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  PREFERENCE FOR FURNITURE STYLE AS RELATED TO
  PERSONALITY TYPE AND OTHER SELECTED
  VARIABLES.

  THE UNIVERSITY OF NORTH CAROLINA AT
  GREENSBORO, PH.D., 1978

PREFERENCE FOR FURNITURE STYLE

AS RELATED TO PERSONALITY TYPE

AND OTHER SELECTED VARIABLES

by

Mary Ellen Blackburn

A Dissertation Submitted to
the Faculty of the Graduate School at
The University of North Carolina at Greensboro
in Partial Fulfillment
of the Requirements for the Degree
Doctor of Philosophy

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Approved by

Dissertation Adviser

APPROVAL PAGE

This dissertation has been approved by the following committee

of the Faculty of the Graduate School at the University of North

Carolina at Greensboro.

Dissertation Adviser _____

Committee Members _____

_____

_____

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BLACKBURN, MARY ELLEN. Preference for Furniture Style as Related to
Personality Type and Other Selected Variables. (1978)
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The major purpose of this study was to determine the relationship

between one's personality and his preference for furniture style.

Also investigated were the style of furniture presently in the home

as related to style preference and level of satisfaction with the pre-

sent style. Other factors investigated in relation to furniture style

preference and level of satisfaction were sex, school or college,

classification, marital status, race, and age.

Subjects consisted of 325 undergraduate students, age 25 or over,

who were enrolled during Spring semester, 1978, at the University of

North Carolina at Greensboro. Included in the sample were all eligi-

ble students enrolled in the School of Education, School of Home

Economics, and School of Nursing. A twenty percent sample was ran-

domly selected for participation from the College of Arts and Sciences

and the School of Business and Economics in order to facilitate nearly

equal representation from each area of study.

A cover letter explaining the study and a questionnaire request-

ing demographic information was mailed to each subject. Subjects were

requested to complete the questionnaire and return it, along with a

schedule of times which would be convenient to complete the test

instruments (requiring approximately one hour and fifteen minutes).

One hundred and ten (34%) subjects responded, and each was contacted

by telephone to confirm an appointment time.

The Turner Furniture Style Preference Test was used to determine furniture style preference, furniture styles present in the home, and level of satisfaction. Seven furniture pieces (sofa, lounge chair, end table, dining table, dining chair, headboard, chest) in five styles (Early American, Contemporary, Mediterranean, Modern, Provincial) were included in the instrument. No preference was considered to be Eclectic style preference. The Myers-Briggs Type Indicator was selected for determining personality characteristics of the subjects. Scores were obtained on four different indices: Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving. Data were coded and analyzed by descriptive and chi-square statistics.

Personality characteristics were found to relate significantly to furniture style preference in two instances. Living room furniture style preference was related to the Sensing-Intuitive Index, and dining room furniture related to the Thinking-Feeling Index. Those preferring Provincial furniture were found to be sensors while those preferring Modern furniture were intuitors and thinkers. Those subjects having a preference for Mediterranean furniture were classified as feelers.

Significant relationships occurred between the furniture style present and the style preferred for each of the seven pieces of furniture as well as for dining room and bedroom furniture overall. Eclecticism, or a mixture of styles, was widely preferred by the respondents while Early American furniture was predominantly present in the homes. Age was found to relate significantly to dining room furniture preference and level of satisfaction, with the indication that younger

subjects have a stronger preference for one of the five styles and less satisfaction with present styles.

Further development of the Furniture Style Preference Test was recommended, as well as further studies using other home furnishings' components in relation to the influence of personality. Research to assess the effects of behavioral, psychological, and sociological influences upon design preferences and satisfaction was also recommended.

ACKNOWLEDGMENTS

DEDICATION

This dissertation is dedicated to my mother, Mary Jean Lyday Blackburn.

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CHAPTER I

OVERVIEW OF THE STUDY

The interior design profession of today is much more complex than ever before. Emphasis is being placed upon space planning, efficient use of resources, and behavioral, as well as aesthetic and ecological, considerations. This wide expansion of knowledge was generally not considered important or necessary to interior designers of the past. Interior designers were basically concerned with choosing a particular furniture style and including the latest fabrics in the most popular colors of the time.

However, the role of the interior designer has changed. Interior designers are no longer merely selectors of fabrics and arrangers of furniture, but are "space planners..., money savers..., image makers..., and decision influencers" (Contract, 1965, p. 69). With these added responsibilities, the interior designer must be an individual who is educated in various fields in order to design in such a way that the product will be pleasing to those living with the design.

Gueft (1960) stated that when the knowledge and skills required become so advanced that past methods of training become the exception rather than the rule, revisions must occur to provide more realistic preparation for future professionals. Scheid (1965) considered these revisions as being essential and suggested that studies in areas such as communications, education, advertisement, human factors engineering, modern technology and social sciences be included as part of the

educational curriculum of the interior designer. It was stated that interior design was shifting from the arts to social and managerial sciences, causing a balance of the two areas as segments of the profession.

Being aware of the need for knowledge in social and behavioral sciences, Whiton (1963) stated that "the decorations of a room should not reflect a self-conscious effort on the part of its designer. . . . When the impress of the decorator's hand is too much in evidence, the work does not reflect the taste of his client" (p. 752). Also, "in planning residential decorations, an essential requirement is to reflect the personality of the owner. . . . When a decorator plans a room for his client, the interests and character of that person should be carefully analyzed in advance" (p. 755).

It is apparent that the interior designer must be aware of the role that personality plays in the acceptance or rejection of a living environment. According to M. Harrison (1971), "our homes are a reflection of ourselves" (p. 5). Therefore, people should not be influenced to settle for artificiality and high fashion, but rather should select furnishings that would be a true expression of themselves.

Richardson (1978) quoted anthropologist Ashley Montagu as stating:

A house is a reflection of your personality, and if you don't involve yourself in your house, you are merely a lodger. . . . All the daily sensations one receives, not only from one's house and the way it is arranged, but also from our environment in general, contribute to our well-being in a major way (p. 158).

