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I am submitting herewith a dissertation written by Nancy A. Oliver entitled "Male Role and Life-Style: Clothing Selection Attitudes for the Professional and Social Environment." I have examined the final copy of this dissertation for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Doctor of Philosophy, with a major in Human Ecology.

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MALE ROLE AND LIFE-STYLE:
CLOTHING SELECTION ATTITUDES FOR THE
PROFESSIONAL AND SOCIAL ENVIRONMENT

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

Nancy A. Oliver

May 1989

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ACKNOWLEDGMENTS

Acknowledgment and appreciation is extended to Dr. Imogene M. Ford, Textiles, Merchandising and Design, for her insight, support and guidance throughout the dissertation. Gratitude is also expressed to her as a mentor during the doctoral experience. Appreciation to Dr. Mary Frances Drake, Textiles, Merchandising and Design, Dr. Jamie Havasy, Textiles, Merchandising and Design, Dr. Ernest Cadotte, Marketing, and Dr. Mark Hector, Educational Counseling and Psychology, for their time and contributions.

Special thanks to dear friends, Margaret and Elizabeth, for their continued interest and support. Also a very special thanks to my parents for their encouragement and support in this and all my endeavors.

ABSTRACT

The purpose of this study was to determine male activities, interests, and opinions, attitudes about masculinity, and demographic factors as they relate to clothing selection for the professional and social environment.

A random sample of 2,003 was mailed a self-administered questionnaire. Data analysis was conducted on 267 adult males, 13% of the original sample. The respondents were a good representation of a national geographic distribution, generally were between 25 and 50 years of age, married, well educated, and predominately held positions in administration and management.

Results of the study indicated a significant relationship between masculinity and clothing selection for the professional and social environment. This was especially true for the professional environment. On a conservative to liberal continuum, mean scores for clothing selection were lower (conservative) as the situation required the display of traits associated with the traditional male role.

Activities, interests, and opinions were not significantly related to clothing selection for the professional and social environment. Factor analysis using the Principal Components Methods of Varimax Rotation reduced

the activities, interests, and opinions items to 13 factors. The individual factor of Modern/Traditional Ideas was significantly related to clothing selection for the professional and social environment. Masculinity and the factors Modern/Traditional Ideas, Personal Adornment and Self, Active Recreations, and Inactive Recreations/Hobbies were significantly related.

Profession was the only demographic factor significantly related to clothing selection for the professional and social environment.

Findings from this study indicate masculinity, profession, and the professional environment were significantly related to clothing selection.

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CHAPTER 1

INTRODUCTION

The differentiation of roles by sex is a common phenomenon in all human societies. Males and females are assigned different tasks, responsibilities, and privileges and are subjected to different rules for behavioral expectations (Spence & Helmreich, 1978). Even though the characteristics and expectations of roles vary from culture to culture, all groups resist change in their established definition of roles; this is especially true for the male role. Adhering to the traditional definitions thereby reduces personal strain, social conflict, anxiety, and confusion (Doyle, 1983; Spence & Helmreich, 1978,).

Boys learn by imitation and models how to incorporate the male role into their behavior and find support for this endeavor from family, peers, and society at large. By the time a boy reaches adulthood the male role is an ingrained part of his existence. Deviation from the expected behavior can lead to costly consequences and social ostracism (Solomon & Levy, 1982).

In adulthood men continue to seek validation of the male role. The results of this pursuit cause a deterioration of physical capacities and social abilities. Although it may

persist traditional masculinity is dangerous to the male's health (Franklin, 1984). Conflict and consequences associated with the male role result in a higher mortality rate for men than women (Harrison, 1978). The male life expectancy is 8 years less than for a woman; the suicide rate is two and a half times higher for men than women; alcoholism, hypertension, and strokes are all killers of men more often than women. Men are involved in stressful situations that may be counteracted with drugs such as nicotine and caffeine, thereby contributing to cancer and cardiovascular diseases. Violence related to combat situations, risk taking, and homicide all contribute to earlier deaths and a higher mortality rate for males than females (Solomon & Levy, 1982).

Masculinity is an image that a male tries to fulfill based on expectations of "what he is supposed to be" (Goldberg, 1979, p. 18). It is the acquisition of the criteria of masculinity established by society that is used to define the male role.

The fulfillment of the male role varies with time, age, social class, cultural influences, physical characteristics, and abilities; however, David and Brannon (1976) proposed four major themes that provide a framework for the male role: (a) No Sissy Stuff, (b) The Big Wheel, (c) The Sturdy Oak, and (d) Give 'Em Hell.

No Sissy Stuff deals with the rejection of anything that is feminine. This includes characteristics, values, mannerisms, interests, activities and careers.

The Big Wheel concerns success and status. The premise is that symbols of manhood include achievement, respect of others and the number and types of accomplishments.

The Sturdy Oak relates to confidence, self-reliance and toughness. Being competent, decisive and able to handle new challenges is a major part of this component. Toughness incorporates not only physical but also mental endurance.

Give 'Em Hell refers to aggression, daring and violence. Though characterized by dominance and the willingness to take risks the negative aspect, violence, perpetuates the destructive component of the male role. (p. 12)

Although men may not admit to the four components and deny the existence of such a stereotype the majority of the male population strives to incorporate these prescribed characteristics into their definition of the male role (David & Brannon, 1976). For many men a measurement of their manhood, masculine identity, and personal value is determined by the ability to resemble the traditional male role (Solomon & Levy, 1982).

In an analysis of adjectives used in checklists and bipolar rating scales concerning beliefs about males, Cicone and Ruble found the emergence of three descriptive categories: (a) active and achievement oriented, (b) dominance, and (c) level-headed. The active and achievement-oriented category concerned ambition, independence, courage, accomplishment, and success. Dominance concentrated on power, assertiveness, and aggression. Level-headed related to stability, self-control, realism, and lack of emotion. These categories concentrated

on "how a man handles his life, how a man handles others, and how a man handles his psyche" (Cicone & Ruble, 1978, p. 11).

Society expects men to be successful and competitive in all situations, especially areas related to work and careers. It is assumed they will be assertive, decisive, tough, self-reliant, logical, and aggressive/combatative if threatened (Doyle, 1983).

Cultural expectations of society also determine the clothing items that are acceptable or unacceptable for males and females (Davis, 1985). At birth babies are designated by pink for girls, portraying a future role of affection, and blue for boys, symbolizing a provider. While the fabric and style for children's clothes may be identical, the colors, usually darker for boys, and applied designs will differentiate between the sexes. Areas of design concentration will also relate to adult symbols of importance, for example, stripes, insets, and yokes will emphasize the shoulders of the boys (Lurie, 1981).

In most societies dress for men and women has been designated to comply with the appropriate role and sex of the wearer. Violation of the norm may result in contempt or possibly legal ramifications. "The division of sex roles by means of clothing is so deeply embedded as a social norm that in most states and some countries it has become part of the penal code" (Horn & Gurel, 1981, p. 188).

Clothing is often used as a visible symbol to the public --"who a person is, who a person is not and who a person would like to be" (Solomon, 1986, p. 20). At the time of this research, men and women had more flexibility in the type of clothing selected; however, females were able to wear masculine clothing while males were still considered inappropriate in clothing that was stereotyped as feminine (Davis, 1985).

Appropriate or inappropriate clothing is a factor in the impression formation of others in a situation. Specific situational occurrences determine appropriate or inappropriate dress. It is assumed that individuals prefer to select clothing that is appropriate for the situation. The selection of appropriate dress implies an awareness of the demands of the situation while inappropriate selections lead to problematic encounters (Workman, 1984-1985).

Socialization and current life-styles impact the decision-making process and clothing choices of males. Psychographic profiles can provide information about consumer changes, evaluate trends, and analyze segmentation data adaptable to describing customer behavior (Wells, 1975). Attitudes, interests, and opinions as a reflection of behavior will support quantitative research for a consumer's preference for purchasing products, evaluating benefits and the fulfillment of needs (Wells, 1974).

Purpose of the Study

The purpose of this study was to determine the male's activities, interests, opinions, and attitudes about masculinity and the relationship these factors have on clothing selection for the professional and social environment.

Specifically the main purposes of the study were:

1. To determine the attitude about the masculine role related to clothing selection for the professional and social environment.
2. To determine how activities, interests, and opinions relate to clothing selection for the professional and social environment.
3. To determine the attitude about the masculine role related to activities, interests, and opinions.
4. To determine how selected demographic factors relate to clothing selection for the professional and social environment.

Significance of the Research

The women's movement as an influencing factor on the changes in men's lives and the redefining of the male role has been a topic of much speculation; however, very little systematic research has dealt with existing male attitudes

(Biggs & Fiebert, 1984). The 1960s brought the beginning of changes in women's roles and freedom in dress for men. The 1980s however appeared to be ending on a conservative note (Barol, 1988); therefore, it would be beneficial to the marketers of men's apparel to assess men's attitudes about the traditional male role and the reflection of these attitudes in their clothing selection.

The American male in the decade of the 1980s lived in a world where role models were difficult to find, and the old view of macho was no longer sufficient. While some men reacted positively to the changes, others sought a return to more traditional images. Although it was unlikely that the acceptance of previous conventional sex roles would ever occur, society as a whole was returning to a attitude of conservatism (Sanoff, Hawkins, Wilkin, Peterson, Huntley, Bose, & Walsh, 1985).

The evolution of men's dress is seen as a mirror of society and men's clothes in the 1980s were described as quiet, reflective, and even protective in form (Duka, 1984). Clothes that were once considered gracious and traditional were making a revival (La Ferla, April 1987). Being young and communicating a youthful appearance was no longer a goal; men were dressing to convey integrity and trust (Duka, 1984).

As men dress they are trying on roles and much of the inspiration comes from television, motion pictures, photographs, and political figures. These individuals are

stylish and materialistic but there is also the suggestion of simplicity, restraint, and maturity with little interest in accessories or restrictive garments (La Ferla, December 1987).

In a report prepared for the Celanese Fiber Corporation by New York University professor Michael Solomon, men are interested in clothing that will give them confidence, indicate job status, influence career advancement, and define a self-concept (The well-dressed man, 1985). Men want clothing that communicates an image and defining that image is important for marketers.

The desire for simplicity, understatement, and restraint in clothing does not indicate an absence of a financial commitment in order to look good. The two-income family, a result of the women's movement, has provided the resources for men to spend more on themselves (Adler, Michael, & Greenberg, 1986). Men were spending an average of \$797 a year on clothing; this was only 10% less than the \$883 women spent (Stern, 1987).

Another area that was proliferating and retailing at astronomical prices was outdoor apparel. These garments communicate a rugged image rather than serve a function. Manufacturers contended they were marketing masculinity as men have a nostalgia for a time when the traditional male was supreme (Conant, 1988).

In sportswear men were discarding jeans and T-shirts for fashionable slacks, shirts, and sweaters. From 1980 to 1986

sales of men's sportswear increased 43% from \$7.4 billion to \$10.6 billion. The men's wear industry itself increased by 29.8% (Stern, 1987).

At the time of this study, the male was concerned with appearance and was willing to make the investment to look successful, attractive, and communicate a definitive image. The expenditures for looking good included cosmetic surgery for men, which was 20 to 25% nationwide compared to zero percent 10 to 15 years ago. In 1985 men's skin care products totaled \$38 million, up 16% from the previous year (Adler et al., 1986).

The image that was communicated in the 1980s was a reflection of the male attitude. Assessing the attitude men have about masculinity as well as an analysis of their lifestyles and the relationship these factors have on clothing selection for the social and professional environment is pertinent information for marketers. Manufacturers, retailers, and advertisers would also benefit in targeting the male market with information concerning men's attitudes about masculinity and life-style.

Nominal Definitions

1. Male Role: "social norms that prescribe and proscribe what men should feel and do" (Thompson & Pleck, 1986, p. 531).

2. Role: "patterns of behavior that are characteristic of persons and contexts" (Biddle, 1979, p. 20).
3. Conservative: characteristics that pertain to established traditional standards.
4. Professional Environment: arena for an occupation that provides an income or means of livelihood.
5. Social Environment: interaction situation for the purpose of activity or pleasure.
6. Clothing Selection: items chosen for an interaction situation of occupation, activity, or pleasure.
7. Life-style Characteristics: activities, interests, and opinions that reflect consumer personality, buying motives, beliefs, and values (Schiffman & Kanuk, 1983).

Conceptual Framework

The conceptual framework for the study, role theory, will provide the basis for the research. Role theory deals with "the study of roles, or patterns of behavior that are characteristic of persons and contexts" (Biddle, 1979, p. 20). Males automatically at birth occupy an ascribed role designated by their sex. Ascribed roles are more pervasive than acquired roles as "they often determine what other roles we can assume and even the manner in which we assume them" (Storm, 1987, p. 124). It is the ascribed role of the male that will throughout his life dictate behaviors and

expectations determined by society. The impact of this role will in turn affect attitudes about all other aspects of his life.

Model

The model (Figure 1) depicts the factors related to decisions about clothing selection for the environment. Roles were selected initially based on the ascribed role. The concept of masculinity is a part of the ascribed role. The selection of roles is influenced by attitudes about masculinity and this influence may be reciprocated causing attitudes about masculinity to impact role selection.

Roles are also related to life-styles (activities, interests, and opinions) directly and through attitudes about masculinity. The magnitude of this relationship would be determined by circumstances and the situation. These factors all impact clothing selection and the selection of clothing items is related to life-styles, attitudes about masculinity, and is symbolic of role portrayal. All of these events take place in the social and professional environment.

Assumptions

The following assumptions were made in this study:

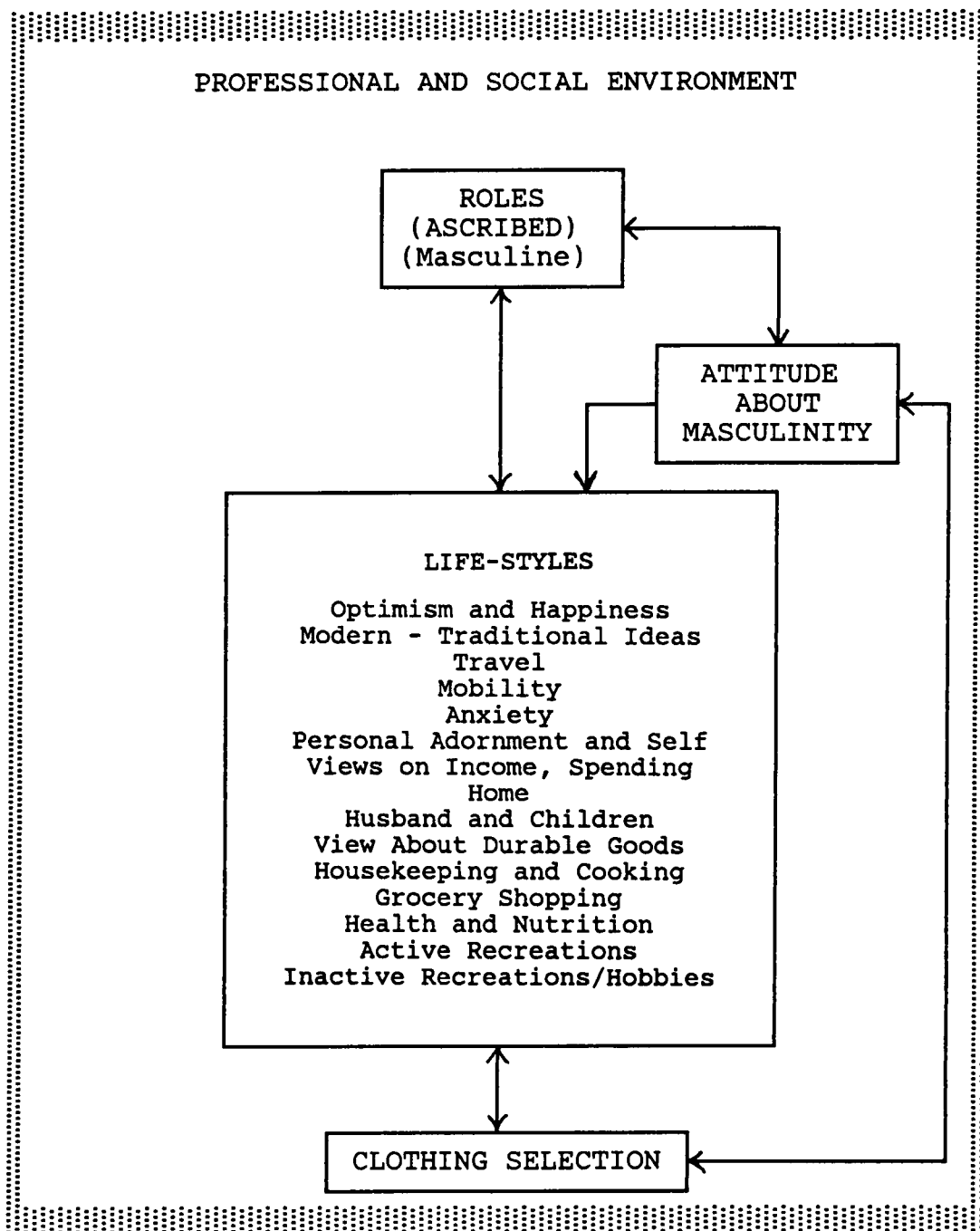


Figure 1

Male Attitudes About Life-Style, Masculinity,
and Clothing Selection

1. Clothing selection is determined by the environment.
2. Clothing selection, masculinity and lifestyle are variables that can be measured.

CHAPTER 2

REVIEW OF LITERATURE

Presented in this section will be a review of literature for (a) role, (b) male role, (c) clothing as an indicator of role, and (d) life-styles.

Role Theory

Role is a set of prescriptions determining appropriate behavior for an individual in a given situation (Biddle & Thomas, 1966). Biddle and Thomas (1966) and Turner (1956) supported a consistent theme defining a role as relating to behavior, behaviors that are distributed over a wide spectrum of occurrences and not just a preestablished status or position.

Sarbin (1954) defined role as a succession of transactions that an individual learns and then uses in an interaction situation. This definition supports the view of Heiss (1981) that roles have more to do with expectations than behavior. One of the flaws of roles as expectations is the assumption that individuals know what is expected of a role and are willing and able to fulfill the requirements of the role. This interpretation also implies that expectations are

easily learned from observing others and produce conforming behavior in individuals (Biddle, 1979).

One of the early theorists, Linton (1936, p. 114) perceived role as a "dynamic aspect" of status meaning that the acquisition of criteria for a certain status is the portrayal of a role. Thus an individual "may enact a role but cannot occupy a role" (Turner, 1956, p. 317). Roles therefore are a way to classify behavior, positions are a way to classify individuals (Biddle, 1979).

Biddle (1979) established that roles are behavioral. However, in order for a person to fulfill a role it is critical to understand what is expected of the role and the significance of interaction consequences (Sarbin, 1954). Role theory therefore constitutes three parts, "role, a unit of culture; position, the unit of society; and self, the unit of personality" (Sarbin, 1954, p. 223).

Roles are acquired through "intentional instruction and incidental learning" (Sarbin, 1954, p. 226). In intentional instruction learning takes place from direct instruction and the resulting system of rewards and punishment. Incidental learning occurs when behavior is adopted from others in the environment.

When an individual encounters a situation, accumulated experiences obtained through either intentional instruction or incidental learning provides information concerning a variety of roles and versions of a particular role (Heiss,

1981). Roles that have been witnessed most frequently are more likely to be performed by the actor. The more roles a person has for reference the more successful the adjustment to the demands of social behavior (Sarbin, 1954). The selection of a role will also be determined by "the anticipated total profit associated with its performance" (Heiss, 1981, p. 112).

The importance of the observer's attitude toward the role performance will also influence the role portrayal for a given situation. Although much of the role performance is selected for social approval, role portrayal for self-reinforcement can override the opinion of others. A variety of situations may be encountered that do not need the approval of outside forces or the approval is insignificant in relation to the personal satisfaction of enacting the role (Heiss, 1981).

Roles are "behavioral" through "overt actions or performances that may be observed and that characterize the persons observed" (Biddle, 1979, p. 58). It is through these actions that individuals learn about role performance for future reference. Observation of behavior is also used to make judgments about others and will impact likelihood of interactions.

Much of the research about role deals with the problems that occur in interaction situations. The first step in any interaction is to define the situation. Once the situation

is defined the decision to proceed with a role and accept the resulting reaction is evaluated. In nonproblematic interactions the anticipated response from the other actors is correct, and the interchange is successful (Heiss, 1981).

Difficulties arise when interactions are unsuccessful because the actor: (a) is unable to define the situation, (b) does not know an appropriate role for the situation or is unable to choose a role, (c) does not agree with the other actors in defining the situation, (d) is dealing with role strain or role conflict due to difficulty in meeting the acceptable behavior of the role, or (e) is dealing with role strain and role overload because of insufficient resources to fulfill the role (Heiss, 1981). In order to alleviate the halt of interaction, satisfactory negotiations between the parties must be achieved for communications to be initiated and completed.

Roles are the manner in which individuals communicate information about self to others. Much of role portrayal is acquired through socialization and is an inherent part of an individual's perception of the selected image projected to society.

Male Role

Socialization, Childhood, and the Male Role

The American male is socialized from childhood to exhibit behavior that is synonymous with prescribed characteristics

of the male sex role. Expectations for appropriate roles are encountered and enforced much sooner for boys than for girls (Hartley, 1959). As early as kindergarten and into the fourth grade boys display a stronger preference for masculine roles than girls do for feminine roles (Brown, 1958).

By the age of 3 most children have learned gender identify for self although there is still some confusion in translating this to others, or the permanence of the situation for themselves (Kohlberg, 1966; Maccoby & Jacklin, 1974). As soon as the child has established a sex identity, even if identity of others is not accurate, preference for activities and behavior that are conceived as sex-appropriate will be used as a guide for behavior (Maccoby & Jacklin, 1974).

Parents, specifically fathers, label infants differently related to the baby's gender. Rubin, Provenzano, and Luria (1974) conducted a study of parental descriptions of infants within the first 24 hours of birth. Parents of 30 newborns were asked to describe their child using 18 pairs of opposite words. Mothers who had held the babies and fathers who had only viewed the children in the nursery completed the questionnaire.

All 30 of the infants, 15 males and 15 females, were similar in weight, length, and Apgar scores. Apgar scores are the physician's ratings within the first minutes of birth describing color, muscle, tonicity, reflex irritability, and

respiratory and heart rates (Rubin, Provenzano, & Luria, 1974).

Results of the study revealed sex-role socialization and sex-typing have already begun at birth even when information about the baby is virtually nonexistent. Fathers, even though they had not held the babies, were more extreme in their ratings for both sexes. For instance, sons were described as firmer, larger featured, more alert, and stronger while daughters were softer, more awkward, weaker, and more delicate. It could also be assumed that future behavioral expectations of the infants and the parents' responses would be determined based on gender (Rubin et al., 1974).

