	(38)
35. Female friends.....	1	2	3	4	5	(39)
36. Male friends.....	1	2	3	4	5	(40)
37. Female TV personalities.....	1	2	3	4	5	(41)
38. Male TV personalities.....	1	2	3	4	5	(42)
39. Female government officials..	1	2	3	4	5	(43)
40. Male government officials....	1	2	3	4	5	(44)
41. Mother.....	1	2	3	4	5	(45)
42. Father.....	1	2	3	4	5	(46)
43. Sister.....	1	2	3	4	5	(47)
44. Brother.....	1	2	3	4	5	(48)

*Top management is defined as those individuals whose duties and responsibilities include major policy formation.

IV. To what degree does this person or group influence your actual clothing purchases?

NOTE: If category does not apply circle VIRTUALLY NEVER (1).

(Circle your answer)

PERSON/GROUP	VIRTUALLY NEVER	RARELY	SOMETIMES	FREQUENTLY	MOST OF THE TIME	
45. Female associates at work....	1	2	3	4	5	(49)
46. Male associates at work.....	1	2	3	4	5	(50)
47. Females in other jobs with comparable positions to me...	1	2	3	4	5	(51)
48. Males in other jobs with comparable positions to me...	1	2	3	4	5	(52)
49. Female managers at work who are above me.....	1	2	3	4	5	(53)
50. Male managers at work who are above me.....	1	2	3	4	5	(54)
51.*Female top management.....	1	2	3	4	5	(55)
52.*Male top management.....	1	2	3	4	5	(56)
53. Female friends.....	1	2	3	4	5	(57)
54. Male friends.....	1	2	3	4	5	(58)
55. Female TV personalities.....	1	2	3	4	5	(59)
56. Male TV personalities.....	1	2	3	4	5	(60)
57. Female government officials..	1	2	3	4	5	(61)
58. Male government officials....	1	2	3	4	5	(62)
59. Mother.....	1	2	3	4	5	(63)
60. Father.....	1	2	3	4	5	(64)
61. Sister.....	1	2	3	4	5	(65)
62. Brother.....	1	2	3	4	5	(66)

*Top management is defined as those individuals whose duties and responsibilities include major policy formation.

V. The following questions are for statistical purposes. Circle the appropriate number for each.

63. What is your sex?

- 1 FEMALE (67)
- 2 MALE

64. What was your age at your last birthday?

- 1 BELOW 20 (68)
- 2 20-25
- 3 26-30
- 4 31-35
- 5 36-40
- 6 ABOVE 41

65. What is your marital status?

- 1 NEVER MARRIED (69)
- 2 MARRIED
- 3 DIVORCED
- 4 SEPARATED
- 5 WIDOWED

66. In which geographical region do you live?

- 1 NORTHEAST (70)
- 2 SOUTH
- 3 MIDWEST
- 4 SOUTHWEST
- 5 ROCKY MOUNTAIN
- 6 PACIFIC

67. What best describes where you live?

- 1 RURAL (71)
- 2 SUBURBAN
- 3 URBAN

68. What is the highest level of education you have completed?

- 1 ELEMENTARY SCHOOL (72)
- 2 JUNIOR HIGH SCHOOL
- 3 HIGH SCHOOL
- 4 SOME COLLEGE
- 5 BACHELORS' DEGREE
- 6 MASTERS' DEGREE
- 7 PH. D., ED. D., J.D., OR M.D.
- 8 OTHER PROFESSIONAL DEGREE (SPECIFY) _____

69. CIRCLE the one number that corresponds to the word(s) that best describes your occupation.

- 1 WRITER, JOURNALIST, ARTIST (73-74)
- 2 SECRETARY, BOOKKEEPER
- 3 DOCTOR
- 4 OFFICE MANAGER
- 5 LAWYER
- 6 RESEARCH & DEVELOPMENT
- 7 MIDDLE MANAGEMENT
- 8 RECEPTIONIST
- 9 SALESPERSON
- 10 PROFESSOR, TEACHER, LIBRARIAN
- 11 SOCIAL WORKER, COUNSELOR, NURSE
- 12 JUNIOR EXECUTIVE
- 13 SENIOR EXECUTIVE
- 14 ADMINISTRATIVE OCCUPATIONS
- 15 SERVICE OCCUPATIONS
- 16 ENGINEERS, AND ARCHITECTS
- 17 SURVEYORS
- 18 RELIGIOUS WORKERS
- 19 HEALTH DIAGNOSING AND TREATING PRACTITIONERS
- 20 MARKETING OCCUPATIONS
- 21 AGRICULTURAL & FORESTRY
- 22 MECHANICS & REPAIRERS
- 23 CONSTRUCTION OCCUPATIONS
- 24 PRODUCTION OCCUPATIONS
- 25 TRANSPORTATION OCCUPATIONS
- 26 OTHER (EXPLAIN) _____
- 27 I AM NOT PRESENTLY WORKING

