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I am submitting herewith a dissertation written by Soyeon Shim entitled "A Typology of Information Search Patterns: Apparel Selection of Employed Women." 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 Home Economics.

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A TYPOLOGY OF INFORMATION SEARCH PATTERNS: APPAREL SELECTION OF EMPLOYED WOMEN

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ABSTRACT

The purposes of this study were to: (1) identify segments displaying different information search patterns among employed purchasers of apparel; (2) to determine the consumer, situational, product, and market characteristics that correlate with each segment; and (3) to develop an exploratory framework of the processes which produce characteristics of information search patterns.

A random sample of 3,000 female consumers, age 25-44, was sent questionnaires resulting in a 47 percent return rate (n=1410). Only employed women were used for this research (n=1034).

Principal Components Factor Analysis with Varimax Rotation was used: (a) to find out factors of information search activities, and (b) to reduce lifestyle items and evaluate criteria items. Multiple regression was performed to examine the influence of consumer, situational, product, and market characteristics on the information search patterns.

Five factors were extracted representing different patterns underlying the information search activities used by employed women for the selection of employment apparel. They included print-oriented, audio-visual oriented, store intensive, professional advice, and pal advice searcher. Five profiles of employed women information search patterns were developed by capturing the characteristics of consumer, product, and situation.

A schematic diagram of the relationship between the patterns of information search and the constructs of self-confidence,

systematic/heuristic processing and active/passive search was provided within an exploratory framework of the process which produce characteristics of information search patterns. Therefore, an understanding of consumer information search activities is essential in the design of efficient communication among consumer, marketers, and regulators.

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CHAPTER I

INTRODUCTION

The main purpose of this study was to identify information search patterns among employed women purchasers of apparel. This chapter provides background information on major areas pertinent to the study: (a) consumer information search behavior, and (b) importance of employed women. Also included in the chapter are the statement of the problem, the purpose, the significance of study, and organization of the dissertation.

Consumer Information Search Behavior

Consumer information search is an important part of most decision processes and is essential to the study of consumer decision making. Many researchers (Bettman, 1979; Engel & Blackwell, 1982; Howard, 1977) have recognized the importance of consumer information search and have incorporated it as an important stage in the decision model. It frequently has been assumed that the first aspect of information search is internal, i.e., long-term memory is scanned for relevant information. This information is then retrieved and processed. In some instances, the information retrieved may be sufficient to satisfy the consumer's information acquisition goals, and, thus, the search is terminated. In other instances, perhaps more common for infrequently purchased items, consumers may find that the internally retrieved information is insufficient or conflicting, in which case they seek information from the environment,

i.e., engage in external information search. Information acquired during the external search may lead to further internal search because consumers may need to understand or elaborate on the information. Thus, there is a continual cycling between internal and external search until the consumer's information acquisition goals are satisfied (Engel & Blackwell, 1982).

Extensive problem solving, which occurs only under a high involvement condition, requires an active information search. (Vaughn, 1980). Involvement is defined as the activation of extended problem-solving behavior when the act of purchase or consumption is seen by decision maker as having high personal importance or relevance (Petty & Capicoppo, 1981). Some clothing, such as professional dress, is perceived as a high-involvement product since it reflects one's self-image, is costly, and the risks of a wrong decision are high (Engel & Blackwell, 1982).

The distinction between high involvement and low involvement conditions implies that consumers require different kinds of information, depending upon the type or amount of involvement. For instance, in the case of low involvement, consumers seem willing to make a purchase with minimum information; therefore, messages are required that create awareness and repeatedly remind consumers of the product's existence. In contrast, there may be a strong need for information in high-involvement situations where consumers are willing to exert personal effort to acquire information before acting (Schiffman & Kanuk, 1983).

Importance of Employed Women

In recent years, marketers and consumer researchers have been increasingly interested in employed women. Those who range in age from 25 to 44 years have been characterized as "the baby boom cohort" (Jones, 1980). Baby boomer's economic importance will continue to grow, both as producers, in that they will remain in the labor force in greater number than preceding generations (Taylor, 1981) and as consumers, in that by 1990 they will be "prime targets of merchandisers" (GF Marketing Research Department, 1982). The increasing number of women in the labor force has nutured new market opportunities. For example, the scarcity of time at home for employed women has contributed to the growing interest in convenience foods and eating out. Commercial banks, savings and loan associations, and insurance companies have begun to recognize the importance of women as a significant market segment (Block & Roering, 1979).

It has been suggested by many scholars apparel consumption patterns differ for employed and nonemployed women (Horn, 1975; McCall, 1977; Taylor, 1981; Vickery, 1979). Employed women's apparel consumption patterns include: (a) greater use of time-saving, convenience-shopping outlets (Business Week, 1976), (b) greater accent on fashion (Advertising Age, 1983), and (c) considerable concern for clothing's flattering and suitability for work (McCall, 1977).

Recent consumer researchers (Claxton et al., 1974; Furse et al., 1984; Westbrook & Fornell, 1979) suggested that the frequency and intensity of information search can serve as a base for market segmentation strategies. That is, approaches to dividing a potential market into distinct subsets of consumers and selecting one or more segments as a market target to be reached with a distinct marketing mix (Schiffman & Kanuk, 1983).

The Study Problem

Much of the literature suggested that there were rather distinct patterns of information search, at least among purchasers of durable goods (Furse et al., 1984; Jacoby, Chestnut & Fisher, 1978; Kiel & Laytoon, 1981; Moore & Lehmann, 1980; Westbrook et al., 1979). Most of the research to date has examined external information search for high-cost items such as appliances and automobiles. However, there is no empirical research related to the segmentation of apparel consumers among employed women by information search.

Research questions for this study were:

1. Are there distinctive information search patterns among employed women purchasers of apparel?
2. Are there significant relationships among information search patterns in terms of consumer, situational, product, and market characteristics?

Purpose of the Study

The general purpose was to explore the usage of information search pattern for market segmentation. More specifically, the main objectives were:

1. To identify segments displaying different information search patterns among employed women purchasers of apparel.
2. To determine the consumer, situational, product, and market characteristics that correlate with each segment.
3. To identify the relationships among information search patterns and systematic/heuristic information processing.

Significance of the Study

Much of the prior research has been restricted to an examination of search activities, and has not provided a detailed characterization of individuals who use a particular search strategy. The present study attempted to provide an exploratory framework which produce characteristics of information search patterns. A larger set of data on both search- and non-search related characteristics of each segment will allow for a richer and more complete description of the types of individuals who use particular search patterns. By developing profiles of each of these potential patterns and identifying unique characteristics, the influence of

women's employment status on their clothing consumption can be determined. This information also will provide a basis for theorizing about the determinants of search strategies among consumers.

An understanding of consumer information-seeking activities will be essential in the design of efficient communication among consumer, marketer, and regulator. First, consumers can benefit from such knowledge by being able to purchase products which more closely meet their needs and wants with minimal time, money, effort and psychological costs. If consumers are better informed about price, quality, and other differences across products, one could expect marketers to be more concerned with the ultimate objective of consumer satisfaction by manufacturing products which better serve consumer needs and wants.

Second, the identification and description of these segments can enhance the efforts of marketers to assess the potential of these groups and to select target markets. The manager can then match the needs of the most promising target markets with the proper marketing mix, thus allocating the resources of the firm efficiently.

Finally, regulators stand to gain from a knowledge of consumer search patterns. If the government is to play a meaningful role in seeing that consumers base their purchase decisions on an "optimal" amount of information made available to them at least cost, then it is important that consumer protection legislation in this area be

based on a thorough understanding of consumer information search processes.

Further, this study will be important for the students in merchandising to understand the consumer decision making process for apparel selection, especially the influence of situational, product, and market characteristics. An interdisciplinary framework using marketing, consumer behavior, social-psychology, and clothing will be an effective integrative approach to the study of apparel to meet consumer needs.

Assumptions

This project was based on the following assumptions:

1. Clothing is of personal relevance and is a high involvement decision making product.
2. Employed women make rational information searches when purchasing apparel.
3. The amount of information sought is related to time spent in each of the search activities.
4. Consumers can provide reasonable estimates of the amount of time spent in various search activities.
5. The search model used by employed women is the same across all career purchase decisions.
6. The search model used in apparel decision is different from other durable/non-durable product categories.

Organization of the Dissertation

In Chapter II, the conceptual framework is presented and, related literature concerning market segmentation and information search, consumer, situational, product, and market characteristics, changing employment status of women, and emerging importance of "baby boom" adults are reviewed.

An explanation of the procedures used to carry out the research is presented in Chapter III. Results and discussion of the findings are presented in Chapter IV. The research is summarized and conclusions, implications and recommendations for future research are presented in the last chapter.

CHAPTER II

REVIEW OF LITERATURE

Conceptual Framework

The conceptual framework for this study was the Engel, Kollat, and Blackwell (EKB) High-Involvement Model of Consumer Behavior (1982), which focuses on the consumer decision making process of the individual. Figure 1 presents the complete EKB model of high-involvement decision process which consists of five sections: (1) input, (2) information processing, (3) decision processes, (4) decision process variables, and (5) external influences. The central focus of the model is on five basic decision process stages: (1) problem recognition, (2) search, (3) alternative evaluation, (4) choice, and (5) outcomes.

This research focused on the second stage in the consumer decision making process: Information Search. Engel et al. (1982) defined external search as motivated exposure to information with regard to a given alternative. It occurs when existing information, beliefs, and attitudes are found to be inadequate.

Figure 2 represents a model of information processing for consumer decision making (Hawkins, Best & Coney, 1983). Once a problem is recognized, relevant information from long-term memory is used to determine a satisfactory solution, characteristics of potential solutions, and appropriate ways to compare solutions. This is internal search. If a resolution is not reached through internal

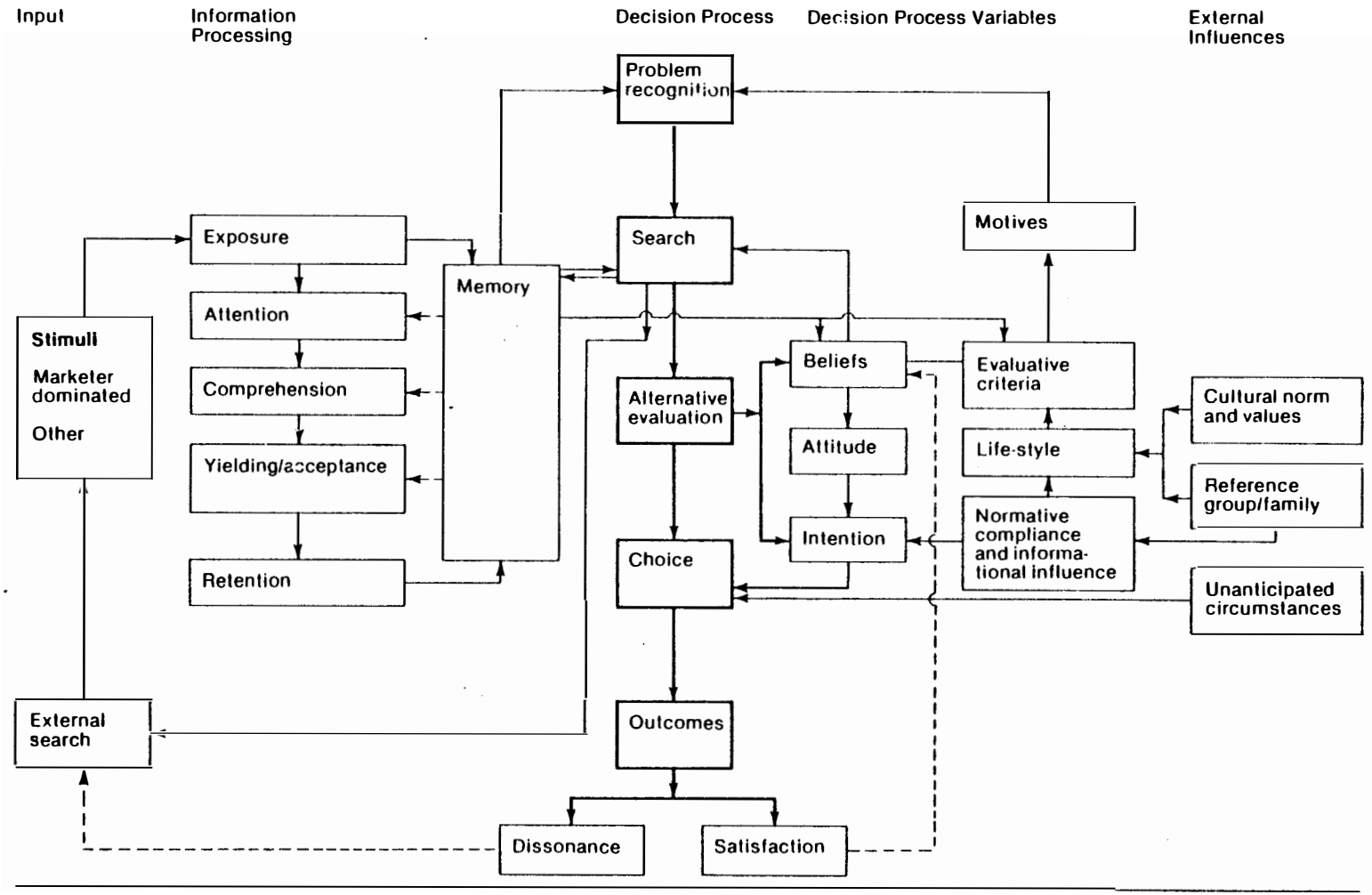

Figure 1. The EKB Model of Consumer Behavior

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

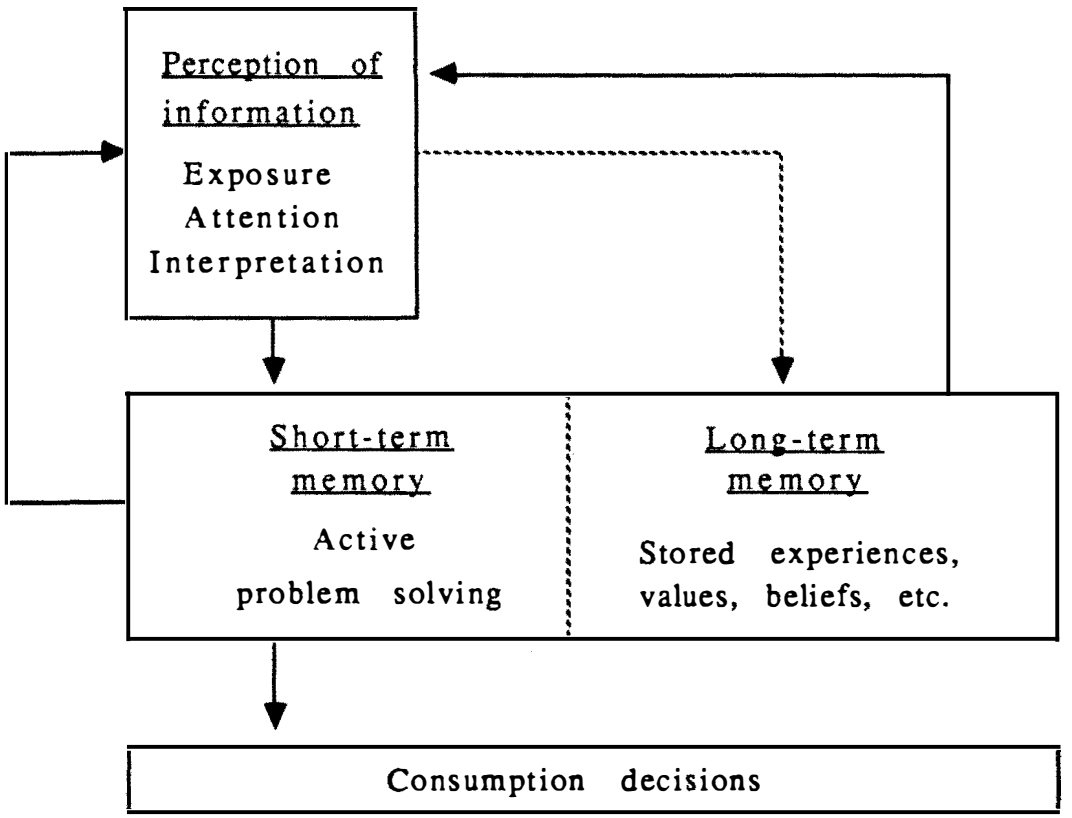

Figure 2. Information Processing for Consumer Decision-Making

Source: D. I. Hawkins, R. J. Best, and K. A. Coney, Consumer Behavior. 1982, p 276.

search, then the perception process is focused on external stimuli relevant to solving the problem. This is external search (Hawkins, Best & Cony, 1983).

Hawkins et al. (1983) suggested that consumers engage in internal and external search for: (a) appropriate evaluative criteria, (b) the existence of potential solutions, and (c) the characteristics of potential solutions. When problems cannot be resolved with an evaluation of stored information, there is a need to collect additional information prior to making a purchase decision. External information can include: (a) the opinions and attitudes of friends, neighbors, and relatives; (b) professional information provided in pamphlets, articles, and books; (c) marketer-generated information presented in advertisements and displays and by sales personnel. Thus, external information search involves the collection of additional information.

Extensive problem solving, which occurs only in a high involvement condition, requires an active search. (Vaughn, 1980). Involvement is defined as the activation of extended problem-solving behavior when the act of purchase or consumption is seen by the decision maker as having high personal importance or relevance (Petty & Capicoppo, 1981). Depending on their level of involvement, individual consumers differ in the extent of their decision process and their search for information. Clothing is perceived as a high-involvement product because it reflects one's self-image, is costly, and the risks of a wrong decision are high (Engel & Blackwell, 1982).

Laurent and Kapferer (1985) examined the relationships between different types of involvements and fourteen product categories among housewives. Dresses showed the highest score in all of the four types of involvements, which means that dresses were considered as the highest involvement product in this study (See Table 1).

TABLE 1

INVOLVEMENT PROFILES

	Importance of negative consequences	Subjective probability of mispurchase	Pleasure value	Sign value
Dresses	121	112	147	181
Bras	117	115	106	130
Washing machines	118	109	106	111
TV sets	112	100	122	95
Vacuum cleaners	110	112	70	78
Irons	103	95	72	76
Champagne	109	120	125	125
Oil	89	97	65	92
Yogurt	86	83	106	78
Chocolate	80	89	123	75
Shampoo	96	103	90	81
Toothpaste	95	95	94	105
Facial soap	82	90	114	118
Detergents	79	82	56	63

Source: Laurent, G. and Kapferer, Jean N. Measuring Consumer Involvement Profiles. Journal of Marketing Research, Vol. 22, February 1985, 41-53.

However, extensive search generally occurs for only a few consumption decisions. Habitual and limited decision making which involve little or no active external search is more common. This is particularly true for relatively low priced convenience goods. It occurs when the expected benefits of the search are greater than the perceived costs of search. It takes time, energy, money, and can often require giving up more desirable activities. Therefore, consumers may engage in external search only to the extent that the expected benefits such as a lower price or a more satisfactory purchase outweigh the expected costs (Hawkins et al., 1983).

Bettman (1979) discussed major aspects of the information acquisition related to internal and external search. Active information search initially may be internal search of information stored in memory. During internal search interruptions can arise based upon lack of needed information, conflicting information, or recall of previously forgotten goals. One major response to such interruptions may be formation of a goal for external search. Following initial internal search, there may be external search. Responses to these interruptions depend on the consumer's interpretation of the significance of the interruption in light of current goals. Both internal and external searches are characterized by direction (which pieces of information are sought); by degree (how much is sought); and by more detailed patterns in the sequences of information sought (what acquisition strategies are

used). Figure 3 provides a more detailed outline of the basic phenomena related to information acquisition discussed above.

Chaiken (1982) suggested that a distinction should be made between heuristic and systematic processing in choice behavior, in order to understand how various factors influence decisionmaking and information search strategies. In the systematic processing mode, consumers actively attempt to comprehend and critically evaluate information about relevant attributes of alternatives. In a heuristic mode, decisions are based on more superficial assessment of cues. The systematic mode requires detailed processing of information content, whereas the heuristic approach emphasizes the role of simple scheme or cognitive heuristics. Heuristics are most likely to be used by individuals with low involvement in the decision, by those who do not have the ability or expertise to engage in systematic processing, and by those faced with tasks or distractions that are difficult for them.