In an analysis of socialization studies of both sexes in the first 5 years, Maccoby and Jacklin (1974) concluded that in many instances both sexes receive similar treatment; however, differentiation between the male and female children is most noticeable in sex-typed behavior. Parents, especially fathers, show more concern about a male child displaying feminine behavior than a female portraying masculine characteristics.

The learning of sex roles does not come specifically from parents (Kolberg, 1966; Maccoby & Jacklin, 1974) but is an act of imitating and the collection of information from a variety of sources. Children of both sexes learn early that behaviors result in consequences. The degree to which

behavior is adopted is dependent on the rewards, actual or implied, viewed as a result of the actions of adults (Mischel, 1966).

Initially, stereotypes that are associated with masculinity and femininity are a result of the perceived differences in body structure and capabilities of males and females. "The stereotype of masculine aggressiveness has a body-image basis because it is linked to the child's belief that males are physically more powerful and more invulnerable than females" (Kolberg, 1966, p. 101). The child will use experiences connected with his body and interactions in the social environment to establish concepts about sex-roles and values (Kolberg, 1966).

As a boy develops, one of the greatest difficulties is the conflict of role demands that are induced by the social structure. Hartley (1959) interviewed 41 8- and 11-year-old males to examine some of the stresses induced by the adherence to the male role. When asked about their view of the male role at their age the respondents felt they needed to be able to:

fight in case a bully comes along; they have to be athletic; they have to be able to run fast; they must be able to play rough games; they need to know how to play many games--curb ball, baseball, basket-ball, football; they need to be smart; they need to be able to take care of themselves; they should know what girls don't know--how to climb, how to make a fire, how to carry things; they should have more ability than girls; they need to know how to stay out of trouble; they need to know arithmetic and spelling more than girls do." (pp. 460-461)

The boys assumed that adults expected them to be "noisy; to get dirty; to mess up the house; to be naughty; to be "outside" more than girls are; not to be crybabies; not to be "softies"; not to get "behind" like girls are; and to get into trouble more than girls do. (p. 461)

In the future the boys assumed they would be expected to make decisions, be strong, protective, do hard rough unpleasant tasks, and be business smart. The interviews with the boys clearly stressed that beginning at an early age the demands, strain, and conflicts faced by role expectations dictated their perceptions of behavior (Hartley, 1959).

Sugawara, Andrews, Adduci, and Cate (1986) investigated the relationship between sex-role learning and preschool children's self-concepts using contemporary sex-role measures. Thirty-two boys and 32 girls between 3 and 5 years of age were administered a self-concept measure and two sex-role learning measures, one dealing with sex-role discrimination and preference and one measuring awareness of sex-trait stereotypes.

Results indicated that children "with more stereotypic sex-role preferences had more positive self-concepts than those with less stereotypic sex-role preferences" (Sugawara et al., 1986, p. 101). However those children with a lower awareness of sex-trait stereotypes had a more positive self-concept than the children with more awareness. Although the low awareness and high self-concept results might be due to positive feedback for androgynous behavior, the authors

contended that in part the different self-concepts of children is related to their conception of sex-roles.

Socialization is an integral part of the development of a child's attitude about the sex role. Parents are not alone in their encouragement of the acquisition of the male role for their sons; society also has preconceived notions of behavioral expectations for the male sex.

Adults and the Male Role

Once a child becomes an adolescent the rigidity of sex roles may not be as powerful but it is still a dominant influence on self-concept and behavior (Fischer & Narus, 1981). The measurement of masculinity in a man's 20s will be based on achievement and success in his career but in his 40s intimacy, relationships, and interpersonal skills are the guideline for sex-role standards (Moreland, 1980).

Fischer and Narus (1981) hypothesized that as the sexes age there will be more inclination to be involved in cross-sex behavior. This means that a man would show more instances of feminine attributes and the female would display more masculine characteristics and both would report more androgynous behavior.

A sample of 329 usable responses from undergraduate students on a commuter campus in northeast Indiana and a residential university in central Pennsylvania formed the study of cross-sex characteristics. The contribution of a

sample from a commuter campus provided a selection of students older than the norm for a traditional university campus.

The Bem Sex Role Inventory, consisting of a 60-item 7-point response of a descriptive rating form, was used to measure sex-typed characteristics. The Bem Sex Role Inventory Measure is a collection of responses that will place an individual in one of four categories: masculine, feminine, androgynous, and undifferentiated.

The results of the study showed the correlation between age and femininity for men as significant. For women the correlation between age and masculinity approached significance ($p = .07$). Correlations of age and sex-typed characteristics for both sexes were insignificant.

In addition the study also measured if androgynous individuals would be older than either the sex-typed or undifferentiated. Results supported the contention that androgynous individuals were significantly older than the sex-typed; however, they were not significantly older than the undifferentiated.

Fischer and Narus (1981) concluded that androgyny appears later in the sex-role development of men and women. The authors stated that for this sample the study supported the development of sex-roles occurring into adulthood. Individuals that were androgynous were older than those that were sex-typed and with an increase in age there was an increase in cross-sex characteristics.

Sex role acquisition is critical at a young age and the continuation of this behavior is seen into early adulthood. However, as both sexes reach their middle years there is a reduction in the strict guidelines of what is considered acceptable behavior for the sexes.

Gender-Role Conflict

In adulthood the fulfillment of the masculine role may result in gender-role conflict, "a psychological state where gender roles have negative consequences or impact on a person or others" (O'Neil, Helms, Gable, David, & Wrightsman, 1986, p. 336). Gender-role conflict causes the restriction of an individual's potential and activities due to an imposed level of acceptable behavior by society. Much of the male gender-role conflict is related to the male fear of femininity. Fear of femininity is an aversion to any behavior, value, or attitude that would be associated with the female stereotype.

O'Neil et al. (1986) used a model (Figure 2) developed by Solomon and Levy (1982, p. 7) that illustrates six areas of conflict that occur as a result of the fear of femininity.

The authors developed two scales to present construct validity data measuring men's gender-role conflict patterns as a result of the patterns of strain resulting from the fear of femininity. One scale was designed to assess the thoughts and feelings about the gender-role behavior and the other the level of conflict and comfort in certain situations. The



Figure 2

Solomon and Levy's (1982) Model of Gender-Role
Conflict and Strain

measurement also included a personal attributes questionnaire that measures masculinity and femininity as a psychological dimension.

Five hundred twenty-seven undergraduate males from two Midwestern universities were the subjects. The purpose of the research was to produce empirical evidence as well as reliability and validity of the two scales illustrating conflict related to the gender-role of the male. Three hypotheses were tested: first, to determine if the results of the instrument would separate into the six areas proposed by Solomon and Levy's model; second, to evaluate the reliability and validity of the instruments; and third, the results of the personal attributes questionnaire dependent on the gender-role conflict.

The first hypothesis clustering the gender-role patterns into six predetermined areas was not totally supported as eight areas were identified with gender-role conflict. The areas were categorized, given different names, and in one instance the area of health care eliminated. The two developed scales did reveal gender-role conflict concerning the thoughts, feelings, and behavior of males. Situations that were gender-role specific resulted in conflict if there was a deviance from expected behavior.

The second hypothesis concerning the reliability and validity of the scales was supported. The internal consistency reliability of the instrument was .51 and .85. The

test-retest reliabilites was .72 to .86. These were determined to be acceptable.

The third hypothesis that different amounts of conflict with gender role would relate to individual descriptions of expressions was supported. The men that were categorized as not showing expressive or instrumental characteristics had higher scores on the areas of restrictive emotionality and a lack of emotional response. Men that considered themselves masculine rather than feminine had higher scores on homophobia and affection between men being restricted.

The authors concluded that though this was an initial study in gender-role conflict it contributed to empirical research. The results supported that there exists a sex role strain pattern in college-aged men.

Androgyny, the incorporation of masculine and feminine characteristics into the personality, is considered to be a healthier ideal than the established male and female sex roles (Bem, 1975; Bem & Lenny, 1976). Individuals that are androgynous will be able to behave in a manner appropriate for the situation and not due to stereotypes of masculine or feminine roles (Bem, 1975).

Bem and Lenny (1976) hypothesized that sex-typed individuals would prefer sex-appropriate activities over sex-inappropriate activities even if there were costs. It was also hypothesized that sex-typed individuals would have discomfort and a loss of self-esteem if required to perform

cross-sex behavior. Twenty-four sex-typed, 24 androgynous, and 24 sex-reversed college students took the Bem Sex Role Inventory. The Bem Sex Role Inventory consists of 20 masculine and feminine traits. The individuals rate themselves on a 7-point scale.

Results indicated that a sex-typed individual would select an activity simply because it was sex appropriate. When the sex-typed subjects performed cross-sex activities, they felt considerably worse than the androgynous or sex-reversed subjects. Overall the results indicated "cross-sex behavior is motivationally problematic for sex-typed individuals and that they actively avoid it as a result" (Bem & Lenny, 1976, p. 53).

Gender-role conflict is a result of the socialization of males. Restriction of activities and emotions previously considered feminine is a part of the acceptance of the traditional male role. Males are therefore limiting themselves from involvements and expressive behavior that would label them as other than traditional males.

Endorsement of the Traditional Male Role

Theoretical rather than empirical evidence has the male sex role based on a traditional standard of the way males should act (Thompson, Grisanti, & Pleck, 1985). Thompson, Grisanti, and Pleck (1985) conducted a study examining the college male's view toward the traditional male sex-role and

the endorsement of norms related to the accompanying characteristics of the role.

Four hundred males from two small liberal arts colleges in New England were administered the short form of the Brannon Masculinity Scale. The Brannon Masculinity Scale measures the male attitude about the traditional male sex role (Thompson et al., 1985). The measure is based on the components of the male role developed by David and Brannon's (1976) framework of No Sissy Stuff, Big Wheel, Sturdy Oak, and Give'Em Hell. In addition measurements were used to assess attitudes toward homosexuality, Type A behavior, self disclosure, and power/control issues. These areas were selected to correlate with David and Brannon's measurement of attitudes toward masculinity.

The results of the study concluded that the sample of college males neither rejected or accepted the traditional male sex role. Approval of the traditional male sex role characteristics did show a statistical relationship with scores concerning homophobia, support of Type A behavior, disapproval of self-disclosure to females, and the authority figure in relationships that contain intimacy. The support of the traditional male role was strongest with the Type A behavior and homophobia scales. The authors suggested that although the significance between the traditional male role and the power/control issue was small it is still important in the male dominance issue in relationships.

The significance of the support of "no sissy stuff" appears to mesh with homophobia, suggesting homosexuality is not totally the issue but rather a rejection of femininity. It is also noted that the Type A behavior and the support of the traditional role may also be related to the characteristics of antifemininity (Thompson et al., 1985).

"The antifemininity norm in this study was the only male-norm consistently correlated with the assessed concomitants" and while the authors were not suggesting that men are overly concerned with being feminine "the conclusion is that the antifeminine norm within the traditional male role is more pervasive and salient than other norms" (Thompson et al., 1985, p. 425).

Gayton, Sawyer, Baird, and Ozmon (1982) found that individuals scoring high on a Macho scale disapproved of cross-sex behavior in children. The Macho scale measures approval of sexist attitudes. The disapproval of the cross-sex behavior was greater for boys than girls.

With the changes that have occurred in women's roles, it would be presumed that attitudes and assumptions about roles and the personality traits related to sex would have changed between 1974 and 1983 (Lueptow, 1985). Lueptow administered questionnaires in introductory sociology and social problems classes in an urban midwestern university in 1974-1977 and 1980-1983. A total of 1,115 males and 1,510 females were in the study. The questionnaire consisted of trait ratings that

were pulled from the literature on sex-role stereotyping and were evaluated ($p < .001$) by both sexes to convey different characteristics of each sex. In order to establish the importance of the items discriminant function analysis was used to differentiate the items for the sexes.

The results of the study showed an increase in sex typing of both sexes; in 1983 men were seen as more masculine and women as more feminine. The men and women also perceived themselves as more sex-typed in 1983 than in 1974 though the men also viewed themselves as more feminine in 1983. The author concluded that though attitudes about women's roles and their acceptance in the workplace had changed the results of this study and for this sample showed that stereotypes had increased rather than decreased between 1974 and 1983.

Biggs and Fiebert (1984) sampled 277 men of various backgrounds and ages in Southern California evaluating male attitudes about relationships, children, work and other men. Conclusions of the study indicated strains were occurring with male values. The authors projected an emergence of a more liberal attitude about the male role and a discarding of many of the traditional standards.

At the time of this research, college age males and females still adhered to the traditional sex roles. College males were supportive of antifeminine behavior and perceived themselves as masculine; however, there was an awareness of an emergence of feminine characteristics. In analysis of

males of varying backgrounds and ages, strain about the male role indicated a movement away from traditional expectations to more androgynous behavior.

Sex Role Stereotypes

"Sex role stereotypes are widely shared descriptive beliefs about what the sexes actually are" (Pleck, 1981, p. 11). The stereotypes for males emphasized achievement and competition as a validation of self-esteem (Fasteau, 1974). Canovan and Haskell (1977, p. 150) noted that "the Great American Male Stereotype exists in every aspect of American life--politics, religion, the arts, education, business, health, government, etc."

An individual's self-concept may be affected by the behaviors that are expected as a result of sex-role stereotypes. Rosenkrantz, Vogel, Bee, Broverman, and Broverman (1968) conducted a study of self-concept and its relationship to different valued sex-role stereotypes in male and female college students. Using a questionnaire of 122 bipolar items, 74 males and 80 females from several New England coeducational and noncoeducational colleges selected items that were characteristic of the typical adult male, adult female, and themselves. The questionnaire was administered three times: once to determine expected characteristics of an adult male, once for expected characteristics of an adult female, and once evaluating themselves.

Results of the study supported three contentions. First, college men and women still had specific definitions of sex-role stereotypes. Second, the behaviors that were associated with stereotypes of males were socially more desirable than those of females; this was supported by both sexes. Third, the self-concept of the male and female college student was similar to the stereotype of their sex.

In an evaluation of sex-role stereotypes, Der-Karabetian and Smith (1977) used a checklist of 66 adjectives to measure sex-role stereotypes of 52 female and 39 male college and senior high school students from the University of Kansas area.

The first hypothesis concerned the characteristics of males and females. Results of the correlation of the scores for the males and females was highly significant. This means that agreement was prevalent supporting the traditional characteristics of sex-role stereotypes for both sexes.

The second hypothesis measured the tendency to stereotype sex roles. Using a t test for independent measures it was concluded that females stereotyped less than the males.

The third hypothesis dealt with the positive and negative beliefs about stereotypes. After categorizing the positive, negative, and neutral adjectives a 2 X 2 ANOVA was used on the positive adjectives. The results indicated that a larger number of positive adjectives aligned with the feminine than the masculine category. The resulting interaction could be due

to the males being equal in the adjectives that were positive while the females had a larger number of positive adjectives for their sex and fewer positive adjectives for the male sex. The authors concluded that in this sample there still existed a traditional method of stereotyping males and females by characteristics and both sexes agreed on the stereotypes and the elements that contributed to the stereotypes.

Spence, Helmreich, and Stapp (1975) were interested in the existence of a correlation between self-image and stereotypes and the conception of masculinity and femininity. The sample consisted of 248 males and 282 females from undergraduate classes at the University of Texas at Austin. The questionnaire contained the Personal Attributes Questionnaire, measuring sex role stereotypes of the typical male and female, the Attitude Toward Women Scale, and the Texas Social Behavior Inventory Self-Esteem Measure.

The authors concluded from the results of the study that masculinity and femininity were conceived as "a separate, socially desirable component present in both sexes, though typically in different degrees" (Spence et al., 1975, p. 38). In general, ratings of social desirability for males and females remained with the stereotypic characteristics established for the sex. The group with the highest self-esteem in the study were those individuals that were considered androgynous, having traits of both sexes; the next

group of high self-esteem were those with high masculinity and low femininity.

In an evaluation of male sex roles in magazine advertising from 1959-1979 the magazines targeted for the traditional male did not decrease the instances portraying "manly" activities as did women's or general interest magazines (Skelly & Lundstrom, 1981, p. 56). It was suggested that there was a movement toward less stereotyping of the male role but it was slow. Out of all the advertisements evaluated only 2% were defined as showing men successfully performing nonstereotypic roles or portraying the sexes as equal.

Stereotypes of traditional sex roles were still supported by college students and influenced the self concept of the person. While self-esteem rated high with androgynous characteristics, male publications reinforced the traditional stereotype in their advertisements.

Health Issues as a Consequence of the Male Role

The poor health and unsatisfactory well-being of the American male contributing to a shorter life span than the female may be compounded by the social pressures to follow the guideline of the stereotypic sex role for men (Downey, 1984). Using a nonprobability sample of 237 middle-aged male volunteers in the Baltimore-Washington area, Downey investigated the middle-aged male's self-perceived health status and sex-orientation. The instrument included a

questionnaire consisting of the Bem Sex Role Inventory, the Bradburn Affect Balance Scale, and a multiple choice response section concerning the self-perceived health status of the individuals. The Bem Sex Role Inventory was used to classify individuals into the categories of masculine, feminine, androgynous, and undifferentiated. The Bradburn Affect Balance Scale measures psychological well-being. The measure for health status was a four-item response of excellent, good, fair, and poor concerning health related questions of the individual compared to others in their own age group.

In sex typing the men were almost equally distributed across the four categories of masculine, feminine, androgynous, and undifferentiated. The hypothesis of the study concerning health status "supported the prediction that middle-aged males with a traditional male sex-role orientation would report lower self-perceived levels of health than would males with an androgynous sex-role orientation" (Downey, 1984, p. 223). The difference was significant in self-health assessment for those individuals that were androgynous compared to the masculine or undifferentiated.

The authors noted that the sample was of highly educated, professional middle-aged men and may in part be responsible for the results. However, the study did provide empirical research that the higher levels of self-perceived health status were noted in men that had a combination of both masculine and feminine characteristics (Downey, 1984).

Due to cultural conditioning men are selective about the social support systems that are used for emotional nurturing. The characteristics deemed appropriate for the male, especially independence and a lack of vulnerability, do not provide methods for dealing with stressful events. In order to receive social support men have learned to incorporate alcohol into the setting as a facilitator for interactions with other men (Burda & Vaux, 1987).

Burda and Vaux hypothesized that the traditional male attitudes would be negatively related to social support from men. Males would prefer to have emotional support from females and social drinking would be a positive factor in the interactions with other males. The sample consisted of 205 male college students from a large midwestern university. The males were administered an instrument containing the Attitude Toward Masculinity Transcendence Scale, a social network resource scale, two scales to determine perceived support, a scale dealing with network orientation, and a scale that included the quantity and frequency of alcohol consumption.

The results defined that the masculine sex role specified the sources of support that were acceptable. "The stereotypical male should not ask for help from his social network, should not perceive his network as being supportive, and should not perceive network members as being close to him" (Burda & Vaux, 1987, p. 39).

Although it was acceptable to receive emotional support from females, male support should be responsible for cognitive instruction, practical guidance, and socializing support. It was acceptable for the main source of nurturance to be from females rather than males.

Social drinking does appear to be involved in the social supportive exchanges between men. Social drinking itself as a form of interaction was a contributing factor in the social exchange situation more than the effects of the alcohol. Social drinking was a larger contributor to the interaction between males than with females indicating that social drinking may be an important part of the exchange of social support between men (Burda & Vaux, 1987).

Pleck (1976) contended that males have additional stresses fulfilling the male role. As the shift to a modern male began to emerge, society no longer provided support for previous methods to validate the male role. Men therefore were having greater difficulty with their sex role identity. In adulthood men found conflicting demands between socialization, adult performance, and expectations.

Support of the traditional male role results in stress causing health-related problems for the adult male. This begins early in life when emotional support from other males is considered inappropriate if adhering to the traditional male role. The acceptance of the characteristics of the

modern male also produces stress as a conflict emerges between socialization and the mixed signals of new expectations.

Clothing and Role Portrayal

In an interaction situation, individuals initially react not to the physical body but to the clothing that covers the body. Although facial and hand expressions do communicate information, the surface area is small compared to the clothed portion and close proximity to the body is necessary in order for facial and hand cues to be assessed (Flugel, 1950). It is through clothing that nonverbal cues are used as a system of communication (Lurie, 1981) and it is the response to this method of social intercourse that contributes significantly to relationships with others (Davis, 1984).

In social encounters awareness of personal identity of self and others is important for role portrayal to be successful. Role performance is achieved through the use of symbols and clothing, a symbolic product, is used to reinforce the characteristics of a role. When symbols are inconsistent with the role, social interaction is restrained or disrupted. Role changes occur and oftentimes it may be difficult to be totally prepared for the requirements of a role; however, in role portrayal individuals are most comfortable if their clothing is appropriate in relation to appearances, needs, and other people in the situation (Rosencranz, 1972).

"Clothes do have a definite influence on the impressions or characteristics a person attributes to those he meets" (Ryan, 1966, p. 13). Clothing communicates to an observer information about the wearer. It is these observations that are the basis for judgments and contribute to the success of an interaction (Buckley & Roach, 1981).

Damhorst (1985) investigated the use of clothing in a business situation for impression formations and the resulting interactions. The results indicated that in a business situation the formality of the clothing was used as a basis for determining characteristics of the wearer.

One of the conclusions of the study was that for both men and women the business suit was a cue of a managerial position. In an interaction situation the formality of the dress was used to determine the rank of the individuals as well as the topic of the encounter.

The formality of the dress by itself indicated information about the role of the wearer. When the formality of the male dress, a business suit, was used in an interaction situation with a casually dressed female the meaning of the male suit was more significant and the assignment of roles was stronger.

The author concluded that clothing in a social context communicates more than attitude and trait information but includes knowledge about behaviors, social interactions and relationships (Damhorst, 1985 p. 48).

Forsythe (1988) found that women were perceived as having more managerial characteristics as the masculinity of the costume increased. Although the person was an influencing factor, costume was also a contributor to the assessment of the managerial capabilities and in an interview situation was a determinate in the hiring situation.

Role portrayal through clothing continues throughout the life cycle. Simpson and Littrell (1984) found that elderly men used clothing to foster their self-esteem and enhance social encounters. The men in the study indicated that their clothing expressed how they felt about themselves and displayed their confidence about life. Men that were less socially active also had a great desire to use clothing for conformity with friends, to display good impressions, and communicate self-confidence.

Clothing is a means of communicating information about self to others. Clothes are also used as a guide in impression formation about others and determine the potential for a successful interaction situation. It is through the selection of a costume that the performance of a role is most successfully achieved.

