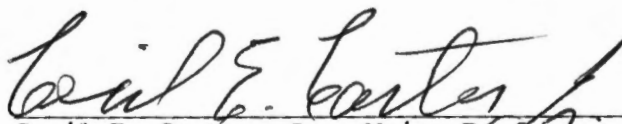


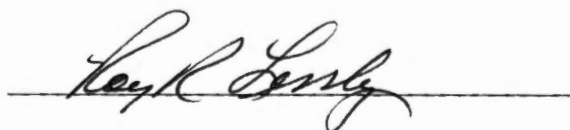
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I am submitting herewith a thesis written by Jackie Beaty Donaldson entitled "Relationships Between Tennessee Homemakers' Employment Status, the Number and Types of Contacts Made With Extension Agents and Their Use of Clothing Consumer Practices." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.


Cecil E. Carter, Jr., Major Professor

We have read this thesis
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RELATIONSHIPS BETWEEN TENNESSEE HOMEMAKERS' EMPLOYMENT STATUS,
THE NUMBER AND TYPES OF CONTACTS MADE WITH EXTENSION
AGENTS AND THEIR USE OF CLOTHING
CONSUMER PRACTICES

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Jackie Beaty Donaldson

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ABSTRACT

The major purpose of this study was to identify variables associated with the adoption of recommended clothing consumer practices by Tennessee homemakers. Independent variables studied in relation to practice use included homemakers employment status, Extension clothing meetings attended, Extension publications received, visits made to the Extension office and telephone calls made to the Extension agent over a 12-month period. Data were obtained in 1982 through personal interviews by county Extension agents with 2,091 randomly selected homemakers in Tennessee.

The Chi-Square test was used to determine the strength of the relationships between independent and dependent variables. The .05 level of probability was accepted as being statistically significant. Data were analyzed using the University of Tennessee Computing Center facilities.

Major findings included the following:

1. A higher percentage of unemployed homemakers than employed homemakers were using many of the recommended clothing consumer practices.
2. Homemakers that attended clothing meetings were using clothing consumer practices at a higher percentage than those homemakers that attended no meetings.
3. As the number of Extension clothing publications received increased, percentage of homemakers using recommended clothing consumer practices also increased.

4. Percentage of homemakers using recommended clothing consumer practices increased as their visits to the Extension office increased.

5. Percentage of homemakers using recommended clothing consumer practices increased as their telephone calls to the Extension agent increased.

Implications and recommendations also were included in the study.

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CHAPTER I

THE PROBLEM AND ITS SETTING

I. INTRODUCTION

The Agricultural Extension Service in Tennessee is an out-of-school educational agency serving the needs of people in the areas of agriculture and home economics throughout the state. It officially began with the passage of the Smith-Lever Act in 1914. This act gave authority for the United States Department of Agriculture and the State Landgrant Colleges to join forces in establishing and maintaining an out-of-school educational program. In Tennessee this educational institution is the University of Tennessee, which is dedicated to the development of people throughout the state, in informal methods of instruction. Unlike most other educational institutions, the Extension Service has a unique partnership with the federal, state and county governmental bodies as well as the United States Department of Agriculture. Extension agents in each of Tennessee's counties have the responsibility for planning and disseminating researched based information in agriculture and home economics to their clientele.

Extension agents serve many audiences and they use many different methods to reach their clientele. The audience in this study was a group of randomly selected Tennessee homemakers who provided information about their use of clothing consumer practices. The study was designed to determine the relationship between selected homemaker characteristics,

the number of clothing meetings attended, the number of clothing publications received, the number of visits to the Extension office and the number of telephone calls to the Extension agent and homemakers use of recommended clothing consumer practices.

Clothing consumerism was selected as a study area because of the effect that it has on the stability of the family. While individual differences and needs for clothing exist, we can be quite certain that in at least 80 percent of the families in this country there is concern about making the most of the clothing dollar. Year after year clothing continues to be second or third in cost among the major family expenditures.

Extension home economists, in order to plan better programs, need to know if recommended practices are being followed and who among the potential homemakers are being reached and the best methods used to reach different clientele involved in the Extension programs.

II. NEED FOR THE STUDY

Home economists in Tennessee are concerned about improving the quality of Extension programs and being able to better serve the clientele in which they serve. The home economist is continually evaluating programs to determine the best methods to reach the clientele of Tennessee.

For a vast majority of families, an adequate wardrobe for every member is possible only by intelligent management and planning. An adequate wardrobe is not dependent on how much money one can spend, but on careful planning and good management of the clothing dollar.

Extension home economists realize that not all homemakers use all the recommended practices; therefore, a continuing effort is made to teach researched information that will encourage the homemaker to adopt recommended clothing consumer practices. It was felt that a study in the clothing consumer area could be beneficial to help Extension agents to plan better programs to better meet the needs of the clientele in each county. It was also felt that the study would help Extension home economist to know which methods of teaching would be most effective.

III. PURPOSES AND OBJECTIVES OF THE STUDY

Tennessee Extension Home Economists are convinced that the adoption of recommended clothing consumer practices by homemaker clientele will enhance family clothing buying practices and improve clothing consumer skills of Tennessee homemakers.

The specific objectives of the study were:

1. To determine the relationship between employment and homemakers use of recommended clothing consumer practices.
2. To determine the relationship between clothing meetings attended and use of recommended clothing consumer practices.
3. To determine the relationship between number of clothing publications received and homemakers use of recommended clothing consumer practices.
4. To determine the relationship between number of visits to the Extension office and homemakers use of recommended clothing consumer practices.

5. To determine the relationship between number of telephone calls to the Extension agent and homemakers use of recommended clothing consumer practices.

IV. LIMITATIONS OF THE STUDY

This study was limited to the analysis of data available from the Clothing Consumer Survey conducted in the Fall of 1982. The data were secured by Extension agents through personal or group interviews of 2,091 homemakers in Tennessee. The data obtained represented information for a 12-month period from October 1981 to October 1982. The types of Extension contacts were limited to clothing meetings, homemakers visits to the Extension office, telephone calls to the Extension office, and publications received from the Extension agent. Recommended clothing consumer practices were limited to those 42 clothing practices recommended by the Extension Clothing Department at the University of Tennessee. These practices had to do with clothing inventory, wardrobe planning, clothing expense records, clothing selection and buying and clothing upkeep and recycling.

V. METHODS OF PROCEDURES

The Population

The population for this study consisted of homemakers from 68 Tennessee counties. Thirty homemakers from one or more of the seven potential audiences: (1) Home Demonstration Club member, (2) 4-H parent, (3) participant in a special interest group, (4) TSU audience,

(5) senior citizen, (6) EFNEP, and (7) other, were randomly selected and interviewed in each county. A total of 2,091 homemakers were surveyed across the state of Tennessee.

Survey Instrument

The survey instrument, included in the appendix, was developed by Helen Rader, Tennessee Agricultural Extension Service Clothing Professor. The survey covered a 12-month time period and was designed to reveal homemakers use of recommended clothing consumer practices in the areas of (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection and buying, and (5) clothing upkeep and recycling.

Analysis of Data

The completed surveys were returned to the Extension Education office for computer processing. The Chi-Square (x^2) test was used to determine the relationships between selected dependent and independent variables. The .05 probability level was accepted as being statistically significant.

VI. DEFINITION OF TERMS

The following terms are defined as used through the remainder of the body of this study.

1. Extension contact--The number of Extension clothing meetings attended, telephone calls to the Extension office, visits to the Extension office, clothing publications received from Extension agent.

2. Homemakers--This term refers to the homemakers who were surveyed.

3. Practice: A research verified and commonly accepted procedure or task which, if performed correctly and on a regular basis, will increase or help insure a desired outcome or return.

CHAPTER II

REVIEW OF RELATED LITERATURE

The purpose of this chapter was to review findings from other studies that involved research related to the study of clothing consumerism.

Limited research was available that specifically related to adoption of recommended clothing consumer practices or factors that influenced the adoption of recommended clothing consumer practices. Many studies relating to the adoption of practices in other subject areas was available. Since the primary concern was to determine relationships between Extension teaching methods and practice use, studies that dealt with influences of Extension contacts on practice use in other subject matter areas were reviewed because of similarity of teaching methods used.

I. SELECTED CHARACTERISTICS OF HOMEMAKERS AND PRACTICE ADOPTION

Consumers in much of the world are becoming more educated. In 1960, there were only 8.2 million college graduates in the United States, but in 1985 the number was projected to be 25 million (3:52).* In Engels and Blackwell's book on Consumer Behavior, they found that

*Numbers in parenthesis refer to alphabetically numbered references in the Bibliography; those after the colon are page numbers.

women generally have been recognized by marketers as the primary purchasing agents for many consumer products. During the last decade, the 25 to 34 age group of women increased their labor force participation from 45 to 60 percent and the forecast for this segment is nearly an 80 percent participation rate by 1990 (3:9). The emergence of more and more women working outside the home creates marketing opportunities for numerous products and services including apparel (3:53).

Many studies have found that often personal and family characteristics do not have influence on the adoption of recommended practices.

Betty Webb's study of 1,152 home demonstration club members indicated that 75 percent of the Tennessee homemakers studied were unemployed. In her study employment appears to have no influence on practice use by home demonstration club members. A very high percent of home demonstration club members were using interior design practices. She thought that these facts may help to account for a lack of significant relationships between employment and practice use (13:83).

Julia Speer found no significant difference in recommended practice use and employment in her study of 1,543 homemakers in the use of interior design practices (11:48).

Janice Hurst in her 1967 clothing construction survey found that those who sewed for others as a source of income had the highest practice adoption of all homemakers interviewed. She did not find employment in other areas outside of clothing to be an influence on practice

adoption (7:49). Madeline Henry's study of 100 low income homemakers in Macon County, Tennessee, found that employment status had no influence on homemakers participation in clothing construction workshops (5:66).

II. STUDIES OF EXTENSION TEACHING METHODS AND THEIR ROLE IN PRACTICE ADOPTION

Extension educators are constantly seeking to find effective teaching methods to reach their clientele. Some methods used in reaching clientele are subject matter publications, office contacts, telephone contacts, educational meetings and personal contact with clientele. Every Extension educator wants to know which methods are most effective so that programs can continuously be improved. Many studies have been used to see which teaching techniques influence practice adoption in agriculture as well as home economic subject matter areas.

Jane Connell found in her clothing consumer study of 60 Lauderdale County, Tennessee homemakers that they used Extension publications more than any other source for wardrobe planning information. Sources of instruction used by homemakers were predominately Extension agents and Home Demonstration Leaders (3:82).

Esther Hatcher found in a study of consumer credit that 88 percent of the Tennessee homemakers did not seek advice from anyone concerning the best place to buy on credit. The study reviewed indicated that most consumers do not seek advice, but when they do, it is from a friend or acquaintance (4:174).

Michael Gordon found a positive relationship between Extension contacts and practice use. His study looked at the relationship between Extension contacts and the use of recommended feeder pig practices in a survey conducted among Haywood County, Tennessee producers. If the producers were expanding their operations, they had more contacts with Extension and were using more recommended practices (6:79).

Julia Speer in her study of 1,602 Tennessee homemakers responding to the question about the use of radio as a source of interior design information, found that 6.7 percent replied that they did use the radio as a source of information. Homemakers using the radio as a source of information attended significantly more Extension meetings, visited and telephone the Extension agent more often (11:48).

Rutter studied beef producers located in 58 Tennessee counties. He found a significant positive relationship between the use of 13 recommended beef production practices and the total number of contacts with Extension agents. Beef producers averaged attending 2.8 Extension meetings, 1.1 beef Extension meetings, 4 visits to the Extension office, 5.5 telephone calls to the Extension office and 3.5 farm visits by Extension agents (11:82). McLemore in his study of Tennessee swine producers found that the total number of contacts producers had with Extension was significantly related to their use of swine production practices (9:69).

Susan Klaeser found in her study of clothing construction that those surveyed more often listed Extension than any other agency as a helpful source of clothing information. Where there was less contacts with Extension agents, practice use was weak (8:59).

Melvin Arnett's study of the number of visits made by individuals to the Wilson County, Tennessee Extension office was significantly related to the wife of the respondent being a member of the Home Demonstration Club. Those whose wives were members made more visits to the Extension office than those whose wives were not (1:100).

Ophelia Orr found in her study of 25 low income families in upper East Tennessee on clothing purchasing practices that promotional items through mass media, excluding the newspaper seemed to be the most effective and most used method for locating places to purchase specific clothing items (10:42).

CHAPTER III

STUDY FINDINGS

Results of data analysis were summarized in five tables and findings were organized into five major sections according to the specific objectives of the study.

Section I presents findings regarding the relationships between homemakers' employment status and their use of recommended clothing consumer practices.

Section II presents findings regarding relationships between the number of Extension clothing meetings homemakers attended and their use of recommended clothing consumer practices.

Section III presents findings concerning the number of Extension clothing publications homemakers received and their use of recommended clothing consumer practices.

Section IV presents findings concerning relationships between the number of visits homemakers made to the Extension office and their use of recommended clothing consumer practices.

Section V presents findings regarding relationships between the number of telephone calls that homemakers made to the Extension agent and their use of recommended clothing consumer practices.

I. RELATIONSHIP BETWEEN HOMEMAKERS EMPLOYMENT STATUS AND HOMEMAKERS USE OF RECOMMENDED CLOTHING CONSUMER PRACTICES

Table I presents findings regarding relationships between homemakers' employment status and their use of recommended clothing practices.