As stated by Faulkner and Faulkner (1968), "it is far better to be just yourself, making the most of your strengths and weaknesses, and to let your home shape itself easily and naturally" (p. 14). By having a better understanding of the influences of personality characteristics

on preference for a particular style of furniture, or for a combination of styles, the interior designer could more adequately assist the client in fulfilling his needs and desires for the design of a living environment.

Importance of the Study

Two of the goals set forth by Schlater (1970) in National Goals and Guidelines for Research in Home Economics which were related to this study were to:

1. Improve the conditions contributing to man's psychological and social development. (Social-emotional development is given as a sub-goal with one aspect of study suggested being the effects of physical components of the near environment on self-concept and social acceptance of individuals.)

2. Improve the physical components of man's near environment. (It is suggested that the immediate environment should accommodate man's social needs as well as provide function, comfort, contentment, health, economic, psychological and aesthetic satisfactions.)

Baughman (1972) quoted Professor Arnold Friedman of Pratt Institute as saying:

> Not even professional designers understand the effect of environment on human beings in its physiological and psychological manifestation; and perhaps that concern should be a more serious one, even more than the social concern (p. 35).

Studies have been conducted which deal with the influences of factors such as social status, aesthetics, and comfort upon selection of household furnishings. Yet, no study was found which directly considered the influence of personality characteristics upon preference

for a particular furniture style or a combination of styles (eclecticism).

Therefore, such a study could be helpful in providing a better understanding of the psychological influences one's personality has upon furniture style preference. In order for a designer to meet the needs and expectations of his client, he must be aware of these influences and direct his awareness toward the selection of components making up the design product. Implications of such research could be significant in planning programs to educate the designer and increase his knowledge concerning the relationship between personality characteristics and components of environmental design. This study was directly concerned with the component of furniture style as related to personality characteristics, through identification of preferences for a style or styles and the identification of furniture styles present in the home.

Purposes of the Study

The major purpose of this study was to determine the effects of personality characteristics on one's style preference for the main physical component of a room, the furniture. It was the intent of the study:

1. to determine the relationship between style of furniture presently in the home and style of furniture preferred.

2. to determine satisfaction with furniture styles presently in the home by obtaining difference scores.

3. to determine the relationship between style of furniture preferred and personality characteristics.

4. to determine the relationship between style of furniture preferred and the variables of sex, school or college, classification, marital status, race, and age.

5. to determine the relationship between level of satisfaction with furniture styles presently in the home and personality characteristics.

6. to determine the relationship between level of satisfaction with furniture styles presently in the home and the variables of sex, school or college, classification, marital status, race, and age.

Hypotheses

In relation to the purposes of this study, it was hypothesized that:

1. There is no significant relationship between the style of sofa, lounge chair, end table, dining table, dining chair, headboard and chest present in the home and the style preferred for each piece.

2. There is no significant relationship between the style of living room furniture present in the home and the style of living room furniture preferred.

3. There is no significant relationship between the style of dining room furniture present in the home and the style of dining room furniture preferred.

4. There is no significant relationship between the style of bedroom furniture present in the home and the style of bedroom furniture preferred.

5. There is no significant relationship between the over-
   all style of furniture present in the home and the overall
   style of furniture preferred.

6. There is no significant relationship between the style of
   furniture preferred and personality characteristics.

7. There is no significant relationship between the style of
   furniture preferred and the variables of sex, school or
   college, classification, marital status, race, and age.

8. There is no significant relationship between level of
   satisfaction with the furniture style present in the home
   and the variables of sex, school or college, classification,
   marital status, race, and age.

Assumptions

The following assumptions were made in relation to the study:

1. It was assumed that subjects age 25 and over have developed
   preferences for furniture styles.

2. It was assumed that subjects had in their homes at least
   some of the furniture pieces included in the Furniture Style
   Preference Test.

3. It was assumed that subjects would be able to categorize
   the style of furniture present in their home with the styles
   presented in the test instrument.

Limitations

This study was limited to undergraduate students, age 25 and over,
enrolled in the College of Arts and Sciences, School of Business and
Economics, School of Education, School of Home Economics, and School

of Nursing at The University of North Carolina at Greensboro during

Spring semester, 1978. It was further limited to those subjects

who were willing to schedule appointments for one hour and fifteen

minutes during the last three weeks of the semester to complete the

test instruments.

Definition of Terms

In order to clarify the use of certain terms throughout this study,

the following terms have been defined as:

Furnishings. All physical components which together make up the

design of a room, including furniture, floor and wall coverings, tex-

tiles and accessories.

Furniture. The major physical components of a room; in this study,

including the sofa, lounge chair, end table, dining table, dining

chair, headboard and chest.

Eclectic approach. A combination of two or more styles of furni-

ture included in one living environment.

Personality. "The dynamic integration of psychophysical factors

that are fundamental to an individual's adjustments as he reacts to

environmental stimuli in light of inner compulsions" (Crow & Crow,

1969, p. 353).

Jung's Theory of Type. "Much apparently random variation in human

behavior is actually quite orderly and consistent, being due to cer-

tain basic differences in the way people prefer to use perception and

judgment" (Myers, 1962, p. 1).

Extraversion. "Orientation primarily to the outer world, focusing

perception and judgment on people and things" (Myers, 1962, p. 1).

Introversion. "Orientation primarily to the inner world, focusing perception and judgment on concepts and ideas" (Myers, 1962, p. 1).

Sensing. "Process of perceiving by which one is made aware of things directly through one or another of his five senses" (Myers, 1962, p. 1).

Intuition. "Indirect perception by way of the unconscious with emphasis on ideas or associations which the unconscious tacks on to the outside things perceived" (Myers, 1962, p. 2).

Thinking. "A way of judging which discriminates impersonally between true and false" (Myers, 1962, p. 2).

Feeling. "A way of judging which discriminates between valued and not valued" (Myers, 1962, p. 2).

Judgment. "Includes the processes of coming-to-conclusions about what has been perceived" (Myers, 1962, p. 1).

Perception. "Includes the processes of becoming aware of things or people or occurrences or ideas" (Myers, 1962, p. 1).

College or School. Refers to the College or School within the University of North Carolina at Greensboro.