Among systematic processing, it is assumed that there are active or passive searchers. Active searchers are seekers of market information for its own sake. They enjoy the physical activity involved with external search, and they engage in it even when there is no immediate problem. These consumers often shop for the sole purpose of keeping abreast of what product and store alternatives are available. Active searchers tend to be inquisitive persons. They participate in many activities outside home. They read the advertisement and articles from newspapers and

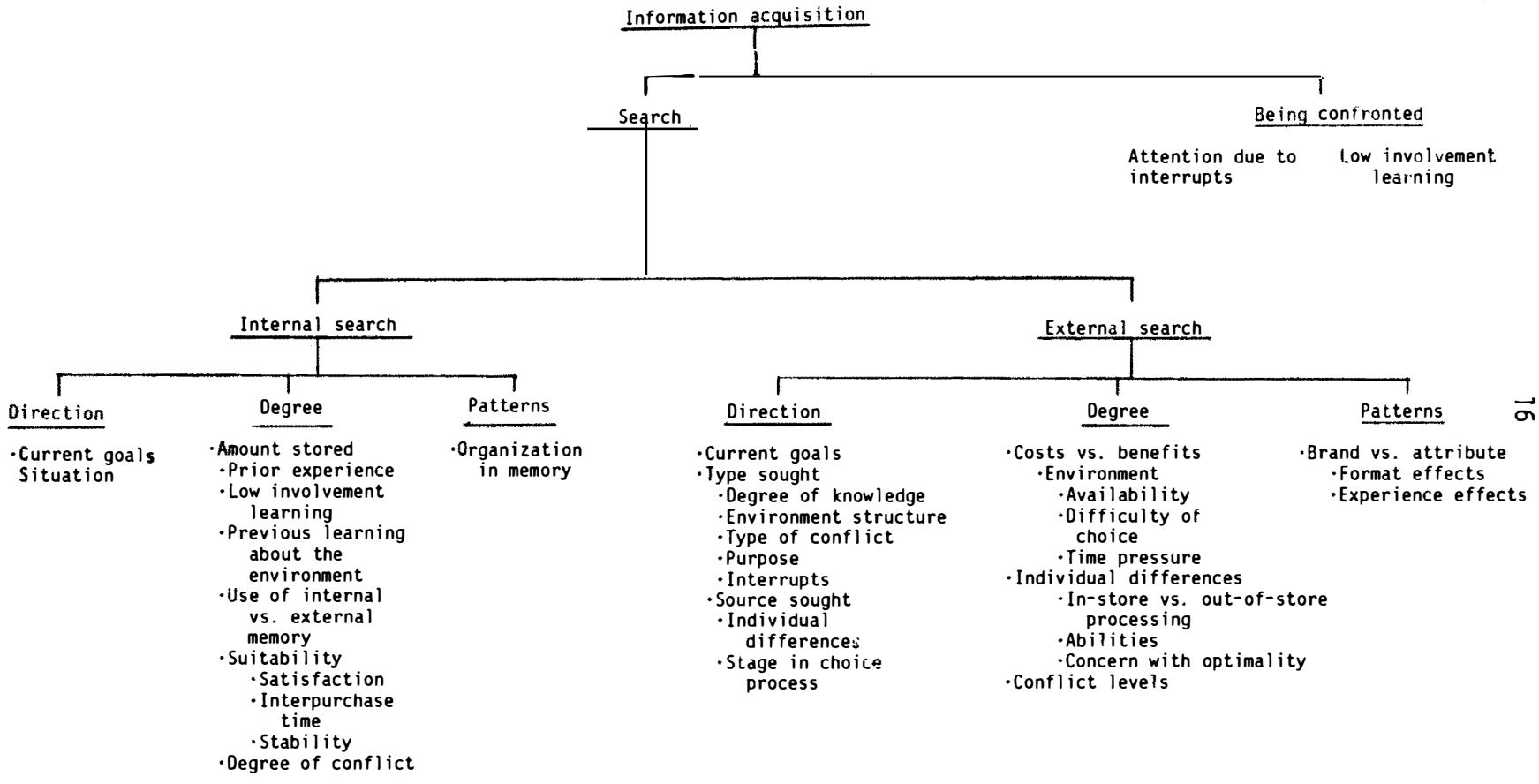

Figure 3. A Detailed Framework for Viewing Consumer Information Acquisition.

Source: Bettman, James R. An Information Processing Theory of Consumer Choice, Reading, MA: Addison-Wesley, 1979, p. 109.

magazines and inquire among reference groups about new ideas observed in the various media. Active searchers are interested in themselves and their community, and they like to be well thought of by others.

On the other hand, the group of passive searchers seek market information only when it has specific and immediate use. These consumers tend to use external sources, such as television, radio, newspapers, or magazines that are available without much external search. Passive searchers are frequently preoccupied with work or family, and they are introverted (Walters, 1978).

Determinants of External Information Search

Many researchers to date have classified factors that influence the level of external search. Table 2 provides a comparison of the determinants of the extent of information search in the present study with those in the research by Bettman (1979), Moore & Lehmann (1980), and Hawkins et al. (1983). Bettman (1979) classified determinants of "choice process intensity" into five categories: (a) properties of choice situation, (b) cost versus benefits of information, (c) knowledge, (d) individual differences, and (e) conflict and conflict response.

Moore and Lehmann (1980) offered a list of variables which categorized the determinants into six categories: (a) market environment, (b) situational variables, (c) potential payoff/product importance, (d) knowledge and experience, (e) individual

TABLE 2

COMPARISON OF THE DETERMINANTS OF THE EXTENT OF EXTERNAL INFORMATION SEARCH

Bettman (1979)	Moore and Lehmann (1980)	Hawkins et al. (1983)	Present study (1986)
	1. MARKET ENVIRONMENT ·number of alternatives ·complexity of alternatives ·marketing mix of alternative ·stability of alternatives on the market ·information availability	1. MARKET CHARACTERISTICS ·number of alternatives ·price range ·store concentration ·information availability	1. MARKET CHARACTERISTICS ·type of store
1. PROPERTIES OF CHOICE SITUATION ·availability of information ·difficulty of choice task ·time pressure	2. SITUATIONAL VARIABLES ·time pressure ·social pressure (family, peer, boss) ·financial pressure ·organizational procedure ·physical and mental condition ·ease of access to information sources	2. SITUATIONAL CHARACTERISTICS ·time availability ·purchase for self ·pleasant surroundings ·physical/mental energy	2. SITUATIONAL CHARACTERISTICS ·time pressure ·implicit dress code ·length of time in employment
2. COST VERSUS BENEFIT INFORMATION	3. POTENTIAL PAYOFF/PRODUCT IMPORTANCE ·price ·social visibility ·perceived risk ·difference among alternatives ·number of crucial attributes ·status of decision-making activity	3. PRODUCT CHARACTERISTICS ·price ·differentiation	3. PRODUCT CHARACTERISTICS ·type of outfit ·price ·evaluative criteria
3. KNOWLEDGE	4. KNOWLEDGE AND EXPERIENCE ·stored knowledge ·usage rate of product ·previous information ·previous choices ·satisfaction		
4. INDIVIDUAL DIFFERENCES ·in-store versus prior processing ·ability ·concern with optimality of choice	5. INDIVIDUAL DIFFERENCES ·ability ·training ·approach to problem solving ·approach to search ·involvement ·demographics ·personality/lifestyle	4. CONSUMER CHARACTERISTICS ·learning and experience ·personality and self-concept ·social status, age and stage in the family lifecycle ·perceived risk	4. CONSUMER CHARACTERISTICS ·lifestyle ·self-confidence in dress ·demographics ·practices
5. CONFLICT AND CONFLICT RESPONSE	6. CONFLICT AND CONFLICT-RESOLUTION STRATEGIES		

differences, and (f) conflict and conflict resolution strategies. These two categorizations are different in two ways. First, Bettman has one choice situation catgegory while Moore and Lehmann have two components in the choice category, market environment and situational variables. Second, Bettman has one costs and benefits category while Moore and Lehmann have two categories, potential payoff/product importance and knowledge/experience.

Hawkins et al. (1983) categorized the determinants of external search into four categories. They suggested characteristics of the market, the situation, the product, and the consumers interact to influence the level of search.

From the literature, factors which influence the amount of external search were selected and classified into four categories: (a) market characteristics (type of store); (b) product characteristics (type of outfit, price, and evaluative criteria); (c) consumer characteristics (lifestyle, self-confidence in dress, demographics and practices); (d) situational characteristics (time pressure, implicit dress code, and length of time in employment). This resulted in eleven independent variables for this study.

A model was established to specify relationships between variables (Figure 4). This model suggests that consumer, situational, product, and market characteristics influence the degree and type of individual external search. Each of the selected variables are discussed in the next section.

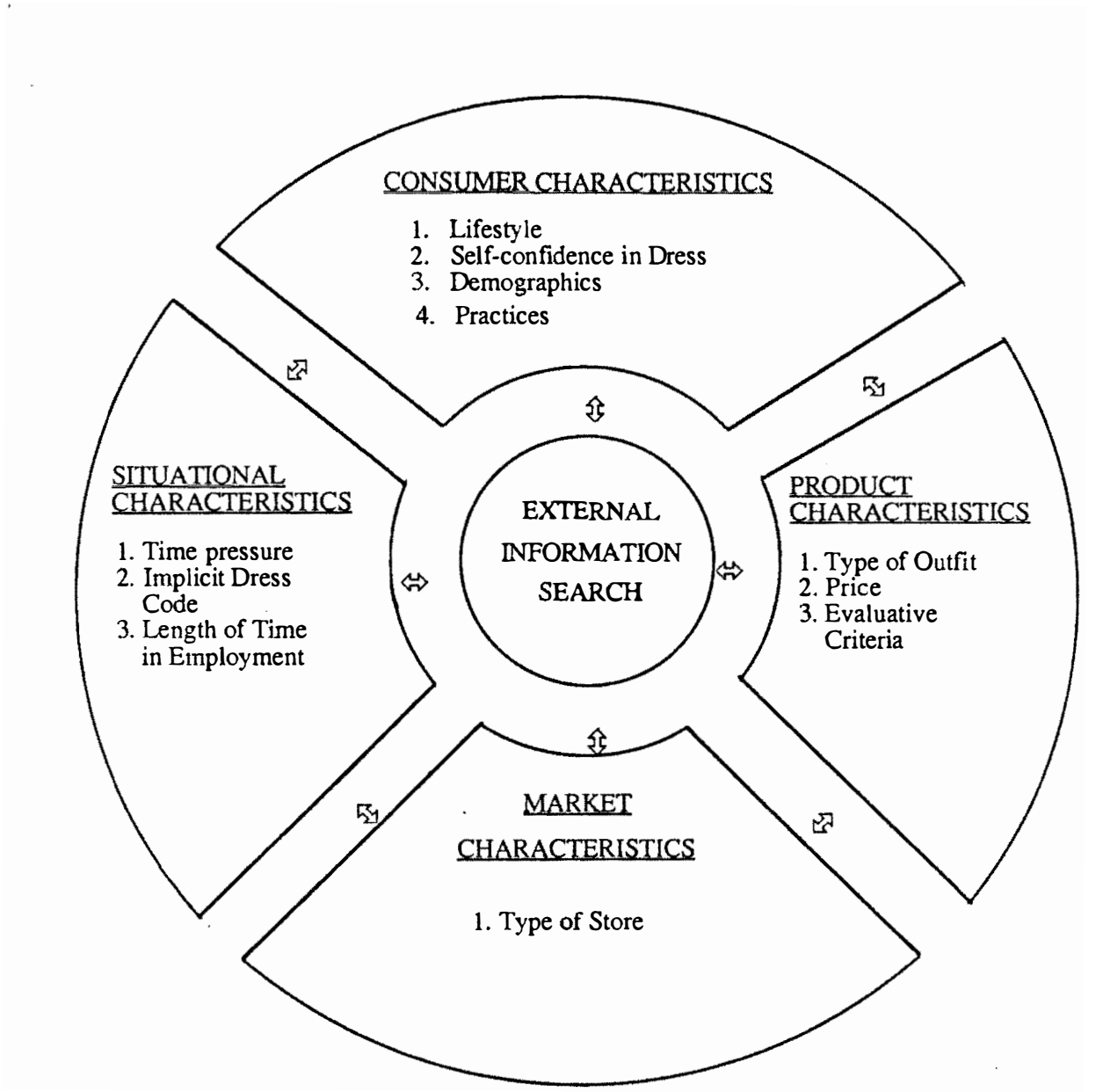

Figure 4. Model of Degree and Type of External Information Search for Employed Women's Dress.

Related Literature

This section includes: (a) market segmentation and information search (b) consumer, situational, product, and market characteristics; (c) the changing employment status of women; and (d) the emerging importance of "baby boom" adults.

Market Segmentation and Information Search

Companies are increasingly embracing target marketing. Target marketing helps companies identify marketing opportunities better, develop the right product for each target market, and adjust their prices, distribution channels, and advertising to reach the target market efficiently. Target marketing calls for three major steps: (a) market segmentation, (b) market targeting, and (c) product positioning (Figure 5). In other words, companies distinguish among many market segments (market segmentation), selects one or more of these segments (market targeting), and (c) develops products and marketing mixes tailored to each segment (product positioning) (Kotler, 1984).

Market Segmentation:	Market Targeting:	Product Positioning:
1. Identify bases segmenting the market	3. Develop measures of segment attractiveness	5. Develop product positioning for each target
2. Develop profiles of resulting segments	4. Select the target segment(s)	6. Develop marketing mix for each target segments

Figure 5. Steps in Market Segmentation, Targeting, and Positioning.

Source: Kotler, P. Marketing Management: Analysis, Planning, and Control. N.J.: Prentice-Hall, Inc., 1984. p. 251.

The purpose of this study was to identify bases for segmenting the market by information search activities, and to develop profiles of the resulting segments (steps one and two in Figure 5). Although five major criteria, geographic, demographic, psychological, social-cultural, and user-behavior characteristics, have been used for effective market segmentation (Schiffman & Kanuk, 1983) recent consumer research suggests that the frequency and intensity of information search at retail can also serve as a base for segmentation strategies. Claxton et al. (1974), Westbrook and Fornell (1979), Kiel and Layton (1981), and Furse et al. (1984) suggested that there were distinct patterns of information search among car purchasers. Patterns of search emphasizing retail outlets, interpersonal sources, little active search, extensive search of many sources, and a more modest amount of search of several sources have been identified in one or more studies. Table 3 provides a comparison of the variables used in the classification phase of the present study with those used in four previous studies. Table 4 presents the results of the study in terms of information search pattern found.

Claxton, Fry and Portis (1974) isolated three different segments among 546 housewives who had reported a recent major furniture purchase. Taxonomic procedures were used to identify clusters of respondents in terms of three common information sources used, the total number of store visits, and the amount of deliberation time. Three main clusters were found and these were labeled thorough

TABLE 3

MEASURES OF EXTERNAL INFORMATION SEARCH

Claxton et al. (1974)	West & Fornell (1979)	Kiel & Layton (1981)	Furse et al. (1984)	Present study (1985)
1. CONSIDERED ALTERNATE ·use of money ·brands ·price levels	1. READING OF: ·books ·pamphlets ·magazines ·newspaper ·articles		1. READINGS OF: ·consumer magazines regularly ·books and magazines ·car ratings ·manufacture	1. TIME SPENT READING: ·fashion magazines ·ads in newspaper ·women's business magazines ·general women's magazines ·general business magazines ·general interest magazines ·newspaper articles ·apparel manufacturer's brochure/pamphlets ·dress for success ·retail store catalogs
2. MENTIONED AS SOURCE OF INFORMATION: ·salesmen ·stores ·advertisements ·family ·friends ·other sources	2. SEEKING ADVICE OR OPINION OF: ·friends ·neighbors ·relatives	1. TIME SPENT: ·at retailers ·total introspection time ·total search time ·introspection and search	2. TIME SPENT: ·talking to: a. salesperson b. others ·looking at ads ·walking around dealer showroom ·test driving cars	2. TIME SPENT: ·talking to: a. friends/colleagues b. family/relatives c. salesperson d. personal shoppers wardrobe consul. ·watching TV commercial ·watching TV programs ·listening to radio ads ·looking around the store. ·participating in: a. fashion show b. seminars on "dress for success" ·looking at displays in stores
3. MENTIONED AS IMPORTANT FEATURE: ·price ·brand ·style ·quality ·size				
4. NUMBER OF: ·total store visits ·stores visited ·alternatives considered ·sources used ·visits to single store	3. NUMBER OF: ·different retail outlets	2. NUMBER OF: ·ads recalled ·owners contracted ·opinion leaders contracted ·trips to dealers ·retailers visits ·phone calls made ·items of written information used ·other dealers	3. NUMBER OF: ·different dealers visited ·total visits to dealers ·total different search	
5. TIME OF: ·deliberation				

TABLE 4

FINDINGS OF CONSUMER SEGMENTS IN FOUR DIFFERENT STUDIES

Claxton et al. (1974)	West & Fornell (1979)	Kiel & Layton (1981)	Furse et al. (198?)
1. thorough buyer (store intense)	1. objective shoppers	1. low-information seekers	1. low search group
2. thorough buyer (balanced)	2. moderate shoppers	2. high-information seekers	2. purchase-pal assisted
3. nonthorough buyer	3. store intensive shoppers	3. three clusters of collectively styled selective information seekers	3. high search
	4. personal advice seekers		4. self-reliant shopper
			5. retail shopper
			6. moderate search group

(store intense) buyers, thorough (balanced) buyers, and nonthorough buyers. The nonthorough group accounted for 34 percent of all respondents. These people, on the average, used one source of information, made two store visits, and had a deliberation time of a few weeks. The thorough (balanced) group used three information of sources, visited six stores, and spent several months considering the purchase. They accounted for 44 percent of the respondents. The thorough (store intense) group accounted for 5 percent of the respondents. They averaged three information sources, twenty store visits, and a the year deliberation time.

Westbrook and Fornell (1979) studied external information search activities of durable goods buyers' repurchases. They were able to classify major appliance buyers according to distinctive patterns of repurchase information source usage which included various explanatory variables. Classification was based on the identification of two underlying and independent dimensions of information search: (a) extent of physical shopping and (b) use of neutral sources versus personal sources. Four segments emerged and were described as follows:

1. Objective shoppers: this group was more highly educated, and reported a high incidence of joint husband-wife decision-making. They considered a large set of alternatives, made many retail visits, and tended not to consult personal sources.

2. Moderate shoppers: this group usually visited only one store. They tended to be older, less educated, and relatively satisfied with previous purchases.
3. Store intensive shoppers: younger and well educated, these shoppers visited four or more stores and also made use of personal sources to help them differentiate between many alternatives being considered for purchase.
4. Personal advice seekers: these people usually visited only one store and made primary use of personal sources.

In a comprehensive study of the behaviors and correlates of information seeking by Australian new car buyers, Kiel and Layton (1981) examined three dimensions of information seeking--information source, brand name, and time. Cluster analysis was used to develop consumer taxonomies of search behavior based on measurements of each of the information search dimensions. The resulting taxonomies were a high search group, a low search group, and three clusters of collectively styled selective information seekers. Low information seekers undertook little search from all the sources of information: they visited few dealers, discussed the purchase with few people, made little use of media, made the purchase more quickly than other consumers, and undertook little brand or dealer deliberation. High information seekers spent considerable time considering the purchase, made extensive use of the various sources of information,

and deliberated on several brands and dealers before reaching a purchase decision. The interpretation of the selective information seeking clusters indicated that one sub-group of consumers undertook high retailer search activity but was relatively low in other areas of search. A second sub-group made extensive use of interpersonal sources of information but made relatively less use of retailer search, whereas a third sub-group of selective information seekers took considerable time in the decision and search process but undertook only an intermediate amount of retailer, interpersonal, and media search and undertook very little brand of retailer deliberation.

Using four categories of information search activities, Furse et al. (1984) identified six distinctive external information search patterns among purchasers of new automobiles. The questionnaire solicited information on the activities and decisions undertaken by the respondent or others in selecting their new automobiles. Based on the variables from which they were derived, six clusters were labeled as follows:

1. A low search group: spent least time of all clusters in search-related activities, more likely to know in advance the manufacturer and dealer from whom they wish to purchase, older, and highest income of all clusters.

2. A purchase-pal-assisted: least experienced car shoppers, had owned the fewest cars previously, tended to involve another who was perceived as knowing cars, and expressed little confidence in their ability to judge cars.
3. A high search group: spent the greatest amount of time in search activity, believed extensive information search was necessary to get a good buy, tended to involve others in search activities, but these other individuals might have no particular expertise, and best educated of clusters but of moderate income.
4. A self-reliant shopper: spent the greatest amount of own time in search process but did not involve others in search, considered a large number of automobile made and models, most likely to know in advance the dealer from whom car is purchase, and most likely to be purchasing new car for fuel efficiency or because they wanted a car for a different purpose from that of previous car.
5. Retail shopper: largest number of decision makers involved, considered a large number of makes, large amount of "other" involvement in the search process, and common occupations were managers, government officials, or proprietors.

