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THE INFLUENCE OF FEMALE CONSUMERS' EMPLOYMENT ORIENTATION ON LIFESTYLE AND EVALUATIVE CRITERIA OF APPAREL

A Dissertation

Presented for the

Doctor of Philosophy

Degree

The University of Tennessee, Knoxville

Nancy Louise Cassill

August 1986

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DEDICATION

This dissertation is dedicated in loving memory of my mother, Katie Lee Wright, whose early encouragement, guidance, and perseverance have been an inspiration throughout my doctoral studies.

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ABSTRACT

The purpose of this study was to investigate the influence of female consumers' employment orientation on lifestyle and evaluative criteria of apparel. Employment orientation, a person's attitude toward employment outside of the home, was classified into four distinct segments: Just-a-Job Working Women, Career-Oriented Working Women, Plan-to-Work Housewives, and Stay-at-Home Housewives. A random sample of 2,000 female consumers, ages 25-44, was sent questionnaires resulting in a 45 percent return rate.

Principal Components Factor Analysis with Varimax Rotation was used to reduce the number of lifestyle and evaluative criteria items to twelve factors. Analysis of Variance was performed to determine the influence of employment orientation and demographics on the lifestyle and evaluative criteria factors. Coefficients of correlation determined relationships between the lifestyle and evaluative criteria factors.

Employment orientation significantly influenced lifestyle and evaluative criteria. The four employment orientation groups differed significantly on lifestyle and on the evaluative criteria used in selecting social apparel. Significant relationships existed between lifestyle and evaluative criteria for social apparel verifying that consumers

choose apparel products that fit specific roles in lifestyle. Demographic characteristics found to influence lifestyle and evaluative criteria were educational level, age, geographic region, urbanization, and annual amount spent on social wardrobe.

Female consumers were segmented into four distinct groups each with its own demographic and psychographic profile. Segmentation by employment orientation provided a richer and more accurate marketing framework reaffirming that women's employment orientation does change them as consumers and therefore as a target market.

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CHAPTER 1

INTRODUCTION

An ongoing concern in textiles and clothing has been the need to synthesize or combine concepts from pertinent disciplines in a manner that promotes an integrative approach to the study of dress--one that considers the many facets of apparel as a factor in person's everyday lives and the interactions with one another (Horn and Gurel, 1981). An interdisciplinary framework using marketing, consumer behavior, social-psychology, and clothing can be an effective integrative approach to the study of apparel to meet consumer needs.

Consumer behavior is defined as the events or acts by individuals that are directly involved in obtaining and using economic goods and services. More specifically, consumer behavior is the process of searching, purchasing, using, evaluating, and disposing of products, services, and ideas that an individual expects to satisfy wants and needs (Schiffman and Kanuk, 1983). Home economics, with a tradition of concern for improvement of the well-being of individuals and families (East, 1980), provides a synergistic approach to the impact of consumer behavior on the individual and the family.

The study of consumer behavior has received increasing attention since the 1960s. One outcome of the increased focus has been to identify the characteristics of various segments of the market in relation to consumers' choice of goods and services. Three types of market segmentation which have been popular are geographic segmentation, demographic segmentation, and volume segmentation. A fourth approach to market segmentation is called benefit segmentation which is based on the idea that "the benefits which people are seeking in the consumption of a given product are the basic reasons for the existence of true market segments" (Haley, 1968, p. 31). Since clothing is a consumer good, knowledge of benefits sought and characteristics of various market segments should enable individuals working with apparel to help the consumer attain greater satisfaction from clothing purchased.

Department store retailers are aware that today's operating environment is different from that of a decade (Crask and Reynolds, 1978). Changing demographic and social characteristics of the population include the impact of the increasing size of the young adult market, the later age of family formation, the smaller average family size, and the changing role of women.

The Bureau of Labor Statistics (1985) has shown that 52.4 percent of all women and 71 percent of women between

the ages of 25-44 are in the labor force. This movement of women into the labor force has led to women entering a greater variety of professions, some of which were traditionally male-oriented. With an increase of women working outside of the home, there is an increased need for clothing for the work environment. The importance of clothing in career attainment is suggested by the recent increase of books addressing the dress-for-success theme (Molloy, 1977).

Researchers have found that clothing is a reflection of one's self-image, is considered costly, and the risks of a wrong clothing decision are high. Clothing, a product that is perceived as reflecting one's self image (Vaughn and Gardner, 1979), can be classified as a high-involvement decision product. Involvement is defined as the "activation of extended problem solving behavior when the act of purchase or consumption is seen by the decision maker as having high personal importance or relevance" (Petty and Capicoppo, 1981, p. 20). This can take place when the product is perceived as reflecting one's self-image, is considered costly, and/or the risks of a wrong decision are high. High involvement decision making is also seen when there is a strong outside reference group influence and motivation to comply with these influences.

The High Involvement Decision Process (Engel and Blackwell, 1982) involves five important phases of consumer

decision making behavior: problem recognition, search, alternative evaluation, choice, and outcomes. The third phase, alternative evaluation, begins with evaluative criteria. Researchers have examined clothing attitudes in relation to aspects of consumer behavior and found that clothing attitudes are related to the use of evaluative criteria (Jenkins, 1973).

The age group of consumers of particular importance to marketing is comprised of female adults of 25 to 44 years of age (Lazer and Smallwood, 1977). Bartos (1977) has suggested a unique way of defining the female consumer market based on employment orientation, a person's attitude toward work outside of the home. The conventional labels "working women" and "housewives" subdivide into four segments of women Bartos feels are distinct. Labeled the New Demographics, the four types of women are: The Just-a-Job Working Woman, The Career-Oriented Working Woman, The Plan-to-Work Housewife, and The Stay-at-Home Housewife.

These segments differ from each other demographically and psychographically as well as in their media and marketing behavior according to Bartos (1982). The influence of female consumers' employment orientation on lifestyle and evaluative criteria has been examined with five product categories: breakfast cereal, coffee, financial activities, cars, and travel.

Purpose of the Study

The purpose of this research was to investigate the influence of female consumers' employment orientation on lifestyle and evaluative criteria of apparel.

More specifically, the main purposes of the study were:

1. To determine if employment orientation influences lifestyle and evaluative criteria of apparel.
2. To identify differences between the four employment orientation groups of female consumers on lifestyle and evaluative criteria used in the selection of social apparel.
3. To identify differences between the two employed groups of female consumers on evaluative criteria used in the selection of employment apparel.
4. To identify correlations between lifestyle and evaluative criteria for selection of apparel.

Significance of the Study

The success of merchandising programs is indicated by the increased student enrollment and the ease in placement of graduates. The uniqueness of merchandising programs in Home Economics is the understanding of human purchasing behavior in the marketplace. The curriculum includes the study of the consumer process, the social-psychological

implications of clothing, and merchandising. An opportunity exists to integrate the areas of consumer behavior and social-psychology with direct application to merchandising.

It is important for students to understand the process of apparel selection and the lifestyle of the potential customer as it impacts on their selection. Evaluating apparel items and arriving at a purchase intention is a frequent process in a consumer's life. The successful completion of this process is the acquisition of apparel products which meet the needs of the consumer.

An interdisciplinary framework using marketing, consumer behavior, clothing, and social-psychology can be an effective integrative approach to the study of apparel. The Engel, Kollat, and Blackwell High-Involvement Decision Process Model integrates many of the concepts (cultural norms, values, reference group, family) which impact the consumer's purchase and acquisition of goods.

Two major changes in society which influence the female consumer have been noted by Engel and Blackwell (1982). Women have been recognized by marketers as the primary purchasing agents for many consumer products. With the dynamic changing role of women in society (Bartos, 1982), special attention is demanded when those same women are also employed outside of the home.

The population explosion during the decade of the 1980s is among consumers ages 25 to 44, termed the "Older Youth Market" (Engel and Blackwell, 1982, p. 46). Many in this market are two-earner families with substantial affluence who are better educated, expect quality and convenience, and evaluate whether the marketing offer provides good value.

Various studies have attempted to use lifestyle analysis as an effective market segmentation technique (Douglas and Urban, 1977; Reynolds, Crask, and Wells, 1977; Bellenger, John, and Bryant, 1980). However, researchers have failed to consider the variety of lifestyles of female consumers as they enter the workforce and the aging of the population.

Lumpkin, Allen, and Greenberg (1982) have stated that wearing apparel is a broad topic; additional insight can be gained and strategy implications made more specific by developing profiles of females for various apparel categories.

Tweten (1980) has stated the need for a national study to determine the influence of employment orientation on alternative evaluation of apparel. Results will revise, extend, and create new information not provided by earlier studies (Stemm, 1980; Tweten, 1980; Bartos, 1982).

Female consumers will continue to possess multiroles and the balance between these roles will shift over time. It is important to know the relationship of the roles to lifestyles as a way people live and spend time and money with consumer goods. It is equally important to establish the relationship of current lifestyles to evaluative criteria. The strength of these relationships may be constant over time. If so, then understanding of these relationships can aid the marketer in anticipating consumer needs even though the specific role balance, lifestyle, and evaluative criteria may be dynamic.

The present study is designed to capture relationships between employment orientation, lifestyle, and evaluative criteria which may be dynamic, ongoing, and can be used in the future to provide a basis for the prediction of consumer apparel. Any study that explores female consumers' wants, needs, and life is an attempt to understand a part of the family.

Conceptual Framework

Model of Consumer Behavior

The conceptual model used in this research was the Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (1982) (see Figure 1). A model is a replica of the phenomena it is intended to designate. The EKB

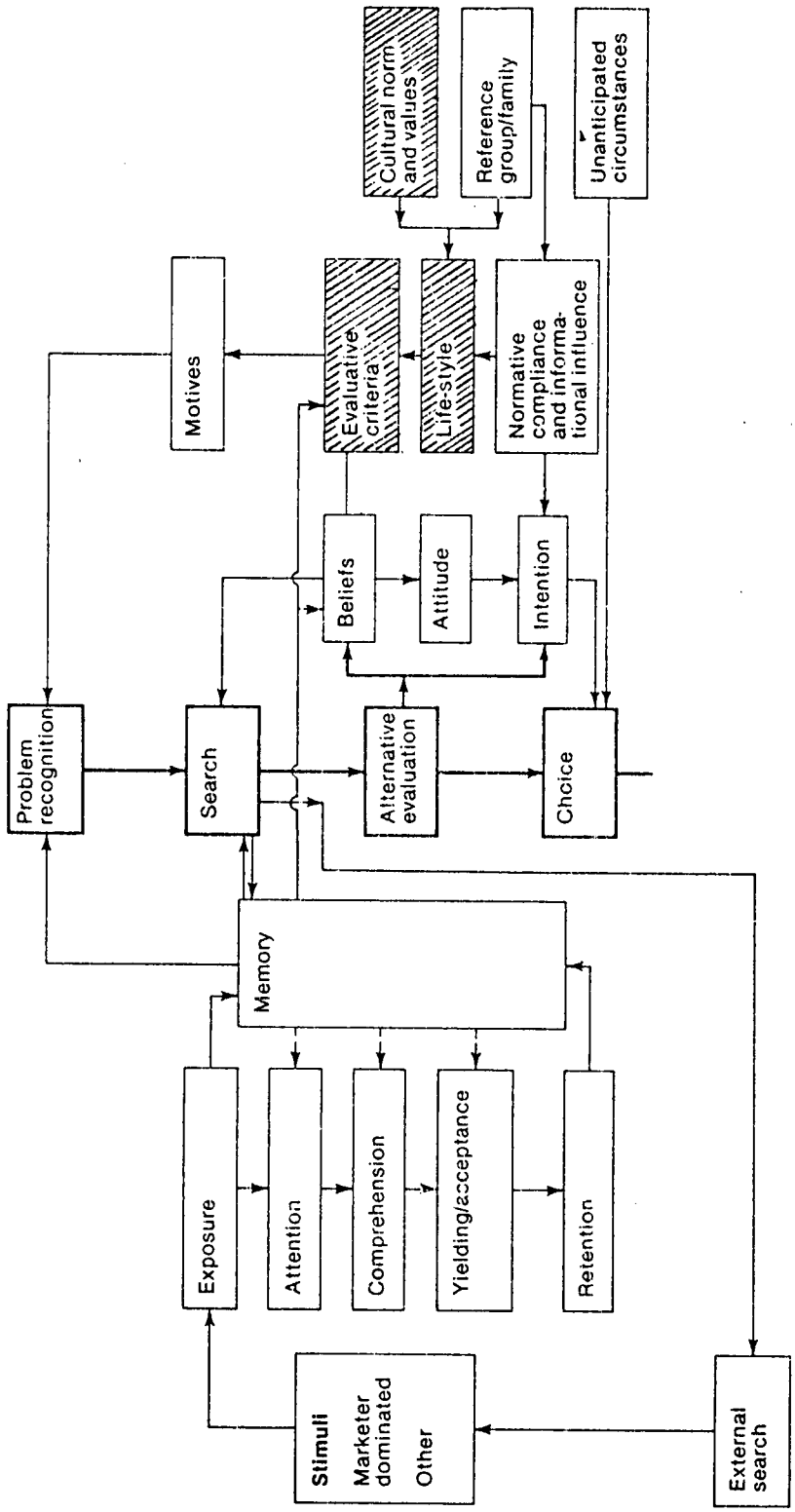


Figure 1. The EKB Model of Human Behavior.

Source: J. F. Engel and R. D. Blackwell, Consumer Behavior, 4th edition (Chicago: CBA College Publishing, 1982), p. 500.

model is an elaborate flow chart depicting the consumer decision process and the relationships between variables that constitute decision making. The model offers four advantages (Engel and Blackwell, 1982, p 23):

1. It provides a frame of reference for the researcher;
2. Research findings can be integrated into a meaningful whole;
3. It is useful in theory construction; and
4. It provides explanations for performance of the system.

The EKB model focuses on the consumer decision making process of the individual. This systems model was selected because consumer behavior is viewed as a process rather than a discrete act and is as concerned with how the decision is reached as it is with the decision itself. The EKB model is unique in highlighting the decision process and the relationships in alternative evaluation. In addition, the relationships between evaluative criteria, beliefs, attitudes, and purchase intention are more focused.

The Howard-Sheth Model of Buyer Behavior (1974), The Howard Model (1977), and the Nicosia Model of Consumer Decision Processes (1966) also focus on the consumer decision making process of the individual. The Howard-Sheth Model (1974) and the Howard Model (1977) do not include as focused

a relationship between evaluative criteria and beliefs as the EKB model. The Nicosia Model (1966) focuses on the relationship between the firm and its potential consumers.

The portion of the model tested is shaded. Arrows (→) from one box (variable) to another indicate one variable leads to or affects another, such as Lifestyle which affects Evaluative Criteria. Straight lines (——) from one box to another indicate an interaction effect where the two variables are a part of the same process and are used in conjunction with each other, such as evaluative criteria and beliefs (Blackwell, 1984).

This model is a flow chart that depicts the consumer behavior process and the relationships between variables that constitute decision making. It is divided into five basic components: external influences, decision process variables, the decision process, information processing, and inputs such as stimuli dominated by the marketer and other sources.

The skeletal structure of the EKB model is the decision process which consists of five major stages: problem recognition, search, alternative evaluation, choice, and outcomes.

Problem Recognition occurs when the individual perceives a difference between the ideal state of affairs and

the actual state of affairs. Problem recognition can be triggered by internal motives or external stimuli.

Search involves the sources of information needed to arrive at a decision. First, internal search is conducted to determine whether or not sufficient information is available in stored information and experience to proceed with a decision. External search is initiated if the individual determines there is insufficient stored information and experience. The extent of search is determined by a balance between expected gains and the costs of time, energy, and financial outlay that would be required.

Alternative Evaluation refers to the comparison of merchandise for purchase and consumption against the product attributes (criteria) considered to be important by the individual. Evaluative criteria are the desired outcomes from the use of an item expressed in the form of attributes or specifications and are used to compare various alternatives.

Choice describes the selection that is made from the available alternatives. Selection of the item occurs at this stage. Choice generally follows a purchase intention unless unanticipated circumstances serve as a barrier.

Outcomes depict the consequences of choice. The two possible outcomes depicted in the model are satisfaction or dissonance. Satisfaction with a purchase is stored in

memory and increases the probability of similar action in the future. Dissonance may lead to rethinking of evaluative criteria or avoiding the same mistake in the future.

This research focused on the third stage in the consumer decision making process: alternative evaluation. External influences, located at the far right of the model, include cultural norms and values. Decision process variables which have an influence include lifestyle and evaluative criteria.

The EKB model proposes that in determining the evaluative criteria (the basis of alternative evaluation) used for apparel selection, cultural norms and values and lifestyle act as influences.

Cultural norms and values--Culture is the complex of values, ideas, attitudes, and other meaningful symbols created by people to shape human behavior and the artifacts of that behavior transmitted from one generation to the next (Engel and Blackwell, 1982). Norms and values create the underlying drives of consumer behavior and conform those drives into behavior acceptable within the culture. Abstract elements of culture, such as norms and values, affect consumer preferences for material elements of culture, such as consumer products.

Roles are determined by cultural norms and values (Engel and Blackwell, 1982). Roles, located in the block

entitled Cultural Norms and Values, are the expected performance of an individual interacting with others in a structured situation. One role performed by individuals in a structured situation is employment. Employment orientation is a person's attitude toward employment outside of the home and is important in the consumer decision process (Bartos, 1977).

Lifestyle is shaped by cultural norms, values, and roles; consumers choose products that fit specific roles in their lifestyle (Sproles, 1979). Lifestyle is defined as "the patterns in which people live and spend time and money" (Engel and Blackwell, 1982, p. 188) and includes consumer psychographic characteristics such as activities, interests, and opinions. Many lifestyle changes are affecting consumption patterns. These changes include: pressure of time with more working women, greater emphasis on leisure, increased education, greater mobility, desire for self-expression, concern for ecology, a youth orientation, increased communications, technological innovations, increased services, and improved physical fitness (Eisenpries, 1979). All of these changes influence the evaluative criteria used for the selection of apparel. Lifestyle is considered to be an important determinant of evaluative criteria (Stemm, 1980) and is a predictor of consumer behavior (Sproles, 1979; Engel and Blackwell, 1982; Bartos, 1982).

Evaluative criteria, with roots in lifestyle, are the desired outcomes from the choice or use of an alternative expressed in terms of product attributes or specifications. Evaluative criteria are used to compare merchandise. Evaluative criteria are resistant to change, particularly if they are closely related to one's self-concept; however, changes are most likely to take place when there is a change in lifestyle. Engel, Kollat, and Blackwell (1978) suggest that the consumer's evaluative criteria should be the starting point of marketing strategy.

Beliefs represent mental or verbal information about merchandise which is important to the individual. This information is used to link a given product or brand to evaluative criteria. The consumer compares the information from memory and gained through search against the evaluative criteria. From this process, beliefs are formed or changed and the consumer's attitude toward purchasing will also change.

Alternative evaluation is the process of assessing various apparel items for purchase and consumption against the product attributes (criteria) considered to be important by the individual and arriving at a purchase intention. A positive evaluation of the consequences of buying and using a particular product is followed by formation of a purchase intention.

Nominal Definitions

Alternative Evaluation--The process of evaluating various apparel items and arriving at a purchase intention.

Apparel--Wearable items for social occasion and employment which include dress, suit, skirt separates, and pant separates.

Beliefs--Mental or verbal information that links a given alternative (social and employment apparel) to a specified evaluative criterion, specifying the extent to which the alternative possesses the desired attribute.

Employment Orientation--A person's attitude toward employment outside of the home.

Evaluative Criteria--The desired outcomes from use of an item expressed in the form of attributes or specifications (Engel and Blackwell, 1982).

Lifestyle--The patterns in which people live and spend time and money (Engel and Blackwell, 1982).

Role--A pattern of behavior expected of an individual in a specific social position (Linton, 1945).

Assumptions

1. Clothing is of personal relevance and a high involvement decision making product.
2. Evaluative criteria are used in the selection of clothing.

Limitations of the Study

1. The survey is limited to women 25-44 years of age.
2. The sample is limited to the female consumers who are a part of the mailing list.

Organization of the Dissertation

This dissertation is organized in the following manner. In Chapter 1, an introduction to the entire study has been presented which included the purpose and significance of the research, conceptual framework, nominal definitions, assumptions, and major limitations. In Chapter 2, pertinent literature concerning cultural norms and values, employment orientation, lifestyle, and evaluative criteria are reviewed. An explanation of the procedures used to carry out the research is presented in Chapter 3. Results and discussion of the findings are presented in Chapter 4. In the last chapter, the research is summarized and conclusions and recommendations for future research are presented.

CHAPTER 2

REVIEW OF LITERATURE

A review of literature will be presented for the following: (1) cultural norms and values, (2) employment orientation, (3) lifestyle, and (4) evaluative criteria.

Cultural Norms and Values

The study of culture is the study of all aspects of a society which give that society its distinctive character and personality (Schiffman and Kanuk, 1983). In the context of consumer behavior, culture is defined as the sum total of learned norms and values which serve to regulate the consumer behavior of members of a particular society. Norms are usual and acceptable ways of behaving; values are guides for behavior.

Cultural norms and values are learned as part of social experience. Roles, determined by cultural norms and values (Engel and Blackwell, 1982), are the patterns of behavior expected of an individual in a specific social position. A person may have a number of different roles, each of which is relevant in the context of a specific social situation.

A major cultural change in our society is the expanded role choices of American females (Schiffman and Kanuk, 1983). With increased educational opportunities, the

availability of labor-saving devices, and the enactment and enforcement of equal employment laws, there is an increased number of women in the labor force. Role orientations of American women have definitely changed (Schiffman and Kanuk, 1983).

One role orientation is employment outside of the home. To better account for the various factors that might contribute to why women work and to provide a richer market segmentation framework, it seems desirable to go beyond simply classifying women as either working or nonworking when studying their consumer behavior (Schiffman and Kanuk, 1983). Bartos (1977), a primary advocate of the need to segment women according to their work/nonwork roles, proposed that women's work does change them as consumers and therefore as a target market.

Employment Orientation

Employment orientation is a female consumer's attitude toward employment outside of the home and is used to subdivide the female consumer market into four distinct segments of women. Working women are subdivided into the Just-a-Job and the Career-Oriented Working Women; nonworking women are subdivided into the Stay-at-Home and the Plan-to-Work Housewives. Table 1 presents a demographic and psychographic summary of the characteristics of each of the four groups of women.

Table 1. Demographics and psychographics of female consumers based on employment orientation.

	Education	Age	Marital Status	Children Under 18	Age of Children	Household Income	Region	Psychographics (How They See Themselves)
JUST-A-JOB WORKING WOMEN	Less likely than Career Women to have completed high school education.	Median age is 36. A high % in 18-24 years and a cluster under 25 and over 50.	60% are married.	50% are mothers of children under 18.	Have children at all ages but less likely to have very young children at home.	Incomes slightly lower than career.	Higher % in North East.	A sense of humor, trustworthy, kind, refined, stubborn, broad-minded, affectionate.
CAREER-ORIENTED WORKING WOMEN	55% have attended or graduated from college.	Median age is 36. More likely to be 25-34.	60% are currently married	50% are mothers of children under 18.	Have children at all ages but less likely to have very young children at home.	Most affluent with $25,000 or more annual income. 60% are married to achieving men.	More likely to be found on West Coast than other 3 segments.	Strongest self-image. Trustworthy, kind, refined, broad-minded, efficient, intelligent, frank, creative.
PLAN-TO-WORK HOUSEWIVES	More likely to have completed high school and to have graduated from college than Job Women.	Median age is 32. Large number 25-34 years.	A portion without husbands.	More likely to have children under 18 at home.	Very young children--Infants to age 5.	Slightly less affluent than career-oriented women.	Live in all regions.	Tense, stubborn, sociable, affectionate, awkward, creative.
STAY-AT-HOME HOUSEWIVES	Less likely to have gone to college than Plan-to-Work Women. Many left high school before completing.	Median age is 50.	Large % married, some under 18.	50% are mothers of children	Children very young and over age 18.	Two ranges-less and more affluent than career-oriented women.	More likely to live in the South.	Trustworthy, kind, non-assertive, sociable with low egos and little sense of humor.

Source: Bartos, The Moving Target, 1982. Chart design by N. Cassill, 1985.

Employment orientation research has found Career-Oriented Working Women investing as much as 15 to 20 percent of their annual income on apparel (Ramo, Wall Street Journal, 1984). Just-a-Job Working Women spent approximately the same percentage of income on apparel ("Working Women Survey," Retailweek, 1978). Due to higher incomes, Career-Oriented Working Women spent approximately 34 percent more money than the Just-a-Job Working Women. Range of merchandise available determined where women shop. Career-Oriented Working Women spent considerably more than Just-a-Job Working Women on skirts, dresses, handbags, and boots, and considerably less on jeans, suits, and jewelry. Quality of construction and fiber content were important criteria for work apparel while quality and ease of care were important for social apparel.

Bartos (1982) found that career women are more likely than the other groups to plan ahead when they shop. Plan-to-Work Housewives and Just-a-job Working Women plan ahead more than Stay-at-Home Housewives. Housewives are more economy-minded than working women with the Plan-to-Work Housewife most concerned about economy. Just-a-Job Working Women are more concerned than Career-Oriented Working Women about the money they spend.

Career-Oriented Women and Stay-at-Home Housewives are cautious and brand loyal shoppers. Just-a-Job Working Women

are most likely to be experimental shoppers and are responsive to new products and competitive promotions. The Stay-at-Homes are the only segment admitting persuasibility and are less likely than their Plan-to-Work sisters to be impulse buyers. The two working women segments are more likely to make impulsive purchases; Career-Oriented Working Women have more money available and are in a position to make impulsive buying decisions when something "catches their fancy" (Bartos, 1982, p. 113). However, they are more likely than other women to be cautious and plan ahead in their decisions. The nature of the purchase and the level of product decision involved are the determining factors; purchases, such as cars and travel, are planned.

There is a noticeable hierarchy of involvement with fashion. Stay-at-Home Housewives are mildly concerned with fashion while Career-Oriented Working women have a strong interest in fashion.

Lifestyle

Lifestyle is shaped by cultural norms and values (Engel and Blackwell, 1982). More specifically, lifestyles are derivatives of a consumer's personal value system and personality that have been internalized by an individual. Lifestyle research, psychographics, is commonly referred to

as AIO research (activities, interest, and opinions). Psychographics is an effective way of identifying aspects of the psychological and social-cultural characteristics of specific target markets.

Psychographics is an answer to marketers' search for a quantitative approach (one producing numerical responses that could easily be computer analyzed) that would provide many of the dramatic insights of motivational research and resemble personality measures in their form. As a survey research tool, psychographic profiles are complementary to traditional demographic profiles of consumers. While demographic variables help marketers "locate" their target market of consumers, psychographic variables help them acquire a picture of the "inner consumer" (Schiffman and Kanuk, 1983, p. 131).

The most frequent and perhaps more useful application of psychographics is market segmentation. Typically markets can be segmented by demographic, psychographic, or behavioristic variables. The use of market segmentation can enable a company to identify the segments it can best serve, determine the needs and satisfactions of these segments, and aim product and promotional plans to meet the needs of these segments. "Since all products that are needed originate in consumers' problems and patterns, retailers will increasingly focus on lifestyles as a beginning point in the analysis

of strategy required to serve profitably the needs of key market segments" (Blackwell and Talarzyk, 1983, p. 26).

The most advanced use of lifestyle research for market segmentation analysis is the VALS program of Stanford Research Institute in California (1978). A consumer typology is based on three fundamental categories: Need-Driven consumers, Outer-Directed consumers, and Inner-Directed consumers. Using this lifestyle segmentation research, a firm can develop a product appropriate for each segment.

Segmentation has been based on product usage, employment orientation, orientation to shopping, specialty store customers, and traditional versus modern attitudes of customers. Wells and Tigert (1971) focused on identifying the attitudes, interests and opinions of heavy users of two different products: eye makeup, a fashion product, and shortening, a homemaking product. The researchers found that the differences in lifestyles between heavy users of the two products were substantial. Heavy users of eye makeup were found to be appearance and fashion conscious people who were young, well-educated, lived in metropolitan areas, and liked to travel, parties, and an active social life. By comparison, the heavy users of shortening were middle-aged people with medium to large families, lived outside of metropolitan areas, and preferred "Reader's Digest" and soap operas.

Bellenger, Robertson, and Greenberg (1979) conducted an exploratory marketing segmentation study that segmented women by the four employment orientation groups based on their responses to a lifestyle battery. This study examined shopping behavior of the four groups and found the Career-Oriented Working Woman most actively involved in shopping for clothing, followed by the Plan-to-Work Housewife, the Just-a-Job Working Woman, and the Stay-At-Home Housewife.

Hirschman (1979) classified women as Homemaker/Housewife who view themselves in the role of homemaker, Working Women who view themselves working primarily for money, and Career Women who view their work as a mode of self-expression and personal accomplishment. Career Women and Working Women displayed greater usage of print media than Homemakers. Homemakers and Working Women were found to place more importance on their families as sources of information regarding daytime apparel decisions, while Career Women placed more importance on work associates and work superiors for apparel selection decisions. McCall (1978) found that working women are more independent in their shopping behavior than nonworking women; working women consult their spouses one-half as much as nonworking women before making a major purchase.

Bellenger, John, and Bryant (1980) explored lifestyle in regard to retail patronage. Four groups were established:

(1) Indispensables--many are housewives, many are employed in nonprofessional jobs, and all possess liberal attitudes toward womens' roles, (2) Everybody's Grandmother--older, most are homemakers or work in service occupations, (3) Traditional Helpmate--middle-aged housewives, devoted to traditional motherhood role, one-third employed full time, frequent shoppers, and (4) Vanguards--professional or upper level jobs, fashion trendsetters. Lifestyle was found to relate significantly to retail patronage for discount stores but not for women's department stores or grocery stores.

Levy (1981) found that specialty store customers, best classified as contemporary shoppers, tend to be under 35 years of age, single, well-educated, and employed women who enjoy shopping. The conservative shopper is older, married, less- educated, and less often employed. She is responsive to promotional advertising and prefers to shop through catalogues or at a national chain and major local department store. The class/transitionalist shopper is slightly older than the contemporary customer, married, employed in a professional or managerial position, and has a high family income. She prefers local department stores where new merchandise is constantly arriving. Thorpe and Avery (1983) found that specialty store female customers of a southern metropolitan area were older, less conservative, better-educated, and traveled farther to shop than other types of customers.

Women have become more occasion oriented in their shopping (Kron, Business Week, 1984). Although some say they are constantly shopping or thinking about shopping, many are beginning to develop the same distaste for shopping as men. It was found that although women shop often, they shop quickly.

Douglas and Urban (1977) conducted a cross-cultural study to investigate the impact of women's lifestyles in international markets. United States "liberated" women were found to be less concerned with fashion, spent less on clothes and paid less attention to fashion information whereas the "liberated" working wives in France attached more importance to being fashionable but did rely less on sources of fashion information. The U.S. "traditionalists" showed a high interest in fashion and placed more importance on fashion information but the French "traditionalists" placed less importance on fashion with a higher importance placed on fashion information sources. The apparent reversal in attitudes and behavioral patterns could be explained by different evolutionary stages of the feminist movement between the two countries.

Based on responses to activities, interests, opinions, product use, and media use questions, Reynolds, Crask, and Wells (1977) developed a lifestyle segmentation strategy that separated women into "traditionalists" and "moderns."

These lifestyle dimensions were then used to segment the working and nonworking roles of women into four groups: traditional nonworking women, modern nonworking women, traditional working women, and modern working women. The "modern" women in general were more liberal in their attitudes toward life, events, and business, more cosmopolitan in their interests, and more optimistic about the future than were "traditionalists."

Rentz (1982) examined the change and stability in female lifestyles in the 1970s with selected cohort analyses. While the female's view of herself and her traditional role, her view of others, and her view of the past changed dramatically over the decade of the seventies, Rentz found other lifestyle dimensions changed little. Among the stabilities were her view of her current financial situation, her view toward shopping, her view toward income (at least in the short-term), her interest in travel and the "fast life," and her view toward in-home entertainment.

Stemm (1980) stated that there is a need to look simultaneously at several aspects of lifestyle in combination rather than individually when examining differences in evaluative criteria used in the selection of apparel. The comprehensive examination of the economic, cultural, and social life forces that contribute to a person's human qualities (Engel and Blackwell, 1982) may contribute to a more

accurate consumer profile. According to Stemm (1980) life-style variables work together to influence the consumer decision process.