TABLE I. Relationships Between Homemakers Employment Status and Their Use of Recommended Clothing Consumer Practices

Recommended Practice	Employment Status				Chi-Square Test	
	Employed		Unemployed		Value	p
	No.	Percent	No.	Percent		
CLOTHING INVENTORY						
Have listing or pictures of clothing items.						
No	568	92.5	1373	95.0		
Yes	46	7.5	72	5.0		
TOTAL	614	100.0	1445	100.0	5.02	.03
Have plan for additional clothing needs.						
No	508	82.6	1168	80.4		
Yes	107	17.4	284	19.6		
TOTAL	615	100.0	1452	100.0	1.32	.25
Family can identify 75 percent of clothing in case of fire or theft.						
No	232	37.7	559	38.6		
Yes	383	62.3	888	61.4		
TOTAL	615	100.0	1447	100.0	.15	.70
WARDROBE PLANNING						
Consider basic colors when planning and purchasing clothing.						
No	183	29.7	384	26.5		
Yes	433	70.3	1065	73.5		
TOTAL	616	100.0	1449	100.0	2.23	.14
Could manage to dress for most occasions without purchases.						
No	82	13.4	173	12.0		
Yes	528	86.6	1270	88.0		
TOTAL	610	100.0	1443	100.0	.83	.36
Wear special occasion clothing to several events.						
No	40	6.5	80	12.3		
Yes	572	93.5	573	87.7		
TOTAL	612	100.0	653	100.0	5.92	.02
CLOTHING EXPENSE RECORDS						
Keeps records of family clothing expenditures.						
No	520	84.8	1267	87.9		
Yes	93	15.2	175	12.1		
TOTAL	613	100.0	1442	100.0	3.49	.06
Amount spent on clothing.						
Too much	83	13.5	137	9.5		
About right	416	67.9	1030	71.1		
Not enough	114	18.6	292	19.5		
TOTAL	613	100.0	1449	100.0	7.54	.02

TABLE I (Continued)

Recommended Practice	Employment Status				Chi-Square Test Value p	
	Employed		Unemployed			
	No.	Percent	No.	Percent		
CLOTHING SELECTION AND BUYING						
Have purchased garments with bad performance.						
No	81	13.2	290	20.1		
Yes	532	86.8	1155	79.9		
TOTAL	613	100.0	1445	100.0	13.69	.00
Files complaints about defective garments with store manager.						
No	132	21.7	368	25.5		
Yes	476	78.3	1073	74.5		
TOTAL	608	100.0	1441	100.0	3.40	.07
Files complaints about defective garments with manufacturer.						
No	338	57.8	789	59.5		
Yes	247	42.2	537	40.5		
TOTAL	585	100.0	1326	100.0	.50	.48
Store deals with complaints promptly.						
No	42	7.3	133	9.9		
Yes	536	92.7	1213	90.1		
TOTAL	578	100.0	1346	100.0	3.34	.07
Purchase items at end-of-season sales.						
No	132	21.6	330	22.7		
Yes	479	78.4	1121	77.3		
TOTAL	611	100.0	1451	100.0	.32	.57
Satisfied with sales purchases.						
No	75	11.4	165	11.5		
Yes	581	88.6	1272	88.5		
TOTAL	656	100.0	1437	100.0	3.78	.05
Compare prices at different stores.						
No	94	15.3	194	13.4		
Yes	520	84.7	1252	86.6		
TOTAL	614	100.0	1446	100.0	1.28	.26
Consider quality of fabric.						
Sometimes	83	13.5	191	13.2		
Most of time	243	39.5	503	34.8		
Nearly always	289	47.0	752	52.0		
TOTAL	615	100.0	1446	100.0	4.84	.09
Consider ample seams with finish.						
Sometimes	166	27.0	293	20.3		
Most of time	230	37.5	550	38.1		
Nearly always	218	35.5	599	41.5		
TOTAL	614	100.0	1442	100.0	12.70	.00
Consider adequate and neat hems.						
Sometimes	139	22.6	255	17.8		
Most of time	210	34.1	451	31.4		
Nearly always	266	43.3	730	50.8		
TOTAL	615	100.0	1436	100.0	11.36	.00

TABLE I (Continued)

Recommended Practice	Employment Status				Chi-Square Test	
	Employed		Unemployed		Value	p
	No.	Percent	No.	Percent		
Consider neat stitching.						
Sometimes	125	20.4	266	18.5		
Most of time	244	39.9	485	33.7		
Nearly always	243	39.7	688	47.8		
TOTAL	612	100.0	1439	100.0	11.65	.00
Consider sturdy buttonholes.						
Sometimes	160	26.2	293	20.5		
Most of time	241	39.5	522	36.6		
Nearly always	209	34.3	611	42.8		
TOTAL	610	30.0	1426	100.0	14.98	.00
Check garments for fit.						
Sometimes	10	1.6	50	3.5		
Most of time	94	15.3	227	15.7		
Nearly always	510	83.1	1168	80.8		
TOTAL	614	100.0	1445	100.0	5.27	.07
Check for comfort.						
Sometimes	11	1.8	49	3.4		
Most of time	138	22.5	287	19.9		
Nearly always	463	75.7	1104	76.7		
TOTAL	612	100.0	1440	100.0	5.26	.07
Consider appearance of garment.						
Sometimes	12	2.0	47	3.3		
Most of time	107	17.4	266	18.5		
Nearly always	495	80.6	1127	78.3		
TOTAL	614	100.0	1440	100.0	3.13	.21
Returned garment because of poor fit.						
No	185	30.3	441	30.8		
Yes	426	69.7	993	69.2		
TOTAL	611	100.0	1434	100.0	.05	.83
Returned garment because of lack of comfort.						
No	320	53.1	699	49.7		
Yes	283	46.9	708	50.3		
TOTAL	603	100.0	1407	100.0	1.94	.16
Returned garment because of looks.						
No	257	42.4	553	39.1		
Yes	349	57.6	860	60.9		
TOTAL	606	100.0	1413	100.0	1.89	.17
Have changed clothing type to help control energy cost.						
No	258	42.2	544	37.6		
Yes	354	57.8	901	62.4		
TOTAL	612	100.0	1445	100.0	3.68	.06
Family uses layering of clothing to help control energy cost.						
No	113	18.4	242	16.7		
Yes	501	81.6	1205	83.3		
TOTAL	614	100.0	1447	100.0	.85	.36

TABLE I (Continued)

Recommended Practice	Employment Status				Chi-Square Test	
	Employed		Unemployed		Value	p
	No.	Percent	No.	Percent		
Fibers preferred.						
Natural	129	2.1	284	19.6		
Synthetics	87	14.1	295	20.4		
Blends	399	64.9	868	60.0		
TOTAL	615	100.0	1447	100.0	11.15	.00
Consider care labels before purchasing.						
No	50	8.2	121	8.4		
Yes	557	91.8	1321	91.6		
TOTAL	607	100.0	1442	100.0	.01	.91
Consider fiber content before purchasing.						
No	94	15.4	169	11.9		
Yes	516	84.6	1270	88.3		
TOTAL	610	100.0	1439	100.0	5.14	.02
Consider care requirements before purchasing.						
No	27	4.4	46	3.2		
Yes	584	95.6	1406	96.8		
TOTAL	611	100.0	1452	100.0	1.97	.00
Consider special finishes before purchasing.						
No	226	37.2	372	26.1		
Yes	381	62.8	1052	73.9		
TOTAL	607	100.0	1424	100.0	25.28	.00
Consider shrinkage control before purchasing.						
No	98	16.1	202	14.0		
Yes	509	83.9	1245	86.0		
TOTAL	607	100.0	1441	100.0	1.64	.20
Consider cost of repair before purchasing.						
No	325	53.4	630	43.6		
Yes	284	46.6	814	56.4		
TOTAL	609	100.0	1444	100.0	16.32	.00
Consider cost of upkeep before purchasing.						
No	117	17.9	171	11.8		
Yes	537	82.1	1276	88.2		
TOTAL	654	100.0	1447	100.0	2.30	.13
Consider cost of storage before purchasing.						
No	391	65.2	850	59.6		
Yes	209	34.8	576	40.4		
TOTAL	600	100.0	1426	100.0	5.50	.02
CLOTHING UPKEEP AND RECYCLING						
Follow care labels.						
Sometimes	35	5.7	100	6.9		
Most of time	198	32.3	413	28.6		
Nearly always	380	62.0	933	64.5		
TOTAL	613	100.0	1446	100.0	3.42	.18

TABLE I (Continued)

Recommended Practice	Employment Status				Chi-Square Test	
	Employed		Unemployed			
	No.	Percent	No.	Percent	Value	p
Preferred method of washing.						
Machine wash	544	89.2	1219	84.8		
Hand wash	66	10.8	219	15.2		
TOTAL	610	100.0	1438	100.0	6.95	.01
Preferred drying method.						
Machine dry	389	63.4	762	52.4		
Drip dry	93	15.1	253	17.4		
Line dry	132	21.5	438	30.1		
TOTAL	614	100.0	1453	100.0	22.25	.00
Repairing clothing.						
No	54	8.9	127	8.8		
Yes	556	91.1	1311	91.2		
TOTAL	610	100.0	1438	100.0	.00	.99
Altered clothing.						
No	196	32.5	314	22.2		
Yes	407	67.5	1101	77.8		
TOTAL	603	100.0	1415	100.0	23.81	.00
Made over clothing.						
No	440	73.7	780	56.1		
Yes	157	26.3	611	43.9		
TOTAL	597	100.0	1391	100.0	54.75	.00

NOTE: One practice was mistakenly omitted in Table I, but will be included in Tables II through IV.

The section was divided into five subsections: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection, and (5) clothing upkeep and recycling. Each subsection dealt with the relationships between homemakers employment status and their use of recommended clothing consumer practices.

Clothing Inventory

Three variables dealt with clothing inventory practices. Analysis of data indicated that there was no significant relationship between homemakers employment status and their use of practices relating to having a plan for additional clothing needs and family members being able to identify clothing in case of fire or theft. However, according to the Chi-Square test, there was a significant relationship between employment status and homemakers having a listing of clothing items. Findings indicated that 7.5 percent of employed homemakers had a listing or pictures of clothing items compared to 5.0 percent of unemployed homemakers. A higher percentage of employed than of the unemployed homemakers were using the practice of having a listing of clothing items.

Wardrobe Planning

Variables included in wardrobe planning focused on considering basic colors when planning and purchasing clothing, being able to dress for most occasions without purchasing clothing and wearing special occasion clothing to several events. Findings revealed that 93.5 percent of employed homemakers wear special occasion clothing to

several events as compared to 87.7 percent of the unemployed homemakers. The percentage of employed homemakers using this practice was significantly higher than unemployed homemakers. Unemployed homemakers were using the practices of managing to dress for most occasions without purchases and considering basic colors at a higher percentage than employed homemakers, but there was no significant relationship.

Clothing Expense Records

Of the two variables dealing with clothing expense records only one was found to be significantly related to employment status of the homemakers. The variable dealing with feelings on the amount of money spent on clothing was measured in terms of (1) too much, (2) about right, and (3) not enough. The response revealed that 71.1 percent of the unemployed homemakers felt they spent about the right amount of money on clothing compared to 67.9 percent of the employed homemakers. Data indicated that the unemployed homemakers felt better about the amount of money spent on clothing than did the employed homemakers.

Clothing Selection and Buying

Of the 29 practices dealing with selection and buying, 10 were found to be significantly related to homemakers' employment status. Those practices not found to be significantly related to employment status were filing complaints about defective merchandise, shopping at end-of-season sales, comparing prices, considering quality of

fabric, checking garments for fit, returning garments and considering care and upkeep.

A higher percentage of the employed homemakers (86.8 percent) had purchased garments that performed poorly compared to 79.9 percent of those unemployed homemakers. A slightly higher percentage of employed homemakers (88.6 percent) than of unemployed were satisfied with sale purchases. A higher percentage of the unemployed than of the employed homemakers were following recommended practices dealing with considering ample seams, adequate hems, sturdy buttonholes, fiber content, special finishes, cost of repair, cost of storage, and neat stitching. According to the χ^2 test, use of these practices was significantly related to homemakers' employment status. The variables that were used most frequently by employed homemakers seemed to deal with shopping skills; whereas, those used most frequently by the unemployed homemakers dealt with quality of purchase and cost of repair, storage and upkeep.

Clothing Upkeep and Recycling

Findings regarding six practices were summarized in this subsection. There was no significant difference in homemakers' employment status and whether or not they followed care labels and whether or not they repaired clothing. Data revealed that employed homemakers preferred machine wash (89.2 percent) as compared to 84.9 percent of unemployed homemakers. Also a higher percentage of the employed homemakers preferred machine drying (64.4 percent); as compared to 52.4 percent of unemployed homemakers. Unemployed homemakers altered

and made over clothing more often than employed homemakers. Almost 78 percent of the unemployed homemakers altered clothing compared to 67.5 percent of the employed homemakers. According to the χ^2 test, a significantly higher percentage of unemployed homemakers than the employed homemakers preferred handwashing, drip drying, line drying and altered and made over clothing.

Summary

Employment status of homemakers was not significantly related to overall clothing inventory practice use. However there was a significant relationship between employment status and homemakers having a list of clothing items. A higher percentage of employed than of the unemployed homemakers were using the practice of having a listing of clothing items. Overall employment status was not significantly related to homemakers using wardrobe planning.

Homemakers responded to two practices dealing with clothing expense records. Employment status was not related to practice use dealing with family keeping record of clothing expenditures. However there was a significant relationship between employment status and homemakers feelings on the amount of money spent on clothing. Unemployed homemakers felt better about the amount of money spent on clothing than did the employed homemakers.