6. A moderate search group: devoted below-average amount of time to search activities, high certainty that they could obtain a good deal without information search, and tended to be older males with higher income than average.

In summary, these studies vary in information search activities investigated and in type and number of consumer segments created. Therefore, information search activities might serve to divide employed women apparel market into distinct groups which might require separate product and/or marketing mixes.

Consumer, Situational, Product, and Market Characteristics

Consumer Characteristics

A variety of consumer characteristics affect consumers' perceptions of expected benefits, search costs, and thus the need to carry out a particular level of external search (Hawkins et al., 1983). Consumer characteristics in this study included lifestyle, self-confidence in dress, and demographics.

Lifestyle. Many consumer researchers defined lifestyle as the patterns in which people live and spend money and time. Block and Roering (1979) discussed that lifestyles are learned by individuals as the result of various social influences and are the derivatives of social values and personality. The three major components of

lifestyle have been defined as activities, interests, and opinions. The most frequent and perhaps useful application of lifestyle research currently is for market segmentation strategies.

Lifestyle measures have been used frequently in the investigation of consumer's clothing shopping behavior. According to Roberts (1980), the lifestyle choices available to women today are many and varied. Products and services are sought both to implement these lifestyle choices and to reflect them. Understanding how products and services fit into these chosen lifestyles is a necessity in order to make them effective.

Jenkins and Dickey (1976) classified consumers into four segments (Fashion Advocates, Quality Seekers, Frugal Aesthetics, and Concerned Pragmatics) based on two evaluative criteria of making clothing choices--appearance and practicality. Psychographic profiles of the four segments were developed indicating differences between the groups in clothing consciousness and knowledge, social class and education, and the personality trait of pessimism. The authors concluded that evaluative criteria can be an appropriate means of understanding the needs of consumers.

Self-confidence in dress. The terms self-confidence and self-esteem have been used interchangeably throughout literature. Ryan (1966) suggested that the individual who is unsure of herself or has low self-esteem, especially in social situation, would place more emphasis on the importance of clothes than would the individual who is socially self-assured.

Reynolds and Darden (1971) suggested if an individual's perceived self-confidence is high there is less need to seek information from others in a social network. Relating this framework to information-seeking activities on employed women's dress, women with high confidence in dressing professionally would seek less information concerning employment apparel than those with low confidence.

Demographics. Newman and Staelin (1972) reported results based on personal interviews of 653 buyers of new cars and major household appliances, drawn from a national probability sample of 1,300 households. Buyers with advanced degrees and for those with nine grades (or less) of education sought less information. Buyers with bachelors degrees sought more information than those in other educational attainment. Young unmarried consumers had the highest information search scores. Occupational status levels was related to information search with managers, professional, and the self-employed consumers conducting more search than unskilled, clerical, and service workers.

In the study of Claxton et al. (1974) (see the first study reviewed), income and educational levels were positively related to thoroughness of information search, as were price paid, concern for selecting the right product, and the existence of financial constraints.

In summary, external search seems to relate positively to education, occupation, and income. Age of the shopper has been found to be negatively related to information search.

Situational Characteristics

Situational variables can have a major impact on information search behavior. Situational characteristics in this study included time pressure, implicit dress code, and length of time in employment.

Time pressure. Employed women make shopping a less time-consuming activity. They accomplish this "time economy" by shopping less often, and by being brand and store loyal. Employed women also are likely to do their shopping during evening hours or on the weekend. They seem to prefer self-service stores and evening shopping. Nonemployed women are more likely to use information from relatives and newspapers to select clothing stores, are more price conscious, and are more likely to be concerned with how flattering clothing is (Schiffman & Kanuk, 1983).

Implicit dress code. Implicit dress code means dress expectations that management sets by implication rather than by explication (Rabolt, 1984). Sommer (1977) suggested that managers are advised to dress comfortably, but what is comfortable may not be acceptable. Those not adhering to the unwritten dress codes of business may be limiting their careers. Molly (1977) decried the lack of a consistent, recognizable business uniform for females.

He advocated a two-piece suit-skirt and blazer-style jacket with a blouse analogous to a man's suit.

Miller (1976) reported that employers described the appearance they desired for retail executive trainees as "businesslike", meaning a continuing demand for appropriate attire for employees.

Two marketing professors from New York University asked the readers of Savvy, the self-styled "magazine for executive women," to rank 12 outfits on their appropriateness as office garb for the female professionals (Kiechel, 1983). According to the 6,000 respondents, the clear-cut winner, with an overall score of 100, was a two-piece suit with a blouse and a neat little bow tie. In second place was a similar suit worn with a blouse open at the collar.

Firms concerned with their public image and the appearance of their employees view professional dress as an attitude of respect for the company and its clients (Rabolt, 1984). Therefore, employed women working in such an environment may need to seek more information on their employment apparel.

Length of time in employment. Individuals facing new life experiences are thought to be more susceptible to personal influence (Robertson, 1971), because habits for handling many situations are not established. Those who have been employed in their career for a relatively short period of time may need to seek more information on career dress because they are not established in their environment.

Product Characteristics

Product characteristics included price and evaluative criteria and type of outfit.

Price. The range of prices among equivalent brands in a product class is a major factor in stimulating external search (Hawkins, et al., 1983). In an experiment with consumers of fashion goods to determine their information requirements in making a purchase decision, Martin (1971-72) found that information about price is in large part the basis for a consumer's buying decision. Therefore, this demand for such information is consistent with consumer's behavior.

Evaluative criteria of clothing. Evaluative criteria is defined as the specifications or standards used by consumers in comparing and assessing alternatives. In high-involvement products, consumers compare the information gained through the search process against these evaluative criteria (Engel & Blackwell, 1982). Jenkins (1973) studied the role of evaluative criteria in assessing the clothing and textile product and information needs among female consumers. Women who were not employed or employed in higher occupational levels most often indicated the criterion of suitability, whereas women in lower occupational levels most often mentioned that the product was a good buy, pleasing to others, and comfortable. Because people's needs vary not only in terms of products but also in terms of information (Bauer & Greyser, 1967),

knowledge of evaluative criteria may be useful clues as to the type of information the consumer will find relevant in evaluating the product. Therefore, the consumer decision-making process may be helpful in gaining insight into wants and needs relative to a specific product.

Market Characteristics

Market characteristics play a major role in determining the expected benefits and costs of information search (Hawkins et al., 1983). Type of store was the only market characteristic included in this study.

Type of store. A decision about which stores to shop is fundamentally the same as a decision about products or brands and, therefore, involves problem recognition, search, alternative evaluation, choice, outcomes and consequences (Engel & Blackwell, 1982). Retail stores have images of their own, which serve to influence the perceived quality of products they carry as well as the decisions of consumers as to where to shop (Schiffman & Kanuk, 1983).

Each store-loyal customer has a tendency to seek information in a different way. For instance, department store shoppers have a strong fashion emphasis accompanied by readership of fashion magazines and the purchase of individualized fashion items (Crask & Reynolds, 1978). Specialty-store shoppers tend to have more product knowledge and to be exposed to specialized magazines and manufacturer's literature (Dashn, Schiffman & Berenson, 1976). Therefore,

women who buy career outfits at different types of retail store are expected to seek different types and degrees of information.

Changing Employment Status of Women

The ever-increasing number of employed women has been one of the most important economic and social developments of the recent era. Over time, the typical American family has experienced significant changes which indicate that resource allocation decisions within the household have changed (Eastwood, 1985). Among important changes, the changing social and economic status of women in the United States is most dramatrically illustrated by the sheer increase in women's presence in the labor force (Lazer & Smallwood, 1977).

The U.S. Department of Labor (1984) reported that about 48.5 million women 16 years of age and over were working or looking for work in 1983. Ten years earlier (1973), about 34.8 million women were in the civilian labor force. Women accounted for more than three-fifths of the increase in the civilian labor force in the past decade--about 13.7 million women compared with 8.4 million men.

Although women are still concentrated in low paying jobs, Taylor (1981) predicted that the gap between male and female earnings will narrow because some of the most explosive growth of the labor participation rate for women is taking place among the "baby boomers." Therefore, the income gap between one- and two earner families will widen and by 1990, married women will be contributing

a significant share to household buying power (Marketing News, 1980).

Several emerging trends support this speculative conclusion. First, the demographic factor that is most directly related to increased women's participation in the labor force is the level of educational attainment. In 1910, only 14.6 percent of females finished high school and 1.9 percent had attended 4 or more years of college. By 1980, 40.5 percent of females received high school education and 13.5 percent of them had college educations (Eastwood, 1985) (see Table 5).

A second factor is the different job mix that distinguished the employed women of the 1950s. A large number of women have moved from typical female fields to professional and managerial positions since 1950, although clerical occupation has grown at a more rapid rate. (Bureau of Labor Statistics, 1983) (See Table 6).

Third, as the life cycle of employed women changes--that is, longer continuous periods of work--they will gain important occupational skills as well as acquire the seniority that will protect them against the last-hired/first-fired syndrome.

The impact of women's employment on their consumer behavior is beginning to influence the market place. Employment may cause changes in consumer behavior of women who not only have new needs, but have less time than the traditional housewife to satisfy these needs (McCall, 1977). According to Horn (1975), the employment status of women has a definite effect on personal clothing

TABLE 5

EDUCATION ATTAINMENT OF FEMALE
(Percent of the population aged 25 or more)

Year:	1910	1920	1930	1940	1950	1960	1970	1980
High School	14.6	17.1	20.7	26.3	36.0	42.5	45.5	40.5
4 or more year college	1.9	2.4	3.1	3.8	5.2	5.8	10.7	13.5

Source: Folger, John K. and Charles B. Nam, Education of the American Population, U.S. Bureau of the Census 1960 Monograph (GPO, 1967), Table V-5; and U.S. Bureau of the Census, Statistical Abstract of the United States, 1981.

TABLE 6

WOMEN'S EMPLOYMENT AS A PERCENT OF ALL WORKERS
IN PROFESSIONAL, MANAGERIAL AND
CLERICAL OCCUPATIONS*

Occupation	1950	1960	1970	1979	1982
Professional/Technical	40.1	38.0	40.0	43.3	45.1
Managerial/Administrative except farm	13.8	14.4	16.6	24.6	28.0
Clerical	62.3	67.5	73.6	80.3	80.7

*Household data.

Source: Employment and Earnings, Bureau of Labor Statistics, 1983.

consumption, including higher personal clothing expenditures and a broader wardrobe than non-employed women.

One study entitled "A Leadership Market: The New Breed of Working Women" (1978), was conducted by the Associated Merchandising Corporation as the basis for a coordinated package of a merchandising, display, promotion, advertising, and service program for stores. The study concentrated on employed women ages 18 to 50 who were earning more than $15,000 a year. The results showed that employed women were expected to spend $12 billion just for work apparel by 1981. The other major findings for employed women's apparel purchasing behavior were as follows: (a) employed women were significantly less price sensitive than non-employed women; (b) 45 percent looked for labels; (c) 75 percent wanted a wardrobe easy to mix and match; (d) the employed woman was a hybrid of traditional and updated fashion customers; (e) almost two thirds looked to instore display for fashion information; (f) employed women read more and read different popular magazines than their non-employed counterparts; (g) 84 percent endorsed the concept of a separate department catering to their needs (e.g., convenience in extra hours, location, alterations, better trained sales help); (h) 91 percent placed a premium on finding merchandise easily; (i) downtown shopping was important for the employed women. Still, suburban retail branches were dominant for the employed woman; (j) 78 percent shopped at several stores because they felt no one store catered to all of their needs; and (k) employed women preferred to shop

weekends rather than week days; evenings and lunch, rather than morning and afternoon.

The importance of clothing, career appearance and education have increased as the job market became more competitive for women (Kelly and Anselmo, 1977). Therefore, women are receiving a great deal of advice on proper business dress from various kinds of publications such as Office Dress Courts (1977), "Dressing for the Top" (1978), and "How to Build the Look for Success" (1978). Thus, the employed women's market has recently become one of the greatest interest for both marketers and consumer reseachers, because employed women are a growing market segment whose needs differ from women who do not work outside the home.

Emerging Importance of "Baby Boom" Adults

The most obvious change in the U.S. population is simply that it is growing older. The key change in the age mix of the population is the shift of post-World War II babies toward middle age (Business Week, 1976). The "baby boom" occurred in the period from 1947 to 1964. This group can be called a "baby boom cohort." Ryder (1965) defined a cohort as an aggregate of individuals within a given population who experienced the same event(s) within the same time interval. Each cohort experiences unique events differently because each cohort is at different stage in the life course when the events occur. Cohorts also differ in initial size and composition, since society is constantly changing over time.

"Baby boomers" value and life styles are different. They are well educated, fast-rising, dual-career oriented, individualistic, hedonistic, and sophisticated generation (Advertising Age, 1983; Business Week, 1981). Because of these characteristics of "baby boomers", Jones (1980) called this cohort the Superclass. The purpose of a job is not to satisfy their material needs but to satisfy emotional needs. They want personal recognition, a change to be heard, a chance to learn and grow. Their work must be meaningful and provide an outlet for self-expression.

Family incomes will grow as "baby boomers" gain experience in their jobs and as the number of employed wives increases, especially college-educated women (Marketing News, 1980). Dual-earner couples, who are one of the hot markets of the 1980s, give a strong lift to baby boomers buying power. Also, they are transforming the markets to affluent-oriented goods and services (Taylor, 1981). Noting the most substantial income gains in this segments, the big theme for marketers, considering the more sophisticated, time conscious consumer, will be quality, convenience at the 'right' price (Taylor, 1981), customization, and optional features (Business Week, 1981). These demographic trends suggest that "baby boomer's" purchases will spur demand for quality apparel and textiles, quality household durables, home furnishings, high-technology appliances, and do-it-yourself products (Business Week, 1978; Taylor, 1981). Thus, the economic value of "baby boomers cohort" in terms of great buying power justify the research.

CHAPTER III

METHODOLOGY

Presented in this chapter are the (a) hypotheses, (b) operational definition, (c) the sampling method, (d) measures, (e) pretest, (f) data collection, and (g) statistical analysis procedure.

The research methodology used was the analytic survey approach.

Hypotheses

Based on the review of literature in Chapter II, hypotheses were constructed.

Hypothesis I. Information search activities in clothing decision making will form different patterns among employed women.

Hypothesis II. Information search patterns will be related to the following variables:

a. Consumer Characteristics
    1. Life-style
    2. Self-confidence in clothing
    3. Demographics
    4. Practices
b. Situational Characteristics
    1. Time pressure
    2. Implicit Dress Code
    3. Length of Time in Employment

c. Product Characteristics

1. Type of Outfit

2. Price of Outfit

3. Evaluative Criteria

d. Market Characteristics

1. Type of Store

Operational Definitions

1. Lifestyle--The measurement of lifestyle consisting of a battery of statements designed to capture a consumer's activities, interests, and opinions (Schiffman & Kanuk, 1983). (Section III, items #1 to 99)

2. Self-confidence in Dress--The measurement of confidence in her ability to dress professionally (Rabolt, 1984) (Section I, items #6 to 9).

3. Demographics--Age, marital status, education, occupation, geographical region of the country, urbanization, race, the number of the family, amount spent on wardrobe, total household income, and personal income (Section IV, items #1 to 10).

4. Practices--The total number of different retail stores visited, the total number of store visits, the total number of phone calls to stores (Section II, items #22 to 24).

5. Time Pressure--The measurement of time pressure when employed women make shopping for employment apparel. (Section I, item #10).

6. Implicit Dress Code--Implicit dress expectations set by management (Rabolt, 1984) (Section I, item #11).

7. Length of Time in Employment--The length in months or years a woman has worked in a particular career (Rabolt, 1984) (Section IV, item #12).

8. Type of Outfit--Clothing wearable for employment which include dress, suit, skirt separates, pants separates, and other (Section I, item #1).

9. Price of Outfit--Amount spent on a particular apparel for employment (Section I, item #4).

10. Evaluative Criteria--Attributes or specifications used in the selection of employment apparel (Section I, items #2 A-R).

11. Type of Store--A decision about stores which to shop (Section I, item #3).

12. Information Search Activities--The amount of external search effort and decision time (Section II, items #1 to 24).

Sampling Method

A random sample of 5,000 names out of a sub-list of 370,000 was purchased from the Lifestyle Selector, Denver, Colorado which is a division of National Demographics and Lifestyles. Consumers in the sample had expressed an interest in answering questionnaires about clothing. The sample included females, ages 25-44, in the following occupation categories: professional/technical, upper management/administration, sales/service, clerical/white collar, craftsman/blue collar, student, and housewife. Table 7 presents a profile of the mailing list.

To reduce the sample size from 5,000 to 3,000, while preserving randomness, Uniform Random Number Generation technique was utilized through SAS (Statistical Analysis System) to generate 5,000 random numbers. The 5,000 random numbers were assigned to actual names. If this random number was less than 3,000, the name was selected. Otherwise, it was discarded.

TABLE 7

THE LIFESTYLE SELECTOR MAILING LIST

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

Measures

A 10-page self-administered questionnaire consisted of items measuring the degree and type of information search activities, consumer characteristics (life-style, self-confidence in clothing, demographics, and practices), situational characteristics (time pressure, implicit dress code, and length of time in employment), product characteristics (type of outfit, price, and evaluative criteria), and market characteristics (type of store). The design of the questionnaire was based on the Total Design Method described by Dillman (1978) (Appendix A). The procedures used in developing each measure are discussed under appropriate headings.

Measure of Degree and Type of Information Search

Several previous researchers on consumer behavior have found that consumers employ information search strategies which can be distinguished by the amount of external search effort and decision time.

The present study examined the time spent on each search activity. The instrument developed by Furse et al. (1984) for information search activities in car purchases was used as a guide for format of the variables. The items for information search activities for employment purpose apparel were adapted from Rabolt (1984) as follows:

friends/family or career colleagues
general interest magazines
general business magazines
general women's magazines

fashion magazines
women's business magazine
salespersons in retail stores
displays of clothing in retail stores
business clothing departments in retail stores
personal shoppers or wardrobe consultants
dress for success books
dress for success seminars
fashion show
catalogs
TV commercials
TV programs
newspaper advertisements
newspaper articles
radio advertisement
apparel manufacturers' brochures and pamphlets

The variables of primary interest were those concerned with the amount of time the purchaser spent on a variety of information search activities. Twenty one questions were asked (Section II, item #1 to 21).

Subjects indicated the perceived amount of time they spent on each activity. A five-point scale was used to obtain estimates of the time spent on each activity: (1) no time at all; (2) up to 1 hour; (3) 1 to 3 hours; (4) 3 to 6 hours; and (5) 6 to 10 hours.

For example, some of the questions were:

		No time at all	Up to 1 hour	1-3 hours	3-6 hours	6-10 hours
1.	talking to your family/relatives	1	2	3	4	5
2.	watching TV commercials	1	2	3	4	5
3.	reading fashion magazines	1	2	3	4	5
4.	talking to salesperson	1	2	3	4	5

Consumer Characteristics

Lifestyle. The most widely used approach to lifestyle measurement has been the AIO (Activity, Interests and Opinion) approach (Cosmas, 1977; Plummer, 1974; Wells, 1975; Wells & Cosmas, 1975; Wells & Tigert; 1971). Plummer (1974) describes variables typically included in lifestyle research as:

> ...measures of people's activities in terms of (1) how they spend their time; (2) their interests, what they place importance on in their immediate surroundings; (3) their opinions in terms of their view of themselves and the world around them; and (4) some basic characteristics such as their stage in life cycle, income, education, and where they live.

He also stated that this approach measures the consumer's lifestyle from a three-dimensional view, which helps to explain consumer purchases as well as allowing for a more descriptive profile of the consumer.

The lifestyle questionnaire contains 99 activity, interest and opinion rating statements (Section III, items #1 to 99). The interest and opinions statements (items #1-78) were measured by a 6-point "strongly disagree" to "strongly agree" Likert-type, forced-choice scale as follows:

Interests and Opinions	Strongly Disagree					Strongly Agree
1. I am a homebody	1	2	3	4	5	6
2. I like to feel attractive to member of the opposite sex	1	2	3	4	5	6
3. Shopping for clothes is no fun any more	1	2	3	4	5	6
4. I have often thought of buying a subcompact car	1	2	3	4	5	6

Activity statements (items #79-99) were measured by a 6-point "never" to "2-3 times a week" frequency scale as follows:

Activities

	Never					2-3 times a week
1. Went to the movies	1	2	3	4	5	6
2. Read science fiction	1	2	3	4	5	6
3. Had wine with dinner	1	2	3	4	5	6
4. Used a charge card	1	2	3	4	5	6

These 99 AIO items were chosen from a 19-page questionnaire of Needham, Harper & Steers Advertising survey conducted in 1975. The AIO items used in this study have been used in several previous lifestyle studies (Cosmas, 1977; Edmonds, 1979; Reynolds, Crask & Wells, 1977) and also were included in the Wells (1971) AIO item inventory.