Evaluative Criteria

Evaluative criteria, with roots in lifestyle, are highly resistant to change under conditions of high involvement. New information affects the consumer's cognitive structure in the high involvement consumer decision process. New information gained through search and information from memory is processed to link a given alternative, such as social and employment apparel, to a specified alternative criterion to form beliefs about a product. Characteristics of evaluative criteria include the relative importance of criteria (salience) and the criterion that is most important in the choice of apparel (determinant).

Good market opportunities are discovered by analysis of consumer evaluative criteria. Benefit segmentation, the process of analyzing benefits consumers seek in products, can uncover one or more segments not being served adequately by existing product alternatives. Knowledge of evaluative criteria can be used as a promotional benefit and can assist consumers in buying more wisely.

A number of researchers have studied evaluative criteria in relation to textiles and clothing (Alexis,

Haines, Jr. and Simon, 1968; Jenkins, 1973; Jenkins and Dickey, 1976; McCall, 1977; Blackwell and Hilliker, 1978; Stemm, 1980; Levy, 1981; Lumpkin, Allen, and Greenberg, 1982). Alexis, Haines, Jr. and Simon (1968) developed shopping protocols and reported that subjects used similar criteria in the choice of a dress. Versatility, whether a dress could be worn in many situations, and price were important to the consumer; however, price was one of the last factors considered.

Jenkins (1973) focused on evaluative criteria as a means of assessing the clothing and textile product and information needs of lower and middle socioeconomic consumers. Women who were not employed or employed in higher occupational levels most often indicated the criterion of suitability, whereas women in lower occupational levels most often mentioned good buy, pleasing to others, and comfort. Focused group interviews were conducted with women and twelve evaluative criteria were identified as used in the choice of textile items. Jenkins concentrated on saliency and determinance of evaluative criteria and analyzed 61 evaluative criteria statements as a basis for benefit segmentation. Jenkins and Dickey (1976) identified and labeled four consumer segments; lifestyle profiles were developed for each segment. The authors concluded that evaluative

criteria can be an appropriate means of understanding the needs of consumers.

McCall (1977) established the profile for the working and nonworking woman. These profiles suggest evaluative criteria based on style for the working woman and based on price for the nonworking woman.

Blackwell and Hilliker (1978) analyzed tapes of focused group interviews. Results indicated that price was important to female consumers; consumers had a price range in mind and did not seem to deviate from it.

Stemm (1980) examined evaluative criteria used in the selection of work and social apparel for single-again women. Factor analysis identified three major factors used in the selection of work and social apparel: pragmatic, aesthetic, and quality. Table 2 presents a list of specific criteria relating to that factor.

Stemm (1980) found that economic criteria were the most important in the choice of an outfit. This finding is in agreement with Jenkins (1973) and Lapitsky (1961). Single-again women identified the specialty store as the primary source of social occasion clothing; they indicated a willingness to spend a greater amount of money for a social occasion outfit than did married women, even though their incomes were lower. In addition, single-again women reported a greater number of hours spent in leisure activity

Table 2. Evaluative criteria used in the selection of work and social apparel.

Pragmatic	Aesthetic	Quality
	Work Outfit	
Good Fit	Beautiful/Attractive	Fabric Type & Quality
Good Buy	Prestige	Fiber Content
Comfort	Fashionable	Quality of Construction
Appropriateness for Occasion	Sexy	Brand & Store Name
Ease of Care	Pleasing to Others	Durability
Suitability to Individual	Color	
Price		
	Social Outfit	
Suitability to Individual	Beautiful/Attractive	Fiber Content
Good Fit	Fashionable	Ease of Care
Comfort	Pleasing to Others	Quality of Construction
Appropriate for occasion	Sexy	Fabric Type & Quality
Color	Brand & Store Name	Good Buy
	Prestige	Price
		Durability

outside the home and more frequent involvement in social activity which required more thought concerning social wear.

Levy (1981) found that the contemporary shopper's key requisite in making clothing purchases was quality. Contemporary shoppers were willing to travel some distance to reach a favorite store and were attracted to retailers who continually show new merchandise. The conservative shopper purchased apparel using the criteria of need, quality, price, and durability. The class/transitionalist shopper was willing to experiment with new fashions but was still price sensitive.

Lumpkin, Allen, and Greenberg (1982) attempted to compare various aspects of wearing apparel, shopping, purchasing behavior, lifestyle shopping orientation, and demographic patterns for single and married women who were professionals, nonprofessionals, or housewives. They found that working females regardless of marital status rated the criterion of label/brand relatively lower than store reputation, high quality, wide variety, and low price. Professional married females bought higher priced apparel than housewives. There was no significant difference between professional and nonprofessional single women.

Summary

With increased educational opportunities, the availability of labor-saving devices, and the enactment and

enforcement of equal employment laws, role orientations of American women have definitely changed. Segmentation by employment orientation, a female consumers' attitude toward employment outside of the home, has produced different demographic and psychographic characteristics for each group.

Retailers have typically divided women into two segments; working and nonworking. Retailers should recognize that these groups can be subdivided into four groups each with specific apparel needs. Knowledge of lifestyle and evaluative criteria used in apparel selection for each group should benefit consumer educators in planning education programs, retailers in understanding the consumer, and marketing specialists in planning product promotion strategies.

CHAPTER 3

RESEARCH METHODOLOGY

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

Null Hypotheses

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

1. Employment orientation has no influence on
   (a) lifestyle
   (b) evaluative criteria for social apparel, and
   (c) evaluative criteria for employment apparel.
2. The four female employment orientation groups do not differ on lifestyle.
3. The four female employment orientation groups do not differ on evaluative criteria for the selection of wearing apparel for social occasion.
4. The two employed female groups do not differ on evaluative criteria for the selection of employment apparel.

5. Lifestyle is not correlated with evaluative criteria for
   (a) the selection of social apparel, and
   (b) the selection of employment apparel.

Table 3 presents independent and dependent variables for each hypothesis.

Operational Definitions

Career-Oriented Working Women--Designated by the respondent, these women are also referred to as career women. Women in management, executive sales, or other positions where there is the desire to advance one's career (Bartos, 1982) (Item #121).

Demographics--Occupation, income, amount spent on apparel, children, education, and geographic region of the country (Section III, Items #1-2, 108-125).

Education--Highest level of school or training achieved by respondent (Item #110).

Employment Apparel--Clothing that has been selected to be worn for employment outside of the home (Items #6, 125).

Evaluative Criteria--Attributes or specifications used in the selection of social and employment apparel (Items #4, 7).

Income--Total income that the female consumer, herself, earned last year before taxes (Item #124).

Table 3. Independent and dependent variables for hypotheses.

Hypotheses	Independent Variable (X)	Dependent Variable (Y)
1	4 Employment Orientation Groups	Lifestyle Evaluative Criteria Social Apparel Evaluative Criteria Employment Apparel
2	4 Employment Orientation Groups	Lifestyle
3	4 Employment Orientation Groups	Evaluative Criteria Social Apparel
4	2 Employment Orientation Groups (Employed Groups)	Evaluative Criteria Employment Apparel
5	Lifestyle	Evaluative Criteria Social Apparel Evaluative Criteria Employment Apparel

Just-a-Job Oriented Working Women--Desiginated by the respondent, these women are also referred to as job women. Women with less committment to their employment than Career-Oriented Working Women (Bartos, 1982) (Item #121).

Marital Status--Respondent's present situation in terms of married, never married, divorced, separated, or widowed (Item #111).

Plan-To-Work Housewives--Women who are not employed outside of the home but plan to work in the future (Bartos, 1982) (Item #108).

Psychographics--The measurement of lifestyle consisting of a battery of statements designed to capture a consumer's activities, interests, and opinions (Schiffman and Kanuk, 1983) (Items #9-107).

Social Apparel--Clothing that has been selected to be worn for social occasions. (Items #3, 118).

Stay-At-Home Housewives--Women who are not employed outside of the home and do not plan to work in the future (Bartos, 1982) (Item #108).

Research Design

The survey research method provided a descriptive and an analytical study. Results are helpful in predicting the wants and needs of the female consumer. The descriptive study gives a current understanding of female consumers'

orientation to employment outside of the home, a demographic and psychographic profile of each orientation segment, and the evaluative criteria used in the selection of social and employment apparel. The analytical study gives the influence of employment orientation on lifestyle and evaluative criteria for the selection of social and employment apparel, how the employment orientation groups differ on lifestyle and evaluative criteria for the selection of social and employment apparel, and the relationship between lifestyle and evaluative criteria.

Sample Selection

A mailing list composed of a random sample of 10,000 names from a total list of 4,200,000 was purchased from The Lifestyle Selector, Denver, Colorado. This company, a division of National Demographics and Lifestyles, has contracts with manufacturers of "hard good products" (curling irons, hair dryers, cameras, kitchen appliances, home computers, televisions, home video equipment, grills) to include a questionnaire with their products. The list consisted of respondents who had answered an enclosed questionnaire and had passed a negative option question, that is, respondents had agreed to be part of a mailing list and had indicated an interest in fashion clothing. The cross-national listing of females, ages 25-44, represented the following occupations:

professional/technical, upper management/administration, sales/service, clerical/white collar, craftsman/blue collar, student, and housewife. Table 4 presents a profile of the mailing list.

Sample Size

A sample size of two thousand was needed because psychographics, the measurement of lifestyle, needs one thousand or more respondents to assure ample cell sizes for analysis (Engel and Blackwell, 1982). To preserve randomness and at the same time reduce the mailing sample to 2,000, every fifth name was used.

Development of the Instrument

A self-administered questionnaire ten pages in length was mailed and consisted of an employment orientation measure, a lifestyle measure, an evaluative criteria measure, and a demographic section (Appendix A). The design of the questionnaire was based on the Total Design Method described by Dillman (1978).

Employment orientation. Employment orientation was measured by asking the respondent's perception of her employment outside of the home (Bartos, 1982). Employment orientation, nominal level data, was an independent variable that was used in Hypotheses 1, 2, 3 and 4. The full-time

Table 4. The Lifestyle Selector mailing list.

Female Consumers	10,000
Ages	
25-34	61%
35-44	39%
States Represented	50
Employment Groups	
Professional/Technical	30%
Upper Management/Administration	8%
Sales/Service	13%
Clerical/White Collar	18%
Craftsmen/Blue Collar	3%
Student	2%
Housewife	26%
Annual Income	
Under $10,000	5%
$10,000 - 15,000	10%
$15,000 - 25,000	25%
$25,000 - 50,000	38%
$50,000 and Higher	13%
Unknown	9%
Marital Status	
Married	61%
Unmarried	36%
Unknown	3%
Children	
Children Under 18 Living at Home	70%
No Children	30%
Home Ownership	
Homeowners	60%
Renters	37%
Unknown	3%
Credit Card Usage	
Travel & Entertainment Cards	21%
Bank Cards	65%
Other Cards (including department store cards)	64%
No Cards	10%

housewife indicated if she planned to work in the future (Plan-to-Work) or not at all (Stay-at-Home) (Item #108); the working woman indicated whether her employment was a career (Career-Oriented) or a job (Just-a-Job) (Item #121).

Lifestyle. The lifestyle measure was an adaptation of Reynolds, Crask, and Wells (1977) instrument. Ninety-eight activities, interests, and opinion statements were retained from the 1977 instrument. Statements pertaining to personal product usage, media exposure, and specific grooming and beverage products were eliminated. Lifestyle, interval level data, was an independent variable that was used in Hypotheses 1, 2 and 5 (Items #9-107). A Likert scale (1-6 rating) was used with 1 representing strongly disagree and 6 representing strongly agree.

Psychographic research provides the marketer with a comprehensive profile of the consumer. Intangible variables such as activities, interests, and opinions add depth to consumer profiles that cannot usually be captured by demographics.

Reynolds and Darden (1974, p. 72) have defined the lifestyle dimensions of activities, interest, and opinions as follows:

> An activity is a manifest action such as viewing a medium, shopping in a store, or telling a neighbor about a new service. Although these acts

> are usually observable, the reasons for the actions are seldom subject to direct measurement.
>
> An interest in some object, event, or topic is the degree of excitement that accomplishes both special and continuing attention of it.
>
> An opinion is a verbal or written "answer" that a person gives in response to stimulus situations in which some "question" is raised. It is used to describe interpretations, expectations, and evaluation--such as beliefs about the intentions of other people, anticipations concerning future events, and appraisals of the rewarding or punishing consequences of alternative courses of actions.

Psychographic statements can be designed to be either general or specific. General statements yield a better understanding of consumer behavior; specific statements are better for predicting actual consumer choices of products or brands (Zins, 1976). Ziff (1971) found that the more general measures yielded identifiable and understandable psychographic segments of a market. Reynolds and Darden (1972) concluded that general measures should be combined with specific measures in psychographic research. Schiffman and Kanuk (1983) concluded that in a study using a specific product category, such as apparel, both general and specific statements should be included to provide a better understanding of the overall purchasing preferences as well as specific consumer apparel preferences.

General statements focus on broad perceptions, preferences, and "style of life" matters. Examples of general statements are, "Most women need a career as well as a

family" (Item #10) and "I like to be considered a leader" (Item #39). Specific statements pertain directly to the product and its use. Examples of specific statements are, "Dressing well is an important part of my life" (Item #11) and "Shopping for clothes is no fun any more" (Item #48).

Items retained from Reynolds, Crask, and Wells' (1977) instrument included the following twenty-two lifestyle dimensions: traditional views toward home and work, traditional views toward family relations, traditional views toward housekeeping activities, satisfaction with life, attitudes about physical attractiveness, travel proneness, mobility proneness, modern attitudes toward transportation, optimistic financial outlook, shopping patterns, views toward income, personal equity, and spending; price conscious, attitudes toward fashionable clothing, traditional views toward events and situations, activity patterns, optimism and happiness, credit uses, self-confidence, self-designated opinion leader, information seeker, views toward education, and views toward American business.

Evaluative criteria. The evaluative criteria measure was an adaptation of Stemm (1980) consisting of eighteen attributes used in the selection of apparel. Jenkins developed a concentric circle diagram containing 12 evaluative criteria. Stemm (1980) added three additional evaluative

criteria for a total of 15 evaluative criteria. For the present study, three evaluative criteria consisting of price, prestige, and durability were added based on the work of Alexis, Haines, Jr., and Simon (1968); Blackwell and Hilliker (1978), and Stemm (1980) who found these criteria important in the selection of apparel. Evaluative criteria, interval level data, is an independent variable that was used in Hypotheses 1, 3, 4, and 5 (Items #4, 7).

The eighteen evaluative criteria included: pleasing to others, fabric type and quality, brand and store name, quality of construction, ease-of-care, fiber content, comfort, suitability of individual, beautiful or attractive, price, good buy, fashionable, appropriateness for occasion, color, good fit, sexy, durability, and prestige. A typical social outfit (Hypothesis 3) and employment outfit (Hypothesis 4) were indicated (nominal level, Items #3, 6).

Salient Criteria are considered to be important in the consumer decision process. Respondents indicated how important each of the 18 criteria were in the choice of the work and social outfits. A Likert scale (1-5 rating) was used with 1 representing not important and 5 representing very important. The five evaluative criteria with the highest mean score determined the criteria most salient in the selection of a social outfit (Hypothesis 2, Item #4) and the selection of an employment outfit (Hypothesis 3, Item #7).

Determinant Criterion was the criterion that was felt to be most important in the selection of a social outfit (Item #5) and an employment outfit (Item #8).

Demographic. The demographic section contained questions pertaining to occupation, length of employment, annual amount spent on clothing, age, marital status, children, education, geographic region of the country, preferred types of stores, andpercentage of apparel purchased at a retail store (Items #1-2, 108-125). Demographic responses were incorporated at the beginning and end of the questionnaire.

Field Testing

The questionnaire was field tested with 29 female consumers, 25-44 years of age, who were not members of the final sample. Three groups used included (1) The Middlebrook Pike United Methodist Women NOW Circle, Knoxville, Tennessee, (2) The College of Business Secretarial Support Staff, University of Tennessee, Knoxville, Tennessee, and (3) Tennessee Home Extension Agents who were on the UTK campus for a graduate class during Winter Quarter, 1985, Knoxville, Tennessee. The field test was conducted to ascertain: (1) clarity and readability of instructions and questions, (2) modifications needed in format, rating scales, and other areas which could hinder completion of the questionnaire, and (3) the time necessary to complete the

questionnaire. After completion of the questionnaire respondents were asked to complete an evaluation of the questionnaire (Appendix A). The final questionnaire was revised based on recommendations from the field test.

Collection of Data

Data were collected via a mail questionnaire sent to a sample of 2,000. Segments of the Total Design Method of questionnaire development by Dillman (1978) were used in the mailing procedure. A ten page, 6 1/2" x 8 1/2" booklet format was utilized for the questionnaire which was sent with a cover letter and stamped return envelope. First class postage and printed return addresses were provided on both the 6 1/2" x 9" inside return envelope and the 9" x 12" envelope addressed to the subject to insure proper handling and possible forwarding of the mailing piece. Respondents were asked to return the completed questionnaire by a date which was approximately two weeks after they received the questionnaire. An identification number (1-2,000) was stamped on the bottom right corner of the questionnaire before mailing to identify the returned questionnaire for follow-up purposes. Subjects not returning the questionnaire by the requested date were sent a follow-up postcard two weeks after the questionnaire was sent.

The purpose of the identification number (ID) was clearly explained in the cover letter while assuring confidentiality. Dillman (1978) recommends placing the ID number in a corner of the title page since data would not be lost if a subject preferred to cut off the number before returning the questionnaire. Both the cover letter and the last page of the questionnaire indicated a summary of results would be sent to the respondent if requested. This was included as an incentive for the respondents to complete and return the survey. This research was exempt from review by the Committee on Research Participation which approves projects involving human subjects (Appendix A).

Respondent Characteristics

Forty-five percent of the cross-national sample returned usable questionnaires (n = 842). All occupations including housewife were represented in the sample. Eighty percent of the respondents were employed outside of the home with 55 percent indicating "career" orientation and 25 percent indicating "job" orientation to their employment; 15 percent of the nonemployed women indicated that they "plan to work" in the future while the remaining 5 percent desired to "stay at home." Over half of the subjects lived in the Northeast and Southern regions. Two-thirds of the respondents owned their own home. Fifty-one percent of the

employed women earned between $15,000-$30,000. (See Chapter 4 for detailed analysis of the sample.)

Data Analysis Procedures

Responses of the subjects were transferred to standard data cards which were read into the computer for analysis. Statistical analyses used were frequency distributions, Principal Components Factor Analysis with Varimax Rotation, Multivariant Analysis, Analysis of Variance, and Coefficients of Correlation.

To prepare the 98 lifestyle statements for factor analysis, the statements were classified into one of 22 dimensions referred to as lifestyle summation variables. This strategy was used by Reynolds, Crask, and Wells (1977) with their lifestyle instrument. Preparation of lifestyle summation variables was conducted by summing item scores for each variable. An aesterick (*) denotes items that were negatively worded and therefore had reversed scores. Lifestyle Summation Variables with variable items and examples are given in Table 5.

Factor analysis, used as a data reduction technique, provides an empirical basis for reducing a large number of variables to a few factors or underlying dimensions (Kim and Mueller, 1978). A correlation matrix is first generated and

Table 5. Lifestyle summation variables.

Label	Summation Variable	Item Numbers and Example
Home	Traditional Views	10*,14,50,61,65,78 "A woman's place is in the home." (#50).
Family	Traditional Views Toward Family Relations	13,15,16,18*,20 "The father should be the boss in the house." (#15)
House	Traditional Views Toward Housekeeping Activities	21,22,23,24,25,26*,27,28 "My days seem to follow a definite routine." (#24)
Life	Satisfaction with Life	31,52* "My greatest achievements are still ahead of me." (#31)
Attract-tion	Attitudes about Physical Attraction	32,33,34,35 "I like to feel attractive to members of the oppostie sex." (#32)
Travel	Travel Proneness	40*,41,42 "I would like to take a trip around the world." (#41)
Mobil	Mobility Prone	43 "We will probably move at least once in the next five years." (#43)
Trans-portation	Modern Attitudes Toward Transportation	44,103 "I have often thought of buying a subcompact car." (#44)
Finance	Optimistic Financial Outlook	46,47 "Five years from now our family income will probably be a lot higher than it is now." (#46)
Shopping	Shopping Patterns	9,29,48*,107 "Before shopping for clothes, I prepare a complete shopping list." (#9)
Income	View Toward Income Personal Equity, and Spending	53*,56*,57,58*,64,100 "Our family income is high enough to satisfy nearly all our important desires." (#64)

Table 5 (continued)

Label	Summation Variable	Item Numbers and Example
Price	Price Conscious	30,51,54,63 "I pay a lot more attention to clothing prices now than I ever did before." (#30)
Clothing	Attitude Toward Fashionable Clothing	11,12,55 "Dressing well is an important part of my life." (#11)
Events	Traditional Views Toward Events and and Situations	36*,37*,71,72,73,74,77* "Everything is changing too fast today." (#71)
Activity	Activity Patterns	49,87,88,89,90,91,92,93,94,95,96, 97,98,99,101,102,104,106 "I went to the movies." (#87)
Happy	Optimism and Happiness	66,80* "Any person with ability and willingness to work hard has a good chance of being successful in this country." (#66)
Credit	Credit Uses	81,82,85*,105 "It is good to have charge accounts." (#81)
Self	Self-Confidence	68,84,86 "I think I have more self-confidence than most people." (#86)
Leader	Self-Designated Opinion Leader	17,19,67,75,76 "My friends or neighbors often come to me for advice." (#17)
Information	Information Seeker	19,38,62 "I often seek out the advice of my friends regarding which brand to buy." (#38)
Education	Views Toward Education	59,60,79,83 "I think it is important to have a good education." (#59)
Business	Views Toward American Business	69,70 "Americans should always try to buy American products." (#69)

then a factor analysis is used to create clusters of variables that are all correlated with each other. The objective of Principal Components Factor Analysis is to transform a set of interrelated variables into a set of unrelated or uncorrelated linear combinations of these variables. Factors are chosen so each factor or component accounts for a decreasing proportion of the variance in the original variables. Principal Component Analysis results in output that includes all the eigenvalues and the pattern matrix for eigenvalues greater than one. Therefore, factors with eigenvalues greater than one were retained.

A SAS computer program for Principal Components Method of Factor Analysis with Varimax Rotation was used (Statistical Analysis Systems Manual, 1982). This program treats all variables as equally important. Varimax Rotation rotates the principal components on an axis into a position which makes the loadings on each factor either as large or as small as possible while maintaining the overall correlation between factors. Rotation, the application of a nonsingular linear transformation to common factors, aids in interpretation by displaying a factor in the most "cogent and poignant manner for scientific interpretation" (Harmon, 1976, p. 278). Factor analysis was performed on the 18 evaluative criteria and the 22 lifestyle summation variables

to establish basic underlying dimensions of evaluative criteria and lifestyle for use in further analysis.

Factor loadings represent the degree of correlation between the item and the factor. When an item or a summation variable contributed to one factor which explained a small proportion of the total variance, it was eliminated and another factor analysis was run. This reduced the number of initial factors extracted from a scale. These factors were treated as the newly formulated dependent variables in subsequent statistical analyses.

Factor scores were produced by a SAS Score program which combined factor loadings with the raw data to compute weights for each item in the factor while maintaining the same correlation between items as the factor loadings. Factor scores were used in further analyses rather than the raw data.

The General Linear Model (GLM), the procedure selected for this study, uses the method of least squares to fit general linear models. GLM handles classification variables which have discrete levels, such as employment orientation, as well as continuous variables which measure quantities, such as lifestyle and evaluative criteria. Thus, GLM can be used for many different analyses including Multivariant Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), especially for unbalanced designs; and partial correlation.

A Multivariant Analysis of Variance (MANOVA) was used to test the influence of employment orientation on lifestyle and evaluative criteria in Hypothesis 1. MANOVA is required when there are two or more dependent variables, such as lifestyle and evaluative criteria. The Wilks' Lambda Criterion, a preliminary step in the multivariant process, was the method used to test the null hypothesis. Significance indicates that there is an influence on the dependent variables.

Using the General Linear Model (GLM), the influence of employment orientation on the eight lifestyle factor score variables, the three social apparel evaluative criteria factor score variables, and the one employment apparel evaluative criteria factor score variable was determined. In addition, five demographic variables were examined in relation to the lifestyle and evaluative criteria factor score variables. Type I Sum of Squares and Type III Sum of Squares were noted. Type III SS is the sum of squares due to adding that variable last in the model, i.e., it does not take into account other variables and the order of variables put into the model is not important. Type III SS were used to determine significance. Least square means were used to plot significant relationships of employment orientation and demographic variables on lifestyle and evaluative criteria

factor score variables. Statistical significance was determined at the .05 level of probability. While the .05 level of significance is liberal acceptance, several results were significant at the .01 (19 results), .001 (5 results), and .0001 (22 results) levels. Results that approached or showed tendencies toward significance were noted in cases where the probability was between .05 and .10.

To determine whether the employment orientation groups differed on lifestyle and evaluative criteria, a follow-up investigation involving Analysis of Variance (ANOVA) was performed for Hypotheses 2-4. Since a significant F value indicates only that there is a difference somewhere among the employment orientation groups on lifestyle and evaluative criteria, contrast between the four employment orientation groups were used.

Contrast statements provided a comparison of two or more factor score means, i.e., the means of two or more employment orientation groups, establishing differences between groups on the lifestyle and evaluative criteria factors. The following contrasts were made: (1) Just-a-Job Working Women versus Career-Oriented Working Women, (2) Plan-to-Work Housewives versus Stay-at-Home Housewives, and (3) Employed versus Nonemployed Women.

Hypothesis 5 was tested using coefficients of correlation of factor scores to show relationships between evaluative criteria and lifestyle factors.

CHAPTER 4

PRESENTATION AND INTERPRETATION OF RESULTS

The data were obtained from 842 respondents constituting 45 percent of the sample which was composed of female consumers from all states in the United States. Seventy-two percent of the respondents requested a summary of the results which was offered as an incentive for completing and returning the survey. Analyses of data are presented under the following headings: (1) Description of Respondents, (2) Apparel Worn for Social and Employment Occasions, (3) Development of the Factors: Lifestyle and Evaluative Criteria, (4) Influence of Employment Orientation on Evaluative Criteria and Lifestyle, (5) Demographic Characteristics Related to Lifestyle and Evaluative Criteria Factors, (6) Four Employment Orientation Groups Compared on Lifestyle Factors, (7) Four Employment Orientation Groups Compared on Evaluative Criteria Factors for Social Apparel, (8) Two Employed Groups Compared on Evaluative Criteria Factor for Employment Apparel, and (9) Correlation Between Lifestyle and Evaluative Criteria Factors for the Selection of Social and Employment Apparel.

Description of Respondents

Respondents, age 25-44, represented all 50 states of the United States with the majority living in surburban

areas in the Northeast and Southern regions (27.9 percent and 28.3 percent respectively). Representation by geographic region was similar to the Census Report (1980) as 22 percent lived in the Northeast and 23 percent lived in the South. Other geographic regions were relatively consistent with the Census (1980): Midwest--14.8 percent compared to 18 percent (Census), Southwest--9.2 percent compared 10 percent (Census), Rocky Mountain--3.1 percent compared to 6 percent (Census), and Pacific--16.5 percent compared to 14 percent (Census). Frequencies and percentages related to demographic characteristics of the respondents are given in Table 6 and are summarized below. Each analysis shows a different N (sample size) since some respondents deleted certain items. Eighty percent of the respondents were employed outside of the home. This statistic is similar to the Bureau of Labor Statistics Report (April, 1985) stating that 71 percent of females age 25-44 were employed outside of the home. Fifty-five percent considered the work they did a "Career" and 25 percent considered it a "Job." Of the 20 percent who were not employed outside of the home, 15 percent indicated that they "Plan to Work" in the future while 5 percent indicated that they will "Stay At Home."

The Yankelovich Monitor is an annual study of social trends that provides trend data related to social issues, values, and attitudes of the United States population. The Yankelovich Monitor (1981) provided the following percentages of the four employment orientation groups (ages 25-44)

Table 6. Demographic characteristics of respondents.

Characteristic		Frequency	Percent
Geographical Region			
Northeast		233	27.9
South		237	28.3
Midwest		124	14.8
Southwest		77	9.2
Rocky Mountain		26	3.1
Pacific		138	16.5
Travel from one to another		7	.2
	n =	842	100.0
Urbanization			
Rural		237	28.5
Suburban		425	51.1
Urban		170	20.4
	n =	832	100.0
Employment Orientation			
Employed:			
Career Oriented		465	55.3
Job Oriented		209	24.8
Not Employed:			
Plan To Work		124	14.7
Stay At Home		44	5.2
	n =	842	100.0
Age			
Below 25		10	1.2
25-29		293	34.9
30-34		225	26.8
35-39		175	20.8
40-44		131	15.6
Above 44		6	.7
	n =	840	100.0

Table 6 (continued)

Characteristic		Frequency	Percent
Education			
Some High School		16	2.0
High School		158	19.0
Some College		303	36.7
Bachelor's Degree		215	26.0
Master's Degree		86	10.4
Ph.D., Ed.D., J.D., or M.D.		8	1.0
Other Professional Degree		40	4.9
	n =	826	100.0
Income Earned by Employed Females			
Below 10,000		137	20.2
10,000-14,999		118	17.4
15,000-19,999		159	23.5
20,000-29,999		188	27.7
30,000-49,999		59	8.7
50,000-69,999		14	2.1
70,000 or above		3	.4
	n =	678	100.0
Marital Status			
Never Married		176	21.0
Married		543	65.0
Divorced		89	11.0
Separated		24	2.0
Widowed		8	1.0
	n =	840	100.0
Number In Family			
One		133	15.8
Two		224	26.7
Three		183	21.8
Four		189	22.5
Five		75	8.9
Six or more		36	4.3
	n =	840	100.0

Table 6 (continued)

Characteristic	Frequency	Percent
Own Home		
Yes	556	66.3
No	283	33.7
n =	839	100.0
Occupation/Position		
Writer, Journalist, Artist	8	1.2
Secretary, Bookkeeper	141	21.0
Doctor	1	.1
Office Manager	40	5.9
Semiskilled/Skilled Worker	36	5.3
Lawyer	2	.3
Research & Development	7	1.0
Middle Management	76	11.4
Receptionist	4	.6
Salesperson	40	5.9
Professor, Teacher, Librarian	62	9.2
Social Worker, Counselor, Nurse	56	8.3
Junior Executive	12	1.8
Senior Executive/Administration	7	1.0
Owner/Manager	25	3.7
Other	157	23.3
n =	674	100.0
Amount Spent on Social Wardrobe Last Year		
Below $200	188	22.8
$200-499	295	35.2
$500-999	211	25.2
$1,000-1,499	72	8.6
$1,500-1,999	31	3.7
$2,000 and above	41	4.9
n =	678	100.0

Table 6 (continued)

Characteristic		Frequency	Percent
Amount Spent on Employment Wardrobe Last Year			
Below $200		137	19.9
$200-499		229	33.1
$500-999		173	25.0
$1000-1499		88	12.7
$1500-1999		27	3.9
$2000 and above		37	5.4
	n =	691	100.0
Acquire Most Apparel			
Purchase at retail store		771	92.9
Someone else purchases for me		3	.4
Receive as gift		8	1.0
Sew it myself		44	5.3
Have it sewn		4	.4
	n =	830	100.0
Percentage Purchased at Retail Store			
80-100%		588	70.8
60-80%		147	17.8
40-60%		41	4.9
20-40%		39	4.7
Less than 20%		15	1.8
	n =	830	100.0
Store Shopped for Social Apparel			
Speciality clothing stores		181	21.7
Department stores		490	58.8
Mail order		21	2.5
Discount stores		53	6.4
Clothing chain stores		68	8.2
Other		21	2.4
	n =	834	100.0

Table 6 (continued)

Characteristic		Frequency	Percent
Stores Shopped for Employment Apparel			
Speciality clothing stores		134	19.7
Department stores		378	55.7
Mail order		24	3.5
Discount stores		51	7.5
Clothing chain stores		50	7.4
Other		42	6.2
	n =	679	100.0
Payment for Apparel			
Cash or check		363	43.3
Credit card		185	22.1
Both		291	34.6
	n =	839	100.0

United States population: Just-a-Job Working Women 37 percent, Career-Oriented Working Women 22 percent, Plan-to-Work Housewives 13 percent, and Stay-at-Home Housewives 28 percent. Comparing percentages found in this study with subjects provided by the Yankelovich Monitor, there was a heavy representation of career women in this study. However, this could have been due to a drastic increase in career women (22 percent to 55 percent) and a drastic decrease in Stay-at-Home Housewives (28 percent to 5 percent). With increased educational opportunities and available child care facilities, career women may continue to increase in the population; this group should be closely monitored. The Stay-at-Home Housewives may be a declining group with better educated women, such as these women, entering the work force. In addition, a slight increase was noted for Plan-to-Work Housewives with a slight decrease in job women.