Classification. Refers to the class status of the student such as Freshman, Sophomore, Junior and Senior.

CHAPTER II

REVIEW OF RELATED LITERATURE

The major purpose of this study was to determine the effects of personality characteristics on one's preference for style of furniture as a physical component of a room. No research was found that dealt specifically with the effects of personality on furniture style preference. There were, however, a number of studies which related to behavioral design. The review of related literature was divided into three sections: factors influencing the selection of household furnishings, influences of personality on aesthetic preference and design, and use of the Myers-Briggs Type Indicator in research.

Factors Influencing Household Furnishings Selection

A review of research identified several studies concerned with factors that influence the selection of household furnishings. Brown (1975) conducted a study to determine general value patterns of forty-nine homemakers and whether high priority values emerged as important considerations in the decision to purchase a new sofa. The value of aesthetics was found to be of high priority by 47% of the sample and family life by 61% of the homemakers. Status, concern for others, and work efficiency were rates lowest in importance. No significant relationship was found between general values and considerations important in the sofa purchase. However, a significant relationship was found to exist between the level of satisfaction with the sofa and the number of alternatives considered.

A study by Campbell (1967) had as its purpose the exploration of the concepts of consistency, harmony, and design involved in the selection of furniture and accessories for the home. The relationship between an individual's preference for certain furnishings and selected variables, including age, social status, and background in art was also investigated. The sample included students in family housing and home art, fine arts, home economics education, students with no art background, and adults in an extension program. The data revealed no significant relationship between preferences for accessories and enrollment in studio art courses. It was also found that there was no significant relationship between preference and age.

In 1966, Hurley conducted a study to determine variables which affected the ways in which a sample of suburban families furnished and used their living rooms. Homemakers from 120 families who lived in single-family, owner-occupied housing, were included in the study. Variables considered included comfort, aesthetics, convenience, individuality, and social prestige. Results indicated that there were more activities in the living rooms of homemakers who placed little emphasis on aesthetics than of those having a higher concern for aesthetics. Socioeconomic status and housing characteristics were related to selection of furnishings and use of the living room more than family characteristics and personal values.

O'Toole (1973) compared and assessed characteristics of innovators (purchasers of contemporary plastic furniture) and non-innovators (purchasers of wood furniture of similar line, curve, mass, function, and cost). Variables considered included age, creativity, social participation, socioeconomic level, exposure to mass media, and change

orientation as compared with purchase of furniture. Findings revealed that creativity was the only factor studied that significantly related to innovativeness.

Variables considered to be relevant to home furnishings' images of college students and college graduates were examined by York (1967). The study included 462 women who were, or had been, home economics students. Socioeconomic status and marital status were found to be significantly related to images of home furnishings while age and major classification were of little importance. Personal values of beauty, economy, ease of maintenance, safety, fashion, and comfort were found to vary in degree of acceptance.

Can furniture preference be measured? This was the question that Lee (1970) sought to answer. An exploratory testing instrument using twenty-eight different furniture pieces, representing seven different furniture styles, was developed. The styles included were: American Colonial, Classical Italianate, Spanish-Mediterranean, French, Contemporary, Traditional, and Miscellaneous. Samples of low- and middle-income individuals, as well as students, were included, with between 25 and 35 subjects in each group. The French style was the most preferred style for both low- and middle-income groups, while almost half of the student group preferred the Contemporary style. A test-retest was done with only the student group to determine reliability, which resulted in a .07 level of significance. Lee concluded that furniture style preference could be measured.

Huff (1976) was interested in determining if there was a significant relationship between preference for furniture and familiarity. By using a sample of students, a survey was taken giving 219

respondents a choice of 12 chairs. It was determined that a positive relationship existed between preference and familiarity with that preference.

Turner (1972) investigated furniture needs, purchasing capabilities, and preferences for fabric, style of furniture, color, color scheme and hard surface materials, using 100 public housing consumers as subjects. Results indicated that the elderly had fewer furniture needs than other age groups. To determine preference for furniture style, a test was developed for use in interviews for the study. Upon the recommendations of interior designers, as well as educators in the field of interior design, five styles were selected and used in the study as the main styles of furniture. Line drawings of selected pieces of furniture in Early American, Contemporary, Mediterranean, Modern, and Provincial styles were used to show the subjects. Results of the test indicated that over one-fourth of the homemakers tested preferred the Early American style, followed by Mediterranean and Provincial styles, both chosen by about one-fifth of the sample. Modern and Contemporary styles were chosen least frequently, with only 14% and 13% of the respondents selecting these styles respectively. Further study was recommended to test the instrument under alternative conditions.

A study designed to identify selected aspects of modern furniture design was conducted by Reim in 1973. It was concluded that modern furniture design developed as a result of social and economic changes in America and Europe, including faster pace of living, working mothers, and smaller homes and apartments. As a result, simplicity of line,

lightness of scale, refinement of detail, and honesty of materials
are characteristics evident in design of modern furniture.

Vann (1951) conducted a study concerned with problems of home
decoration of the homemaker. It was reported that 99% of the home-
makers in the sample believed that there was a definite relationship
between home decoration and better family living.

Influences of Personality on Aesthetic
Preference and Design

Recognizing the impact of societal conditions on design, the
influence of personality characteristics should be considered in rela-
tion to aesthetic preference and design. McGuide (cited in E. F.
Harrison, 1975), defined personality as a "wholistic concept which is
all inclusive of those integrated qualities, impulses, habits, inter-
ests, ideas, and other characteristics that compose the individual as
he exists in society". According to Kolasa (cited in E. F. Harrison,
1975), "personality may be said to encompass the characteristic
traits and patterns of adjustment of the person in his relationship
with others and his environment" (p. 143).