Self-confidence in dress. Four questions were adapted from Rabolt (1984) to relate to career women and their selection of clothing (Section I, items #6 to 9). A 5-point scale was used from "strongly disagree (one) to "strongly agree" (five). One example of these questions follows:

	Strongly Disagree					Strongly Agree
1. I feel very confident in putting together a professional appearance	1	2	3	4	5	6

Demographics. Items were included in the survey for the purpose of describing the sample and to determine if demographic characteristics affect the degree and type of information search activities on career dress. Subjects were asked their occupation, age, income, education, marital status, race, geographical region, urbanization, career orientation, number of family, and money spent on wardrobe (Section IV, items #1 to 10).

Practices. Subjects were asked to indicate the number of: (a) different retail store visited, (b) total store visits, and (c) total phone calls to stores (Section II, items #22 to 24).

Situational Characteristics

Implicit dress code. Employed women working in an environment where there is subtle pressure to dress in a certain manner may need to seek more information on employment dress. One question was asked to determine if subjects felt an unwritten, expected (implicit), dress code existed for employed women in their firm (Section I, item #11). A 5-point Likert-type scale was used with "strongly agree" rated 5 and "strongly disagree" rated 1.

Length of time in employment. Those who have been employed in their career for a relatively short period of time were expected to seek more information on employment dress. Subjects were asked to indicated how long they had been employed in their career by circling one of seven steps consisting of one to six months through more than fifteen years (Section IV, item #12).

Time pressure. Those who feel time pressures may seek less information than those who do not. One question was asked to indicate if they feel time pressure when they shopped for career outfit Section I, item #10). A 5-point scale was used from "strongly disagree" to "strongly agree".

Product Characteristics

Type of Outfit. Subjects were asked what type of outfit for work was recently purchased among dress, suit, skirt separates, pants separates, or other. (Section I, item #1) Subjects were instructed to keep this particular outfit in mind while answering questions related to purchase of clothing for work.

Price of Outfit. Subjects were asked to indicate how much money they had spent on the most expensive employment outfit purchased most recently (Section I, item #4). The scale ranged from "below $20" (1) to "$300 and above" (6). The positive relationships was hypothesized between price and the amount of information sought.

Evaluative Criteria. The measurement of evaluative criteria was adapted from Stemm (1980). The eighteen evaluative criteria used included (Section I, item #2 A-R): pleasing to others, fabric type and quality, brand and store name, quality of construction, ease-of-care, fiber content, comfort, suitability of individual, beautiful or attractive, price, good buy, fashionable, appropriateness for occasion, color, good fit, sexy, durability, and prestige.

The 5-point scale used ranged from "not important" (1) to "very important" (5).

Market Characteristic

Type of Store. Subjects were asked to indicate where they bought most of their clothes for work by circling one of the following: specialty clothing stores, department stores, mail order, discount stores, clothing chain stores, I sew it myself, I have it sewn, and others (Section I, item #3).

Pretest

The questionnaire was pretested with 48 female consumers, 25-44 years of age, who were not members of the final sample. Subjects were selected from: (1) the Secretarial Support Staff and Librarians, University of Tennessee, Knoxville, Tennessee, (2) employees of the Tennessee Mill and Mine Company, Knoxville, Tennessee, (3) the Executive of Third National Bank, Knoxville, Tennessee, and (4) employees of Proffitt's Department Store, Knoxville, Tennessee.

The pretest was conducted to ascertain: (1) clarity and readability of instruction and questions, (2) modifications needed in format, rating scales, and other areas which could hinder completion of the questionnaire and (3) amount of time needed to complete the questionnaire. After completion of the questionnaire respondents were asked to complete an evaluation of the questionnaire (Appendix A). The final questionnaire was revised based on recommendations from the pretest.

Data Collection

Data was collected via a self-administered mail questionnaire developed following segments of the Total Design Method described by Dillman (1978). The questionnaire was a ten page, 6 1/4" x 8 1/2" booklet, which was mailed with a cover letter and return envelope during the first week of July, 1985. First class postage was provided on both the 6 1/2" x 9" return envelop and the 9" x 12" envelope addressed to the subject to insure proper handling and possible forwarding of the mailing piece. The identification number (1-3,000) was stamped on the upper right corner of the questionnaire before mailing to identify the returned questionnaire for follow-up purposes. Dillman (1978) recommends placing a ID number in a corner of the title page, because data would not be lost if a subject preferred to cut off the number returning the questionnaire. Subjects not returning the questionnaire by the requested date were sent a follow-up postcard two weeks after the questionnaire was mailed. Both the cover letter and the last page of the questionnaire indicated that a summary of results will be sent to the respondent if requested. This was included as an incentive for the respondents to complete and return the questionnaire.

This research was approved by the Committee on Research Participation who review all projects involving human subjects to assure their protection. (Appendix A).

Forty-seven percent of the cross-national sample returned questionnaires (n = 1410). All occupations including housewife were represented in the sample. Only employed women, about 73 percent of the respondents, were used for the analysis (n = 1034), because non-working women were beyond the scope of the present study. (See Chapter IV for detailed analysis of the sample).

Statistical Analysis Procedure

Statistical analyses used were frequency distribution, Principal Components Factor Analysis with Varimax Rotation, the General Linear Model (GLM) for Multiple Regression, and the Stepwise Procedure. Figure 6 provides a procedure diagram of the analytical methods used in this research.

Factor Analysis

Factor analysis is defined as "a multivariate statistical technique that addresses itself to the study of interrelationships among a total set of observed variables" (Wells and Scheth, 1971). Factor analysis provides an empirical basis for reducing a large number of variables to a few factors or underlying dimensions (Kim and Mueller, 1978).

A SAS computer program for Principal Components Method of Factor Analysis with Varimax Rotation was used (Statistical Analysis Systems Manual, 1982). The objective of Principal Components Factor Analysis is to transform a set of interrelated variables into a set of unreleated or uncorrelated linear combinations of these variables.

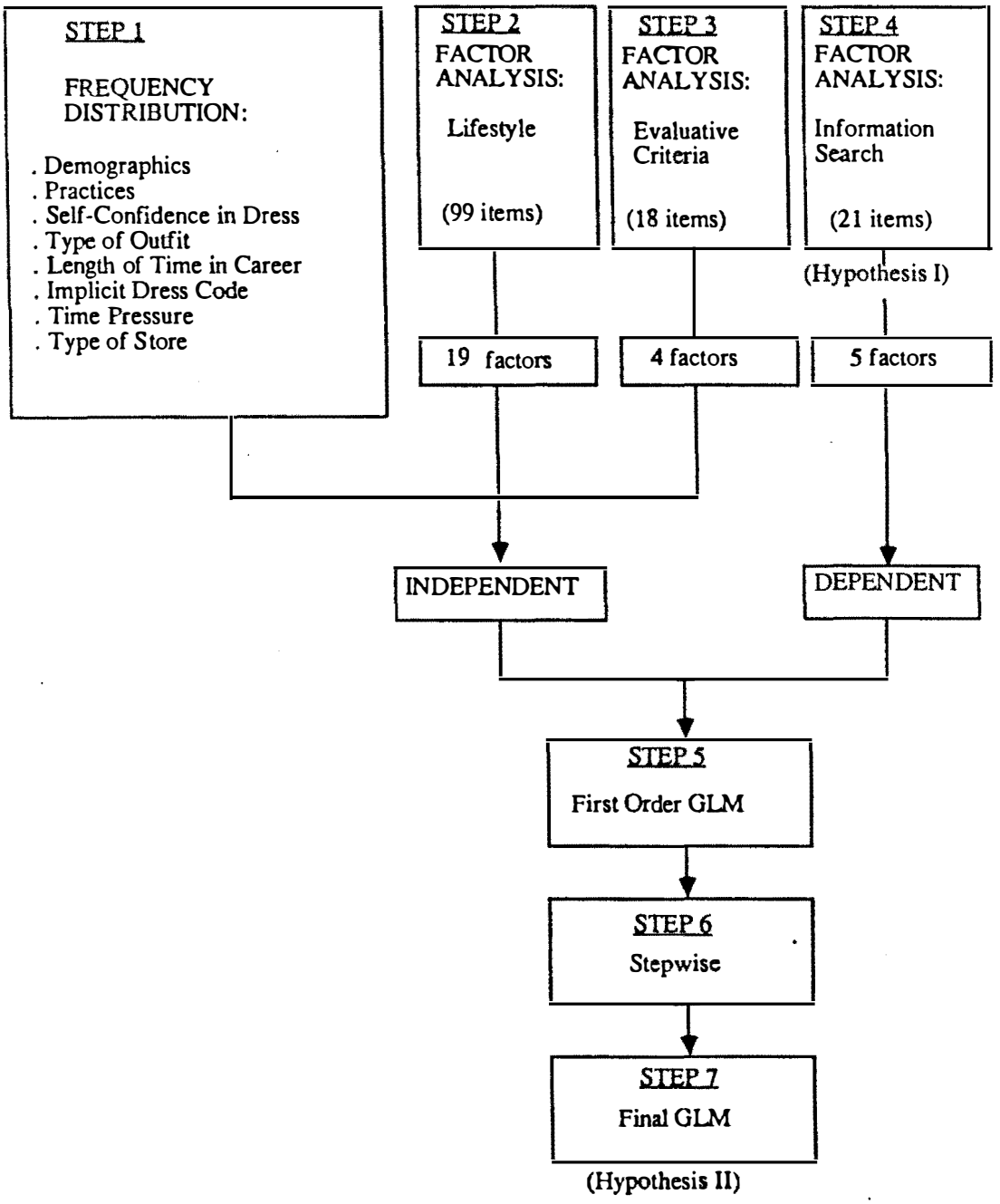

Figure 6. Statistical Procedure Diagram

Factors are chosen so each factor or component accounts for a decreasing proportion of the variance in the original variables. Principal Component Analysis results in output that includes all eigenvalues and the pattern matrix for eigenvalues greater than one. Therefore, factors with eigenvalues greater than one were included. Factor analysis was performed on the 21 information search items, the 18 evaluative criteria items, and 99 lifestyle items to establish basic underlying factors of each variable for use in further analysis (Step 2, 3, 4, in Figure 6).

Factor loadings represent the degree of correlation between the item and the factor. Items loading above .40 were initially included. Items were eliminated when: (1) an item contributed to one factor which explained a small portion of the total variance, (2) an item loaded high on the two or more factors at the same time, and (3) an item was not clearly interpretable. Having eliminated all items that met any of these criteria, another factor analysis was performed. This reduced the number of initial factors extracted from a scale. These factors were treated as the newly formulated variables in subsequent statistical analyses.

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

The General Linear Model (GLM)

GLM handles classification variables which have discrete levels, such as race and sex, as well as continuous variables which measure quantities, such as lifestyle and evaluative criteria. GLM was used for Multiple Regression to test Hypothesis II (Step 7 in Figure 6). In Multiple Regression, the values of a dependent variable are described or predicted in terms of one or more independent variables. Using the GLM, the influence of independent variables on dependent variables was determined.

Type III Sums of Squares (SS) were used to determine significance at the .05 level of probability. Type III SS is the sum of squares due to adding that variable last in the model, i.e., it does not take into account other variables and the order of variables put into the model is not important.

The Stepwise Procedure

The Stepwise procedure is useful when there are many independent variables and there is a need to find which of variables should be included in a regression model, although it is not guaranteed to find the "best" model with the largest R^2 (Step 6 in Figure 6). The Stepwise procedure with Maximum R^2 improvement (MAXR) method was employed to help determine which of independent variables should be included in a regression model. The maximum R^2 improvement technique tries to find the best s-variable model where s is the STOP value. Statistical significance was determined at the .05 level of probability.

CHAPTER IV

PRESENTATION AND DISCUSSION OF RESULTS

The data were obtained from 1034 employed women from all states in the United States. Analysis of data are presented under the following headings: (1) Consumer characteristics: Lifestyle, Self-Confidence in Dress, Demographics, and Practices. (2) Product Characteristics: Type of Outfit, Evaluative Criteria and Price of Outfit; (3) Situational Characteristics: Length of time in Career, Implicit Dress Code, and Time Pressure, (4) Market Characteristic: Type of Store, (5) Information Search Activities, (6) Testing Hypothesis I, and (7) Testing Hypothesis II.

Consumer Characteristics

Demographics

Respondents, age 25-44, represented all 50 states of the United States with the majority living in suburban areas in the Northeast and Midwest regions (32.3 percent and 23.2 percent, respectively). Other geographic regions were relatively consistent with the Census Report (1983): Southeast--18.9 percent compared to 23 percent (Census), Southwest--9.9 percent compared to 10 percent (Census), Rocky Mountain--3.1 percent compared to 6 percent (Census), and Pacific--15.6 percent compared to 14 percent (Census). Frequencies and percentages related to demographic characteristics of the respondents are given in Table 8 and are summarized below. Each

TABLE 8

DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Characteristic	Frequency	Percent
Geographical Region		
Northeast	329	32.3
Southeast	193	18.9
Midwest	236	23.2
Southwest	101	9.9
Rocky Mountain	32	3.1
Pacific	128	15.6
	n=1019	100.0
Urbanization		
Urban	239	23.5
Suburban	540	53.0
Rural	239	23.5
	n=1018	100.0
Career Orientation		
Just a job	332	32.4
Career	693	67.6
	n=1025	100.0
Race		
White	929	90.1
Hispanic	21	2.0
Asian	13	1.2
Black	62	6.0
American Indian	1	0.1
Other	6	0.6
	n=1032	100.0
Marital Status		
Never married	235	22.8
Married	607	58.9
Divorced	160	15.5
Separated	22	2.1
Widowed	8	0.8
	n=1032	

TABLE 8 (Continued)

Characteristic	Frequency	Percent
Number of Family		
One	194	18.8
Two	304	29.4
Three	192	18.6
Four	204	19.7
Five	97	9.4
Six and more	43	4.1
	n=1034	100.0
Age		
25-30	399	38.7
31-35	249	24.1
36-40	239	23.2
41-45	145	14.0
	n=1032	100.0
Education		
Some high school	10	1.0
High school	177	17.1
Some college	357	34.5
Bachelor degree	283	27.4
Master degree	116	11.2
Ph.D., Ed.D., J.D. or M.D.	21	2.0
Other professional degree	70	6.8
	n=1034	100.0
Occupation		
Writer, Journalist, Artist	32	3.1
Secretary, Bookkeeper	206	20.1
Doctor	4	0.4
Office Manager	57	5.6
Semiskilled/skilled Worker	121	11.8
Lawyer	9	0.9
Research and Development	38	3.7
Middle Management	109	10.6
Senior Management	32	3.1
Receptionist	18	1.8

TABLE 8 (Continued)

Characteristic	Frequency	Percent
Salesperson	89	8.7
Professor, Teacher, Librarian	133	13.0
Social Worker, Counselor	35	3.4
Nurse	60	5.8
Accountant	24	2.3
Service Area	11	1.1
Beautician	10	0.9
Other	39	3.7
	n=1027	100.0
Total Household Income		
Below $10,000	44	4.4
$10,000 - $14,999	56	5.5
$15,000 - $19,999	102	10.1
$20,000 - $29,999	226	22.4
$30,000 - $39,999	359	35.5
$50,000 - $69,999	149	14.8
$70,000 or above	74	7.3
	n=1010	100.0
Personal Income		
Below $10,000	177	17.7
$10,000 - $14,999	191	19.1
$15,000 - $19,999	219	21.8
$20,000 - $29,999	276	27.5
$30,000 - $39,999	116	11.6
$50,000 - $59,999	20	2.0
$70,000 or above	3	0.3
	n=1002	100.0
Money Spent on Wardrobe Last Year		
Below $200	75	7.3
$ 200 - $ 499	303	29.4
$ 500 - $ 999	295	28.6
$1,000 - $1,499	167	16.2
$1,500 - $1,999	77	7.5
$2,000 and above	113	11.0
	n=1030	100.0

analysis shows a different N (sample size) since some respondents deleted certain items.

The majority of respondents were white (90.1 percent), while black represented only 6 percent. Sixty-eight percent considered the work they did "Just a job" and 32 percent considered it a "Career".

Respondents were relatively young with the majority having attended college. The majority were between 25 and 35 years of age which is consistent with the profile provided by The Lifestyle Selector, the company from whom the mailing list was purchased. Eighty percent had attended college, with 38 percent having Bachelors or Masters degrees. A relatively large portion (58.8 percent) of this sample was married; this percentage is similar to The Lifestyle Selector's information (60.0 percent) and the national population of 58 percent (Bureau of Census, 1983). Twenty-three percent were not married and 18 percent were divorced, separated, or widowed. Also, half of respondents (51.8 percent) reported having a family of three or more persons. The respondents were more often married with children. This is not surprising since the age of 25-44 traditionally have been child-bearing years for women.

A variety of occupations and positions were reported, with secretary/bookkeeper being the largest group. Total household income (THI) and personal income (PI) ranged from under $10,000 to above $70,000 with the majority of respondents reporting between $20,000 and $40,000 (THI), and between $15,000 and $30,000 (PI).

The amount of money spent on wardrobe the preceding year ranged from below $200 to above $2,000. The majority reported spending $200-$499 (29.4 percent) and $500-$999 (28.6 percent); however, an additional 23.7 percent reportedly spending up to $2,000 with 11.0 percent spending in excess of $2,000.

Practices. Different retail stores visited, total stores visited, and total phone calls to stores were included in practices. A six-point scale was used to examine the number of each activity. Table 9 presented mean scores and percentage of each activity. Mean scores for each activity (2.5, 2.2, .17, respectively) indicated that respondents of this study visited about two different retail stores and made one phone call to stores prior to purchasing. The total number of store visits was expected to be greater than the total number of different retail stores visited. The reason the data did not support the above assumption might be that the wording of the questions were confusing to subjects. Therefore, it is recommended not to use two questions.

Self-Confidence in Dress. The four items used to measure self-confidence are presented in Table 10. An asterisk (*) denotes an item that was negatively worded and therefore had reversed scoring. The majority of respondents (more than 70 percent) indicated "Agree" or "Strongly Agree" on each item with high mean score (more than 4.0 on 1 to 5 scale), whereas more than 80 percent of Rabolt's (1984) showed "Agree" or "Strongly Agree" on self-confidence in

TABLE 9

DIFFERENT RETAIL STORE VISITED, TOTAL STORE VISITED, AND TOTAL PHONE CALLS TO STORES

Variables	Mean Score	Percent					
		Zero 0	1	2	3	4	Five 5
The total number of different retail stores visited	2.5	10.3	17.9	22.0	25.0	9.8	15.0
The total number of store visits	2.2	6.1	36.9	20.5	15.7	8.1	12.7
The total number of phone calls to stores	.17	90.3	5.6	1.8	1.6	.30	.39

TABLE 10

SELF-CONFIDENCE IN DRESS

	Mean Score	Percent				
		Strongly Disagree 1	2	3	4	Strongly Agree 5
I feel very confident in putting together a business like appearance.	4.13	0.9	3.1	18.0	38.0	40.0
I am insecure in my ability to dress appropriately for work.*	1.82	57.7	20.5	9.7	6.4	5.7
My self-confidence is high in selecting business dress.	4.12	1.5	3.1	18.7	35.3	41.4
Undoubtedly, I am good at choosing appropriate clothing for work.	4.19	0.8	2.8	16.6	36.8	43.0

*negatively worded item.

dress. This suggests that the majority of respondents in this study had confidence in their abilities to dress professionally.

Lifestyle

The ninety-nine lifestyle statements were factor analyzed using Principal Components with Varimax Rotation and produced thirty factors. Items loading above .40 were included while items loading high for two or more factors at the same time were eliminated. A second factor analysis was run and generated twenty-three lifestyle factors. Again, items loading above .40 were retained in each of the factors. Factors were dropped when: (1) no item loadings were above .40, and (2) a factor consisted of only one item. As a result, nineteen lifestyle factors were developed. These results appeared to be similar in content and number of dimensions to those of Reynolds et al. (1977) 22 dimensions referred to as lifestyle summation variables. Factor loadings for each factor and the percent of variance explained by each factor are listed in Table 11. A complete listing of frequencies of subject's responses on each factor are listed in Appendix B.

Factor 1 included five items and was labeled Credit Use. Females who scored high on this factor tend to buy things with a credit card or a charge card instead of cash.