Respondents were relatively young with the majority having attended college. The majority were between 25 and 35 years of age which is consistent with the profile provided by The Lifestyle Selector, the company from whom the mailing list was purchased. Eighty percent had attended college with 36 percent having Bachelors or Masters degrees. Incomes earned by the employed female ranged from under $10,000 to above $70,000 with the majority of respondents reportedly earning between $10,000-$30,000. The median income was $14,998, only slightly higher than the median of $14,716 reported by the Bureau of Labor Statistics (1985).

A relatively large proportion (65 percent) of this sample was married; this percentage is similar to The Lifestyle Selector's information (60.0 percent) and the national population of 58 percent (Bureau of Census, 1980). Thirty-five percent were not married, either never married, divorced, separated, or widowed. Also, more than half (57.5 percent) reported having a family of three or more persons. The respondents were more often married with children. This is not surprising since the ages of 25-44 traditionally have been child-bearing years for women and the sample included career and job women as well as nonemployed women. In addition 66.3 percent indicated that they own their own home; this percentage is slightly higher than The Lifestyle Selector mailing list profile (60.0 percent).

A variety of occupations and positions were reported by employed women with secretary/bookkeeper being the largest designation. However, the categories listed on the questionnaire were not adequate to include all occupations since 23.3 percent checked the "other" category. Specified answers in this category included employment in manufacturing, medical technology, health clubs, computer consulting, business analysis, real estate, insurance, tailoring, dietetics, and service occupations such as flight attendants.

The amount of money spent on a social wardrobe the preceding year ranged from below $200 to above $2,000. The

majority reported spending $200-499 (35.2 percent) and $500-999 (25.2 percent); however, an additional 12.3 percent reportedly spending up to $2,000 with 4.9 percent spending in excess of $2,000.

Expenditures for the working wardrobe the preceding year also ranged from below $200 to above $2,000 with the majority spending from $200-499 (33.1 percent) and $500-999 (25.0 percent). An additional 16.6 percent spent up to $2,000 with 5.4 percent spending over $2,000.

Most respondents (92.9 percent) indicated that 80-100 percent of their apparel was purchased at a retail store rather than constructed by them or received as a gift. Respondents shopped for social and employment apparel most frequently at department stores (58.8 and 55.7 percent respectfully). Bellenger, John and Bryant (1980) found lifestyle related significantly to retail patronage for discount stores but not for womens department stores. This study found a low percentage of respondents shopped discount stores for social and employment apparel (6.4 and 7.5 percent respectively). A small percentage (6.2) of employed women shopped at "other" stores including uniform shops. Cash or check was used by 43.4 percent to pay for clothing.

Profile of Four Employment Orientation Groups

Percentages related to demographic characteristics are given in Table 7 for the four employment orientation groups:

Table 7. Demographic profile of respondents by employment orientation.

	Percentages			
	Job	Career	PTW*	SAH
Number in Family				
One	13.6	22.3	.8	2.3
Two	28.2	31.8	11.3	11.4
Three	20.4	21.4	22.6	22.7
Four	25.2	15.4	40.3	34.1
Five	7.8	5.6	17.7	22.7
Six	4.8	3.0	7.3	6.8
Marital Status (married)	66.0	55.0	90.0	91.0
Highest Level Education				
Bachelors and Higher	22.9	54.2	31.7	40.9
Age				
25-29	33.9	36.3	38.7	31.8
30-34	21.4	29.9	27.4	20.5
35-39	20.4	21.9	19.4	18.2
40-44	24.3	11.9	14.5	29.5
Money Spent For Social Apparel				
Below $200	29.6	10.2	24.4	11.4
$200-499	34.0	34.6	36.6	43.2
$500-999	23.3	35.2	26.0	20.5
$1000-1499	8.7	10.2	3.3	13.6
$1500-1999	2.4	4.0	4.0	4.5
$2000 and Higher	2.0	5.8	5.7	6.8
Store Shopped for Social Apparel				
Speciality Store	20.4	22.6	21.0	22.7
Department Store	53.9	59.9	62.0	59.1
Mail Order	1.5	3.3	1.6	2.3
Discount Store	9.7	5.7	4.0	4.5
Clothing Chain	9.7	6.4	11.3	9.1
Other	4.8	2.1	0.0	2.3
Payment for Apparel				
Cash/Check	41.7	39.6	50.0	68.2
Credit	14.6	28.1	16.1	11.4
Both	43.7	32.3	33.9	20.4
Own Home	67.0	63.0	73.0	86.0

Table 7 (continued)

	Percentages			
	Job	Career	PTW	SAH
Geographical Region				
Northeast	28.0	25.0	34.2	38.6
South	26.0	31.2	26.0	16.0
Midwest	18.6	13.4	13.0	16.0
Southwest	7.9	13.5	11.3	25.0
Pacific	18.6	16.9	15.5	4.4
Urbanization				
Suburban	50.0	53.0	40.0	51.0
Occupation				
Writer, Journalist	.6	1.3		
Secretary, Bookkeeper	32.5	15.3		
Doctor	0.0	.2		
Office Manager	5.9	6.1		
Semiskilled/Skilled	10.8	2.4		
Lawyer	0.0	.4		
Research/Development	1.0	1.1		
Middle Management	1.0	15.9		
Receptionist	2.0	0.0		
Salesperson	8.3	5.0		
Professor,Teacher	3.9	11.8		
Social Worker,Nurse	4.9	9.8		
Junior Executive	0.0	2.4		
Senior Executive	0.0	1.5		
Owner/Manager	3.4	3.7		
Other	25.7	23.1		
Annual Income				
Below 10,000	34.1	14.8		
10,000-14,999	26.2	12.6		
15,000-19,999	21.8	24.1		
20,000-29,999	12.6	34.7		
30,000-49,000	5.3	10.4		
50,000-69,999	0.0	3.0		
70,000 and Higher	0.0	.4		

Table 7 (continued)

	Percentages			
	Job	Career	PTW	SAH
Geographical Region				
Northeast	28.0	25.0	34.2	38.6
South	26.0	31.2	26.0	16.0
Midwest	18.6	13.4	13.0	16.0
Southwest	7.9	13.5	11.3	25.0
Pacific	18.6	16.9	15.5	4.4
Urbanization				
Suburban	50.0	53.0	40.0	51.0
Money Spent for Employment Apparel				
Below $200	32.6	12.1		
$200-500	38.1	31.9		
$500-999	17.0	28.6		
$1,000-1,499	9.3	15.0		
$1,500-1,999	1.0	5.4		
$2,000 and Higher	2.0	7.0		
Store Shopped for Employment Apparel				
Specialty Store	16.6	21.2		
Department Store	52.2	57.4		
Mail Order	1.5	4.4		
Discount Stores	13.6	4.8		
Clothing Chain	9.3	6.6		
Other	6.8	5.7		

* PTW = Plan-to-Work, SAH = Stay-at-Home.

Career-Oriented Working Women (n = 465), Just-a-Job Working Women (n = 209), Plan-to-Work Housewives (n = 124), and Stay-at-Home Housewives (n = 44). (Career-Oriented Working Women and Just-a-Job Working Women will be referred to as career women and job women later). Ninety-one percent of the nonemployed women were married; therefore, this group will be referred to as housewives even though 9 percent are not married, either divorced, widowed, separated, or never married.

The largest families, those with four or more family members, were the Plan-to-Work Housewives (65.3 percent) and the Stay-at-Home Housewives (63.6 percent). Career-Oriented Working Women had the smallest families with 54.1 percent responding to a family size of two or less.

A higher percentage of nonemployed women were married with the Stay-at-Home Housewives (91 percent) the most likely to be married and the career women (55 percent) the least likely of the four groups to marry. This is not surprising since career women, with more years of education, were more career oriented and felt it was difficult to combine a family and a career (Bartos, 1982). The Plan-to-Work Housewives and the Career-Oriented Working Women were the youngest groups and the Stay-at-Home Housewives were the oldest group.

Career-Oriented Working Women were the highest educated group with 54.2 percent receiving a Bachelor's degree and higher. This supports Bartos (1982) finding that career women are the highest educated of the four groups. The Just-a-Job Working Women were the lowest educated group with only 22.9 percent having received Bachelors degrees and higher; more Stay-at-Home Housewives (40.9 percent) had degrees in comparison to the Plan-to-Work Housewives (31.7 percent). This contradicts Bartos' (1982) finding that Stay-at-Home Housewives are the least educated. It appeared that a small percentage of higher educated females, rather than lower educated females in this sample chose to "stay at home."

The majority of the respondents owned their home with the Stay-at-Home Housewives being the largest percentage of home owners (86.0 percent). The largest percentage of Plan-to-Work and Stay-at-Home Housewives resided in the Northeast. Most of the respondents lived in suburban areas.

Career-Oriented and Just-a-Job Working Women responded to additional demographic questions related to occupation, annual income, wardrobe expenditures, and stores shopped.

Career-Oriented Working women were predominately in more professional occupations with 15.9 percent in middle management, 11.8 percent professors, teachers, and librarians; and 23 percent in other occupations including

dentistry and accounting. Bartos (1982) stated career women are found in all occupational categories. However, she found a high proportion of career women in professional/ managerial occupations supporting these findings. Just-a-Job Working Women were secretaries and bookkeepers (32.5 percent) and 25.7 percent represented other occupations including tailoring, cosmetology, and medical technology. Bartos (1982) found that Just-a-Job Working Women were more likely to be in clerical occupations and in "other" categories which confirmed the present findings.

The mean annual income of career women was $16,172 compared to $11,481 of job women. Career women (48.5 percent) received a gross income last year of $20,000 and higher compared to 17.9 percent of job women. In contrast 34.1 percent of Just-a-Job Working Women received $10,000 or less compared to 14.5 percent for Career-Oriented Working Women. This confirms Bartos' (1982) finding that career incomes are slightly higher than job incomes.

The mean amount spent on social apparel was $575 for career women in comparison to $480 for job women. Career women spent more last year on employment apparel than job women ($471 and $240 respectively) with 56 percent spending $500 and above as compared to 29.3 percent of job women. Career women invested as much as 7-12 percent of their annual income on apparel; this percent is somewhat lower

than Ramo's (Wall Street Journal, 1984) 15-20 percent spent on apparel. However, findings supported Ramo's statement that job and career women spent approximately the same percentage of income on apparel. Due to higher incomes, career women spent approximately 45 percent more money than job women, slightly higher than Ramo's (1984) 34 percent.

Respondents indicated that the department store was the retail store most shopped for social apparel (53.9 to 62.0 percent) and employment apparel (52.2 to 57.4 percent). In addition, career women were more likely to shop specialty stores than job women. These findings are in agreement with Stemm (1980).

Career women used credit more often than the other groups while Stay-at-Home Housewives preferred to pay cash/check for apparel. A profile of "Saavy" magazine subscribers (Rabolt, 1984), predominantly career women, indicated that 79.4 percent owned a retail charge card with approximately 58 percent using Visa and/or MasterCard. Overall, career women tended to be under 35 years of age, well-educated, and employed in professional or managerial positions. This is similar to Levy's (1981) profile of the contemporary and class/transitionalist shopper who shops at department and speciality stores. Stay-at-Home Housewives in this study shopped predominantly at department stores and were older and less educated than career women. This is

similar to Levy's (1981) profile of the conservative shopper.

Using information from The Yankelovich Monitor (1981), Bartos' study (1982) examined U.S. female consumers by employment orientation. Compared with women in Bartos' study, these respondents were very similar except that three of the employment orientation groups lived predominantly in somewhat different geographic regions, two of the employment orientation groups were better educated, and two of the employment orientation groups were different in age (Table 8).

The raw data obtained from the annual study conducted by The Yankelovich Monitor (1981) and used by Bartos (1982) is considered proprietary information; therefore, percentages were not available on all demographics. However, when a 10 percent or more difference was noted with the current study (education), a difference was indicated. Other differences (age) were based on contrasts shown, i.e., older than Career-Oriented Working Women versus younger than Career-Oriented Working Women.

In summary, respondents were similar to other profiles of employment orientation groups (Bartos, 1982), similar to the profile provided by the mailing list purchased from The Lifestyle Selector (a random sample of 10,000 from a total list of 4,200,000 females), and similar to recent United

Table 8. Demographic characteristics of respondents compared to Bartos (1982).

	Present Study	Bartos (1982)
Just-a-Job Working Women		
Education	5% not completed high school as compared to 1% for career women	Less likely than career women to have completed high school education
*Age	Older than Career-Oriented Women	Younger than Career-Oriented Women
Marital Status	66% married	60% married
Region	28.9% in Northeast	Higher percent in Northeast
Career Oriented Working Women		
*Education	90% attended or graduated from college	55% attended or graduated from college
Age	65% 25-34	More likely to be 25-34
Marital Status	55% married	60% married
*Region	31.2% South 25.0% Northeast 16.9% Pacific	More likely to live on west coast
Plan-to-Work Housewives		
Education	99% have graduated from high school and/or graduated from college vs. 95% of Just-a-Job women	More likely than Just-a-Job Women to have graduated from college
Age	66.1% 25-34	Large number 25-34

Table 8 (continued)

	Present Study	Bartos (1982)
Plan-to-Work Housewives (continued)		
Marital Status	10% without husbands	A portion without husbands
*Region	Live in all regions Predominantly in Northeast and South	Live in all regions
Stay-at-Home Housewives		
*Education	68% have gone to college vs. 64% Plan-to-Work	Less likely to have gone to college than Plan-to-Work
*Age	Median age is 35	Median age is 50
Marital Status	91% married with 9% without husbands	Large percent married Some without husbands
*Region	More likely to live in the Northeast	More likely to live in the South

*Denotes difference.

States statistics (Bureau of Labor Statistics, 1985; U.S. Census, 1980). The sample of Stay-at-Home Housewives was the smallest of all groups; the remaining three groups were generally representative of female consumers, ages 25-44.

Apparel Worn for Social and Employment Occasions

As indicated by all respondents, the most recent purchase that was typical of a social occasion outfit was a dress (57 percent, Table 9). A dress continued to be the dominant social occasion outfit as was found by Stemm (1980) and confirmed by this study. Employed women indicated that the most recent purchases that were typical of an employment occasion outfit were suits (27.63 percent) and pants separates (26.72 percent, Table 9).

A larger percentage of Career-Oriented Working Women reported the suit as the most recent purchase (32 percent as compared to Just-a-Job 13 percent) for employment. Both groups indicated that skirt separates (20 percent Career, 29 percent Job) and pants separates (19 percent Career, 28 percent Job) were purchased; Just-a-Job Working Women purchased more separates than Career-Oriented Working Women with Just-a-Job Working Women wearing more pants separates. However, there has been a decline in pants separates worn for employment since 1980. Stemm (1980) found 52.3 percent of single-again and married women, ages 25-44, wearing pants

Table 9. Most frequent apparel purchases.

Clothing		Frequency	Percent
Social Apparel			
Dress		470	56.97
Suit		90	10.90
Skirt Separates		90	10.90
Pants Separates		125	15.15
Other		50	6.08
	n =	825	100.00
Employment Apparel			
Dress		113	17.25
Suit		181	27.63
Skirts Separates		133	20.31
Pants Separates		175	26.72
Other		53	8.09
	n =	653	100.00

separates in comparison to 26.7 percent in this study. This decline could be attributed to the decreased popularity of pants suits and increased emphasis on career dressing, i.e., suits, dresses, and skirts.

The five salient criteria (highest mean scores) used in selecting social apparel included: comfort, suitability to individual, beautiful or attractive, good fit, and appropriateness for occasion (Table 10). These criteria contradict Ramo's (1984) findings that quality of construction and ease of care were important for social apparel. The determinant criterion, the criterion that determined the selection of the last purchase of a social outfit, was suitability to individual. The five criteria used in selecting employment apparel included: quality of construction, comfort, suitability to individual, appropriateness for occasion, and good fit (Table 10). The determinant criterion was comfort. This indicated that salient criteria were examined but the determining factor in purchasing employment apparel was comfort.

Working females rated the criteria of quality of construction and price higher than brand and store name. This supports Lumpkin, Allen, and Greenberg's (1982) findings. Because of time constraints, it is not surprising that working women look for quality of construction in purchasing.

Table 10. Evaluative criteria for selecting apparel.*

Evaluative Criteria	Mean Scores: Social Apparel	Mean Scores: Employment Apparel
Pleasing to others	3.52	2.58
Fabric type and quality	4.17	3.22
Brand and store name	2.35	1.89
Quality of construction	4.36	3.35**
Ease of care	3.68	3.18
Fiber content	3.42	2.77
Comfort (Way it feels on)	4.52**	3.65**(a)
Suitability to individual	4.58**(a)	3.55**
Beautiful or attractive	4.52**	3.12
Good buy	3.96	3.16
Price	3.77	3.09
Fashionable	4.09	3.04
Appropriateness for occasion	4.39**	3.44**
Color	4.17	3.17
Good fit	4.68**	3.63**
Sexy	3.01	1.71
Durability	3.62	3.24
Prestige	2.93	2.35

*Scale 1 = Not Important, 5 = Very Important.

**Salient Criteria.

(a) Determinant Criterion.

Four evaluative criteria were important in the selection of both social and employment apparel; however, the "beautiful or attractive" criterion was operative for social apparel only and "quality of construction" was operative for employment apparel only. Social apparel involves social interaction where being physically attractive is especially important. This finding supports one of Miller, Davis, and Rowold (1980) that some people use clothing as a means of reducing social anxiety by creating a socially desirable image. Quality of construction in employment apparel may symbolize status or success on the job.

Determinant criterion were also different; this is logical since comfortable apparel is important while employed allowing more freedom to choose social apparel that is suitable to the individual.

Development of the Factors: Lifestyle and Evaluative Criteria

A factor analysis using the Principal Components Method and Varimax Rotation was computed on the lifestyle summation variables and evaluative criteria items. To reduce the 22 lifestyle summation variables and the eighteen evaluative criteria for social and employment apparel, a correlation matrix was generated and then a factor analysis was used to create clusters of variables that were all correlated with each other.

A Factor Analysis using the Principal Components method and Varimax Rotation was computed on the lifestyle summation variables and the evaluative criteria items. The resulting 12 factors (eight lifestyle, three social apparel evaluative criteria, one employment apparel evaluative criteria) were used as the refined dependent variables in further statistical analyses. Factor scores for each of the items comprising the 12 factors were produced by a SAS score procedure which combined the factor loadings with the raw data. Factor scores, rather than raw data, were used in further statistical analyses.

Lifestyle Factors

Since the lifestyle measure initially included 98 statements about activities, interests, and opinions, it was expected that several factors would evolve from the initial factor analyses performed on the 22 lifestyle summation variables. Lifestyle statements with a six-point Likert scale indicated the degree of agreement and disagreement with each item; one indicated strongly disagree and six represented strongly agree. Eight factors with eigenvalues over one were generated yielding an eight-factor solution to factor analysis of the 22 summation variables. Evaluation of factor loadings indicated that two or three lifestyle summation variables loaded high (.46 was an arbitrary) for each of the factors with the remaining lifestyle summation

variables loading much lower. Five of the summation variables did not contribute to any factor and were eliminated. Thus, items loading above .46 were retained in each of the factors. The factors were clearly interpretable and appeared to represent eight major dimensions of female consumers' lifestyle. A complete listing of factor loadings for the eight factors are listed in Appendix B. Factor loadings for the summation variables and the percent of variance explained by each factor are listed in Table 11.

Factor one was labeled Self-Confident Traveler. Two summation variables (travel, self) were retained in this factor with factor loadings between .68 and .69. Females who scored high on this factor were self-confident, independent, and travel prone.

Factor two, Traditional, was composed of three summation variables (home, family, house) with factor loadings between .53 and .60. Females with traditional views toward work and home, family relations, and housekeeping activities scored high on this factor. A traditional marriage was with the husband assuming the responsibility for providing for the family and the wife running the house and taking care of the children.

Factor three, labeled Physical Attraction/Fashionable Clothing, retained two summation variables (attraction, clothing) with factor loadings between .71 and .76. Females

Table 11. Lifestyle factors extracted from summation variables.

Lifestyle Factors	Factor Loadings
(1) Self-Confident Traveler	
Travel	.68851
Self	.69949
1.90 percent of the variance explained by the factor	
(2) Traditional	
Home	.53421
Family	.60824
House	.58751
1.87 percent of the variance explained by the factor	
(3) Physical Attraction/ Fashionable Clothing	
Attraction	.76540
Cloth	.71135
1.85 percent of the variance explained by the factor	
(4) Education and American Business	
Education	.74470
Business	.60404
1.58 percent of the variance explained by the factor	
(5) Price Conscious Information Seeker	
Price	.74653
Information	.80844
1.54 percent of the variance explained by the factor	
(6) Satisfaction With Life	
Life	.81981
Happy	.61585
1.47 percent of the variance explained by the factor	

Table 11 (continued)

Lifestyle Factors	Factor Loadings
(7) Modern Transportation and Spending	
Income	.76806
Transportation	.46000
1.31 percent of the variance explained by the factor	
(8) Mobility Prone/Impulse Shopping	
Mobility	.67558
Shopping	-.58732
1.24 percent of the variance explained by the factor	

who scored high on this factor liked to feel attractive to members of the opposite sex, felt that dressing well was an important part of their life, and purchased fashionable apparel.

Factor four, labeled Education and American Business, retained two summation variables (education, business) with factor loadings between .60 and .74. Women who felt that a good education, i.e., a college education, was important and believed that one should always try to buy American products scored high on this factor.

Factor five, Price Conscious Information Seeker, was composed of two summation variables (price, information) with factor loadings between .74 and .80. Females who paid a lot of attention to clothing prices, shopped for bargains, and sought out advice from friends regarding purchases scored high on this factor.

Factor six, Satisfaction with Life, was comprised of two summation variables (life, happy) with factor loadings between a .61 and .81. Women who expressed that they were presently happy, satisfied with life, and optimistic about the future scored high on this factor.

Factor seven was labeled Modern Transportation and Spending and contained two summation variables (income, transportation) with factor loadings between .46 and .76. Females who felt that the income was sufficient enough to

satisfy the important desires, deposited money in a savings account, and had thought of buying a subcompact car scored high on this factor.

Factor eight, Mobility Prone Impulsive Shopper, retained two summation variables (mobility, shopping) with factor loadings between .58 and .67. Females who scored high on this factor indicated they will probably move once in the next five years and also that they were impulsive shoppers.

Evaluative Criteria

Evaluative criteria statements with a five-point Likert scale indicated the degree of agreement and disagreement with each item; one represented criteria not important and five represented very important criteria. The factors were clearly interpretable and appeared to represent three major dimensions underlying the evaluative criteria used by consumers in selecting social apparel and one dimension underlying the evaluative criteria used by consumers in selecting employment apparel. A three-factor solution to factor analysis of the 18 social apparel evaluative criteria items and a one-factor solution of the 18 employment apparel evaluative criteria items were selected. A three factor solution for similar social apparel items was found by Stemm (1980). Evaluation of factor loadings indicated that social apparel

evaluative criteria items either loaded below .49 or above .57. Items loading above .57 were retained on each of the three social apparel evaluative criteria factors.

Evaluation of factor loadings on employment apparel evaluative criteria items indicated that all items loaded .74 and higher. This meant that one factor was retained with every criteria being important in selecting employment apparel. Factor loadings for the summation variables and the percent of variance explained by each factor are listed in Table 12. A complete list of all factor loadings is located in Appendix B.

Social Apparel

Factor one was labeled Appropriateness retaining Suitability to Individual, Good Fit, Beautiful or Attractive, Quality of Construction, Appropriateness for Occasion, Comfort, and Fabric Type and Quality items with factor loadings between .68 and .80. Females who placed importance in purchasing social apparel that was suitable for them, comfortable, attractive, appropriate for the social occasion, fit well, and was of quality fabric type and construction scored high on this factor. This factor was similar in content to the factor Stemm (1980) labeled Pragmatic.

Factor two, Economic, retained the items of Good Buy, Price, Ease of Care, and Durability. Factor loadings were

Table 12. Evaluative criteria factors.

	Factor Loadings
Evaluative Criteria Factors	
(1) Appropriateness	
Suitability to Individual	.80829
Good Fit	.80479
Beautiful or Attractive	.74068
Quality of Construction	.71927
Appropriate for Occasion	.70010
Comfort	.69437
Fabric Type and Quality	.68014
4.91 percent of variance explained by this factor	
(2) Economic	
Price	.80596
Good Buy (Good Value for Price)	.79500
Ease of Care	.74548
Durability	.68154
3.11 percent of variance explained by this factor	
(3) Other-People Directed	
Prestige	.80872
Sexy	.68106
Brand and Store Name	.60165
Fashionable	.57532
2.68 percent of variance explained by this factor	

Table 12 (continued)

	Factor Loadings
Employment Apparel	
(1) Pragmatic	
Good Fit	.96144
Comfort	.95985
Suitability to Individual	.95492
Appropriate for Occasion	.94564
Quality of Construction	.94338
Durability	.93486
Fabric Type and Quality	.92962
Beautiful or Attractive	.92276
Fashionable	.91823
Color	.91326
Good Buy	.90692
Ease of Care	.89535
Price	.88802
Fiber Content	.86495
Pleasing to Others	.84951
Prestige	.79020
Brand and Store Name	.74619
14.38 percent of variance explained by this factor	

between .68 and .80. Women who sought benefits in clothing which were related to price, good buy, ease of care, and durability scored high on this factor. This factor is similar in content to the Quality factor identified by Stemm (1980).

Factor three, Other-People Directed, included items such as Brand and Store Name, Sexy, Prestige, and Fashionable with factor loadings between .57 and .80. Females who indicated that brand and store names, sexy apparel, fashionable apparel, and prestigious apparel were important scored high on this factor. This factor is similar in items to the factor Stemm (1980) labeled Aesthetic.

Employment Apparel

Factor one was labeled Pragmatic because pragmatic describes the practical approach to problems. Examples of practical criteria used in selecting employment apparel which had the highest factor loadings were Good Fit, Comfort, Suitability to Individual, Appropriate for Occasion, and Quality of Construction. High loadings were reported for all items ranging from .74619 to .96144. Items were considered to be redundant to each other and suggested that there was less latitude in employment apparel than in social apparel. Employed women were dressing with constraints. Further refinement of evaluative criteria items is needed to

produce more concise criteria used in employment apparel selection.

Influence of Employment Orientation on Lifestyle and Evaluative Criteria

Null Hypothesis 1

Employment orientation has no influence on (a) lifestyle, (b) evaluative criteria for social apparel, and (c) evaluative criteria for employment apparel.

The amount of influence from employment orientation was investigated using Multivariant Analysis of Variance (MANOVA) which tested for no overall employment orientation effect on lifestyle and evaluative criteria factors. MANOVA is required when there are two or more dependent variables, such as lifestyle, social apparel evaluative criteria, and employment apparel evaluative criteria. The Wilks' Lambda Criterion, a preliminary step in the multivariant process, was the method used to test the null hypothesis. Results for all respondents indicated that employment orientation had a significant influence on lifestyle, social apparel evaluative criteria, and employment apparel evaluative criteria (Table 13).

Based on the significant influence of employment orientation on lifestyle, social apparel evaluative criteria, and employment apparel evaluative criteria, the null hypothesis was rejected.

Table 13. MANOVA Test for no overall employment effect*

Variables	F Approximation
Lifestyle	8.58****
Evaluative Criteria (Social Apparel)	4.43****
Evaluative Criteria (Employment Apparel)	3.12****

*Based on Wilks' Lambda Criterion.

Rejection of the null hypothesis indicated the influence of employment orientation on lifestyle and evaluative criteria factors; however, a follow-up investigation was imperative to determine on which of the twelve lifestyle and evaluative criteria factors employment orientation had an influence. Using the General Linear Model (GLM) with Analysis of Variance (ANOVA), significant differences among the employment orientation groups on each of the lifestyle and evaluative criteria factors was determined.

Significant differences were found among the employment orientation groups with lifestyle factors Self-Confident Traveler ($p < .0001$), Traditional ($p < .01$), Education and American Business ($p < .05$), Satisfaction With Life ($p < .05$), Modern Transportation and Spending ($p < .01$); social apparel evaluative criteria factor Economic ($p < .05$), and employment apparel evaluative criteria factor Pragmatic ($p < .0001$). Table 14 summarizes the findings.

Table 14. Differences among the employment orientation groups on lifestyle and evaluative criteria factors.

Factors	*F* Values From ANOVA
Lifestyle Factors	
(1) Self-Confident Traveler	7.52****
(2) Traditional	5.04**
(3) Physical Attraction/Fashionable Clothing	.80
(4) Education and American Business	3.32*
(5) Price Conscious Information Seeker	2.39(a)
(6) Satisfaction with Life	3.17*
(7) Modern Spending and Transportation Views	4.06**
(8) Mobility Prone/Impulse Buyer	1.75
Social Apparel Evaluative Criteria Factors	
(1) Appropriateness	.74
(2) Economic	3.06*
(3) Other-People Directed	1.48
Employment Apparel Evaluative Criteria Factors	
(1) Pragmatic	295.24****

(a) $.06 < p < .10$ (approaches significance)

*$p < .05$ **$p < .01$ ****$p < .0001$

Least Square Means (LSM) were used to plot the significant differences among the employment orientation groups on the lifestyle and evaluative criteria factor score variables.

Lifestyle factors. Highly significant differences existed between employment orientation groups and the lifestyle factor Self- Confident Traveler ($p < .0001$, Figure 2). Career women saw themselves as more self-confident and inclined to travel more than the other three groups. The negative scores represented less inclination to travel and lower self-confidence as displayed by Just-a-Job Working Women, Plan-to-Work Housewives, and Stay-at-Home Housewives. This supports Bartos' (1982) finding that career women had stronger self-images than any other segment of women and were the prime customers for travel. The absence of children and the presence of a paycheck favor career women's travel activities.

Highly significant differences between employment orientation groups and the lifestyle factor Traditional ($p < .01$, Figure 3), indicated that the Stay-at-Home Housewives saw themselves as more traditional in views toward the home, family relations, and housekeeping activities. They agreed that a woman's place is in the home with the father being the boss in the house; in addition, they agreed that their days seem to follow a definite routine, i.e. preparing meals at the same time. The Stay-at-Home Housewives

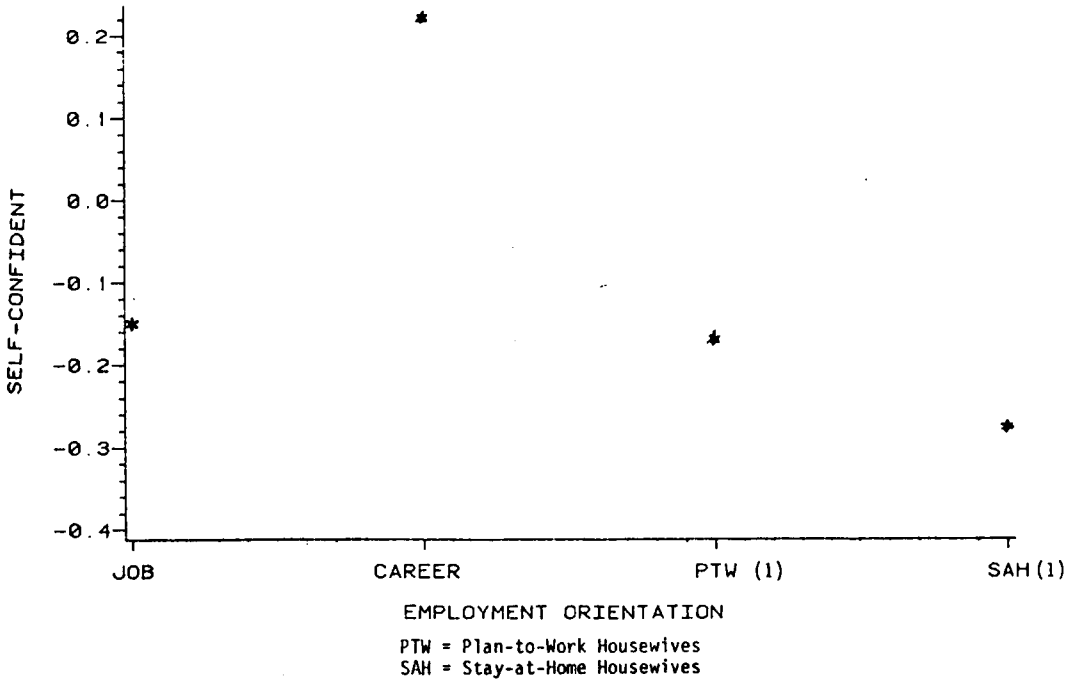


Figure 2. Employment orientation by lifestyle factor: self-confident traveler.