Ten of 29 variables dealing with clothing selection and buying were found to be significantly related to homemakers' employment status. A higher percentage of unemployed homemakers than of the employed

homemakers were using recommended practices dealing with quality and cost of repair, storage and upkeep. A higher percentage of employed homemakers than unemployed homemakers more frequently used practices dealing with shopping skills.

Homemakers' employment status was found to be significantly related at the .05 level to homemakers use of four of six practices dealing with clothing upkeep and recycling. The two practices not found to be significantly related to employment status were following care labels and repairing clothing. A higher percentage of unemployed homemakers than employed homemakers preferred hand washing, line or drip drying, altered clothing and made over clothing.

II. RELATIONSHIPS BETWEEN EXTENSION CLOTHING MEETINGS

ATTENDED AND HOMEMAKERS USE OF RECOMMENDED

CLOTHING CONSUMER PRACTICES

Table II presents findings regarding the relationship between the number of Extension clothing meetings attended during a 12-month period and homemakers' use of recommended clothing consumer practices. The section was divided into five subsections: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection, and (5) clothing upkeep and recycling. Each subsection dealt with the relationship between Extension clothing meetings attended and homemakers use of recommended clothing consumer practices.

TABLE II. Relationships Between Extension Clothing Meetings Attended and Homemakers Use of Recommended Clothing Consumer Practices

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING INVENTORY								
Have listing or pictures of clothing items.								
No	772	96.0	818	94.9	364	93.6		
Yes	49	4.0	44	5.1	25	6.4		
TOTAL	821	100.0	862	100.0	389	100.0	1.06	.59
Have plan for additional clothing needs.								
No	686	83.1	688	79.5	312	80.2		
Yes	140	16.9	177	20.5	77	19.8		
TOTAL	826	100.0	865	100.0	389	100.0	3.62	.16
Family can identify 75 percent of clothing in case of fire or theft.								
No	303	36.8	318	36.9	176	45.2		
Yes	521	63.2	543	63.1	213	54.8		
TOTAL	824	100.0	861	100.0	389	100.0	9.41	.01
WARDROBE PLANNING								
Consider basic colors when planning and purchasing clothing.								
No	262	31.8	217	25.1	92	23.6		
Yes	563	68.2	647	74.9	298	76.4		
TOTAL	825	100.0	864	100.0	380	100.0	12.96	.00
Could manage to dress for most occasions without purchases.								
No	729	89.0	728	84.5	340	87.9		
Yes	90	11.0	134	15.5	47	12.1		
TOTAL	819	100.0	862	100.0	387	100.0	8.04	.02
Wear special occasion clothing to special events.								
No	80	11.7	78	7.6	26	7.3		
Yes	605	88.3	945	92.4	328	92.7		
TOTAL	685	100.0	1023	100.0	354	100.0	9.61	.01

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test Value	p
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent		
CLOTHING EXPENSE RECORDS								
Keeps record of family clothing expenditures.								
No	729	89.0	728	84.5	340	87.9		
Yes	90	11.0	134	15.5	47	12.1		
TOTAL	819	100.0	862	100.0	387	100.0	8.04	.02
Amount spent on clothing.								
Too much	99	44.8	556	38.2	167	41.9		
About right	80	36.2	621	42.7	164	41.1		
Not enough	42	19.0	278	19.1	68	17.0		
TOTAL	221	100.0	1455	100.0	395	100.0	5.42	.24
CLOTHING SELECTION AND BUYING								
Have purchased garments with bad performance.								
No	136	16.5	170	19.7	69	17.9		
Yes	689	83.5	691	80.3	317	82.1		
TOTAL	825	100.0	861	100.0	375	100.0	3.04	.22
Files complaints about defective garments with store manager.								
No	182	22.1	216	25.4	110	28.4		
Yes	642	77.9	636	74.6	277	71.6		
TOTAL	824	100.0	852	100.0	387	100.0	6.11	.05
Files complaints about defective garments with manufacturer.								
No	454	59.7	466	58.1	217	60.1		
Yes	307	40.3	336	41.9	144	39.9		
TOTAL	761	100.0	802	100.0	361	100.0	.58	.75
Store deals with complaints promptly.								
No	59	7.7	79	9.7	39	11.0		
Yes	709	92.3	737	90.3	314	89.0		
TOTAL	768	100.0	816	100.0	353	100.0	3.80	.15

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Purchase items at end-of-season sales.								
No	188	22.8	189	21.8	90	23.2		
Yes	635	77.2	677	78.2	298	76.8		
TOTAL	823	100.0	866	100.0	388	100.0	.39	.82
Satisfied with sale purchases.								
No	83	10.2	95	11.0	44	11.5		
Yes	731	89.8	766	89.0	339	88.5		
TOTAL	814	100.0	861	100.0	383	100.0	.55	.76
Compare prices at different stores.								
No	116	14.1	118	13.7	59	15.2		
Yes	708	85.9	745	86.3	329	84.8		
TOTAL	824	100.0	863	100.0	388	100.0	.52	.77
Consider quality of fabric.								
Sometimes	131	15.9	100	11.6	48	12.4		
Most of time	324	39.3	298	34.5	130	33.5		
Nearly always	369	44.8	465	53.9	210	54.1		
TOTAL	824	100.0	863	100.0	388	100.0	18.20	.00
Consider ample seams with finish.								
Sometimes	223	48.1	165	19.2	76	19.7		
Most of time	325	39.4	313	36.5	149	38.6		
Nearly always	277	33.6	380	44.3	161	41.7		
TOTAL	825	100.0	858	100.0	386	100.0	26.75	.00
Consider adequate and neat hems.								
Sometimes	185	22.5	144	16.7	71	18.6		
Most of time	293	35.6	255	29.7	120	31.4		
Nearly always	345	41.9	461	53.6	191	50.0		
TOTAL	823	100.0	860	100.0	382	100.0	24.20	.00
Consider neat stitching.								
Sometimes	197	24.0	133	15.5	65	17.0		
Most of time	305	37.1	296	34.4	134	35.0		
Nearly always	319	38.9	431	50.1	184	48.0		
TOTAL	821	100.0	860	100.0	403	100.0	30.63	.00

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider sturdy buttonholes.								
Sometimes	226	27.6	155	18.3	76	20.0		
Most of time	306	37.4	323	38.1	138	36.3		
Nearly always	286	35.0	370	43.6	166	43.7		
TOTAL	818	100.0	848	100.0	380	100.0	26.88	.00
Check garments for fit.								
Sometimes	28	3.4	28	3.2	8	2.1		
Most of time	156	19.0	114	13.2	55	14.2		
Nearly always	639	77.6	721	83.5	324	83.7		
TOTAL	823	100.0	863	100.0	387	100.0	13.33	.01
Check for comfort.								
Sometimes	22	35.5	29	3.4	11	2.9		
Most of time	195	23.8	161	18.7	74	19.4		
Nearly always	604	73.6	671	77.9	297	77.7		
TOTAL	821	100.0	861	100.0	382	100.0	7.52	.11
Consider appearance of garment.								
Sometimes	21	2.6	32	3.7	7	1.8		
Most of time	171	20.9	128	14.9	77	19.9		
Nearly always	627	76.6	699	81.4	302	78.2		
TOTAL	819	100.0	859	100.0	386	100.0	14.16	.01
Returned garment because of poor fit.								
No	237	29.0	267	31.2	131	34.0		
Yes	579	71.0	590	68.8	254	66.0		
TOTAL	816	100.0	857	100.0	385	100.0	3.10	.21
Returned garment because of lack of comfort.								
No	396	49.3	425	50.2	206	55.4		
Yes	407	50.7	421	49.8	166	44.6		
TOTAL	803	100.0	846	100.0	372	100.0	3.93	.14
Returned garment because of looks.								
No	316	39.1	331	39.1	170	45.2		
Yes	492	60.9	516	60.9	206	54.8		
TOTAL	808	100.0	847	100.0	376	100.0	4.77	.09

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Have changed clothing type to help control energy cost.								
No	363	45.0	317	36.6	127	32.8		
Yes	454	55.6	550	63.4	260	67.2		
TOTAL	827	100.0	867	100.0	387	100.0	18.52	.00
Family uses layering of clothing to control energy costs.								
No	184	22.4	118	13.6	57	14.7		
Yes	639	77.6	747	86.4	330	85.3		
TOTAL	823	100.0	865	100.0	387	100.0	24.59	.00
Fibers preferred.								
Natural	165	20.1	173	20.0	82	21.0		
Synthetics	138	16.8	166	19.2	81	20.8		
Blends	519	63.1	525	60.8	227	58.2		
TOTAL	822	100.0	864	100.0	390	100.0	3.87	.42
Consider fiber content before purchasing.								
No	125	15.4	98	11.3	44	11.5		
Yes	688	84.6	767	88.7	340	88.5		
TOTAL	813	100.0	865	100.0	384	100.0	7.01	.03
Consider care requirements before purchasing.								
No	37	4.5	24	2.8	12	3.1		
Yes	783	95.5	841	97.2	378	96.9		
TOTAL	820	100.0	865	100.0	390	100.0	4.02	.13
Consider special finishes before purchasing.								
No	269	33.3	237	27.6	98	25.9		
Yes	538	66.7	622	72.4	280	74.1		
TOTAL	807	100.0	859	100.0	378	100.0	9.51	.01
Consider shrinkage control before purchasing.								
No	123	15.0	132	15.2	49	12.8		
Yes	695	85.0	734	84.8	335	87.2		
TOTAL	818	100.0	866	100.0	384	100.0	1.43	.49

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider cost of repair before purchasing.								
No	428	52.2	381	44.3	152	39.4		
Yes	392	47.8	480	55.7	234	60.6		
TOTAL	820	100.0	861	100.0	386	100.0	20.31	.00
Consider cost of upkeep before purchasing.								
No	119	45.8	104	12.1	37	9.5		
Yes	701	85.5	759	87.9	352	90.5		
TOTAL	820	100.0	863	100.0	389	100.0	6.35	.04
Consider cost of storage before purchasing.								
No	552	68.4	490	57.6	203	53.6		
Yes	255	31.6	361	42.4	176	46.4		
TOTAL	707	100.0	851	100.0	379	100.0	31.61	.00
CLOTHING UPKEEP AND RECYCLING								
Follow care labels.								
Sometimes	63	7.7	53	6.1	20	5.2		
Most of time	264	32.2	245	28.4	104	26.8		
Nearly always	494	60.2	565	65.5	264	68.0		
TOTAL	821	100.0	863	100.0	388	100.0	9.38	.05
Preferred method of washing.								
Machine wash	737	89.6	707	82.8	326	84.5		
Hand wash	86	10.4	147	17.2	60	15.5		
TOTAL	823	100.0	854	100.0	386	100.0	16.43	.00
Preferred drying method.								
Machine dry	499	60.3	445	51.4	212	54.6		
Drip dry	127	15.4	156	18.0	66	17.0		
Line dry	201	24.3	265	30.6	110	28.4		
TOTAL	827	100.0	866	100.0	388	100.0	14.11	.01

TABLE II (Continued)

Recommended Practice	Extension Clothing Meetings Attended						Chi-Square Test	
	Not Any		One		Two-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Repaired clothing.								
No	68	8.3	76	8.8	40	10.4		
Yes	747	91.7	785	91.2	346	89.6		
TOTAL	815	100.0	861	100.0	386	100.0	1.33	.51
Altered clothing.								
No	247	30.8	190	22.4	76	19.9		
Yes	555	69.2	659	77.6	306	80.1		
TOTAL	802	100.0	849	100.0	382	100.0	22.60	.00
Made over clothing.								
No	551	69.6	466	55.7	210	56.1		
Yes	240	30.4	371	44.3	164	43.9		
TOTAL	792	100.0	837	100.0	374	100.0	38.17	.00

Clothing Inventory

Findings regarding three clothing inventory practices are included in this subsection. The number of Extension meetings attended by homemakers was not significantly related to whether or not homemakers had a listing or pictures of clothing items or whether or not they had plans for additional clothing needs. However, there was a significant relationship between the number of meetings attended and homemakers use of the recommended practice of being able to identify 75 percent of clothing in case of fire or theft. The findings indicated that homemakers who had attended two or more Extension meetings were less likely than those not attending any meetings to be able to identify clothing in case of fire or theft.

Wardrobe Planning

The three wardrobe planning practices focused on considering basic colors, being able to dress for most occasions without purchasing clothing and wearing special occasion clothing to several events. Findings revealed that use of each of the wardrobe planning practices was significantly related to the number of Extension clothing meetings attended. A higher percent of homemakers attending 1 or more Extension clothing meetings as compared to those not attending any meetings during the past 12 months were using each of the three consumer practices regarding wardrobe planning (i.e., consider basic colors when planning and purchasing clothing; could manage to dress for most occasions without making additional purchases, and wear special occasion clothing to several events).

Clothing Expense Records

Of the 2,068 homemakers that were surveyed relating to record keeping, only 271 kept a record of clothing expenditures; however, a higher percentage of homemakers who had attended Extension clothing meetings were keeping records of clothing expenditures. There was no significant relationship between Extension clothing meetings attended and respondents feelings about the amount of money spent on clothing.

Clothing Selection and Buying

Of the 29 variables dealing with selection and buying, 15 were found to be significantly related to Extension clothing meetings attended. Those variables not found to be significantly related to Extension clothing meetings attended were the areas of: purchasing garments with bad performance, filing complaints with manufacturer, stores dealing with complaints properly, purchasing items at end-of-season sales, comparing prices, being satisfied with sale purchases, checking for comfort, returning garments, considering shrinkage control and fibers preferred.

There was a negative relationship between number of Extension meetings attended and whether or not homemakers filed complaints with the store manager. A higher percentage of homemakers who had not attended any Extension meetings (77.9 percent) than those who had attended two meetings (71.6 percent) had filed complaints about defective garments with store managers.