Evolution of Male Dress

Men have not always been the less ornately dressed of the two sexes. Prior to the 18th century men were often more exquisitely dressed than females (Horn & Gurel, 1981). The

change in men's dress was due to economic and political factors of an industrialized society that gave work significance at all levels of society (Balkwell, 1986). Flugel (1950) referred to this event as 'The Great Masculine Renunciation' when "man abandoned his claim to be considered beautiful" and "aimed at being only useful" (p. 111).

What has emerged especially in a work environment are garments that are repressed, sober, and stern, very reminiscent of the Puritans (Stannard, 1971, p. 30). With the changes in male attire, those characteristics that were in any way considered feminine or ornamental were eliminated. The one element that was retained as a symbol of masculinity was the adornment of the chest with a necktie.

Since the 1960s male dress has had more flexibility for what is deemed acceptable; however, it is still considered that "the wearing of socially defined sex-appropriate clothing is an overt expression of appropriate sex-role behavior" (Davis, 1985, p. 20). Men show their masculinity by wearing male clothing, and women display their femininity by wearing female clothing.

Davis (1985) investigated the relationship between an individual's biological sex, gender identity, and behavior toward sex-related clothing. Male and female university students were administered the Bem Sex Role Inventory and the Sex-Related Clothing Inventory. Results indicated that both sexes wore clothing that was a reflection of the expectations

of their sex-role. It is suggested that "sex per se is a better predictor of behavior concerning sex-related clothing than is the psychological concept of gender identity (masculinity and femininity)" (Davis, 1985, p. 23).

Life-Styles

Life-styles are the "patterns in which people live and spend time and money" (Engel & Blackwell, 1982, p. 188). The term life-styles and activities, interests, and opinions or AIO are used interchangeably with the term psychographics (Schiffman & Kanuk, 1983). For instance Engel and Blackwell referred to psychographics as an "operational measure of life-style" (p. 190).

The development of a life-style is related to an individual's culture, family, reference group, and social class. Though the life-style may originate with the socialization process it is derived from an individual's values and personality (Engle & Blackwell, 1982).

Psychographics are used to gain information about an individual's "personality, buying motives, interests, attitudes, beliefs and values" (Schiffman & Kanuk, 1983, p. 112). Although a very small part of a person's life-style is measurable, conclusions about behavior and consumer choices about products are derived from this methodology (Engle & Blackwell, 1982).

Through psychographic descriptions, statements related to activities, interests, and opinions, characterizations can be used to determine responses to products, advertising, and packages (Demby, 1974).

An activity is a "manifest action" (Engel & Blackwell, 1982, p. 190) or how "a consumer spends time" (Schiffman & Kanuk, 1983, p. 112). Though the activity may be observable to others the reasoning for why it was selected is not always measured.

An interest concerns the level of excitement and attention involved with a topic, event, or object (Engel & Blackwell, 1982). Interest involves an individual's priorities and preferences (Schiffman & Kanuk, 1983).

Opinions are used as descriptive measures about interpretations, evaluations, and expectations (Engel & Blackwell, 1982). Basically opinions define how a consumer feels about events and circumstances (Schiffman & Kanuk, 1983).

Psychographic research has been useful in adding information to demographic data, thereby giving vitality to the profiles of consumers. Though demographic data provides a good method to quantify and classify consumers, it is best used as a supplement to other information as it is an inadequate base for major conclusions (Plummer, 1974).

With a psychographic analysis strategies can be developed to (a) segment the market, (b) position or reposition a

product, and (c) develop promotions geared to a specific customer (Schiffman & Kanuk, 1983).

The most popular strategy of psycholgraphic analysis is segmentation (Engel & Blackwell, 1982). "New typologies within which consumer behavior might be more efficiently described and better understood" have been created through segmentation (Wells, 1975, p. 209). Segmentation by life-style gives an analysis of the market providing a "three-dimensional view" of consumers (Plummer, 1974, p. 37).

When segments of the market are identified according to life-style, people are the beginning of an analysis not the products. Individuals are grouped according to life-style based on activities, interests, and opinions. As specific groups and their characteristics emerge determinations can be made about what is most important for that group. The more a customer is understood the better marketers can communicate the benefits of their products (Plummer, 1974).

The apparel industry oftentimes does not support life-style segmentation due to the rapid changes in fashion and the lead time necessary for design and manufacturing (Richards & Sturman, 1977). A study was conducted for Warner's Slimwear, a division of Warnaco, Inc., resulting in five life-style segments emerging for women purchasing bras. From the analysis Warner was able to select specific target markets and implement product design, advertising, product position, and sales promotions for the selected segments. Using the life-

style segments decisions were also made about changes in the overall manufacturing and marketing operation.

Gutman and Mills (1982) studied the relationship "between fashion life-style, self-concept, and demographics as these relate to store patronage and shopping behavior" (p. 84). The use of fashion life-style was found to be beneficial for market segmentation. In this instance demographics did not prove to be very helpful in segmentation, however "life style data seem to add a valuable dimension to understanding potential apparel customers" (Gutman & Mills, 1982, p. 84).

Life-styles originate from culture, the family, and reference groups (Engel & Blackwell, 1982). The male role also emerges from society, family influence, and peers. It is apparent then as the attitude about the male role begins very early in life and is based to a large extent on socialization, so is the established life-style. Life-styles are also related to values and personality and this again will be influenced by the attitude about the male role. Life-styles and attitudes about the male role are integrated as they both are formed early and are greatly influenced by society and other individuals and alter as changes occur within the environment.

Life-styles can also be connected to how consumers behave in the marketplace. Consumers will select products that are representative of their life-styles. Clothing is an item that

is selected to fulfill a specific activity or role, therefore "dress acts a symbol of life-style" (Sproles, 1979, p. 44).

It is through life-style research that marketers can study the behavior of people. Once the contributing factors are analyzed that promote behavior the appropriate products can be made available that are most closely aligned with activities, interests, and opinions.

Summary

Behavior and nonverbal cues, in any given situation, are used to communicate information about the portrayal of a role. This is true for observation or enactment of a role. It is through the enactment of roles that an individual establishes a self that is projected to society.

Boys learn in early childhood that the male role is a significant aspect of their image and total role portrayal. At the time of this research, children were given positive reinforcement for androgynous behavior (Sugawara et al., 1986) but the adult males were socialized (Hartley, 1959) in an era when the standard for masculinity was defined by adherence to the traditional male role. It is the experiences of childhood that often set the stage for adult behavior.

While several studies have evaluated the male role (O'Neil et al., 1986; Thompson et al., 1985) and males' responses to sex-typed behavior and clothing selection (Bem

& Lenny, 1976; Davis, 1985), the subjects have been a representation of the college male.

The college male acknowledges conflict with the male role (O'Neil et al., 1986) and much of the difficulty arises with the fear of femininity. Support of characteristics of the traditional male role by college males also appears to mesh with the rejection of femininity (Thompson et al., 1985). Stereotypes are prevalent as assessed by college students (Der-Karabetian & Smith, 1977; Spence et al., 1975) based on traditional norms and are a reflection of individual self-image. For the college male the traditional male role still exists and is based on preestablished standards of masculinity.

One of the most visible symbols to communicate roles to others is through clothing. It is through the impressions made by dress that characteristics are assessed about a person (Ryan, 1966). These characteristics are assimilated to define the role. Historically clothing has been used to distinguish the differences in the roles of the male and female.

During the decade of the 1980s the baby boomers, products of the 1940s, 1950s, and 1960s, were reaching their peak earning years and were described by Marinucci (1988) as a "highly influential group, which comprises the most educated, highest-earning generation in American history" (p. B1). The adult male attitude about the male role and their activities, interests, and opinions needs to be analyzed in order to

obtain information about this segment of the population. Marketers in their assessment of motivation of purchasing behavior need an evaluation of the impact the traditional male role has on the decision-making process of the adult male.

CHAPTER 3

METHODOLOGY

Included in this chapter are (a) null hypotheses, (b) operational definitions, and (c) research design including the selection and development of measures, the field test, sample selection, sample size, and method of data collection.

Null Hypotheses

Using the preceding review of literature as a basis, the following null hypotheses were formulated about adult males.

1. Attitudes about the masculine role do not relate to clothing selection for the professional and social environment.
2. Activities, interests, and opinions do not relate to clothing selection for the professional and social environment.
3. Attitudes about the masculine role do not relate to activities, interests, and opinions.
4. Demographic factors do not relate to clothing selection for the professional and social environment.

Measures

The variables used to test the hypotheses include:

Independent Variables

1. attitude about masculinity
2. activities, interests, and opinions
3. professional and social environment
4. demographics

age
education
income
occupation
geographic location
population distinction
marital status

Dependent Variables

1. clothing selection--items chosen for an interaction situation of occupation, activity, or pleasure. The respondents were given the following possibilities for outfits, shirts and ties:

OutfitsSuits

Solid Color

Pinstripe

Plaid

Tweed

Sports Jacket and Slacks

Solid Jacket & Solid Slacks

Patterned/Textured Jacket & Solid Slacks

Solid Jacket & Patterned/Textured Slacks

Shirts and Slacks

Solid Shirt & Solid Slacks

Patterned/Textured Shirt & Solid Slacks

Solid Shirt & Patterned/Textured Slacks

Shirts and Casual Pants

Solid Shirt & Casual Pants

Knit Shirt & Casual Pants

Patterned/Textured Shirt & Casual Pants

Collarless Shirt & Casual Pants

Sweat Shirt & Jeans

T Shirt & Jeans

Shirt & Shorts

ShirtsDress or Buttondown

White Shirt

Blue Shirt

Pink Shirt

Ecru (Off White) Shirt

Yellow Shirt

Striped Shirt

Checked Shirt

Lavender, Dusty Rose, Melon Shirt

Sportswear

Striped Shirt

Plaid Shirt

Knit Shirt

Collarless Shirt

Casual

Sweat Shirt

T Shirt

Ties

Small Repeat Patterned Tie

Diagonal Stripe Tie

Paisley Tie

Medium Size Patterned Tie

Pin Dot Tie

Club Tie

Other Type Neckwear

No Tie

Operational Definitions

1. Male Role--Responses to the measurement scale of attitudes about masculinity in Section III, Questions 1-58.*
2. Activities, Interests, and Opinions--Responses to Section I, Questions 1-90*, measuring life-style characteristics.
3. Professional Environment--Responses to Section II, Questions 1-10*.
4. Social Environment--Responses to Section II, Questions 11- 18*.
5. Demographics--Age, income, education, occupation, geographic location, population distinction, marital status.
 - a. Age--age as of last birthday, Section IV, Question 2*.
 - b. Income--annual income total, Section IV, Question 8*.
 - c. Education--highest level of education completed by respondent, Section IV, Question 6*.
 - d. Occupation--type of employment of respondent, Section IV, Question 7*.
 - e. Geographic location--area of the country where respondent lives, Section IV, Question 4*.

*Refers to items in the questionnaire (Appendix A).

- f. Population distinction--density of population, Section IV, Question 5*.
 - g. Marital status--if married, single, divorced, separated, or widowed, Section IV, Question 3*.
- 5. Clothing Selection for the professional environment, Section II, Questions 1-10*.
 - 6. Clothing Selection for the social environment, Section II, Questions 11-18*.

Research Design

The survey method was used for collecting the data. Using the survey method by means of mailed questionnaires has the advantages of eliminating bias of the interviewer and providing anonymity for the respondents. Questionnaires provide a conducive environment for respondents to "have greater confidence in their anonymity" (Kidder, 1981, p. 148).

The mailed questionnaire provided a flexible time frame for the respondents to complete the survey. Mailed questionnaires also afford the opportunity to obtain a sample distributed in a wider geographic area. Survey research can be used to analyze frequency distributions and relationships between variables (Kidder, 1981).

Sample Size and Selection

A random national sample of 6,009 was obtained from American Business Lists, Inc. American Business Lists has a List Brokage Department that compiles national lists of individuals. The individuals are not part of a group that has agreed to participate in a survey but are compiled from accessible general information.

The requested list was for males in their middle years with incomes above \$30,000. The master list meeting these requirements contained 3,601,355 names arranged by zip code. From this list every 600th name was selected to generate the list of 6,009. Every third name was selected to compile a random sample of 2,003.

Instrument

The self-administered questionnaire was divided into four sections. Section 1 measured life-style characteristics of the respondents. Reynolds and Wells (1977) developed a Likert scale measuring male interests, opinions, and activities. The instrument contained items that measure 15 aspects of a life-style. These included optimism and happiness, modern/traditional ideas, travel, mobility, anxiety, personal adornment and self, view toward income, personal equity and spending,

staying at home, husband and children, view toward durable goods, housekeeping and cooking, grocery shopping, health and nutrition, active recreations, and inactive recreations/hobbies. The responses to the statements indicate the level of agreement or disagreement and frequency of participation in an activity (Wells, 1988).

Section 2 contained 18 items measuring clothing selection for the professional and social environment. Clothing selection is defined as those items that are chosen for an interaction situation of occupation, activity or pleasure. The first 10 questions pertained to the professional environment and the last 8 to the social environment.

For each question the respondent was to indicate the outfit, shirt, and tie selected for the situation. A listing of possible garments in the categories outfits, shirts, and ties was provided above the statements. Outfits had four major categories: suits, sports jackets and slacks, shirts and slacks, and shirts and casual pants. Under each major category were options for a total of 17 possible outfit choices. The shirts were divided into three categories; dress or buttondown, sportswear, and casual. Under each of these headings were options that comprise 14 different possibilities of shirts. The ties include eight possibilities. Different patterns of ties, other type of neckwear, and no tie comprise the options for this category.

Each selection under outfits, shirts, and ties was assigned a number. The respondent was to place the number in the blank under the major categories outfits, shirts, and ties for their selection of clothing that corresponded to the statement.

In the directions it was requested that only one number be selected for each blank. As the terms patterned and textured were used in the description of clothing items, directions were given to consider a patterned/textured item as any surface that was not smooth or of a solid color.

The items for the clothing selection instrument were ordered from conservative to liberal. Some of the items were selected using Molloy's (1988) depiction of appropriate and inappropriate attire for the work environment. Input was also obtained from a manufacturer of traditional men's shirts. The manufacturer listed the percentage of shirts shipped nationally by color and design. This was used as a guideline for the arrangement of shirts on the clothing selection instrument. Information for the ordering of outfits and ties was obtained through discussions with a retailer in the Knoxville area that was noted for conservative clothing and business oriented clientele.

Section 3 measured the male attitude about masculinity. The scale developed by Brannon and Juni (1984) is composed of seven separate subscales developed from David and Brannon's

(1976) model of the four components of the male role. The subscales are measuring avoidance of femininity, concealing emotions, the breadwinner, admiration and respect, toughness, the male machine, and violence and adventure.

The masculinity instrument contained 110 items. The instrument used a 7-point Likert scale indicating the level of agreement or disagreement with the statement. Fifty-eight items were determined as a short-form which correlates .89 with the full scale. The test-retest correlation coefficient of the full scale was .92. The authors indicated satisfaction with the shorter form but indicated that separate subscales should not be used. The short form was used for this research.

Section 4 measured demographic data. These factors consist of age, marital status, educational level, occupation, income, geographic region, and population distinction.

Field Testing

Field testing was accomplished using a mailed questionnaire to 200 males in the Knoxville area. Using a list of 600 members of an organization in the Knoxville area every third name was selected to comprise the random sample of 200 males. The questionnaire was mailed with a cover letter explaining the purpose of the study and a self-addressed

envelope for returning the response. Fifty responses were returned for a 25% response rate. "The pretest is a tryout of the questionnaire to see how it works and whether changes are necessary before the start of the full-scale study" (Kidder, 1981, p. 162). A pretest will help evaluate the wording of questions and the expansion or deletion of questions (Kidder, 1981).

The field test for this study found the questions of the instrument were satisfactory for measuring clothing selection. It was determined that to answer the questions on the clothing instrument the items selected under outfits, shirts and ties should be expanded.

Data Collection

The data were collected through a mail questionnaire sent to 2,003 males by first class mail. A booklet 5-1/2" x 8-1/2" printed on white 70 pound paper with black ink was mailed with the University of Tennessee title, emblem, and department affiliation on the front cover. Each booklet was coded for follow-up mailings.

Enclosed with the questionnaire was a letter explaining the purpose of the study and a self-addressed stamped envelope for returning the booklet. Assurance was given to the respondents that individual responses would be confidential.

It was requested that the questionnaire be returned within 2 weeks. A follow-up reminder postcard was sent to nonrespondents approximately 2 weeks after the survey was mailed.

Booklet format, printing, and mailout procedure were used following the recommendations of Dillman (1978) in Mail and telephone surveys.

Data Analysis Procedure

The University of Tennessee Conversational Monitor System (CMS), the Statistical Analysis System (SAS), and the Statistical Package for the Social Sciences (SPSS) were used to analyze the data. Percentages, frequency distributions, mean scores, factor analysis, regression analysis, Pearson's Correlation Coefficient, analysis of variance, and Scheffé's Multiple Comparison Test were performed on the responses of the sample. Reliability testing was conducted on the three instruments in the questionnaire.

Percentages and frequency distributions provided descriptive statistics of the respondents. Mean scores established the location of individuals and groups on a continuous scale.

The summing of the clothing instrument for analysis would have provided a total score range of 54 to 702. Due to the inability to distinguish the significance of numbers not located at the extreme ends of the continuum, the

determination was made to combine clothing selection items into categories.

Face validity of the categories needed to be established by a panel of experts. The purpose of Face validity is to use judges to determine if an instrument measures what is intended. Even though the process is subjective, credibility can be increased if there is agreement among the judges (Kidder, 1981).

A panel of judges was asked to Q-sort the outfits, shirts and ties into categories labeled conservative, moderately conservative, moderately liberal and liberal. The purpose of a Q-sort is to "get a picture of the individual's own view of, or attitude toward, the object being considered" (Kidder, 1981, p. 223). The judges were drawn from the Knoxville area and were all experienced in the retail environment. The judges were representative of department and specialty stores. At the time of the research, four of the five judges were either managers or owners of retail clothing stores. The fifth judge had retail experience as a buyer, fashion consultant and sales representative.

Pearson's Correlation was used to evaluate agreement among the judges and agreement with the researcher. Agreement among the judges ranged from .81 to .91. Agreement among the judges with the researcher ranged from .72 to .85 (Appendix B). Clothing selection items that were in disagreement

between the researcher and the judges were of low frequencies. The researcher accepted the correlation range as a confirmation of the conservative to liberal categories.

The outfits, shirts and ties designated by the researcher are listed in Table 1. The combinations of outfits, shirts and ties are listed in Appendix B. The categories were assigned numbers with (a) conservative = 1, (b) moderately conservative = 2, (c) moderately liberal = 3, and (d) liberal = 4.

A total mean score was obtained for each respondent on the entire clothing instrument. The mean score was a result of the summed total of the questions divided by the number of questions answered. The mean score alleviates the problem of losing a respondent that left an entire question blank. The results of this procedure could be misleading if a large number of individuals opted not to answer a proportionate number of questions. The pattern of missing data was visually inspected for nonrespondents. The number was determined not to be of enough significance to cause a misrepresentation of the data.

The General Linear Model for Regression Analysis was used to determine the relationship between clothing selection for the professional and social environment and masculinity. Regression is used in describing relationships and is implemented when the researcher "has a theory about cause and

Table 1

Reduction Categories for Outfits, Shirts and Ties

Category	Clothing
1	<u>Outfits</u> <u>Suits</u> Solid Color Pinstripe Plaid Tweed
2	<u>Sports Jacket and Slacks</u> Solid Jacket & Solid Slacks Patterned/Textured Jacket & Solid Slacks Solid Jacket & Patterned/Textured Slacks
3	<u>Shirts and Slacks</u> Solid Shirt & Solid Slacks Patterned/Textured Shirt & Solid Slacks Solid Shirt & Patterned/Textured Slacks <u>Shirts and Casual Pants</u> Solid Shirt & Casual Pants Knit Shirt & Casual Pants Patterned/Textured Shirt & Casual Pants Collarless Shirt & Casual Pants
4	Sweat Shirt & Jeans T Shirt & Jeans Shirt & Shorts
1	<u>Shirts</u> <u>Dress or Buttondown</u> White Shirt Blue Shirt
2	Pink Shirt Ecru (Off White) Shirt Yellow Shirt Striped Shirt Checked Shirt Lavender, Dusty Rose, Melon Shirt
3	<u>Sportswear</u> Striped Shirt Plaid Shirt Knit Shirt Collarless Shirt

Table 1 (continued)

Category	Clothing
4	<u>Casual</u> Sweat Shirt T Shirt
1	<u>Ties</u> Small Repeat Patterned Tie Diagonal Stripe Tie
2	Paisley Tie Medium Size Patterned Tie Pin Dot Tie Club Tie
3	Other Type Neckwear No Tie

effect, and employs regression to test this theory" (Snedecor & Cochran, 1967, p. 135). The total mean score of the clothing instrument (Section II) and the total score for the masculinity instrument (Section III) were both continuous variables.

The Principle Components Methods of Factor Analysis with Varimax Rotation was used for the analysis of the instrument measuring activities, interests, and opinions (Section I). Factor analysis determines the minimum number of factors for the data (Kim & Muller, 1978). Varimax Rotation is performed so that each factor is independent of each other and each variable is loaded on the fewest factors, thereby achieving "the simplest possible interpretation of the factors (Kerlinger, 1973, p. 673). Factor analysis was performed on the 90 questions in the life-style instrument (Section I) measuring activities, interests, and opinions. The questions designated for each dimension by Reynolds and Wells (1977) are listed in Table 2. The asterisk (*) denotes those items that were reverse scored.

Factor loadings ranging from +1 to -1 are used to interpret each factor. A loading of + or -.46 and above was the level of acceptance for interpretation of the factor (Cassill, 1986). Thirteen factors were retained from the instrument.