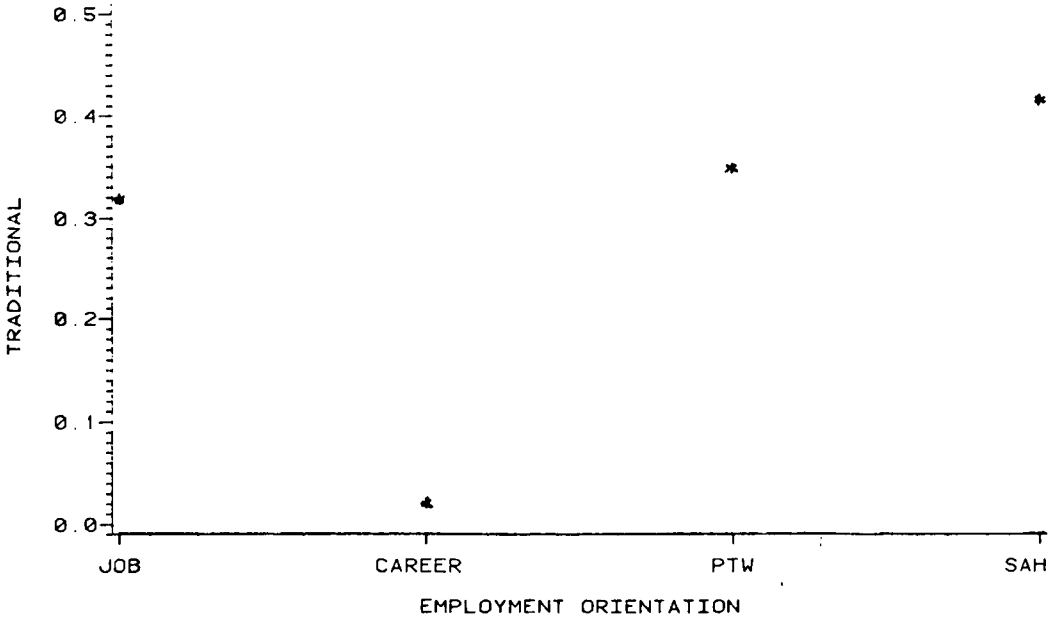


Figure 3. Employment orientation by lifestyle factor: traditional.

were the oldest of the four groups. This confirms Bartos' (1982) finding that the older the female, the more traditional she is. Levy (1981) found that the conservative, traditional shopper was older, married, and not employed outside of the home. These characteristics match this study's demographic profile of Stay-at-Home Housewives and confirms the traditional orientation of the Stay-at-Home Housewives. It is important to notice that the Plan-to-Work Housewives and Just-a-Job Working Women shared very similar traditional views; however, the Career-Oriented Working Women were the least traditional of all groups.

Women who held a traditional view toward the home, family relations, and housekeeping activities were more likely to consider their work a job rather than a career; married women who viewed their employment as a career held a more "modern" view with a marriage where husband and wife shared homemaking and child responsibilities. This finding is in agreement with the previously reported relationship between traditional views and work orientation (Altman and Grossman, 1977; Reynolds, Crask, and Well, 1977; Stemm, 1980).

Significant differences existed between employment orientation groups and the lifestyle factor Education and American Business ($p < .05$, Figure 4). The negative scores of all four groups indicated that they disagreed with the

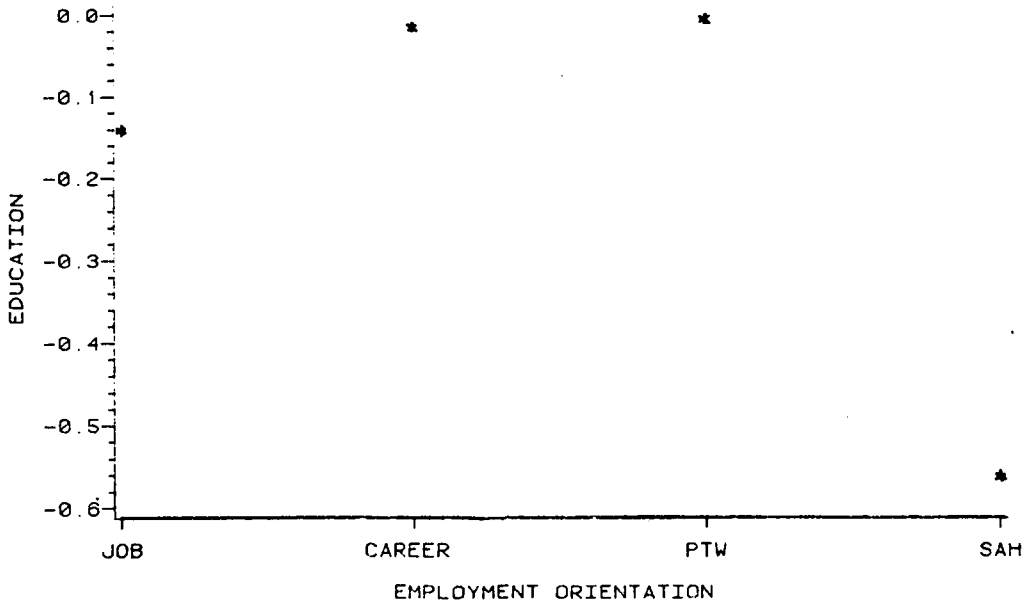


Figure 4. Employment orientation by lifestyle factor: education and American business.

importance of education and buying American products. Of the four groups, Plan-to-Work Housewives placed the most importance on education with Stay-at-Home Housewives placing the least importance. This is surprising since Stay-at-Home Housewives had a higher level of education than Plan-to-Work Housewives. Perhaps Plan-to-Work Housewives continually assess the employment market in anticipation of employment and are constantly reminded of the need for a quality education.

Significant differences existed between employment orientation groups and the lifestyle factor Satisfaction with Life ($p < .05$, Figure 5). Bartos found that Stay-at-Home Housewives were somewhat kind, sociable, trustworthy, and less tense than job women and their plan-to-work neighbors. This study found the Stay-at-Home Housewives as the most satisfied and happiest with life and expressed optomism about the future. They were followed by the Career-Oriented Working Women and Plan-to-Work Housewives with the Just-a-Job Working Women being the least happy and optomistic.

Other findings by Bartos (1982) were that career women were extremely amicable and creative, Plan-to-Work Housewives were more tense and stubborn than the other segments but they were sociable, and job women tended to be close to the norm being trustworthy, kind, broad-minded, with a sense of humor. Thus, the greatest change in the psychographic

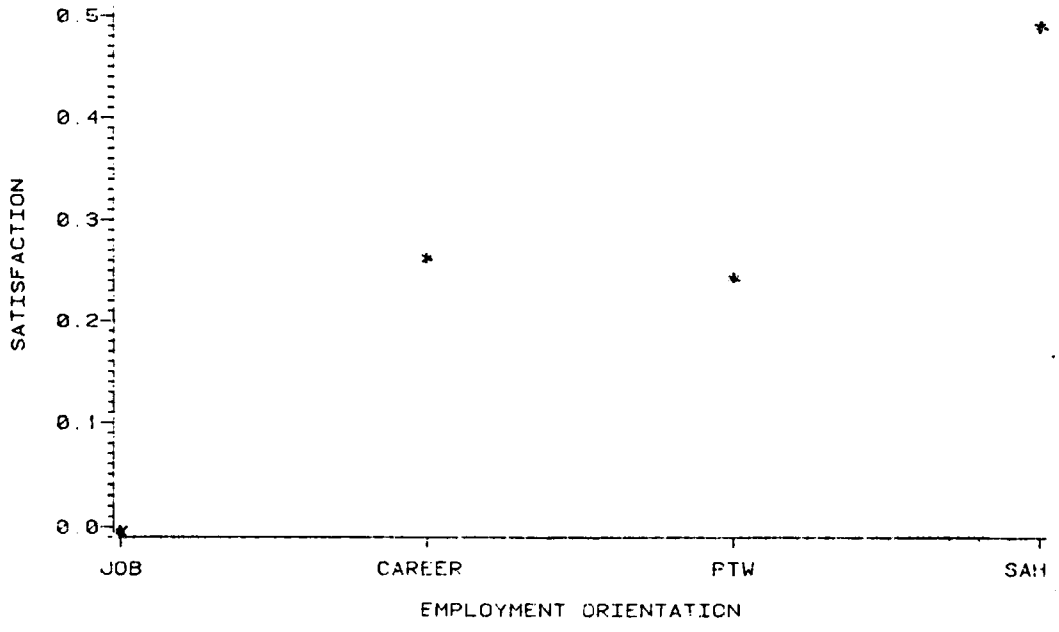


Figure 5. Employment orientation by lifestyle factor: satisfaction with life.

profile was with Just-a-Job Working Women. Perhaps the lack of committment to the employment, the financial need to work outside of the home, and the rising number of career women with higher educational levels in the work force contributed to this dissatisfaction with life.

Significant differences existed between employment orientation groups and the lifestyle factor Modern Transportation and Spending ($p < .01$, Figure 6). The Stay-at-Home Housewives agreed that the family income was high enough to satisfy nearly all important desires and thought of buying a subcompact car. This group was closely followed by Career-Oriented Women with Plan-to-Work Housewives and Just-a-Job Working Women indicating little agreement.

Stay-at-Home Housewives were found to be the group most satisfied with life. Therefore, this satisfaction includes contentment with household income. Bartos (1982) found that the Stay-at-Home Housewives were nonassertive. This finding combined with Modern Spending and Transportation indicated that they do not assert themselves with financial matters, i.e., supplementing the household income. These married traditional women felt it was the husband's place to earn a living and they felt there was no need to be employed outside of the home since his income was high enough to satisfy most desires. This confirms Bartos' (1982) finding that

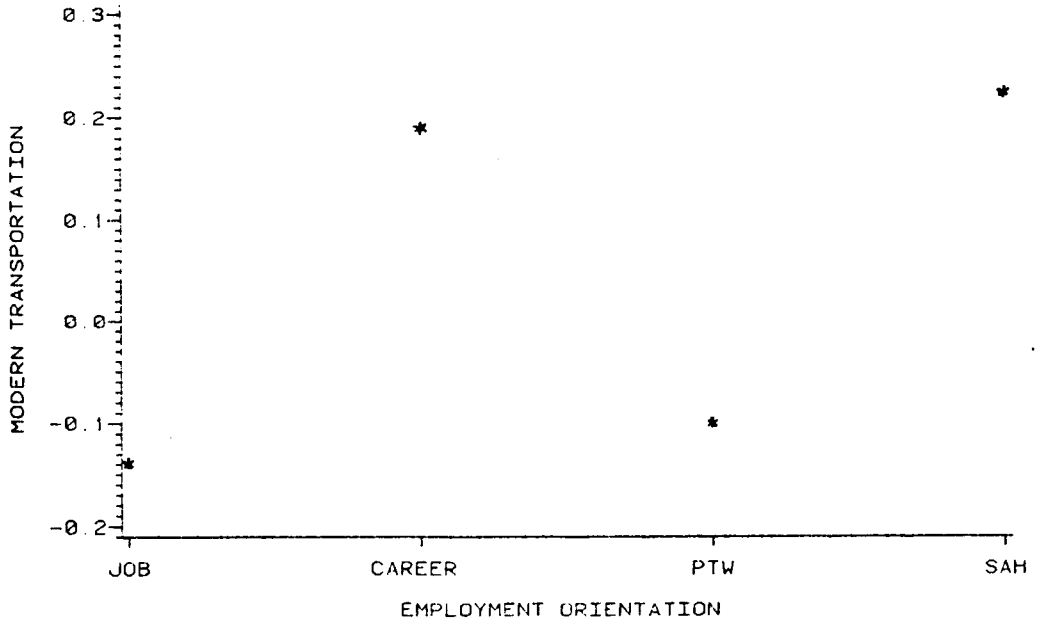


Figure 6. Employment orientation by lifestyle factor: modern transportation and spending.

Stay-at-Home Housewives are far less involved in financial activities than any of the other groups.

Evaluative criteria. Significant differences existed between employment orientation groups and the social apparel evaluative criteria factor Economic ($p < .05$, Figure 7). Job women placed the most importance on economic criteria (i.e., good buy, price) followed closely by Stay-at-Home Housewives and Plan-to-Work Housewives. Economic criteria was negatively related to career women indicating that they were not concerned with price when selecting clothing for social occasions.

Highly significant differences existed between the two employed groups and the employment apparel evaluative criteria factor Pragmatic ($p < .0001$, Figure 8). Even though all criteria were rated high by both groups, the career women placed more importance on the quality of construction, suitability to individual, beautiful or attractive, appropriateness for occasion, and prestige criteria in selecting employment apparel. This is consistent with Stemm's (1980) findings in that higher scores on the pragmatic factor for employment apparel were associated with having few or no children and having an unconventional orientation.

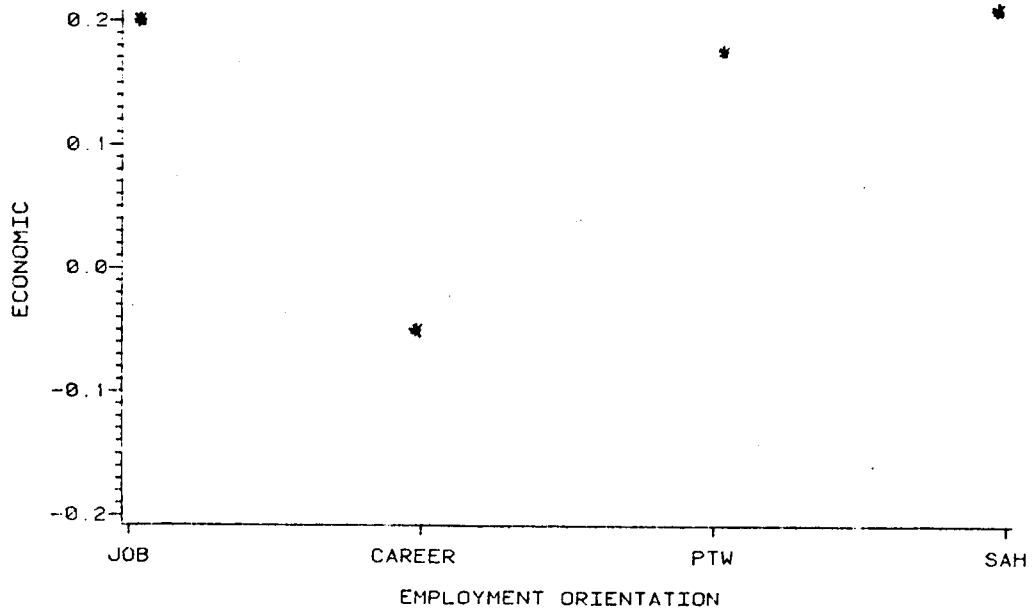


Figure 7. Employment orientation by social apparel factor: economic.

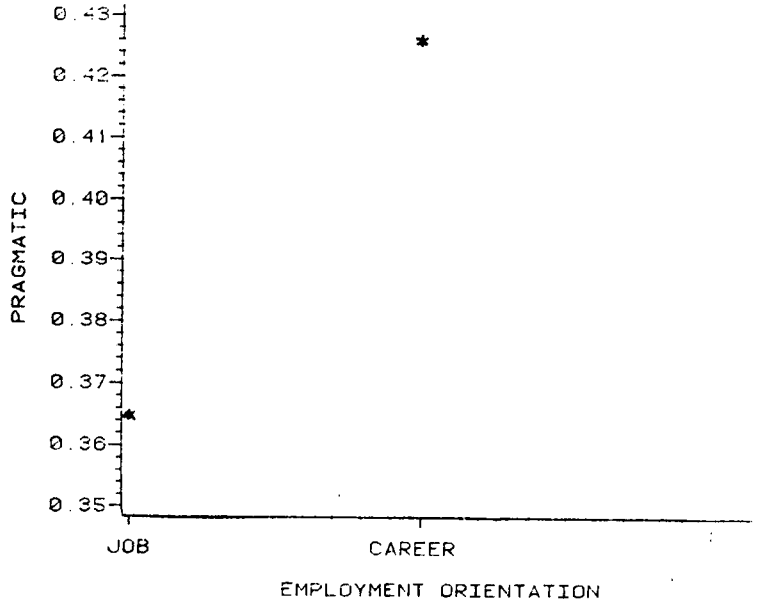


Figure 8. Employment orientation by employment apparel factor: pragmatic.

Summary of Differences Among Employment Orientation Groups

The follow-up investigation using the General Linear Model (GLM) with Analysis of Variance (ANOVA) to determine the influence of employment orientation on the 12 factors resulted in five significant differences for lifestyle factors, one significant difference for social apparel evaluative criteria factors, and one significant difference for the employment apparel evaluative criteria factor. This indicated that significant differences existed between the employment orientation groups in the way they scored lifestyle and evaluative criteria items.

Generally, Career-Oriented Working Women were more self-confident, more inclined to travel, and placed more importance on pragmatic concerns (quality of construction, appropriateness for occasion) in selecting employment apparel. Just-a-Job Working Women placed importance on economic criteria in selecting social apparel and were more traditional than career women. The Stay-at-Home Housewives, the most traditional in their views toward home, family, and housekeeping; were also the group that indicated greatest satisfaction with life. Plan-to-Work Housewives scored high on items relating to the importance of education.

The following discussions will address the differences that exist with lifestyle and evaluative criteria factors

between the following: (1) Just-a-Job Working Women and Career-Oriented Working Women, (2) Plan-to-Work Housewives and Stay-at-Home Housewives, and (3) Employed and Nonemployed Women (Hypotheses 2-4). Then a discussion will address the correlation between lifestyle and evaluative criteria in selecting apparel (Hypothesis 5). The final discussion, while not hypothesized, will examine five demographic variables that were influences on lifestyle and evaluative criteria factors.

Four Employment Orientation Groups Compared on Lifestyle Factors

Null Hypothesis 2

The four female employment orientation groups do not differ on lifestyle.

Use of the General Linear Model (GLM) with Analysis of Variance (ANOVA) indicated that the four employment orientation groups differed significantly on six of the eight lifestyle factors: Self-Confident Traveler ($p < .0001$), Traditional ($p < .0001$), Education and American Business ($p < .0001$), Price Conscious Information Seeker ($p < .0001$), Satisfaction with Life ($p < .0001$), and Modern Transportation and Spending ($p < .001$). (ANOVA tables are located in Appendix C). The four groups did not differ significantly on Physical Attraction/Fashionable Clothing and Mobility Prone Impulse Buyer.

Since a significant F value indicated only that there was a difference somewhere among the employment orientation groups on lifestyle, contrast statements were used. Contrast statements provided a comparison of two or more factor score means, i.e., the means of two or more employment orientation groups for each significant lifestyle factor. Three contrasts were made between the four employment groups: (1) Just-a-Job Working Women versus Career-Oriented Working Women, (2) Plan-to-Work Housewives versus Stay-at-Home Housewives, and (3) Employed versus Nonemployed Women. Following are the mean scores (Table 15) and the F Values for ANOVA (Table 16).

Significant differences existed between the employment orientation groups on Self-Confident Traveler. Employed women scored higher than nonemployed women on self-confident and travel prone items ($p < .0001$). Career-Oriented Working Women were more self-confident and travel prone than Just-a-Job Working Women ($p < .0001$) and were the most Self-Confident Travelers of the four groups. This confirms Bartos' (1982) finding that employed women have higher self-confidence than nonemployed women and that career women have stronger self-images than job women.

Results indicated signficant differences between the groups on the lifestyle factor Traditional. The nonemployed women scored higher on traditional views of home, family

Table 15. Mean scores of employment orientation groups on lifestyle factors.

Lifestyle Factors	Employment Orientation Groups			
	Just-a Job	Career	Plan-to Work	Stay-at Home
(1) Self-Confident Traveler	-.27141	.26348	-.33804	-.39356
(2) Traditional	.16083	-.15279	.24144	.30238
(3) Physical Attraction/ Fashionable Clothing	.00812	.04392	-.12691	-.00617
(4) Education and American Business	-.05942	.07573	.05397	-.54972
(5) Price Conscious Information Seeker	.16584	-.12528	.24770	-.01014
(6) Satisfaction with Life	-.28402	.06951	.09047	.38173
(7) Modern Transportation and Spending	-.22876	.12277	-.07968	-.00832
(8) Mobility Prone Impulse Shopper	.06501	.01996	-.12731	-.12652

Table 16. Contrasts between employment orientation groups on lifestyle factors--F values from ANOVA

Lifestyle Factors	Employment Orientation Groups: Job vs. Career	PTW vs. SAH (1)	Employed vs. Nonemployed
(1) Self-Confident Traveler	46.17****	.11	15.68****
(2) Traditional	14.92****	.13	8.08**
(3) Physical Attraction/ Fashionable Clothing	.19	.49	.93
(4) Educational and American Business	2.68	12.17***	7.13**
(5) Price Conscious Information Seeker	12.57****	2.25	1.07
(6) Satisfaction with Life	18.44****	2.85(a)	12.91***
(7) Modern Transportation and Spending	18.08****	.17	.01
(8) Mobility Prone Impulse Shopper	.29	.00	3.05

(a) $.06 < p < .10$ (approaches significance)

**$p < .01$ ***$p < .001$ ****$p < .0001$

(1) PTW = Plan-to-Work Housewives
SAH = Stay-at-Home Housewives

relations, and housekeeping than were the employed women ($p < .01$). Of the employed women, Just-a-Job Working Women scored higher on traditional items than Career-Oriented Working Women with career women being the least traditional ($p < .0001$). This supports Stemm's (1980) finding that job women were more traditional than career women.

In examining Education and American Business and employment orientation, two significant differences existed between the groups: Plan-to-Work versus Stay-at-Home Housewives ($p < .001$), and Employed versus Nonemployed Women ($p < .01$). The Plan-to-work Housewives scored higher on the importance on education and buying American products than the Stay-at-Home Housewives. Plan-to-Work Housewives may be anticipating entering the employment market and be more likely than the Stay-at-Home Housewives to be faced with the importance of a quality education in securing a position. Employed women were more likely than nonemployed women to place importance on education and buying American products.

A highly significant difference ($p < .0001$) existed between the groups on Price Conscious Information Seeker. Just-a-Job Working Women scored higher on items related to Price Conscious Information Seekers than Career-Oriented Working Women. These job women paid a lot of attention to clothing prices and sought out advice from friends regarding

purchases. This finding is consistent with that of Bartos (1982) and Stemm (1980).

Highly significant differences existed between the groups on Satisfaction with Life. Career-Oriented Working Women scored higher on items relating to happiness, satisfaction with life, and optimistism about the future than Just-a-Job Working Women ($p < .0001$). This could be related to higher incomes, more professional careers, and possibly less economic stress on the household income. While the employed women scored higher than the nonemployed women, the Stay-at-Home Housewives were the happiest of all four groups ($p < .001$). Bartos (1982) found that Stay-at-Home Housewives were less apt to be tense and less involved with financial matters.

A significant difference ($p < .001$) existed between the groups on Modern Transportation and Spending. Career-Oriented Working Women scored higher on items related to depositing money in savings accounts, interest in buying subcompact cars, and income being high enough to satisfy nearly all important desires more than Just-a-Job Working Women ($p < .0001$). This may be at odds with an earlier finding of this study in which women with more education did not feel their incomes were high enough. The employment orientation group with the most education was the career women. However, it is consistent with an earlier finding of

Bartos (1982) that career women dominate financial activities--being more likely to have a savings account, maintain a regular checking account, have credit cards, and/or investments. More research is needed to clearly identify the career woman's modern transportation and spending views.

Three contrasts between the employment orientation groups on each of the eight lifestyle factors were examined resulting in significant differences on 10 out of the 24 contrasts between employment orientation groups and lifestyle factors. On this basis, the null hypothesis was partially rejected.

Four Employment Orientation Groups Compared on Evaluative Criteria Factors for Social Apparel

Null Hypothesis 3

The four female employment orientation groups do not differ on evaluative criteria for the selection of wearing apparel for social occasion.

Use of the General Linear Model (GLM) with Analysis of Variance (ANOVA) indicated that the four employment orientation groups differed significantly on two of the three social apparel evaluative criteria factors: Appropriateness ($p < .01$) and Economic ($p < .0001$). The four groups did not differ significantly on Factor three, Other-People Directed ($p > .8478$). (ANOVA tables are located in Appendix C).

Contrast statements provided three comparisons of factor score means: (1) Just-a-Job Working Women versus Career-Oriented Working Women, (2) Plan-to-Work Housewives versus Stay-at-Home Housewives, and (3) Employed versus Nonemployed Women. Significant differences were found between the employed segments, job and career women. Following are the mean scores (Table 17) and the F values for ANOVA (Table 18).

Just-a-Job and Career-Oriented Working Women were significantly different on factor one, Appropriateness ($p < .01$). Career-Oriented Working Women scored higher on criteria such as suitability to individual and good fit than did Just-a-Job Working Women. This confirms Jenkins (1973) findings that women employed in higher occupational levels, such as career women, placed more importance on suitability and appropriateness criteria than women in lower occupational levels.

A significant difference occurred between the two groups of employed women on factor two, Economic ($p < .001$). Just-a-Job Working Women scored higher on economic criteria (i.e., good buy, price) than Career-Oriented Working Women. This finding is in agreement with Jenkins' (1973) and Stemm's (1980) findings that women in lower paying positions, such as were many of the job women, placed more importance on a good buy and the price of the garment.

Table 17. Mean scores of employment orientation groups on social apparel evaluative criteria factors.

Social Apparel Evaluative Criteria Factors	Employment Orientation Groups: Just-a Job	Career	Plan-to Work	Stay-at Home
(1) Appropriateness	-.11779	.10047	-.18950	.03518
(2) Economic	.21423	-.15271	.18504	.17544
(3) Other-People Directed	.02134	-.00265	-.05789	.08262

Table 18. Contrasts between employment orientation groups on social apparel evaluative criteria factors--*F* values from ANOVA.

Social Apparel Evaluative Criteria Factors	Job vs. Career	PTW vs. SAH (1)	Employed vs. Nonemployed
(1) Appropriateness	6.88**	1.66	.50
(2) Economic	19.78****	0.00	2.44
(3) Other-People Directed	.08	.64	.00

**$p < .01$ ****$p < .0001$

(1) PTW = Plan-to-Work Housewives
SAH = Stay-at-Home Housewives

Three contrasts between employment orientation groups on each of the three social apparel evaluative criteria factors were examined. Significant differences existed between the two employed groups on social apparel evaluative criteria on two of the nine contrasts. Employed women desire different characteristics in their apparel. On this basis, the null hypothesis was rejected.

Two Employed Groups Compared on Evaluative Criteria Factors for Employment Apparel

Null Hypothesis 4

The two employed female groups do not differ on evaluative criteria for the selection of employment apparel.

Use of the General Linear Model (GLM) with Analysis of Variance (ANOVA) resulted in no significant difference between the employed groups on the employment apparel evaluative criteria factor Pragmatic ($p > .6175$). A contrast statement provided a comparison of mean scores between the two employed segments, Just-a-Job and Career-Oriented Working Women. Following are the mean scores (Table 19) and the F values from ANOVA (Table 20).

The finding of no significant difference between the two employed groups on the employment apparel evaluative criteria factor Pragmatic indicated that working women used similar criteria in selecting employment apparel regardless

Table 19. Mean scores of employed groups on employment apparel evaluative criteria factor.

Employment Apparel Evaluative Criteria Factor	Employment Orientation Groups	
	Just-a Job	Career
(1) Pragmatic	.37199	.39627

Table 20. Contrast between employed groups on employment apparel evaluative criteria factor--*F* values from ANOVA.

Employment Apparel Evaluative Criteria Factor	Employment Orientation Groups
	Job vs. Career
(1) Pragmatic	.25

of the orientation to their work. On this data, the researcher failed to reject the null hypothesis.

Retailers should take note of the pragmatic concerns the working women indicated as important. This information could be used in planning merchandise offerings and advertising appeals.

Comparison of Research Findings with Previous Studies

Results of this study confirmed previous research relating to female consumers' lifestyle and evaluative criteria. Table 21 summarizes the current research findings with three previous studies.

Correlation Between Lifestyle and Evaluative Criteria Factors for the Selection of Social and Employment Apparel

Null Hypothesis 5

Lifestyle is not correlated with evaluative criteria for (a) the selection of social apparel, and (b) the selection of employment apparel.

In an effort to understand female consumers' lifestyles and apparel choices, a logical beginning was with broad variables that shape and constrain consumer choices. Lifestyle encompasses broad environmental variables, such as economic and sociopsychological aspects, in a manner that is

Table 21. Comparison of research findings with previous studies.

Current Study	Previous Study		
Cassill (1985) n = 842	Bartos (1982) n = 900	Stemm (1980) n = 342	Jenkins (1973) n = 230
Career-Oriented Working Women			
Lifestyle Factor			
Self-Confident	Confirms		
Travel Prone	Confirms		
Least Traditional		Confirms	
Dominates Financial Activities	Confirms		
Just-a-Job Working Women			
Lifestyle Factor			
Price Conscious	Confirms	Confirms	
Evaluative Criteria Factor			
Economic Criteria Important		Confirms	Confirms

particularly useful in the development of a marketing strategy (Engel and Blackwell, 1982). Evaluative criteria, with roots in lifestyle, are the attributes used to compare apparel products and are formed largely by the individual's lifestyle. Following the EKB model, when the relationship between lifestyle and evaluative criteria is known, one can predict what evaluative criteria will be used in selecting apparel.

Coefficients of correlation are descriptive measures of the degree of the relationship between the independent variable, lifestyle, and the dependent variable, evaluative criteria. A correlation matrix was generated with correlation coefficients for the eight lifestyle factors, the three social apparel evaluative criteria factors, and the employment apparel evaluative criteria factor (Table 22).

The Self-Confident Traveler factor correlated significantly with the evaluative criteria Appropriateness in the selection of social apparel ($p < .01$). Wearing appropriate clothing, apparel suitable to the individual and that fits well, is related to higher self-confidence. An additional correlation was with Self-Confident Traveler and employment apparel evaluative criteria Pragmatic ($p < .0001$). Employment apparel that fits well, is comfortable, is suitable to the individual, and is appropriate for the work situation resulted in higher self-confidence. Dressing

Table 22. Coefficients of correlation between lifestyle and evaluative criteria factors for the selection of female consumers' social and employment apparel.

Lifestyle Factors	Evaluative Criteria Factors: Social			Evaluative Criteria Factors: Employment
	Appropriate-ness	Economic	Other-People Directed	Pragmatic
(1) Self-Confident Traveler	.09820**	-.02062	-.00220	.13539****
(2) Traditional	-.07596*	.12509***	-.04026	-.08526*
(3) Physical Attraction/ Fashionable Clothing	.07877*	-.25778****	.38045****	.09738**
(4) Education/ American Business	-.06503(a)	.07712*	.20417****	.10475**
(5) Price Conscious Information Seeker	-.18005****	.30698****	-.01847	-.01845
(6) Satisfaction with Life	.08880**	-.08553*	.00493	-.12057***
(7) Modern Transportation and Spending	-.00353	-.08164*	.01312	.00416
(8) Mobility Prone Impulse Shopper	.00993	-.01165	-.07173*	.01850

(a) $.06 < p < .10$ (approaches significance)

*$p < .05$ **$p < .01$ ***$p < .001$ ****$p < .0001$

appropriately for both social and employment occasions resulted in higher self-confidence.

Therefore, clothing is important to individuals for psychological and physical reasons. One of the premises of symbolic interaction theory is that self-concept is developed through interaction with significant others (Charon, 1979). If one's appearance is markedly different, this could affect the interaction process and one's self-concept, thus affecting the self-confidence.

Traditional views toward home, family relations, and housekeeping activities positively correlated with Economic evaluative criteria for social apparel ($p < .001$) and negatively correlated with Appropriateness evaluative criteria factor for social apparel ($p < .05$) and the Pragmatic evaluative criteria factor for employment apparel ($p < .05$). Female consumers with traditional views toward home, family relations, and housekeeping activities placed more importance on economic criteria (i.e., good buy, price) rather than appropriateness of social apparel. Traditional employed women, such as Just-a-Job Working Women, did not place as much importance on comfort, fit, suitability, and appropriateness of employment apparel as Career-Oriented Working Women. This supports Levy's (1981) conservative shopper who purchased apparel using the criteria of need, quality, price, and durability. In addition, this confirms

a prior finding in this study that Just-a-Job Working Women and Plan-to-Work Housewives were economic-minded.