Knapp, and Barron and Welsh conducted studies relating personality
style to art styles and artistic perception. Knapp (1960) investigated
temperament and motivation. It was hypothesized and accepted that
aesthetic preference constitutes one of the main avenues for evaluat-
ing certain central and frequently unconscious processes and is
relatively free from rational constraint. "The study of aesthetic
preferences offers a most promising mode for the analysis both of
individual personalities from a psychological point of view and cul-
tures from an anthropological point of view" (p. 401). Barron and

Welsh (1952) sought to relate aesthetic preferences to personality variables descriptive of style of life. A previous study by Welsh (1949) had shown that subjects preferring simple and symmetrical figures tended to be quite conservative and conventional while those preferring complex, asymmetrical figures tended toward anti-social and psychopathic behavior. Therefore, Barron and Welsh conducted a study to determine whether artists and non-artists had different aesthetic preferences. It was concluded that artists like complex-asymmetrical figures and dislike simple-symmetrical ones, with the opposite being true for non-artists. It was suggested that further investigation of the relationship between artistic figure preferences and possible influencing factors such as "good taste", personality style, or a combination of the two, be conducted based on the findings of these studies.

Use of the Myers-Briggs Type Indicator in Related Research

Using the Jungian theory, which recognizes the influence of social and cultural factors on the determination of personality and behavior, as a base, the Myers-Briggs Type Indicator was developed, using four indices relating to four modes of thinking: Extraversion-Introversion (EI), Sensing-Intuition (SN), Thinking-Feeling (TF), and Judging-Perceiving (JP). Originally developed in 1944, it has undergone various revisions improving its reliability and validity. According to Myers (1962), the EI index was designed to reflect whether the person is an extravert or an introvert. The SN index reflects the person's preference between two opposite ways of perceiving, that is, sensing or intuition. The TF index reflects the person's preference

between two opposite ways of judging, that is, thinking or feeling. The JP index reflects whether the person relies primarily upon a judging (thinking or feeling) process or a perceptive (sensing or intuitive) process in his dealings with the outer world or the extraverted part of his life.

The Myers-Briggs Type Indicator has been used in a variety of studies. McGinn (1976) stated that the instrument has been found useful in areas of psychological research including studies of scholastic performance, creativity, and non-academic accomplishment. The following studies were found which related to and offered support for this study.

Knapp and Green (1960) used the Myers-Briggs Type Indicator with a group of 120 undergraduate male students to analyze preference ratings for varieties of abstract art as related to personality correlation. It was found in this study and in one that followed (Knapp, 1964) that realistic paintings, presenting a naturalistic image of possible scenes from the macroscopic phenomenal world, were identified more often with persons having extraversion tendencies, while expressive and geometric paintings were found to be preferred by introverts. It was concluded, therefore, that "the study of aesthetic preferences offers a most promising mode for the analysis both of individual personalities from a psychological point of view and of cultures from an anthropological point of view" (p. 401).

In 1968, Burt compared the Myers-Briggs Type Indicator personality variables of 60 art students to 10 artistic variables of their paintings. Results showed that, within the sample, intuitive students were more common than sensing students, introverted intuitives being more

common than extraverted intuitives. Sensing and thinking types of students were relatively uncommon. Feeling types of students were a relatively large portion. Results showed that intuitive students were characterized by less realism, more distortion of form and unclear line in comparison with other types, especially among introverted intuitive types as compared to extraverted intuitives. Overall, introverts included more distorted form than extraverts in their paintings. Judging types of students, as compared to perceivers, had paintings characterized by rich color, undistorted form, and more detail and vitality.

Girard (1967) studied the interaction of perceptual discrimination, aesthetic preference, and personality traits as measured by the Myers-Briggs Type Indicator and Cattell's Sixteen Personality Factors with two hundred seventh, eighth, and ninth grade students of high intelligence as subjects. It was found that a significant relationship existed between abilities of perceptual discrimination and certain traits of cognition and personality. There was, however, little relationship found to exist between aesthetic preference and preference for given works of art and personality traits.

Creative potential was examined in a study by Richter and Winter (1966), using the intuition and perception subscales of the Myers-Briggs Type Indicator to judge creative potential of students. According to a previous study (MacKinnon, 1962), creative subjects were characterized by high scores on intuition and perception. Results of Richter and Winter's study, using the Holtzman Inkblot Test as a comparison, included the findings that creative subjects had richer perception and productive imagination, emotional responsiveness in

relationships with the outer world, precision of perception, and more complex and integrated concepts.

Identification of creative persons with a preference for intuition and perception was also confirmed by Taylor and Getzels (1975) after conducting a study using the Myers-Briggs Type Indicator in which it was hypothesized that "creatives" (as determined by scores on various tests) would differ from "noncreatives" in their preferences for the opposed attitudes and psychological functions conceptualized by Jung.

Davis (1972) was concerned with the relationship of personality variables to color preferences used in the home. The Myers-Briggs Type Indicator was used with 80 female home economics students. A significant difference was found between selection of color intensity for one's favorite color by introverts and extraverts, and between selection of warm or cool colors for favority colors by thinkers and feelers. No significant relationships were found between color choices for draperies and carpets in the living room and personality type. It was suggested that Myers-Briggs Type Indicator be used in considering the effect of these variables on furniture style preference.

Personality type, as correlated with complexity or simplicity of furniture line, was studied by Olsen in 1969. Subjects included 80 female home economics students. Using the Myers-Briggs Type Indicator, as well as other personality inventories, no relationship was found between one's personality and preference for complex or simple lines in furniture pieces. Because this finding disagreed with previous research which affirmed such a relationship, it was suggested that further research in the area of furniture preferences and personality be conducted.

Summary

In analyzing a basis for studying the relationship of personality characteristics to furniture style preference, one must consider the importance of the possible influences of one factor on another. Whiton (1963) stated that:

> The art of designing interiors is justified on the basis of its contribution to human contentment. . . . The competent designer aims to produce that which will cause both psychological and practical satisfaction (p. 750).
> . . . . In planning residential decoration, an essential requirement is to reflect the personality of the owner. . . . An intelligent stranger who enters a room the first time should be able to read the character of the owner at first glance (p. 755).

Hoffman (1966) suggested that

> Since a major portion of the interior designer's responsibilities are designing for people, a basic understanding of their behaviors would be helpful. The more the designer knows about people, the greater the possibility for successful design solutions (p. 64).

Related studies have supported the need for research concerning the relationship of personality with furniture style preference. In order to help meet this need, the following study was conducted.