With the other 14 practices pertaining to clothing selection and buying each practice was used by a higher percent of the homemakers

who attended one or more Extension meetings than by those not attending any meetings. A higher percentage of homemakers attending Extension meetings considered ample seams with finishes than those not attending meetings. There was a significant relationship between Extension clothing meetings attended and homemakers considering adequate hems, neat stitching, sturdy buttonholes, garment's fit and appearance. Percentage of homemakers using the recommended practice was higher in each of these practices for homemakers attending Extension clothing meetings than for those not attending meetings.

Other variables that were significantly related to Extension clothing meetings attended were: changing type of clothing to conserve energy costs, energy value, using layering of clothing for comfort factor and control of energy costs, considering fiber content, considering special finishes, cost of repair and cost of storage and upkeep. Homemakers who had attended 1 or more Extension meetings were using each practice at a higher percent than those not attending any meetings. The number of Extension clothing meetings attended did not seem to be the critical factor in the use of the practice. Attending at least 1 meeting was most important to the use of a majority of the practices studied.

Clothing Upkeep and Recycling

Of the six practices considered under this heading only one was not significantly related to the number of Extension clothing meetings attended. There was no significant relationship between Extension clothing meetings attended and whether or not homemakers repaired clothing. The percentage of homemakers using the recommended practices

increased in all variables for those attending one or more Extension clothing meetings. According to the χ^2 test there was a significant relationship between Extension clothing meetings attended and homemakers following care labels, using hand washing, drip and line drying, altering clothes and making over clothes. A higher percentage of the homemakers who attended Extension meetings than those who did not were using these practices.

Extension clothing meetings attended by homemakers was significantly related to 25 of the 43 clothing consumer practices. In a majority of cases homemakers attending Extension meetings were more likely to use the clothing consumer practices than those who did not attend any meetings.

Summary

Extension clothing meetings attended was not significantly related to clothing inventory practice use. However, there was a tendency for homemakers that had not attended any Extension clothing meetings to be using these recommended practices at a higher percentage than those who had attended Extension clothing meetings.

Three practices were related to wardrobe planning. All three practices showed significant relationships between Extension clothing meetings attended and use of these practices.

Homemakers responded to two practices dealing with clothing expense records. Extension clothing meetings attended was not related to practice use dealing with feelings on the amount of money spent on clothing. Although not many homemakers were keeping clothing

expenditure records there was a significant relationship to practice use and Extension clothing meetings attended. Use of clothing expenditure record keeping increased for those homemakers attending Extension clothing meetings.

Homemakers responded to 29 practices dealing with clothing selection and buying. Fifteen of the 29 practices were significantly related to Extension clothing meetings attended. Practices dealing with construction details before purchasing were significantly related to number of Extension clothing meetings attended.

Homemakers attendance at Extension clothing meetings was found to be significant at the .05 level in five of the six practices dealing with clothing upkeep and recycling. The only practice that was not significant was that of homemakers repairing clothing.

III. RELATIONSHIPS BETWEEN NUMBER OF EXTENSION CLOTHING PUBLICATIONS RECEIVED AND HOMEMAKERS USE OF RECOMMENDED CLOTHING CONSUMER PRACTICES

Table III presents findings regarding relationships between number of Extension clothing publications received during a 12-month period and homemakers use of recommended clothing consumer practices. The section was divided into five subsections: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection and buying, and (5) clothing upkeep and recycling. Findings regarding each of these practice groups dealt with the relationship

TABLE III. Relationships Between Number of Extension Clothing Publications Received and Homemakers Use of Recommended Clothing Consumer Practices

Recommended Practice	Clothing Publications Received						Chi-Square Test	
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING INVENTORY								
Have listing or pictures of clothing items.								
No	784	94.6	890	94.7	279	92.4		
Yes	45	5.4	50	5.3	23	7.6		
TOTAL	829	100.0	940	100.0	802	100.0	2.43	.30
Have plan for additional clothing needs.								
No	693	83.5	765	80.9	227	74.9		
Yes	137	16.5	181	19.1	76	25.1		
TOTAL	830	100.0	946	100.0	303	100.0	10.67	.00
Family can identify 75 percent of clothing in case of fire or theft.								
No	311	37.5	377	40.1	109	36.0		
Yes	519	62.5	563	59.9	194	64.0		
TOTAL	830	100.0	940	100.0	303	100.0	2.21	.33
WARDROBE PLANNING								
Consider basic colors when planning and purchasing clothing.								
No	243	29.3	251	26.6	77	25.2		
Yes	587	70.7	692	73.4	228	74.8		
TOTAL	830	100.0	943	100.0	305	100.0	2.46	.29
Could manage to dress for most occasions without purchases.								
No	109	13.2	112	11.9	33	11.0		
Yes	718	86.8	826	88.1	268	89.0		
TOTAL	827	100.0	938	100.0	301	100.0	1.21	.55
Wear special occasion clothing to several events.								
No	78	9.5	76	8.1	30	9.9		
Yes	746	90.5	860	91.9	272	90.1		
TOTAL	824	100.0	936	100.0	302	100.0	1.42	.49

TABLE III (Continued)

Recommended Practice	Clothing Publications Received						Chi-Square Test Value	p
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent		
CLOTHING EXPENSE RECORDS								
Keep record of family expenditures.								
No	727	88.3	802	85.2	267	88.1		
Yes	96	11.7	139	14.8	36	11.9		
TOTAL	823	100.0	941	100.0	303	100.0	4.19	.12
Amount spent on clothing.								
Too much	80	9.6	109	11.6	32	10.6		
About right	586	70.6	662	70.3	206	68.2		
Not enough	164	19.8	171	18.2	64	21.2		
TOTAL	830	100.0	942	100.0	302	100.0	3.03	.55
CLOTHING SELECTION AND BUYING								
Have purchased garments with bad performance.								
No	143	17.2	170	18.1	62	20.5		
Yes	686	82.8	770	81.9	240	79.5		
TOTAL	829	100.0	940	100.0	302	100.0	1.61	.45
Files complaints about defective garments with store manager.								
No	186	22.5	252	26.9	70	23.3		
Yes	640	77.5	684	73.1	230	76.7		
TOTAL	826	100.0	936	100.0	300	100.0	4.91	.09
Files complaints about defective garments with manufacturer.								
No	471	62.1	504	57.2	161	56.9		
Yes	288	37.9	377	42.8	122	43.1		
TOTAL	759	100.0	881	100.0	283	100.0	4.62	.10
Store deals with complaints promptly.								
No	67	8.7	73	8.3	37	12.8		
Yes	703	91.3	805	91.7	251	87.2		
TOTAL	770	100.0	878	100.0	288	100.0	5.66	.06

TABLE III (Continued)

Recommended Practice	Clothing Publications Received						Chi-Square Test	
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Purchase items at end-of-season sales.								
No	196	23.6	213	22.6	58	19.1		
Yes	635	76.4	728	77.4	246	80.9		
TOTAL	831	100.0	941	100.0	304	100.0	2.61	.27
Satisfied with sale purchases.								
No	75	9.2	116	12.4	31	10.3		
Yes	744	90.8	820	87.6	271	89.7		
TOTAL	819	100.0	936	100.0	302	100.0	4.85	.09
Compare prices at different stores.								
No	107	12.9	154	16.4	32	10.5		
Yes	723	87.1	785	83.6	273	89.5		
TOTAL	830	100.0	939	100.0	305	100.0	8.37	.02
Consider quality of fabric.								
Sometimes	130	15.7	123	13.0	26	8.6		
Most of time	313	37.8	339	35.9	99	32.7		
Nearly always	385	46.5	481	51.0	178	58.7		
TOTAL	828	100.0	943	100.0	303	100.0	16.98	.00
Consider ample seams with finish.								
Sometimes	217	26.2	190	20.2	56	18.6		
Most of time	325	39.3	359	38.2	103	34.2		
Nearly always	285	34.5	391	41.6	142	47.2		
TOTAL	827	100.0	850	100.0	301	100.0	21.73	.00
Consider adequate and neat hems.								
Sometimes	188	22.8	161	17.2	51	16.9		
Most of time	286	34.6	300	32.1	81	26.8		
Nearly always	352	42.6	475	50.7	170	56.3		
TOTAL	826	100.0	936	100.0	302	100.0	23.02	.00

TABLE III (Continueud)

Recommended Practice	Clothing Publications Received						Chi-Square Test	
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider neat stitching.								
Sometimes	189	22.9	166	17.7	40	13.3		
Most of time	306	37.1	334	35.6	95	31.6		
Nearly always	330	40.0	437	46.6	166	55.1		
TOTAL	825	100.0	937	100.0	301	100.0	26.34	.00
Consider sturdy buttonholes.								
Sometimes	206	25.2	193	20.8	58	19.5		
Most of time	318	38.9	341	36.7	107	36.0		
Nearly always	294	35.9	396	42.6	132	44.4		
TOTAL	818	100.0	930	100.0	287	100.0	10.07	.04
Check garments for fit.								
Sometimes	30	3.6	28	3.0	6	2.0		
Most of time	142	17.2	151	16.0	764	81.0		
Nearly always	655	79.2	764	81.0	264	87.4		
TOTAL	827	100.0	943	100.0	302	100.0	10.07	.04
Check for comfort.								
Sometimes	26	3.1	25	2.7	11	3.6		
Most of time	180	21.8	198	21.2	51	16.9		
Nearly always	621	75.1	711	76.1	240	79.5		
TOTAL	827	100.0	234	100.0	302	100.0	4.02	.40
Consider appearance of garment								
Sometimes	27	3.3	29	3.1	4	1.3		
Most of time	147	17.8	180	19.3	49	16.3		
Nearly always	653	79.0	726	77.6	248	82.4		
TOTAL	827	100.0	935	100.0	301	100.0	4.97	.29
Returned garment because of poor fit.								
No	235	28.7	303	32.4	97	32.1		
Yes	585	71.3	632	67.6	205	67.9		
TOTAL	820	100.0	935	100.0	302	100.0	3.13	.21

TABLE III (Continued)

Recommended Practice	Clothing Publications Received						Chi-Square Test	
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Returned garment because of lack of comfort.								
No	395	49.1	492	53.6	139	46.8		
Yes	410	50.9	426	46.4	158	53.2		
TOTAL	705	100.0	918	100.0	297	100.0	5.73	.06
Returned garment because of looks.								
No	307	38.0	400	43.3	110	36.8		
Yes	500	62.0	524	56.7	189	63.2		
TOTAL	807	100.0	924	100.0	259	100.0	6.68	.04
Have changed clothing type to help control energy costs.								
No	336	40.7	365	38.7	105	34.7		
Yes	489	59.3	577	61.3	198	65.3		
TOTAL	925	100.0	942	100.0	303	100.0	3.46	.18
Family uses layering to control energy costs.								
No	165	19.9	145	15.4	49	16.2		
Yes	663	80.1	799	84.6	253	83.8		
TOTAL	828	100.0	944	100.0	302	100.0	6.72	.03
Fibers preferred.								
Natural	167	20.1	198	21.0	55	18.2		
Synthetics	146	17.6	170	18.0	69	22.8		
Blends	517	62.3	574	60.9	179	59.1		
TOTAL	830	100.0	942	100.0	303	100.0	4.79	.31
Consider fiber content before purchasing.								
No	115	14.0	125	13.3	27	8.9		
Yes	706	86.0	812	86.7	276	91.1		
TOTAL	821	100.0	937	100.0	303	100.0	5.32	.07
Consider care requirements before purchasing.								
No	34	4.1	31	3.3	8	2.6		
Yes	794	95.9	911	96.7	296	97.4		
TOTAL	828	100.0	942	100.0	304	100.0	1.69	.43

TABLE III (Continued)

Recommended Practice	Clothing Publications Received						Chi-Square Test Value	p
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent		
Consider special finishes before purchasing.								
No	262	32.2	257	27.7	84	28.0		
Yes	552	67.8	672	72.3	216	72.0		
TOTAL	814	100.0	929	100.0	300	100.0	4.65	.10
Consider shrinkage control before purchasing.								
No	103	12.5	163	17.3	38	12.6		
Yes	721	87.5	778	82.7	264	87.4		
TOTAL	824	100.0	941	100.0	302	100.0	9.42	
Consider cost of repair before purchasing.								
No	413	50.2	432	45.9	116	38.4		
Yes	410	49.8	509	54.1	186	61.6		
TOTAL	823	100.0	941	100.0	302	100.0	12.56	.00
Consider cost of upkeep before purchasing.								
No	109	13.2	129	13.7	22	7.3		
Yes	717	86.8	813	86.3	281	92.7		
TOTAL	826	100.0	942	100.0	303	100.0	9.16	.01
Consider cost of storage before purchasing.								
No	521	64.6	564	60.7	159	53.0		
Yes	286	35.4	365	39.3	141	47.0		
TOTAL	807	100.0	929	100.0	290	100.0	12.41	.00
CLOTHING UPKEEP AND RECYCLING								
Follow care labels.								
Sometimes	57	6.9	64	6.8	15	5.0		
Most of time	264	32.0	278	29.5	71	23.4		
Nearly always	505	61.1	600	63.7	217	71.6		
TOTAL	826	100.0	942	100.0	303	100.0	10.69	.03

TABLE III (Continued)

Recommended Practice	Clothing Publications Received						Chi-Square Test	
	Not Any		One-Four		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Preferred method of washing.								
Machine wash	720	86.6	790	85.2	259	85.2		
Hand wash	111	13.4	137	14.8	45	14.8		
TOTAL	831	100.0	927	100.0	304	100.0	.83	.66
Preferred drying method.								
Machine dry	475	57.0	530	56.1	150	49.5		
Drip dry	147	17.6	147	15.6	55	18.2		
Line dry	211	25.3	267	28.3	98	32.3		
TOTAL	833	100.0	944	100.0	303	100.0	8.08	.09
Repaired clothing.								
No	85	10.4	80	8.5	19	6.3		
Yes	733	89.6	860	91.5	284	93.7		
TOTAL	818	100.0	940	100.0	303	100.0	4.99	.08
Altered clothing.								
No	247	30.7	213	22.9	52	17.5		
Yes	558	69.3	717	77.1	245	82.5		
TOTAL	805	100.0	930	100.0	297	100.0	24.77	.00
Made over clothing.								
No	553	70.2	525	56.9	148	50.7		
Yes	235	29.8	397	43.1	144	49.3		
TOTAL	788	100.0	922	100.0	292	100.0	47.40	.00

between the number of Extension clothing publications homemakers received and their use of each recommended clothing consumer practices.