Physical Attraction/Fashionable Clothing positively correlated with Appropriateness ($p < .05$), Other-People Directed ($p < .0001$), and Pragmatic ($p < .01$) and negatively correlated with Economic factor ($p < .0001$). Those concerned about physical attraction and fashionable clothing placed importance on appropriateness (i.e., suitable to the individual, good fit) and dressing for others (i.e., brand and store name, sexy, prestige) for social apparel and comfort, fit, and appropriateness of employment apparel; but deemphasized its importance on economic factors (i.e., good buy, price). This is the opposite of traditional views. The exception was that Stay-at-Home Housewives were traditional and also were concerned with being physically attractive and dressing in fashionable apparel.

The importance of Education and buying American products positively correlated with Economic ($p < .05$), Other-People Directed ($p < .0001$), and Pragmatic ($p < .01$) evaluative criteria factors. Women who valued education and buying American products looked for social apparel that were good buys and reasonable prices being concerned with brand and store names. For employment apparel, women looked for good fit, comfort, and suitability primarily to individual for employment apparel.

Price Conscious Information Seekers negatively correlated with Appropriateness ($p < .0001$) but positively correlated with Economic criteria ($p < .0001$). Females who were price conscious were more concerned about getting a good buy than purchasing apparel suitable to them. This was not surprising since those females who were price conscious sought information about the value of the product for the price (good buy) and the price of the product. Therefore, respondents who were price conscious in general were price conscious with a specific product, apparel.

Satisfaction with Life positively correlated with Appropriateness criteria factor ($p < .01$) and negatively correlated with Economic ($p < .05$) and Pragmatic ($p < .001$) criteria factors. The happiest persons, those satisfied with their present life and optimistic about the future, were those who selected social apparel based on its suitability to them and the fit of the garment rather than selecting apparel because of its price. The employed females who were the most satisfied with life did not place importance on practical criteria such as good fit, comfort, and suitability to individual when selecting employment apparel. This seems to be at odds with logic. Apparently, further refinement of evaluative criteria for employment apparel is needed.

Modern Transportation and Spending negatively correlated with the Economic criteria factor ($p < .05$). If income was satisfactory and high enough to satisfy desires, women did not use economic criteria in selecting social apparel. This is not surprising since women who were able to travel and deposit money in a savings account were not as concerned with good buys and low prices. The reverse is also true. Those without enough money to satisfy desires were not concerned with economic factors.

The lifestyle factor, Mobility Prone Impulse Shopper, negatively correlated with Other-People Directed evaluative criteria factor ($p < .05$). If people were impulsive in their shopping patterns and more mobile, i.e., more apt to move in the next five years, they were not concerned with brand and store name when shopping for social apparel. Those who planned to remain in the same hometown were less impulsive and were loyal to brands and stores.

Six of eight significant coefficients of correlation were found between lifestyle and the Economic evaluative criteria for social apparel making it the single most pervasive evaluative criteria factor. Economics, which includes a person's financial status and well-being, is an important component of lifestyle and should always be considered by retailers.

Nineteen significant coefficients of correlation out of a possible 32 coefficients of correlation between lifestyle and evaluative criteria factors were found. On this basis, the null hypothesis (5a and 5b) was rejected.

The significant correlations between the lifestyle factors and some evaluative criteria factors for social and employment apparel increased the understanding of how the female consumers' lifestyle related to apparel choices. Nineteen significant coefficients of correlation out of a possible 32 occurred and confirmed the EKB theorized linkage between lifestyle and evaluative criteria; evaluative criteria are largely formed by an individual's lifestyle. However, the linkage is not total, because 13 coefficients were not significant. In addition, the data produced distinct market segments with variant product specifications, information that cannot be ignored by market planning.

Demographic Characteristics Related to Lifestyle and Evaluative Criteria Factors

In addition to the influence of employment orientation on the lifestyle and evaluative criteria factors, it is reasonable to expect that other variables, such as demographic variables influence these factors. Use of the General Linear Model (GLM) with Analysis of Variance (ANOVA)

resulted in significant relationships between the demographic variables and the lifestyle and evaluative criteria factors. Five demographic variables were selected: education level, respondents' age, geographic region, urbanization, and amount spent on the social wardrobe.

These demographic variables were chosen because past researchers (Jenkins, 1973; Stemm, 1980; Levy, 1981; Bartos, 1982; Lumpkin, Allen, and Greenberg, 1982; and Thorpe and Avery, 1983) have found differences among consumers based on age, geographical region, education, and urbanization. The amount spent on the social wardrobe was included because it was speculated that this would have an influence on lifestyle and evaluative criteria factors.

Some of the categories of the demographic variables were collapsed. Based on examination of the raw data, 2 percent of the sample indicated an educational level consisting of "some high school." Therefore, this group was combined with respondents who indicated High School education level. Since the respondents with degrees above the Bachelor's degrees (Master's, Ph.D.) represented a relatively small proportion of the sample and since "Other Professional Degree" was represented by certification such as Certified Public Accountant (CPA) which requires a minimum Bachelor's degree, these three groups were combined and labeled Bachelor's and Higher.

Less than 2 percent of the sample were below age 25 or above age 44. Therefore, the age group of 25-29 included the few respondents below 25 to age 29. The age group 40-44 included respondents age 40 and higher.

Since a small percentage of the sample indicated residing in the Rocky Mountain region, which is close to the Southwest, the Rocky Mountain group was combined with the Southwest and labeled RM/SW. Urbanization and annual amount spent on the social wardrobe groups were not collapsed due to more equal representation of each of the responses.

Significant differences were found among levels of each demographic variable and the lifestyle and evaluative criteria factors and are summarized in Table 23. Type III Sums of Squares were used to determine significance. Least square means were used to plot significant differences between demographic variables and lifestyle and evaluative criteria factors.

Education Level

Significant differences were found between educational levels and five lifestyle factors: Self-Confident Traveler ($p < .0001$), Traditional ($p < .01$), Price Conscious Information Seeker ($p < .01$), Modern Spending and Transportation ($p < .01$), and Mobility Prone Impulse Shopper ($p < .01$).

Table 23. Differences among demographic characteristics on lifestyle and evaluative criteria factors--F values from ANOVA

Factors	Demographics: Education Level	Age of Respondent	Geographical Region	Urbanization	Money Spent on Social Wardrobe
Lifestyle					
(1) Self-Confident	8.54****	.30	1.09	1.41	1.26
(2) Traditional	4.00**	12.04****	1.00(a)	2.40**	3.03**
(3) Physical Attraction/ Fashionable Clothing	2.77(a)	.81	1.15	4.01*	12.81****
(4) Education and American Business	1.03	1.24	2.02(a)	2.77(a)	1.67
(5) Price Conscious Information Seeker	5.29**	2.41(a)	2.72*	.41	3.18**
(6) Satisfaction with Life	1.54	1.08	.23	.27	2.76**
(7) Modern Transportation and Spending	5.54**	1.79	.54	4.52*	.29
(8) Mobility Prone Impulse Shopper	6.05**	5.35**	1.94	.49	4.48****
Evaluative Criteria for Social Apparel					
(1) Appropriateness	2.19	.05	1.42	2.02	2.96**
(2) Economic	2.76(a)	.94	1.06	.21	5.31****
(3) Other-People Directed	2.62(a)	3.74*	1.84	.91	4.10***
Employment Apparel Evaluative Criteria					
(1) Pragmatic	1.06	1.40	2.13(a)	3.15*	.65

(a) $.06 < p < .10$ (approaches significance)

*$p < .05$ **$p < .01$ ***$p < .001$ ****$p < .0001$

A significant difference existed between educational level and Self-Confident Traveler ($p < .0001$, Figure 9). Plotting the Least Square Means resulted in a positive relationship that indicated as education increased, self-confidence and travel proneness increased starting at high school education ($p < .0001$, Figure 9). Therefore, as female consumers attained more education, they became more self-confident and traveled more. This agrees with Bartos' (1982) finding that career women, the segment with the highest educational level, are the most confident and travel prone.

A significant difference occurred with educational level and lifestyle factor Traditional ($p < .01$, Figure 10). The plot indicated that the Traditional lifestyle factor was negatively related to educational level; as education increased, traditional views about home, family relations, and housekeeping activities decreased ($p < .01$, Figure 10). This supports Bartos' (1982) finding that the highest educated group, career women, were unconventional. Women with less education, such as job women and housewives, tended to believe that a woman's place is in the home where the male was the dominant person making decisions.

A significant difference existed between educational level and Price Conscious Information Seeker ($p < .01$,

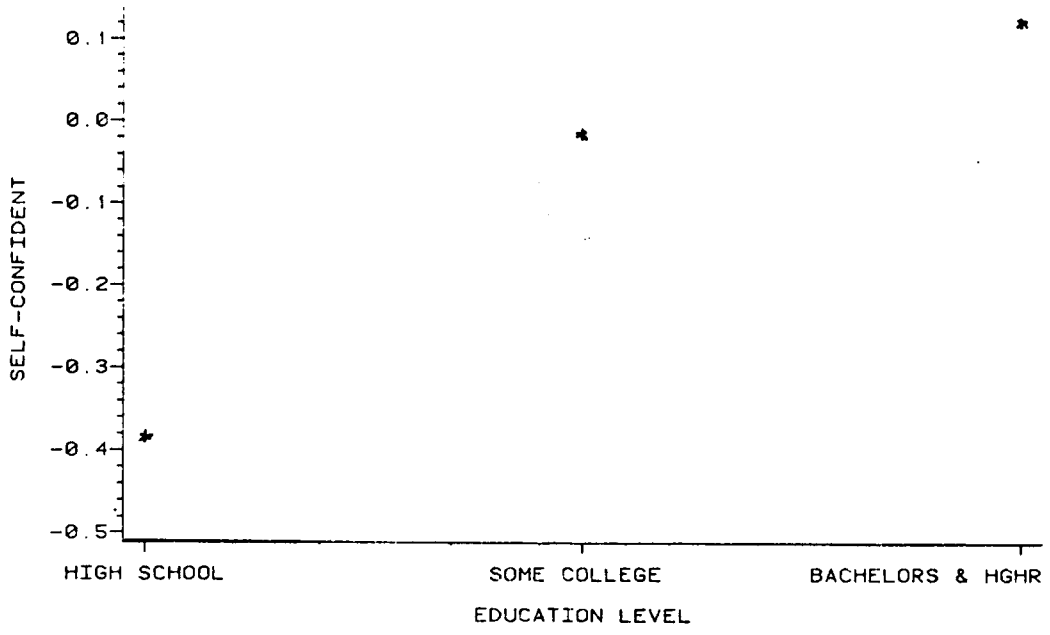


Figure 9. Education level by lifestyle factor: self-confident traveler.

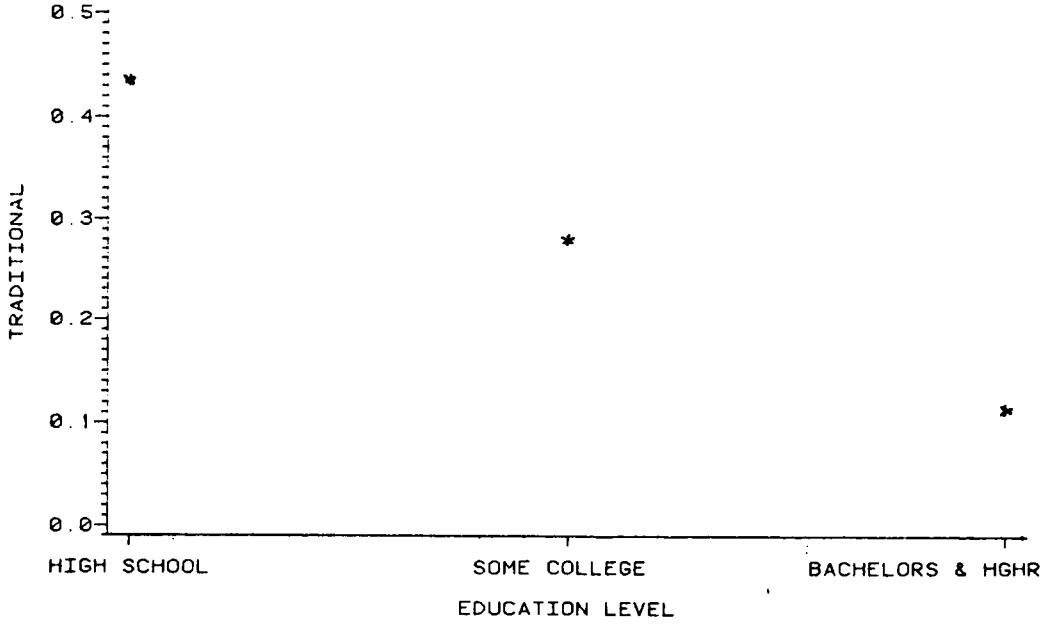


Figure 10. Education level by lifestyle factor: traditional.

Figure 11). A negative relationship indicated that as women became more educated, they became less price conscious, and sought less information about products from friends. This is not surprising since earlier findings of this study indicated career women, with the greatest amount of education, placed the least importance on economic criteria.

The significant difference between educational level and Modern Transportation and Spending ($p < .01$, Figure 12) resulted in a curvilinear plot. Respondents with some college (two years) were most likely to agree that their incomes were high enough to satisfy most desires; in addition, they indicated that they deposited money in savings accounts and were interested in buying subcompact cars. Women with only a high school education and women with Bachelors degrees did not feel their incomes were the high school educated and women with higher education facing greater expenses, i.e., career apparel and club memberships, which may deplete money to satisfy other desires. In addition, the higher educated females may be competing with men and realize females are paid less in many professions.

A significant difference existed between educational level and Mobility Prone Impulse Shopper ($p < .01$, Figure 13). As the educational level increased, women were more likely to consider moving within the next five years and also were more apt to make impulsive purchases. Career

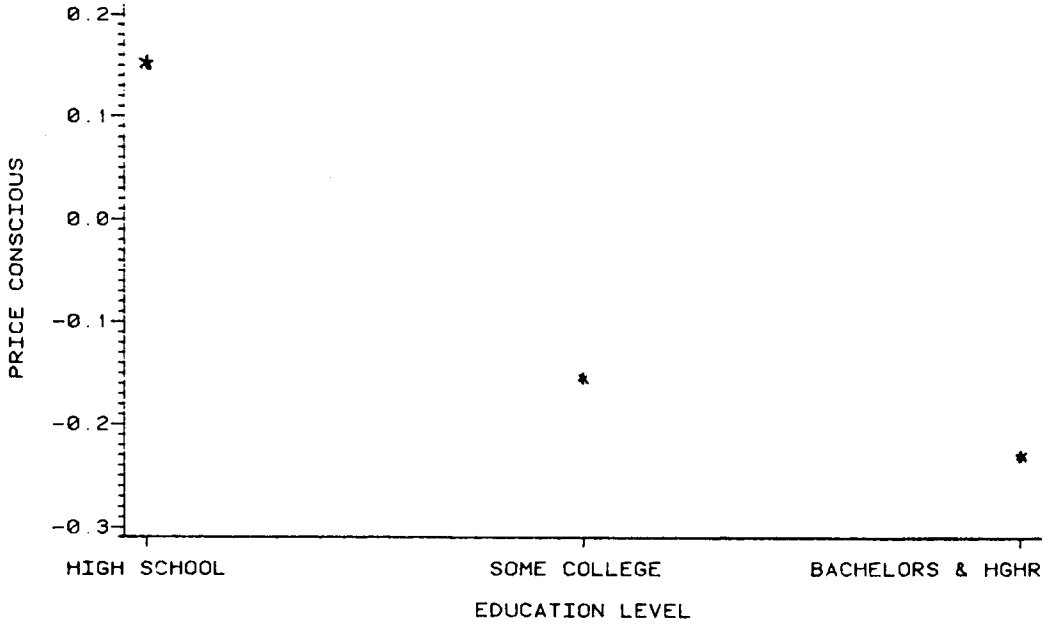


Figure 11. Education level by lifestyle factor: price conscious information seeker.

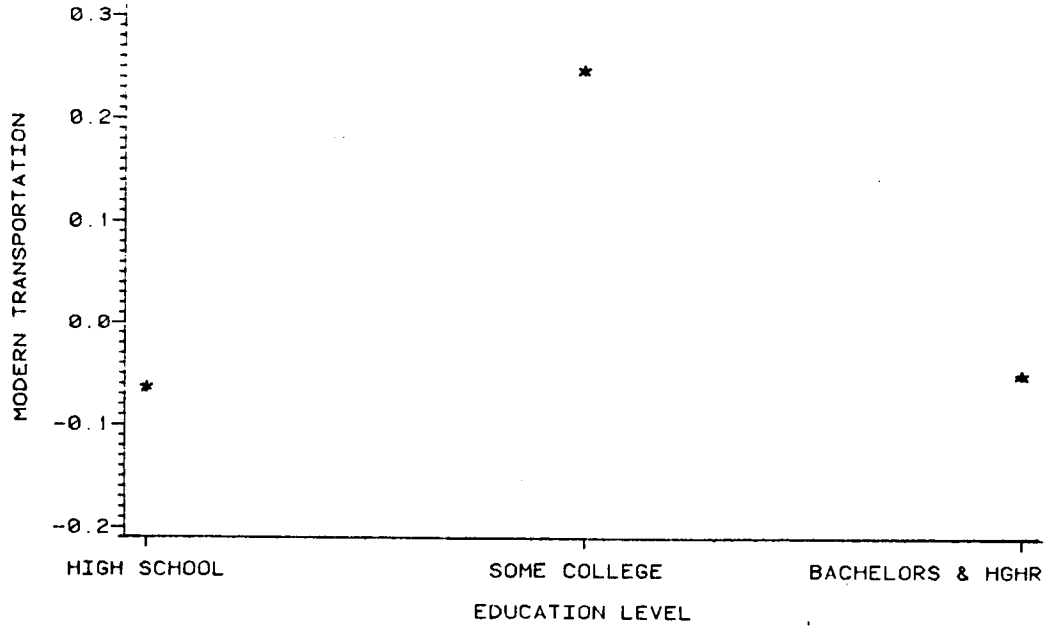


Figure 12. Education level by lifestyle factor: modern transportation and spending.

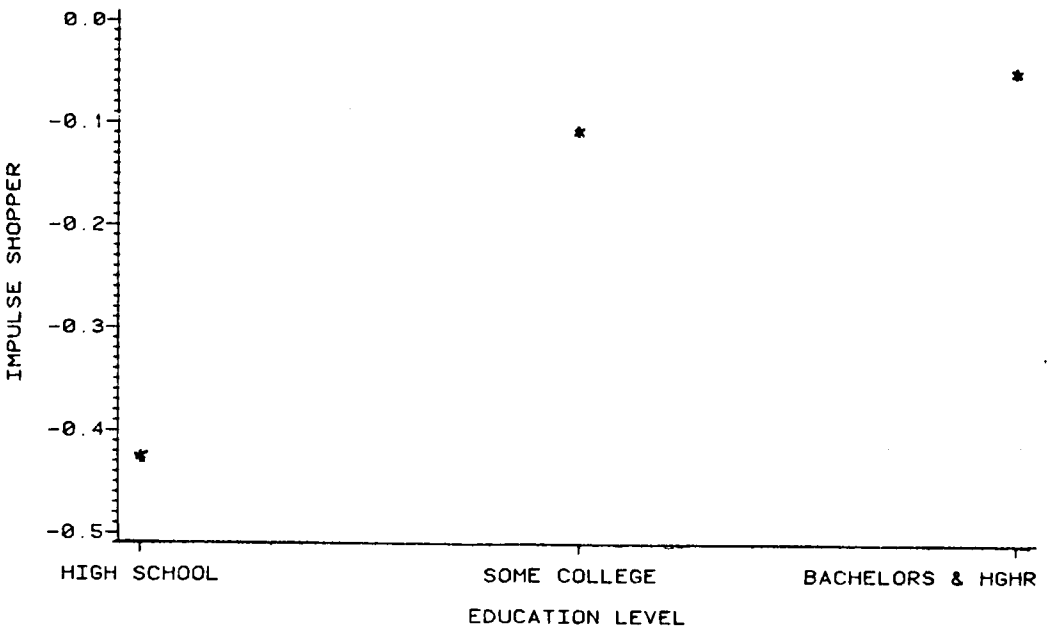


Figure 13. Education level by lifestyle factor: mobility prone impulse shopper.

women, with more education, may be willing to be more mobile in order to advance in their career.

Age

Significant differences were found between respondents' age and the following lifestyle and evaluative criteria factors: Traditional ($p < .0001$), Mobility Prone Impulse Shopper ($p < .01$), and Other-People Directed ($p < .05$).

Traditional views toward home, family relations, and housekeeping activities were positively related to age group. As age increased, traditional views increased starting with age 25 ($p < .0001$, Figure 14). The older the woman, the more traditional were her views that a woman's place is in the home. This supports Bartos' (1982) finding that Stay-at-Home Housewives, the oldest group, were the most traditional.

The lifestyle factor Mobility Prone Impulse Shopper produced a negative relationship with age ($p < .01$, Figure 15). Younger females were more likely to be mobile and to be impulse shoppers. This is not surprising since career women were generally younger than the other groups and were more mobile and impulsive.

The third significant difference Other-People Directed, evaluative criteria for social apparel, and age yielded

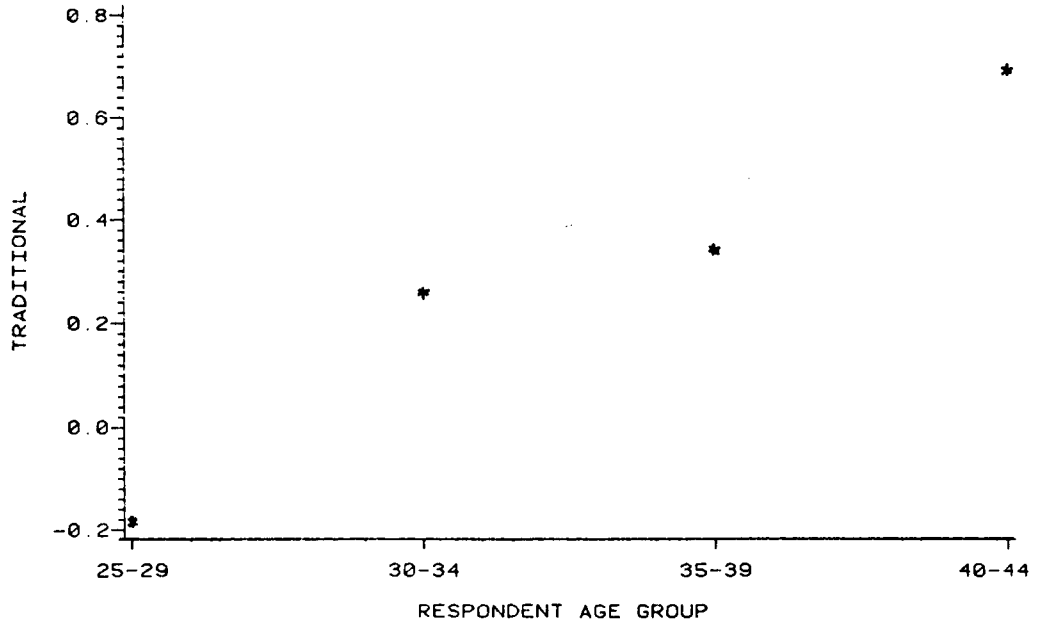


Figure 14. Respondent age group by lifestyle factor: traditional.

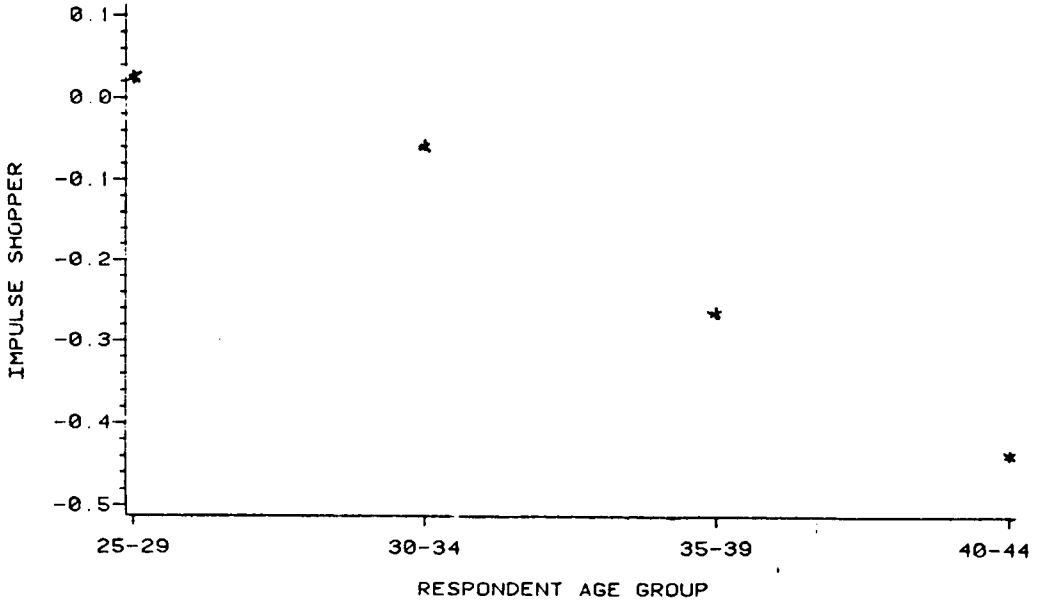


Figure 15. Respondent age group by lifestyle factor: mobility prone impulse shopper.

interesting results ($p < .05$, Figure 16). Women between the ages of 30-34 placed the most importance on social apparel evaluative criteria of brand and store name, sexy, and prestige. After age 34 this criteria declined in importance sharply. During adolescence, teenagers are searching for identity through others. As identity is established and some degree of accomplishment is attained, one looks more to self, supporting Rabolt's (1984) finding that the older female looks more to herself for decision-making.

Geographic Region

Significant differences were found with geographical regions and the Price Conscious Information Seeker ($p < .05$, Figure 17). The South was the most price conscious geographical region with more women seeking information from friends about products. The Southwest including the Rocky Mountain states was the least price conscious. This is consistent with the present economic situation in that the south is the lowest per capita income region and the Southwest is the highest per capita income region (Bureau of the Census, 1980).

Urbanization

Significant differences existed with urbanization and three factors: Physical Attraction/Fashionable Clothing

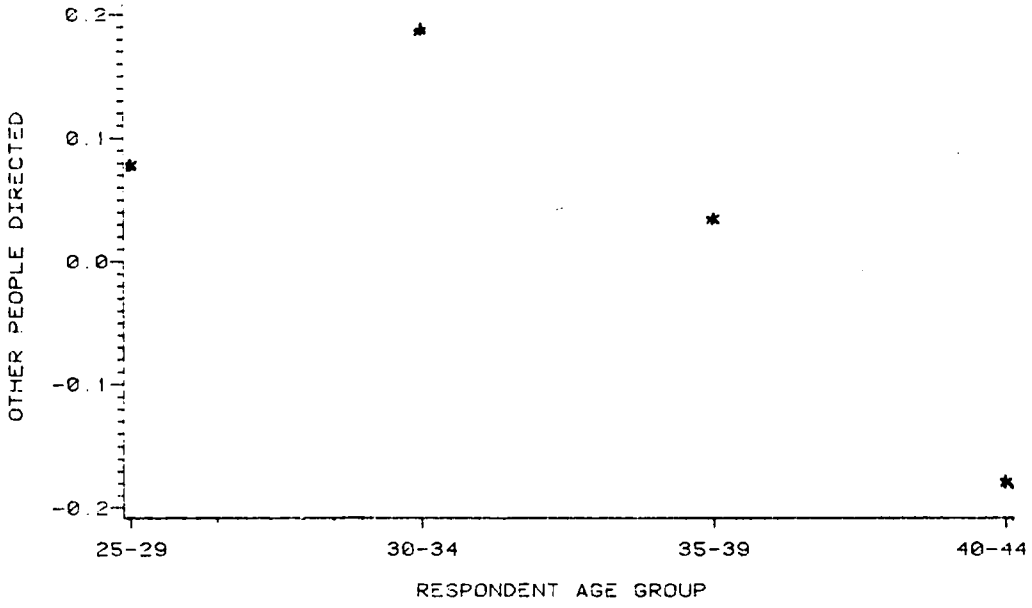


Figure 16. Respondent age group by social apparel factor: other-people directed.

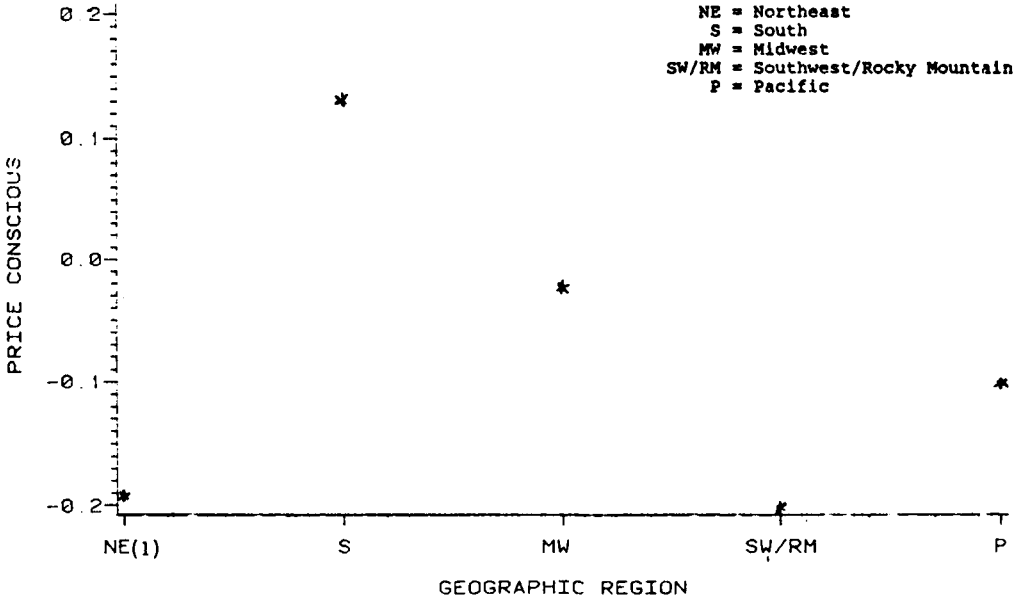


Figure 17. Geographic region by lifestyle factor: price conscious information seeker.

$p < .05$), Modern Transportation and Spending ($p < .05$), and Pragmatic employment apparel evaluative criteria ($p < .05$).

A significant difference existed with Physical Attraction/Fashionable Clothing and urbanization ($p < .05$, Figure 18). Surburban women liked to feel attractive to members of the opposite sex and felt that dressing well was an important part of their life while rural and urban women expressed little interest in these areas.

A significant difference existed between urbanization and Modern Transportation and Spending ($p < .05$, Figure 19). Rural women felt that the family income was high enough to satisfy nearly all important desires; in addition, they were more likely to buy subcompact cars. In contrast, urban women were the least likely to agree that their incomes were high enough to satisfy their desires. These results seem contrary to logic. It was expected that rural women would be the least likely to feel their incomes were high enough, especially due to the depressed agricultural market that many rural residents depend on for income. However, some professionals may be moving to the country.

A significant difference existed between urbanization and Pragmatic employment apparel evaluative criteria ($p < .05$, Figure 20). Surburban women placed more importance on employment apparel evaluative criteria than rural and urban women. This could be attributed to the higher percentage of

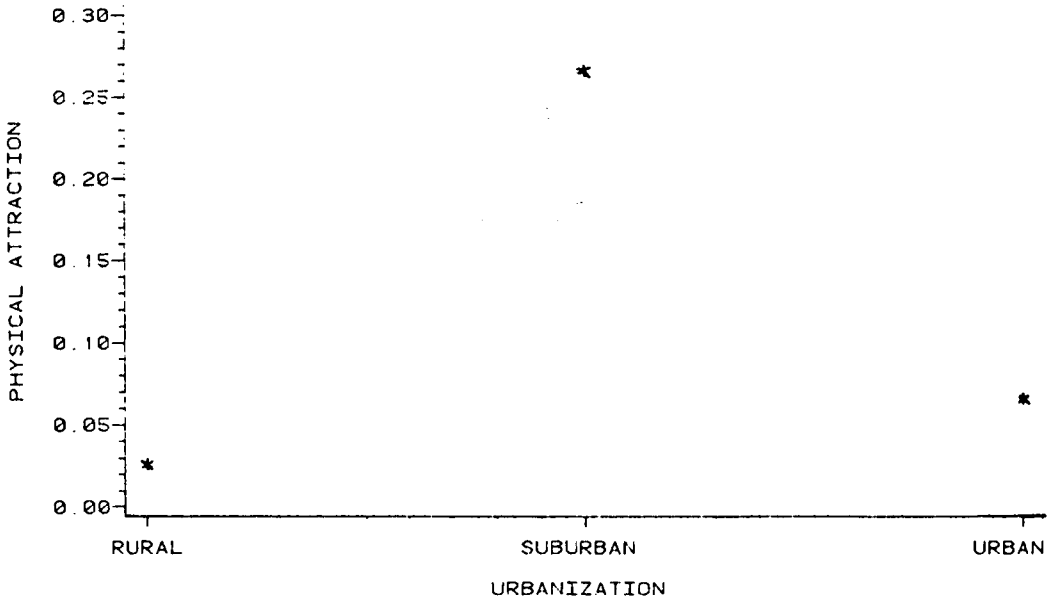


Figure 18. Urbanization by lifestyle factor: physical attraction/fashionable clothing.