CHAPTER III

PROCEDURE

It was determined that a descriptive study would be the most appropriate approach for the investigation of the problem. Information in this chapter deals with selection of the population and sample, instrumentation, data collection, and data analysis.

Population and Sample

As a preliminary step, the names of the total population of undergraduate students, 25 years of age or older, enrolled at The University of North Carolina at Greensboro during Spring semester, 1978, was obtained from the Director of Institutional Research. This resulted in a total of 1,299 persons. The students were categorized according to the college or school in which they were enrolled: College of Arts and Sciences (401), School of Business and Economics (316), School of Education (50), School of Health, Physical Education and Recreation (29), School of Home Economics (67), School of Music (11), and School of Nursing (65). There was also one category specified as Special Adult Students (360). This group of students was eliminated from the study, as no college or school could be identified. Also excluded from the study were students enrolled in the School of Music and the School of Health, Physical Education and Recreation, as the number of students 25 years of age or older was extremely small.

In order to obtain nearly equal representation in areas of study, all students 25 years of age or older in the School of Education (50), the School of Home Economics (67), and the School of Nursing (65) were included, as well as a 20% random sample of students enrolled in the College of Arts and Sciences and a 20% random sample in the School of Business and Economics. Using a table of random numbers, 80 of the 401 students enrolled in the College of Arts and Sciences and 63 of the 316 students enrolled in the School of Business and Economics were selected for participation in the study.

Instruments

A questionnaire (see Appendix A) was designed to obtain the demographic information needed in making analyses. This included information relative to sex, school or college, classification, marital status, race, and age. The questionnaire also requested that the subject suggest meeting times which would be convenient for completion of the test instruments.

Illustrations from the Furniture Style Preference Test (Turner, 1972) were used to determine furniture style preferences among subjects, as well as the style of furniture present in the home (see Appendix B). After evaluating the results obtained from a pilot study with 15 home economics students as respondents, the test was broadened to include both furniture style preference and furniture style present in the home. Difference scores, indicating satisfaction with furniture style present in the home, were also derived from the instrument. Line drawings of seven furniture pieces, mounted on five-inch by seven-inch cards, were placed in front of each respondent. Drawings included

a sofa, lounge chair, end table, dining table, dining chair, headboard, and chest, in five furniture styles, including Early American, Contemporary, Mediterranean, Modern, and Provincial. Each subject was asked to indicate, on an answer sheet provided, the drawing for each piece of furniture which most resembled the style of that piece present in his own home. A sixth choice was given to indicate no resemblance to his own piece of furniture or absence of that piece from the home. Subjects were also asked to select which of the five styles they preferred. Again, a sixth choice, indicating no preference or preference for a style not shown was made available.

Perference was rated as follows:

1. Living Room--if the same style was selected for the sofa, lounge chair, and end table.

2. Dining Room--if the same style was selected for the dining table and dining chair.

3. Bedroom--if the same style was selected for the headboard and chest.

Overall Preference was indicated if preference for the same style was shown in two out of three rooms.

No Preference was indicated when a combination of styles was preferred, including the sixth choice responses. This was considered to be an Eclectic Preference.

The Myers-Briggs Type Indicator (MBTI) was selected for determining personality characteristics of the subjects. The MBTI consisted of 166 multiple-choice questions in booklet form, which resulted in scores on four different indices: (1) Extraversion-Introversion, (2) Sensing-Intuition, (3) Thinking-Feeling, and (4) Judging-Perceiving.

Sundberg (cited in Buros, 1970) described Jung's four different

modes of thinking, upon which the MBTI is based as:

Extraversion-Introversion (EI) - whether the person prefers to

direct his mental activities toward the external world of people

and things or toward the inner world of concepts and ideas.

Sensing-Intuition (SN) - whether the person prefers to perceive

his world in a factual, realistic way or to perceive inherent,

imaginative possibilities.

Thinking-Feeling (TF) - whether the person prefers to arrive at

decisions by logical analysis or by appreciating personal and

interpersonal subjective values.

Judgment-Perception (JP) - whether the subject prefers to take a

judgmental attitude or an understanding, perceptive attitude

toward his environment   (pp. 1128-1129).

Continuous scores for each index were obtained for each subject.

Split-half reliability statistics, according to Myers (1962) are

EI (.82), SN (.87), TF (.83), and JP (.84) (p. 21).

Collection of Data

A cover letter (see Appendix C) was mailed to each of the 325 sub-

jects selected, explaining the purposes of the study, as well as the

amount of time required for completion of the test instruments. Those

subjects willing to schedule an appointment for one hour and fifteen

minutes were asked to complete the attached questionnaire, providing

demographic data, and return it, along with a schedule of convenient

meeting times in an enclosed self-addressed envelope through campus

mail. Approximately 10 days to two weeks after the original mailing,

attempts were made to contact all non-respondents by telephone, encouraging their participation. Respondents were also contacted by telephone to schedule appointments for completion of the Furniture Style Preference Test and the Myers-Briggs Type Indicator. A total of 110 respondents completed the instruments.

During the first ten minutes of the scheduled meetings, the Furniture Style Preference Test was administered by showing line drawings of the seven different furniture pieces. Respondents recorded their answers on the sheet provided, indicating which drawing most resembled the style present in their own home for each piece, and also which style they would prefer to have in their home. The Myers-Briggs Type Indicator test booklet, along with an answer sheet (see Appendix D), was then given to the respondent for independent completion.

Analysis of Data

Data were coded for statistical computation and keypunched onto computer cards. Chi square analyses, as well as descriptive statistics, were used to analyze data in determining significant relationships between personality type and furniture style preference, as well as between furniture style present in the home and furniture style preferred. Relationships between the variables of sex, school or college, classification, marital status, race, and age with furniture style preferences were also analyzed. Satisfaction with present style of furniture, as indicated by difference scores, was also compared with demographic variables and personality characteristics. Difference scores were derived at by the number of pieces which differed from responses to style present and style preferred.