Clothing Inventory

The number of Extension clothing publications received by homemakers was not significantly related to two of the three clothing inventory practices (i.e., homemakers having a listing or pictures of clothing items and homemakers being able to identify clothing in case of fire or theft). The number of Extension clothing publications received was significantly related to homemakers having a plan for additional clothing needs ($p < .00$). Homemakers receiving five or more Extension clothing publications were using this practice more (25.1 percent) than those receiving one to four publications (19.1 percent) and those not receiving any publications (16.5 percent).

Wardrobe Planning

Variables included in wardrobe planning related to considering basic colors when planning for clothing purchasing, being able to dress for most occasions without purchases and wearing special occasion clothing to several events. Homemakers were using recommended practices with all three of these variables at a high percentage ranging from 70.7 percent all the way to 91.9 percent; however, there was no significant relationship between the number of clothing publications received and the use of these recommended practices.

Clothing Expense Records

Two practices were included in the survey related to record keeping. There was no significant relationship between the number of Extension clothing publications received and the use of the clothing consumer practice in either of these practices.

Clothing Selection and Buying

The number of Extension clothing publications received was significantly related to practice use of 13 of the 29 practices in this subsection. The practices that were related to publications received dealt with comparing prices, considering quality of fabric, considering ample seams with finish, considering adequate hems, neat stitching, sturdy buttonholes, checking for fit, returning garments because of looks, using layering for energy control, considering shrinkage control, cost of repair, upkeep and storage. In every significant practice, with the exception of the one dealing with comparing prices, the use of the practice increased as the number of Extension clothing publications received increased.

The percentage of homemakers using the practice ranged from 4 to 12 percent higher for those receiving Extension clothing publications than those not receiving any Extension publications. Those practices that percentage use increased the most with increases in the number of Extension clothing publications received were considering quality of fabric increasing from 46.5 percent not receiving any Extension publications to 58.7 percent receiving 5 or more Extension clothing publications. Use of ample seam finish increased from 34.5 percent

of homemakers not receiving any Extension publications to 47.2 percent of those receiving 5 or more publications. Also adequate and neat hems and neat stitching increased greatly with the increase in Extension publications received. According to the x^2 test, receiving Extension clothing publications did show a significant relationship to use of 43 percent of the practices relating to clothing selection and buying.

Clothing Upkeep and Recycling

The number of Extension clothing publications received was significantly related ($p.00$) to practice use with three of the six variables dealing with upkeep and recycling. About 60 percent of the homemakers who had not received any Extension clothing publications, compared to 71.6 percent of those who received 5 or more Extension clothing publications were following care labels. Almost 70 percent of homemakers that received no publications, as compared to 82.5 percent that received 5 or over had altered clothing. About 30 percent of the homemakers receiving no publications, compared to 49.3 percent receiving 5 or over had made over clothing. There was no relationship between the number of Extension clothing publications received and use of practices dealing with preference of washing and drying methods or repairing clothing.

Summary

Findings reported in Table III showed significant relationships between practice use and Extension clothing publications received with 17 of the 43 practices considered in the study. The majority of the

positive significant relationships between Extension clothing publications received and use of recommended clothing consumer practices were related to the area of clothing selection and buying. Twelve of 29 variables in this area were shown to have significant positive relationships to practice use and Extension clothing publications received. Generally, use of the clothing consumer practices increased as the number of Extension clothing publications received also increased.

IV. RELATIONSHIP BETWEEN VISITS TO THE EXTENSION OFFICE AND HOMEMAKERS USE OF RECOMMENDED CLOTHING CONSUMER PRACTICES

Table IV deals with the relationship between visits to the Extension office and homemakers use of recommended clothing consumer practices. The visits were during a 12-month period. The section was divided into five subsections: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection and buying, and (5) clothing upkeep and recycling. Forty-two practices were studied and reported in these five areas. Each of the subsections dealt with relationships between visits to the Extension office and homemakers use of recommended clothing consumer practices.

Clothing Inventory

There were three variables considered under this heading. Although practice use was low on having a listing or pictures of clothing items for those not visiting the office 4.2 percent, 5.7 percent for those visiting from 1-5 times and 8.5 percent for those

TABLE IV. Relationship Between Visits to the Extension Office and Homemakers Use of Recommended Clothing Consumer Practices

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Six-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING INVENTORY								
Have listing or pictures of clothing items.								
No	791	95.8	784	94.3	379	91.5		
Yes	35	4.2	47	5.7	35	8.5		
TOTAL	826	100.0	831	100.0	414	100.0	9.20	.01
Have plan for additional clothing needs.								
No	707	85.2	673	80.9	307	73.6		
Yes	123	14.8	159	19.1	110	26.4		
TOTAL	830	100.0	832	100.0	417	100.0	24.30	.00
Family can identify 75 percent of clothing in case of fire or theft.								
No	355	42.9	303	36.5	139	33.4		
Yes	472	57.1	527	63.5	277	66.6		
TOTAL	827	100.0	830	100.0	416	100.0	12.79	.00
WARDROBE PLANNING								
Consider basic colors when planning and purchasing garments.								
No	257	30.9	212	25.5	103	24.7		
Yes	574	69.1	618	74.5	314	75.3		
TOTAL	831	100.0	830	100.0	417	100.0	8.12	.02
Could manage to dress for most occasions without purchases.								
No	112	13.5	105	12.7	37	9.0		
Yes	718	86.5	720	87.3	374	91.0		
TOTAL	830	100.0	825	100.0	411	100.0	5.38	.07
Wear special occasion clothing to several events.								
No	91	11.0	68	8.2	25	6.1		
Yes	736	89.0	757	91.8	385	93.9		
TOTAL	827	100.0	825	100.0	410	100.0	8.90	.01

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	No.	Percent	One-Five No.	Percent	Six-Over No.	Percent	Value	p
CLOTHING EXPENSE RECORDS								
Keep record of family clothing expenditures.								
No	745	90.0	707	85.6	344	83.3		
Yes	83	10.0	119	14.4	69	16.7		
TOTAL	832	100.0	826	100.0	413	100.0	12.83	.00
Amount spent on clothing.								
Too much	96	11.6	76	9.2	49	11.8		
About right	582	70.1	571	69.0	301	72.4		
Not enough	152	18.3	181	21.9	66	15.9		
TOTAL	830	100.0	728	100.0	416	100.0	9.08	.06
CLOTHING SELECTION AND BUYING								
Have purchased garments with bad performance.								
No	168	20.2	154	18.6	52	12.6		
Yes	662	79.8	675	81.4	360	87.4		
TOTAL	830	100.0	829	100.0	312	100.0	11.05	.00
Files complaints about defective garments with store manager.								
No	218	26.4	204	24.8	85	20.6		
Yes	607	73.6	620	75.2	328	79.4		
TOTAL	823	100.0	824	100.0	413	100.0	5.09	.08
Files complaints about defective garments with manufacturer.								
No	496	65.5	435	55.8	204	52.8		
Yes	261	34.5	345	44.2	182	47.2		
TOTAL	757	100.0	780	100.0	386	100.0	22.72	.00
Stores deals with complaints promptly.								
No	69	8.9	70	9.1	38	9.6		
Yes	702	91.9	699	90.9	358	90.4		
TOTAL	771	100.0	769	100.0	396	100.0	.13	.94

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Six-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Purchase items at end-of-season sales.								
No	197	23.8	187	22.4	84	20.3		
Yes	632	76.2	647	77.6	329	79.7		
TOTAL	829	100.0	834	100.0	413	100.0	1.86	.39
Satisfied with sale purchases.								
No	103	12.6	86	10.4	33	8.0		
Yes	715	87.4	740	89.6	379	92.0		
TOTAL	820	100.0	826	100.0	412	100.0	6.19	.05
Compare prices at different stores.								
No	136	16.4	122	14.7	35	8.4		
Yes	692	83.6	708	85.3	381	91.6		
TOTAL	828	100.0	830	100.0	416	100.0	15.02	.00
Consider quality of fabric.								
Sometimes	141	17.0	100	12.0	38	9.2		
Most of time	323	39.0	294	35.4	135	32.5		
Nearly always	364	44.0	437	52.6	242	58.3		
TOTAL	628	100.0	831	100.0	415	100.0	31.09	.00
Consider ample seams with finish.								
Sometimes	231	28.0	174	21.1	59	14.1		
Most of time	319	38.7	318	38.5	150	36.0		
Nearly always	275	33.3	334	40.4	208	49.9		
TOTAL	825	100.0	826	100.0	417	100.0	44.94	.00
Consider adequate and neat hems.								
Sometimes	209	25.3	134	16.2	57	13.8		
Most of time	267	32.4	282	34.2	119	28.7		
Nearly always	349	42.3	409	49.6	238	57.5		
TOTAL	825	100.0	825	100.0	414	100.0	42.19	.00

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Six-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider neat stitching.								
Sometimes	203	24.8	141	17.0	51	12.3		
Most of time	294	35.9	307	36.9	134	32.4		
Nearly always	322	39.3	383	46.1	228	55.2		
TOTAL	819	100.0	831	100.0	413	100.0	42.79	.00
Consider sturdy buttonholes.								
Sometimes	224	27.5	159	19.4	74	18.0		
Most of time	286	36.4	325	39.6	146	35.6		
Nearly always	294	36.1	337	41.0	190	46.3		
TOTAL	814	100.0	821	100.0	410	100.0	25.39	.00
Check garments for fit.								
Sometimes	35	4.2	24	2.9	5	1.2		
Most of time	135	16.4	138	16.6	52	12.6		
Nearly always	655	79.4	671	80.6	357	86.2		
TOTAL	825	100.0	833	100.0	314	100.0	13.31	.01
Check for comfort.								
Sometimes	26	3.2	28	3.4	8	6.2		
Most of time	190	23.1	163	19.8	77	18.6		
Nearly always	608	73.8	633	76.8	330	79.5		
TOTAL	824	100.0	824	100.0	415	100.0	6.79	.14
Consider appearance of garment.								
Sometimes	27	3.3	25	3.0	8	1.9		
Most of time	160	19.4	141	17.1	75	18.1		
Nearly always	638	77.3	658	79.9	331	80.0		
TOTAL	825	100.0	824	100.0	414	100.0	3.37	.50
Returned garment because of poor fit.								
No	251	30.6	267	32.4	115	27.8		
Yes	569	69.4	557	67.6	298	72.2		
TOTAL	820	100.0	824	100.0	413	100.0	2.70	.26

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Six-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Returned garment because of lack of comfort.								
No	412	51.2	420	51.7	195	48.4		
Yes	393	48.8	392	48.3	208	51.6		
TOTAL	805	100.0	812	100.0	403	100.0	1.26	.53
Returned garment because of looks.								
No	325	39.8	435	41.1	157	38.7		
Yes	484	59.8	480	58.9	249	61.3		
TOTAL	809	100.0	815	100.0	406	100.0	1.21	.55
Have changed clothing type to help control energy costs.								
No	330	40.1	324	38.9	153	36.9		
Yes	493	59.9	508	61.1	262	63.1		
TOTAL	823	100.0	832	100.0	415	100.0	1.21	.55
Family uses layering of clothing to control energy costs.								
No	153	18.5	153	18.4	53	12.7		
Yes	674	81.5	678	81.6	363	87.3		
TOTAL	827	100.0	831	100.0	416	100.0	7.59	.02
Fibers preferred.								
Natural	168	20.3	153	18.4	99	23.8		
Synthetics	150	18.1	164	19.7	71	17.1		
Blends	509	61.5	515	61.9	246	59.1		
TOTAL	827	100.0	832	100.0	416	100.0	5.56	.23
Consider care labels before purchasing.								
No	96	11.7	53	6.4	24	5.8		
Yes	728	88.3	771	93.6	389	94.2		
TOTAL	824	100.0	824	100.0	413	100.0	19.07	.00

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Six-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider fiber content before purchasing.								
No	137	16.6	102	12.4	28	6.8		
Yes	686	83.4	723	87.6	385	93.2		
TOTAL	823	100.0	825	100.0	413	100.0	24.17	.00
Consider care requirements before purchasing.								
No	45	5.4	19	2.3	9	2.2		
Yes	783	94.6	812	97.7	406	97.8		
TOTAL	828	100.0	831	100.0	415	100.0	14.90	.00
Consider special finishes before purchasing.								
No	272	33.4	216	26.4	115	28.0		
Yes	542	66.6	603	73.6	295	72.0		
TOTAL	814	100.0	819	100.0	410	100.0	10.26	.01
Consider shrinkage control before purchasing.								
No	138	16.9	114	13.8	51	12.3		
Yes	687	83.3	715	86.2	362	87.7		
TOTAL	825	100.0	829	100.0	413	100.0	5.13	.07
Consider cost of repair before purchasing.								
No	390	47.3	383	46.1	188	45.6		
Yes	434	52.7	447	53.9	224	54.4		
TOTAL	824	100.0	830	100.0	412	100.0	.40	.82
Consider cost of upkeep before purchasing.								
No	105	12.7	95	11.4	60	14.4		
Yes	720	87.3	735	88.6	356	85.6		
TOTAL	825	100.0	830	100.0	416	100.0	2.27	.32
Consider cost of storage before purchasing.								
No	503	62.0	488	59.7	253	62.2		
Yes	308	38.0	325	40.3	155	19.6		
TOTAL	811	100.0	817	100.0	408	100.0	1.08	.58