70. How long have you been working at your present job?

- 1 1-6 MONTHS
- 2 7-12 MONTHS (75)
- 3 1-2 YEARS
- 4 3-5 YEARS
- 5 6-10 YEARS
- 6 10-15 YEARS
- 7 OVER 15 YEARS

71. If you are full-time employed, what is your annual total income before taxes?

- 1 BELOW \$10,000
- 2 \$10,000-14,999 (76)
- 3 \$15,000-19,999
- 4 \$20,000-29,999
- 5 \$30,000-49,999
- 6 \$50,000-69,999
- 7 \$70,000 OR ABOVE

72. Are you a full-time student?

- 1 YES
- 2 NO (77)

If you have any other comments concerning clothing purchases, please use the back of this booklet for that purpose.

POST CARD REMINDER

Dear Consumer,

Two weeks ago a questionnaire was mailed to you concerning your use of information for clothing purchases.

If you have already completed and returned it, please accept my sincere thanks. If not, please do so today. Because it has been sent to only a small but representative sample, it is extremely important that yours be included in the study if the results are to accurately represent the true information used in clothing purchases by female and male consumers.

Sincerely,

Sue G. Byrd
Ph. D. Candidate
University of Tennessee

PRETEST EVALUATION FORM

Please use this form to give your critical reaction to the questionnaire once you have completed it.

1. Did the cover letter make you want to fill out the questionnaire? (If not, what else might have been said?)
2. Was there anything special that made you want to or not want to fill out the questionnaire?
3. What problems, if any, did you have in answering the questions? Please indicate which question(s) (letter and number) and the problem(s) you had.
4. If there were questions for which you did not find an appropriate answer given and no opportunity to list your own, please indicate which question(s) and your answer(s).
5. Did you find the questionnaire easy to fill out?
6. Was the size of the print too small?
7. Do the sections of the questionnaire come in an appropriate order?
8. If you had received this questionnaire in the mail, would you have completed and returned it in a provided self-addressed stamped envelope?
9. About how long did it take you to fill out the questionnaire?
_____ minutes
10. Please give any other suggestions or comments that would improve the questionnaire. (Use the back of this page for your additional comments).

THANK YOU VERY MUCH!
RETURN THIS CRITIQUE FORM WITH YOUR COMPLETED QUESTIONNAIRE

APPENDIX B

STATISTICAL TABLES

Table B-1. Use of Market Information Sources

Source/Service	Frequencies					Total N
	Never	6 Times a Year or Less	Once a Month	Once Every 2 Weeks	Once a Week	
1. Fashion magazines	354	313	168	42	22	899
2. General magazines	280	373	175	41	30	899
3. Window displays in retail stores	96	340	273	114	77	900
4. Clothing displays in retail stores	65	296	311	147	79	898
5. Salespersons in retail stores	371	355	119	43	12	900
6. Fashion consultants	832	50	11	5	3	901
7. Fashion shows	777	118	5	1	1	902
8. Pattern catalogs	681	153	41	18	9	902
9. Newspaper advertisements	202	301	187	75	136	901
10. TV advertisements	266	292	169	70	101	898
11. Radio advertisements	524	218	83	33	42	900
12. Books on professional dressing	736	136	16	12	2	902
13. Video cassettes on professional dressing	879	16	4	1	1	901

Table B-2. Influence of Market Information Sources

Source/Service	Frequencies					Total N
	Virtually Never	Rarely	Sometimes	Frequently	Most of the time	
1. Fashion magazines	343	153	249	112	45	902
2. General magazines	241	243	321	83	12	900
3. Window displays in retail stores	94	161	412	183	50	900
4. Clothing displays in retail stores	58	128	376	235	105	902
5. Salespersons in retail stores	296	295	217	73	19	900
6. Fashion consultants	814	56	21	8	2	901
7. Fashion shows	762	94	40	5	1	902
8. Pattern catalogs	689	75	76	45	17	902
9. Newspaper advertisements	229	220	277	125	49	900
10. TV advertisements	266	244	268	85	37	900
11. Radio advertisements	532	211	120	28	10	901
12. Books on professional dressing	742	91	49	16	4	902
13. Video cassettes on professional dressing	874	18	6	2	2	902