CHAPTER IV

ANALYSIS OF DATA

The data presented in this chapter were gathered from the 110 students who returned the initial questionnaire and scheduled an interview for completion of the Furniture Style Preference Test and the Myers-Briggs Type Indicator. In order to facilitate the presentation of the results, data obtained were analyzed and presented as follows:

1. A description of the respondents according to sex, school or college, classification, marital status, race, and age

2. Furniture styles present in the home and furniture styles preferred according to individual pieces

3. Levels of satisfaction with furniture styles present in the home as indicated by difference scores

4. Furniture styles present in the home and furniture styles preferred by room and overall

5. The relationship between furniture styles present in the home and furniture styles preferred

6. The relationship between furniture styles preferred and the variables of sex, school or college, classification, marital status, race, and age

7. The relationship between levels of satisfaction with furniture styles present in the home and the variables of sex, school or college, classification, marital status, race, and age

8. A description of respondents according to personality characteristics

9. The relationship between furniture style preferences and personality characteristics.

10. The relationship between levels of satisfaction with furniture styles present in the home and personality characteristics.

A Description of Respondents According to Demographic Variables

The population of this study included undergraduate students, age 25 and over, enrolled at The University of North Carolina at Greensboro during Spring semester, 1978. Fifty (100%) subjects from the School of Education, 67 (100%) subjects from the School of Home Economics, and 65 (100%) subjects from the School of Nursing were included in the study. A random selection procedure was used, to obtain nearly equal representation of subjects, including 80 (20%) subjects from the College of Arts and Sciences and 63 (20%) subjects from the School of Business and Economics.

From the 80 students chosen from the College of Arts and Sciences, 22 (27.5%) responded. Nineteen (30.2%) of the 63 students in the School of Business and Economics responded, as did 10 (20%) subjects in the School of Education. The School of Home Economics was represented by 32 (47.8%) respondents, and the School of Nursing by 27 (41.5%) respondents.

Sex. Eighty-seven (79.1%) of the respondents of the test instruments were females (see Table 1). The number of male respondents was 23 (20.9%).

School or College. Over half of the responding group were enrolled in the School of Home Economics (29.1%) and the School of Nursing (24.5%). The School of Education was represented by only 10 (9.1%) responding students.

Table 1

Description of Respondents According
to Demographic Variables

Variable	Number (n=100)	Percentage
Sex		
Male	23	20.9
Female	87	79.1
School or College		
Arts and Sciences	22	20.0
Business and Economics	19	17.3
Education	10	9.1
Home Economics	32	29.1
Nursing	27	24.5
Classification		
Freshmen	12	10.9
Sophomores	12	10.9
Juniors	40	36.4
Seniors	43	39.1
Special Adults	3	2.7
Marital Status		
Single	24	21.8
Married	69	62.7
Engaged	3	2.7
Divorced	7	6.4
Separated	6	5.5
Widowed	1	.9
Race		
Caucasian	104	94.5
Black	5	4.5
Other	1	.9
Age		
25-30	61	55.5
31-35	30	27.3
36-40	10	9.1
41-45	5	4.5
45-over	4	3.6

Classification. More than 75% of the respondents were classified as juniors (36.4%) or seniors (39.1%), with each of the two other classifications being represented by 12 (10.9%) students. Three (2.7%) special students who had previously been classified in one of the other four categories, and had subsequently changed to the special adult program during the semester, were also included in the study.

Marital status. Almost two-thirds (62.7%) of the respondents were married. Twenty-four (21.8%) were categorized as single, while thirteen were either divorced (6.4%) or separated (5.5%).

Race. Almost all (94.5%) of the respondents were caucasian, with only five (4.5%) being black. One (.9%) of the respondents was of North African descent.

Age. Percentages in each of the age categories were in descending order, with over half (55.5%) of the respondents being between the ages of 25 and 30. Over one-fourth (27.3%) were between 30 and 35 years of age.

Furniture Styles Present in the Home and Furniture Styles Preferred According to Individual Pieces

Each of seven pieces of furniture was identified by respondents according to five different furniture styles in relation to the style which most resembled the style of that piece of furniture present in the home. Respondents also selected the style for each piece they would prefer to have in their home.

The seven pieces of furniture included were: sofa, lounge chair, end table, dining table, dining chair, headboard, and chest. The five furniture styles shown were: Early American, Contemporary, Mediterranean, Modern, and Provincial. Respondents were given a sixth

category choice, indicating lack of a piece or no resemblance to the style of that piece in the home, no preference or preference for a style not shown.

Sofa. Table 2 indicates the respondents having and preferring sofas, lounge chairs, and end tables in each of the five styles, as well as those responding to the "Other" category. Sofas were categorized, in both Early American and Modern styles, as being present in the homes of 35 (31.8%) respondents. Nineteen (17.3%) reported that they did not have a sofa which fit into any of the five styles shown.

Table 2

Sofa, Lounge Chair, and End Table Styles
Present In Homes and Preferred by Respondents

Style	Sofa				Lounge Chair				End Table			
	Present		Preferred		Present		Preferred		Present		Preferred	
	n	%	n	%	n	%	n	%	n	%	n	%
Early American	35	31.8	18	16.4	54	49.1	48	43.6	12	20.9	15	13.6
Contemporary	15	13.6	1	0.9	11	10.0	10	9.1	15	13.6	8	7.3
Mediterranean	4	3.6	10	9.1	2	1.8	1	0.9	20	18.2	28	25.5
Modern	35	31.8	59	53.6	2	1.8	12	10.9	10	9.1	30	27.3
Provincial	2	1.8	1	10.0	5	4.5	12	10.9	16	14.5	14	12.7
Other	19	17.3	11	10.0	36	32.7	27	24.5	37	33.6	15	13.6

The Modern style sofa was preferred by over half (53.6%) of the respondents. Only one (.9%) indicated preference for a Contemporary style sofa, as compared to 15 (13.6%) respondents who had that style present in their home. Eleven (10%) of the respondents indicated a preference for the Provincial style of sofa, and another 10% indicated no preference or preference for another style.

Lounge Chair. The lounge chair most often present in the home was the Early American style (49.1%), with almost that number (43.6%) preferring the same style (see Table 2). Almost one-third of the respondents (32.7%) did not have a lounge chair which they could identify with any of the five styles shown. Both Mediterranean and Modern styles were present in only two (1.8%) homes.