Factor 2, Conservatism, was composed of five items. Females with traditional view toward law enforcement, sex, and young people scored high on this factor.

TABLE 11

LIFESTYLE FACTORS

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 1 (Credit Uses)		
• I buy many things with a credit card or a charge card	.84	
• Used a charge card	.75	2.95
• I like to pay cash for everything I buy.	-.74	
• It is good to have charge accounts.	.70	
• To buy anything other than a house or a car on credit is unwise.	-.60	
Factor 2 (Conservatism)		
• There is too much emphasis on sex today.	.72	
• I am in favor of very strict enforcement of all laws.	.71	
• Police should use whatever is necessary to maintain law and order.	.65	2.81
• Everything is changing too fast today.	.61	
• Young people have too many privileges.	.51	

TABLE 11 (Continued)

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 3 (Price Consciousness)		
· I shop a lot for special prices on apparel.	.78	
· I find myself checking prices even on small items.	.74	
· I usually watch the advertisements for announcements of sales.	.70	2.76
· A person can save a lot of money by shopping around for bargains.	.69	
· I pay a lot more attention to clothing prices now than I ever did before.	.43	
Factor 4 (Traditional View of Women)		
· A woman's place is in the home.	.68	
· A working mother can establish just as warm and secure relationship with her children as a mother who does not work.	-.66	2.53
· The father should be a boss.	.65	
· I think the women's liberation movement is a good thing.	-.55	
· Most women need a career as well as a family.	-.51	
· Attended church.	.44	

TABLE 11 (Continued)

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 5 (Self-Confidence)		
· I think I have more self-confidence than most people.	.71	
· I am more independent than most people.	.60	2.50
· I think I have a lot of personal ability.	.54	
· I like to be considered a leader.	.54	
Factor 6 (Opinion Leadership)		
· People come to me more often than I go to them for information about brands.	.81	
· I sometimes influence what my friends buy.	.81	2.24
· My friends or neighbors often come to me for advice.	.56	
Factor 7 (Fashion Consciousness)		
· I often try the latest hair styles when they change.	.69	
· I usually have one or more outfits that are of the very latest style.	.61	2.12
· When I must choose between the two, I usually dress for fashion, not for comfort.	.56	
· I have somewhat old fashioned tastes and habits.	-.42	

TABLE 11 (Continued)

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 8 (Information Seeker from Friends)		
· My neighbors and/or friends usually have good advice.	.79	
· I often seek out the advice of my friends regarding which brand to buy.	.78	2.11
· I spend a lot of time talking with my friends about products and brands.	.58	
Factor 9 (Financial Pessimism)		
· No matter how fast our income goes up, we never seem to get ahead.	.72	
· I usually spend for today and let tomorrow bring what it will.	.63	2.04
· Our family income is high enough to satisfy nearly all our important desires.	-.56	
· Deposited money in a saving accounts.	-.55	
Factor 10 (Attractiveness)		
· I like to feel attractive to members of the opposite sex.	.76	
· I want to look a little different than others.	.67	2.02
· Dressing well is an important part of my life.	.40	

TABLE 11 (Continued)

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 11 (Travel Proneness)		
· I would like to take a trip around the world.	.80	1.88
· I would like to spend a year in London or Paris.	.79	
Factor 12 (Contemporariness)		
· I had wine with dinner.	.70	
· A drink or two at the end of a day is a perfect way to unwind.	.70	1.79
· Gave or attended a dinner party.	.53	
Factor 13 (Pro Education)		
· A college education is very important for success in today's world.	.80	1.72
· I think it is important to have a good education.	.79	
Factor 14 (Traditional Household Management)		
· When making important family decisions, consideration of children should come first.	.66	
· Our home is furnished for comfort not style.	.49	1.70
· The kind of dirt you can't see is worse than you can see.	.46	

TABLE 11 (Continued)

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 15 (Game Activity)		
• Play cards.	.74	1.58
• Completed a crossword puzzle.	.73	
Factor 16 (Social Activity)		
• Went to a club meeting.	.73	1.57
• Gave a speech.	.61	
Factor 17 (Physical Activity)		
• Played tennis.	.76	1.56
• Went skiing.	.70	
• Went jogging	.43	
Factor 18 (Change Proneness)		
• I have often thought of buying a subcompact car	.62	1.54
• We will probably move at least once in the next five years.	.54	
Factor 19 (Planned Shopper)		
• Before shopping for clothes, I prepare a complete shopping list.	.66	1.40
• I am an impulse buyer.	-.54	

Factor 3, labeled Price Consciousness, included five items. Females who paid a lot of attention to clothing prices and shopped for bargains scored high on this factor.

Factor 4, Traditional View of Women, was composed with five items. Females with traditional views toward women's career scored high on this factor.

Factor 5 was labeled Self-Confidence including four items. Females who scored high on this factor were self-confident, independent, and wanted to be considered a leader with a lot of personal ability.

Factor 6, Opinion Leadership, was composed of three items. Females who scored high on this factor expressed that they influence on brands or products that their friends bought.

Factor 7, labeled Fashion Consciousness, was composed of four items. Females who scored high on this factor purchased fashionable clothing and tried the latest hair styles.

Factor 8, was labeled Information Seeker from Friends including three items. Females who sought out advice from friends regarding purchases scored high on this factor.

Factor 9, labeled Financial Pessimism, included four items. Women who scored high on this factor expressed pessimistic views toward income, personal equity, and spending.

Factor 10 was labeled Attractiveness including three items. Females who scored high on this factor liked to feel attractive to members of the opposite sex, wanted to look a little different than

others, and felt that dressing well was an important part of their life.

Factor 11, Travel Proneness, was composed of two items. Females who were travel prone scored high on this factor.

Factor 12, labeled Contemporariness, included three items. Women who scored high on this score had wine with dinner, felt that a drink or two at the end of a day was a perfect way to unwind, and gave or attended a dinner party.

Factor 13 was labeled Pro Education including two items. Women who scored high felt that a good education, i.e., a college education, was important.

Factor 14, Traditional Household Household Management, was composed of three items. Females with traditional views toward home, family decision-making, and housekeeping scored high on this factor.

Factor 15 was labeled Game Activity including two items. Women who scored high on this factor play cards and completed a crossword puzzle.

Factor 16, labeled Social Activity, was composed of two items. Female who went to a club meeting and gave a speech scored high on this factor.

Factor 17, physical Activity, included three items. Women who scored high on this factor played tennis, went skinning, and jogging.

Factor 18, labeled Change Proneness, was composed of two items. Female who scored high on this factor indicated that they

had often thought of buying a subcompact car and that they will probably move once in the next five years.

Factor 19 was labeled Planned Shopper including two items. Women who scored high on this factor reported that they prepared a complete shopping list before clothing purchase and that they were not impulsive shoppers.

Product Characteristics

Type of Outfit

The majority of respondents reported having purchased pants separates (26.4 percent), skirt separates (25.1 percent), suit (24 percent), or dress (19.2 percent) for employment (see Table 12). This result indicated that today's female employed apparel is no longer limited to conservative styles such as the tailored suit.

TABLE 12

TYPE OF OUTFIT FOR EMPLOYMENT

Type of Outfit	Frequency	Percent
Dress	197	19.2
Suit	246	24.0
Skirt Separates	258	25.1
Pants Separates	271	26.4
Others	54	5.3
	n=1026	100.0

It seems that Molly's "dress for success" formula made sense when there were very few women in managerial positions, but not now. Women struggling for credibility in male-dominated professions tried to emulate the dress of the power figures.

Evaluative Criteria

The five salient evaluative criteria (those having the highest mean scores) used in selecting employment apparel were good fit, comfort, suitability to individual, appropriateness for occasion, and quality of construction (Table 13). These five salient criteria were the same as those in Cassil's study (1985), but showed much higher mean scores.

The primary criterion in this study was good fit (mean score 4.70), while Cassil (1985) found comfort to be the primary factor (mean score 3.65). Employed women in this study rated the criteria, quality construction and price, higher than the criteria, brand and store name.

To reduce eighteen evaluative criteria variables, a factor analysis using the Principal Components Method and Varimax Rotation was computed. Items loading above .40 were initially included. Items loading high on two or more factors and items contributing only a small portion of the total variance were eliminated then another factor analysis was performed. The resulting four factors appeared to represent four major dimensions underlying the evaluative criteria used by employed female consumers in selecting employment apparel (See Table 14).

TABLE 13

EVALUATIVE CRITERIA FOR SELECTING EMPLOYMENT APPAREL

	Mean Score	Percent				
		Not Important 1	2	3	4	Very Important 5
Good fit	4.70*	.3	.2	2.5	23.3	73.7
Comfort	4.69*	.1	.6	2.8	23.3	73.2
Suitability to Individual	4.65*	.1	.5	4.1	25.6	69.7
Appropriateness for Occasion	4.48*	.4	.3	6.2	36.9	56.2
Quality of Construction	4.47*	.4	1.4	9.3	28.4	60.5
Fabric type and quality	4.35	.6	1.5	10.7	37.4	49.8
Beautiful or Attractive	4.20	1.0	2.4	15.0	39.5	42.1
Labor	4.19	1.6	3.0	14.9	36.1	44.4
Durability	4.15	1.1	3.3	16.9	36.5	42.2
Good Buy	4.15	2.0	3.4	17.9	31.3	45.4
Fashionable	4.08	1.6	3.2	17.4	41.5	36.3
Ease-of-care	4.08	2.6	5.7	16.7	31.3	43.7
Price	3.95	2.4	5.6	25.4	29.3	37.8
Fiber content	3.84	3.4	7.9	21.9	34.8	40.0
Pleasing to others	3.60	6.0	8.5	28.5	33.5	23.6
Prestige	3.08	18.4	14.0	26.5	23.5	17.6
Brand and store name	2.40	31.7	20.8	28.9	13.3	5.3
Sexy	2.39	33.7	21.7	24.4	12.9	7.4

*Salient criteria.

TABLE 14

EVALUATIVE CRITERIA FACTORS

Factors	Factor Loadings	Variance Explained By Each Factor
Factor 1 (Quality Consciousness)		
Fabric Type and Quality	.81	
Quality of Construction	.79	2.49
Fiber Content	.70	
Durability	.64	
Factor 2 (Social Directedness)		
Prestige	.76	
Sexy	.71	1.99
Brand and Store Name	.70	
Fashionable	.58	
Factor 3 (Appropriateness)		
Suitability to Individual	.75	
Appropriateness for Occasion	.73	1.91
Good Fit	.66	
Factor 4 (Economics)		
Price	.92	1.86
Good Buy	.90	

Factor 1 was labeled Quality Consciousness including fabric type and quality, quality of construction, fiber content, and durability. Factor 2 was labeled Social Directedness. Prestige, sexy, brand and store name, and fashionable comprised this factor. Factor 3 was labeled Appropriateness representing suitability to individual, appropriateness for occasion, and good fit. Factor 4 was labeled Economics including price and good buy.

These results are similar to Cassil's (1985) factors from evaluative criteria for social apparel but not for employment apparel. Cassil's factors were labeled Appropriateness, Economic, and Other-People Directed. Cassil found one factor in which all were important in selecting employment apparel.

These four evaluative criteria factors were used as independent variables in later analysis.

Situational Characteristics

Length of Time in Career

More than 60 percent indicated they had been working from 6 to 15 years or more; only 4.8 percent reported having worked for less than one year (See Table 15). This suggests that the majority of respondents have been working for a relatively long time.

Implicit Dress Code

Mean score 2.63 indicated that respondents were less likely to feel a dress code in their work place (Table 16). Only 46 percent of respondents indicated that there was an implicit Dress

TABLE 15

LENGTH OF TIME IN CAREER

Length	Frequency	Percent
1-6 months	33	3.2
7-12 months	37	3.6
1-2 years	93	9.0
3-5 years	223	21.7
6-10 years	315	30.6
10-15 years	200	19.4
Over 15 years	128	12.5
	n=1029	100.0

TABLE 16

IMPLICIT DRESS CODE

		Percent				
Variable	Mean Score	Strongly Disagree 1	2	3	4	Strongly Agree 5
Implicit Dress Code						
• I feel there is an unwritten expected dress code for women in my work place	2.63	18.3	15.5	20.5	22.0	23.7

Code, whereas 70 percent of Rabolt's (1985) reported. This may be due to the difference in respondents. Rabolt's respondents consisted of 94 percent career-oriented women and 6 percent just-a-job women; whereas the present study included 68 percent and 32 percent respectively.

Time Pressure

Mean score 3.17 with possible range from 1 to 5 indicated that respondents as a group neither disagree nor agree with the time pressure statement (Table 17). However, 46 percent of respondents reported they felt time pressure when shopping for an employed outfit, while one third of respondents did not (34 percent). For further research, it would be informative to ask employed women the most convenient time and date for shopping.

Market Characteristics

Type of Store

Respondents shopped for employment apparel most frequently at department stores (42.0 percent) and specialty stores (24.4 percent) (Table 18). This result is similar to Cassil's (1985) (55.7 percent, 19.7 percent, respectively). Edmond (1979) found that most employed women in her survey shopped for their outfits at department stores and specialty stores, but only 2 percent shopped at discount stores. However, 16 percent of the respondents in the present study and 8 percent of Cassil's (1985) reported that they shopped at discount stores. This may be due to the

TABLE 17

TIME PRESSURE

Variable	Mean Score	Percent				
		Strongly Disagree 1	2	3	4	Strongly Agree 5
· I often feel time pressure when I shop for clothes	2.63	18.3	15.5	20.5	22.0	23.7

TABLE 18

TYPE OF STORES FOR PURCHASE OF EMPLOYMENT OUTFIT

Type of Store	Frequency	Percent
Specialty	237	24.4
Department	415	42.0
Mail order	53	5.3
Discount	151	15.9
Clothing Chain	92	9.1
I sew it myself	35	3.1
I have it sewn	15	0.1
Others	13	0.1
	n=1011	100.0

number of discount stores has recently increased. This finding confirms Bellenger's (1980) study that modern women's lifestyle significantly related to retail patronage for discount store.

Information Search Activities

A five-point scale was employed to obtain estimates of the time spent on each activity: (1) no time at all; (2) up to 1 hour; (3) 1 to 3 hours; (4) 3 to 6 hours; and (5) 6-10 hours. Average scores from the sample for each information search activity are presented in Table 19.

The most frequent information search made for employment apparel were "looking around the store", "looking at displays of clothing in retail stores", and "reading fashion magazines", in that order (mean score 2.79, 2.60, and 1.99, respectively on a 5-point scale). About 20 percent of respondents indicated spending three to ten hours in looking around store or looking at displays of clothing, while about 30 percent spent one to three hours in these activities. About half of the respondents reported spending between one and three hours in reading fashion magazines or retail store catalogs.

This study appears to be similar in part to one by Polegato and Wall (1980). Their research was to determine whether fashion leaders could be differentiated from followers with respect to the use of fashion information sources among undergraduate students.

TABLE 19

INFORMATION SEARCH ACTIVITIES CHARACTERISTICS
OF RESPONDENTS

	Mean Score	No Time at all	Up to Up to 1 hr.	1-3 hrs.	3-6 hrs.	6-10 hrs.
· Looking around the store	2.79	4.5	40.2	35.0	12.5	7.8
· Looking at displays of clothing in retail stores	2.60	12.1	39.6	30.0	12.9	5.4
· Reading fashion magazines	1.99	40.2	32.4	19.1	5.1	3.2
· Reading retail store catalogs	1.91	42.3	40.0	15.9	5.5	2.3
· Reading general women's magazines	1.82	49.1	28.5	15.2	5.9	1.3
· Reading advertisements in newspaper	1.79	76.7	14.9	6.0	1.7	.6
· Reading general interest magazines	1.70	56.5	24.4	13.3	4.3	1.5
· Reading newspaper articles	1.70	55.8	26.4	11.8	4.3	1.7
· Talking to salespeople	1.52	60.2	30.8	6.4	1.6	1.0
· Talking to your friends/career colleagues about new clothes or stores	1.51	59.4	33.0	5.4	1.7	.5
· Talking to your family	1.47	63.6	27.3	7.3	1.3	.4
· Reading apparel manufacturers brochure	1.47	69.1	20.0	6.5	3.3	1.1
· Reading women's business magazines	1.46	71.3	16.4	8.2	3.2	.9
· Watching TV programs	1.35	76.7	14.9	6.0	1.7	.6
· Reading general business magazines	1.35	76.7	14.9	6.0	1.7	.6
· Listening radio advertisements	1.26	82.2	12.4	3.4	1.3	.8
· Attending fashion shows	1.23	86.9	7.8	3.6	1.4	.3
· Watching TV commercials	1.21	84.3	11.6	2.9	.6	.6
· Reading "dress for success"	1.20	91.8	4.8	1.8	.9	.7
· Talking to personal shoppers or wardrobe consultants	1.17	60.2	30.8	6.4	1.6	1.0
· Participating in seminars for "dress for success"	1.14	88.5	7.9	2.2	.8	.6

Although the results showed that there were differences in the variety of sources used by leaders and followers in the comprehension stage of the adoption process, both groups used in-store display, window shopping, and fashion magazines most frequently for information sources. This suggests that a continuous and emphasized effort to present attractive displays in-stores and advertising in the fashion magazines should be a worthwhile investment.

The respondents of the present study were more likely to utilize printed media (i.e., retail store magazines, newspapers, and general magazines, etc.) than the other information sources (i.e., personal sources and television). This result confirms Hirschman's (1979) findings that employed women displayed greater usage of print media, whereas homemakers exhibited greater usage of television. Homemakers were found to place more importance on their families as sources of information regarding daytime apparel decisions, whereas employed women placed more importance on work associates and work superiors for apparel selection decisions.

The respondents of the present study tended to spend more time in talking to friends or career colleagues about clothes than family members. This implies that direct advertising to career colleagues would be worthwhile.

The majority of respondents indicated spending no time at all in the following five activities: reading "dress for success", 91.8 percent; participating in seminars for "dress for success, 88.5 percent; attending fashion shows, 86.9 percent; watching television commercials, 84.3 percent, and listening radio advertisements,

82.2 percent). Therefore, it would not be effective way for retailers or marketers to utilize these information media to reach the employed women's market.

Sixty percent of respondents did not spend any time talking to personal shoppers or wardrobe consultants. This may be due to the fact that not every store has personal shoppers or consultants available. Thirty one percent of respondents reported that they spent up to one hour for information on their employment outfit with personal shoppers or wardrobe consultants. This might be explained by Wallach's report that much has been written recently about personal shoppers and other retail services for the employed women, as a trend in the retail industry. Although apparently these may be utilized currently by a select group of employed women, they may become universally important as sources of information in the near future.

Hypothesis I

Hypothesis I. Information search activities in clothing decision making will form different patterns among employed women.

Five factors were extracted representing different patterns underlying the information search activities used by female consumers for the selection of employment apparel. Therefore, Hypothesis I was accepted. Factor loadings and the percent of variance explained by each factor are listed in Table 20.

TABLE 20

INFORMATION SEARCH ACTIVITIES FACTORS

Factors	Factor Loadings	Variance Explained by Each Factor
Factor 1 (Print-Oriented Searcher)		
· Reading general business magazines	.79	
· Reading women's business magazines	.77	
· Reading general women's magazine	.74	3.58
· Reading fashion magazines	.65	
· Reading general interest magazines	.61	
· Reading advertisements in newspaper	.56	
· Reading newspaper articles	.56	
Factor 2 (Audio-Visual Oriented Searcher)		
· Watching TV commercials	.85	
· Watching TV programs	.84	2.50
· Listening radio advertisements	.80	
Factor 3 (Store Intensive Searcher)		
· Looking at displays of clothing in retail stores	.80	
· Looking around the store	.80	2.42
· Reading retail store catalogs	.60	
Factor 4 (Professional Advice Searcher)		
· Talking to personal shoppers or wardrobe consultants	.80	1.87
· Participating in seminars for "dress for success"	.76	
Factor 5 (Pal Advice Searcher)		
· Talking to your friends/career colleagues about new clothes or stores	.80	1.51
· Talking to your family/relatives	.79	

Factor 1 was labeled Print Oriented Searcher including seven items concerning reading several kinds of magazines and newspaper on fashion. Females who felt that they spent more time in reading magazines or newspaper for information on their employment outfit scored high on this factor.

Factor 2, labeled Audio-Visual Oriented Searcher, included three items related to television and radio. Women who scored high on this factor tend to be influenced by television program, television commercials and radio advertisement.

Factor 3, Store Intensive Searcher, was composed of three items. Females who sought most information on their employment outfit decision at retail store by looking at displays, looking around the store, or reading retail store catalogs scored high on this factor.