Table B-3. Use of Nonmarket Information Sources

Person/Group	Frequencies					Total N
	Virtually Never	Rarely	Sometimes	Frequently	Most of the time	
1. Female associates at work	306	144	274	132	46	902
2. Male associates at work	403	208	215	57	19	902
3. Females in other jobs with comparable positions to me	388	133	238	113	30	902
4. Males in other jobs with comparable positions to me	493	167	168	61	13	902
5. Female managers at work who are above me	579	114	138	43	25	899
6. Male managers at work who are above me	604	149	107	25	16	901
7. Female top management	626	108	103	36	29	902
8. Male top management	657	110	85	29	21	902
9. Female friends	138	91	252	283	135	899
10. Male friends	218	166	324	147	45	900
11. Female TV personalities	462	187	172	60	20	901
12. Male TV personalities	510	208	134	41	8	901
13. Female government officials	745	118	28	5	5	901
14. Male government officials	757	103	32	7	3	902
15. Mother	288	157	268	112	77	902
16. Father	523	183	142	35	18	901
17. Sister	407	111	178	147	57	901
18. Brother	560	139	136	49	17	901

Table B-4. Influence of Nonmarket Information Sources

Person/Group	Frequencies					Total N
	Virtually Never	Rarely	Sometimes	Frequently	Most of the time	
1. Female associates at work	388	182	212	90	30	902
2. Male associates at work	504	193	151	44	10	902
3. Females in other jobs with comparable positions to me	478	151	186	72	15	902
4. Males in other jobs with comparable positions to me	565	161	131	40	5	902
5. Female managers at work who are above me	624	110	119	35	14	902
6. Male managers at work who are above me	649	132	83	29	9	902
7. Female top management	671	97	86	34	14	902
8. Male top management	683	104	81	24	9	901
9. Female friends	169	109	284	224	115	901
10. Male friends	274	189	283	119	36	901
11. Female TV personalities	563	176	106	41	14	900
12. Male TV personalities	610	151	107	26	5	899
13. Female government officials	806	67	20	3	5	901
14. Male government officials	788	82	26	5	1	902
15. Mother	281	167	255	126	71	900
16. Father	547	176	124	40	12	899
17. Sister	432	109	172	131	56	900
18. Brother	581	138	118	45	19	901

Table B-5. Scheffé Multiple Comparison Test for Use of Media Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Male	.14	311
B	Female	-.07	409

*Means with different letters are significantly different.

Table B-6. Scheffé Multiple Comparison Test for Use of Retail Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.27	409
B	Male	-.34	311

*Means with different letters are significantly different.

Table B-7. Scheffé Multiple Comparison Test for Use of Professional Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.12	409
B	Male	-.18	311

*Means with different letters are significantly different.

Table B-8. Scheffé Multiple Comparison Test for Use of Retail Information Sources by Education

Scheffé Grouping*	Education	Means	N
A	Other Professional Degree	0.41	36
A B	Masters' Degree	0.09	64
A B	Bachelors' Degree	0.06	248
A B	Some College	-0.01	258
A B	High School	-0.18	102
B	Ph.D., Ed.D., J.D., or M.D.	-0.80	11
A B	Junior High School	-1.46	1

*Means with different letters are significantly different.

Table B-9. Scheffé Multiple Comparison Test for Influence from Magazine Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.31	410
B	Male	-.41	314

*Means with different letters are significantly different.

Table B-10. Scheffé Multiple Comparison Test for Influence from Professional Information Sources by Marital Status

Scheffé Grouping*	Marital Status	Means	N
A	Divorced, Separated or Widowed	.17	138
B	Never Married	-.03	586

*Means with different letters are significantly different.

Table B-11. Scheffé Multiple Comparison Test for Influence from Retail Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Not Presently Working	.31	3
A	Sales Workers	.27	42
A	Service Workers	.22	50
A	Others	.13	150
A	Managers, Officials and Proprietors	.10	149
A	Clerical Workers	-.01	73
A	Full-Time Student	-.07	13
A	Professional & Technical Workers	-.12	169
A	Craftsmen & Foremen	-.37	34
A	Operative Workers	-.48	41

*Means with different letters are significantly different.