Table 2

Life-style Dimensions and Reverse Scored Items

Dimension	Item Numbers and Example Question
<u>Optimism and Happiness</u>	1,2*,3 "My greatest achievements are still ahead of me" (#1)
<u>Modern/Traditional Ideas</u>	4*,5*,6,7*,8*,9*,10*,11*, 12*, "A woman's place is in the home" (#7)
<u>Travel</u>	13,14,15*,16 "I would like to take a trip around the world" (#13)
<u>Mobile</u>	17,18 "We will probably move at least once in the next five years" (#17)
<u>Anxious</u>	19*,20* "I have trouble getting to sleep" (#19)
<u>Personal Adornment and Self</u>	21,22,23,24,25 "Dressing well is an important part of my life" (#21)
<u>View Toward Income, Personal Equity and Spending</u>	26,27,28,29*,30*,31*,32,33* "I will probably have more money to spend next year than I have now" (#26)
<u>Staying at Home</u>	34,35,36 "I am a homebody" (#35)
<u>Husband and Children</u>	37*,38*,39*,40*,41,42 "A wife's first obligation is to her husband, not her children" (#37)

Table 2 (continued)

Dimension	Item Numbers and Example Question
<u>View Toward Durable Goods</u>	43,44*,45,46*,47 "Our home is furnished for comfort, not style" (#43)
<u>Housekeeping and Cooking</u>	48*,49*,50*,51,52,53,54* "I am a good cook" (#51)
<u>Grocery Shopping</u>	55*,56,57,58,59,60,61*,62 "Shopping is no fun anymore" (#55)
<u>Health and Nutrition</u>	63,64,65,66,67,68*,69* "I am very concerned about nutrition" (#63)
<u>Active Recreations</u>	70,71,72,73,74,75,76, 77,78,79 "Went for a walk" (#70)
<u>Inactive Recreations/ Hobbies</u>	80,81,82,83,84,85,86, 87,88,89,90 "Took color photographs" (#80)

Using the mean scores of the clothing instrument and the 13 factors, from factor analysis, the General Linear Model for Regression Analysis was used to determine the relationship between clothing selection for the professional and social environment and activities, interests, and opinions. Partial Sum of Squares (SS) were examined for relationships between clothing selection in the professional and social environment and individual factors.

Pearson's Correlation Coefficient was used to determine the relationship between masculinity and activities, interests, and opinions. Pearson's Correlation Coefficient is used in an analysis to determine if there is a relationship among variables (Lewin, 1979). The factor scores generated by the factor analysis were used in this investigation.

The General Linear Model Procedure for Analysis of Variance was used to determine the relationship between clothing selection for the professional and social environment and demographic factors. Partial Sum of Squares (SS) were used to assess the relationship between clothing selection and individual demographic factors. Analysis of variance provides for testing statistical significance of more than two groups (Kerlinger, 1973). Following the analysis of variance a post hoc or multiple comparison test was performed on those demographic factors that were significant. Scheffé's Multiple Comparison Test was used and is noted as one of the more

conservative of the post hoc comparisons (Huck, Cormier, & Bounds, 1974).

Using the Statistical Package for the Social Sciences (SPSS) the Cronbach Alpha Test was used to perform a reliability test on the three instruments in the questionnaire. Cronbach Alpha takes into account all possible split half correlations and is considered to be a more robust test than a split half reliability.

CHAPTER 4

PRESENTATION AND INTERPRETATION OF RESULTS

The data for the analysis was obtained from 267 adult males, 13% of the 2,003 sample. Of the 2,003, 159 (7%) were undeliverable. Reducing the original sample by 159 comprises a 14% return rate. One hundred and thirty-eight requests were made for a copy of the results. This was the incentive for participating in the study.

Description of the Respondents

Two hundred and sixty-seven adult males were used in the data analysis. Frequencies and percentages related to demographic characteristics of the sample are listed in Table 3.

Respondents represented a cross section of the United States with the largest percent, 27.8, from the Midwest, followed by 19.5% from the South and 19.2% from the Northeast. The Pacific region comprised 15.8%, the Southwest 14.3%, and the Rocky Mountains with the lowest representation at 3.4%.

The 1988 Statistical Abstract of the United States was used as a comparative base with the demographic factors of the respondents (Verity, Ortner, & Keane, 1987). Statistical

Table 3

Demographic Characteristics of Respondents

Characteristic	Frequency	Percent
<u>Geographic Region</u>		
Northeast	51	19.2
South	52	19.5
Midwest	74	27.8
Southwest	38	14.3
Rocky Mountain	9	3.4
Pacific	<u>42</u>	<u>15.8</u>
	<u>n</u> = 266 *	100.0
<u>Area</u>		
Rural	30	11.3
Suburban	182	68.4
Urban	<u>54</u>	<u>20.3</u>
	<u>n</u> = 266 *	100.0
<u>Age</u>		
Below 20	1	0.4
20-24	3	1.1
25-30	34	12.9
31-35	60	22.8
36-40	45	17.1
41-45	56	21.3
46-50	40	15.2
51-55	14	5.3
56-60	3	1.1
61 and above	<u>7</u>	<u>2.7</u>
	<u>n</u> = 263 *	100.0
<u>Marital Status</u>		
Never Married	19	7.1
Married	230	86.1
Divorced	12	4.5
Separated	5	1.9
Widowed	<u>1</u>	<u>0.4</u>
	<u>n</u> = 267	100.0
<u>Education</u>		
Junior High School	1	0.4
High School	25	9.4
Some College	50	18.8
Junior College	5	1.9
Associat's Degree	12	4.5
Bachelor's Degree	93	35.0
Master's Degree	55	20.7
PhD, EdD, JD or MD	<u>24</u>	<u>9.0</u>
	<u>n</u> = 265 *	99.6

Table 3 (continued)

Characteristic	Frequency	Percent
<u>Profession</u>		
<u>Writers</u>		
Writer, Journalist, Artist	<u>6</u>	<u>2.3</u>
	6	2.3
<u>Secretaries, Office Managers</u>		
Office Manager	<u>6</u>	<u>2.3</u>
	6	2.3
<u>Medical Professions</u>		
Doctor	5	1.9
Health Diagnosing and Treating Practitioners	4	1.5
Dentist	<u>1</u>	<u>0.4</u>
	10	3.8
<u>Administrative and Management</u>		
Lawyer	7	2.6
Middle Management	31	11.7
Salesperson	19	7.1
Junior Executive	4	1.5
Senior Executive	17	6.4
Administrative Occupations	13	4.9
Marketing Occupations	13	4.9
Business Owners	8	3.0
Insurance Adjustors	1	0.4
Accountant	1	0.4
Banking	1	0.4
Budget Analyst	4	1.5
Facilitator	1	0.4
Businessman	1	0.4
Wholesaler and Retailer	2	0.8
System Analyst	<u>1</u>	<u>0.4</u>
	124	46.8
<u>Outdoor Workers</u>		
Agricultural and Forestry	1	0.4
Construction Occupations	9	3.4
Production Occupations	4	1.5
Tool and Tie Maker	1	0.4
Oil Field Services	<u>1</u>	<u>0.4</u>
	16	6.1

Table 3 (continued)

Characteristic	Frequency	Percent
<u>Service Occupations</u>		
Service Occupations	15	5.6
Religious Workers	3	1.1
Mechanics and Repairers	1	0.4
Transportation Occupations	5	1.9
Mail Carrier	1	0.4
Police	3	1.1
Electronics	1	0.4
Union Representative	1	0.4
Lab Technician	1	0.4
Auto Body Repair	1	0.4
Recreation	1	0.4
Military	3	1.1
Computer Related	1	0.4
Safety Specialist	2	0.8
Private Investigator	1	0.4
Real Estate	1	0.4
Probation/Prole	1	0.4
Printer	<u>1</u>	<u>0.4</u>
	43	16.4
<u>Teachers, Social Workers</u>		
Professor, Teacher,		
Librarian	17	6.4
Social Worker, Counselor,		
Nurse	<u>2</u>	<u>0.8</u>
	19	7.2
<u>Engineers and Geologists</u>		
Engineers and Architects	21	7.9
Geologists	<u>2</u>	<u>0.8</u>
	23	8.7
<u>Researchers and Scientists</u>		
Research and Development	4	1.5
Scientist	<u>2</u>	<u>0.8</u>
	6	2.3
<u>Unidentified Others, Not Working,</u>		
<u>Nonrespondents</u>	14	5.3

Table 3 (continued)

Characteristic	Frequency	Percent
<u>Income</u>		
\$20,000 - 29,000	37	14.7
\$30,000 - 49,999	98	38.9
\$50,000 - 69,999	63	25.0
\$70,000 - 89,999	21	8.3
\$90,000 - 99,999	10	4.0
\$100,000 - 149,999	13	5.2
\$150,000 - 199,999	5	2.0
\$200,000 - 249,999	1	0.4
\$300,000 - 349,999	2	0.8
\$400,000 - 499,999	1	0.4
\$500,000 and above	<u>1</u>	<u>0.4</u>
	<u>n</u> = 252 *	100.0

*Frequencies do not equal total number in the sample due to nonrespondents.

Abstract of the United States lists statistics related to political, social and economic factors. The most current listing for population distribution was for 1986. The Northeast region comprised 20.7% compared to the respondents' 19.2%, the Midwest was recorded at 24.6% compared with a 27.8% for the respondents and the South was listed at 34.4%, higher than the 19.2% of the respondents. The statistical abstract reports the West with 20.2%. The combination of Rocky Mountain and Pacific represents 19.2% of the respondents.

The age of the respondents was concentrated between 25 and 50, 89.3% of the sample. The largest group was between 31 and 35, 22.8%. In 1986, of the total male population, 41.7% were between 25 and 54 years of age; the 30 to 34 category consisted of 8.9% (Verity et al., 1987).

Of the respondents, 86.1% were married. This differs sharply from the male population 18 years and over married in 1986 at 65.6%. However, when evaluated by age, of those males 30-34 years of age, 68.9% were married; 35-39 years of age, 78.0% are married; and 40-44 years of age, 79.5% were married (Verity et al., 1987).

The respondents were well educated, as 64.7% had a minimum of a bachelor's degree. Of the 64.7%, 20.7 had their master's degree and 9.0 had a PhD, EdD, JD, or MD. For all males 25 years and older in 1986 23.2% had four or more years of college (Verity et al., 1987). In 1985 for years of school

completed by employed males 25 to 64 years of age for all occupations, 15% had four years of college and 12% had five years of more (Bruno, 1987).

Twenty-six possible selections were available for occupation with other providing the opportunity to write in a occupation not listed. The occupations listed in the other category were assigned numbers and placed into the computer as additional categories. These new categories with the 26 established selections were reduced to 10 major professions. The highest individual category was Middle Management at 11.7%, Engineers and Architects at 7.9%, and Salesperson at 7.1%. When the categories were reduced the profession labeled Administrative and Management comprised 46.4% of the sample.

The total annual income of the largest group of respondents before taxes was 38.9%, between \$30,000-49,999, and 25.0%, at \$50,000-69,999. For 1985, 31.4% of all males made \$25,000 and over; however, by age groups, those males 35-44 making \$25,000 and over accounted for 51.0% (Verity et al., 1987).

The respondents were a good representation of all geographic regions of the United States. Almost 90% were between 25 and 50 years of age. As a group, the majority were married. Almost two-thirds had the minimum of a bachelor's degree and 30% had some type of graduate degree. Nearly half of the respondents were in a profession of administration or

management and approximately two-thirds had an annual income between \$30,000-69,999.

Reliability Testing

The Statistical Package for Social Science (SPSS) was used to perform the Cronbach Alpha Reliability Test on the three instruments in the questionnaire. Where warranted the reliability test was performed on component parts of the instrument as well as the entire instrument.

Reynolds and Wells (1977) had divided the lifestyle instrument (Section I) measuring activities, interests, and opinions into 15 dimensions. Each dimension was tested for reliability (Table 4). For the dimensions the alpha level ranged from .26 to .81. For the entire instrument the reliability was .60. Information concerning previous reliability testing of the lifestyle instrument (Section I) was unavailable.

The instrument measuring the attitude about masculinity contained 58 items. This was the short form of the David and Brannon (1984) instrument and did not provide for subscales. The reliability of the instrument was .92.

The clothing instrument was divided into outfits, shirts, and ties. Each of these categories were tested for reliability as well as the entire instrument (Table 5). The

Table 4

Cronbach Alpha Reliability Test for Life-Style
Instrument by Dimensions

Dimension and Questions	Alpha
Optimism and Happiness 1,2,3	.32
Modern/Traditional Ideas 4,5,6,7,8,9,10,11,12	.67
Travel 13,14,15,16	.72
Mobile 17,18	.49
Anxious 19,20	.60
Personal Adornment and Self 21,22,23,24,25	.69
Income, Equity, Personal Spending 26,27,28,29,30,31,32,33	.56
Staying at Home 34,35,36	.81
Husband and Children 37,38,39,40,41,42	.30
Durable Goods 43,44,45,46,47	.26
Housekeeping and Cooking 48,49,50,51,52,53,54	.67
Grocery Shopping 55,56,57,58,59,60,61,62	.61
Health and Nutrition 63,64,65,66,67,68,69	.73

Table 4 (continued)

Dimension and Questions	Alpha
Active Recreations 70,71,72,73,74,75,76,77,78, 79	.67
Inactive Recreations/Hobbies 80,81,82,83,84,85,86,87,88, 89,90	.60

Table 5

Cronbach Alpha Reliability Test for
Clothing Instrument

Section	Alpha
Outfits	.87
Shirts	.85
Ties	.85

reliability of the entire instrument was .86. The Cronbach Reliability Test provides an analysis of the reliability of the entire instrument with the deletion of individual questions. For future reference poor questions can be eliminated to increase the reliability of the instrument. By deleting question 8, the instrument would have a reliability of .90.

Masculine Role as It Relates to Clothing Selection for the
Professional and Social Environment

Hypothesis 1. Attitudes about the masculine role
do not relate to clothing selection for the professional and
social environment.

Using the mean total for the clothing instrument (Section II) a regression analysis was used to compare scores on the masculinity instrument (Section III) with scores on the clothing instrument. All 18 questions, questions 1-10 relating to the professional environment and questions 11-18 relating to the social environment, were analyzed for a relationship with masculinity.

As noted in Table 6 there was a significant relationship ($F = 4.05$, $p < .04$) between clothing selection for the professional and social environment and masculinity.

Table 6

Regression Analysis of Clothing Selection for
Professional and Social Environment and Masculinity

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>P</u>
Model	1	1.03	1.03	4.05	.04
Error	234	59.70	0.25		
Total	235	60.73			

A regression analysis was used to compare the mean scores of the professional environment questions (1-10) of the clothing instrument with the masculinity scores. There was a significant relationship ($F = 5.11$, $p < .02$) between clothing selection for the professional environment and masculinity (Table 7).

A regression analysis was used to compare the mean scores of the social environment questions (11-18) of the clothing instrument with the masculinity scores. There was not a significant relationship ($F = 0.34$, $p < .55$) (Table 8).

Although individual questions cannot be analyzed to answer the hypotheses a regression analysis was performed on the individual questions. In this instance each question had been assigned a number from one to four designating the conservative to liberal continuum. The responses to each of the questions were analyzed for a relationship to the

Table 7

Regression Analysis of Clothing Selection for Professional Environment and Masculinity

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	1	2.11	2.11	5.11	.02
Error	231	95.42	0.41		
Total	232	97.54			

Table 8

Regression Analysis of Clothing Selection for Social Environment and Masculinity

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	1	0.09	0.09	0.34	0.55
Error	229	62.90	0.27		
Total	230	62.99			

masculinity scores. The means of the individual questions are in Table 9.

Only 2 of the 18 items showed a significance on an individual basis. Question 1, clothing that was felt most comfortable for the work/business environment ($p < .05$), and question 2, having lunch with a customer or client ($p < .04$), were significant.

Table 9

Mean Scores for Questions Measuring Clothing Selection
for the Professional and Social Environment

Question	Mean Score	Total <u>N</u>
<u>Work/Business Environment</u>		
In the work/business environment I feel most comfortable wearing	1.93	252
If I were to have lunch with a customer/client I would wear	1.58	249
If I wanted to rise rapidly in my work/business environment I would consistently wear	1.52	247
For a conference/convention, I would most likely wear	1.59	252
If I were conducting a meeting in my work/business environment I would wear	1.69	256
In my work/business environment I feel I am expected to wear	1.89	241
The individual whose work/business skills I would most like to imitate wears	1.68	231
In my work/business environment I would feel uncomfortable wearing	2.91	240
If I were to have a meeting with a customer/client I would wear	1.57	249
Due to the nature of my job I wear	1.99	247

Table 9 (continued)

Question	Mean Score	Total <u>N</u>
<u>Leisure /Social Activities</u>		
attending a movie with a male	3.29	240
for dinner and the theater with a female	2.00	255
attending college football game and dinner with a male	3.26	239
for dinner and a professional basketball game with a female	2.84	229
for dinner and a shopping trip with a female	2.84	237
attending the symphony or a classical concert with a female	1.59	248
attending a contemporary/popular concert with a male	3.05	230
a work/business party at a local restaurant with co-workers	2.34	252

Several questions were close to the accepted level of significance ($p < .05$), question 3 ($p < .07$), question 4 ($p < .07$), question 9 ($p < .08$), and question 18 ($p < .07$). All of these questions dealt with the professional environment. Question 3 concerned trying to rise rapidly in the work/business environment, question 4 was clothing for a conference/convention, question 9 was a meeting with a customer/client, and question 18, a social environment question, was a work/business party with co-workers.

The stereotype of the traditional male emphasizes achievement and competition and is a basis for validation of self-esteem (Fasteau, 1974). Socialization further encourages the realization that men are expected to be successful and competitive in areas related to their work (Doyle, 1983).

As defined by David and Brannon (1976) in their explanation of the male role, The Big Wheel and Sturdy Oak constitute symbols of manhood involving achievement, accomplishments, self-reliance, competence, and mental endurance. These are all characteristics that are synonymous with the expectations of the male work environment.

The decade of the 1980s has been described as a confusing era for males trying to define the male role. Socialization has taught them to support traditional standards yet acceptance of this model appears to be in contention with modern expectations. While the issue is being debated society as a

whole appears to be returning to a conservative attitude.

The clothing selected by the respondents in this study projects a conservative attitude. The respondents are also supportive of the traditional male role. An analysis of mean scores for clothing selection demonstrates the importance placed on conservative attire for interaction situations in the professional environment. In this study, for those situations in the professional environment involving interactions with customers/clients as well as the pursuit of positions with additional responsibility conservative clothing is the choice of the respondents. The traditional male role represents authority, competence and the respect of others. This sample portrays their support of the traditional male role through the use of conservative clothing.

The clothing choices for the social environment do not support the traditional male role. The clothing selection mean scores for interactions situations are closer to the liberal end of the continuum. There is a distinction between the clothing selected when the interaction occurs with males, females and co-workers. Although masculinity is not supported for the social environment more conservative clothing selections are made for interactions with females and co-workers than with males. This implies the projection of masculinity is more important with females and co-workers.

The freedom in dress that first emerged for males in the 1960s is evident in this sample for the social environment. In the professional environment, clothing is still selected to portray a traditional male image.

The respondents for this study were well educated and as a group held positions that entail management abilities or responsibilities. The respondents support the traditional male role for the professional environment and have achievement and success as part of their working framework. The conservative clothing selected for the professional environment is a portrayal of the image of the traditional male role. Although what is defined as appropriate and inappropriate clothing for males has more flexibility in the 1980s, the men in this sample support a conservative image that communicates the traditional male role. Hypothesis 1, attitudes about the masculine role do not relate to clothing selection for the professional and social environment, was rejected.

Activities, Interests and Opinions Related to
Clothing Selection for the Professional
and Social Environment

Hypothesis 2. Activities, interests, and opinions do not relate to clothing selection for the professional and social environment.

Factor analysis using the Principal Components Methods and Varimax Rotation was performed on the lifestyle questions measuring activities, interests, and opinions. The items in the instrument were reduced to 13 factors. The factors and the questions loading above .46 are listed in Table 10. Except for factor 9, the questions were consistent with the dimensions established by Reynolds and Wells (1977). Factor 9 was a combination of two dimensions of the Reynolds and Wells (1977) instrument. Questions for this factor consisted of items from Optimism and Happiness and View Toward Income, Personal Equity and Spending. The dimension titles in the original instrument were all retained except for factor 9.

Factor 1 concerned Health and Nutrition. Factor loadings ranged from .63 to .85. The questions with the highest loaded factor concentrated on the avoidance of foods high in cholesterol and those foods that contained additives.

Factor 2 involved Modern/Traditional Ideas. Loadings were from .52 to .61. The two highest loadings related to the United States being better off if there were no hippies and a woman's place is in the home.

Factor 3 involved Personal Adornment and Self. Factor loadings were from .49 to .68. The highest loadings were concerned with having more stylish clothes than most of my friends and dressing well as an important part of their life.

Table 10

Factors Extracted from Life-Style Instrument

Factor	Factor Loading	Variance
<u>Health and Nutrition</u>		3.42
I try to avoid foods that are high in cholesterol.	.85128	
I try to avoid foods that have additives in them.	.70763	
I am careful what I eat in order to keep my weight under control.	.68251	
I am very concerned about nutrition.	.64446	
I am concerned about how much salt I eat.	.63827	
<u>Modern/Traditional Ideas</u>		3.05
The U.S. would be better off if there were no hippies.	.61700	
A woman's place is in the home.	.59363	
All men should be clean shaven every day.	.56606	
Young people have too many privileges.	.52630	
The working world is no place for a woman.	.52503	
<u>Personal Adornment and Self</u>		3.04
I have more stylish clothes than most of my friends.	.68771	
Dressing well is an important part of my life.	.60320	
I like to feel attractive to members of the opposite sex.	.51601	
I often wear expensive cologne.	.49562	

Table 10 (continued)

Factor	Factor Loading	Variance
<u>Staying at Home</u>		2.93
I am a homebody.	.73736	
I would rather spend a quiet evening at home than go out to a party.	.70349	
I stay home most evenings.	.62864	
<u>Grocery Shopping</u>		2.85
I pay a lot more attention to food prices now than I ever did before.	.70553	
I find myself checking prices even on small items.	.64833	
I shop a lot for specials.	.57054	
I like to save and redeem savings stamps.	.49647	
<u>Active Recreations</u>		2.73
Went boating	.52649	
Went camping	.49395	
Went skiing	.48010	
<u>Housekeeping and Cooking</u>		2.65
I like to cook.	.92452	
I am a good cook.	.81740	
I like to bake.	.67398	
<u>Inactive Recreations/Hobbies</u>		2.30
Visited an art gallery or museum	.56792	
Went to a classical concert	.48643	

Table 10 (continued)

Factor	Factor Loading	Variance
<u>Optimistic Future, Income/Equity</u>		2.21
Five years from now our family income will probably be a lot higher than it is now	.65992	
I will probably have more money to spend next year than I have now.	.52614	
My greatest achievements are still ahead of me.	.49607	
<u>Income/Equity</u>		2.10
Our family is too heavily in debt today.	.70322	
No matter how fast our income goes up we never seem to get ahead.	.50157	
I pretty much spend for today and let tomorrow bring what it will.	.48725	
Our family income is high enough to satisfy nearly all our important desires.	.46855	
<u>Husband and Children</u>		2.03
Children are the most important thing in a marriage	.73995	
When making important family decisions, consideration of the children should come first.	.67497	
When children are ill in bed, parents should drop everything else to see to their comfort.	.50506	
<u>Anxiety</u>		1.88
I have trouble getting to sleep	.51653	
I wish I knew how to relax.	.49973	

Table 10 (continued)

Factor	Factor Loading	Variance
<u>Mobility</u>		1.61
We will probably move at least once in the next five years.	.46342	

Factor 4 involved Staying at Home. Factor loadings were from .62 to .73. The highest loadings were on preferring to spend an evening at home rather than at a party and being a homebody.