Factor 4 was labeled Professional Advice Searcher and included talking to personal shoppers and wardrobe consultants, and participating in seminars for "dress for success". Females who spent more time in seeking professional advice scored high on this factor.

Factor 5, Pal Advice Searcher, included two items (friends/career colleagues, family/relatives). Females who scored high on this factor indicated they spent more time in seeking information on their outfits from talking friends or family.

Store intensive searcher and pal advice searcher identified in this study appeared similar to those observed in previous studies for a variety durable goods. However, print-oriented, professional advice, and audio-visual searcher are more likely to be new. This

may be due to the unique characteristics of clothing as having high personal relevance or involvement.

Testing Hypothesis II

Hypothesis II. Information search patterns will be related to the following variables:

a. Consumer Characteristics
   1. Life-style
   2. Self-confidence in clothing
   3. Demographics
   4. Practices

b. Situational Characteristics
   1. Time Pressure
   2. Implicit Dress Code
   3. Length of Time in Employment

c. Product Characteristics
   1. Type of Outfit
   2. Price of Outfit
   3. Evaluative Criteria

d. Market Characteristics
   1. Type of Store

The five patterns of information search developed from Hypothesis I were used as dependent variables and the remaining forty-three variables were used as independent variables to test Hypothesis II.

Three statistical procedures were used to test Hypothesis II. First, General Linear Model with Multiple Regression was performed to eliminate independent variables which did not contribute to each model (Step 5 in Figure 6) Type I SS (Sum of Squares) and Type III SS were used to determine which variables to include at .10 significance level. Statisticians have generally accepted the

use of the .10 significance level at the eliminating stage of the model (Sanders, 1985).

If an independent variable was significant for any of five information searcher model, it was included. As a result, the total of twenty six variables out of forty-two were included: self-confidence in dress, fifteen lifestyle factors, two evaluative criteria factors, three demographic variables, three practices variables, the price of outfit, and time pressure. Table 21 provided which variables were included and excluded.

Secondly, stepwise procedure was performed to find reasonably "best" ten independent variables (only continuous variables) to be included in each final model (Step 6 in Figure 6). Type III SS was used to determine which variable to include at .05 level.

The final procedure, GLM, with Multiple Regression was run for each model separately (Step 7 in Figure 6). The results are presented in Table 22-1 through 26-2. The highly significant F test ($p < .001$) for each model (Table 22-1 through Table 26-2) indicated influence of selected independent variables on each information search pattern, suggesting Hypothesis II was accepted.

Print Oriented Searcher. The Print Oriented Searcher model included self-confidence in dress, time pressure, social directedness evaluative criteria, six lifestyle dimensions (traditional view of women, fashion consciousness, self-confidence, opinion leadership, travel proneness, and planned shopper. Education (classification variable) which was significant at .05 level for

TABLE 21

INDEPENDENT VARIABLES

	Retained Variables	Unretained Variables
Consumer Characteristics	(a) Self-Confidence in Clothing	
	(b) Lifestyle Factors (15) ·Credit Uses ·Conservatism ·Price Consciousness ·Traditional View of Women ·Self-Confidence ·Opinion Leadership ·Fashion Consciousness ·Financial Pessimism ·Attractiveness ·Travel Proneness ·Contemporariness ·Pro Education ·Physical Activity ·Planned Shopper ·Information Seeker from friends	(b) Lifestyle Factors (4) ·Traditional Household Management ·Game Activity ·Social Activity ·Change Proneness
	(c) Demographics (3) ·education ·urbanity ·the number of family	(c) Demographics (8) ·age ·marital status ·geographical region ·race ·occupation ·The amount of money spent on wardrobe ·personal income ·total household income
	(d) Practice (3) ·The total number of different retail stores visited ·The total number of store visits ·The total number of phone calls to stores	
Product Characteristics	(a) Evaluative Criteria Factors (2) ·Other people directedness ·Appropriateness	
	(b) Price of Outfits	(c) Type of outfit
Situational Characteristics	(a) Time pressure	(b) Length of Time in Career (c) Implicit Dress Code
Market Characteristics		(a) Type of Store

the first GLM procedure was also included. Even though R^2 values of the regression of print oriented searcher showed that the relationship between print oriented search pattern and the independent variables set is not very strong, it is highly significant ($p < .001$) (see Table 22). Table 22 showed standardized regression coefficient for the print oriented search model. Self-confidence in dress, time pressure, and traditional view of women showed negative coefficients, while social directedness, fashion consciousness, self-confidence, opinion leadership, travel proneness, and planned shopper indicated positive coefficients. Traditional view of women was not significant. Therefore, printed oriented searcher's profile was characterized as follows:

1. Most likely to read several kinds of magazines such as business magazines, fashion magazines, and general interest magazines, and advertisements or articles in newspaper for information on employment clothing
2. Less likely to be self-confident in dress
3. Less likely to feel time pressure
4. Tends to use socially directed criteria when selecting an employment outfit (i.e., prestige, sexy, brand and store name, and fashionable)
5. Has fashion conscious lifestyle
6. More likely to have self-confident lifestyle
7. Considers herself opinion leader
8. Is travel proneness
9. Tends to plan before shopping

The Audio-Visual Searcher

The Audio-Visual Searcher model was composed of two evaluative criteria (social directedness and appropriateness), four lifestyle factors (conservatism, opinion leadership, financial pessimism and pro-education), the number of phone calls to stores, the price of

TABLE 22

REGRESSION OF PRINT-ORIENTED SEARCHER PATTERN (N =741)
AND STANDARDIZED REGRESSION COEFFICIENT

Source	df	Sum of Squares	Mean Square	F Value	R^2
Model	15	65.5	4.37	5***	.10
Error	725	633.4	0.87		
Total	740	698.9			

Source/Parameter	F value	β - estimate
Consumer Characteristics		
Self-Confidence in Dress[b]	4.51*	-.03 *
Traditional view of women[b]	3.01	-.06
Fashion consciousness[b]	6.06**	.09**
Self-confidence[b]	8.55**	.11**
Opinion leadership[b]	15.79***	.14***
Travel proneness[b]	3.59*	.07*
Planned shopper[b]	5.21*	.08*
Product Characteristic		
Social directedness[a]	9.77**	.11 **
Situational Characteristic		
Time pressure	2.33*	-.05 *

[a]factor extracted from evaluative criteria of employment outfit.

[b]Factors extracted from lifestyle.

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

outfit, and education. The R^2 values of audio-visual oriented searcher pattern was .14 with .001 significance level (Table 23). Appropriateness, opinion leadership and price of outfit showed negative standardized regression coefficients, while social directedness, financial pessimism, pro-education, and phone calls to stores prior to purchase indicated positive standardized regression coefficients (Table 23). Conservatism was not significant. Therefore, audio-visual oriented searcher's profile can be described as the following:

1. Most likely to watch TV commercials and TV programs for information
2. Most likely to listen to radio advertisements for information
3. More likely to use socially directed criteria
4. Less likely to consider appropriateness criteria such as suitability to individual, appropriateness for occasion, and good fit when shopping for an employment apparel
5. Less likely to be self-designated opinion leader
6. Tends to be financially pessimistic
7. Tends to think college education is important
8. More likely to make phone calls to store prior to purchase
9. Less likely to buy expensive outfits

The Store-Intensive Searcher. The Store Intensive Searcher model included self-confidence in dress, social directedness evaluative criteria, four lifestyle dimensions (traditional view of women, fashion consciousness, attractiveness, contemporariness, price consciousness), the total number of different retail stores visited, the total number of store visits, education, and family.

The R^2 value of the regression of store intensive search was the highest of the five (R^2 = .16) (Table 24). Self-confidence

TABLE 23

REGRESSION OF AUDIO-VISUAL ORIENTED SEARCHER PATTERN (N=744) AND STANDARDIZED REGRESSION COEFFICIENT

Source	df	Sum of Squares	Mean Square	F Value	R^2
Model	14	100.2	7.16	8.70***	.14
Error	729	600.2	0.82		
Total	743	700.4			

Source/Parameter	F value	β - estimate
Consumer Characteristics		
Conservatism[b]	1.91	.05
Opinion leadership[b]	6.79**	-.09**
Financial Pessimism[b]	4.59*	.07*
Pro education[b]	6.46*	.09**
Phone calls to stores prior to purchase	11.34***	.21***
Product Characteristics		
Social directedness[a]	27.91***	.19***
Appropriateness[a]	9.01**	-.10**
Price of outfit	7.54**	-.10**

[a]factors extracted from evaluative criteria of employment outfit.

[b]Factors extracted from lifestyle.

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

in dress, social directedness, and traditional view of women indicated negative standardized regression coefficients, while fashion consciousness, attractiveness, contemporariness, the total number of different retail stores visited, the total number of store visits, and number in family showed positive standardized regression coefficients (Table 24). Price consciousness was not significant. Therefore, Store Intensive searcher's profile was developed as the follows:

1. Most likely to look at displays of clothing in retail store
2. Tends to look at several stores
3. Most likely to visit several different stores
4. Most likely to read retail store catalogs
5. Less likely to have self-confidence in dress
6. Less likely to use socially directedness criteria when selecting employment apparel
7. More likely to have fashionable lifestyle
8. More likely to look attractive
9. Tends to think dressing well is an important part of her life
10. More likely to have contemporary lifestyle (i.e., gave or attended a dinner party with wine)
11. More likely to have more family members

The Professional Advice Searcher. The Professional Advice Searcher model included social directness evaluative criteria, five lifestyle dimensions (credit uses, price consciousness, self-confidence, information seeker from friends, and planned shopper), the price of outfit, and the total number of different retail store visited.

The R^2 value of professional advice search was .14 with .001 significance level (Table 25). Credit uses and price consciousness showed negative standardized regression coefficients, while

TABLE 24

REGRESSION OF STORE INTENSIVE SEARCHER PATTERN (N=742)
AND STANDARDIZED REGRESSION COEFFICIENT

Source	df	Sum of Squares	Mean Square	F Value	R^2
Model	16	118.1	7.38	8.62***	.16
Error	725	621.1	0.86		
Total	741	739.2			

Source/Parameter	F value	β - estimate
Consumer Characteristics		
Self-confidence in dress[b]	6.94**	-.03**
Traditional view of women[b]	15.02***	-.13***
Fashion consciousness[b]	4.23*	.08*
Attractiveness[b]	6.22*	.09**
Contemporariness[b]	5.93**	.09**
The total number of different retail store visited	19.44***	.13***
The total number of store visits	6.23**	.08*
Number of family	4.58*	.05*
Price consciousness[b]	2.17	.05
Product Chracteristic		
Social directedness[a]	4.00*	-.07*

[a]Factor extracted from evaluative criteria

[b]Factors extracted from lifestyle.

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

directedness, self-confidence, information seeker from friends, price of outfit, the total number of phone calls to stores had positive standardized regression coefficients. The total number of different retail stores visited was not significant (Table 25). The Professional Advice Searcher's profile was characterized below:

1. Most likely to talk to personal shoppers or wardrobe consultants
2. Tend to participate in seminars for "dress for success"
3. More likely to use socially directedness criteria when selecting an employment outfit
4. Less likely to use credit or charge cards
5. Tend to have self-confident lifestyle
6. More likely to seek out the advice of her friends regarding brands or product
7. Most likely to buy expensive outfits
8. Tend to make phone calls to stores prior to purchase
9. More likely to plan before shopping.

The Pal Advice Searcher. The Pal Advice Searcher model consisted of self-confidence in dress, two lifestyle factors (self-confidence and information seeker from friends), social directedness evaluative criteria, the price of outfit, and the total number of different retail store visited.

The R^2 value of Pal Advice Searcher model was the lowest (R^2 = .08) of the five models and was significant at .001 level (Table 26). Self-confidence in dress and general self-confidence had negative standardized regression coefficients, while information seeker from friends and the total number of store visits had positive standardized regression coefficients (Table 26). Price of outfit and social directedness were not significant. The profile of Pal Advice searcher was described as follows:

TABLE 25

REGRESSION OF PROFESSIONAL ADVICE SEARCHER PATTERN (N=744) AND STANDARDIZED REGRESSION COEFFICIENT

Source	df	Sum of Squares	Mean Square	F Value	R^2
Model	9	95.3	10.6	13.47***	.14
Error	734	577.3	0.8		
Total	743	672.6			

Source/Parameter	F value	β - estimate
Consumer Characteristics		
Credit uses[b]	9.69**	-.10**
Price consciousness[b]	2.48	-.05
Self-confidence[b]	8.82**	.10**
Information seeker from friends[b]	6.14**	.08**
The total number of phone calls to stores	38.76***	.38***
Planned shopper[b]	3.38*	.06*
Product Characteristic		
Social directedness[a]	5.30*	.08*
Price of outfit	8.36**	.10**

[a]factors extracted from evaluative criteria of employment outfit.

[b]Factors extracted from lifestyle.

TABLE 26

REGRESSION OF PAL ADVICE SEARCHER PATTERN (N=742)
AND STANDARD REGRESSION COEFFICIENT

Source	df	Sum of Squares	Mean Square	F Value	R^2
Model	6	61.1	10.2	10.81***	.08
Error	735	692.4	0.9		
Total	741	753.5			

Source/Parameter	F value	β - estimate
Consumer Characteristics		
Self-confidence in dress[b]	3.75*	-.02*
Self-confidence[b]	7.95**	-.01**
Information seeker from friends[b]	23.87***	.17***
The total number of different retail stores visited	14.66***	.09***
Product Characteristics		
Price of outfit	2.93	.06
Social directedness[a]	2.04	.05

[a]factors extracted from evaluative criteria of employment outfit.

[b]Factors extracted from lifestyle.

1. Most likely to talk to her friends/career colleagues and family/relatives about new clothes and stores
2. Likely to lack self-confidence in dress
3. Likely to lack general self-confident lifestyle
4. More likely to seek out information from friends about brands or products
5. Tend to visit several different stores

Information search activity a consumer engage in this study was assumed to be a function of numerous factors such as the characteristics of the consumer, product, situation, and market characteristics. Figure 7 provided which characteristics were found to be related to the patterns of the information search. Consumer characteristics were more related to information search patterns than were other characteristics and included self-confidence in dress, thirteen lifestyle factors, two demographic variables, and three practice variables. Product characteristics related to information search pattern included two evaluative criteria and price of outfit. Situational characteristics related to information search pattern was only one variable, time pressure. Market characteristic did not show any relationship. Therefore, it is reasonable to assume that consumer characteristics can best explain the information search pattern among employed female purchasers of apparel.

Based on the results of the hypotheses, Figure 8 was developed providing a schematic diagram of the relationship among the

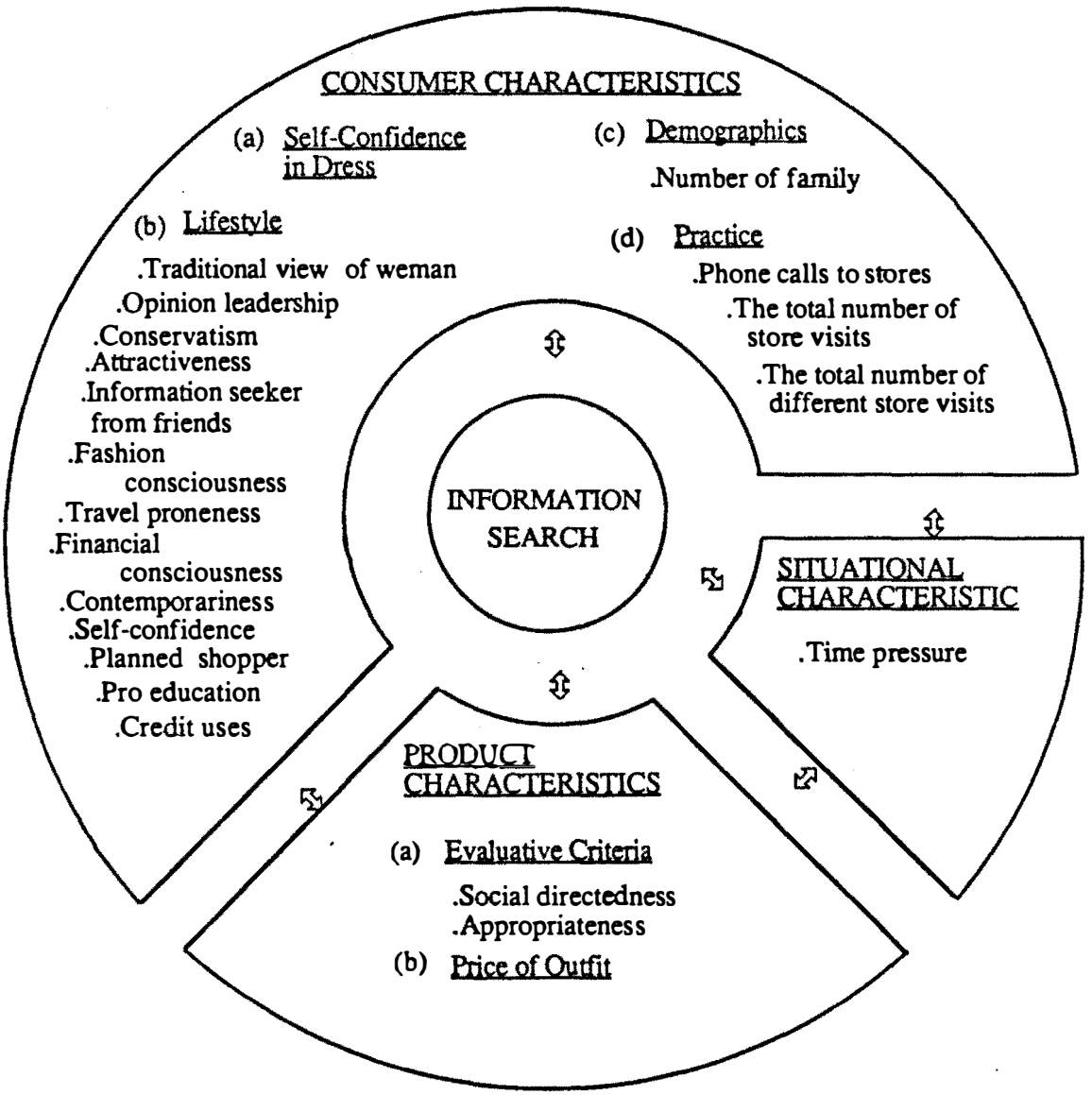

Figure 7. Model of Degree and Type of External Information Search for Employed Women's Dress.

patterns of information search behavior identified here and the constructs of self-confidence to process, systematic/heuristic processing, and active/passive search.

In the systematic processing mode, consumers actively attempt to comprehend and critically evaluate information about relevant attributes of alternatives. In a heuristic mode, decisions are based on more superficial assessment of cues. The systematic mode requires detailed processing of information content, whereas the heuristic approach emphasizes the role of simple scheme or cognitive heuristics. (Chaiken, 1982) This view is consistent with the schematic diagram (Figure 8). The pal advise searcher did not show self-confidence in lifestyle, whereas the other four patterns indicated self-confidence. Therefore, it is reasonable to assume that pal advice searcher uses the heuristic process and print-oriented searcher, store intensive searcher, and professional advice searcher and audio-visual searcher use the systematic process representing preferred mode of information acquisition.

When there is low self-confidence in one's ability to judge, or simple heuristic may be employed, such as asking for advice from family/relatives or friends/colleagues. Pal advice searcher identified here indicated seeking out information about brands or products from friends/family with low self-confidence in both lifestyle and dress.