TABLE IV (Continued)

Recommended Practice	Visits to the Extension Office						Chi-Square Test	
	Not Any		One-Five		Five-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING UPKEEP AND RECYCLING								
Follow care labels.								
Sometimes	75	9.0	46	5.6	15	3.6		
Most of time	248	29.9	257	31.1	108	26.1		
Nearly always	507	61.1	524	63.4	291	70.3		
TOTAL	830	100.0	827	100.0	504	100.0	20.51	.00
Preferred method of washing.								
Machine wash	725	87.5	687	83.7	357	86.7		
Hand wash	104	12.5	134	16.3	55	13.3		
TOTAL	829	100.0	821	100.0	412	100.0	5.14	.08
Preferred drying method.								
Machine dry	469	56.4	445	53.4	241	57.9		
Line dry	139	16.7	142	17.0	68	16.3		
TOTAL	223	26.8	246	29.5	107	25.7	3.13	.54
Repaired clothing.								
No	78	9.5	79	9.6	27	6.5		
Yes	743	90.5	748	90.4	386	93.5		
TOTAL	821	100.0	827	100.0	413	100.0	3.63	.16
Altered clothing.								
No	246	30.5	185	22.6	82	20.1		
Yes	561	69.5	632	77.4	326	79.9		
TOTAL	807	100.0	817	100.0	408	100.0	20.39	.00
Made over clothing.								
No	556	66.8	426	51.1	205	49.4		
Yes	192	23.1	290	34.8	142	34.2		
TOTAL	832	100.0	833	100.0	417	100.0	60.33	.00

visiting 6 or more times, the practice use did increase as office visits increased. The same was true for those homemakers planning for additional clothing needs and being able to identify 75 percent of clothing in case of fire or theft. As visits to the Extension office increased percentage practice use increased.

Wardrobe Planning

Variables included in wardrobe planning related to considering basic colors when planning for clothing purchases, managing to dress for most occasions without purchases and wearing special occasion clothing to several events. Homemakers considering basic colors increased from 69.1 percent not visiting the Extension office to 74.5 percent for those with 1-5 visits and 75.3 percent for those visiting 6 or more times. Homemakers wearing special occasion clothing to several events increased from 89.0 percent not making visits to the Extension office to 91.8 percent for those making from 1 to five visits and 93.5 percent for those making six or more visits. Being able to dress for most occasions without purchases was not found to be significantly related to office visits at the .05 level.

Clothing Expense Records

Two practices were included in the survey relating to clothing record keeping. There was no significant relationship between feelings on amount spent on clothing and visits to the Extension office. Percentage of homemakers that were keeping records of clothing expenditures increased as the number of visits to the Extension office

increased. Ten percent of those making no visits were keeping records, compared to 15.9 percent of those making 6 or more visits. The difference was found to be significant at the .05 level.

Clothing Selection and Buying

Visits to the Extension office was found to be significantly related to practice use at the ($p < .05$) for 15 of the 29 variables dealing with clothing selection and buying. The variables that showed a significant relationship dealt with purchasing garments with bad performance, filing complaints with manufacturer, being satisfied with sale purchases, comparing prices at different stores, considering quality of fabric, considering seams, adequate neat hems, neat stitching, sturdy buttonholes, checking garments for fit, using layering for energy control, considering care labels before purchasing, considering care requirements, and considering special finishes before purchasing. With each of these 15 practices the percent of homemakers using the practice was higher for homemakers who made one or more visits to the Extension office than those who did not visit the Extension office.

Those practices where use increased the most with an increase in office visits were filing complaints with the store manager which increased from 34.5 percent for no visits, compared to 47.2 percent by those making 6 or more visits to the Extension office. The percentage of homemakers using the practice considering quality of fabric increased from 44.0 percent among those who made no visits, compared to 58.3 percent of those who made 6 or more visits. Considering seams increased from 33.3 percent for the homemakers who made no visits

to 49.9 percent who made 6 visits. Considering hems and neat stitching also had large percentage increases of practice use as visits were increased. Findings revealed that the number of visits homemakers made to the Extension office was significantly related to homemakers use of 54 percent of the recommended clothing consumer practices concerning clothing selection and buying.

Clothing Upkeep and Recycling

Visits to the Extension office was found to be significantly related ($p.00$) to use of three of the six practices dealing with clothing upkeep and recycling. Of those homemakers who had no visits to the Extension office 6 percent nearly always considered care labels compared to 70.3 percent that made 6 or more visits. About 69.5 percent of the homemakers who made no visits compared to 77.4 percent who made from 1 to 5 visits and 79.9 percent who made 6 or more visits had altered clothing. Also, 10.1 percent of those making no visits compared to 16.3 percent of those who made 6 or more visits had made clothing over. According to the x^2 test there was a significant relationship ($p.00$) between the number of office visits made and use of practices relating to following care labels, altering and making over clothing. There was no significant relationship between office visits and preferences of washing and drying methods and for repairing clothing.

Summary

Findings reported in Table IV indicated positive relationships between use of 24 of the 43 clothing consumer practices and the number

of visits made to the Extension office. In each relationship the percentage of homemakers using recommended practices increased as the number of visits to the Extension office increased. Homemakers who made visits to the Extension office were more likely than those not visiting the office to be using the clothing consumer practices.

V. RELATIONSHIP BETWEEN TELEPHONE CALLS TO THE EXTENSION
AGENT AND HOMEMAKERS USE OF RECOMMENDED CLOTHING
CONSUMER PRACTICES

Table V presents a summary of findings regarding relationships between telephone calls to the Extension agent and homemakers use of recommended clothing consumer practices. The telephone calls were made over a 12-month period. The section was divided into five subsections: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection and buying, and (5) clothing upkeep and recycling. There were 43 variables included in the 5 variable groups. Each subsection presented findings regarding the relationship between telephone calls made to the Extension agent and homemakers use of recommended clothing consumer practices.

Clothing Inventory

Three variables were considered under clothing inventory. These variables dealt with homemakers planning for clothing needs and being able to identify clothing in case of fire or theft. Few homemakers were following the recommended practice of having a listing or pictures of clothing items regardless of the number of telephone calls made

TABLE V. Relationship Between Telephone Calls to the Extension Agent and Homemakers Use of Recommended Clothing Consumer Practices

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING INVENTORY								
Have listing or pictures of clothing items.								
No	659	95.5	973	94.9	321	90.2		
Yes	31	4.5	52	5.1	35	9.8		
TOTAL	690	100.0	1025	100.0	356	100.0	13.93	.00
Have plan for additional clothing needs.								
No	602	87.0	826	80.2	257	72.0		
Yes	90	13.0	204	19.8	100	28.0		
TOTAL	692	100.0	1030	100.0	357	100.0	35.49	.00
Family can identify 75 percent of clothing in case of fire or theft.								
No	276	40.0	402	39.2	118	33.1		
Yes	414	60.0	624	60.8	239	66.9		
TOTAL	690	100.0	1026	100.0	350	100.0	5.33	.07
WARDROBE PLANNING								
Consider basic colors when planning and purchasing garments.								
No	209	30.2	272	26.4	90	25.2		
Yes	483	69.8	757	73.6	267	74.8		
TOTAL	692	100.0	1029	100.0	357	100.0	4.06	.13
Could manage to dress for most occasions without purchases.								
No	92	13.4	130	12.7	32	9.1		
Yes	597	86.6	894	87.3	321	90.9		
TOTAL	689	100.0	1024	100.0	353	100.0	4.28	.12
Wear special occasion clothing to several events.								
No	80	11.7	78	7.6	26	7.3		
Yes	605	88.3	945	92.4	328	92.7		
TOTAL	685	100.0	1023	100.0	354	100.0	9.61	.01

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
CLOTHING EXPENSE RECORDS								
Keeps record of family clothing expenditures.								
No	624	90.7	888	86.6	285	80.3		
Yes	64	9.3	137	13.4	70	19.7		
TOTAL	688	100.0	1025	100.0	355	100.0	22.43	.00
Amount spent on clothing.								
Too much	71	10.3	106	10.3	44	12.3		
About right	481	69.5	716	69.9	259	72.5		
Not enough	140	20.2	203	19.8	54	51.1		
TOTAL	692	100.0	1025	100.0	357	100.0	5.14	.27
CLOTHING SELECTION AND BUYING								
Have purchased garments with bad performance.								
No	129	18.7	199	19.3	46	13.1		
Yes	562	81.3	830	80.7	305	86.9		
TOTAL	691	100.0	1029	100.0	351	100.0	7.13	.03
Files complaints about defective garments with store manager.								
No	188	27.4	248	24.3	72	20.2		
Yes	498	72.6	772	75.7	284	79.8		
TOTAL	686	100.0	1020	100.0	356	100.0	6.62	.04
Files complaints about defective garments with manufacturer.								
No	424	66.8	548	57.3	164	49.4		
Yes	211	33.2	408	42.7	168	50.6		
TOTAL	635	100.0	956	100.0	332	100.0	29.63	.00
Store deals with complaints promptly.								
No	61	9.5	88	9.2	28	8.3		
Yes	583	90.5	866	90.8	310	91.7		
TOTAL	644	100.0	954	100.0	338	100.0	.39	.82

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider ample seams with finish.								
Sometimes	192	27.9	272	39.5	225	32.7		
Most of time	218	21.3	391	38.2	414	40.5		
Nearly always	54	15.2	124	34.8	178	50.0		
TOTAL	464	100.0	787	100.0	817	100.0	37.71	.00
Consider adequate and neat hems.								
Sometimes	164	23.8	184	18.0	52	14.7		
Most of time	232	33.7	340	33.3	96	27.1		
Nearly always	293	42.5	498	48.7	206	58.2		
TOTAL	689	100.0	1022	100.0	354	100.0	27.58	.00
Consider neat stitching.								
Sometimes	163	23.8	186	18.1	46	13.0		
Most of time	244	35.6	388	37.8	103	29.2		
Nearly always	278	40.6	452	44.1	204	57.8		
TOTAL	685	100.0	1026	100.0	353	100.0	36.58	.00
Purchase items at end-of-season sales.								
No	167	24.1	226	22.0	75	21.1		
Yes	526	75.9	802	78.0	280	78.9		
TOTAL	693	100.0	1028	100.0	355	100.0	1.55	.46
Satisfied with sale purchases.								
No	77	11.2	119	11.7	26	7.4		
Yes	608	88.8	900	88.3	326	92.6		
TOTAL	685	100.0	1019	100.0	352	100.0	5.21	.07
Compare prices at different stores.								
No	107	15.5	150	14.6	35	9.8		
Yes	585	84.5	874	85.4	323	90.2		
TOTAL	692	100.0	1024	100.0	358	100.0	6.85	.03
Consider quality of fabric.								
Sometimes	123	17.8	125	12.2	31	8.7		
Most of time	271	39.2	374	36.4	107	30.1		
Nearly always	298	43.1	528	51.4	217	61.1		
TOTAL	692	100.0	1027	100.0	355	100.0	37.75	.00

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider sturdy buttonholes.								
Sometimes	197	27.5	215	21.1	55	15.9		
Most of time	248	36.5	393	38.5	125	36.1		
Nearly always	245	36.0	412	40.4	166	48.0		
TOTAL	660	100.0	1020	100.0	346	100.0	24.07	.00
Check garments for fit.								
Sometimes	30	4.3	27	2.6	7	2.0		
Most of time	104	15.1	186	18.1	35	9.8		
Nearly always	556	80.6	812	79.2	315	88.2		
TOTAL	690	100.0	1025	100.0	357	100.0	20.40	.00
Check for comfort.								
Sometimes	27	3.9	29	2.8	6	1.7		
Most of time	146	21.3	223	21.9	61	17.1		
Nearly always	514	74.8	768	75.3	289	81.2		
TOTAL	687	100.0	1020	100.0	356	100.0	8.46	.08
Consider appearance of garment.								
Sometimes	28	4.1	26	2.5	6	1.7		
Most of time	121	17.6	198	19.4	57	16.1		
Nearly always	537	78.3	798	78.1	292	82.3		
TOTAL	686	100.0	1002	100.0	355	100.0	7.94	.09
Returned garment because of poor fit.								
No	204	29.9	327	32.1	103	28.7		
Yes	479	70.1	691	67.9	253	71.1		
TOTAL	683	100.0	1018	100.0	356	100.0	1.67	.43
Returned garment because of lack of comfort.								
No	319	47.9	550	54.7	158	45.3		
Yes	347	52.1	455	45.3	191	54.7		
TOTAL	666	100.0	1005	100.0	349	100.0	12.71	.00