Almost one-fourth (24.5%) of the respondents indicated no preference or preference for a style other than those shown, while both Modern and Provincial styles were each preferred by twelve (10.9%) respondents. Ten (9.1%) respondents preferred the Contemporary style lounge chair.

End table. The style of end table present in the home was not considered to fall into any of the five styles shown for over one-third (33.6%) of the respondents (see Table 2). Twenty respondents (18.2%) indicated the Mediterranean style as being present in their home, followed by sixteen (14.5%) having a Provincial style end table, fifteen (13.6%) having a Contemporary style, and twelve (10.9%) having an Early American style of end table.

Although the Modern style end table was present in the home the least often (9.1%), this style was indicated as the most preferred by 30 (27.3%) respondents. This preference was followed closely by 25.5%

of the respondents preferring the Mediterranean style. The Early
American style of end table was preferred by 15 (13.6%) of the res-
pondents, the same number that indicated no preference or preference
for another style.

Dining table. With 29.9% of the respondents indicating the ab-
sence of a dining table or the presence of another style, Early
American was most often indicated (26.4%) as being one of the five
styles present in the home (see Table 3). The style present least
often was Modern, with only four (3.6%) responding to this category.

Table 3

Dining Table and Dining Chair Styles
Present In Homes and Preferred by Respondents

Style	Dining Table				Dining Chair			
	Present		Preferred		Present		Preferred	
	n	%	n	%	n	%	n	%
Early American	29	26.4	14	12.7	28	25.5	12	10.9
Contemporary	20	28.2	14	12.7	20	18.2	14	12.7
Mediterranean	10	9.1	23	20.9	20	18.2	37	33.6
Modern	4	3.6	11	10.0	1	0.9	8	7.3
Provincial	15	13.6	23	20.9	7	6.4	21	19.1
Other	32	29.1	25	22.7	34	30.9	18	16.4

The modern style was also the least preferred dining table (10%)
with both Mediterranean and Provincial styles preferred by 23 (20.9%)
respondents. The style preferred by 25 (22.7%) respondents was not
shown, as indicated by the "Other" category. Early American and
Contemporary styles were each preferred by 14 (12.7%) of the respon-
dents.

Dining chair. The percentages indicating the style of dining chair in the home were similar to those for the dining table (see Table 3). Almost one-third (30.9%) of the respondents indicated the absence of all five styles of dining chairs from their homes. Of the five styles shown, Early American was present most often (25.5%), with the style least often present being Modern (0.9%).

The most preferred style of dining chair was Mediterranean (33.6%), followed by 21 (19.1%) respondents preferring the Provincial style. Eighteen (16.4%) indicated preference for none of the five styles. The least preferred style was Modern with 7.3% indicating this choice.

Headboard. Over 39% of the respondents indicated the absence of a headboard or presence of a style other than the five shown (see Table 4). The Early American style was found to be in the homes of 25 (22.7%) respondents.

Table 4

Headboard and Chest Styles
Present In Homes and Preferred by Respondents

Style	Headboard				Chest			
	Present		Preferred		Present		Preferred	
	n	%	n	%	n	%	n	%
Early American	25	22.7	29	26.4	26	23.6	31	28.2
Contemporary	8	7.3	13	11.8	14	12.7	4	3.6
Mediterranean	6	5.5	10	9.1	15	13.6	29	26.4
Modern	13	11.8	11	10.0	5	4.5	13	11.8
Provincial	15	13.6	20	18.2	12	10.9	17	15.5
Other	43	39.1	27	24.5	38	34.5	16	14.5

Similar results were seen in relation to preference, with the Early American style preferred by 26.4%. Nearly the same number preferred another style or had no preference. The Mediterranean style, being present least often (5.5%), was also the least preferred, with 9.1% responding to this category.

Chest. The chest styles most often present in the homes corresponded very closely with the headboards present in the homes (see Table 4). Thirty-eight (34.5%) indicated the presence of another style or no chest present, followed by 26 (23.6%) indicating the presence of an Early American style chest. The Mediterranean style was present in the homes of 15 (13.6%) respondents, with the Contemporary style present in 14 (12.7%) homes and the Provincial style was found least often in the homes of respondents.

The Early American style was found to be the most preferred, chosen by 28.2% of the respondents. Almost as many (26.4%) selected Mediterranean as their style preference. Sixteen (14.5%) respondents preferred none of the five styles.

Levels of Satisfaction with Furniture Styles
Present in the Home

Level of satisfaction, indicated by a difference score (d), was obtained for each respondent by finding the number of pieces of furniture for which the style present in the home differed from preference. The highest incidence of difference score was four; this indicates that 27.3% of the respondents stated a preference different from what existed in their homes or for four of the seven pieces of furniture included in the study (see Table 5).

Table 5

Level of Satisfaction with Furniture Styles
Present In the Home as Indicated
by Difference Scores

Respondents	Difference Scores (d)							
	0	1	2	3	4	5	6	7
Number	5	7	11	16	30	18	10	13
Percentage	4.5	6.4	10.0	14.5	27.3	16.4	9.1	11.8

Furniture Styles Present in the Home and Furniture
Styles Preferred by Room and Overall

Style of furniture by room was examined by determining those res-
pondents indicating the same style for each piece in a room. One
style of living room furniture was indicated by having the same style
for the sofa, lounge chair, and end table. One dining room furniture
style was shown by having the same style for the dining table and din-
ing chair. The same was true of bedroom furniture by considering the
headboard and chest. An overall furniture style was indicated when
the same style was shown in two or three of the rooms. Combinations
of styles were considered to be an Eclectic approach.

Living room. In considering respondents having one overall style
of living room furniture present in the home, six (5.5%) indicated
that their living room was in the Early American style of furniture,
and one (.9%) indicated a Provincial style living room (see Table 6).
The majority (93.6%), however, did not indicate the same style of
furniture for all three pieces, indicating the presence of an Eclectic
living room.