Among systematic processing, it is assumed that there are active or passive searchers. Printed oriented searcher, store

Information Search for Employment Apparel

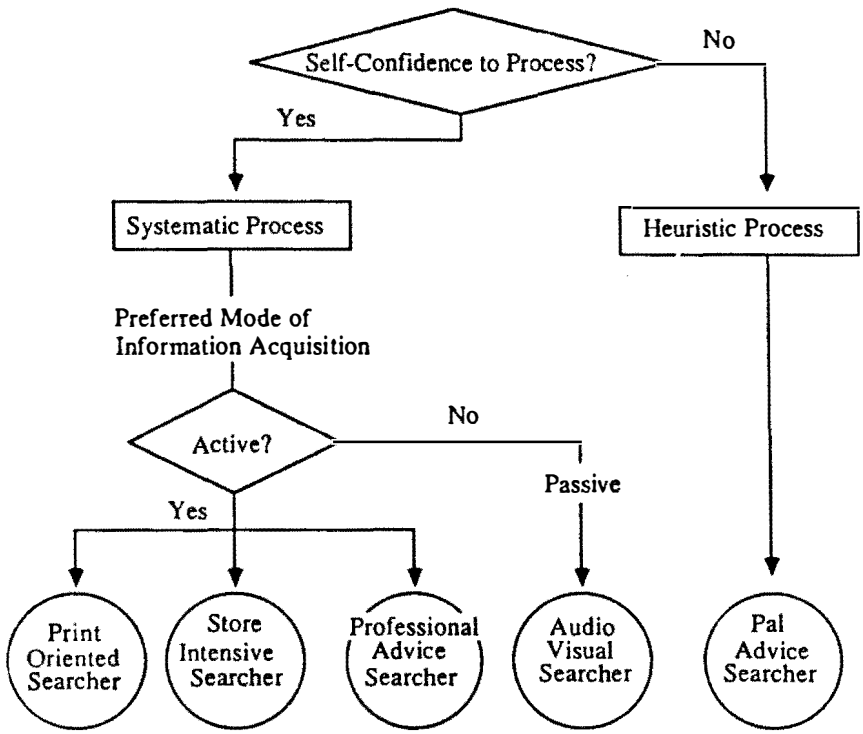

Figure 8. A Schematic Diagram of the Relationship between the Patterns of Information Search and the Constructs of Self-Confidence, Systematic/Heuristic Processing and Active/Passive Search

intensive searcher, professional advice searcher are considered active, while the audio-visual searcher is considered passive. Active searchers are engaged in physical activity and external searchers such as reading advertisement and articles, looking around the stores, and asking professional advice. On the other hand, passive searchers seek information available by using television and radio without much external search.

Therefore, the results of the present study support the theory of the systematic/heuristic processing advanced by Chaiken (1982). The present study, while speculative, provided one of possible schematics that might capture the interaction of consumer, product, and situational characteristics and information search patterns within an explanatory framework.

CHAPTER V

SUMMARY AND CONCLUSIONS

Summary

The purpose of this study was to explore the usage of information search pattern for market segmentation among employed female consumers of apparel. The Engel, Kollat, and Blackwell (EKB) High Involvement Decision Process Model (Engel and Blackwell, 1982) was used as a conceptual framework focusing on the second stage (search) of the consumer decision making process. Search is defined as motivated exposure to information with regard to a given alternative and occurs when existing information, beliefs, and attitudes are found to be inadequate. Extensive problem solving, which occurs only in a high involvement condition, requires active search and use of information (Vaughn, 1980). Involvement is defined as the activation of extended problem-solving behavior when the act of purchase or consumption is seen by the decision maker as having high personal importance or relevance (Petty & Capicoppo, 1981). Clothing is perceived as a high-involvement product since it reflects one's self-image, is costly, and the risk of a wrong decision are high (Engel & Blackwell, 1982).

Recent consumer researchers (Claxton et al., 1974; Furse et al., 1984; Westbrook & Fornell, 1979) suggested that the frequency and intensity of information search can serve as a base for market

segmentation strategies, that is, approaches to dividing a potential market into distinct subsets of consumers and selecting one or more segments as a target market to be reached with a distinct marketing mix (Schiffman & Kanuk, 1983).

A random sample of 5,000 names out of a sub-list of 370,000 was purchased from the Lifestyle Selector, Denver, Colorado which is a division of National Demographics and Lifestyles. Consumers in the sample had expressed an interest in answering questionnaires about clothing. They included females, ages 25-44, in the following occupation categories: professional/technical, upper management/administration, sales/service, clerical/white collar, craftsman/blue collar, student, and housewife.

To reduce the sample size from 5,000 to 3,000, while preserving randomness, a random sampling technique was adopted utilizing computer generated random numbers.

A self-administered questionnaire ten pages in length was mailed and consisted of information search measure, consumer characteristics measures (life-style, self-confidence in clothing, and demographics) situational characteristics (time pressure, implicit dress code, and length of time in employment), product characteristics (type of outfit, price, and evaluative criteria), and market characteristics (type of store). The design of the questionnaire was based on the Total Design Method described by Dillman (1978).

Forty-seven percent of the cross-national sample returned questionnaires (n = 1410). All occupations including housewife were represented in the sample. Only employed women, about 73 percent of the respondents, were used for the analysis (n = 1034), because unemployed women were beyond the scope of the present study.

Respondents, age 25-44, represented all 50 states of the United States with the majority living in suburban areas in the Northeast and Midwest regions (32.3 percent and 23.2 percent respectively). Other geographic regions were relatively consistent with the Census (1980): Southeast--18.9 percent compared to 23 percent (Census), Southwest--9.9 percent compared to 10 percent (Census), Rocky Mountain--3.1 percent compared to 6 percent (Census), and Pacific--15.6 percent compared to 14 percent (Census).

Each analysis shows a different N (sample size) because some respondents deleted certain items. The majority of respondents were white (90.1 percent), while black represented only 6 percent. Sixty-eight percent considered the work they did a "Just a job" and 32 percent considered it a "Career".

Respondents were relatively young with the majority having attended college. The majority were between 25 and 35 years of age which is consistent with the profile provided by The Lifestyle Selector, the company from whom the mailing list was purchased. Eighty percent had attended college with 38 percent having Bachelors or Masters degrees. A relatively large portion 58.8 percent) of this sample was married; this percentage is similar to The Lifestyle

Selector's information (60.0 percent) and the national population of 58 percent (Bureau of Census, 1980). Twenty-three percent were not married and 18 percent were divorced, separated, or widowed. Also, half of respondents (51.8 percent) reported having a family of three or more persons. The respondents were more often married with children. This is not surprising since the age of 25-44 traditionally have been child-bearing years for women. A variety of occupations and positions were reported with secretary/bookkeeper being the largest designation. Total household income (THI) and personal income (PI) ranged from under $10,000 to above $70,000 with the majority of respondents reporting between 20,000 and 40,000 (THI), and between 15,000 and 30,000 (PI).

The amount of money spent on wardrobe the preceding year ranged from below $200 to above $2,000. The majority reported spending $200-499 (29.4 percent) and $500-999 (28.6 percent); however, an additional 23.7 percent reportedly spending up to $2,000 with 11.0 percent spending in excess of $2,000.

A six-point scale was used to examine the number of: (a) different retail stores visited, (b) total store visited, and (c) total phone calls to stores. Mean score of each activity indicated that respondents visited about two different retail stores and made one or two phone calls to stores prior to purchases.

Four self-confidence in dress statements with a five-point Likert scale indicated the degree of agreement and disagreement with each item. The majority of respondents indicated "Agree" or

"Strongly Agree" on each item, indicating high self-confidence in dress.

Ninety-nine lifestyle statements with a six-point Likert scale indicated the degree of agreement and disagreement with each item. Principal Components Factor Analysis with Varimax Rotation was used to reduce lifestyle items and to identify lifestyle factors. As a result, nineteen factors were developed: Credit Uses, Conservatism, Price Consciousness, Traditional View of Women, Self-confidence, Opinion Leadership, Fashion Consciousness, Information Seeker from Friends, Financial Pessimism, Attractiveness, Travel Proneness, Contemporariness, Pro Education, Traditional Household Management, Game Activity, Physical Activity, Change Proneness, and Planned Shopper.

Eighteen evaluative criteria statements with a five-point Likert scale indicated the degree of agreement and disagreement with each item. The five salient criteria used in selecting employment apparel included: good fit, comfort, suitability to individual, appropriateness for occasion, and quality of construction. A factor analysis using the Principal Component Method and Varimax Rotation was performed to reduce items. Four major factors underlying the evaluative criteria used by female consumers in selecting employment apparel were: Quality Consciousness, Other People Directedness, Appropriateness, and Economics.

More than 60 percent of the respondents indicated they had been working from 6 to 15 years or more; only 5 percent reported having worked for less than one year.

About 40 percent of respondents indicated that they felt unwritten dress codes existed in their work place. About the same percentage of respondents indicated agreement (43.2 percent) and disagreement (42.4 percent) on time pressure for clothing shopping.

Respondents shopped for employment apparel most frequently at department stores and specialty stores. The majority of respondents reported having purchased pants separates, skirt separates and suits for their employment occasions.

A five-point scale was employed to obtain estimates of the time spent on twenty-one activities. The most frequent information searches made for employment apparel were "looking around the store", "looking at displays of clothing in retail stores" and "reading fashion magazines". More than half of respondents indicated spending between 1 to 10 hours in looking around store or looking at displays of clothing. About half of respondents reported spending between 1 to 3 hours in reading fashion magazines or retail store catalogs.

Testing Hypothesis I. There will be distinctive information search patterns in the clothing decision making of employed women.

A factor analysis using the Principal Components Method and Varimax Rotation was performed to find information search patterns in the twenty-one information search items. Five factors were

extracted representing different dimensions underlying the information search activities of female consumers in the selection of employment apparel: print-oriented, visual-audio oriented, store intensive, professional advice, and pal advice. Therefore, Hypothesis I was accepted.

Testing Hypothesis II. There will be relationships between each information search pattern and consumer, situational, product, and market characteristics.

Five dimensions of information search developed from Hypothesis I were used as dependent variables and the remaining forty-three variables were used as independent variables. The General Linear Model (GLM) with Multiple Regression was performed to determine how the independent variables influenced each dependent variable. The independent variables which did not contribute to the model were eliminated. The highly significant F test for each model indicated the influence of independent variables on each information search pattern, meaning Hypothesis II was accepted. Based on the result of each model, the following five consumer profiles were developed.

Print-Oriented Searchers were most likely to read magazines and newspapers, more likely to have self-confident lifestyle. They tended to use socially directed criteria when selling employment apparel and considered themselves opinion leaders. They had a travel proneness lifestyle and were fashion conscious. On the

other hand, they were less likely than other searchers to be self-confident in dress, and to feel time pressure.

Audio-Visual Oriented Searchers were most likely to watch television commercials and programs and listen to radio advertisements. They were more likely to use socially directed evaluative criteria and make phone calls to stores prior to purchases. They tended to have financial pessimism and thought a good education was important. They did not consider appropriateness evaluative criteria, did not consider themselves opinion leadership, and were less likely than other searchers to buy expensive outfits.

Store Intensive Searchers were most likely to look at displays of clothing in retail stores, read retail store catalogs, and visit several different stores. They were more likely to have fashion consciousness, attractiveness and contemporariness lifestyle, and more family members. They tended to think dressing well was an important part of their lives. They were less likely than others to be self-confident in dress and use socially directed criteria when selecting an employment outfit.

Professional advice searchers were the group most likely to talk to personal shoppers or wardrobe consultants and to buy expensive outfits. They were more likely to use socially directed criteria, seek the advice of friends regarding brands or product, and plan before shopping. They tended to have self-confident lifestyle and made phone calls to stores prior to purchase. They were less likely than other searchers to use credit or charge cards.

Pal advice searchers were most likely to talk to their family/relatives and friends/career colleagues about new clothes or stores. They were more likely to seek out information about brands or product from friends. They tended to buy expensive outfits, and visit different stores before purchasing. They were less likely than others to have general self-confidence in lifestyle and self-confidence in dress.

Conclusions

Employed women do differ in their search patterns for the selection of employment apparel. This study identified five different information search patterns among employed women purchasers of apparel. A larger set of data on both search- and non-search related characteristics of each segment allowed for a richer and more complete description of the types of individuals who used particular patterns of search.

By developing profiles of each search pattern, the research provided a basis for theorizing about the determinants of search strategies among apparel consumers. This is important because an understanding of consumer information seeking activities is essential in the design of efficient communication among consumers, marketers, and regulators.

Consumer characteristics were more related to information search patterns than other characteristics. Among consumer characteristics, lifestyle factors explained information search

patterns better than other variables. Therefore, the Engel, Kollat, and Blackwell (EKB) High Involvement Model of Consumer Behavior, which was used as a conceptual framework for this study, would more accurately represent these findings if the relationship between lifestyle and search stage was direct.

Limitations of Findings

1. The Survey was limited to 25-44 years old employed women who were part of The lifestyle Selector mailing list. While this is the group of most interest to marketers, different results might have occurred by including non-working, younger or older women with this sample.

   The population studied may not be representative of all employed female consumers since not all employed female consumers may have purchased a "hard good product" and completed the enclosed questionnaire enabling their name to be placed on the purchased mailing list. It is possible a bias was established as those not purchasing a product, those not returning the manufacturer's questionnaire, and those not indicating fashion interest were eliminated from the population studied.
2. The statistical tools used were selected from several that appropriately could have been chosen, and somewhat different findings could have resulted from them.

Implication

The present study suggests that marketing managers need to segment employed female consumers on the basis of the information search patterns they employ and to develop marketing strategies to match the target customers search patterns.

Five types of information search patterns were found. Therefore, five major marketing strategies for providing information to employed females for their employment outfits exist. The information processing view of consumer choice has implications for various aspects of marketing strategy. In the discussion below, three broad sets of implications are examined based on the findings of the study: where information should be provided (based on information search pattern), what types of information should be provided (based on evaluative criteria), and how information might best be provided (based on lifestyle dimensions).

1. Print, as a medium, seems to impose fewer processing constraints on consumers than other methods. Since print oriented consumers are less likely to be confident in dress, more information to increase self-confidence in dress should be provided. The theme of presentation must represent their lifestyle such as fashion consciousness, opinion leadership, and travel proneness. Emphasis on social directedness evaluative criteria such as prestige, sexy, brand and store name, and fashionability might appeal to this target group. Since more complex arrays of information can be presented in print than on television or radio, marketing managers might be

more able to present tables of information comparing brands or properties of several alternatives in print than on television.

2. Television has the properties that allow both visual and audio information to be presented, while radio can present only audio information. There is limited time to process any particular commercial for both TV and radio. Since audio-visual searchers are also more likely to be socially directed, the presentation format can be by brand or store name emphasizing prestige. Again, their lifestyle such as lower opinion leadership, financial pessimism, pro education should be reflected in the theme. Since they are more likely to make phone calls to stores prior to purchase, it is desirable to provide the phone number of the store for further information.

3. Intensive store search shoppers are most likely to look at displays and tend to look around several stores. They are most likely to read retail catalogues. This suggest that a sincere and regular effort to present attractive displays of employment outfits would be a worthwhile investment for intensive store searchers. Such displays would allow the consumer to control length of exposure and the sequence of examining the information. The information would be visual, and could be available at the time of actually obtaining the outfit. Label information and retail store catalogues should be provided for detailed information. In high-involvement decision situation, personal selling plays an important role. "Dyadic interaction approach" has been proved for an effective communication between salespersons and customers.

Therefore, it is helpful for store personnel to understand store intensive searcher's lifestyle such as traditional view of women, fashion consciousness, attractiveness, and contemporariness.

4. Professional advice searcher are more likely to use other people directed criteria when selecting employment outfit and be able to afford expensive outfit, but are very planned shoppers. The employed women who has little time for and perhaps little expertise in shopping for a professional wardrobe may utilize the services of personal shoppers or wardrobe consultants. Department stores or specialty stores are encouraged to form new systems in either fee charge way or free service to meet the need of a newly emerging segment.

5. Pal advice seekers are unlikely to be confident in lifestyle or in dress. They have a tendency to seek out information from friends about not only brands but also product. Pal advice searchers seem to place a great deal of emphasis on the opinion of significant others such as friends/colleagues or family/relatives. Marketing strategy to pal advice searchers probably means directing marketing and sales efforts at these significant others as well as the actual purchasers.

By capturing the relationship between information search activities and the consumer, situational, and product characteristics, an exploratory framework of the process which produce characteristics of information search patterns was developed. An understanding of consumer information seeking activities will be essential in the design of efficient communication among consumers, marketers, and regulators.

Recommendations

Findings from this study indicate areas where further research could be extended. Some approaches which might be used in expanding the present research design is to include non-working women and to classify female consumer into four distinct groups by employment orientation: Just-a-Job Working Women, Career-Oriented Working Women, Plan-to-Work Housewives, and Stay-at-Home Housewives. It may be interesting to examine how information search patterns for social apparel are different from those for employment.

Since the variables investigated for the determinants of the external information search in the present study accounted for a small percentage of the variance, additional variables should be examined. Consumer characteristics can include stored knowledge, satisfaction of the previous purchase, perceived risk, individual involvement, and personality. Social pressure and financial pressure can be included for situational characteristics. Number of alternatives and store concentration can also be included in the market characteristics.

Although five information patterns were identified in the present study, the degree of information search that consumer engaged in and the size of each pattern were not investigated. Cluster analysis, if properly used, might provide an estimate of the group size of the information search pattern. This will, in turn, allow the researcher to identify which information pattern is more likely to be used among female consumers than other types of

patterns, and to what degree of search activities are performed in each information search pattern group.

The present study presented a schematic diagram of the relationship between information search patterns and the constructs of self-confidence, systematic/heuristic processing and active/passive search. This exploratory framework represents one of many possible schematics that might capture the interaction of the characteristics of consumer, product, and situation. This study provided a heuristics processing only due to the lack of confidence among consumers. However, there may exist a heuristic processing, due possibly to the stored knowledge or experience, which may be referred to "automacity (chunking)". Several researchers have argued that, with experience, cognitive processes may be overlearned, and become automatic (Anderson, 1982 and Neves & Anderson, 1981). Another question is to what extent are systematic/heuristics developed, and are generalized to other purchase situation. Therefore, empirical research is needed.

Some respondents such as nurses indicated that uniforms were required for their employment. The addition of this category in research is needed and the information search activities pertaining to these uniforms should be separated from non-uniform information search activities and could be compared with them.

It seemed that respondents often failed to distinguish the total number of different store visited from the total number of store visited. Direction should be revised to collect this data in another way or one of these question should be deleted.

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APPENDICES

APPENDIX A

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

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

SECTION I

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

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

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

2. Keep this outfit in mind while reading each item below. Please indicate how important each of these factors was when you purchased this particular outfit by circling the appropriate number. The further the number is to the right, the more important this factor was in your selection.

		NOT IMPORTANT				VERY IMPORTANT
A.	PLEASING TO OTHERS	1	2	3	4	5
B.	FABRIC TYPE AND QUALITY	1	2	3	4	5
C.	BRAND AND STORE NAME	1	2	3	4	5
D.	QUALITY OF CONSTRUCTION (How well it is made)	1	2	3	4	5
E.	EASE-OF-CARE	1	2	3	4	5
F.	FIBER CONTENT	1	2	3	4	5
G.	COMFORT (Way it feels on)	1	2	3	4	5
H.	SUITABILITY TO INDIVIDUAL	1	2	3	4	5
I.	BEAUTIFUL OR ATTRACTIVE	1	2	3	4	5
J.	GOOD BUY (Good value for price)	1	2	3	4	5
K.	PRICE	1	2	3	4	5
L.	FASHIONABLE	1	2	3	4	5
M.	APPROPRIATENESS FOR OCCASION	1	2	3	4	5
N.	COLOR	1	2	3	4	5
O.	GOOD FIT	1	2	3	4	5
P.	SEXY	1	2	3	4	5
Q.	DURABILITY	1	2	3	4	5
R.	PRESTIGE	1	2	3	4	5

3. Where did you shop for this outfit? (Circle ONE number)

   1. SPECIALTY CLOTHING STORES
   2. DEPARTMENT STORES
   3. MAIL ORDER

4. DISCOUNT STORES/OUTLET
5. CLOTHING CHAIN STORES
6. I SEW IT MYSELF
7. I HAVE IT SEWN
8. OTHER (PLEASE NAME) _____

4. How much did you pay for this outfit? (Circle ONE number)

1. BELOW $ 20
2. $ 20 - $ 50
3. $ 50 - $ 100
4. $ 100 - $ 200
5. $ 200 - $ 300
6. $ 300 AND ABOVE

5. When was this purchase made? (Circle ONE number)

1. LESS THAN 2 WEEKS AGO
2. 2 WEEKS - 5 WEEKS AGO
3. 6 WEEKS - 3 MONTHS AGO
4. 4 MONTHS - 6 MONTHS AGO
5. MORE THAN 6 MONTHS AGO

Please circle the appropriate number indicating your agreement with each of the following statements.

1. STRONGLY DISAGREE
2. DISAGREE
3. SOMEWHAT DISAGREE OR AGREE
4. AGREE
5. STRONGLY AGREE

		STRONGLY DISAGREE				STRONGLY AGREE
6.	I feel very confident in putting together a business like appearance	1	2	3	4	5
7.	I am insecure in my ability to dress appropriately for work	1	2	3	4	5
8.	My self-confidence is high in selecting business dress	1	2	3	4	5
9.	Undoubtedly, I am good at choosing appropriate clothing for work	1	2	3	4	5
10.	I often feel time pressure when I shop for clothes	1	2	3	4	5
11.	I feel there is an unwritten, expected dress code for women in my work place	1	2	3	4	5

SECTION II

Keep this same outfit in mind while reading each item below. Please circle the appropriate number indicating approximately How Much Time you feel you spent on each of the following activities in making the decision to buy this outfit.