Factor 5 was Grocery Shopping with loadings from .49 to .70. The two highest loadings both concerned prices. The questions were about paying more attention to food prices and checking prices on small items.

Factor 6 was Active Recreations. Loadings ranged from .48 to .52. The highest loaded items were boating and camping.

Factor 7 related to Housekeeping and Cooking. The loadings were .67 to .92. The highest loadings concerned liking to cook and being a good cook.

Factor 8 was Inactive Recreations/Hobbies with loadings from .48 to .56. The questions dealt with visiting an art gallery or museum and attending a classical concert.

Factor 9 was a combination of two dimensions into one factor from the Reynolds and Wells (1977) instrument. Optimism and Happiness loaded .49 and View Toward Income, Personal Equity, and Spending were .52 and .65. Although these are from separate original dimensions the questions concerned the future. From Optimism, the question concerning greatest achievements are still ahead was dominant; while the Income and Equity questions involved having more money to

spend next year and in 5 years the family income will be a lot higher. These are optimistic and futuristic. This factor will be labeled the Optimistic Future of Income and Equity.

Factor 10 also dealt with Income and Equity with a loading from .46 to .70. The highest loading concerned the family being too heavily in debt.

Factor 11 was Husband and Children. Loadings ranged from .50 to .73. The highest loadings related to children being the most important thing in a marriage and when making family decisions consideration of the children comes first. All the questions loading above .46 in this factor involved children.

Factor 12 was Anxiety and had loadings of .49 and .51. The concerns related to trouble getting to sleep and the desire to be able to relax.

Factor 13 was Mobility with one question loading at .46. This question related to the likelihood that there would be a move within the next 5 years.

A regression analysis was used to determine if there was a relationship between clothing selection for the professional and social environment and activities, interests, and opinions. The mean scores were assessed with the 13 factors constituting the activities, interests, and opinions and Partial Sum of Squares (SS) provided an interpretation with individual factors. The entire instrument, questions 1-18, the professional environment, questions 1-10, and the social

environment, questions 11-18 were analyzed for a relationship with activities, interests and opinions.

Clothing selection for the professional and social environment was not significantly ($F = 1.32, p < .20$) related to activities, interests, and opinions (Table 11). Partial Sum of Squares (SS) did show that the Modern/Traditional Ideas factor was significantly ($F = 5.63, p < .02$) related to clothing selection for the professional and social environment.

Clothing selection for the professional environment was not significantly ($F = 1.24, p < .25$) related to activities, interests, and opinions (Table 12). Partial Sum of Squares (SS) did show a significance ($F = 4.80, p < .03$) for the Personal Adornment and Self factor.

Clothing selection for the social environment was not significantly ($F = 1.33, p < .20$) related to activities, interests, and opinions (Table 13). Partial Sum of Squares (SS) for Modern/Traditional Ideas ($F = 7.52, p < .007$) and Active Recreations ($F = 7.32, p < .007$) were both significant.

Although individual questions cannot be used to answer the hypothesis a regression analysis was performed on the individual questions. One question from the professional environment, question 10, due to the nature of my job I wear . . . , was significant ($p < .04$). Three of the questions for the social environment were significant. Questions 11 and

Table 11

Regression Analysis of Clothing Selection for the Professional and Social Environment and Activities, Interests, and Opinions

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	13	4.20	0.32	1.32	.20
Error	218	53.42	0.24		
Total	231	57.63			

Table 12

Regression Analysis of Clothing Selection for the Professional Environment and Activities, Interests, and Opinions

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	13	6.23	0.47	1.24	.25
Error	214	82.58	0.38		
Total	227	88.82			

Table 13

Regression Analysis of Clothing Selection for the Social Environment and Activities, Interests, and Opinions

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	13	4.68	0.36	1.33	.20
Error	214	57.83	0.27		
Total	227	62.54			

13 both related to activities with another male. Question 11, a movie with a male ($p < .006$) and question 13, football and dinner with a male ($p < .002$), were both significant. Question 16, attending the symphony or classical concert with a female, was also significant ($p < .02$).

Three questions were close to an acceptable level of significance. Question 1, In the work/business environment I feel most comfortable wearing . . . ($p < .06$), question 8, In the work/business environment I would feel uncomfortable wearing . . . ($p < .07$), and question 15, For dinner and a shopping trip with a female ($p < .09$).

In each analysis the overall model did not show the 13 factors representing activities, interests, and opinions significantly related to clothing selection for the professional and social environment. Partial Sum of Squares (SS) for the individual factors of Modern/Traditional Ideas, Personal Adornment and Self, and Active Recreations did show significant relationships.

Lifestyle research that measures activities, interests, and opinions is used to determine how individuals would respond to products and advertising (Demby, 1974). The results from this study suggest activities, interests, and opinions of the respondents do not impact the decision making process about clothing selection. It should be noted that some of the factors, Health and Nutrition, Grocery Shopping,

Housekeeping and Cooking, Income and Equity, Anxiety, and Mobility for this sample may not be issues critical to clothing selection.

The questions measuring Modern/Traditional Ideas include opinions about women, young people, and society. These are significantly related to clothing selection. The respondents had low mean scores for questions concerning women in traditional roles. Low mean scores register disagreement with women in traditional roles. The males in this sample were supportive of women having the freedom to have a career outside of the home. The mean scores for the view toward young people implies stricter guidelines toward youth. Overall the questions from this section show strong support for traditional views. There was a significant relationship between the support of Traditional/Modern Views and clothing selection for the professional and social environment.

The factor Personal Adornment and Self included opinions about importance of appearance to self and the impact on interaction with others. Mean scores for these questions support the position that looking good and being attractive is important to the respondents. For the professional environment there was a significant relationship with how the sample felt about their personal appearance and clothing selection. The respondents realize the importance of

projecting self in a positive manner through their clothing selection for encounters in the professional environment.

For the social environment, Modern/Traditional Ideas and Active Recreations, are both significantly related to clothing selection. Clothing selections for Active Recreations would be used to provide the benefits of participating in the activities but there is also the importance of the clothing communicating an image that is supportive of traditional ideas.

Due to the number of factors not related to clothing selection the reliability of the instrument, especially specific dimensions, should be considered when viewing the lack of significance of all the factors. The factors that were significant had alpha levels ranging from .67 to .69.

For this sample appearance and projection of self are important in relation to clothing selection in the professional environment. For women, the respondents support modern ideas but otherwise are inclined to agree with traditional standards and this impacts their clothing selection.

Although life-styles are related to how consumers behave in the marketplace and clothing is a representation of life-style in this instance and for this sample there was not a significant relationship between clothing selection for the professional and social environment and activities, interest,

and opinions. Hypothesis 2, activities, interests, and opinions do not relate to clothing selection for the professional and social environment, was accepted.

Masculinity and Activities, Interests and Opinions

Hypotheses 3. Attitudes about the masculine role do not relate to activities, interests, and opinions.

Pearson's Correlation Coefficient was used to determine if there was a relationship between masculinity and activities, interests and opinions. Four of the factors did show a significant relationship with masculinity. Modern/Traditional Ideas ($p < .001$), Personal Adornment and Self ($p < .01$), Active Recreations ($p < .001$), and Inactive Recreations/Hobbies ($p < .0001$) were all significant (Table 14).

The masculinity instrument measures characteristics of the traditional male role. The support of the traditional male role was correlated with Modern/Traditional Ideas, Personal Adornment and Self and Active and Inactive Recreations.

Correlation between masculinity and Modern/Traditional Ideas indicates an adoption of masculine and traditional views. There was however also a correlation between masculinity and modern views toward women. The sample was interested in their appearance and how it is projected to

Table 14

Pearson's Correlation Coefficient of Masculinity and
Activities, Interests, and Opinions

Factor	Correlation	p
Modern/Traditional Ideas	.46165	.0001
Personal Adornment and Self	.16886	.01
Active Recreations	.22518	.001
Inactive Recreations/Hobbies	.25888	.0001
Health & Nutrition	.0237	.73
Staying at Home	.0259	.71
Grocery Shopping	.0632	.36
Housekeeping & Cooking	.1032	.13
Optimistic Future, Income/Equity	.0693	.32
Income/Equity	.0091	.89
Husband & Children	.1271	.07
Anxiety	.0113	.87
Mobility	.0887	.20

others and this is related to the support of the traditional male role.

Males have been socialized to select activities that are consistent with the expectations of the male role. For this sample the traditional male role is correlated with both Active and Inactive Recreations.

However, since only 4 of the 13 factors were significant this does not constitute a sufficient number to state that activities, interests, and opinions are significantly related to masculinity. Hypothesis 3, attitudes about the masculine role do not relate to activities, interests, and opinions, was accepted.

Clothing Selection and Demographic Factors

Hypotheses 4. Demographic factors do not relate to clothing selection for the professional and social environment.

The General Linear Model Procedure for Analysis of Variance was used to determine if there was a significant relationship between clothing selection for the professional and social environment and demographic factors. Scheffé's Multiple Comparison Test was used to designate any significant differences between the groups if a demographic factor was significant. The analysis of variance used the mean scores

for questions 1-18, the professional environment, questions 1-10, and the social environment, questions 11-18.

Due to the variation in size some of the levels of the demographic factors had a large standard error of the mean. A large standard error of the mean implies that the group is not a good representation of the population (Norusis, 1983). Because of the variation in size and the standard error of the mean some levels of the demographic factors were deleted or collapsed prior to performing the analysis of variance.

For profession, the category for writers containing a total N of six was dropped, office managers were combined with administration and management, and researchers and scientists were placed with engineers and geologists. Incomes of \$90,000 and above were all combined into one category. For education, junior high and high school were combined, some college, junior college and associate's degree became one category and master's degree and above became one category. For age individuals under 24, a total N of four, were dropped and 51 and above became one category. Marital status was collapsed into two categories, married, or not married. For geographic region Rocky Mountain was combined with Pacific (Table 15).

Using the total mean scores of the clothing instrument an analysis of variance was performed with the seven independent demographic factors. Profession was the only demographic factor significantly ($F = 2.60$, $p < .02$) related to clothing

Table 15

Mean Scores for Clothing Instrument, Standard Deviation,
Standard Error of the Mean, and Total N for Demographic
Factors

Demographic Factor	Mean	Standard Deviation	Standard Error of Mean	Total <u>N</u>
<u>Professions</u>				
Medical Professions	1.99	.71	.22	10
Administrative and Management	2.05	.43	.03	129
Outdoor Workers	2.60	.48	.12	15
Service Occupations	2.44	.60	.09	40
Teachers, Social Workers	2.07	.52	.12	19
Engineers Geologist Scientists	2.18	.40	.07	29
<u>Income</u>				
20,000 - 29,999	2.49	.42	.07	33
30,000 - 49,999	2.20	.56	.05	90
50,000 - 69,999	2.14	.46	.05	62
70,000 - 89,999	2.03	.41	.09	21
90,000 - and up	1.94	.47	.08	30

Table 15 (continued)

Demographic Factor	Mean	Standard Deviation	Standard Error of Mean	Total <u>N</u>
<u>Education</u>				
Junior High	2.37	.50	.11	21
High School				
Some College	2.36	.62	.08	56
Bachelor's Degree	2.10	.50	.05	89
Master's Degree and above 2.03		.39	.04	75
<u>Age</u>				
25-30 2.30	.46		.08	31
31-35 2.35		.48	.06	55
36-40 2.07		.50	.07	43
41-45 2.16		.48	.06	54
46-50 2.01		.54	.08	38
51 and above 2.01		.54	.12	19
<u>Marital Status</u>				
Married	2.15	.52	.03	212
Not Married	2.30	.47	.08	30
<u>Geographic Region</u>				
Northeast	2.15	.47	.07	44
South 2.18		.53	.07	48
Midwest	2.14	.49	.05	69
Southwest	2.24	.59	.09	37
Pacific and Rockies	2.21	.49	.07	43
<u>Population Density</u>				
Rural 2.21		.59	.11	26
Suburban	2.13	.49	.03	167
Urban 2.24		.54	.07	48

selection for the professional and social environment (Table 16). Using Scheffé's Multiple Comparison Test the professions that were significantly different were between Outdoor Workers and Administration, Management. There was also a significant difference between Outdoor Workers, and Teachers, Social Workers. Administrative and Management was also significantly different from Service Occupations (Table 17).

Profession ($F = 3.81$, $p < .002$), Education ($F = 2.76$, $p < .04$), and Income ($F = 2.55$, $p < .04$) were significantly related to clothing selection for the professional environment (Table 18). Scheffé's Multiple Comparison Test shows the significant difference between professions of Outdoor Workers and Engineers, Geologists, Scientists, between Outdoor Workers and Teachers, Social Workers, between Outdoor Workers and Administrative and Management, and between Outdoor Workers and Medical professions. There was also a significant difference between Service and Administration and Management (Table 19).

For education there was a significant difference between junior high, high school, and master's and above, between some college and bachelor's and some college and master's and above. There was also a significant difference between a bachelor's degree and a master's and above (Table 20).

Table 16

Analysis of Variance for Clothing Selection for
Professional and Social Environment and Demographic
Factors

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	24	14.95	0.62	2.88	.0001
Error	206	44.63	0.21		
Total	230	59.59			
Individual Effects					
Profession	5	2.81	.56	2.60	.02
Age	5	1.31	.26	1.21	.31
Marital Status	1	0.07	.07	0.33	.57
Geographic Region	4	0.67	.16	0.78	.54
Population Density	2	0.13	.06	0.30	.74
Education	3	1.63	.54	2.52	.06
Income	4	1.71	.42	1.98	.10
Total	24	8.33			

Note: No interactions were performed. After collapsing the levels, an analysis of variance with main effects and two way interaction used more degrees of freedom than were available from the observations.

Table 17

Scheffé's Multiple Comparison Test for Significant Differences
Between Professions and Clothing Selection for Professional
and Social Environment

Group Id.	Significance*	Professions	Means	<u>N</u>
A		Medical	1.99	10
B	C,D	Administration	2.05	129
C	B,E	& Management		
D	C	Outdoor Workers	2.60	15
		Service	2.44	40
		Teachers &	2.07	19
E	B	Social Workers		
		Engineers,	2.18	29
		Geologists,		
F		Scientists		

*The different letters in this column account for the groups significantly different.

Table 18

Analysis of Variance for Clothing Selection for
Professional Environment and Demographic Factors

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	24	25.28	1.05	2.92	.0001
Error	203	73.33	0.36		
Total	227	98.61			
<u>Individual Effects</u>					
Profession	5	6.88	1.37	3.81	.002
Age	5	0.92	.18	0.51	.77
Marital Status	1	0.02	.02	0.07	.79
Geographic Region	4	0.81	.20	0.56	.69
Population Density	2	0.50	.25	0.69	.50
Education	3	2.99	.99	2.76	.04
Income	4	3.68	.92	2.55	.04
Total	24	15.80			

Table 19

Scheffé's Multiple Comparison Test for Significant Difference
Between Professions and Clothing Selection in the Professional
Environment

Group Id.	Significance*	Profession	Means	<u>N</u>
A	C	Medical	1.66	9
B	C,D	Administrative & Management	1.66	128
C	A,B,E,F	Outdoor	2.50	15
D	B	Workers	2.15	39
E	C	Service	1.78	19
F	C	Teachers, Social Workers Engineers, Geologists, Scientists	1.84	29

*The different letters in this column account for the groups significantly different.

Table 20

Scheffé's Multiple Comparison Test for Significant Differences
Between Education and Clothing Selection in the Professional
Environment

Group Id.	Significance*	Education	Means	<u>N</u>
A	D	Junior High, High School	2.10	20
B	C,D	Some College	2.10	55
C	B	Bachelor's	1.75	89
D	A,B	Master's and above	1.63	74

*The different letters in the column account for the groups significantly different.

Income showed a significant difference between \$20,000-29,999 and \$50,000-69,999, between \$20,000-29,999 and \$70,000-89,999, and between \$20,000-29,999 and \$90,000 and above (Table 21).

There was a significant difference between clothing selection for the social environment for profession ($F = 2.25$, $p < .05$) and age ($F = 7.25$, $p < .0001$) (Table 22). Scheffé's Multiple Comparison Test did not show any significant difference between professions in the social environment. For age there was a significant difference between 25-30 and 46-50, between 25-30 and 51 and above, and between 31-35 and 46-50 and 31-35 and 51 and above (Table 23).

Although individual questions cannot answer the hypothesis an analysis of variance for each question relating to clothing selection for the professional and social environment was performed with the seven demographic factors. For questions relating to the professional environment the demographic factors that dominated the acceptable level of significance were profession and education. For the social environment questions, age was the predominant demographic factor with an acceptable level of significance.

For the professional and social environment the only demographic factor that related to clothing selection was profession. When the professional environment questions were analyzed separately profession, education, and income were significantly related to clothing selection. Clothing for

Table 21

Scheffé's Multiple Comparison Test for Significant Differences
Between Income and Clothing Selection in Professional
Environment

Group Id.	Significance*	Income	Means	<u>N</u>
A	C,D,E	20,000-	2.18	33
		29,999		
B		30,000-	1.89	88
		49,999		
C	A	50,000-	1.78	61
		69,999		
D	A	70,000-	1.65	21
		89,999		
E	A	90,000	1.54	30
		and above		

*The different letters in the column account for the groups significantly different.

Table 22

Analysis of Variance for Clothing Selection for
Social Environment and Demographic Factors

Source	<u>df</u>	<u>SS</u>	<u>MS</u>	<u>F</u>	<u>p</u>
Model	24	16.44	0.68	3.05	.0001
Error	203	45.64	0.22		
Total	227	62.09			
<u>Individual Effects</u>					
Profession	5	2.53	.50	2.25	.05
Age	5	8.14	1.62	7.25	.0001
Marital					
Status	1	0.21	.21	0.98	.32
Geographic					
Region	4	1.04	.26	1.16	.33
Population					
Density	2	0.10	.05	0.22	.80
Education	3	1.21	.40	1.80	.15
Income	4	0.74	.18	0.83	.51
Total	24	13.97			

Table 23

Scheffé's Multiple Comparison Test for Significance Between
Age and Clothing Selection for the Social Environment

Group Id.	Significance*	Age	Means	<u>N</u>
A	E,F	25-30	2.85	31
B	E,F	31-35	2.84	53
C		36-40	2.62	42
D		41-45	2.59	54
E	A,B	46-50	2.30	37
F	A,B	51 and above	2.26	19

*The different letters in the column account for the groups significantly different.

the social environment was significantly related to profession and age.

For clothing selection, Outdoor Workers show the greatest difference with the other professions but all groups indicate differences with at least one other profession. The sample selected clothing that projects an image and the image is determined by the profession.

Education impacts clothing selection. The higher the level of education the more differences in clothing selection with other levels of education.

Income also affects clothing selection. Groups with an annual income of \$50,000 and above are significantly different from those groups below \$30,000. As income increases there are significant differences related to the clothing selection of the respondents.

For the professional environment, the sample selected clothing with reference to their profession, income, and education. Mean scores of the clothing instrument indicate Medical Professions and Administration and Management select more conservative clothing than other professions.

As the income of the respondents increases the means scores indicate that the clothing selection becomes more conservative. The higher the level of education the more conservative the mean scores for clothing selection.

For the social environment, age is significantly different among the respondents in relation to clothing selection. As age increases means scores indicate more conservative clothing.

This sample differs in the type of dress selected based on profession. As responsibilities in their profession increase, income rises and educational attainment is higher, there is a corresponding selection of conservative dress. Although geographic region generally denotes a difference in dress, the respondents in this sample convey an image that is consistent with their profession, income, and educational attainment.

Although other demographic factors were significant when the environments were analyzed separately for both environments there were not enough significant demographic factors to reject the hypothesis. Hypothesis 4, demographic factors do not relate to clothing selection for the professional and social environment, was accepted.

CHAPTER 5

SUMMARY AND CONCLUSIONS

Summary

The purpose of this study was to determine male activities, interests, and opinions, attitudes about masculinity, and demographic factors as they relate to clothing selection for the professional and social environment. Role theory, the conceptual framework, is the succession of transactions that an individual learns and then uses in an interaction situation (Sarbin, 1954). Males are socialized from infancy (Rubin et al., 1974) to assume roles that follow traditional expectations of their sex. The male role, defined by David and Brannon (1976) as containing the four components, No Sissy Stuff, antifemininity, The Big Wheel, success and status, The Sturdy Oak, confidence and toughness, and Give 'Em Hell, aggression and violence, impacts the portrayal of all other roles.

Life-styles are also a socialization process, learned from culture, family, reference group, and social class (Engel & Blackwell, 1982). Life-styles are part of a person's values and personality (Engel & Blackwell, 1982) and influence the

decision-making process in consumer behavior. The male role and life-style coupled with demographic factors impact clothing selection for the professional and social environment.

Research concerning gender conflict and role strain (O'Neil et al., 1986), and difficulties by sex-typed individuals to participate in cross-sex behavior (Bem & Lenny, 1976) involved college age males. The endorsement of the traditional male sex-role (Thompson et al., 1985) self concept and the relationship to sex-role stereotypes (Rosenkrantz et al., 1968), self-image and stereotypes (Spence et al., 1975,) and traditional male attitudes and social support (Burda & Vaux, 1987), all also involved college age males. The research with adult males involved health-related issues (Downey, 1984) and the likelihood of androgynous behavior increasing with age (Fischer & Narus, 1981). Research concerning the adult male and their attitudes about the traditional male role and the impact this has on other facets of their lives is very limited. Therefore, this study was to determine the adult males' attitudes about masculinity and life-style as they relate to clothing selection.

A national random sample of 6,009 names was obtained from American Business Lists, a list brokerage organization. In order to obtain a sample of 2,003 every third name was selected.

A self-administered questionnaire measuring activities, interests, and opinions, attitudes about masculinity, clothing selection for the professional and social environment, and demographic factors was mailed to each of the 2,003 sample. The life-style and masculinity instruments used a Likert scale. The clothing instrument contained statements related to professional and social interaction situations; the respondents selected outfits, shirts, and ties for the occasions. The items of outfits, shirts, and ties were on a continuum from conservative to liberal.

The data analysis was conducted on 267 males, 13% of the original sample. The sample provided a good representation of the United States with the largest proportion from the Midwest and the smallest from the Rocky Mountains. Almost 90% of the sample were between 25 and 50 years of age, 86% were married, 64.7% had the minimum of a bachelor's degree with almost 30% of this group having obtained a graduate degree. Approximately 50% were in some form of administration and management with over 60% having an annual income between \$30,000 and \$69,999.