Table B-12. Scheffé Multiple Comparison Test for Influence from Magazine Information Sources by Income

Scheffé Grouping*	Income	Means	N
A	\$70,000 or Above	.71	5
A	\$30,000-49,999	.11	101
A	Below \$10,000	.03	71
A	\$10,000-14,999	.02	132
A	\$20,000-29,999	.01	231
A	\$15,000-19,999	-.12	176
A	\$50,000-69,999	-.24	8

*Means with different letters are significantly different.

Table B-13. Scheffé Multiple Comparison Test for Use of Male Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Male	.44	309
B	Female	-.29	414

*Means with different letters are significantly different.

Table B-14. Scheffé Multiple Comparison Test for Use of Female Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.42	414
B	Male	-.50	309

*Means with different letters are significantly different.

Table B-15. Scheffé Multiple Comparison Test for Use of Management Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.29	414
B	Male	-.29	309

*Means with different letters are significantly different.

Table B-16. Scheffé Multiple Comparison Test for Use of People in the Public Eye Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.05	414
B	Male	-.08	309

*Means with different letters are significantly different.

Table B-17. Scheffé Multiple Comparison Test for Use of Male Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Sales Workers	.35	40
A	Managers, Officials and Proprietors	.19	149
A	Others	.15	150
A B	Professional & Technical Workers	-.03	171
A B	Service Workers	-.06	50
A B	Craftsmen & Foremen	-.09	34
A B	Full-Time Student	-.13	13
A B	Operative Workers	-.15	40
A B	Not Presently Working	-.20	2
B	Clerical Workers	-.40	74

*Means with different letters are significantly different.

Table B-18. Scheffé Multiple Comparison Test for Use of Female Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
C	Clerical Workers	.37	74
A B C	Full-Time Student	.23	13
B C	Managers, Officials and Proprietors	.11	149
C	Professional & Technical Workers	.10	171
B C	Others	.08	150
A B C	Sales Workers	-.02	40
A B C	Service Workers	-.18	50
A B	Operative Workers	-.53	40
A	Craftsmen & Foremen	-.70	34
A B C	Not Presently Working	-1.04	2

*Means with different letters are significantly different.

Table B-19. Scheffé Multiple Comparison Test for Use of People in the Public Eye Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Sales Workers	.40	40
A	Not Presently Working	.35	2
A	Full-Time Student	.34	13
A	Service Workers	.31	50
A	Managers, Officials and Proprietors	.04	149
A	Others	-.06	150
A	Clerical Workers	-.09	74
A	Professional & Technical Workers	-.10	171
A	Operative Workers	-.16	40
A	Craftsmen & Foremen	-.19	34

*Means with different letters are significantly different.

Table B-20. Scheffé Multiple Comparison Test for Use of Family Information Sources by Marital Status

Scheffé Grouping*	Marital Status	Means	N
A	Never Married	.07	585
B	Divorced, Separated or Widowed	-.39	138

*Means with different letters are significantly different.

Table B-21. Scheffé Multiple Comparison Test for Influence from Male Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Male	.42	317
B	Female	-.30	405

*Means with different letters are significantly different.

Table B-22. Scheffé Multiple Comparison Test for Influence from Female Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.35	405
B	Male	-.42	317

*Means with different letters are significantly different.

Table B-23. Scheffé Multiple Comparison Test for Influence from Management Information Sources by Sex

Scheffé Grouping*	Sex	Means	N
A	Female	.29	405
B	Male	-.28	317

*Means with different letters are significantly different.

Table B-24. Scheffé Multiple Comparison Test for Influence from Male Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Sales Workers	.49	40
A	Managers, Officials and Proprietors	.23	148
A	Others	.13	150
A B	Full-Time Student	.01	14
A B	Professional & Technical Workers	-.05	171
A B	Craftsmen & Foremen	-.08	35
A B	Operative Workers	-.14	41
A B	Service Workers	-.19	47
B	Clerical Workers	-.42	73
A B	Not Presently Working	-.61	3

*Means with different letters are significantly different.

Table B-25. Scheffé Multiple Comparison Test for Influence from Female Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Clerical Workers	.28	.73
A C	Managers, Officials and Proprietors	.14	148
A C	Others	.11	150
A B C	Full-Time Student	.09	14
A B C	Sales Workers	.01	40
A B C	Professional & Technical Workers	.00	171
A B C	Service Workers	-.14	47
A B C	Not Presently Working	-.53	3
B C	Craftsmen & Foremen	-.54	35
B	Operative Workers	-.56	41

*Means with different letters are significantly different.