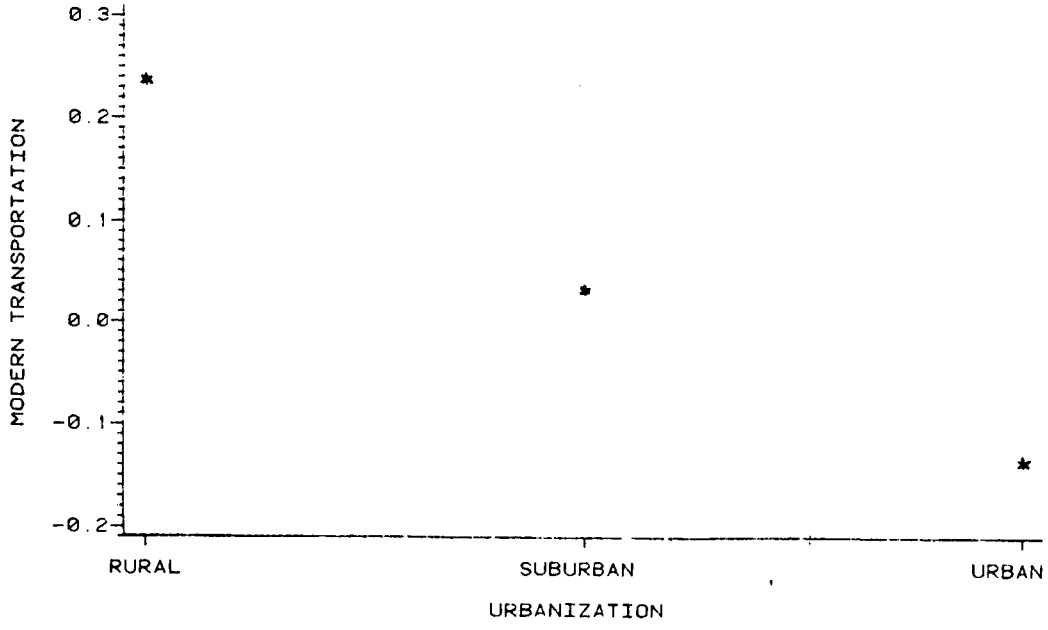


Figure 19. Urbanization by lifestyle factor: modern transportation and spending.

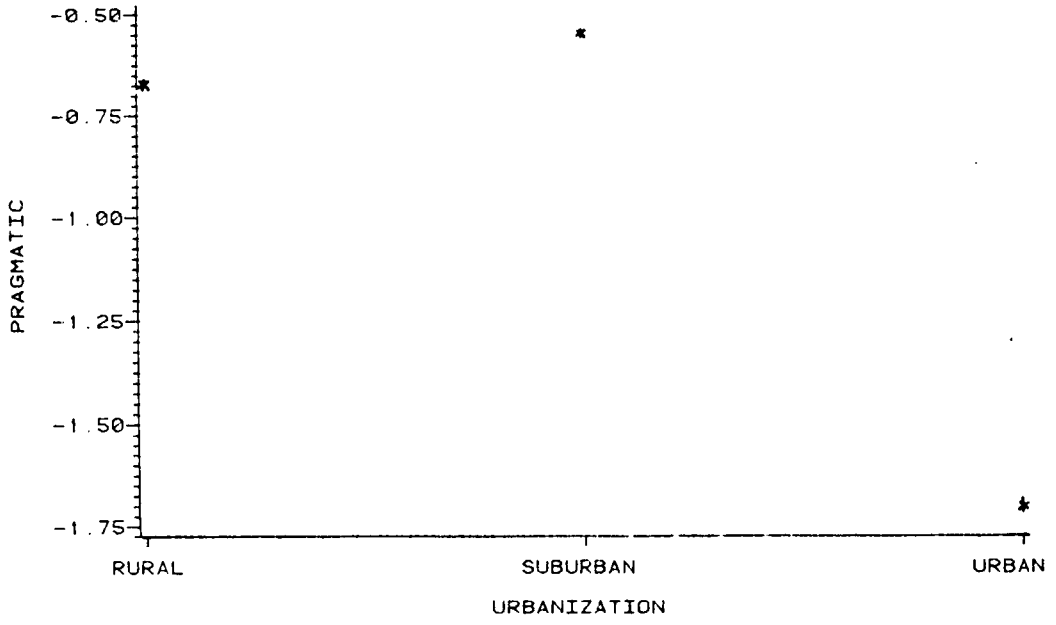


Figure 20. Urbanization by employment apparel factor: pragmatic.

career women living in suburban areas since career women placed more importance on pragmatic criteria. In addition, earlier findings of this study found that suburban women liked to be physically attractive to members of the opposite sex and felt that dressing well was an important part of their life; thus, being attractive and dressing well for the employment occasion was important to suburban women.

Amount Spent on Social Wardrobe

Significant differences were found with the amount of money spent on one's social wardrobe and the following lifestyle and evaluative criteria factors: Traditional ($p < .01$), Physical Attraction/Fashionable Clothing ($p < .0001$), Price Conscious Information Seeker ($p < .01$), Satisfaction with Life ($p < .01$), Mobility Prone Impulse Shopper ($p < .0001$), Appropriateness ($p < .01$), Economic ($p < .0001$), and Other-People Directed ($p < .001$).

Significant differences occurred between the amount spent on social wardrobe and Traditional lifestyle factor ($p < .01$, Figure 21). A negative relationship was represented with the exception of women who spent $2000 and above. Women spending below $200 were more traditional in views of home, family relations, and housekeeping activities. As women increased their spending to $1,499 for their social wardrobe, they became less traditional in their

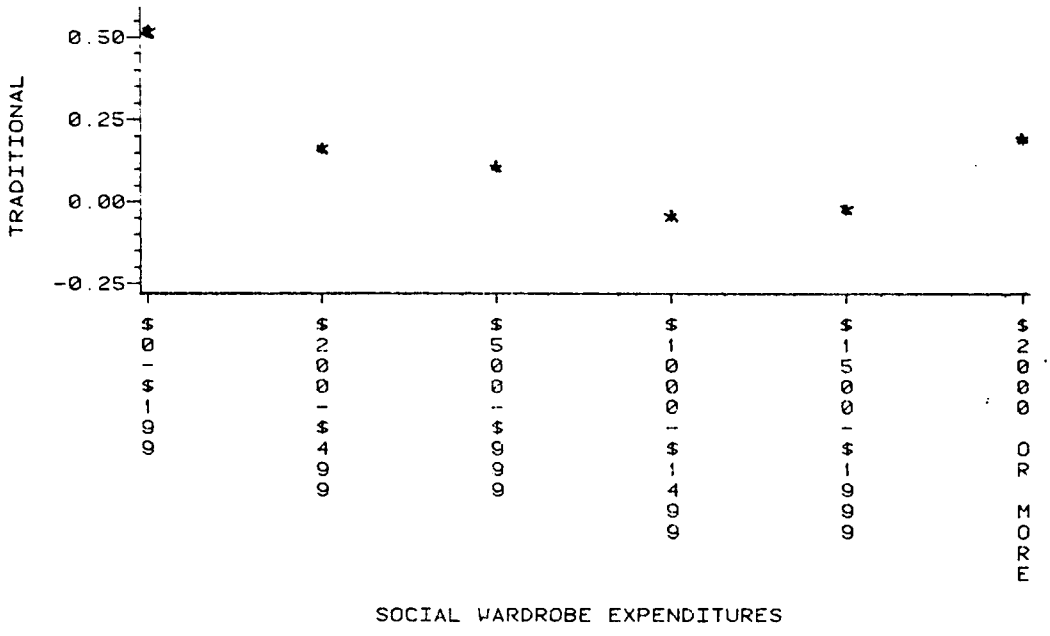


Figure 21. Social wardrobe expenditures by lifestyle factor: traditional.

views. However, women spending $2,000 and above were more traditional. This is not surprising since the Stay-at-Home Housewives, the most traditional group, were more likely than the other three groups to spend $2,000 and above on social apparel.

Physical Attraction/Fashionable Clothing and the amount spent on social wardrobe yielded a highly significant difference ($p < .0001$, Figure 22). The positive relationship indicated that females spending more money on social apparel were more likely to be concerned with attracting the opposite sex, looking nice, and wearing fashionable clothing. This seems logical since females who are concerned with looking attractive would be willing to invest more in the wardrobe.

A significant difference existed between amount spent for social apparel and the Price Conscious Information Seeker factor ($p < .01$, Figure 23) indicating that women who spent annually $2,000 or more had no concern for price. All other spending groups were price conscious. It is logical that women spending $1,999 or less on social apparel were more price conscious because these women were more likely to be employed or planned to work in the future. Employed women had additional employment apparel expenses. Plan-to-Work Housewives, anticipating their future employment and

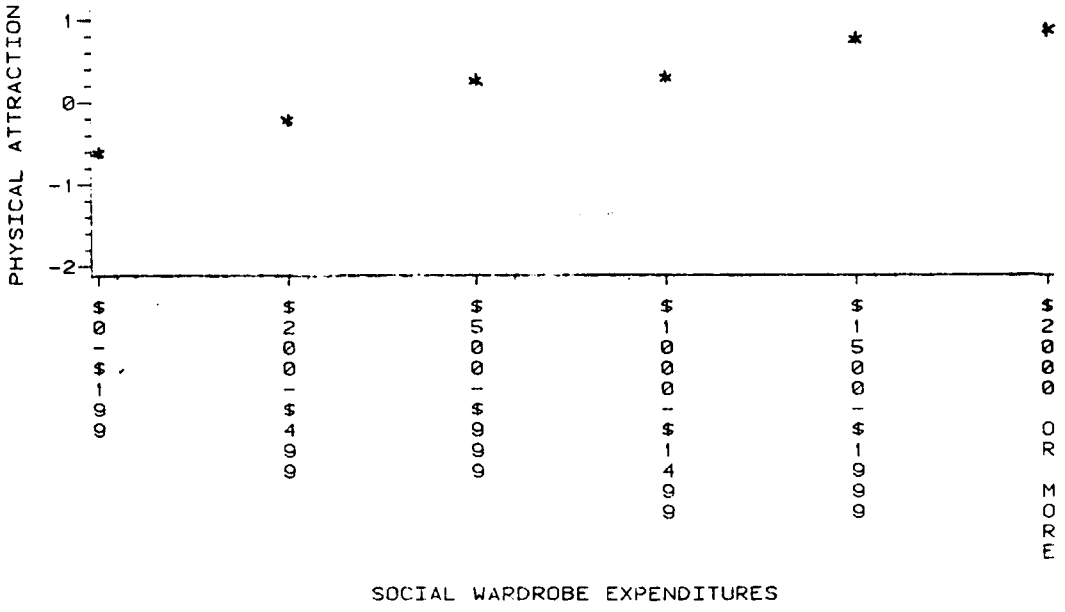


Figure 22. Social wardrobe expenditures by lifestyle factor: physical attraction/fashionable clothing.

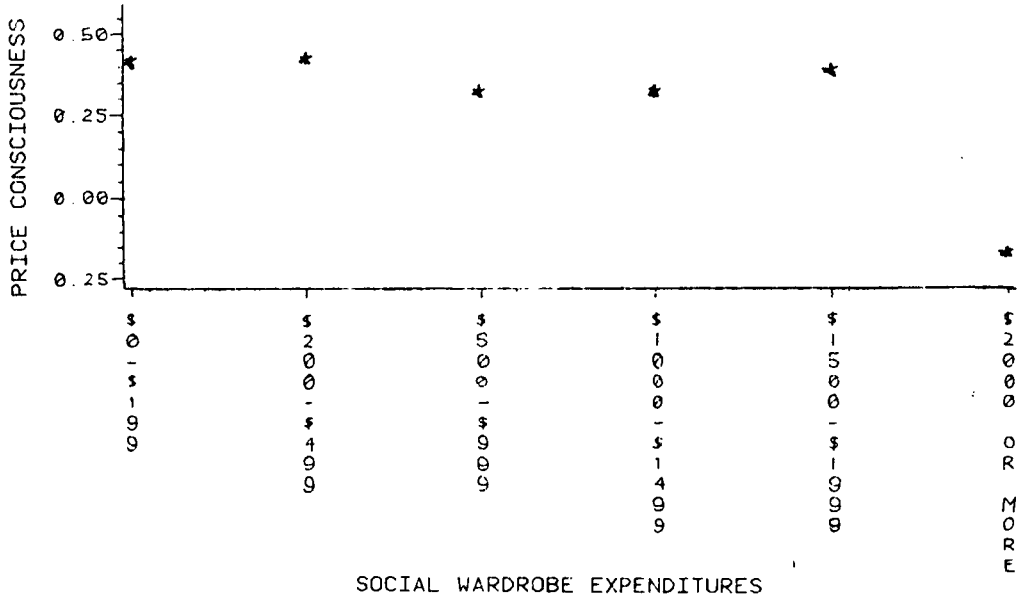


Figure 23. Social wardrobe expenditures by lifestyle factor: price conscious information seeker.

employment apparel expenses, were also price conscious of social apparel.

Significant differences existed between amount spent on social apparel and Satisfaction with Life ($p < .01$, Figure 24). This indicated that the women happiest with life and the most optimistic about the future were those women who spent $2,000 and above annually. This seems reasonable surprising since the happiest group, Stay-at-Home Housewives, were more likely to spend $2,000 and above annually on social apparel than the other groups. In contrast, women spending $1,000-1,499 were the least satisfied, optimistic, and happy. Perhaps they are close enough to high income groups to observe and desire similar goods which are economically out of their range.

Significant differences existed between the amount spent for social apparel and Mobility Prone Impulse Shopper ($p < .0001$, Figure 25). A negative relationship existed indicating that women spending more annually on social apparel were less mobile and impulsive than women spending less annually on social apparel except for those spending $1,000-1,499. Stay-at-Home Housewives spent more on social apparel than the other two groups and were less likely to be mobile. This supports findings of Bartos (1982) that Stay-at-Home Housewives were more cautious, i.e., planning their

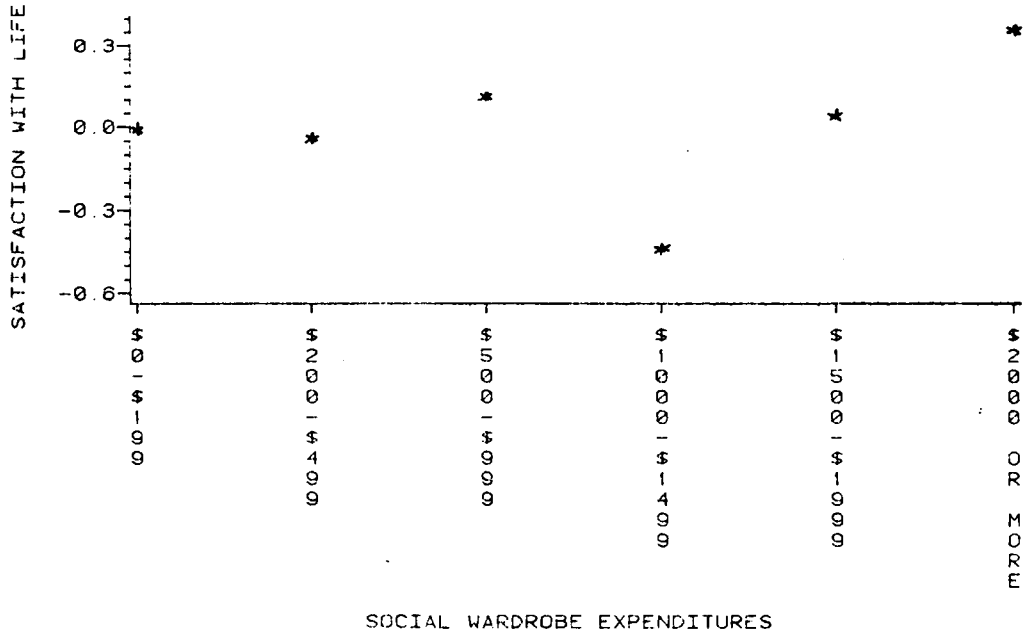


Figure 24. Social wardrobe expenditures by lifestyle factor: satisfaction with life.

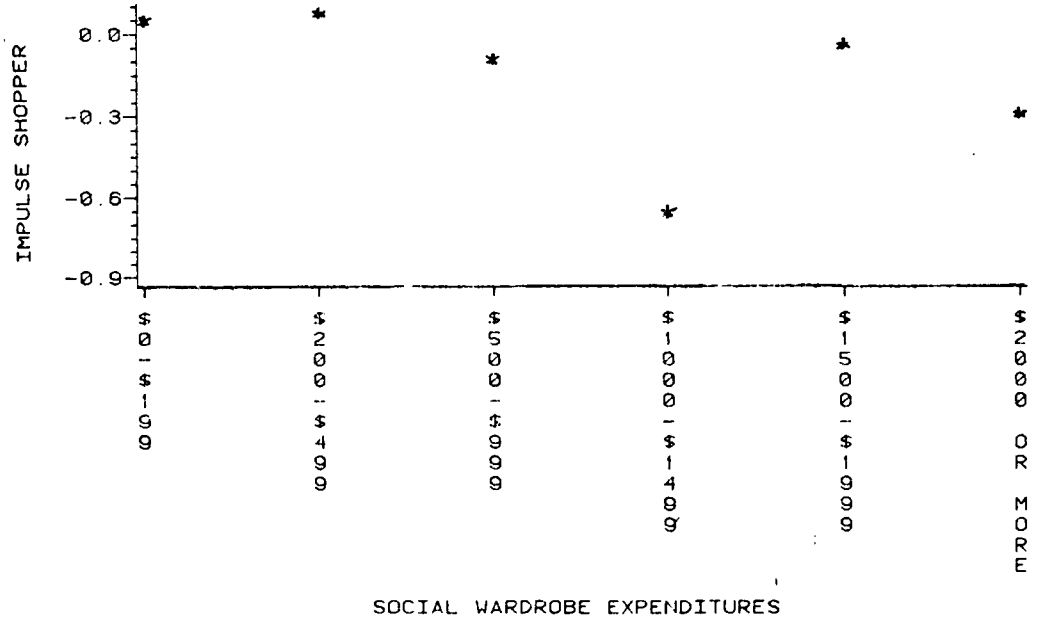


Figure 25. Social wardrobe expenditures by lifestyle factor: mobility prone impulse shopper.

shopping to avoid impulse purchases, and less apt to move than the working women.

Significant differences occurred between amount spent for social apparel and social apparel evaluative criteria Appropriateness ($p < .01$, Figure 26). This indicated that females spending $2,000 and above placed more importance on the appropriateness criteria, such as suitability to individual and good fit. Career women were more likely to be at the upper income brackets spending more on social apparel than job women. Career women placed more importance on appropriateness criteria which included "self-related" items such as suitability to individual and good fit. Career women, using these self-related criteria, looked inward, to themselves, in their clothing decision making which is consistent with their workstyle. This finding is consistent with a previous study (Rabolt, 1984) that found career women depended on themselves for most of their decision making.

A significant difference existed between amount spent on social apparel and social apparel evaluative criteria Economic ($p < .0001$, Figure 27). A negative relationship indicated that as women spent more money on social apparel they placed less importance on economic criteria such as good value for the price and the exception was those spending $1,500-1,999. This is consistent with prior findings (Stemm, 1980) that women who considered their employment a

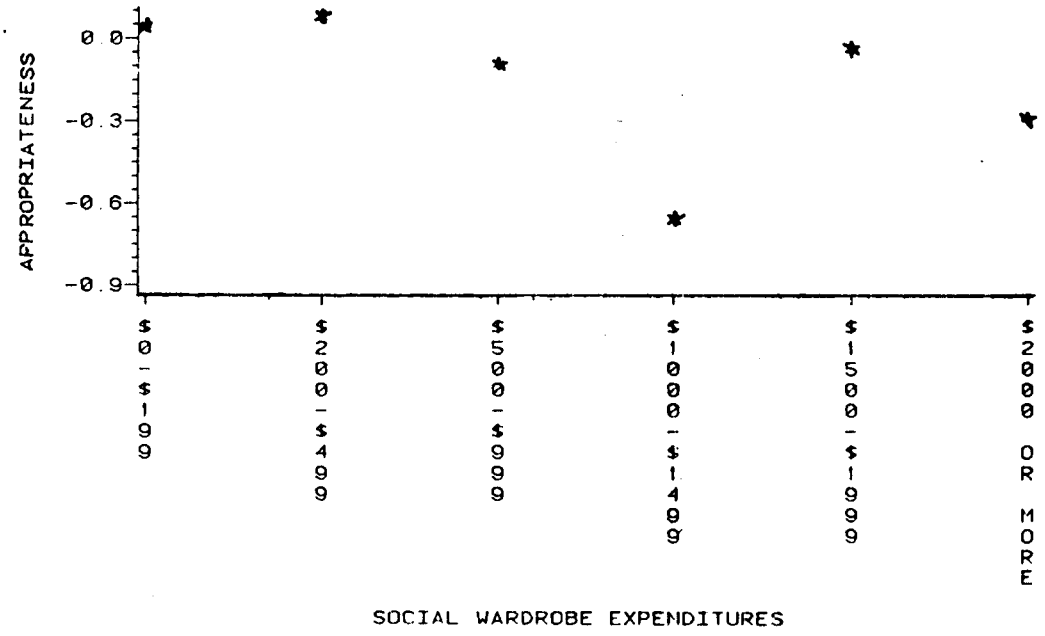


Figure 26. Social wardrobe expenditures by social apparel factor: evaluative criteria appropriateness.

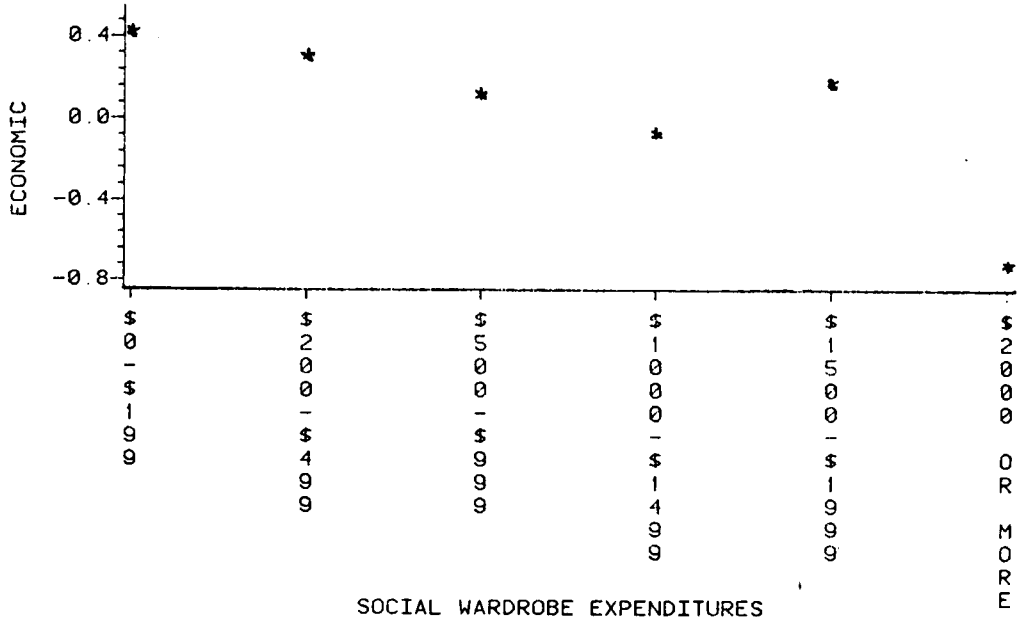


Figure 27. Social wardrobe expenditures by social apparel factor: economic.

job were likely to place more importance on economic criterion, whereas career women were not economically minded.

A significant difference existed between amount spent on social apparel and Other-Directed social apparel evaluative criteria ($p < .001$, Figure 28) and indicated that women who spent $2,000 and above placed more importance on criteria such as brand and store name, sexy, beautiful or attractive, and prestige than did other spending groups. Women spending $200-499 placed the least importance on these criteria. Thus, women spending more for apparel were dressing for others; in addition, they were also able to purchase beautiful or attractive apparel more frequently than the nonworking women who purchased apparel based on economic criteria.

Summary of Differences Among Levels of Demographic Variables

Although hypotheses were not proposed, significant differences were found between levels of the five demographic variables and lifestyle and evaluative criteria factors. Generally as education increased, women were more self-confident, travel prone, mobil, and impulsive; in addition, they were less traditional and less price conscious. As age increased, women were most likely to have traditional views and least likely to be mobile and impulsive. The South, the

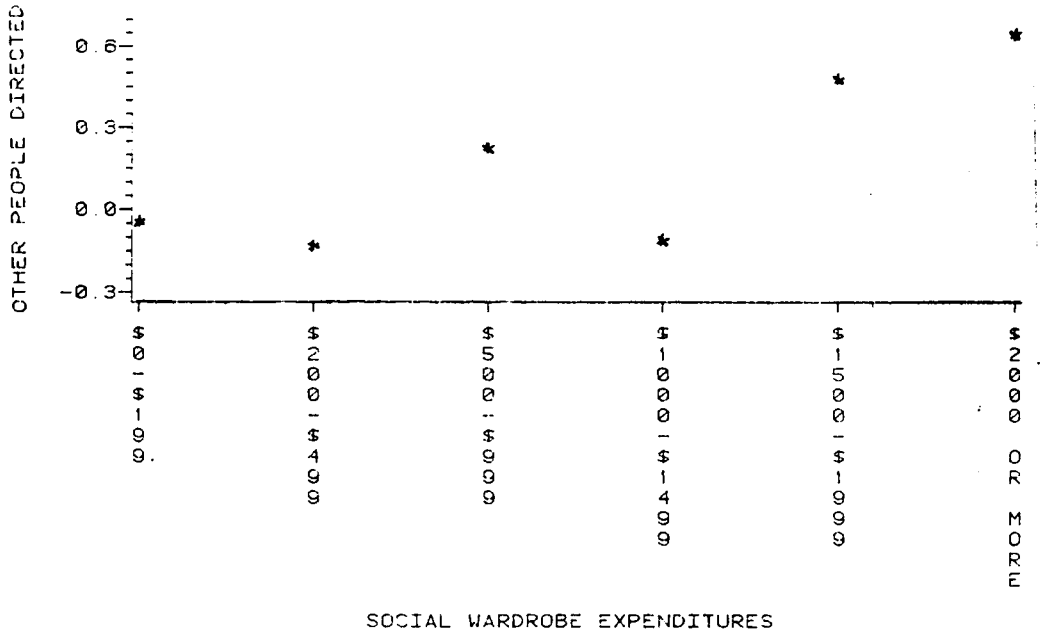


Figure 28. Social wardrobe expenditures by social apparel factor: other-people directed.

geographical region with the lowest income, was the most price conscious geographical region. Most suburban women liked to feel attractive to members of the opposite sex and felt that dressing well was an important part of their lives. As amount spent on social apparel increased, women became more interested in physical attraction and fashionable clothing and were more satisfied with life.

Four out of five results were significant at the .01 level for the lifestyle factor Traditional. The fifth factor tended toward significance. This may indicate that traditional views toward home, family, and housekeeping are more pervasive with age. In addition, the group of female consumers spending $1,000-1,499 annually on social apparel scored low on three lifestyle factors and all social apparel evaluative criteria factors. Further investigation is needed of this group.

The preceding data has shown five demographic variables that were influences on lifestyle and evaluative criteria factors. These relationships may appear to be stated in a causal manner. However, no causality has been demonstrated, merely that a relationship existed.

CHAPTER 5

SUMMARY, CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

Summary

The purpose of this study was to investigate the influence of female consumers' employment orientation on lifestyle and evaluative criteria of apparel. The Engel, Kollat, and Blackwell EKB) High Involvement Decision Process Model (Engel and Blackwell, 1982), the conceptual model used in this study, has proposed that in determining the evaluative criteria used for product selection, cultural norms and values and lifestyle act as influences. The block entitled Cultural Norms and Values contains roles; one role performed by individuals is employment. A person's attitude toward employment outside of the home, employment orientation, is an influence on lifestyle and evaluative criteria and is important in the consumer decision process (Bartos, 1977).

Lifestyle is shaped by cultural norms, values, and roles such that consumers choose products that fit specific roles in their lifestyle (Sproles, 1979). Lifestyle is considered to be an important determinant of evaluative criteria, the attributes or specifications used in the selection of product (Engel and Blackwell, 1982).

A major change in society which has influenced lifestyle has been noted by Bartos (1982): employment orientation. Female consumers' employment orientation was conceptualized as including four distinct groups: Just-a-Job Working Women, Career-Oriented Working Women, Plan-to-Work Housewives, and Stay-at-Home Housewives. Employment orientation was based on the female consumer's perception of her employment; employed women indicated whether their occupation outside of the home was a "Job" or a "Career" in their opinion (or in their mind). Women who were not employed outside of the home indicated whether they "Plan to Work" in the future or will "Stay at Home." Not all women have the same motivations and demographic backgrounds (Bartos, 1982). It was thought that the four distinct groups of female consumers might constitute subcategories which were different in their approach to lifestyle and the criteria used in selecting social and employment apparel.

A random sample of 2,000 female consumers was drawn from a mailing list of 10,000 purchased from The Lifestyle Selector, a division of National Demographics and Lifestyles. This company has contracts with manufacturers of "hard good products" (curling irons, cameras, home computers) to include a questionnaire with their products; the mailing list consisted of respondents who had answered an enclosed questionnaire with the product. The cross-national

representation of females, ages 25-44, included all occupations including housewife. A ten-page survey modeled after Dillman's (1978) Total Design Method of questionnaire development was mailed. Forty-five percent returned usable questionnaires. The majority of the respondents lived in suburban areas in the Northeastern and Southern regions of the United States; however, all major regions were represented in the data.

Profiles of the Four Employment Orientation Groups

Demographic and psychographic profiles provided a comprehensive picture of the "inner consumer" (Schiffman and Kanuk, 1983, p. 131) by combining intangible variables such as activities, interests, and opinions with demographics. A demographic and psychographic profile of the sample based on employment orientation was developed. Listed below are the profiles of each group.

Just a Job Working Women were older than Career-Oriented Working Women and most likely to live in the Northeast and the South. Two-thirds of these women were married and the majority had two to four family members. They were the lowest educated group of all four groups and more frequently were employed as secretaries and bookkeepers.

Job women moderately agreed they were self-confident and travel prone and were moderately traditional in relation

to home, family relations, and housekeeping activities. Of the four groups, job women placed the least importance on education and buying American products, were the least satisfied with life, the unhappiest of the four groups, the least optimistic about the future, and were the least satisfied with their income. They were moderately price conscious and sought information about products from friends.

Career-Oriented Working Women tended to be between 25-34 years, living predominantly in their own homes in the Northeast and South. While over half of them were married, they were the least likely of the four groups to be married. They had the smallest family size of the four groups with approximately one-third having no children. Career women had the highest level of education in comparison to the other three groups and were employed in professional and managerial occupations paying higher incomes than job women. In addition, career women were more likely to use credit when purchasing apparel than the other three groups.

Career women were extremely self-confident and liked to travel. They were the least traditional in views relating to home, family relations, and housekeeping activities. Married career women shared homemaking and child responsibilities with their husbands since both worked outside of the home. They generally agreed that their income was high

enough to satisfy desires; therefore, they were not likely to be price conscious when shopping for apparel.

Plan-to-Work Housewives, the youngest of all groups, were more likely to be married and lived in the Northeast and the South. Their family size was larger than that of the working women. These women had more education than the Just-a-Job Working Women, but less education than their Stay-at-Home sisters.