Using regression analysis results indicated that the relationship between clothing selection for the professional and social environment and masculinity was significant. When analyzed separately, clothing selection for the professional environment was significantly related to masculinity but not

for the social environment. The mean for the regression analysis model for clothing selection for the professional environment was 1.82, on the one to four continuum with one signifying conservative and four as liberal.

Factor analysis using the Principal Components Methods and Varimax Rotation was performed on the activities, interests, and opinions instrument reducing the items to 13 factors. Regression Analysis using the 13 factors (a) Health and Nutrition, (a) Modern/Traditional Ideas, (c) Personal Adornment and Self, (d) Staying At Home, (e) Grocery Shopping, (f) Active Recreations, (g) Housekeeping and Cooking, (h) Inactive Recreations/Hobbies, (i) Optimistic Future of Income, (j) Income and Equity, (k) Husband and Children, (l) Anxiety, and (m) Mobility designated by factor loadings were analyzed for a relationship with clothing selection for the professional and social environment. There was not a significant relationship between clothing selection for the professional and social environment and activities, interests, and opinions. The environments analyzed separately did not show any significant relationships. Partial Sum of Squares did show the individual factor of Modern/Traditional Ideas significantly related to clothing selection for the professional and social environment.

Pearson's Correlation Coefficient was used to determine if there was a relationship between masculinity and

activities, interests, and opinions. Although there was a significance for some individual factors, Modern/Traditional Ideas, Personal Adornment and Self, Active and Inactive Recreations, there was an insufficient number of factors to constitute an overall significance between masculinity and activities, interests, and opinions.

Using an analysis of variance, the seven independent demographic factors were analyzed for a relationship with clothing selection for the professional and social environment. Scheffé's Multiple Comparison Test was used as a post hoc test on those demographic factors that were significant. Profession was the only demographic factor that was significantly related to clothing selection for the professional and social environment. For the professional environment profession, education, and income were all significantly related to clothing selection. The social environment showed profession and age as significantly related to clothing selection. Overall profession was the only demographic factor that had a significant relationship with clothing selection for the professional and social environment.

Conclusions

Role as defined by Biddle and Thomas (1966) is a set of prescriptions determining appropriate behavior for an

individual in a given situation. The male role is based on expectations of what is assumed "he is suppose to be" (Goldberg, 1979, p. 18).

The males in this study were aware of the traditional male role and supported the framework proposed by David and Brannon (1977). Role portrayal is achieved through the use of symbols. For this sample, in the professional environment, symbols signifying the male role were the clothing items that communicated an image of conservatism.

As suggested by Barol (1988), Sanoff, Hawkins, Wilkin, Peterson, Huntley, Bose and Walsh (1985) and Duka (1984) society at the end of the 1980s was returning to an era of traditional values and conservative attitudes. The respondents in this sample support a conservative society through their acceptance of the traditional male role and the use of conservative clothing in the professional environment.

In a business situation the formality of dress has been used as a basis for determining the characteristics of the wearer (Damhorst, 1985). The respondents in this study selected clothing that was more conservative for the professional environment than the social environment. However, situations in the professional environment that demand interactions with clients/customers had the most conservative mean scores. Males realize that their dress will be the basis

on which assessments about their capabilities are determined by others.

Previous research (Fischer & Narus, 1981) has supported the contention that as men age the correlation between androgynous behavior and age would be significant. Specifically it was noted that there exists a relationship between age and femininity.

The researcher found that men in this study, a representation of 25 to 50 year old, supported the characteristics of the male role. Mean scores show that as their age increased the clothing that was selected for both the professional and social environment became more conservative. It is the conservative selection of their attire that is a reflection of their support of the male role.

Studies have also shown that support of the traditional male role would be related to a lower level of perceived health (Downey, 1984). In the demographics section of the instrument the researcher included a question rating the perceived health of the respondents. Ninety-six percent of the respondents reported good to excellent health. These were the same respondents that were supportive of the traditional male role.

Thompson, Grisanti and Pleck (1985) used the Brannon Masculinity Scale with college males to measure attitudes about the traditional male role. The college males did not

approve or reject the traditional male role. There was a relationship with Type A behavior and an authority figure in relationships that contain intimacy.

The results of the Thompson, Grisanti and Pleck (1985) study show characteristics similar to the results of this study. Type A behavior and the issue of an authority figure are synonymous with the components of the traditional male role. Once adulthood is reached authority and Type A behavior may be translated to characteristics that correspond with the traditional male role in the professional environment.

Biggs and Fiebert (1984) surveyed males of various ages and backgrounds and concluded the emergence of a more liberal attitude concerning the male role and traditional standards. The researcher found from the respondents in this study support for the traditional male role, traditional ideas and a projection of these attitudes through the use of conservative clothing.

Spence, Helmreich, and Stapp (1975) noted that self-image and stereotypes are related to masculinity and femininity. Using a sample of males and females, the results of the study concluded that individuals with the higher self-esteem were androgynous. The next group with high self-esteem were individuals with high masculinity and low femininity.

The researcher concluded that for this sample there was a correlation between masculinity and clothing selection as

well as between masculinity and Personal Adornment and Self. The adult males in this study care about self and this is related to their attitude about masculinity.

The demographic characteristics of the respondents in this study attribute to their attitude about masculinity. Due to the dominance of positions requiring management level skills, characteristics of masculinity are portrayed through the work environment. The visual reinforcement of their masculinity occurred through the use of conservative clothing.

For the social environment the respondents were more liberal in their clothing selection. For interactions with females and co-workers masculinity is still of importance with more conservative clothing used to reinforce the image.

Using frequencies and mean scores of the Personal Adornment and Self dimensions of the Lifestyle instrument, the respondents' personal appearance and opinion about self were related to their clothing selection and masculinity. Their support of masculinity is related to their perceived attractiveness and this is related to their clothing selection. The respondents use clothing to increase their attractiveness and this reinforces attitudes about masculinity.

Profession is the most important demographic factor of the respondents. Performance in the professional environment is the behavior that communicates masculinity. As noted in the model (Figure 3) for this sample, roles the conceptional

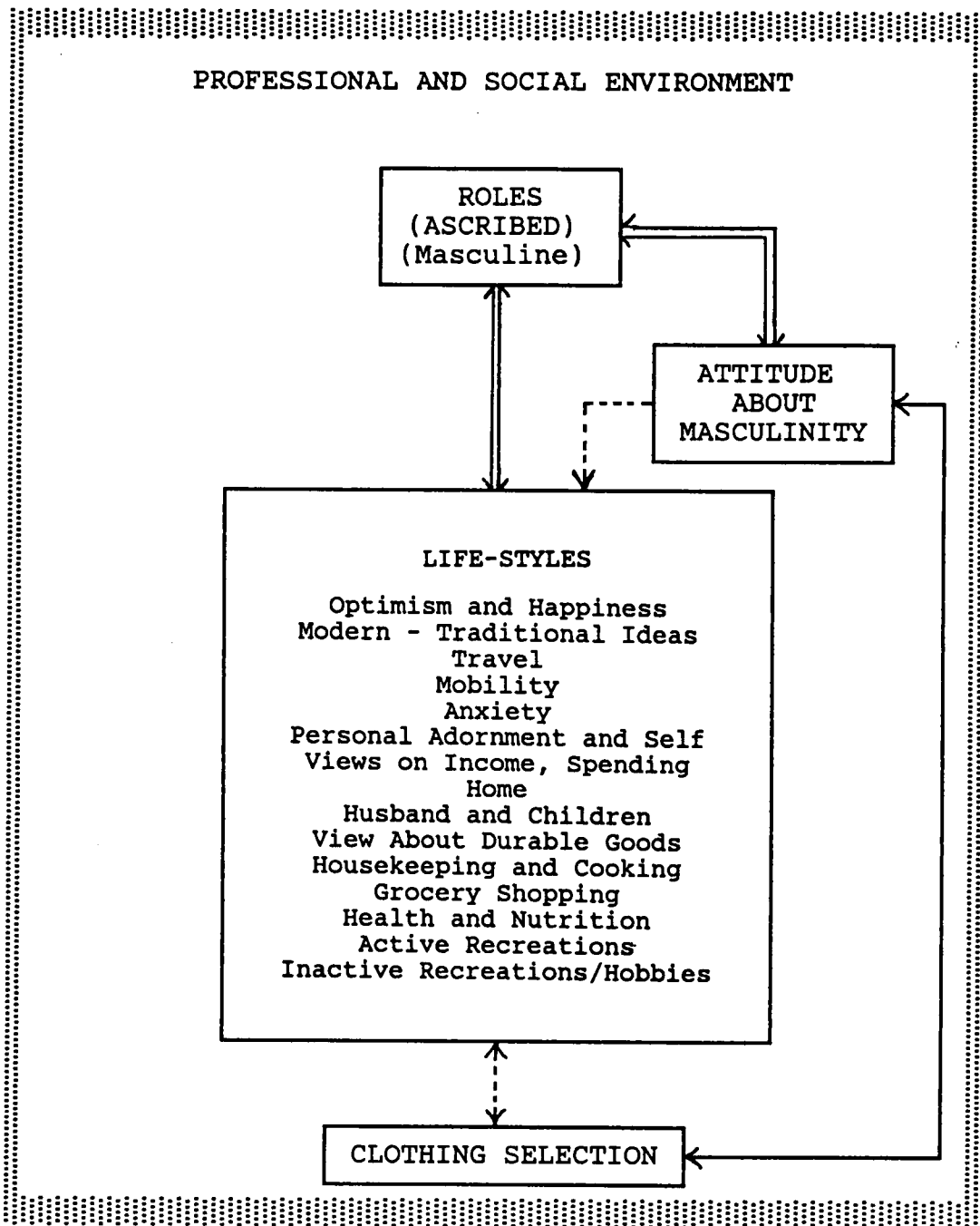


Figure 3

Conclusions: Male Attitudes About Life-Style, Masculinity, and Clothing Selection

Dotted line = No relationship
Solid line = Relationship
Double line = Not tested

framework, influenced attitudes about masculinity and is projected to others through the use of clothing. Lifestyle as a whole for this sample does not impact clothing selection or masculinity. However, for this sample masculinity is a significant part of their role and is portrayed by the use of clothing in the professional and social environment.

Limitations

1. The sample provided a good representation by age of men in the prime career years and a national geographic distribution. However, the group was well educated, mostly married, and were in professions dominated by management and administration. This limited the sample's comparison to the average male between 25 and 50 years of age. The respondents also consisted of only 13% of the original sample.
2. The social environment questions of the clothing instrument did not take into account the limited activities a mostly married sample would have with other males.
3. The life-style instrument by Reynolds and Wells (1977) needs to be updated with activities, interests, and opinions that coincide more with values at the end of

the 1980s. The low alpha level for the reliability test is also a limitation of the instrument.

4. The statistical tests that were performed were a select few out of a multitude of possibilities. Other tests could have provided for different interpretations.
5. The length of the instrument may have been a factor in the return rate. Selecting shorter instruments or reducing the areas to be analyzed might alleviate this problem.
6. The instrument was mailed once with a follow-up reminder postcard. Dillman (1978) suggests a series of mailings of the instrument to increase the return rate.
7. The questions in the clothing instrument measured clothing selection for the professional and social environment. The professional environment questions are more applicable to individuals in administration and management. This limits responses from individuals in occupations without management level responsibilities.
8. The correlation of the clothing instrument between the researcher and the judges was .72 to .88.

Implications

Since the 1960s society has provided more flexibility in the type of clothing that is acceptable for males.

Manufacturers and retailers have provided males with a wider selection of styles, colors, textures, and patterns and men have accepted this, producing a major increase in sales in the menswear industry. However, in the professional environment, conservative clothing that coincides with the definition of the traditional male is used to communicate the image of competence and success. The flexibility in clothing available, especially sportswear, does imply that masculinity or antifeminism in clothing was not a factor in clothing selection for the social environment.

For the professional environment, geographic region, age, marital status, income, or education do not have an effect on clothing selection. Profession, however, was related to clothing selection for the professional and social environment.

Manufacturers and retailers of menswear should be attuned to the fact that males in the professional and social environment select their clothing dependent on their attitude about masculinity. Clothing, especially for the professional environment, was most often selected to communicate success, competence, and respect from others. This sample selected conservative clothing to portray that role.

Recommendations

The hypotheses for this study combined the professional and social environments when analyzing clothing selections. Results indicate that there was a difference between the professional and social environment, especially in relation to masculinity and demographic factors. Means scores were also distinctly different for the environments. Future research is needed concentrating on the professional and social environments as separate entities.

The original masculinity instrument had 110 items containing seven subscales. For this research the short form was used. The subscales of the original instrument analyzed with clothing selection for the professional and social environment would perhaps show significant relationships for different aspects of masculinity. Future research could interpret specific aspects of masculinity related to clothing selection.

Also warranted for future research would be the development and use of a life-style instrument that taps the economic, social, and political issues facing males in the 1980s. A new instrument used with clothing selection for the professional and social environment would provide a more accurate assessment of male life-style and clothing.

The respondents for this study accounted for 13% of the original sample. The low return rate could be a result of the length of the instrument or method of data collection. Recommendations for the future would be the consideration of another method of collecting the data. This would eliminate the feasibility of a national distribution; however, for this group the results did not show a difference by geographic location.

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APPENDICES

APPENDIX A

COVER LETTER, QUESTIONNAIRE, POST CARD REMINDER

THE UNIVERSITY OF TENNESSEE
KNOXVILLE



College of
Human Ecology

Textiles,
Merchandising
and Design

July 8, 1988

Dear Consumer:

More information is needed concerning male's activities interests, opinions, attitudes about the traditional male role and clothing choices for the professional and social environment. As a graduate student in Textiles, Merchandising and Design I am conducting research for my dissertation to determine if the clothing available in the marketplace is a reflection of your attitudes and suited to your lifestyle.

You have been specially chosen as part of a carefully selected group of male consumers representative of your age and income group. Therefore, your contribution to this study is very important. I would appreciate your completing the enclosed questionnaire and returning it in the self-addressed stamped envelope.

By participating in this study you are assured of complete confidentiality. Each survey has a coded number but this is for the purpose of checking off your name once the questionnaire has been received. Your name will never be placed on the questionnaire or individually associated with any of the results. The numbers in parenthesis at the end of each question are for the purposes of keypunching.

By agreeing to participate you will be eligible to receive a summary of the results. Place your name and address on the back of the return envelope and write "Copy of Results". I will make certain that you receive them.

It would be very helpful if you would return the questionnaire by July 22, 1988. Your time and cooperation in this are gratefully appreciated.

Thank you for your participation.

Sincerely,

Nancy A. Oliver

Nancy A. Oliver
Ph. D. Candidate

Imogene M. Ford

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

1988 SURVEY OF
MALE APPAREL CONSUMERS



DEPARTMENT OF TEXTILES, MERCHANDISING AND DESIGN
UNIVERSITY OF TENNESSEE
KNOXVILLE, TENNESSEE 37966

PLEASE ANSWER ALL THE QUESTIONS. IF YOU HAVE COMMENTS
FEEL FREE TO USE THE MARGINS FOR YOUR RESPONSE.
YOUR COOPERATION IS APPRECIATED

SD CD SD SA CA SA

SECTION I

This questionnaire is concerned with your activities, interests and opinions.
Circle the number that most closely indicates your response to the statement.

1-STRONGLY DISAGREE
2-GENERALLY DISAGREE
3-SLIGHTLY DISAGREE
4-SLIGHTLY AGREE
5-GENERALLY AGREE
6-STRONGLY AGREE

- | | SD | CD | SD | SA | CA | SA | (1-4) |
|--|----|----|----|----|----|----|-------|
| 1. My greatest achievements are still ahead of me. | 1 | 2 | 3 | 4 | 5 | 6 | (5) |
| 2. I dread the future. | 1 | 2 | 3 | 4 | 5 | 6 | (6) |
| 3. I am much happier now than I ever was before. | 1 | 2 | 3 | 4 | 5 | 6 | (7) |
| 4. I have somewhat old-fashioned tastes and habits. | 1 | 2 | 3 | 4 | 5 | 6 | (8) |
| 5. There is too much emphasis on sex today. | 1 | 2 | 3 | 4 | 5 | 6 | (9) |
| 6. I like to think I am a bit of a swinger. | 1 | 2 | 3 | 4 | 5 | 6 | (10) |
| 7. A woman's place is in the home. | 1 | 2 | 3 | 4 | 5 | 6 | (11) |
| 8. The working world is no place for a woman. | 1 | 2 | 3 | 4 | 5 | 6 | (12) |
| 9. Young people have too many privileges. | 1 | 2 | 3 | 4 | 5 | 6 | (13) |
| 10. The U. S. would be better off if there were no hippies. | 1 | 2 | 3 | 4 | 5 | 6 | (14) |
| 11. My days seem to follow a definite routine - eating meals at the same time each day, etc. | 1 | 2 | 3 | 4 | 5 | 6 | (15) |
| 12. All men should be clean shaven every day. | 1 | 2 | 3 | 4 | 5 | 6 | (16) |
| 13. I would like to take a trip around the world. | 1 | 2 | 3 | 4 | 5 | 6 | (17) |
| 14. I would like to spend a year in London or Paris. | 1 | 2 | 3 | 4 | 5 | 6 | (18) |
| 15. I would feel lost if I were alone in a foreign country. | 1 | 2 | 3 | 4 | 5 | 6 | (19) |
| 16. I like to visit places that are totally different from my home. | 1 | 2 | 3 | 4 | 5 | 6 | (20) |
| 17. We will probably move at least once in the next five years. | 1 | 2 | 3 | 4 | 5 | 6 | (21) |

1

- | | SD | CD | SD | SA | CA | SA | (1-4) |
|---|----|----|----|----|----|----|-------|
| 18. Our family has moved more often than most of our neighbors have. | 1 | 2 | 3 | 4 | 5 | 6 | (22) |
| 19. I have trouble getting to sleep. | 1 | 2 | 3 | 4 | 5 | 6 | (23) |
| 20. I wish I knew how to relax. | 1 | 2 | 3 | 4 | 5 | 6 | (24) |
| 21. Dressing well is an important part of my life. | 1 | 2 | 3 | 4 | 5 | 6 | (25) |
| 22. I like to feel attractive to members of the opposite sex. | 1 | 2 | 3 | 4 | 5 | 6 | (26) |
| 23. I want to look a little different from others. | 1 | 2 | 3 | 4 | 5 | 6 | (27) |
| 24. I often wear expensive cologne. | 1 | 2 | 3 | 4 | 5 | 6 | (28) |
| 25. I have more stylish clothes than most of my friends. | 1 | 2 | 3 | 4 | 5 | 6 | (29) |
| 26. I will probably have more money to spend next year than I have now. | 1 | 2 | 3 | 4 | 5 | 6 | (30) |
| 27. Five years from now our family income will probably be a lot higher than it is now. | 1 | 2 | 3 | 4 | 5 | 6 | (31) |
| 28. Our family income is high enough to satisfy nearly all our important desires. | 1 | 2 | 3 | 4 | 5 | 6 | (32) |
| 29. No matter how fast our income goes up we never seem to get ahead. | 1 | 2 | 3 | 4 | 5 | 6 | (33) |
| 30. Investing in the stock market is too risky for most families. | 1 | 2 | 3 | 4 | 5 | 6 | (34) |
| 31. Our family is too heavily in debt today. | 1 | 2 | 3 | 4 | 5 | 6 | (35) |
| 32. I like to pay cash for everything I buy. | 1 | 2 | 3 | 4 | 5 | 6 | (36) |
| 33. I pretty much spend for today and let tomorrow bring what it will. | 1 | 2 | 3 | 4 | 5 | 6 | (37) |
| 34. I would rather spend a quiet evening at home than go out to a party. | 1 | 2 | 3 | 4 | 5 | 6 | (38) |
| 35. I am a homebody. | 1 | 2 | 3 | 4 | 5 | 6 | (39) |
| 36. I stay home most evenings. | 1 | 2 | 3 | 4 | 5 | 6 | (40) |
| 37. A wife's first obligation is to her husband, not her children. | 1 | 2 | 3 | 4 | 5 | 6 | (41) |

2

		SD GD SD SA GA SA					
38.	When children are ill in bed, parents should drop everything else to see to their comfort.	1	2	3	4	5	6
39.	Children are the most important thing in a marriage.	1	2	3	4	5	6
40.	When making important family decisions, consideration of the children should come first.	1	2	3	4	5	6
41.	A wife should have a great deal of information about her husband's work.	1	2	3	4	5	6
42.	Our family is a close-knit group.	1	2	3	4	5	6
43.	Our home is furnished for comfort, not style.	1	2	3	4	5	6
44.	If I must choose, I buy stylish rather than practical furniture.	1	2	3	4	5	6
45.	When buying appliances, I am more concerned with dependability than price.	1	2	3	4	5	6
46.	When buying appliances, the brand name is more important than the reputation of the store.	1	2	3	4	5	6
47.	A subcompact car can meet my transportation needs.	1	2	3	4	5	6
48.	When I see a full ashtray or wastebasket, I want it emptied immediately.	1	2	3	4	5	6
49.	I am uncomfortable when the house is not completely clean.	1	2	3	4	5	6
50.	The kind of dirt you can't see is worse than the kind you can see.	1	2	3	4	5	6
51.	I am a good cook.	1	2	3	4	5	6
52.	I like to cook.	1	2	3	4	5	6
53.	I like to bake.	1	2	3	4	5	6
54.	Meal preparation should take as little time as possible.	1	2	3	4	5	6
55.	Shopping is no fun anymore.	1	2	3	4	5	6
56.	Before going shopping, I sit down and prepare a complete shopping list.	1	2	3	4	5	6
57.	I try to stick to well-known brands.	1	2	3	4	5	6
58.	I find myself checking prices even on small items.	1	2	3	4	5	6
59.	I like to save and redeem savings stamps.	1	2	3	4	5	6
60.	I pay a lot more attention to food prices now than I ever did before.	1	2	3	4	5	6
61.	I am an impulse buyer.	1	2	3	4	5	6
62.	I shop a lot for specials.	1	2	3	4	5	6
63.	I am very concerned about nutrition.	1	2	3	4	5	6
64.	I am concerned about how much salt I eat.	1	2	3	4	5	6
65.	I am careful what I eat in order to keep my weight under control.	1	2	3	4	5	6
66.	I try to avoid foods that are high in cholesterol.	1	2	3	4	5	6
67.	I try to avoid foods that have additives in them.	1	2	3	4	5	6
68.	I get more headaches than most people.	1	2	3	4	5	6
69.	I eat more than I should.	1	2	3	4	5	6

Circle the number that most closely corresponds to your most recent participation in the following activities.