1. NO TIME AT ALL
2. UP TO 1 HOUR
3. 1 - 3 HOURS
4. 3 - 6 HOURS
5. 6 - 10 HOURS

		No Time At All	Up to 1 Hr.	1-3 Hrs.	3-6 Hrs.	6-10 Hrs.
1.	Talking to your friends/career colleagues about new clothes or stores	1	2	3	4	5
2.	Talking to your family/relatives	1	2	3	4	5
3.	Watching TV commercials	1	2	3	4	5
4.	Watching TV programs	1	2	3	4	5
5.	Listening radio advertisements	1	2	3	4	5
6.	Reading fashion magazines	1	2	3	4	5
7.	Reading advertisements in newspaper	1	2	3	4	5
8.	Reading women's business magazines	1	2	3	4	5
9.	Reading general women's magazines	1	2	3	4	5
10.	Reading general business magazines	1	2	3	4	5
11.	Reading general interest magazines	1	2	3	4	5
12.	Reading newspaper articles	1	2	3	4	5
13.	Reading apparel manufacturers brochure	1	2	3	4	5
14.	Looking at displays of clothing in retail stores	1	2	3	4	5
15.	Looking around the store	1	2	3	4	5
16.	Talking to salespeople	1	2	3	4	5
17.	Talking to personal shoppers or wardrobe consultants	1	2	3	4	5
18.	Participating in seminars for "dress for success"	1	2	3	4	5
19.	Reading "dress for success"	1	2	3	4	5
20.	Attending fashion shows	1	2	3	4	5
21.	Reading retail store catalogs	1	2	3	4	5

Please circle the appropriate number indicating approximately how many times you did each of the following activities, while deciding on the outfit to buy.

		ZERO				FIVE
22.	the total number of different retail stores visited	1	2	3	4	5
23.	the total number of store visits	1	2	3	4	5
24.	the total number of phone calls to stores	1	2	3	4	5

SECTION III

This section includes statements about activities, interests, and opinions. Circle the appropriate number indicating your agreement with each of the following statements.

1. I STRONGLY DISAGREE with the statement.
2. I GENERALLY DISAGREE with the statement.
3. I MODERATELY DISAGREE with the statement.
4. I MODERATELY AGREE with the statement.
5. I GENERALLY AGREE with the statement.
6. I STRONGLY AGREE with the statement.

		STRONGLY DISAGREE					STRONGLY AGREE
1.	Before shopping for clothes, I prepare a complete shopping list	1	2	3	4	5	6
2.	Most women need a career as well as a family	1	2	3	4	5	6
3.	Dressing well is an important part of my life	1	2	3	4	5	6
4.	When I must choose between the two, I usually dress for fashion, not for comfort	1	2	3	4	5	6
5.	Men are smarter than women	1	2	3	4	5	6
6.	A working mother can establish just as warm and secure a relationship with her children as a mother who does not work	1	2	3	4	5	6
7.	The father should be the boss in the house	1	2	3	4	5	6
8.	A wife's first obligation is to her husband, not her children	1	2	3	4	5	6
9.	My friends or neighbors often come to me for advice	1	2	3	4	5	6
10.	young people have too many privileges	1	2	3	4	5	6
11.	I spend a lot of time talking with my friends about products and brands	1	2	3	4	5	6
12.	When making important family decision, consideration of the children should come first	1	2	3	4	5	6
13.	Our home is furnished for comfort not style	1	2	3	4	5	6
14.	The kind of dirt you can't see is worse than the kind you can see	1	2	3	4	5	6
15.	I like to save and redeem saving stamps	1	2	3	4	5	6
16.	My days seem to follow a definite routine eating meals at the same time each day	1	2	3	4	5	6
17.	Meal preparation should take as little time as possible	1	2	3	4	5	6
18.	I never eat breakfast	1	2	3	4	5	6
19.	I always bake from scratch	1	2	3	4	5	6
20.	I went out to breakfast instead of having it as home at least once last year	1	2	3	4	5	6
21.	I try to stock to well-known brands and stores	1	2	3	4	5	6

		STRONGLY DISAGREE					STRONGLY AGREE
22.	I pay a lot more attention to clothing prices now than I ever did before	1	2	3	4	5	6
23.	My greatest achievements are still ahead of me	1	2	3	4	5	6
24.	I like to feel attractive to members of the opposite sex	1	2	3	4	5	6
25.	I want to look a little different than others	1	2	3	4	5	6
26.	All men should be clean shaven every day	1	2	3	4	5	6
27.	There are day people and night people; I am a day person	1	2	3	4	5	6
28.	I like to think I am bit of a swinger	1	2	3	4	5	6
29.	A drink or two at the end of a day is a perfect way to unwind	1	2	3	4	5	6
30.	I often seek out the advice of my friends regarding which brand to buy	1	2	3	4	5	6
31.	I like to be considered a leader	1	2	3	4	5	6
32.	I would feel lost if I were alone in a foreign country	1	2	3	4	5	6
33.	I would like to take a trip around the world	1	2	3	4	5	6
34.	I would like to spend a year in London or Paris	1	2	3	4	5	6
35.	We will probably move at least once in the next five years	1	2	3	4	5	6
36.	I have often thought of buying a subcompact car	1	2	3	4	5	6
37.	My neighbors and/or friends usually have good advice on what brands to buy in the grocery store	1	2	3	4	5	6
38.	Five years from now our family income will probably be a lot higher than it is now	1	2	3	4	5	6
39.	Women don't need more than a minimum amount of life insurance	1	2	3	4	5	6
40.	Shopping for clothes is no fun anymore	1	2	3	4	5	6
41.	I cooked outdoors at least once during the past year	1	2	3	4	5	6
42.	A woman's place is in the home	1	2	3	4	5	6
43.	I find myself checking prices even on small items	1	2	3	4	5	6
44.	I wish I could leave my present life and do something entirely different	1	2	3	4	5	6
45.	I am an impulse buyer	1	2	3	4	5	6
46.	I shop a lot for special prices on apparel	1	2	3	4	5	6
47.	I usually have one or more outfits that are of the latest style	1	2	3	4	5	6
48.	No matter how fast our income goes up, we never seem to get ahead	1	2	3	4	5	6
49.	I like to pay cash for everything I buy	1	2	3	4	5	6
50.	I usually spend for today and let tomorrow bring what it will	1	2	3	4	5	6
51.	I think it is important to have a good education	1	2	3	4	5	6
52.	A college education is very important for success in today's world	1	2	3	4	5	6
53.	A wife should know a great deal of information about her husband's work	1	2	3	4	5	6

		STRONGLY DISAGREE					STRONGLY AGREE
54.	I usually watch the advertisements for announcements of sales	1	2	3	4	5	6
55.	A person can save a lot of money by shopping around for bargains	1	2	3	4	5	6
56.	Our family income is high enough to satisfy nearly all our important desires	1	2	3	4	5	6
57.	I am a homebody	1	2	3	4	5	6
58.	Any person with ability and willingness to work hard has a good chance of being successful in this country	1	2	3	4	5	6
59.	I often try the latest hair styles when they change	1	2	3	4	5	6
60.	I think I have a lot of personal ability	1	2	3	4	5	6
61.	Americans should always try to buy American products	1	2	3	4	5	6
62.	I admire a successful businessman more than I admire a successful artist or writer	1	2	3	4	5	6
63.	Everything is changing too fast today	1	2	3	4	5	6
64.	There is too much emphasis on sex today	1	2	3	4	5	6
65.	I am in favor of very strict enforcement of all laws	1	2	3	4	5	6
66.	Police should use whatever is necessary to maintain law and order	1	2	3	4	5	6
67.	People come to me more often than I go to them for information about brands	1	2	3	4	5	6
68.	I sometimes influence what my friends buy	1	2	3	4	5	6
69.	I think the Women's Liberation movement is a good thing	1	2	3	4	5	6
70.	I have somewhat old fashioned tastes and habits	1	2	3	4	5	6
71.	Every vacation should be educational	1	2	3	4	5	6
72.	I dread the future	1	2	3	4	5	6
73.	It is good to have charge accounts	1	2	3	4	5	6
74.	I buy many things with a credit card or a charge card	1	2	3	4	5	6
75.	I try to buy a company's product if they support educational TV	1	2	3	4	5	6
76.	I am more independent than most people	1	2	3	4	5	6
77.	To buy anything other than a house or a car on credit is unwise	1	2	3	4	5	6
78.	I think I have more self-confidence than most people	1	2	3	4	5	6

Please circle the number that best describes your participation in the activity during the past year. The higher the number, the more you engaged in the activity.

1. I NEVER ENGAGED in the activity during the past year.
2. I SELDOM ENGAGED in the activity during the past year.
3. I SOMETIMES ENGAGED in the activity during the past year.
4. I FAIRLY OFTEN ENGAGED in the activity during the past year.
5. I ONCE A WEEK ENGAGED in the activity during the past year.
6. I 1-3 TIMES A WEEK ENGAGED in the activity during the past year.

		Never					2-3 times a week
79.	Went to the movies	1	2	3	4	5	6
80.	Read science fiction	1	2	3	4	5	6
81.	Visited an art gallery and/or a museum	1	2	3	4	5	6
82.	Gave a speech	1	2	3	4	5	6
83.	Attended school	1	2	3	4	5	6
84.	Attended church	1	2	3	4	5	6
85.	Attended a concert	1	2	3	4	5	6
86.	Completed a crossword puzzle	1	2	3	4	5	6
87.	Played cards	1	2	3	4	5	6
88.	Went swimming	1	2	3	4	5	6
89.	Went bowling	1	2	3	4	5	6
90.	Went skiing	1	2	3	4	5	6
91.	Went to a club meeting	1	2	3	4	5	6
92.	Deposited money in a savings account	1	2	3	4	5	6
93.	Had wine with dinner	1	2	3	4	5	6
94.	Gave or attended a dinner party	1	2	3	4	5	6
95.	Took an airplane trip for personal reasons	1	2	3	4	5	6
96.	Played tennis	1	2	3	4	5	6
97.	Used a charge card	1	2	3	4	5	6
98.	Went jogging	1	2	3	4	5	6
99.	Returned an unsatisfactory product	1	2	3	4	5	6

SECTION IV

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

1. What is your age?
   1. Below 25
   2. 25-30
   3. 31-35
   4. 36-40
   5. 41-44
   6. 45 AND OVER

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

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

4. In which geographical region do you live?
   1. NORTHEAST
   2. SOUTHEAST
   3. MIDWEST
   4. SOUTHWEST
   5. ROCKY MOUNTAIN
   6. PACIFIC

5. What best describes where you live?
   1. RURAL
   2. SUBURBAN
   3. URBAN

6. What is your race or ethnic origin?
   1. WHITE
   2. HISPANIC
   3. ASIAN
   4. BLACK
   5. AMERICAN INDIAN
   6. OTHER (PLEASE NAME) _____

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

8. About how much money did you spend on your wardrobe last year?
   1. BELOW $200
   2. $200 - 499
   3. $500 - 999
   4. $1,000 - 1,499
   5. $1,500 - 1,999
   6 $2,000 AND ABOVE

9. What is your total household income before taxes?
   1. BELOW $10,000
   2. $10,000 - 14,999
   3. $15,000 - 19,999
   4. $20,000 - 29,999
   5. $30,000 - 49,999
   6. $50,000 - 69,999
   7. $70,000 OR ABOVE

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

11. What is your occupation?
   1. WRITER, JOURNALIST, ARTIST
   2. SECRETARY, BOOKKEEPER
   3. DOCTOR
   4. OFFICE MANAGER
   5. SEMISKILLED/SKILLED WORKER
   6. LAWYER
   7. RESEARCH & DEVELOPMENT
   8. MIDDLE MANAGEMENT
   9. SENIOR MANAGEMENT
   10. RECEPTIONIST
   11. SALESPERSON
   12. PROFESSOR, TEACHER, LIBRARIAN
   13. SOCIAL WORKER, COUNSELOR
   14. NURSE
   15. ACCOUNTANT
   16. SERVICE AREA (EX. BAGGAGE PICK UP, TRASH COLLECTION, ETC.)
   17. BEAUTICIAN
   18. OTHER (EXPLAIN) _____

12. How long have you been working in your career?
   1. 1-6 MONTHS
   2. 7-12 MONTHS
   3. 1-2 YEARS
   4. 3-5 YEARS
   5. 6-10 YEARS
   6. 10-1 YEARS
   7. OVER 15 YEARS

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

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YOUR CONTRIBUTION TO THE STUDY IS GREATLY APPRECIATED

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

POST CARD REMINDER

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

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

Sincerely,

Soyeon Shim
Ph.D. Candidate
University of Tennessee

PRETEST EVALUATION FORM

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

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

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

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

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

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

6. Was the size of the print too small?

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

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

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

_____ minutes

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

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

APPENDIX B

LIFESTYLE ITEM RESPONSES

TABLE B-1

LIFESTYLE CHARACTERISTICS OF RESPONDENTS

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Factor 1 (Credit Uses)						
• I buy many things with a credit card or a charge card	12.8	11.1	12.5	23.5	20.4	19.7
• Used a charge card	6.7	8.2	22.2	32.4	18.1	12.4
• I like to pay cash for everything I buy.	15.3	14.8	16.1	22.1	15.5	16.2
• It is good to have charge accounts.	5.1	5.4	11.6	34.0	14.1	19.8
• To buy anything other than a house or a car on credit is unwise.	22.1	23.7	22.4	17.3	7.5	7.0
Factor 2 (Conservatism)						
• There is too much emphasis on sex today.	5.5	7.9	13.2	22.3	22.2	28.9
• I am in favor of very strict enforcement of all laws.	4.0	7.3	14.4	27.4	24.8	22.1
• Police should use whatever is necessary to maintain law and order.	20.2	14.2	20.5	21.8	14.2	9.1
• Everything is changing too fast today.	10.2	15.5	20.7	31.3	12.0	10.3
• Young people have too many privileges.	8.8	12.6	20.6	29.8	15.7	12.5

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Factor 3 (Price Consciousness)						
· I shop a lot for special prices on apparel.	6.6	9.6	14.2	21.0	22.3	26.3
· I find myself checking prices even on small items.	6.4	6.3	8.8	15.9	20.3	42.3
· I usually watch the advertisements for announcements of sales.	5.7	6.6	9.9	23.0	27.5	27.3
· A person can save a lot of money by shopping around for bargains.	.9	2.6	6.5	21.3	30.8	37.9
· I pay a lot more attention to clothing prices now than I ever did before.	6.3	6.7	12.0	19.3	20.6	35.1
Factor 4 (Traditional View of Women)						
· A woman's place is in the home.	60.1	15.1	10.5	8.4	2.5	3.4
· A working mother can establish just as warm and secure relationship with her children as a mother who does not work.	4.6	5.8	9.2	13.2	23.5	43.7
· The father should be a boss.	52.8	15.5	10.1	11.7	5.0	4.9
· I think the women's liberation movement is a good thing.	7.7	6.3	15.5	30.0	21.6	18.9
· Most women need a career as well as a family.	13.3	9.2	18.0	26.9	17.9	14.7
· Attended church.	22.5	17.2	14.4	13.2	22.5	10.2

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Factor 5 (Self-Confidence)						
• I think I have more self-confidence than most people.	3.5	5.6	16.4	32.6	25.2	16.7
• I am more independent than most people.	1.4	3.8	11.7	24.0	18.5	30.6
• I think I have a lot of personal ability.	.1	.9	1.8	13.5	38.0	45.7
• I like to be considered a leader.	5.8	5.6	12.4	28.0	28.1	20.1
Factor 6 (Opinion Leadership)						
• People come to me more often than I go to them for information about brands.	10.3	9.9	20.6	29.6	18.1	11.5
• I sometimes influence what my friends buy.	6.8	6.5	14.7	37.8	24.6	9.6
• My friends or neighbors often come to me for advice.	6.3	6.2	13.1	30.6	25.6	18.2
Factor 7 (Fashion Consciousness)						
• I often try the latest hair styles when they change.	20.3	20.1	21.2	21.7	10.9	5.8
• I usually have one or more outfits that are of the very latest style.	6.6	9.9	15.4	20.3	22.7	26.0
• When I must choose between the two, I usually dress for fashion, not for comfort.	23.3	19.0	20.0	21.9	10.7	5.1

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
· I have somewhat old fashioned tastes and habits.	4.5	9.6	14.4	34.1	23.2	14.2
Factor 8 (Information Seeker from Friends)						
· My neighbors and/or friends usually have good advice.	4.6	15.2	18.8	28.3	12.3	3.8
· I often seek out the advice of my friends regarding which brand to buy.	42.8	22.8	13.4	16.0	4.2	.8
· I spend a lot of time talking with my friends about products and brands.	20.3	22.1	21.9	23.5	8.4	3.8
Factor 9 (Financial Pessimism)						
· No matter how fast our income goes up, we never seem to get ahead.	11.8	12.6	17.8	24.8	12.9	20.1
· I usually spend for today and let tomorrow bring what it will.	37.8	21.4	16.2	13.4	6.6	4.6
· Our family income is high enough to satisfy nearly all our important desires.	8.4	6.8	14.5	24.2	28.1	18.0
· Deposited money in a saving accounts.	5.7	7.0	15.9	37.2	24.6	9.6
Factor 10 (Attractiveness)						
· I like to feel attractive to members of the opposite sex.	.8	1.3	3.6	17.3	32.9	44.1

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
· I want to look a little different than others.	1.3	3.0	6.8	23.4	30.1	35.4
· Dressing well is an important part of my life.	.9	2.2	6.3	19.8	31.4	39.4
Factor 11 (Travel Proneness)						
· I would like to take a trip around the world.	4.2	3.9	5.3	10.2	15.6	60.8
· I would like to spend a year in London or Paris.	13.1	8.4	11.5	15.3	11.5	40.1
Factor 12 (Contemporariness)						
· I had wine with dinner.	16.5	16.0	20.6	21.4	13.0	12.5
· A drink or two at the end of a day is a perfect way to unwind.	33.8	19.3	16.3	18.8	7.4	4.4
· Gave or attended a dinner party.	9.4	14.1	21.4	30.3	10.1	4.7
Factor 13 (Pro Education)						
· A college education is very important for success in today's world.	2.3	2.3	6.3	17.3	23.1	48.7
· I think it is important to have a good education.	.6	.4	1.0	6.6	18.2	73.2

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Factor 14 (Traditional Household Management)						
· When making important family decisions, consideration of children should come first.	5.7	10.4	27.6	32.4	16.3	7.6
· Our home is furnished for comfort not style.	3.3	8.3	20.0	28.6	21.6	18.2
· The kind of dirt you can't see is worse than you can see.	12.5	14.1	21.6	25.8	13.8	12.2
Factor 15 (Game Activity)						
· Play cards.	22.6	24.5	23.6	17.7	6.3	5.3
· Completed a crossword puzzle.	41.5	17.9	17.1	8.8	7.2	7.5
Factor 16 (Social Activity)						
· Went to a club meeting.	45.7	12.8	13.1	16.8	7.5	4.1
· Gave a speech.	45.7	20.9	15.4	11.6	4.1	2.3
Factor 17 (Physical Activity)						
· Played tennis.	71.0	11.5	7.8	4.5	2.7	2.5
· Went skiing.	71.4	10.9	8.7	5.5	1.3	2.2
· Went jogging	51.6	16.1	11.7	7.2	4.7	8.7

TABLE B-1 (Continued)

Factors	Percent					
	Strongly Disagree 1	2	3	4	5	Strongly Agree 6
Factor 18 (Change Proneness)						
· I have often thought of buying a subcompact car	27.6	9.8	9.9	15.0	12.7	25.0
· We will probably move at least once in the next five years.	21.5	7.9	6.5	11.9	13.9	38.3
Factor 19 (Planned Shopper)						
· Before shopping for clothes, I prepare a complete shopping list.	47.4	16.8	12.6	13.7	5.4	4.1
· I am an impulse buyer	19.6	13.6	15.4	24.5	14.9	12.0

VITA

Soyeon Shim was born in Seoul, Korea on June 18, 1958. She received a Bachelor of Science in Clothing and Textiles from the Yonsei University, Seoul, Korea in 1981. She was subsequently admitted to the graduate program at the Yonsei University and obtained a Master's Degree in Clothing and Textiles.

In the fall of 1983, she entered the Interdisciplinary Doctoral Program in Home Economics at The University of Tennessee, Knoxville, encompassing Textiles, Merchandising and Design; Consumer Economics; and Marketing. She received the Doctor of Philosophy Degree in June, 1986.

The author is a member of Association of College Professors of Textiles and Clothing, American Collegiate Retailing Association and Omicron Nu. Currently, she has accepted the position as an Assistant Professor at Colorado State University.