Table B-26. Scheffé Multiple Comparison Test for Influence from Management Information Sources by Occupation

Scheffé Grouping*		Occupation	Means	N
	B	Managers, Officials and Proprietors	.33	148
A	B	Clerical Workers	.30	73
A	B	Full-Time Student	.26	14
A	B	Service Workers	.25	47
A	B	Sales Workers	-.02	40
A	B	Others	-.04	150
A	B	Operative Workers	-.07	41
A		Professional & Technical Workers	-.17	171
A	B	Craftsmen & Foremen	-.41	35
A	B	Not Presently Working	-1.22	3

*Means with different letters are significantly different.

Table B-27. Scheffé Multiple Comparison Test for Influence from Government Officials Information Sources by Occupation

Scheffé Grouping*	Occupation	Means	N
A	Not Presently Working	2.31	3
A	Service Workers	.32	47
A	Sales Workers	.19	40
A	Full-Time Student	.15	14
A	Managers, Officials and Proprietors	.04	148
A	Professional & Technical Workers	.01	171
A	Craftsmen & Foremen	-.10	35
A	Others	-.12	150
A	Operative Workers	-.13	41
A	Clerical Workers	-.19	73

*Means with different letters are significantly different.

Table B-28. Scheffé Multiple Comparison Test for Influence from Government Officials Information Sources by Length of Employment at Present Job

Scheffé Grouping*	Length of Employment at Present Job	Means	N
A	1-2 Years	.17	164
A	6-10 Years	.11	124
A	10-15 Years	.09	42
A	1-6 Months	-.09	86
A	3-5 Years	-.10	206
A	Over 15 Years	-.18	2
A	7-12 Months	-.19	98

*Means with different letters are significantly different.

Table B-29. Scheffé Multiple Comparison Test for Influence from Female Information Sources by Income

Scheffé Grouping*	Income	Means	N
A	\$70,000 or Above	.65	6
A	\$10,000-14,999	.08	131
A	\$30,000-49,999	.01	99
A	\$15,000-19,999	-.00	176
A	\$20,000-29,999	-.01	230
A	Below \$10,000	-.03	72
A	\$50,000-69,999	-.19	8

*Means with different letters are significantly different.

Table B-30. Scheffé Multiple Comparison Test for Influence from Family Information Sources by Income

Scheffé Grouping*	Income	Means	N
A B	\$50,000-69,999	.32	8
A	\$15,000-19,999	.16	176
A B	Below \$10,000	.10	72
A B	\$20,000-29,999	-.02	230
A B	\$10,000-14,999	-.08	131
A B	\$70,000 or Above	-.21	6
B	\$30,000-49,999	-.37	99

*Means with different letters are significantly different.

Table B-31. Scheffé Multiple Comparison Test for Influence from Family Information Sources by Marital Status

Scheffé Grouping*	Marital Status	Means	N
A	Never Married	.05	584
B	Divorced, Separated, or Widowed	-.31	138

*Means with different letters are significantly different.

Table B-32. Factors for Informational Use of Market Sources

Market Information Sources	Factor Loadings		
	Factor 1	Factor 2	Factor 3
1. Fashion magazines	.09784	.64618	.36467
2. General magazines	.36155	.59121	.09896
3. Window displays in retail stores	.28508	.82111	.06683
4. Clothing displays in retail stores	.30975	.80409	.05496
5. Salespersons in retail stores	.51038	.26382	.17311
6. Fashion consultants	.15328	.11178	.71516
7. Fashion shows	.05098	.19802	.68584
8. Pattern catalogs	-.14244	.30710	.41940
9. Newspaper advertisements	.72002	.23115	.04774
10. TV advertisements	.79288	.24367	.11635
11. Radio advertisements	.83460	.09206	.13392
12. Books on professional dressing	.19457	.12084	.67648
13. Video cassettes on professional dressing	.14240	-.07576	.62928

Table B-33. Factors for Informational Influence from Market Sources

Market Information Sources	Factor Loadings			
	Factor 4	Factor 5	Factor 6	Factor 7
1. Fashion magazines	.10166	.22005	.16107	.77273
2. General magazines	.30618	.03481	.24873	.68551
3. Window displays in retail stores	.16220	.02229	.81622	.32550
4. Clothing displays in retail stores	.13511	-.01157	.86321	.20626
5. Salespersons in retail stores	.18778	.33003	.56538	-.34290
6. Fashion consultants	.10342	.75513	.04149	.05809
7. Fashion shows	.05171	.64968	.07492	.26669
8. Pattern catalogs	-.05521	.27528	.00162	.44233
9. Newspaper advertisements	.79184	.01771	.10977	.11557
10. TV advertisements	.85403	.06783	.16472	.16729
11. Radio advertisements	.82975	.11516	.10268	-.04292
12. Books on professional dressing	.04279	.66480	-.02698	.18269
13. Video cassettes on professional dressing	.02175	.62877	.08359	.00825