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Returned garment because of looks.								
No	250	30.6	428	42.5	140	39.8		
Yes	422	62.8	578	57.5	212	60.2		
TOTAL	672	100.0	1006	100.0	352	100.0	4.83	.09
Have changed clothing type to help control energy costs.								
No	299	43.5	391	38.1	116	32.4		
Yes	388	56.5	634	61.9	242	67.6		
TOTAL	687	100.0	1025	100.0	358	100.0	12.77	.00
Family uses layering of clothing to control energy costs.								
no	131	19.0	182	17.7	46	12.9		
Yes	559	81.0	846	82.3	310	87.1		
TOTAL	690	100.0	1028	100.0	356	100.0	6.26	.04
Fibers preferred.								
Natural	136	19.7	204	19.9	80	22.4		
Synthetics	124	17.9	202	19.7	59	16.5		
Blends	431	62.4	621	60.5	218	61.1		
TOTAL	691	100.0	1027	100.0	357	100.0	2.87	.58
Consider care labels before purchasing.								
No	73	10.6	80	7.9	20	5.6		
Yes	616	89.4	937	92.1	335	94.4		
TOTAL	689	100.0	1017	100.0	355	100.0	8.23	.02
Consider fiber content before purchasing.								
No	111	16.2	128	12.5	28	7.9		
Yes	574	83.8	892	87.5	328	92.1		
TOTAL	685	100.0	1020	100.0	356	100.0	14.74	.00
Consider care requirements before purchasing.								
No	30	4.4	36	3.5	7	2.0		
Yes	659	95.6	992	96.5	350	98.0		
TOTAL	689	100.0	1028	100.0	357	100.0	3.99	.14

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Consider special finishes before purchasing.								
No	226	33.3	289	28.6	89	25.1		
Yes	453	66.7	721	71.4	265	74.9		
TOTAL	679	100.0	1010	100.0	354	100.0	8.28	.02
Consider shrinkage control before purchasing.								
No	109	15.8	153	15.0	42	11.8		
Yes	579	84.2	870	85.0	314	88.2		
TOTAL	688	100.0	1023	100.0	356	100.0	3.16	.21
Consider cost of repair before purchasing.								
No	341	49.6	461	45.1	158	44.4		
Yes	346	50.4	562	54.9	198	55.6		
TOTAL	687	100.0	1023	100.0	356	100.0	4.21	.12
Consider cost of upkeep before purchasing.								
No	91	13.2	120	11.7	49	13.8		
Yes	597	86.8	907	88.3	307	86.2		
TOTAL	688	100.0	1027	100.0	356	100.0	1.47	.48
Consider cost of storage before purchasing.								
No	441	65.4	588	58.3	215	60.9		
Yes	233	34.6	421	41.7	138	39.1		
TOTAL	674	100.0	1009	100.0	353	100.0	8.71	.01
CLOTHING UPKEEP AND RECYCLING								
Follow care labels.								
Sometimes	66	9.5	60	5.9	10	2.8		
Most of time	219	31.6	299	29.2	95	26.8		
Nearly always	407	58.8	665	64.9	250	70.4		
TOTAL	692	100.0	1024	100.0	355	100.0	25.03	.00

TABLE V (Continued)

Recommended Practice	Telephone Calls to the Extension Agent						Chi-Square Test	
	Not Any		One-Nine		Ten-Over			
	No.	Percent	No.	Percent	No.	Percent	Value	p
Preferred method of washing.								
Machine wash	608	88.5	853	83.5	308	87.0		
Hand wash	79	11.5	168	16.5	46	13.0		
TOTAL	687	100.0	1021	100.0	354	100.0	8.79	.01
Preferred drying method.								
Machine dry	385	55.6	572	55.5	199	55.9		
Drip dry	117	16.9	177	17.2	54	15.2		
Line dry	191	27.6	282	27.4	103	28.9		
TOTAL	693	100.0	1031	100.0	356	100.0	.90	.92
Repaired clothing.								
No	67	9.8	95	9.3	22	6.2		
Yes	618	90.2	925	90.7	334	93.8		
TOTAL	685	100.0	1020	100.0	356	100.0	4.11	.13
Altered clothing.								
No	195	29.1	258	25.5	60	17.1		
Yes	476	70.9	753	74.5	290	82.9		
TOTAL	671	100.0	1011	100.0	359	100.0	17.39	.00
Made over clothing.								
No	456	68.7	583	58.7	187	54.4		
Yes	208	31.3	411	41.3	157	45.6		
TOTAL	664	100.0	994	100.0	344	100.0	25.13	.00

to the Extension office. Only 4.5 percent of those that had not made any phone calls to the Extension office had a listing or pictures of clothing items as compared to 5.1 percent of those having made 1-9 telephone calls and 9.8 percent that had made 10 or more calls. Thirteen percent of those not making calls to the Extension office had a plan for additional clothing needs as compared to 19.8 percent that had made from 1 to 9 calls and 28.0 percent that had made 10 or more calls. Telephone calls were significantly related to homemakers having a listing or pictures of clothing items and having a plan for additional clothing needs. The percentage of homemakers using these practices increased as the number of calls to the Extension agent increased. Telephone calls were not significantly related to homemakers being able to identify clothing in case of fire or theft.

Wardrobe Planning

Variables included in wardrobe planning included considering basic colors when planning for clothing purchases, managing to dress for most occasions without purchases and wearing special occasion clothing to several events. According to the χ^2 test considering basic colors when purchasing clothing and managing to dress for special occasions were not significantly related to the number of telephone calls made to the Extension agent. Homemakers wearing special occasion clothing to several events increased with the number of telephone calls made to the Extension agent from 88.3 percent for those with no calls to 92.4 percent with 1 to 9 calls and 90.9 percent with 10 or more calls. As the number of telephone calls increased the

percentage of homemakers using the practice also increased significantly (.05 level).

Clothing Expense Records

Two variables were included in the survey relating to clothing record keeping. There was no significant relationship between the number of telephone calls made to the Extension agent and homemakers feelings about the amount spent on clothing. Percentage of homemakers that kept records of clothing expenditures increased as the number of telephone calls made to the Extension agent increased. Homemakers not making calls kept clothing expenditure records at the rate of 9.3 percent as compared to 13.4 percent that had made 1 to 9 calls and 19.7 percent that had made 10 or more calls. The differences were found to be significant at the .05 level.

Clothing Selection and Buying

Telephone calls to the Extension agent were found to be significant in their relationship to practice use at the ($p < .05$) level among 16 of the 29 variables dealing with clothing selection and buying. The variables that had a positive relationship between telephone calls to the Extension agent and practice use were filing complaints with store manager and manufacturer, considering ample seams with finish, adequate neat hems, neat stitching, comparing prices at different stores, considering quality of fabric, considering sturdy buttonholes, checking garments for fit and comfort, changing clothing because of energy value, using layering of clothing for energy control,

considering care labels, considering fiber content, considering special finishes and considering cost of storage before purchasing. Those practices with the larger percentage of increase were those that filed complaints about defective garments with manufacturer increasing from 33.2 percent of those who made no calls to the Extension agent compared to 50.6 percent that made 10 or more telephone calls to the Extension agent. Homemakers considering ample seams increased from 15.2 percent of those not making telephone calls to 34.8 percent making 1 to 9 calls and 50.0 percent of those making 10 or more calls. Homemakers considering quality of fabric increased from 43.1 percent of those not making telephone calls to 51.4 percent of those making 1 to 9 calls and 61.1 percent of those making 10 or more calls. Also the percent of homemakers checking garments for fit increased from 80.0 percent of those not making calls to 88.2 percent of those making 10 or more calls. Homemakers checking for comfort went from 74.8 percent of those making no calls to 81.2 percent making 10 or more telephone calls to the Extension agent. According to the χ^2 test the number of telephone calls to the Extension agent was significantly related to homemakers using over half of the recommended clothing consumer practices dealing with clothing selection and buying. Practice use increased with the number of calls to the Extension agent.

Clothing Upkeep and Recycling

Telephone calls to the Extension agent was not significantly related to homemaker having a preference for drying clothing, or homemakers altering clothing. Telephone calls to the Extension agent

was found to be significantly related ($p.00$) to homemakers use of four of the six practices dealing with clothing upkeep and recycling. Of those homemakers that made no telephone calls to the Extension agent, 58.8 percent nearly always followed care labels, compared to 70.4 percent who made 10 or more calls. Homemakers preferring hand washing increased from 11.5 percent for no calls, to 16.5 percent with 1 to 9 calls and 13.0 percent with 10 or more calls. Those homemakers altering clothing increased from 70.9 percent with no calls to 82.9 percent with 10 or more calls. Homemakers that made clothing over increased from 31.3 percent with no calls to 45.6 percent with 10 or more calls. According to the χ^2 there was a significant relationship ($p.00$) between telephone calls to the Extension agent and use of practices relating to following care labels, preference of washing, altering clothing and making over clothing. There was no significant relationship between telephone calls to the Extension agent and homemakers preference for drying clothing and repairing clothing.

Summary

Findings reported in Table V indicated a positive relationship among 25 of the 43 practices and the number of telephone calls made to the Extension agent. In each case the percentage of homemakers using recommended practices increased as the number of telephone calls to the Extension agent increased. Homemakers who made telephone calls to the Extension office were more likely than those who did not to use 25 of the 43 clothing consumer practices.

CHAPTER IV

SUMMARY OF MAJOR FINDINGS

I. PURPOSES AND SPECIFIC OBJECTIVES

The purpose of this study was to determine relationships between selected characteristics of Tennessee homemakers (i.e., employment status and number of contacts of various types) and the adoption of recommended clothing consumer practices. It was felt that findings would be useful to Extension agents in making program planning decisions.

Specific Objectives

The specific objectives of the study were:

1. To determine the relationships between employment status and homemakers use of recommended clothing consumer practices.
2. To determine the relationships between Extension clothing meetings attended and homemakers use of recommended clothing consumer practices.
3. To determine the relationships between number of Extension clothing publications received and homemakers use of recommended clothing consumer practices.
4. To determine the relationships between number of visits to the Extension office and homemakers use of recommended clothing consumer practices.

5. To determine the relationships between number of telephone calls to the Extension agent and homemakers use of recommended clothing consumer practices.

II. METHODS OF PROCEDURE

Data for the study were obtained through personal interviews by county Extension agents with 30 randomly selected homemakers from one or more of seven potential audiences in 68 counties in Tennessee. The potential audiences included (1) Home Demonstration Club members, (2) 4-H parents, (3) participants in special interest groups, (4) TSU audience, (5) senior citizen, (6) EFNEP, and (7) other. A total of 2,091 homemakers were surveyed across Tennessee.

III. METHOD OF ANALYSIS

The completed county surveys were sent to the state Extension Education office for computer processing. The Chi-Square (x^2) test was used to determine strengths of relationships between selected dependent and independent variables. The .05 probability level was accepted as being statistically significant.

IV. MAJOR FINDINGS

Relationships Between Homemakers Employment Status and Their Use of Recommended Clothing Consumer Practices

1. Employed homemakers were using a listing of clothing items at a higher percentage than unemployed homemakers. There was a

significant relationship between homemakers employment status and their use of one practice that dealt with clothing inventory.

2. Employment status of homemakers was not significantly related to their keeping records of family clothing expenditures. Unemployed homemakers felt they were spending about the right amount for clothing at a higher percentage than employed homemakers.

3. Ten practices dealing with clothing selection and buying were significantly related to employment status of homemakers and their use of recommended clothing consumer practices. A higher percentage of unemployed homemakers than of the employed were using recommended practices dealing with storage, cost of repair, quality and upkeep. A higher percentage of employed homemakers than unemployed used practices dealing with shopping skills.

4. Findings indicated a significant relationship between homemakers employment status and four of six practices dealing with clothing upkeep and recycling. Unemployed homemakers were more likely to use hand washing of clothing, line or drip drying, and altered or made over clothes than employed homemakers.

Relationships Between Extension Clothing Meetings

Attended and Homemakers Use of Recommended Clothing

Consumer Practices

1. Extension clothing meetings attended were negatively related to homemakers being able to identify clothing in case of fire or theft. A higher percentage of homemakers that had attended no meetings than those attending one or more Extension clothing meetings were using this practice.

2. The number of Extension clothing meetings attended was significantly related to homemakers use of all practices dealing with wardrobe planning. Homemakers attending one or more Extension meetings were more likely than those not attending meetings to be using the wardrobe planning practices.

3. Homemakers who attended one or more Extension meetings were more likely to keep clothing expenditure records than those not attending any meetings.

4. Significant relationships were found to exist between the number of Extension meetings attended and 12 of 28 practices dealing with selection and buying of clothing. A higher percentage of homemakers that had attended at least one Extension clothing meeting than those that had attended no meetings were using selection and buying practices.

5. Findings indicated a significant relationship between Extension clothing meetings attended and five of six clothing upkeep and recycling practices. Homemakers who had attended one or more Extension clothing meetings were using practices at a higher percentage than those attending no meetings.

Relationships Between Number of Extension Clothing
Publications Received and Homemakers Use of
Recommended Clothing Consumer Practices

1. Significant relationships were found between the number of Extension clothing publications received and homemakers having a plan

for additional clothing needs. Percentage of homemakers having a plan increased as the number of Extension clothing publications received increased.

2. Extension clothing publications received had no significant relationships to practices dealing with wardrobe planning or clothing expense records.

3. Use of 13 of the 28 practices dealing with selection and buying of clothing was significantly related to the number of Extension clothing publications received. The percentage of homemakers using practices increased as the number of Extension clothing publications received increased.

4. Variables regarding reading care labels, altering clothing and making-over clothing were significantly related to the number of Extension clothing publications received. As the number of Extension publications increased the percentage of homemakers using these practices also increased.

Relationships Between Visits to the Extension Office

and Homemakers Use of Recommended Clothing Consumer Practices

1. Visits to the Extension office was significantly related to homemakers use of all clothing inventory practices. As the number of visits increased the percentage of homemakers using clothing inventory practices increased.