They were most likely of the four groups to value education; however, they were not self-confident. They were happy with life and optimistic about the future. Since they felt that their household income was not high enough to satisfy desires, they were very price conscious and sought information about products before purchasing.

Stay-at-Home Housewives, the oldest group, were the most likely to live in the Northeast and the Southwest where they owned their own homes. The majority were married and had the largest families of the four groups. They did not value education even though they were more highly educated than the Plan-to-Work Housewives and Just-a-Job Working Women.

The Stay-at-Home Housewives were the happiest of the four groups being satisfied with their present life and optimistic about the future. Their traditional marriage consisted of the husband assuming the responsibility for

providing for the family; their role as wife was to take care of the house and the children. They were not price conscious or self-confident.

Apparel worn by respondents. The majority of the respondents indicated that a dress was the most typical purchased outfit for a social occasion. Employed women indicated that the most typical purchases for an employment occasion were suits and pants separates. Career-Oriented Working Women purchased more suits while Just-a-Job Working Women selected more pants separates.

Evaluative criteria for social and employment apparel. Four evaluative criteria important in the selection of both social and employment apparel were comfort, suitability to individual, good fit, and appropriateness for occasion. "Beautiful or attractive" was operative for social apparel only while "quality of construction" was important for employment apparel only. The determining criterion in the selection of the last social outfit purchased was suitability to individual; comfort was the determinant criterion for employment apparel.

Development of lifestyle and evaluative criteria factors. Five research hypotheses were developed to answer

the research questions posed for the study. They hypotheses were based on the underlying theory of the Engel, Kollat, and Blackwell (EKB) consumer behavior model (Engel and Blackwell, 1982). In order to prepare the raw data for analyses, ninety-eight lifestyle items were categorized into twenty-two lifestyle summation variables. This procedure was used by Reynolds, Crask, and Wells (1977) when they analyzed lifestyle data which included the identical 98 lifestyle items. Principal Components Factor Analysis with Varimax Rotation was used to reduce the 22 lifestyle summation variables, the 18 social apparel evaluative criteria items, and the 18 employment apparel evaluative criteria items into factors. Factor scores were determined for each factor and used in further analyses. Twelve factors evolved and were analyzed as the refined dependent variables:

Lifestyle Factors

Factor 1. Self-Confident Traveler

Factor 2. Traditional

Factor 3. Physical Attraction/Fashionable Clothing

Factor 4. Education and American Business

Factor 5. Price Conscious Information Seeker

Factor 6. Satisfaction with Life

Factor 7. Modern Transportation and Spending

Factor 8. Mobility Prone Impulse Shopper

Social Apparel Evaluative Criteria Factors

Factor 1. Appropriateness

Factor 2. Economic

Factor 3. Other-People Directed

Employment Apparel Evaluative Criteria Factors

Factor 1. Pragmatic

Testing of the hypotheses. Using the EKB model (Engel and Blackwell, 1982) as a guide, the influence of employment orientation on lifestyle, social apparel evaluative criteria, and employment apparel evaluative criteria were investigated. The null hypothesis (#1) was rejected. Results indicated that employment orientation had a significant effect on lifestyle, social apparel evaluative criteria, and employment apparel evaluative criteria.

A follow-up investigation was conducted to determine the influence of employment orientation on the eight lifestyle factors, three social apparel evaluative criteria factors, and the one employment apparel evaluative criteria factor and yielded seven significant relationships.

After employment orientation was determined to have an influence on lifestyle, the General Linear Model (GLM) with Analysis of Variance was performed to determine how the four employment orientation groups differed on the eight lifestyle factors (Hypothesis 2). Contrast statements were used

to provide a comparison of the means of two or more employment orientation groups for each significant lifestyle factor. Three contrasts were made between the four employment orientation groups: (1) Just-a-Job Working Women vs. Career-Oriented Working Women, (2) Plan-to-Work Housewives vs. Stay-at-Home Housewives, and (3) Employed vs. Nonemployed women. Six of the eight lifestyle factors produced significant differences and the null hypothesis (#2) was rejected. The following differences were found:

- Employed women were more likely than nonemployed women to be self-confident and travel prone. Career women were more self-confident and travel prone than job women with career women being the most self-confident and travel prone of the four groups.
- Nonemployed women were more traditional in their views of the home, family relations, and housekeeping than employed women. Of the employed women, Just-a-Job Working Women were more traditional than Career-Oriented Working Women with career women being the least traditional of the four groups.
- Employed women were more likely than nonemployed women to place importance on education and buying American products. Job women paid more attention to clothing prices and sought out advice from friends regarding purchases than did career women.

- Stay-at-Home Housewives, the happiest of the four groups, were more satisfied with life than Plan-to-Work Housewives. Career women were more satisfied with life and happier than job women.
- Career-Oriented Working Women indicated that their income was high enough to satisfy nearly all important desires. In addition, they were more likely to deposit money in a savings account and to purchase subcompact cars.

After employment orientation was determined to have an influence on social apparel evaluative criteria, the General Linear Model (GLM) with Analysis of Variance was used to determine how the four employment orientation groups differed on the three social apparel evaluative criteria factors (Hypothesis 3). Three contrasts were made and two of the three evaluative criteria factors produced significant differences between the groups. The null hypothesis (#3) was rejected and the following differences were found:

- Career-Oriented Working Women were more likely to place importance on appropriateness (i.e., suitability to individual and good fit) in selecting social apparel than were Just-a-Job Working Women.
- Just-a-Job Working Women were more likely than Career-Oriented Working Women to place importance on economic criteria (i.e., good buy, price) when selecting social apparel.

After employment orientation was determined to have an influence on employment orientation evaluative criteria, the General Linear Model (GLM) with Analysis of Variance was used to determine how the two employed groups differed on evaluative criteria. The two employed groups did not differ significantly on the employment apparel evaluative criteria factor Pragmatic. Working women used similar criteria in selecting employment apparel. The researcher failed to reject the null hypothesis (#4).

In an effort to understand female consumers' lifestyles and apparel choices, a correlation matrix was generated with correlation coefficients for the eight lifestyle factors, the three evaluative criteria social apparel factors, and the employment apparel evaluative criteria factor. Nineteen significant correlations out of 32 emerged and the null hypothesis was partially rejected (#5). These findings confirmed the link between lifesytle and evaluative criteria and increased the understanding of the relationships of female consumers' lifestyle and apparel choices. The following relationships were found:

- Apparel that was suitable to the individual and fits well paralleled the feeling of high self-confidence.
- Females who were traditional in views toward home, family relations, and housekeeping activities placed importance on economic criteria (i.e., good value for price, price) when selecting social apparel.

- Women who dressed to attract the opposite sex and purchased fashionable clothing placed importance on brand and store name in selecting apparel.
- Females who were price conscious were more concerned with getting a "good buy" rather than purchasing appropriate apparel.
- Women who were price conscious in general were also price conscious with apparel.
- The happiest persons were those satisfied with their present life, optimistic about the future, and selected apparel based on its suitability to them and the fit of the garment rather than the price of the garment.
- Female consumers with income high enough to satisfy most desires did not place importance on economic criteria.
- Women who were more mobil, i.e., more apt to move in the next five years, did not place importance on brand and store name.

In addition to the influence of employment orientation on the lifestyle and evaluative factors, it was reasonable to expect that other variables, such as demographic variables, influenced these factors. Although hypotheses were not proposed, significant relationships were found with lifestyle and evaluative criteria and the following demographic variables: level of education, respondent's age,

geographical region, urbanization, and annual amount spent on the social apparel wardrobe. The following relationships between demographic variables and lifestyle and evaluative criteria were found:

- As female consumers attained more education, they became more self-confident and travel prone, less price conscious, and sought less information about products from friends.
- Women with only a high school education were more traditional in their views toward the home life, family relations, and housekeeping.
- Younger females were mobile and impulse shoppers.
- Older women were more traditional in their views toward home, family relations, and housekeeping.
- The South was the most price conscious region with the Southwest being the least price conscious region.
- Suburban women liked to feel attractive to members of the opposite sex and felt that dressing well was an important part of their life.
- Rural women felt that their household income was high enough to satisfy nearly all important desires with urban women being the least likely to feel that their income was adequate.
- As women increased the amount spent annually on social apparel, physical attraction and fashionable clothing

increased in importance and price consciousness decreased.

- Women spending $2,000 and above annually on social apparel are less mobil and impulsive but are the most satisfied, happiest, and optimistic about the future.

The survey research method provided a descriptive and an analytical study. As a descriptive study, the composition of the four employment orientation groups was determined. Demographic and psychographic profiles were developed and the evaluative criteria used in selecting social and employment apparel were determined. As an analytical study, the influence of employment orientation on lifestyle and evaluative criteria for the selection of social and employment apparel was examined. In addition, differences between the four groups on lifestyle and evaluative criteria were determined and the relationship between lifestyle and evaluative criteria was established.

Conclusions

This interdisciplinary study combined concepts from pertinent disciplines in a manner that promoted an integrative approach to the study of dress--one that considers the many facets of apparel as a factor in person's everyday lives and the interactions with one another (Horn and Gurel,

1981). Use of the EKB model (1982) proposed that in determining evaluative criteria used for apparel selection, employment orientation (based in cultural norms and values) and lifestyle acted as influences.

The data indicated that employment orientation significantly influenced lifestyle and evaluative criteria; employment orientation is more than a demographic difference between the four employment orientation groups. In addition to employment orientation influences, these demographic characteristics were found to influence lifestyle and evaluative criteria: education level, age, geographic region, urbanization, and annual amount spent on social wardrobe.

The four employment orientation groups differed significantly on lifestyle, the way people spend their time and money. Also, the four employment orientation groups differed significantly on the evaluative criteria used in selecting social apparel. The two employed groups did not differ significantly on the evaluative criteria used in selecting employment apparel. Significant relationships existed between lifestyle and evaluative criteria for social apparel verifying that consumers choose apparel products that fit specific roles in lifestyle (Sproles, 1979).

Employed/nonemployed segmentation is frequently used by retailers in targeting the female apparel market. These findings indicate that females consumers can and should be

segmented into four distinct groups each with its own demographic and psychographic profile. This study also demonstrated that segmentation by employment orientation provided a richer and more accurate marketing framework. Thus, it reaffirms Bartos' (1977) statement that women's employment orientation does change them as consumers and therefore as a target market.

Limitations of Findings

1. The statistical tools used were one of several that appropriately could have been chosen, and somewhat different findings could have resulted from them. Post-hoc analysis may provide a clearer understanding of how the employment orientation groups differ in lifestyle and in the selection of evaluative criteria for social and employment apparel.

2. The consumer's evaluative criteria are the specifications or standards by which products and information are measured, and in an ideal situation, the criteria might be used to design the perfect product--exactly what the consumer wants. In reality, measurements of evaluative criteria may not accurately reflect underlying needs and values. Various influences (reference group, normative compliance, and information influences) were not examined in this study and may intervene to modify, inhibit, or inactivate criteria which might ordinarily be salient, relatively important, or determinant. Therefore, there may be many

reasons why actual behavior and expected or predicted behavior are not perfectly related.

3. The sample was limited to the female consumers who were part of The Lifestyle Selector mailing list. The population studied may not be representative of all female consumers since not all female consumers may have purchased a "hard good product" and completed the enclosed questionnaire enabling their name to be placed on the purchased mailing list. It is possible a bias was established as those not purchasing a product and those not returning the manufacturer's questionnaire were eliminated from the population studied. Those groups may have different characteristics from the sample in this study.

4. Employment orientation was defined as the person's attitude toward employment outside of the home. Based on this definition, employment orientation was the respondents' perception of their orientation to employment. Some respondents may have interpreted the terms "career," "job," "plan to work in the future," and "employed outside of the home" differently.

5. The sample size of the Stay-at-Home Housewives was the smallest of the groups (n = 44). Generalizability from this group to the population it represents may be limited.

6. The survey was limited to women 25-44 years of age. While this is the group of most interest to marketers,

different results might have occurred by including younger and older women (ages 20-65) with this sample.

Implications

The population explosion during the decade of the 1980s is among consumers ages 25-44 (Engel and Blackwell, 1982). Many in this market are two-earner families with substantial affluence who are better educated, expect quality and convenience, and evaluate whether the market provides a good value. Because of increased education, affluence, and the continued emergence of women into the work force coupled with the importance of satisfying consumer needs, the employed/nonemployed segmentation frequently used by retailers and researchers is no longer applicable to the 1980 market. To provide a closer examination of the market, the employed/nonemployed segmentation needs to be subdivided into four distinct segments of female consumers each with a demographic and psychographic profile. Employed segmentation subdivided into Career-Oriented Working Women and Just-a-Job Working Women; nonemployed segmentation subdivided into Plan-to-Work Housewives and Stay-at-Home Housewives. Understanding characteristics of each segment will assist retailers in effectively targeting products, promotions, and services to these four segments increasing consumer satisfaction.

Employment orientation was determined to have an influence on lifestyle and evaluative criteria of social and employment apparel. Knowledge of lifestyle and evaluative criteria used in apparel selection for each employment orientation group will benefit consumer educators in planning educational programs, retailers in understanding the consumer, and marketing specialists in planning product promotion strategies.

Since differential influence was found at levels of demographic variables, it is important for the marketer to know his/her customer in terms of education level, age, urbanization, and the amount spent on social apparel when planning promotional strategies and recognize the resultant differences of these variables on the four employment orientation segments.

Results indicated that the majority of female consumers shopped for social and employment apparel at department stores. Department store personnel should closely examine this study's results to continue to meet the social and employment apparel needs of female consumers; in addition, speciality clothing stores, clothing chains, discount stores, and mail order retailers should use results to reposition products and market these products to their target audience.

Since clothing is a consumer good, knowledge of benefits sought and characteristics of various market segments should enable merchandising students and other individuals working with apparel to help the consumer attain greater satisfaction from clothing purchases.

The study focused on alternative evaluation, the third stage in the EKB (Engel and Blackwell, 1982) decision process model. Alternative evaluation is the process of evaluating various apparel items and arriving at a purchase intention. By examining the process of evaluating various apparel items, this study has led up to beliefs, mental information linking social and employment apparel to evaluative criteria for the four employment orientation groups. Beliefs lead to attitudes; attitudes lead to purchase intentions which lead to choice of apparel. It is important to know the relationship of employment orientation to lifestyle as a way people live and spend time and money with consumer goods. In addition, the relationships between lifestyle and social apparel evaluative criteria and employment apparel evaluative criteria were established and the strength of these relationship may be constant over time. Understanding of these relationships can aid the marketer in anticipating consumer needs even though the specific role balance, lifestyle, and evaluative criteria may be dynamic.

By capturing the relationships between employment orientation, lifestyle, and evaluative criteria, these findings can be used in the future to provide a basis for the design of apparel to meet consumer needs and the prediction of consumer apparel.

Recommendations

Findings from this study indicated areas where further research could be extended. One approach which might be used in a continuing effort to meet the apparel needs of female consumers would be to survey female consumers every three years pertaining to employment orientation, lifestyle, and evaluative criteria for apparel selection. With the continued emergence of women in the work force, a survey conducted every three years would allow researchers to keep abreast of changing employment orientations which influence lifestyle and evaluative criteria. Information from these surveys could update lifestyle profiles and provide an even richer understanding of each group. Since apparel is a broad topic (Lumpkin, Allen, and Greenberg, 1982) and since Rentz (1982) found that females' roles and views of herself and others changed drastically during the decade of the 1970s, results could revise, extend, and create new information not provided by earlier studies (Tweten, 1980; Stemm,

1980; Rentz, 1982; Bartos, 1982; Lumpkin, Allen, and Greenberg, 1982). This could aid in designing products and information to meet the needs of consumers.

Since the variables investigated in the present study accounted for a small percentage of the variance, additional variables which enter into the consumer decision process should be examined such as reference group, cultural norms and values, normative compliance, and information influences.

This study could be extended and adapted for males and/or females of other ages. In addition, other types of apparel, such as sportswear, could be examined.

Bartos (1982) stated that there is a noticeable hierarchy pertaining to interest in fashion, that is, interest in fashion moves across the spectrum from Stay-at-Home Housewives being mildly interested in fashion to Career-Oriented Working Women having the strongest interest in fashion. While significant differences between groups were not found with the lifestyle factor Physical Attraction/ Fashionable Clothing, further exploration pertaining to interest in fashion with the four groups of females is needed.

This study did not examine media and shopping behavior of the four employment orientation groups. The challenge to the marketer who wishes to reach female consumers through

advertising is to learn how they use media. It is important to determine what the four groups of female consumers read, listen to, and watch and if they differ on the media used. In addition, further study which was began by Bellenger, Robertson, and Greenberg (1979) is needed to determine the active involvement in shopping for apparel for the four groups. As women continue to enter the work force, time constraints are forcing different shopping patterns, such as time of day shopped and the increased use of mail order. An additional topic could relate to the male's influence on women's apparel selection; males and females may be shopping together more or may be shopping for each other more often than in the past.

Differences were expected in the two employed groups on evaluative criteria used for selecting employment apparel; however, all values for the eighteen evaluative criteria were high indicating that the items were redundant. Research is needed to eliminate overlap in the criteria.

The Plan-to-Work Housewives have a strong motivation to go to work someday (Bartos, 1982). Further research could explore this motivation for future employment with present apparel purchases. Plan-to-Work Housewives may be selecting apparel for the employment they plan or aspire to have. In

addition, while Career-Oriented Working Women are increasing, the Stay-at-Home Housewives may be declining. Demographic changes in all groups, but especially in these two groups needs to be monitored.

The effect of jackets on employment apparel was not researched. Since Career-Oriented Working Women indicated they wore more suits and Just-a-Job Working Women wore pants separates, research should be conducted to explore the use and the effect of the jackets for employment apparel.

Some respondents indicated that uniforms were required for employment. The addition of this category in research is needed and the criteria pertaining to these uniforms should be separated from nonuniform criteria and could be compared with them.

The listing of occupations should be revised to include service occupations (i.e., tailoring, flight attendants) as well as the occupations of cosmetology and accounting.

Respondents often failed to circle the determinant criterion; directions should be revised to collect this data in another way or these questions should be deleted.

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APPENDIXES

APPENDIX A

COVER LETTER, QUESTIONNAIRE, POST CARD REMINDER, FIELD TEST EVALUATION FORM, AND HUMAN SUBJECTS APPROVAL

Textiles, Merchandising & Design
COLLEGE OF HOME ECONOMICS / THE UNIVERSITY OF TENNESSEE, KNOXVILLE 37996-1900 / (615) 974-2141

Apparel and Textiles • Housing • Interior Design • Merchandising • Textile Science

April 11,1985

Dear Female Consumer:

Have you ever been dissatisfied with an apparel purchase you have made? All of us want to get the most from our clothing dollar. The University of Tennessee - Knoxville is interested in helping consumers acquire satisfactory textile products. This research focuses on the characteristics people look for when shopping for apparel and the way people live.

You are part of a carefully selected sample of female consumers. I would greatly appreciate it if you would complete the enclosed questionnaire and return it in the self-addressed envelope. The survey will take approximately 15 minutes to complete.

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

Please return the completed survey by April 25, 1985. Directions for requesting a summary of the results are included at the end of the questionnaire. Thank you in advance for your interest and time.

Sincerely,

Nancy L. Cassill

Nancy L. Cassill
Ph.D. Candidate

Mary Frances Drake

Mary Frances Drake, Ph.D.
Professor
Major Research Advisor

Enclosure

1985 SURVEY OF

FEMALE APPAREL CONSUMERS

DEPARTMENT OF TEXTILES, MERCHANDISING AND DESIGN

UNIVERSITY OF TENNESSEE

KNOXVILLE, TENNESSEE 37996

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

THANK YOU FOR YOUR HELP

PLEASE ANSWER ALL QUESTIONS BASED ON HOW YOU FEEL. THERE ARE NO RIGHT OR WRONG ANSWERS.

card 1

(1-6)

1. How do you acquire most of your own apparel? (Circle ONE number)

1 I PURCHASE AT A RETAIL STORE (7)
2 SOMEONE ELSE PURCHASES FOR ME AT A RETAIL STORE
3 I RECEIVE AS A GIFT
4 I SEW IT MYSELF
5 I HAVE IT SEWN

2. What percentage of your apparel is purchased by you at a retail store?

1 80-100% (8)
2 60-80%
3 40-60%
4 20-40%
5 LESS THAN 20%

IF YOU PURCHASE LESS THAN 20%, PLEASE TURN TO SECTION II, ITEM #9, PAGE 4.

IF YOU PURCHASE 20% OR MORE, PLEASE ANSWER THE FOLLOWING QUESTIONS THINKING IN TERMS OF APPAREL THAT YOU BUY FOR YOURSELF.

SECTION I

THIS SECTION IS CONCERNED WITH INFLUENCES ON YOUR SELECTION OF APPAREL.

APPAREL FOR SOCIAL OCCASION

3. Think back to a recent purchase that was typical of an outfit for a social occasion. Circle below the type of outfit this was.

1 DRESS (9)
2 SUIT
3 SKIRT SEPARATES
4 PANTS SEPARATES
5 OTHER (PLEASE NAME)_____

4. Keep this outfit in mind while reading each item below. Indicate how important each item was when you purchased this particular outfit. The higher the number, the more important this item was in your selection. Please read each item carefully and circle only ONE number for EACH statement.

	Not Important				Very Important	
A. PLEASING TO OTHERS	1	2	3	4	5	(10)
B. FABRIC TYPE AND QUALITY. . . .	1	2	3	4	5	(11)
C. BRAND AND STORE NAME	1	2	3	4	5	(12)
D. QUALITY OF CONSTRUCTION. . . . (HOW WELL IT IS MADE)	1	2	3	4	5	(13)
E. EASE-OF-CARE	1	2	3	4	5	(14)
F. FIBER CONTENT.	1	2	3	4	5	(15)
G. COMFORT (WAY IT FEELS ON). . .	1	2	3	4	5	(16)
H. SUITABILITY TO INDIVIDUAL. . .	1	2	3	4	5	(17)
I. BEAUTIFUL OR ATTRACTIVE. . . .	1	2	3	4	5	(18)
J. GOOD BUY . . . . . (GOOD VALUE FOR PRICE)	1	2	3	4	5	(19)
K. PRICE.	1	2	3	4	5	(20)
L. FASHIONABLE.	1	2	3	4	5	(21)
M. APPROPRIATENESS FOR OCCASION .	1	2	3	4	5	(22)
N. COLOR.	1	2	3	4	5	(23)
O. GOOD FIT	1	2	3	4	5	(24)
P. SEXY	1	2	3	4	5	(25)
Q. DURABILITY	1	2	3	4	5	(26)
R. PRESTIGE	1	2	3	4	5	(27)

5. Please circle the ONE item above which determined more than anything else your choice of this outfit.

(28-29)

APPAREL FOR EMPLOYMENT

*If you are not employed outside of the home, please turn to page 4.

6. Think back to a recent purchase that was typical of an outfit for employment. Circle below the type of outfit this was.

1 DRESS (30)
2 SUIT
3 SKIRT SEPARATES
4 PANTS SEPARATES
5 OTHER (PLEASE NAME)_____

7. Keep this outfit in mind while reading each item below. Indicate how important each item was when you purchased this particular outfit. The higher the number, the more important this item was in your selection. Please read each item carefully and circle only ONE number for EACH statement.

	Not Important				Very Important	
A. PLEASING TO OTHERS	1	2	3	4	5	(31)
B. FABRIC TYPE AND QUALITY. . . .	1	2	3	4	5	(32)
C. BRAND AND STORE NAME	1	2	3	4	5	(33)
D. QUALITY OF CONSTRUCTION. . . . (HOW WELL IT IS MADE)	1	2	3	4	5	(34)
E. EASE-OF-CARE	1	2	3	4	5	(35)
F. FIBER CONTENT.	1	2	3	4	5	(36)
G. COMFORT (WAY IT FEELS ON). . .	1	2	3	4	5	(37)
H. SUITABILITY TO INDIVIDUAL. . .	1	2	3	4	5	(38)
I. BEAUTIFUL OR ATTRACTIVE. . . .	1	2	3	4	5	(39)
J. GOOD BUY . . . . . (GOOD VALUE FOR PRICE)	1	2	3	4	5	(40)
K. PRICE.	1	2	3	4	5	(41)
L. FASHIONABLE.	1	2	3	4	5	(42)
M. APPROPRIATENESS FOR OCCASION .	1	2	3	4	5	(43)
N. COLOR.	1	2	3	4	5	(44)
O. GOOD FIT	1	2	3	4	5	(45)
P. SEXY	1	2	3	4	5	(46)
Q. DURABILITY	1	2	3	4	5	(47)
R. PRESTIGE	1	2	3	4	5	(48)

8. Please circle the ONE item above which determined more than anything else your choice of this outfit.

(49-50)

SECTION II

THIS SECTION INCLUDES STATEMENTS ABOUT ACTIVITIES, INTERESTS, AND OPINIONS. CIRCLE THE APPROPRIATE NUMBER INDICATING YOUR AGREEMENT WITH EACH OF THE FOLLOWING STATEMENTS. THE NUMBERS FROM 1-6 ARE AS FOLLOWS:

1 I STRONGLY DISAGREE WITH THE STATEMENT
2 I GENERALLY DISAGREE WITH THE STATEMENT
3 I MODERATELY DISAGREE WITH THE STATEMENT
4 I MODERATELY AGREE WITH THE STATEMENT
5 I GENERALLY AGREE WITH THE STATEMENT
6 I STRONGLY AGREE WITH THE STATEMENT

	Strongly Disagree					Strongly Agree	
9. Before shopping for clothes, I prepare a complete shopping list.	1	2	3	4	5	6	(51)
10. Most women need a career as well as a family.	1	2	3	4	5	6	(52)
11. Dressing well is an important part of my life.	1	2	3	4	5	6	(53)
12. When I must choose between the two, I usually dress for fashion, not for comfort.	1	2	3	4	5	6	(54)
13. Men are smarter than women.	1	2	3	4	5	6	(55)
14. A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.	1	2	3	4	5	6	(56)
15. The father should be the boss in the house.	1	2	3	4	5	6	(57)
16. A wife's first obligation is to her husband, not her children.	1	2	3	4	5	6	(58)
17. My friends or neighbors often come to me for advice.	1	2	3	4	5	6	(59)
18. Young people have too many privileges.	1	2	3	4	5	6	(60)
19. I spend a lot of time talking with my friends about products and brands.	1	2	3	4	5	6	(61)
20. When making important family decisions, consideration of the children should come first.	1	2	3	4	5	6	(62)
21. Our home is furnished for comfort not style.	1	2	3	4	5	6	(63)
22. The kind of dirt you can't see is worse than the kind you can see.	1	2	3	4	5	6	(64)
23. I like to save and redeem saving stamps.	1	2	3	4	5	6	(65)
24. My days seem to follow a definite routine - eating meals at the same time each day.	1	2	3	4	5	6	(66)
25. Meal preparation should take as little time as possible.	1	2	3	4	5	6	(67)
26. I never eat breakfast.	1	2	3	4	5	6	(68)
27. I always bake from scratch.	1	2	3	4	5	6	(69)
28. I went out to breakfast instead of having it at home at least once last year.	1	2	3	4	5	6	(70)

	Strongly Disagree					Strongly Agree	
29. I try to stick to well-known brands and stores.	1	2	3	4	5	6	(71)
30. I pay a lot more attention to clothing prices now than I ever did before.	1	2	3	4	5	6	(72)
31. My greatest achievements are still ahead of me.	1	2	3	4	5	6	(73)
32. I like to feel attractive to members of the opposite sex.	1	2	3	4	5	6	(74)
33. I want to look a little different than others.	1	2	3	4	5	6	(75)
34. All men should be clean shaven every day.	1	2	3	4	5	6	(76)
35. There are day people and night people; I am a day person.	1	2	3	4	5	6	(77)
	78-79 open					1	(80)
							(1-6)
36. I like to think I am a bit of a swinger.	1	2	3	4	5	6	(7)
37. A drink or two at the end of a day is a perfect way to unwind.	1	2	3	4	5	6	(8)
38. I often seek out the advice of my friends regarding which brand to buy.	1	2	3	4	5	6	(9)
39. I like to be considered a leader.	1	2	3	4	5	6	(10)
40. I would feel lost if I were alone in a foreign country.	1	2	3	4	5	6	(11)
41. I would like to take a trip around the world.	1	2	3	4	5	6	(12)
42. I would like to spend a year in London or Paris.	1	2	3	4	5	6	(13)
43. We will probably move at least once in the next five years.	1	2	3	4	5	6	(14)
44. I have often thought of buying a subcompact car.	1	2	3	4	5	6	(15)
45. My neighbors and/or friends usually have good advice on what brands to buy in the grocery store.	1	2	3	4	5	6	(16)
46. Five years from now our family income will probably be a lot higher than it is now.	1	2	3	4	5	6	(17)
47. Women don't need more than a minimum amount of life insurance.	1	2	3	4	5	6	(18)
48. Shopping for clothes is no fun anymore.	1	2	3	4	5	6	(19)
49. I cooked outdoors at least once during the past year.	1	2	3	4	5	6	(20)
50. A woman's place is in the home.	1	2	3	4	5	6	(21)
51. I find myself checking prices even on small items.	1	2	3	4	5	6	(22)
52. I wish I could leave my present life and do something entirely different.	1	2	3	4	5	6	(23)
53. I am an impulse buyer.	1	2	3	4	5	6	(24)

	Strongly Disagree					Strongly Agree	
54. I shop a lot for special prices on apparel.	1	2	3	4	5	6	(25)
55. I usually have one or more outfits that are of the very latest style.	1	2	3	4	5	6	(26)
56. No matter how fast our income goes up, we never seem to get ahead.	1	2	3	4	5	6	(27)
57. I like to pay cash for everything I buy.	1	2	3	4	5	6	(28)
58. I usually spend for today and let tomorrow bring what it will.	1	2	3	4	5	6	(29)
59. I think it is important to have a good education.	1	2	3	4	5	6	(30)
60. A college education is very important for success in today's world.	1	2	3	4	5	6	(31)
61. A wife should know a great deal of information about her husband's work.	1	2	3	4	5	6	(32)
62. I usually watch the advertisements for announcements of sales.	1	2	3	4	5	6	(33)
63. A person can save alot of money by shopping around for bargains.	1	2	3	4	5	6	(34)
64. Our family income is high enough to satisfy nearly all our important desires.	1	2	3	4	5	6	(35)
65. I am a homebody.	1	2	3	4	5	6	(36)
66. Any person with ability and willingness to work hard has a good chance of being successful in this country.	1	2	3	4	5	6	(37)
67. I often try the latest hair styles when they change.	1	2	3	4	5	6	(38)
68. I think I have a lot of personal ability.	1	2	3	4	5	6	(39)
69. Americans should always try to buy American products.	1	2	3	4	5	6	(40)
70. I admire a successful businessman more than I admire a successful artist or writer.	1	2	3	4	5	6	(41)
71. Everything is changing too fast today.	1	2	3	4	5	6	(42)
72. There is too much emphasis on sex today.	1	2	3	4	5	6	(43)
73. I am in favor of very strict enforcement of of all laws.	1	2	3	4	5	6	(44)
74. Police should use whatever is necessary to maintain law and order.	1	2	3	4	5	6	(45)
75. People come to me more often than I go to them for information about brands.	1	2	3	4	5	6	(46)
76. I sometimes influence what my friends buy.	1	2	3	4	5	6	(47)
77. I think the Women's Liberation movement is a good thing.	1	2	3	4	5	6	(48)
78. I have somewhat old fashioned tastes and habits.	1	2	3	4	5	6	(49)
79. Every vacation should be educational.	1	2	3	4	5	6	(50)
80. I dread the future.	1	2	3	4	5	6	(51)

	Strongly Disagree					Strongly Agree	
81. It is good to have charge accounts.	1	2	3	4	5	6	(52)
82. I buy many things with a credit card or a charge card.	1	2	3	4	5	6	(53)
83. I try to buy a company's product if they support educational TV.	1	2	3	4	5	6	(54)
84. I am more independent than most people.	1	2	3	4	5	6	(55)
85. To buy anything other than a house or a car on credit is unwise.	1	2	3	4	5	6	(56)
86. I think I have more self-confidence than most people.	1	2	3	4	5	6	(57)

PLEASE CIRCLE THE NUMBER THAT BEST DESCRIBES YOUR PARTICIPATION IN THE ACTIVITY DURING THE PAST YEAR. THE HIGHER THE NUMBER, THE MORE YOU ENGAGED IN THE ACTIVITY. THE NUMBERS FROM 1-6 ARE AS FOLLOWS:

1 I NEVER ENGAGED IN THE ACTIVITY DURING THE PAST YEAR
2 I SELDOM ENGAGED IN THE ACTIVITY DURING THE PAST YEAR
3 I SOMETIMES ENGAGED IN THE ACTIVITY DURING THE PAST YEAR
4 I FAIRLY OFTEN ENGAGED IN THE ACTIVITY DURING THE PAST YEAR
5 I ONCE A WEEK ENGAGED IN THE ACTIVITY DURING THE PAST YEAR
6 I 2-3 TIMES A WEEK ENGAGED IN THE ACTIVITY DURING THE PAST YEAR

	NEVER					2-3 TIMES A WEEK	
87. Went to the movies.	1	2	3	4	5	6	(58)
88. Read science fiction.	1	2	3	4	5	6	(59)
89. Visited an art gallery and/or a museum.	1	2	3	4	5	6	(60)
90. Gave a speech.	1	2	3	4	5	6	(61)
91. Attended school.	1	2	3	4	5	6	(62)
92. Attended church.	1	2	3	4	5	6	(63)
93. Attended a concert.	1	2	3	4	5	6	(64)
94. Completed a crossword puzzle.	1	2	3	4	5	6	(65)
95. Played cards.	1	2	3	4	5	6	(66)
96. Went swimming.	1	2	3	4	5	6	(67)
97. Went bowling.	1	2	3	4	5	6	(68)
98. Went skiing.	1	2	3	4	5	6	(69)
99. Went to a club meeting.	1	2	3	4	5	6	(70)
100. Deposited money in a savings account.	1	2	3	4	5	6	(71)
101. Had wine with dinner.	1	2	3	4	5	6	(72)
102. Gave or attended a dinner party.	1	2	3	4	5	6	(73)
103. Took an airplane trip for personal reasons.	1	2	3	4	5	6	(74)
104. Played tennis.	1	2	3	4	5	6	(75)
105. Used a charge card.	1	2	3	4	5	6	(76)
106. Went jogging.	1	2	3	4	5	6	(77)
107. Returned an unsatisfactory product.	1	2	3	4	5	6	(78)
						open	(79)
						2	(80)

SECTION III

THE FOLLOWING QUESTIONS ARE FOR STATISTICAL PURPOSES. CIRCLE THE APPROPRIATE NUMBER FOR EACH.