	PAST WEEK	PAST MONTH	PAST 6 MONTHS	PAST YEAR	PAST 5 YEARS	NEVER	(1-4)
70. Went for a walk	1	2	3	4	5	6	(5)
71. Went swimming	1	2	3	4	5	6	(6)
72. Went boating	1	2	3	4	5	6	(7)
73. Went bowling	1	2	3	4	5	6	(8)
74. Went camping	1	2	3	4	5	6	(9)
75. Jogged	1	2	3	4	5	6	(10)
76. Played tennis	1	2	3	4	5	6	(11)
77. Went hunting	1	2	3	4	5	6	(12)
78. Went skiing	1	2	3	4	5	6	(13)
79. Went backpacking	1	2	3	4	5	6	(14)
80. Took color photographs	1	2	3	4	5	6	(15)
81. Played a game (monopoly, bingo, etc.)	1	2	3	4	5	6	(16)
82. Played cards	1	2	3	4	5	6	(17)
83. Went on a vacation	1	2	3	4	5	6	(18)
84. Went to the movies	1	2	3	4	5	6	(19)
85. Attended a X-rated movie	1	2	3	4	5	6	(20)
86. Attended a sporting event	1	2	3	4	5	6	(21)
87. Visited an art gallery or museum	1	2	3	4	5	6	(22)
88. Went to a classical concert	1	2	3	4	5	6	(23)
89. Went to a pop or rock concert	1	2	3	4	5	6	(24)
90. Went to a auto race	1	2	3	4	5	6	(25)

SECTION II

THE FOLLOWING STATEMENTS ARE FOR THE WORK/BUSINESS ENVIRONMENT

1. In the work/business environment I feel most comfortable wearing

2. If I were to have lunch with a customer/client I would wear

3. If I wanted to rise rapidly in my work/business environment I would consistently wear

4. For a conference/convention, I would most likely wear

5. If I were conducting a meeting in my work/business environment I would wear

6. In my work/business environment I feel I am expected to wear

7. The individual whose work/business skills I would most like to imitate wears

8. In my work/business environment I would feel uncomfortable wearing

9. If I were to have a meeting with a customer/client I would wear

10. Due to the nature of my job I wear

FOR THE FOLLOWING LEISURE/SOCIAL ACTIVITIES I WOULD MOST LIKELY WEAR

11. attending a movie with a male

12. for dinner and the theater with a female

13. attending a college football game and dinner with a male

14. for dinner and a professional basketball game with a female

15. for dinner and a shopping trip with a female

16. attending the symphony or a classical concert with a female

17. attending a contemporary/popular concert with a male

18. a work/business party at a local restaurant with co-workers

7

OUTFITS

SHIRTS

TIES

(26-31) (32-37) (38-43) (44-49) (50-55) (56-61) (62-67) (68-73) (74-79) (80-85) (86-91) (92-97) (98-103) (104-109) (110-115) (116-121) (122-127) (128-133) (134-139) (140-145) (146-151) (152-157) (158-163) (164-169) (170-175) (176-181) (182-187) (188-193) (194-199) (200-205) (206-211) (212-217) (218-223) (224-229) (230-235) (236-241) (242-247) (248-253) (254-259) (260-265) (266-271) (272-277) (278-283) (284-289) (290-295) (296-301) (302-307) (308-313) (314-319) (320-325) (326-331) (332-337) (338-343) (344-349) (350-355) (356-361) (362-367) (368-373) (374-379) (380-385) (386-391) (392-397) (398-403) (404-409) (410-415) (416-421) (422-427) (428-433) (434-439) (440-445) (446-451) (452-457) (458-463) (464-469) (470-475) (476-481) (482-487) (488-493) (494-499) (500-505) (506-511) (512-517) (518-523) (524-529) (530-535) (536-541) (542-547) (548-553) (554-559) (560-565) (566-571) (572-577) (578-583) (584-589) (590-595) (596-601) (602-607) (608-613) (614-619) (620-625) (626-631) (632-637) 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SECTION III

This questionnaire is concerned with your attitude about the traditional male role. Circle the number that most closely indicates your response to the statement.

- 1-STRONGLY DISAGREE
2-DISAGREE
3-SLIGHTLY DISAGREE
4-NO OPINION
5-SLIGHTLY AGREE
6-AGREE
7-STRONGLY AGREE

	SD	D	SD	NO	SA	A	SA	(1-4)
1. It is not important for a man to make a good salary as long as he enjoys his work.	1	2	3	4	5	6	7	(5)
2. I think a young man should try to become physically tough, even if he's not big.	1	2	3	4	5	6	7	(6)
3. It's essential for a man to always have the respect and admiration of everyone who knows him.	1	2	3	4	5	6	7	(7)
4. A man must stand on his own feet and never depend on other people to help him do things.	1	2	3	4	5	6	7	(8)
5. A man should not care too much if he wins a tennis match as long as he gets some good exercise.	1	2	3	4	5	6	7	(9)
6. I like the kind of guy who doesn't complain or carry on much when he gets hurt.	1	2	3	4	5	6	7	(10)
7. If I heard about a man who was a hairdresser and a gourmet cook, I might wonder how masculine he was.	1	2	3	4	5	6	7	(11)
8. A man who is not a good provider for his family probably isn't too much of a man in other ways either.	1	2	3	4	5	6	7	(12)
9. I might find it a little silly or embarrassing if a male friend of mine cried over a sad love scene in a movie.	1	2	3	4	5	6	7	(13)
10. I like for a man to look somewhat tough.	1	2	3	4	5	6	7	(14)
11. I don't like a man who jokes around a lot and doesn't act grown up.	1	2	3	4	5	6	7	(15)
12. A man who is not willing to take risks is dull and boring.	1	2	3	4	5	6	7	(16)
13. A man should never go to other people for help if he can manage things himself.	1	2	3	4	5	6	7	(17)

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SD D SD NO SA A SA

14. A man always deserves the respect of his wife and children.	1	2	3	4	5	6	7	(18)
15. In an emergency a man should be able to take charge.	1	2	3	4	5	6	7	(19)
16. A man should never back down in the face of trouble.	1	2	3	4	5	6	7	(20)
17. It bothers me when a man does something that I consider feminine.	1	2	3	4	5	6	7	(21)
18. Success is his work has to be a man's central goal in this life.	1	2	3	4	5	6	7	(22)
19. I think a man should change his job if he's tired of it, even if his family will suffer financially.	1	2	3	4	5	6	7	(23)
20. When a man is feeling a little pain he should try not to let it show very much.	1	2	3	4	5	6	7	(24)
21. I would not object if a young son of mine wanted a doll.	1	2	3	4	5	6	7	(25)
22. A man should not make a habit of talking too much about his innermost fears.	1	2	3	4	5	6	7	(26)
23. A real man enjoys a little bit of danger now and then.	1	2	3	4	5	6	7	(27)
24. A man should always try to project an air of confidence even if he doesn't really feel confident inside.	1	2	3	4	5	6	7	(28)
25. I especially admire a man who never looks foolish, even when doing something new for the first time.	1	2	3	4	5	6	7	(29)
26. It disgusts me when a man comes across as weak.	1	2	3	4	5	6	7	(30)
27. I always like a man who's totally sure of himself.	1	2	3	4	5	6	7	(31)
28. A man should always refuse to get into a fight, even if there seems to be no way to avoid it.	1	2	3	4	5	6	7	(32)
29. A boy should never be allowed to quit if he's losing in a game, or he will learn to be a quitter when he grows up.	1	2	3	4	5	6	7	(33)

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SD D SD MO SA A SA		SD D SD MO SA A SA	
30.	A man should not be too afraid to walk the streets at night.	1 2 3 4 5 6 7	(34)
31.	A man should know how to fix almost anything that goes wrong in a house so he won't have to call a plumber or electrician.	1 2 3 4 5 6 7	(35)
32.	If a man saw a sweater in a store and liked it, and then found out that it was being sold as a woman's sweater, I think he should just buy it and wear it anyway.	1 2 3 4 5 6 7	(36)
33.	The best way for a young man to get the respect of other people is to get a good job, take it very seriously, and do well at it.	1 2 3 4 5 6 7	(37)
34.	I admire a man who can come up with some answer to just about any question.	1 2 3 4 5 6 7	(38)
35.	A good motto for a man would be: "When the going gets tough, the tough get going."	1 2 3 4 5 6 7	(39)
36.	Fists are sometimes the only way to get out of a bad situation.	1 2 3 4 5 6 7	(40)
37.	A man should cry any time that he feels like crying.	1 2 3 4 5 6 7	(41)
38.	A man whose hobbies are cooking, sewing and going to the ballet probably would not appeal to me.	1 2 3 4 5 6 7	(42)
39.	A man owes it to his family to work at the best-paying job he can get.	1 2 3 4 5 6 7	(43)
40.	A man should try not to show that he's frightened, since that would only make matters worse.	1 2 3 4 5 6 7	(44)
41.	It is a bit embarrassing for a man to have a job that is usually filled by a woman.	1 2 3 4 5 6 7	(45)
42.	In some kinds of situations a man should be ready to use his fists, even if his wife or girlfriend would object.	1 2 3 4 5 6 7	(46)
43.	Having wild adventures and doing exciting things brings out the glamor and manliness of a man.	1 2 3 4 5 6 7	(47)
44.	A businessman should be tough enough to fire an employee who is hurting the company, even if the employee has been sick and has personal problems.	1 2 3 4 5 6 7	(48)
45.	A man should not change his mind too often or he'll lose the respect of others.	1 2 3 4 5 6 7	(49)
46.	When meeting important people a man should only talk about things he is familiar with, in order to make a good impression.	1 2 3 4 5 6 7	(50)
47.	It disgusts me to see a man show his weakness by giving in under a little pressure.	1 2 3 4 5 6 7	(51)
48.	A man who has no taste for adventure would not be very appealing to me.	1 2 3 4 5 6 7	(52)
49.	A man should always think everything out coolly and logically, and have rational reasons for everything he does.	1 2 3 4 5 6 7	(53)
50.	I think it's a little disgusting for a man to have his hair dyed.	1 2 3 4 5 6 7	(54)
51.	Unless he was really desperate, I would probably advise a man to keep looking rather than accept a job as secretary.	1 2 3 4 5 6 7	(55)
52.	A man should generally work overtime to make more money whenever he has the chance.	1 2 3 4 5 6 7	(56)
53.	I hate it when men act like they're feeling fine when I think they're really worried about something.	1 2 3 4 5 6 7	(57)
54.	A man should turn down a promotion to a high-paying job if the work doesn't sound especially interesting.	1 2 3 4 5 6 7	(58)
55.	Nobody respects a man very much who frequently talks about his worries, fears, and problems.	1 2 3 4 5 6 7	(59)
56.	I think it's extremely good for a boy to be taught to cook, sew, clean the house, and take care of younger children.	1 2 3 4 5 6 7	(60)
57.	I like the kind of man that is given the best seat in a crowded restaurant without asking for it.	1 2 3 4 5 6 7	(61)
58.	It's much more important in life for a man to be liked than for him to be financially successful.	1 2 3 4 5 6 7	(62)

SECTION IV

The following questions are for statistical purpose. Circle the appropriate number for your response.

1. What is your sex?
1. Male
2. Female
(1-4)
2. What was your age at your last birthday?
1. 20-24
2. 25-30
3. 31-35
4. 36-40
5. 41-45
6. 46-50
7. 51-55
(5)
3. What is your marital status?
1. Never Married
2. Married
3. Divorced
4. Separated
5. Widowed
(6)
4. In which geographical region do you live?
1. Northeast
2. South
3. Midwest
4. Southwest
5. Rocky Mountain
6. Pacific
(7)
5. What best describes where you live?
1. Rural
2. Suburban
3. Urban
(8)
6. What is the highest level of education you have completed?
1. Elementary School
2. Junior High School
3. High School
4. Some College
5. Junior College
6. Associates' Degree
7. Bachelors' Degree
8. Masters' Degree
9. Ph. D., Ed. D., J.D., or M. D.
10. Other Professional Degree (Specify) _____
(9)

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7. Circle the one number that corresponds to the word(s) that best describes your occupation.
1. Writer, Journalist, Artist
2. Secretary, Bookkeeper
3. Doctor
4. Office Manager
5. Lawyer
6. Research & Development
7. Middle Management
8. Receptionist
9. Salesperson
10. Professor, Teacher, Librarian
11. Social Worker, Counselor, Nurse
12. Junior Executive
13. Senior Executive
14. Administrative Occupations
15. Service Occupations
16. Engineers and Architects
17. Surveyors
18. Religious Workers
19. Health Diagnosing and Treating Practitioners
20. Marketing Occupations
21. Agricultural & Forestry
22. Mechanics & Repairers
23. Construction Occupations
24. Production Occupations
25. Transportation Occupations
26. Other (Explain) _____
27. I Am Not Presently Working
(12-13)
8. If you are employed full-time, what is your total annual income before taxes?
1. \$20,000 - 29,999
2. \$30,000 - 49,999
3. \$50,000 - 69,999
4. \$70,000 - 89,999
5. \$90,000 - 99,999
6. \$100,000 - 149,999
7. \$150,000 - 199,999
8. \$200,000 - 249,999
9. \$250,000 - 299,999
10. \$300,000 - 349,999
11. \$350,000 - 399,999
12. \$400,000 - 499,999
13. \$500,000 and above
(14-15)
9. How would you rate your health?
1. poor
2. fair
3. good
4. excellent
(10-11)

THANK YOU FOR YOUR CONTRIBUTION TO THIS STUDY

If there are any additional comments you would like to make concerning male apparel please use the back of this page.

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Dear Consumer:

Two weeks ago you received a questionnaire concerning your lifestyle, attitude about the male role and clothing selection.

If you have returned the questionnaire, thank you for your cooperation. However, if you have not could you please do so today. As you are part of a small representative sample your input is important and necessary. Thank you for your participation.

Sincerely,

A handwritten signature in cursive script that reads "Nancy A. Oliver". The signature is written in dark ink and is positioned above the printed name.

Nancy A. Oliver
Ph. D. Candidate
University of Tennessee

APPENDIX B

STATISTICAL TABLES

Table B-1

Conservative, Moderately Conservative, Moderately Liberal, and Liberal Categories

Category	Outfit	Shirt	Tie
<u>Conservative</u>	1	1	1
	1	1	2
	2	1	1
	2	1	2
<u>Moderately Conservative</u>	1	2	1
	1	2	2
	1	3	1
	1	3	2
	2	2	1
	2	2	2
	2	3	1
	2	3	2
	3	1	1
	3	1	2
	3	2	1
	3	2	2
	3	3	1
	3	3	2
<u>Moderately Liberal</u>	1	1	3
	1	2	3
	1	3	3
	2	1	3
	2	2	3
	2	3	3
	3	1	3
	3	2	3
	3	3	3
<u>Liberal</u>	1	4	1
	1	4	2
	1	4	3
	2	4	1
	2	4	2
	2	4	3
	3	4	1
	3	4	2
	3	4	3
	4	1	1
	4	1	2
	4	1	3

Table B-1 (continued)

Category	Outfit	Shirt	Tie
	4	2	2
	4	2	3
	4	3	1
	4	3	2
	4	3	3
	4	4	1
	4	4	2
	4	4	3

Table B-2

Life-Style Characteristics of Respondents (Frequency)

Dimensions	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
<u>Optimism and Happiness</u>						
My greatest achievements are still ahead of me.	1.5	3.7	6.7	10.5	33.0	44.6
I dread the future.	64.0	26.2	3.4	3.0	1.1	2.2
I am much happier now than I have ever was before.	1.9	6.4	12.7	21.3	37.5	20.2
<u>Modern-Traditional Ideas</u>						
I have somewhat old-fashioned tastes and habits.	3.4	9.0	6.0	33.0	37.1	11.6
There is too much emphasis on sex today.	4.1	11.2	18.0	26.2	27.7	12.7
I like to think I am a bit of a swinger.	28.2	31.2	14.3	21.1	4.5	0.8
A woman's place is in the home.	42.7	28.5	8.2	14.2	5.6	0.7
The working world is no place for a woman.	61.0	25.1	8.6	2.2	1.9	1.1
Young people have too many privileges.	7.9	19.9	15.8	30.8	17.3	8.3
The U.S. would be better off if there were no hippies.	31.7	29.8	15.5	11.7	6.0	5.3
My days seem to follow a definite routine-eating meals at the same time each day, etc.	11.6	24.3	11.2	17.6	26.2	9.0
All men should be clean shaven every day.	27.7	29.6	13.5	13.1	11.6	4.5

Table B-2 (continued)

Dimension	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
<u>Travel</u>						
I would like to take a trip around the world.	3.4	6.7	5.6	11.2	20.2	52.8
I would like to spend a year in London or Paris.	13.1	13.5	12.0	17.2	16.5	27.7
I would feel lost if I were alone in a foreign country.	26.6	27.3	13.9	14.2	12.0	6.0
I like to visit places that are totally different from my home.	2.2	3.7	6.4	16.9	34.8	36.0
<u>Mobile</u>						
We will probably move at least once in the next five years.	18.0	18.7	6.7	14.6	19.9	22.1
Our family has moved more often than most of our neighbors have.	29.3	26.7	10.2	11.7	10.5	11.7
<u>Anxious</u>						
I have trouble getting to sleep.	40.1	30.3	9.7	13.5	2.2	4.1
I wish I knew how to relax.	20.8	26.0	14.7	18.5	13.6	6.4
<u>Personal Adornment and Self</u>						
Dressing well is an important part of my life.	3.0	10.2	9.8	27.4	33.5	16.2
I like to feel attractive to members of the opposite sex.	1.1	2.3	4.9	21.4	45.9	24.4
I want to look a little different from others.	2.6	11.3	17.3	33.5	27.8	7.5
I often wear expensive cologne.	40.8	19.9	7.9	10.5	13.5	7.5

Table B-2 (continued)

Dimension	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
I have more stylish clothes than most of my friends.	14.3	27.1	22.6	19.5	11.7	4.9
<u>View Toward Income, Personal Equity, and Spending</u>						
I will probably have more money to spend next year than I have now.	1.9	7.1	10.1	24.7	38.6	17.6
Five years from now our family income will probably be a lot higher than it is now.	0.7	6.7	8.6	20.2	36.3	27.3
Our family income is high enough to satisfy nearly all our important desires.	6.4	9.7	9.0	21.3	37.5	16.1
No matter how fast our income goes up we never seem to get ahead.	10.9	22.9	24.4	20.3	14.3	7.1
Investing in the stock market is too risky for most families.	4.5	15.7	15.0	26.2	27.0	11.6
Our family is too heavily in debt today.	34.1	25.1	16.1	9.4	10.9	4.5
I like to pay cash for everything I buy.	4.1	15.8	17.7	22.6	23.7	16.2
I pretty much spend for today and let tomorrow bring what it will.	35.0	34.2	13.2	10.5	6.4	0.8
<u>Staying At Home</u>						
I would rather spend a quiet evening at home than go out to a party.	2.6	10.9	21.0	28.8	22.8	13.9
I am a homebody.	6.8	17.3	19.9	25.2	21.1	9.8
I stay at home most evenings.	3.0	11.7	17.7	26.7	30.8	10.2

Table B-2 (continued)

Dimension	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
<u>Husband and Children</u>						
A wife's first obligation is to her husband, not her children.	19.9	23.3	23.7	16.9	11.3	4.9
When children are ill in bed, parents should drop everything else to see to their comfort.	1.1	9.4	21.1	26.4	30.2	11.7
Children are the most important thing in a marriage.	13.5	20.2	29.2	19.1	12.7	5.2
When making important family decisions, consideration of the children should come first.	6.0	20.6	31.5	21.7	16.5	3.7
A wife should have a great deal of information about her husband's work.	3.4	6.7	18.4	32.6	30.3	8.6
Our family is a close-knit group.	0.8	3.4	6.4	15.5	43.2	30.7
<u>View Toward Durable Goods</u>						
Our home is furnished for comfort, not style.	0.4	5.6	13.5	21.8	44.4	14.3
If I must choose, I buy stylish rather than practical furniture.	18.0	39.8	24.8	9.8	6.0	1.5
When buying appliances, I am more concerned with dependability than price.	0.0	4.9	6.7	18.4	46.8	23.2
When buying appliances, the brand name is more important than the reputation of the store.	7.1	16.2	12.8	23.7	33.8	6.4

Table B-2 (continued)

Dimension	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
A subcompact car can meet my transportation needs.	21.7	25.5	14.6	11.6	17.6	9.0
<u>Housekeeping and Cooking</u>						
When I see a full ashtray or wastebasket, I want it emptied immediately.	6.8	15.8	13.9	30.5	18.4	14.7
I am uncomfortable when the house is not completely clean.	4.1	19.9	22.6	26.3	16.9	10.2
The kind of dirt you can't see is worse than the kind you can see.	10.9	25.6	26.7	22.9	10.9	3.0
I am a good cook.	10.9	11.6	13.1	22.1	31.5	10.9
I like to cook.	9.4	11.6	12.7	20.2	30.7	15.4
I like to bake.	19.5	20.7	18.4	21.8	12.0	7.5
Meal preparation should take as little time as possible.	4.9	25.5	25.1	21.7	16.9	6.0
<u>Grocery Shopping</u>						
Shopping is no fun anymore.	7.1	30.3	24.3	19.5	13.9	4.9
Before going shopping, I sit down and prepare a complete shopping list.	11.2	25.5	15.0	20.2	21.3	6.7
I try to stick to well-known brands.	2.2	11.2	17.6	33.0	33.0	3.0
I find myself checking prices even on small items.	3.4	14.3	11.7	26.3	31.6	12.8
I like to save and redeem savings stamps.	36.5	25.6	11.3	14.3	8.6	3.8

Table B-2 (continued)

Dimension	Percent					
	Strongly Disagree 1	2	3	4	Strongly Agree 5	6
I pay a lot more attention to food prices now than I ever did before.	8.2	15.4	13.5	25.1	24.0	13.9
I am an impulse buyer.	12.4	22.1	15.0	29.6	13.5	7.5
I shop a lot for specials.	6.0	16.1	19.1	25.5	23.2	10.1
<u>Health and Nutrition</u>						
I am very concerned about nutrition.	1.1	4.1	10.9	34.5	35.6	13.9
I am concerned about how much salt I eat.	4.1	10.1	10.9	25.1	27.3	22.5
I am careful what I eat in order to keep my weight under control.	4.5	8.6	15.0	30.3	25.8	15.7
I try to avoid foods that are high in cholesterol.	3.7	9.7	14.6	28.5	25.8	17.6
I try to avoid foods that have additives in them.	5.2	17.2	23.6	28.5	15.0	10.5
I get more headaches than most people.	43.1	34.1	11.6	3.4	4.5	3.4
I eat more than I should.	10.5	14.6	14.2	32.2	18.7	9.7