2. Visits to the Extension office were significantly related to homemakers using wardrobe planning and keeping clothing expenditure records.

Relationships Between Telephone Calls to the Extension

Agent and Homemakers Use of Recommended Clothing

Consumer Practices

1. Telephone calls to the Extension agent were significantly related to homemakers having a listing of clothing items and their planning for additional needs. As telephone calls increased percentage of homemakers using these practices also increased.

2. Telephone calls to the Extension agent were found to be significantly related to only one practice dealing with wardrobe planning and clothing expense records. Percentage of homemakers that could wear special occasion clothing to several events and those keeping clothing expenditure records increased as telephone calls to the Extension agent increased.

3. The number of telephone calls homemakers made to the Extension office was significantly related to 17 of 29 practices dealing with selection and buying of clothing. A higher percentage of homemakers making telephone calls to the Extension agent than those not calling were using the selection and buying practices. As the number of calls increased percentage of homemakers using clothing selection and buying practices increased.

4. Findings indicated significant relationships between telephone calls to the Extension agent and homemakers using 4 of 6 variables dealing with clothing upkeep and recycling. As telephone calls increased percentage of homemakers using these practices increased.

V. IMPLICATIONS AND RECOMMENDATIONS

Findings of this study indicate that Tennessee Extension agents and their teaching efforts are making a contribution to homemakers being better clothing consumers across Tennessee. The significant relationships between employment status, Extension clothing meetings attended, Extension clothing publications received, visits to the Extension office and telephone calls to the Extension agent and homemakers using clothing consumer practices are indications of Extension's successful efforts to improve use of clothing consumer practices in Tennessee.

The following implications and recommendations are based on findings of the study and the experiences and opinions of the researcher. Extension agents should continue to try to reach the working homemaker. Findings showed that the employed homemakers were using practices that dealt with clothing shopping skills, but were not using practices that dealt with cost of upkeep, quality, and repair. Employed homemakers were probably not as concerned with cost as homemakers that were unemployed. Extension agents should plan programs that reach the employed homemakers at the workplace.

The number of Extension clothing meetings attended by homemakers was significantly related to homemakers using recommended clothing consumer practices. It is important for Extension agents to have well planned meetings that will teach the homemakers skills in clothing consumerism. The number of meetings conducted may not be critical to practice use provided the intended audience is adequately reached at meetings that are conducted.

As Extension clothing publications were received, telephone calls to the Extension agent and visits to the Extension office increased, so did the percentage of homemakers using recommended clothing consumer practices. One implication is that persons using Extension clothing publications gained information that was put to use. Extension agents should continue to provide researched based printed material to its clientele. Extension agents should provide subject matter specialists with county concerns so that publications can be developed to meet the needs of clientele in the county. Since telephone calls and visits to the Extension office showed significant positive relationships to clothing practice use, consideration should be given to how Extension can encourage these contacts in the future. Extension agents need to continue to plan time to make personal contacts with county clientele through office visits and telephone calls.

Findings of this study suggest that Tennessee agents are making notable advances in the area of clothing consumer education. The significant relationships between Extension clothing publications, office visits, telephone calls and Extension clothing meetings lend support to Extension's efforts in bringing about desirable changes in clothing consumerism practices. It is recommended that Extension agents make a concerted effort to reach employed homemakers at the work place and that Extension agents continue to provide the latest technical research based information through Extension clothing meetings and Extension clothing publications. Extension agents need to make more efforts in publicizing the Extension service in the

county and the services available to the homemakers through this agency. Office visits and telephone calls to the Extension agent have been effective tools for bringing about change in the use of clothing consumer practices.

VI. RECOMMENDATIONS FOR FURTHER STUDIES

1. Comparative studies conducted at four-year intervals in conjunction with the Plan of Work will offer more insight into Extension's progress in the area of clothing consumerism.

2. Further studies should be made regarding clothing consumer recommended practice use and Extension's role in teaching these practices. The studies should look at Extension educators influence on changing people's lives and causing clientele to use recommended practices. Comparisons should be made to determine influences Extension educators have in bringing about change with homemakers that are worked with on a regular basis compared to those homemakers that Extension educators were with only occasionally.

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1982 Clothing Consumer Survey*
(See Instructions on Separate Page)



Card # 1
(1)

Name of County _____
County TEMIS code number _____
(2) (3) (4)

I. CONSUMER PRACTICES

A. Clothing Inventory

1. Does your family have either a listing or pictures of wearable clothing items? _____ (1 = no; 2 = yes) (7)
2. Does your family use an inventory to plan for additional clothing needs? _____ (1 = no; 2 = yes) (8)
3. In case of fire or theft, could your family list or identify 75 percent or more of the clothing items stolen or burned? _____ (1 = no; 2 = yes) (9)

B. Wardrobe Planning

1. Does each family member consider one or two basic colors an important factor when planning and purchasing clothing items? _____ (1 = no; 2 = yes) (10)
2. Could you manage to dress for most occasions without having to buy something new? _____ (1 = no; 2 = yes) (11)
3. Do you usually wear clothing purchased for special occasions to several other types of events? _____ (1 = no; 2 = yes) (12)

C. Clothing Expense Records

1. Does someone keep a record of family expenditures on clothing? _____ (1 = no; 2 = yes) (13)
2. Do you feel your family spends "too much", "about right" or "not enough" money on clothing? _____ (1 = too much; 2 = about right; 3 = not enough) (14)

D. Clothing Selection and Buying

1. Shop at reliable stores:
 - a. Have you ever purchased garments which did not perform satisfactorily in wearing and/or cleaning? _____ (1 = no; 2 = yes) (15)
 - b. Would you file a complaint about defective garments: (1) With the store manager? _____ (16)
(1 = no; 2 = yes); (2) With the Clothing manufacturer? _____ (1 = no; 2 = yes) (17)
 - c. Are stores where you shop most frequently for clothing items usually prompt and courteous in dealing with complaints about defective garments? _____ (1 = no; 2 = yes) (18)
2. Shop at end-of-season sales:
 - a. Do you usually purchase expensive clothing items at end-of-season sales? _____ (1 = no; 2 = yes) (19)
 - b. Are you usually satisfied with garments you buy at sales? _____ (1 = no; 2 = yes) (20)
3. Compare prices to determine the best buy:
Do you usually compare prices of garments at different stores? _____ (1 = no; 2 = yes) (21)
4. Consider quality of fabric and workmanship: When shopping for clothing, how frequently do you consider each of the following:
 - a. Quality of fabric? _____ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$) (22)
 - b. Quality of workmanship?
 1. Ample seams, with seam finish? _____ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$) (23)
 2. Adequate hems which are neat and inconspicuous? _____ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$) (24)

*Coding Instructions

1. Fill each column with a number and right justify.
2. A zero (0) = none.
3. A nine (9) in each column allowed for a question = DNA (does not apply) or don't know.

3. Neat stitching? $\frac{\quad}{(25)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 4. Sturdy buttonholes? $\frac{\quad}{(26)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 5. Check garments for good fit, comfort and appearance:
 - a. When selecting garments how frequently do you check for:
 1. Fit? $\frac{\quad}{(27)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 2. Comfort? $\frac{\quad}{(28)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 3. Appearance? $\frac{\quad}{(29)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 - b. Have you ever returned a garment because you later decided:
 1. It didn't fit properly? $\frac{\quad}{(30)}$ (1 = no; 2 = yes)
 2. It wasn't comfortable? $\frac{\quad}{(31)}$ (1 = no; 2 = yes)
 3. It didn't "look right"? $\frac{\quad}{(32)}$ (1 = no; 2 = yes)
 6. Consider the energy saving value of the garment:
 - a. Has the type of clothing worn by members of your family changed since the energy problem became evident? $\frac{\quad}{(33)}$ (1 = no; 2 = yes)
 - b. Does your family use the layering method so garments can be added or removed as the indoor/outdoor temperatures change? $\frac{\quad}{(34)}$ (1 = no; 2 = yes)
 - c. Which fibers do you prefer for your clothing items? $\frac{\quad}{(35)}$ 1 = natural (cotton, silk, wool); 2 = synthetics (polyester, nylon, acrylic); 3 = blends (polyester/cotton, polyester/wool)
 7. Read labels and hangtags on the garment or fabric:
 - a. Do you rely on hangtags and permanent care labels to help make decisions of whether or not to purchase garments? $\frac{\quad}{(36)}$ (1 = no; 2 = yes)
 - b. Before selecting and buying garments, what information do you look for on hangtags and labels:
 1. Fiber content? $\frac{\quad}{(37)}$ (1 = no; 2 = yes)
 2. Care requirements? $\frac{\quad}{(38)}$ (1 = no; 2 = yes)
 3. Special finishes? $\frac{\quad}{(39)}$ (1 = no; 2 = yes)
 4. Shrinkage control? $\frac{\quad}{(40)}$ (1 = no; 2 = yes)
 8. Consider the cost of repairs, upkeep and storage of the garment:

When you purchase garments do you consider each of the following as part of the clothing budget:

 - a. Cost of repair? $\frac{\quad}{(41)}$ (1 = no; 2 = yes)
 - b. Cost of dry cleaning or laundry? $\frac{\quad}{(42)}$ (1 = no; 2 = yes)
 - c. Cost of storage? $\frac{\quad}{(43)}$ (1 = no; 2 = yes)
- E. Clothing Upkeep and Recycling**
1. Read and follow directions on the permanent care label of each garment:

How frequently do you follow directions on the permanent care labels to care for clothing?

 $\frac{\quad}{(44)}$ 1 = sometimes (under $\frac{1}{2}$); 2 = most of the time ($\frac{1}{2}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 2. Consider the cost of energy when washing and drying clothes:
 - a. If care instructions give you a choice of washing methods, do you prefer machine wash or hand wash? $\frac{\quad}{(45)}$ (1 = machine wash; 2 = hand wash)
 - b. If care instructions give you a choice of drying methods, do you prefer machine dry, drip dry or line dry? $\frac{\quad}{(46)}$ (1 = machine dry; 2 = drip dry; 3 = line dry)
 3. Repair, alter or recycle clothing items as a matter of economy:

3

- a. Which of the following methods do you use to keep clothing in wearable condition:
1. Repair? (1 = no; 2 = yes)
(47)
 2. Alter? (1 = no; 2 = yes)
(48)
 3. Make-over? (1 = no; 2 = yes)
(49)
- b. How many garments have you made-over for yourself or family members in the last year?
(record actual number and right justify)
 (50) (51)

II. MASS MEDIA SOURCES OF INFORMATION ABOUT PLANNING,
SELECTING, BUYING AND CARE OF CLOTHING

Card # 2
(1)

County TEMIS code number
(2) (3) (4)

Which mass media source provides you with the most helpful information about:

- a. Planning your wardrobe? (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)
(7)
- b. Selecting and buying garments? (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)
(8)
- c. Taking proper care of clothing? (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)
(9)

III. SOURCES OF INSTRUCTIONS ABOUT PLANNING, SELECTING
BUYING AND CARE OF CLOTHING

Which of the following sources of instructions were used during the past 12 months as a source of information about:

- a. Planning your wardrobe:
1. Extension agent? (1 = no; 2 = yes)
(10)
 2. Home Economics teacher? (1 = no; 2 = yes)
(11)
 3. Commercial classes? (1 = no; 2 = yes)
(12)
 4. Home Demonstration Club leader? (1 = no; 2 = yes)
(13)
- b. Selecting and buying garments:
1. Extension agent? (1 = no; 2 = yes)
(14)
 2. Home Economics teacher? (1 = no; 2 = yes)
(15)
 3. Commercial classes? (1 = no; 2 = yes)
(16)
 4. Home Demonstration Club leader? (1 = no; 2 = yes)
(17)
- c. Taking proper care of garments:
1. Extension agent? (1 = no; 2 = yes)
(18)
 2. Home Economics teacher? (1 = no; 2 = yes)
(19)
 3. Commercial classes? (1 = no; 2 = yes)
(20)
 4. Home Demonstration Club leader? (1 = no; 2 = yes)
(21)

IV. ESTIMATED NUMBER OF CONTACTS THE HOMEMAKER HAD WITH EXTENSION
AGENTS OVER THE PAST 12-MONTHS

Note - The agent and/or homemaker should estimate the number of contacts the homemaker had with Extension agents over the past 12-months; (record actual number and right justify)

1. Total number of Extension meetings attended?
(22) (23)
2. Number of Extension meetings attended on clothing?
(24) (25)
3. Number of visits to the Extension office?
(26) (27)
4. Number of telephone calls to the Extension office?
(28) (29)

VITA

Jackie Beaty Donaldson, daughter of Mr. and Mrs. J. D. Beaty, was born in Clinton County, Kentucky, on March 9, 1946. She grew up in a small town and attended public school, except for her senior year, in Celina, Tennessee. She graduated from Cookeville High School in 1964. She entered Tennessee Technological University, Cookeville, Tennessee majoring in General Home Economics and received a Bachelor of Science degree in June 1967.

She was employed In July, 1967 as Assistant Extension Agent in Putnam County, Tennessee, responsible for the 4-H home economics programs. She changed to adult home economics programs in 1970. She was promoted to Associate Extension Agent in 1975 and Extension Agent in 1983.

She is a member of Gamma Sigma Delta, the National Honorary Agriculture Society, Epsilon Sigma Phi, National Honorary Extension Fraternity; and the Association of Extension Home Economists, Tennessee Home Economist Association and American Home Economics Association. She has been active in these associations and has held various leadership roles. She is also a certified home economist.

She was married to Lonnie Donaldson in 1962. They have two sons, Matthew, age 15, and Jay, age 11.