(1-6)

108. Are you presently (7)
1 EMPLOYED
2 HOUSEWIFE

IF HOUSEWIFE, DO YOU PLAN TO WORK IN THE FUTURE?
1 YES (8)
2 NO

109. How many are in your family?
1 ONE (9)
2 TWO
3 THREE
4 FOUR
5 FIVE
6 SIX OR MORE

110. What is the highest level of education you have completed?
1 SOME HIGH SCHOOL (10)
2 HIGH SCHOOL
3 SOME COLLEGE
4 BACHELOR'S DEGREE
5 MASTER'S DEGREE
6 Ph.D., Ed.D,, J.D., OR M.D.
7 OTHER PROFESSIONAL DEGREE (SPECIFY)_____

111. What is your marital status?
1 NEVER MARRIED (11)
2 MARRIED
3 DIVORCED
4 SEPARATED
5 WIDOWED

112. What is your age?
1 BELOW 25 (12)
2 25-29
3 30-34
4 35-39
5 40-44
6 ABOVE 44

113. In what type of store do you shop for social apparel?
(Circle ONE number)
1 SPECIALTY CLOTHING STORES (13)
2 DEPARTMENT STORES
3 MAIL ORDER
4 DISCOUNT STORES
5 CLOTHING CHAIN STORES
6 OTHER (PLEASE NAME)_____

114. How do you usually pay for your clothes? (Circle ONE number)
1 CASH OR CHECK (14)
2 CREDIT CARD
3 BOTH

115. Do you own your own home?
1 YES (15)
2 NO

116. In which geographical region do your live?
1 NORTHEAST (16)
2 SOUTH
3 MIDWEST
4 SOUTHWEST
5 ROCKY MOUNTAIN
6 PACIFIC

117. What best describes where you live?
1 RURAL (17)
2 SUBURBAN
3 URBAN

118. About how much money did you spend on your wardrobe last year? (Do NOT include apparel for employment).
1 BELOW $200 (18)
2 $200-499
3 $500-999
4 $1000-1499
5 $1500-1999
6 $2000 AND ABOVE
7 I DON'T KNOW

*Answer the following questions only if you are employed.

119. Are you employed
1 AT HOME (19)
2 OUTSIDE OF THE HOME

120. Do you come into visual contact with supervisors, peers, and/or clients with your employment?
1 YES (20)
2 NO

121. Do you consider your employment a
1 CAREER (21)
2 JOB

122. About how much money did you spend on your working wardrobe last year?
1 BELOW $200 (22)
2 $200-499
3 $500-999
4 $1000-1499
5 $1500-1999
6 $2000 AND ABOVE

123. What is your occupation? (Circle ONE number)
1 WRITER, JOURNALIST, ARTIST (23-24)
2 SECRETARY, BOOKKEEPER
3 DOCTOR
4 OFFICE MANAGER
5 SEMISKILLED/SKILLED WORKER
6 LAWYER
7 RESEARCH & DEVELOPMENT
8 MIDDLE MANAGEMENT
9 RECEPTIONIST
10 SALESPERSON
11 PROFESSOR, TEACHER, LIBRARIAN
12 SOCIAL WORKER, COUNSELOR, NURSE
13 JUNIOR EXECUTIVE
14 SENIOR EXECUTIVE/ADMINISTRATION
15 OWNER/MANAGER
16 OTHER (explain) _____

124. What was the annual total income that you, yourself, earned last year before taxes?
1 BELOW $10,000 (25)
2 $10,000-14,999
3 $15,000-19,999
4 $20,000 -29,999
5 $30,000-49,999
6 $50,000-69,999
7 $70,000 OR ABOVE

125. In what type of store do you shop for employment apparel? (Circle ONE number)
1 SPECIALTY CLOTHING STORES (26)
2 DEPARTMENT STORES
3 MAIL ORDER
4 DISCOUNT STORES
5 CLOTHING CHAIN STORES
6 OTHER (PLEASE NAME)_____

27-79 Open 3 (80)

If there are any other comments you would like to make concerning female apparel, please use this space, or the back of this booklet if needed, for that purpose.

YOUR CONTRIBUTION TO THIS STUDY IS GREATLY APPRECIATED

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

POST CARD REMINDER

Two weeks ago a questionnaire was sent to you regarding female consumers' apparel and lifestyle.

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

Sincerely,

Nancy L. Cassill
Ph.D. Candidate
University of Tennessee

FIELD TEST EVALUATION FORM

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

1. Did the cover letter make you want to fill out the questionnaire? (If not, what else might have been said?)

2. Was there anything special that made you want to or not want to fill out the questionnaire?

3. What problems, if any, did you have in answering the questions? Please indicate which question(s) (letter and number) and the problem(s) you had.

4. If there were questions for which you did not find an appropriate answer given and no opportunity to list your own, please indicate which question(s) and your answer(s).

5. Did you find the questionnaire easy to fill out?

6. Was the size of the print too small?

7. Do the sections of the questionnaire come in an appropriate order?

8. If you had received this questionnaire in the mail, would you have completed and returned it in a provided self-addressed stamped envelope?

9. About how long did it take you to fill out the questionnaire?

_____ minutes

10. Please give any other suggestions or comments that would improve the questionnaire. (Use the back of this page for your additional comments).

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

(PLEASE TYPE ON THIS FORM)
(Instructions on reverse side of this form)

FORM A
Certification of Exemption from Review for Research Involving Human Subjects

CRP#_____
Date Received in ORA_____

A. PROJECT DIRECTOR(s) and/or CO-DIRECTOR(s): (For student projects, list both the student and the advisor)

STUDENT: Nancy Cassill
ADVISOR: Dr. Mary Frances Drake

B. COMPLETE MAILING ADDRESS and PHONE NUMBER OF PD(s) and CO-PD: 230 Harris Home Economics Building
College of Home Economics UTK
Knoxville, Tennessee 37996-1900
(615) 974-2141

C. TITLE OF PROJECT:
The Relationship of Female Consumers' Employment Orientation on Lifestyle and Evaluative Criteria of Apparel

D. DEPARTMENT:
Textiles, Merchandising and Design

E. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable): NA

F. GRANT SUBMISSION DEADLINE (if applicable): NA

G. STARTING DATE: "Upon certification by Dean for Research" (NO RESEARCH MAY BE INITIATED UNTIL CERTIFICATION IS GRANTED)

H. ESTIMATED COMPLETION DATE: (Include all aspects of research and final write-up) July, 1985

I. Objective(s) of Project: (see Section 8.4 of Manual)

To investigate the relationship of female consumers (ages 25-44) attitude toward employment outside of the home (employment orientation) on their lifestyle and the evaluative criteria used in the selection of apparel.

II. Subjects: (see Section 8.5 of Manual)

A mailing list will be purchased from the Lifestyle Selector, Denver, Colorado. This will include 10,000 names (minimum order) of female consumers, ages 25-44, representing various employment occupations and housewives. 2000 names will be randomly selected from this list to be used in this study. The list is composed of females who have completed a demographic questionnaire included with a "hard good product"(such as hair dryers and home video equipment) and have expressed an interest in fashion clothing. Persons will be involved (20 minutes) in completing the questionnaire.

III. Methods or Procedures: (see Section 8.6 of Manual)

The survey research method will be used. The ten page questionnaire will contain Likert-type questions concerning lifestyle and criteria for selecting apparel. Additional questions will be asked on demographics and orientation to work outside of the home. The instrument will have an identification number for mailing purposes only This is so the name can be checked off of the mailing list when the questionnaire is returned. The subject's name will never be placed on the questionnaire. Dr. William Sanders will assist in the statistical analysis; Dr. Mary Frances Drake is the advisor.

IV. CATEGORY(s) FOR EXEMPT RESEARCH PER 45 CFR 46: 3 (see reverse side for categories)

CERTIFICATION: The research described herein is in compliance with 45 CFR 46 101(b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Investigator Nancy L Cassill DATE February 6, 1985
Advisor Mary Frances Drake DATE February 6, 1985
Dept. Head Jacquelyn DeJonge DATE 2-6-85
CERTIFICATION BY DEAN FOR RESEARCH Linda P. Pittman DATE 2/18/85

REVISED 12/84

APPENDIX B

LIFESTYLE AND EVALUATIVE CRITERIA ITEM RESPONSES, FACTORS, AND FACTOR LOADINGS

Table B-1. Lifestyle characteristics of respondents.

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Self-Confident Traveler						
I would feel lost if I were alone in a foreign country.*	17.4	16.2	13.4	18.2	14.4	20.4
I would like to take a trip around the world.	3.8	3.0	4.9	10.7	13.4	64.2
I would like to spend a year in London or Paris.	10.6	10.3	12.6	16.4	12.6	37.5
I think I have a lot of personal ability.	.9	.2	1.9	14.3	37.5	45.2
I am more independent than most people.	2.4	3.7	10.8	27.0	30.9	25.2
I think I have more self-confidence than most people.	3.0	4.9	15.8	35.0	28.0	13.3
Traditional						
A woman's place is in the home.	58.5	12.2	9.7	13.7	2.4	3.5
I am a homebody.	25.6	13.5	14.7	25.2	13.7	7.3
A working mother can establish just as warm and secure a relationship with her children as a mother who does not work.*	3.9	4.6	11.2	13.3	23.0	44.0
Most women need a career as well as a family.*	13.2	11.8	11.3	27.2	20.2	16.3
A wife should know a great deal of information about her husband's work.	1.8	3.3	8.7	31.1	30.0	25.1
I have somewhat old fashioned tastes and habits.	6.0	8.7	14.8	32.5	25.5	12.5

Table B-1 (continued)

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
A wife's first obligation is to her husband, not her children.	29.9	13.3	15.2	16.7	14.8	10.1
The father should be the boss in the house.	51.7	12.8	10.6	11.8	6.7	6.4
Men are smarter than women.	78.2	9.1	5.9	4.5	.5	1.8
When making important family decisions, consideration of the children should come first.	8.0	10.5	20.7	31.6	20.0	9.2
Young people have too many privileges.	6.6	13.8	21.9	31.6	16.5	9.6
Our home is furnished for comfort not style.	4.8	6.9	20.9	27.6	21.3	18.5
The kind of dirt you can't see is worse than the kind you can see.	13.0	13.1	21.3	26.2	15.2	11.2
I like to save and redeem saving stamps.	33.1	10.2	7.7	21.9	13.1	14.0
My days seem to follow a definite routine - eating meals at the same time each day.	23.6	18.5	13.4	17.2	18.8	8.5
Meal preparation should take as little time as possible.*	9.1	9.9	17.7	23.4	21.6	18.3
I never eat breakfast.*	34.8	13.8	8.4	11.2	18.5	13.3
I always bake from scratch.	26.8	19.0	16.0	15.0	14.0	9.2
I went out to breakfast instead of having it at home at least once last year.	11.4	2.5	2.1	6.3	11.5	66.2

Table B-1 (continued)

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Physical Attraction/Fashionable Clothing						
I like to feel attractive to members of the opposite sex.	.6	.6	3.3	15.3	40.0	40.2
I want to look a little different than others.	2.1	2.1	5.3	22.9	36.4	31.2
All men should be clean shaven every day.	16.1	13.4	19.2	17.5	15.0	18.8
There are day people and night people; I am a day person.	15.1	7.4	11.1	20.0	20.0	26.4
Dressing well is an important part of my life.	1.1	1.7	3.7	16.5	35.5	41.5
I usually have one or more outfits that are of the very latest style.	6.0	7.2	12.7	27.6	21.0	25.5
Education and American Business						
I think it is important to have a good education.	1.3	.7	2.9	5.3	21.3	68.5
A college education is very important for success in today's world.	3.5	2.1	5.3	14.3	25.4	49.4
Every vacation should be educational.	20.1	20.1	21.9	23.8	8.0	6.1
I try to buy a company's product if they support educational TV.	22.3	17.7	20.7	30.0	6.1	3.2
Americans should always try to buy American products.	9.2	11.3	15.2	26.2	21.0	17.1

Table B-1 (continued)

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
I admire a successful businessman more than I admire a successful artist or writer.	33.3	16.4	19.5	14.7	10.7	5.4
Price Conscious Information Seeker						
I pay a lot more attention to clothing prices now than I ever did before.	4.2	4.9	11.5	22.1	24.4	32.9
I find myself checking prices even on small items.	6.6	5.6	9.4	18.4	21.3	38.7
I shop alot for special prices on apparel.	5.4	8.2	11.8	22.1	26.7	25.8
A person can save alot of money by shopping around for bargains.	1.5	2.6	7.6	21.1	29.8	37.4
I spend a lot of time talking with my friends about products and brands.	16.2	20.9	20.8	28.4	10.0	3.7
I often seek out the advice of my friends regarding which brand to buy.	34.4	20.7	16.7	21.7	5.1	1.4
I usually watch the advertisements for announcements of sales.	4.6	4.6	8.0	20.3	30.4	32.1
Satisfaction With Life						
My greatest achievements are still ahead of me.	1.0	2.0	5.7	20.4	26.5	44.4
I wish I could leave my present life and do something entirely different.*	28.2	17.6	10.2	25.3	7.8	19.9

Table B-1 (continued)

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Any person with ability and willingness to work hard has a good chance of being successful in this country.	2.3	1.7	7.4	14.4	34.8	39.4
I dread the future.*	55.8	17.0	11.4	9.7	3.8	2.3
Modern Transportation and spending						
No matter how fast our income goes ups, we never seem to get ahead.*	10.9	15.3	18.4	19.2	17.7	18.5
I like to pay cash for everything I buy.	14.3	14.0	17.6	20.7	19.6	13.8
I usually spend for today and let tomorrow bring what it will.*	35.0	21.5	17.0	17.0	6.2	3.3
Our family income is high enough to satisfy nearly all our important desires.	7.9	7.4	11.0	27.3	25.8	20.6
Deposited money in a savings account.	6.8	4.9	14.7	40.9	19.7	13.0
I have often thought of buying a subcompact car.	26.6	13.7	9.6	14.3	11.8	24.0
Took an airplane trip for personal reasons.	45.8	16.6	20.3	12.1	2.3	2.9
Mobility Prone Impulse Shopper						
I am an impulse buyer.*	16.5	13.0	15.0	27.3	18.3	9.9
We will probably move at least once in the next five years.	22.8	8.1	7.0	11.4	14.0	36.7
Before shopping for clothes, I prepare a complete shopping list.	33.9	20.1	14.8	22.0	6.8	2.4

Table B-1 (continued)

Factor	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
I try to stick to well-known brands and stores.	8.5	10.0	16.6	29.7	23.4	11.8
Shopping for clothes is no fun anymore.*	36.1	18.2	14.1	19.0	8.2	4.4
Returned an unsatisfactory product.	7.7	29.8	36.8	19.6	3.4	2.5

*Negatively worded item stated positively.

Table B-2. Evaluative criteria characteristics of respondents.

Factor	Percent				
	Not Important 1	2	3	4	Very Important 5
Social Apparel					
Appropriateness					
FABRIC TYPE AND QUALITY	3.4	2.3	15.6	29.5	49.2
QUALITY OF CONSTRUCTION	2.3	1.1	11.2	27.6	57.8
COMFORT	2.1	.8	6.1	22.3	68.7
SUITABILITY TO INDIVIDUAL	2.4	.4	4.1	21.4	71.7
BEAUTIFUL OR ATTRACTIVE	2.3	.1	5.4	25.7	66.5
APPROPRIATENESS FOR OCCASION	2.3	1.0	5.6	34.8	56.3
COLOR	2.8	2.5	15.2	31.7	47.8
GOOD FIT	2.3	0.0	2.0	16.5	79.2
Economic					
EASE-OF-CARE	6.3	7.6	25.9	29.8	30.4
FIBER CONTENT	8.1	12.4	28.4	29.0	22.1
GOOD BUY	5.1	4.1	18.2	32.9	39.7
PRICE	5.8	5.5	26.1	29.4	33.2
DURABILITY	5.0	7.2	30.6	33.3	23.9
Other-People Directed					
PLEASING TO OTHERS	6.2	9.4	32.3	27.8	24.3
BRAND AND STORE NAME	31.7	24.8	24.7	11.6	7.2
FASHIONABLE	2.6	2.3	15.6	40.2	39.3
SEXY	13.7	15.9	37.7	19.4	13.3
PRESTIGE	18.8	16.8	28.4	22.3	13.7
Employment Apparel					
Pragmatic					
FABRIC TYPE AND QUALITY	.2	1.3	18.5	27.8	52.2
QUALITY OF CONSTRUCTION	.5	.5	13.3	26.2	59.5
COMFORT	21.6	.4	3.6	18.3	56.1
SUITABILITY TO INDIVIDUAL	.5	.4	5.3	22.4	61.5
BEAUTIFUL OR ATTRACTIVE	2.0	2.4	16.7	30.7	48.2
APPROPRIATENESS FOR OCCASION	.1	.7	9.9	24.4	64.9
COLOR	2.1	2.7	13.2	30.5	51.5
GOOD FIT	.1	.2	3.1	21.2	75.4
EASE-OF-CARE	2.1	3.9	13.6	25.1	55.3
FIBER CONTENT	4.2	8.8	23.8	22.5	40.7
GOOD BUY	2.0	2.9	18.3	21.7	55.1
PRICE	2.6	4.2	18.2	23.2	51.8
DURABILITY	1.2	1.6	13.0	31.6	52.6
PLEASING TO OTHERS	6.7	7.3	30.3	23.7	32.0
BRAND AND STORE NAME	23.4	15.1	26.9	8.5	26.1
FASHIONABLE	1.9	3.8	17.9	32.0	44.4
SEXY	30.4	19.0	18.0	6.0	26.6
PRESTIGE	16.6	8.8	21.7	19.6	33.3

Table B-3. Factors and factor loadings derived from factor analysis of lifestyle summation variables.

	Factors and Factor Loadings							
Summation Variables	Self-Confident Traveler	Traditional	Physical Attraction/ Fashionable Clothing	Education American Business	Price Conscious Information Seeker	Satisfaction With Life	Modern Trans-portation Spending	Mobility Prone Impulse Shopper
Home	.18230	*.53421	.01001	.11005	.06882	-.05654	.14117	.03255
Family	-.17207	*.60824	.11433	.29148	.04583	.03412	-.04849	-.18836
House	-.04618	*.58751	.03619	-.07693	.31269	.16653	.00355	.06153
Life	-.03795	-.03558	-.06516	.08705	-.02765	*.81981	.03224	-.03434
Attraction	.05897	.10391	*.76540	.04321	.00757	-.07204	.00682	.08297
Travel	*.68851	.10037	-.01421	-.07446	-.08528	-.10246	.05452	.14750
Mobility	.16812	-.13068	.19405	.05360	.01991	.17462	.27847	*.67558
Transportation	.31102	.18552	.18010	-.18246	.22284	-.06923	*.46000	.08965
Finance	.13411	-.39993	.11972	.34247	.11907	.35883	.15573	.26988
Shopping	-.02061	-.09501	.24483	.11112	.13114	.30243	.12575	*-.58732
Income	-.04915	.11289	.03159	.11523	-.06914	.08451	*.76806	.01714
Price	.03707	.24994	-.13967	.09472	*.74653	-.05238	-.05896	.09459
Clothing	.05748	-.04926	*.71135	.07775	-.06252	.08032	.11339	-.07346
Events	-.06181	.48898	.02940	.41165	.28070	-.06217	-.24289	-.00356
Activity	.45562	-.01711	.15135	.17485	.01224	-.00837	.35840	-.46114
Happy	.25549	.17401	.17939	-.34056	-.08933	*.61585	-.00964	-.00675
Credit	.20745	-.42056	.40543	.03211	-.00530	.07623	-.36960	-.01221
Self	*.69949	.03643	.16052	.16502	-.02305	.25807	-.08264	.03098
Leader	.47064	.11903	.46762	.00740	.17159	.13916	.00362	-.15034
Information	-.07036	.09106	.10236	.08965	*.80844	-.01749	.06037	-.17193
Education	.30588	.10917	-.01085	*.74470	.08224	-.02102	.05462	-.09687
Business	.27259	.25821	.31152	*.60404	.06841	.01631	.09289	.00109

*Retained in Factor.

Table B-4. Factors and factor loadings derived from factor analysis of evaluative criteria.

Evaluative Criteria Items	Factors and Factor Loadings Social Apparel			Factor and Factor Loadings Employment Apparel
	Appro-priateness	Economic	Other-People Directed	Pragmatic
Pleasing to Others	.35018	-.02247	.49642	.84951
Fabric Type & Quality	*.68014	.27713	.11191	.92962
Brand & Store Name	.09591	.09078	*.60165	.74619
Quality of Construction	*.71927	.33333	.12855	.94338
Ease of Care	.23430	*.74548	.01927	.89535
Fiber Content	.40553	.44507	.11923	.86495
Comfort	*.69437	.39140	.10854	.95985
Suitability Individual	*.80829	.23100	.16043	.95492
Beautiful or Attractive	*.74068	.14887	.34139	.92276
Good Buy	.23397	*.79500	.08284	.90692
Price	.17464	*.80596	.12639	.88802
Fashionable	.46273	.14141	*.57532	.91823
Appropriate for Occasion	*.70010	.18620	.35610	.94564
Color	.38045	.17831	.38180	.91326
Good Fit	*.80479	.25607	.24270	.96144
Sexy	.15976	.11025	*.68106	.70901
Durability	.27856	*.68154	.26982	.93486
Prestige	.12563	.14680	*.80872	.79020

*Retained in Factor.

APPENDIX C

STATISTICAL TABLES

Table C-1. One-way analysis of variance for employment orientation by self-confident traveler lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	22.7483	25.75	.0001
Error	833	.8834		
Total	836			

Table C-2. One-way analysis of variance for employment orientation by traditional lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	9.1167	9.70	.0001
Error	833	.9396		
Total	836			

Table C-3. One-way analysis of variance for employment orientation by physical attraction/fashionable clothing lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	.9542	.98	.4020
Error	833	.9721		
Total	836			

Table C-4. One-way analysis of variance for employment orientation by education and American business lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	5.6688	5.83	.0007
Error	833	.9723		
Total	836			

Table C-5. One-way analysis of variance for employment orientation by price conscious information seeker lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	6.8320	7.11	.0001
Error	833	.9609		
Total	836			

Table C-6. One-way analysis of variance for employment orientation by satisfaction with life lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	8.7594	9.06	.0001
Error	833	.9666		
Total	836			

Table C-7. One-way analysis of variance for employment orientation by modern transportation and spending lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	6.1832	6.34	.0004
Error	833	.9745		
Total	836			

Table C-8. One-way analysis of variance for employment orientation by mobility prone impulse shopper lifestyle factor.

Source	df	MS	F Value	p
Employment Orientation	3	1.2557	1.26	.2859
Error	833	.9958		
Total	836			

Table C-9. One-way analysis of variance for employment orientation by appropriateness evaluative criteria for social apparel factor.

Source	df	MS	F Value	p
Employment Orientation	3	4.0129	4.06	.0072
Error	833	.0976		
Total	836			

Table C-10. One-way analysis of variance for employment orientation by economic evaluative criteria for social apparel factor.

Source	df	MS	F Value	p
Employment Orientation	3	8.6106	8.87	.0001
Error	833	.9705		
Total	836			

Table C-11. One-way analysis of variance for employment orientation by other-people directed evaluative criteria for social apparel factor.

Source	df	MS	F Value	p
Employment Orientation	3	.2709	.27	.8478
Error	833	1.0036		
Total	836			

Table C-12. One-way analysis of variance for employment orientation by pragmatic evaluative criteria for employment apparel factor.

Source	df	MS	F Value	p
Employment Orientation	1	.0840	.25	.6175
Error	667	.3365		
Total	668			

Table C-13. Analysis of variance for demographics by self-confident traveler lifestyle factor.

Source	df	MS	F Value	p
Model	21	4.7482	5.50	.0001
Error	564	0.8634		
Total	585			

Source	df	Type III SS	F Value	p
School	2	16.4760	9.54	.0001
Age	3	0.7667	0.30	.8298
Region	4	3.7785	1.09	.3586
Area	2	2.4386	1.41	.2445
Money	7	7.6427	1.26	.2650

School = High School Education, Some College, Bachelors Degree and Higher

Age = 25-29, 30-34, 35-39, 40-44

Region = Northeast, South, Midwest, Rocky Mountain/Southwest , Pacific

Area = Rural, Suburban, Urban

Money = Below $200, $200-499, $500-999, $1000-1499, $1500-1999, $2000 and above

Table C-14. Analysis of variance for demographics by traditional lifestyle factor.

Source	df	MS	F Value	p
Model	21	4.3619	5.17	.0001
Error	564	0.8435		
Total	585			

Source	df	Type III SS	F Value	p
School	2	6.7432	4.00	.0189
Age	3	30.4732	12.04	.0001
Region	4	6.0834	1.80	.1268
Area	2	4.0454	2.40	.0919
Money	7	17.8690	3.03	.0041

Table C-15. Analysis of variance for demographics by physical attraction/fashionable clothing lifestyle factor.

Source	df	MS	F Value	p
Model	21	5.0941	5.85	.0001
Error	564	.8710		
Total	585			

Source	df	Type III SS	F Value	p
School	2	4.8318	2.77	.0633
Age	3	2.1256	0.81	.4894
Region	4	4.0036	1.15	.3325
Area	2	6.9800	4.01	.0187
Money	7	78.0778	12.81	.0001

Table C-16. Analysis of variance for demographics by education and American business lifestyle factor.

Source	df	MS	F Value	p
Model	21	1.9047	2.18	.0019
Error	564	0.8745		
Total	585			

Source	df	Type III SS	F Value	p
School	2	1.7984	1.03	.3583
Age	3	3.2519	1.24	.2940
Region	4	7.0606	2.02	.0904
Area	2	4.8474	2.77	.0634
Money	7	10.2092	1.67	.1134

Table C-17. Analysis of variance for demographics by price conscious information seeker lifestyle factor.

Source	df	MS	F Value	p
Model	21	4.0412	4.35	.0001
Error	564	.9285		
Total	585			

Source	df	Type III SS	F Value	p
School	2	9.8172	5.29	.0053
Age	3	6.7116	2.41	.0650
Region	4	10.0962	2.72	.0290
Area	2	0.7618	0.41	.6637
Money	7	20.6973	3.18	.0027

Table C-18. Analysis of variance for demographics by satisfaction with life lifestyle factor.

Source	df	MS	F Value	p
Model	21	1.9806	1.95	.0073
Error	564	1.0179		
Total	585			

Source	df	Type III SS	F Value	p
School	2	3.1273	1.54	.2161
Age	3	3.3044	1.08	.3566
Region	4	0.9332	0.23	.9220
Area	2	0.5501	0.27	.7633
Money	7	19.6875	2.76	.0080

Table C-19. Analysis of variance for demographics by modern transportation and spending lifestyle factor.

Source	df	MS	F Value	p
Model	21	2.2113	2.15	.0023
Error	564	1.0298		
Total	585			

Source	df	Type III SS	F Value	p
School	2	11.4159	5.54	.0041
Age	3	5.5371	1.79	.1457
Region	4	2.2232	0.54	.7066
Area	2	9.3068	4.52	.0113
Money	7	2.0896	0.29	.9570

Table C-20. Analysis of variance for demographics by mobility prone impulse shopper lifestyle factor.

Source	df	MS	F Value	p
Model	21	2.9888	3.32	.0001
Error	564	.8990		
Total	585			

Source	df	Type III SS	F Value	p
School	2	10.8778	6.05	.0025
Age	3	14.4240	5.35	.0014
Region	4	6.9618	1.94	.1030
Area	2	0.8720	0.49	.6159
Money	7	28.1361	4.47	.0001

Table C-21. Analysis of variance for demographics by appropriateness social apparel evaluative criteria factor.

Source	df	MS	F Value	p
Model	21	2.2658	2.33	.0008
Error	564	.9733		
Total	585			

Source	df	Type III SS	F Value	p
School	2	4.2541	2.19	.1134
Age	3	0.1345	.05	.9815
Region	4	5.5256	1.42	.2261
Area	2	3.9350	2.02	.1334
Money	7	20.1759	2.96	.0048

Table C-22. Analysis of variance for demographics by economic social apparel evaluative criteria factor.

Source	df	MS	F Value	p
Model	21	3.5945	3.93	.0001
Error	564	.9150		
Total	585			

Source	df	Type III SS	F Value	p
School	2	5.0530	2.76	.0641
Age	3	2.5849	.94	.4218
Region	4	3.8631	1.06	.3779
Area	2	.3875	.21	.8092
Money	7	34.0185	5.31	.0001

Table C-23. Analysis of variance for demographics by other-people directed social apparel evaluative criteria factor.

Source	df	MS	F Value	p
Model	21	2.6142	2.88	.0001
Error	564	.9072		
Total	585			

Source	df	Type III SS	F Value	p
School	2	4.7607	2.62	.0734
Age	3	10.1744	3.74	.0112
Region	4	6.6645	1.84	.1203
Area	2	1.6528	0.91	.4027
Money	7	26.0593	4.10	.0002

Table C-24. Analysis of variance for demographics by pragmatic employment apparel evaluative criteria factor.

Source	df	MS	F Value	p
Model	21	18.2329	45.88	
Error	585	.3974		
Total	585			

Source	df	Type III SS	F Value	p
School	2	.8398	1.06	.3483
Age	3	1.6662	1.40	.2414
Region	4	3.3826	2.13	.0760
Area	2	2.5032	3.15	.0436
Money	7	1.8000	.65	.7187

VITA

Nancy L. Cassill was born in Cincinnati, Ohio, on November 29, 1950. She graduated from Lawrenceburg High School, Lawrenceburg, Indiana, in May 1968, and received a Bachelor of Science degree in vocational home economics education from Purdue University, Lafayette, Indiana, in June 1972. She taught three years at New Albany High School, New Albany, Indiana, and completed a Master of Science degree in education from Indiana University in 1975. After teaching six additional years at Lawrenceburg High School, Lawrenceburg, Indiana, she was an Admissions Counselor at Mount Olive College, Mount Olive, North Carolina, for one year. In 1982 she moved with her family to Knoxville, Tennessee, and was employed by the University of Tennessee College of Business, Office of the Dean, and was responsible for the college's budgetary planning.

In 1983 she began full-time in the interdisciplinary Ph.D. program in home economics, encompassing textiles, merchandising and design; consumer economics, marketing, and social psychology.

Mrs. Cassill is a member of Omicron Nu honor society. She is presently employed as an Assistant Professor at North Texas State University.