Table B-34. Factors for Informational Use of Nonmarket Sources

Nonmarket Information Sources	Factor Loadings				
	Factor 8	Factor 9	Factor 10	Factor 11	Factor 12
1. Female associates at work	.16455	.78863	.26888	-.01594	.04405
2. Male associates at work	.85932	.14415	.04982	-.00288	.10707
3. Females in other jobs with comparable positions	.07775	.70605	.46951	.11798	-.02179
4. Males in other jobs with comparable positions	.85968	-.00440	.09136	.11970	.03533
5. Female managers at work in higher positions	.08451	.40116	.77154	.08808	.09077
6. Male managers at work in higher positions	.74041	-.10115	.41622	.21423	.07370
7. Female top management	.10126	.28864	.83284	.18243	.07282
8. Male top management	.65956	-.10853	.49855	.22522	.05717
9. Female friends	.03806	.82467	.07910	.04070	.11917
10. Male friends	.71400	.21922	-.18190	.09077	.23178
11. Female TV personalities	-.04949	.55994	.20282	.53394	.00485
12. Male TV personalities	.48723	.03759	-.11692	.61005	.08559
13. Female government officials	-.03128	.18622	.26217	.78044	.09273
14. Male government officials	.31752	-.09299	.09952	.76787	.12275
15. Mother	-.08900	.27978	.10622	.05968	.74692
16. Father	.22608	-.01359	.05515	.17253	.75363
17. Sister	-.07678	.46870	-.06317	.02277	.40171
18. Brother	.28502	-.03555	.02665	.01048	.61813

Table B-35. Factors for Informational Influence of Nonmarket Sources

Nonmarket Information Sources	Factor Loadings				
	Factor 13	Factor 14	Factor 15	Factor 16	Factor 17
1. Female associates at work	.17317	.74680	.34285	.10203	-.06147
2. Male associates at work	.86433	.13164	.11788	.07893	.00572
3. Females in other jobs with comparable positions	.12261	.70812	.46799	.04689	.05719
4. Males in other jobs with comparable positions	.86982	.07811	.13026	.06106	.08638
5. Female managers at work in higher positions	.11519	.41329	.75963	.10011	.13036
6. Male managers at work in higher positions	.75094	-.08737	.44616	.05682	.16849
7. Female top management	.12846	.34231	.79402	.05900	.19607
8. Male top management	.64988	-.12674	.53036	.04513	.22604
9. Female friends	.06073	.78099	.00751	.18867	-.01854
10. Male friends	.68695	.23870	-.14690	.17470	.11611
11. Female TV personalities	.01477	.65108	.11260	.03904	.49713
12. Male TV personalities	.53877	.14623	-.25557	.03725	.56336
13. Female government officials	-.01791	.14956	.27016	.09183	.79146
14. Male government officials	.31883	-.14085	.14475	.09005	.70813
15. Mother	-.09687	.24890	.12570	.75777	.00680
16. Father	.27091	-.03852	.02672	.76539	.11386
17. Sister	-.09781	.32175	.03710	.53797	.04756
18. Brother	.30074	-.06146	-.01489	.63440	.04628

VITA

Sue Gibson Byrd was born in Loudon, Tennessee, on June 19, 1953. She graduated from Farragut High School in June, 1971, and received a Bachelor of Science degree in Home Economics (fashion merchandising) from the University of Tennessee, Knoxville, in March, 1974. She subsequently entered the graduate program at the University of Tennessee and received a Master of Science degree in extension education in March, 1975.

She worked as an Extension Home Economist for eight and a half years in Campbell and Sequatchie Counties in Tennessee. In the winter of 1984, she entered the Interdisciplinary Doctoral Program in Home Economics at the University of Tennessee, Knoxville, encompassing textiles and apparel, consumer economics and extension education. She received the Doctor of Philosophy Degree in December, 1986.

The author is a member of the American Home Economics Association, Association of College Professors of Textiles and Clothing, Costume Society of America, Gamma Sigma Delta and Omicron Nu.