Table B-3

Life-Style Characteristics of Respondents for Active and Inactive Recreations (Frequency)

	Percent					
	PAST WEEK	PAST MONTH	PAST 6 MONTHS	PAST YEAR	PAST 5 YEARS	NEVER
<u>Active Recreations</u>						
Went for a walk	68.8	20.3	7.1	2.3	1.1	0.4
Went swimming	44.6	21.7	10.1	9.4	12.0	2.2
Went boating	17.7	18.4	10.5	19.9	27.4	6.0
Went bowling	1.1	3.8	12.4	19.9	49.6	13.2
Went camping	4.9	8.0	8.0	20.5	40.9	17.8
Jogged	18.4	9.0	6.8	10.9	26.7	28.2
Played tennis	8.6	6.0	6.0	14.3	39.8	25.2
Went hunting	0.7	1.9	9.0	7.1	21.7	59.6
Went skiing	2.7	1.5	15.2	9.5	26.5	44.7
Went backpacking	1.5	1.9	3.0	6.4	28.2	59.0
<u>Inactive Recreations/Hobbies</u>						
Took color photographs	43.6	28.9	12.8	7.1	4.9	2.6
Played a game (monopoly, bingo, etc.)	24.2	31.8	23.1	11.0	7.6	2.3
Played cards	19.2	24.8	22.2	19.5	12.8	1.5
Went on a vacation	20.2	22.8	26.6	23.6	6.4	0.4
Went to the movies	26.6	27.7	24.0	13.1	8.2	0.4
Attended a X-rated movie	3.0	3.0	6.4	6.8	41.3	39.4
Attended a sporting event	13.5	26.6	26.2	18.7	12.7	2.2

Table B-3 (continued)

	PAST WEEK	PAST MONTH	Percent PAST 6 MONTHS	PAST YEAR	PAST 5 YEARS	NEVER
Visited an art gallery or museum	4.5	16.5	22.8	24.0	25.5	6.7
Went to a classical concert	2.3	5.7	9.8	12.5	32.5	37.4
Went to a pop or rock concert	3.8	7.2	8.3	16.6	36.6	27.5
Went to a auto race	0.4	1.9	2.3	6.4	35.1	54.0

Table B-4

Life-Style Characteristics of Respondents (Mean)

Dimension	Mean	Total <u>N</u>
<u>Optimism and Happiness</u>		
My greatest achievements are still ahead of me.	5.03	267
I dread the future.	1.57	267
I am much happier now than I have ever was before.	4.46	267
<u>Modern-Traditional Ideas</u>		
I have somewhat old-fashioned tastes and habits.	4.26	267
There is too much emphasis on sex today.	4.00	267
I like to think I am a bit of a swinger.	2.44	266
A woman's place is in the home.	2.13	267
The working world is no place for a woman.	1.62	267
Young people have too many privileges.	3.54	266
The U.S. would be better off if there were no hippies.	2.46	265
My days seem to follow a definite routine-eating meals at the same time each day, etc.	3.49	267
All men should be clean shaven every day.	2.64	267
<u>Travel</u>		
I would like to take a trip around the world.	4.96	267
I would like to spend a year in London or Paris.	3.93	267

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
I would feel lost if I were alone in a foreign country.	2.75	267
I like to visit places that are totally different from my home.	4.86	267
<u>Mobile</u>		
We will probably move at least once in the next five years.	3.65	267
Our family has moved more often than most of our neighbors have.	2.82	266
<u>Anxious</u>		
I have trouble getting to sleep.	2.19	267
I wish I knew how to relax.	2.97	265
<u>Personal Adornment and Self</u>		
Dressing well is an important part of my life.	4.26	266
I like to feel attractive to members of the opposite sex.	4.81	266
I want to look a little different from others.	3.95	266
I often wear expensive cologne.	2.58	267
I have more stylish clothes than most of my friends.	3.01	266
<u>View Toward Income, Personal Equity, and Spending</u>		
I will probably have more money to spend next year than I have now.	4.43	267

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
Five years from now our family income will probably be a lot higher than it is now.	4.66	267
Our family income is high enough to satisfy nearly all our important desires.	4.22	267
No matter how fast our income goes up we never seem to get ahead.	3.25	266
Investing in the stock market is too risky for most families.	3.90	267
Our family is too heavily in debt today.	2.51	267
I like to pay cash for everything I buy.	3.94	266
I pretty much spend for today and let tomorrow bring what it will.	2.21	266
<u>Staying At Home</u>		
I would rather spend a quiet evening at home than go out to a party.	4.00	267
I am a homebody.	3.65	266
I stay at home most evenings.	4.01	266
<u>Husband and Children</u>		
A wife's first obligation is to her husband, not her children.	2.90	266
When children are ill in bed, parents should drop everything else to see to their comfort.	4.10	265

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
Children are the most important thing in a marriage.	3.13	267
When making important family decisions, consideration of the children should come first.	3.33	267
A wife should have a great deal of information about her husband's work.	4.05	267
Our family is a close-knit group.	4.89	264
<u>View Toward Durable Goods</u>		
Our home is furnished for comfort, not style.	4.46	266
If I must choose, I buy stylish rather than practical furniture.	2.50	266
When buying appliances, I am more concerned with dependability than price.	4.76	267
When buying appliances, the brand name is more important than the reputation of the store.	3.80	266
A subcompact car can meet my transportation needs.	3.04	267
<u>Housekeeping and Cooking</u>		
When I see a full ashtray or wastebasket, I want it emptied immediately.	3.81	266

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
I am uncomfortable when the house is not completely clean.	3.62	266
The kind of dirt you can't see is worse than the kind you can see.	3.06	266
I am a good cook.	3.84	267
I like to cook.	3.97	267
I like to bake.	3.08	266
Meal preparation should take as little time as possible.	3.38	267
<u>Grocery Shopping</u>		
Shopping is no fun anymore.	3.17	267
Before going shopping, I sit down and prepare a complete shopping list.	3.35	267
I try to stick to well-known brands.	3.92	267
I find myself checking prices even on small items.	4.06	266
I like to save and redeem savings stamps.	2.44	266
I pay a lot more attention to food prices now than I ever did before.	3.82	267
I am an impulse buyer.	3.32	267
I shop a lot for specials.	3.74	267

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
<u>Health and Nutrition</u>		
I am very concerned about nutrition.	4.40	267
I am concerned about how much salt I eat.	4.28	267
I am careful what I eat in order to keep my weight under control.	4.11	267
I try to avoid foods that are high in cholesterol.	4.15	267
I try to avoid foods that have additives in them.	3.62	267
I get more headaches than most people.	2.02	267
I eat more than I should.	3.63	267
<u>Active Recreations</u>		
Went for a walk	1.47	266
Went swimming	2.29	267
Went boating	3.39	266
Went bowling	4.52	266
Went camping	4.37	264
Jogged	4.03	266
Played tennis	4.46	266
Went hunting	5.25	267
Went skiing	4.89	264
Went backpacking	5.34	266

Table B-4 (continued)

Dimension	Mean	Total <u>N</u>
<u>Inactive Recreations/Hobbies</u>		
Took color photographs	2.08	266
Played a game (monopoly, bingo, etc.)	2.52	264
Played cards	2.86	266
Went on a vacation	2.74	267
Went to the movies	2.49	267
Attended a X-rated movie	4.98	264
Attended a sporting event	2.97	267
Visited an art gallery or museum	3.69	267
Went to a classical concert	4.79	265
Went to a pop or rock concert	4.57	265
Went to a auto race	5.35	265

Table B-5

Clothing Selection Responses for Conservative, Moderately
Conservative, Moderately Liberal and Liberal Continuum (Frequency)

<u>Question</u>	<u>C</u>	<u>MC</u>	<u>ML</u>	<u>L</u>
<u>Work/Business Environment</u>				
In the work/business environment I feel most comfortable wearing	42.7	21.7	23.6	6.4
If I were to have lunch with a customer/client I would wear	57.3	18.4	16.5	1.1
If I wanted to rise rapidly in my work/business environment I would consistently wear	64.4	11.6	12.7	3.7
For a conference/convention, I would most likely wear	56.6	19.5	18.4	0.0
If I were conducting a meeting in my work/business environment I would wear	55.1	17.6	21.0	2.2
In my work/business environment I feel I am expected to wear	43.8	16.9	25.1	4.5
The individual whose work/business skills I would most like to imitate wears	53.6	11.2	16.9	4.9
In my work/business environment I would feel uncomfortable wearing	14.6	16.5	21.0	37.8
If I were to have a meeting with a customer/client I would wear	59.6	15.4	16.9	1.5
Due to the nature of my job I wear	40.8	19.1	24.7	7.9

Table B-5 (continued)

Question	<u>C</u>	<u>MC</u>	<u>ML</u>	<u>L</u>
<u>Leisure/Social Activities</u>				
attending a movie with a male	0.4	1.1	59.9	28.5
for dinner an the theater with a female	36.0	24.0	35.2	0.4
attending a college football game and dinner with a male	1.9	4.1	52.1	31.5
for dinner and a professional basketball game with a female	5.6	10.1	61.8	8.2
for dinner and a shopping trip with a female	6.7	8.6	64.8	8.6
attending the symphony or a classical concert with a female	54.1	21.7	15.7	0.7
attending a contemporary/ popular concert with a male	6.4	4.5	53.2	22.1
a work/business party at a local restaurant with co-workers	24.7	17.6	47.2	4.9

Note: Frequencies do not total 100% due to nonrespondents.

Table B-6

Masculinity Characteristics of Respondents (Frequency)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
It is not important for a man to make a good salary as long as he enjoys his work.	9.8	18.8	20.3	1.1	25.9	18.4	5.6
I think a young man should try to become physically tough, even if he's not big.	5.2	24.3	13.1	9.7	31.8	12.4	3.4
It's essential for a man to always have the respect and admiration of everyone who knows him.	4.9	22.6	19.2	4.2	26.0	17.4	5.7
A man must stand on his own feet and never depend on other people to help him do things.	10.9	27.0	32.6	0.7	14.6	9.4	4.9
A man should not care too much if he wins a tennis match as long as he gets some good exercise.	1.5	7.5	19.1	7.9	25.8	28.5	9.7
I like the kind of guy who doesn't complain or carry on much when he gets hurt.	0.4	4.5	6.4	10.6	33.0	36.7	8.3
If I heard about a man who was a hairdresser and a gourmet cook, I might wonder how masculine he was.	12.8	21.4	11.7	11.3	25.9	15.0	1.9
A man who is not a good provider for his family probably isn't too much of a man in other ways either.	12.0	26.2	17.2	7.9	19.9	12.4	4.5

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
I might find it a little silly or embarrassing if a male friend of mine cried over a sad love scene in a movie.	11.3	25.2	21.4	5.6	17.3	13.2	6.0
I like for a man to look somewhat tough.	4.1	20.3	21.4	19.9	26.7	6.4	1.1
I don't like a man who jokes around a lot and doesn't act grown up.	7.5	16.9	28.2	7.5	19.5	15.8	4.5
A man who is not willing to take risks is dull and boring.	3.0	11.6	21.0	10.1	32.6	16.1	5.6
A man should never go to other people for help if he can manage things himself.	3.0	17.6	28.5	2.2	20.2	21.7	6.7
A man always deserves the respect of his wife and children.	6.4	25.6	19.2	4.9	16.5	18.8	8.6
In an emergency a man should be able to take charge.	1.5	1.9	7.1	7.5	27.1	42.9	12.0
A man should never back down in the face of trouble.	4.5	24.4	30.1	6.0	15.4	15.4	4.1
It bothers me when a man does something that I consider feminine.	6.8	18.5	24.2	9.8	24.9	11.3	4.5
Success in his work has to be a man's central goal in this life.	19.2	33.1	22.6	2.3	14.3	7.9	0.8

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
I think a man should change his job if he's tired of it, even if his family will suffer financially.	8.6	19.1	31.5	3.0	25.1	11.6	1.1
When a man is feeling a little pain he should try not to let it show very much.	2.6	13.2	22.6	6.8	34.0	18.5	2.3
I would not object if a young son of mine wanted a doll.	5.6	13.5	17.6	11.6	26.6	21.0	4.1
A man should not make a habit of talking too much about his innermost fears.	4.1	18.4	21.7	7.1	25.8	19.1	3.7
A real man enjoys a little bit of danger now and then.	4.1	13.5	16.9	19.9	26.6	16.1	3.0
A man should always try to project an air of confidence even if he doesn't really feel confident inside.	1.1	6.4	15.4	7.9	40.1	25.1	4.1
I especially admire a man who never looks foolish, even when doing something new for the first time.	3.4	11.6	15.7	15.4	25.8	23.2	4.9
It disgusts me when a man comes across as weak.	4.5	24.4	24.8	14.3	22.9	6.8	2.3
I always like a man who's totally sure of himself.	4.5	21.4	26.7	5.6	24.1	15.0	2.6

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
A man should always refuse to get into a fight, even if there seems to be no way to avoid it.	4.5	16.9	28.1	6.0	24.7	14.2	5.6
A boy should never be allowed to quit if he's losing in a game, or he will learn to be a quitter when he grows up.	5.6	18.0	13.5	4.9	29.6	20.2	8.2
A man should not be too afraid to walk the streets at night.	4.1	19.5	25.8	7.1	21.7	18.7	3.0
A man should know how to fix almost anything that goes wrong in a house so he won't have to call a plumber or electrician.	10.1	27.0	21.7	3.7	24.3	10.5	2.6
If a man saw a sweater in a store and liked it, and then found out that it was being sold as a woman's sweater, I think he should just buy it and wear it anyway.	6.4	21.3	18.0	14.2	16.9	20.2	3.0
The best way for a young man to get the respect of other people is to get a good job, take it very seriously, and do well at it.	1.1	13.9	15.0	7.5	26.3	28.2	7.9
I admire a man who can come up with some answer to just about any question.	4.5	16.6	23.8	13.6	26.4	13.6	1.5

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
A good motto for a man would be: "When the going gets tough, the tough get going".	3.0	11.3	11.7	12.4	36.1	21.8	3.8
Fists are sometimes the only way to get out of a bad situation.	24.1	33.5	22.2	2.6	11.7	5.3	0.8
A man should cry any time he feels like crying.	1.9	14.3	28.6	5.3	22.9	21.4	5.6
A man whose hobbies are cooking, sewing and going to the ballet probably would not appeal to me.	5.7	18.9	14.7	6.4	19.6	25.3	9.4
A man owes it to his family to work at the best-paying job he can get.	3.0	21.5	25.7	2.6	25.7	15.5	6.0
A man should try not to show that he's frightened, since that would only make matters worse.	1.9	14.7	28.3	8.3	29.4	15.8	1.5
It is a bit embarrassing for a man to have a job that is usually filled by a woman.	9.4	27.8	26.3	7.5	21.8	6.4	0.8
In some kinds of situations a man should be ready to use his fists, even if his wife or girlfriend would object.	12.0	23.7	21.8	5.3	22.6	13.2	1.5

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
Having wild adventures and doing exciting things brings out the glamor and manliness of a man.	8.6	24.8	21.4	17.3	20.3	7.1	0.4
A businessman should be tough enough to fire an employee who is hurting the company, even if the employee has been sick and has personal problems.	5.3	11.7	20.7	5.6	31.2	22.2	3.4
A man should not change his mind too often or he'll lose the respect of others.	1.9	14.7	15.0	4.5	35.0	25.6	3.4
When meeting important people a man should only talk about things he is familiar with, in order to make a good impression.	2.6	19.6	27.5	9.8	27.9	10.2	2.3
It disgusts me to see a man show his weakness by giving in under a little pressure.	2.3	16.2	26.8	12.1	29.1	10.2	3.4
A man who has no taste for adventure would not be very appealing to me.	1.1	17.7	21.5	14.3	29.4	14.0	1.9
A man should always think everything out coolly and logically, and have rational reasons for everything he does.	3.0	13.9	25.6	4.5	30.8	17.3	4.9
I think it's a little disgusting for a man to have his hair dyed.	4.5	17.3	19.9	19.5	21.1	13.5	4.1

Table B-6 (continued)

Question	Percent						
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6	7
Unless he was really desperate, I would probably advise a man to keep looking rather than accept a job as a secretary.	3.0	26.5	26.1	15.2	16.3	11.4	1.5
A man should generally work overtime to make more money whenever he has the chance.	4.5	22.6	22.6	11.3	23.7	11.7	3.8
I hate it when men act like they're feeling fine when I think they're really worried about something.	2.3	10.9	25.9	20.7	29.3	9.0	1.9
A man should turn down a promotion to a high-paying job if the work doesn't sound especially interesting.	1.1	10.9	24.1	10.2	32.7	17.7	3.4
Nobody respects a man very much who frequently talks about his worries, fears, and problems.	1.1	4.9	22.2	8.3	32.3	24.4	6.8
I think it's extremely good for a boy to be taught to cook, sew, clean the house, and take care of younger children.	0.8	3.4	4.9	5.6	25.9	39.8	19.5
I like the kind of man that is given the best seat in a crowded restaurant without asking for it.	3.8	16.6	13.2	30.9	17.7	15.5	2.3

Table B-6 (continued)

Question	Strongly Disagree		Percent			Strongly Agree	
	1	2	3	4	5	6	7
It's much more important in life for a man to be liked than for him to be financially successful.	2.7	8.7	14.0	9.5	27.7	29.2	8.3

Table B-7

Masculinity Characteristics of Respondents (Mean)

Question	Mean	Total <u>N</u>
It is not important for a man to make a good salary as long as he enjoys his work.	3.92	266
I think a young man should try to become physically tough, even if he's not big.	3.89	267
It's essential for a man to always have the respect and admiration of everyone who knows him.	3.98	265
A man must stand on his own feet and never depend on other people to help him do things.	3.28	267
A man should not care too much if he wins a tennis match as long as he gets some good exercise.	4.73	267
I like the kind of guy who doesn't complain or carry on much when he gets hurt.	5.14	264
If I heard about a man who was a hairdresser and a gourmet cook, I might wonder how masculine he was.	3.68	266
A man who is not a good provider for his family probably isn't too much of a man in other ways either.	3.52	267

Table B-7 (continued)

Question	Mean	Total <u>N</u>
I might find it a little silly or embarrassing if a male friend of mine cried over a sad love scene in a movie.	3.56	266
I like for a man to look somewhat tough.	3.68	266
I don't like a man who jokes around a lot and doesn't act grown up.	3.80	266
A man who is not willing to take risks is dull and boring.	4.28	267
A man should never go to other people for help if he can manage things himself.	4.11	267
A man always deserves the respect of his wife and children.	3.90	266
In an emergency a man should be able to take charge.	5.33	266
A man should never back down in the face of trouble.	3.66	266
It bothers me when a man does something that I consider feminine.	3.79	265
Success in his work has to be a man's central goal in this life.	2.86	266

Table B-7 (continued)

Question	Mean	Total <u>N</u>
I think a man should change his job if he's tired of it, even if his family will suffer financially.	3.56	267
When a man is feeling a little pain he should try not to let is show very much.	4.20	265
I would not object if a young son of mine wanted a doll.	4.19	267
A man should not make a habit of talking too much about his innermost fears.	4.04	267
A real man enjoys a little bit of danger now and then.	4.11	267
A man should always try to project an air of confidence even if he doesn't really feel confident inside.	4.71	267
I especially admire a man who never looks foolish, even when doing something new for the first time.	4.37	267
It disgusts me when a man comes across as weak.	3.56	266
I always like a man who's totally sure of himself.	3.78	266

Table B-7 (continued)

Question	Mean	Total <u>N</u>
A man should always refuse to get into a fight, even if there seems to be no way to avoid it.	3.94	267
A boy should never be allowed to quit if he's losing in a game, or he will learn to be a quitter when he grows up.	4.28	267
A man should not be too afraid to walk the streets at night.	3.91	267
A man should know how to fix almost anything that goes wrong in a house so he won't have to call a plumber or electrician.	3.47	267
If a man saw a sweater in a store and liked it, and then found out that it was being sold as a woman's sweater, I think he should just buy it and wear it anyway.	3.86	267
The best way for a young man to get the respect of other people is to get a good job, take it very seriously, and do well at it.	4.60	266
I admire a man who can come up with some answer to just about any question.	3.87	265

Table B-7 (continued)

Question	Mean	Total <u>N</u>
A good motto for a man would be: "When the going gets tough, the tough get going".	4.47	266
Fists are sometimes the only way to get out of a bad situation.	2.63	266
A man should cry any time he feels like crying.	4.19	266
A man whose hobbies are cooking, sewing and going to the ballet probably would not appeal to me.	4.29	265
A man owes it to his family to work at the best-paying job he can get.	3.96	265
A man should try not to show that he's frightened, since that would only make matters worse.	4.02	265
It is a bit embarrassing for a man to have a job that is usually filled by a woman.	3.26	266
In some kinds of situations a man should be ready to use his fists, even if his wife or girlfriend would object.	3.48	266
Having wild adventures and doing exciting things brings out the glamor and manliness of a man.	3.38	266

Table B-7 (continued)

Question	Mean	Total <u>N</u>
A businessman should be tough enough to fire an employee who is hurting the company, even if the employee has been sick and has personal problems.	4.25	266
A man should not change his mind too often or he'll lose the respect of others.	4.46	266
When meeting important people a man should only talk about things he is familiar with, in order to make a good impression.	3.80	265
It disgusts me to see a man show his weakness by giving in under a little pressure.	3.93	265
A man who has no taste for adventure would not be very appealing to me.	4.02	265
A man should always think everything out coolly and logically, and have rational reasons for everything he does.	4.17	266
I think it's a little disgusting for a man to have his hair dyed.	3.92	266
Unless he was really desperate, I would probably advise a man to keep looking rather than accept a job as a secretary.	3.55	264

Table B-7 (continued)

Question	Mean	Total <u>N</u>
A man should generally work overtime to make more money whenever he has the chance.	3.77	266
I hate it when men act like they're feeling fine when I think they're really worried about something.	3.98	266
A man should turn down a promotion to a high-paying job if the work doesn't sound especially interesting.	4.28	266
Nobody respects a man very much who frequently talks about his worries, fears, and problems.	4.66	266
I think it's extremely good for a boy to be taught to cook, sew, clean the house, and take care of younger children.	5.50	266
I like the kind of man that is given the best seat in a crowded restaurant without asking for it.	3.97	265
It's much more important in life for a man to be liked than for him to be financially successful.	4.71	264

Table B-8

Correlation Matrix: Validation of Clothing Selection Categories

	Judge1	Judge2	Judge3	Judge4	Judge5
Researcher	.72	.74	.78	.88	.85
Judge1		.81	.89	.79	.81
Judge2	.81		.91	.79	.79
Judge3	.89	.91		.82	.83
Judge4	.79	.79	.82		.91
Judge5	.81	.79	.83	.91	

VITA

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