Table 6

Room and Overall Furniture Style Present
In the Home and Preferred by Respondents

Room	Present		Preferred	
	n	%	n	%
Living Room				
Early American	6	5.5	18	16.4
Contemporary	0	0	0	0
Mediterranean	0	0	5	4.5
Modern	0	0	29	26.4
Provincial	1	.9	10	9.1
Other	103	93.6	48	43.6
Dining Room				
Early American	17	15.5	7	6.4
Contemporary	11	10.0	8	7.3
Mediterranean	4	3.6	12	10.9
Modern	1	.9	8	7.3
Provincial	4	3.6	10	9.1
Other	73	66.4	65	59.1
Bedroom				
Early American	12	10.9	14	12.7
Contemporary	0	0	0	0
Mediterranean	2	1.8	7	6.4
Modern	1	.9	4	3.6
Provincial	4	3.6	5	4.5
Other	91	82.7	80	72.7
Overall				
Early American	5	4.5	7	6.4
Contemporary	0	0	0	0
Mediterranean	0	0	5	4.5
Modern	0	0	5	4.5
Provincial	1	.9	4	3.6
Other	104	94.5	89	80.9

As for preferred living room furniture, eclesticism was dominant (43.6%). Style preferences, in descending order, were Modern (26.7%), Early American (16.4%), Provincial (9.1%), and Mediterranean (4.5%). No one specified a Contemporary style choice.

Dining room. In considering those respondents having one style of dining room furniture present in the home, all five styles were represented, although two-thirds (66.4%) indicated the presence of two styles or the absence of pieces from the dining room (see Table 6). Early American dining room furniture was present in 17 (15.5%) of the respondents' homes. This was followed by 11 (10.0%) having Contemporary dining room furniture, and 3.6% each having Mediterranean and Provincial styles. Only one (.9%) respondent indicated the presence of both a Modern dining table and chair.

Sixty-five (59.1%) respondents indicated preference for an Eclectic dining room. The Mediterranean style was preferred by 10.9%, followed by 7.3% each preferring Contemporary and Modern. The Early American style was indicated as the least preferred style of dining room furniture with only 6.4% responding to this choice.

Bedroom. As with living room and dining room furniture style present in the home, bedroom furniture style is indicated by a majority (82.7%) to be two different styles for the headboard and chest, or styles other than those shown (see Table 6). Of the five styles, Early American, again, was most often present as the bedroom furniture style (10.9%), as it was for living room and dining room furniture. This was followed by 3.6% having Provincial style furniture, the same as indicated for dining room furniture. No respondents indicated the presence of Contemporary bedroom furniture.

Eighty (72.7%) respondents chose to be Eclectic, or preferred styles not shown, as their preference for bedroom furniture. The Early American style followed with 14 (12.7%) having this preference. As for living room furniture, no one preferred Contemporary style for the bedroom.

Overall. In considering the presence of one overall style of furniture present in the home, less than six percent indicated a particular style. Therefore, almost all (94.5%) of the respondents did not have one overall style of furniture present in the home.

A preference for Eclecticism was indicated by 80.9% of the respondents. Seven (6.4%) indicated an overall preference for Early American style furniture; no respondent indicated an overall preference for the Contemporary furniture style.

The Relationship Between Furniture Styles Present in the Home and Furniture Styles Preferred

Chi square analyses were used to determine whether there were significant relationships between style of furniture present in the home and style preference. Individual pieces, rooms, and overall furniture results were analyzed.

Throughout the tables, empty cells were present. This was due, in part, to the limited number of respondents, but also, to the unlikelihood of the combination of some of the categories. The reader is cautioned about the interpretation of significant relationships reported between furniture styles present and preferred furniture styles.

Significant relationships, considered to be at the .05 level of significance, were found in the analyses of each individual piece, as

well as the dining room and bedroom furniture. No significance

occurred with living room furniture and overall furniture responses.

Sofa. A significant relationship was found between the sofa style

present in the home and the sofa style preferred (see Table 7).

Table 7

Contingency Table for Responses to Sofa Present
In the Home and Sofa Preferred

| Present | Preferred | | | | | | |
	Early American	Contem- porary	Mediter- ranean	Modern	Provin- cial	Other	Row Total
Early American	14 40.0[a]	0 0	3 8.6	11 31.4	5 14.3	2 5.7	35 31.8
Contem- porary	3 20.0	1 6.7	3 20.0	7 46.7	1 6.7	0 0	15 13.6
Mediter- ranean	0 0	0 0	1 25.0	2 50.0	0 0	1 25.0	4 3.6
Modern	1 2.9	0 0	0 0	28 80.0	4 11.4	2 5.7	35 31.8
Provin- cial	0 0	0 0	0 0	2 100.0	0 0	0 0	2 1.8
Other	0 0	0 0	3 15.8	9 47.4	1 5.3	6 31.6	19 17.3
Col. Total	18 16.4	1 .9	10 9.1	59 53.6	11 10.0	11 10.0	110 100.0

Chi square = 57.266   24 d.f.   p = 0.0002

[a] Row percentage

Twenty-eight (80%) of the respondents indicating the presence of a
Modern style sofa in the home retained that style as their preference.
Fourteen (40%) of those respondents indicating the presence of an Early
American style sofa also preferred the same style, while 31.4% pre-
ferred Modern. A Modern style sofa was also preferred by 47.4% of
those respondents having none of the five styles present in their
home. In each group, with the exception of those respondents having
an Early American sofa, the Modern sofa was the most preferred.

Lounge Chair. A significant relationship was found between the
style of lounge chair present in the home and the style preferred
(see Table 8). Thirty-four (63%) of the respondents indicating the
presence of an Early American style lounge chair also preferred that
style. Of the 36 respondents having none of the five styles present,
25% preferred Early American while 44.4% remained with a preference
for a sixth style.

End Table. A significant relationship was found between style of
end table present and style preferred (see Table 9). From respondents
having a Contemporary style end table in the home, five (33.3%) pre-
ferred that style, with another five (33.3%) preferring Modern. Seven
(35%) of those respondents having a Mediterranean style end table pre-
ferred to have the same style while five (25%) preferred to have
Modern. Five (50%) of those having a Modern style end table preferred
to keep that style. Of the 16 respondents having a Provincial style
end table, six (37.5%) preferred to have a Modern style end table
while five (31.3%) preferred to remain with the Provincial style. Of
the 37 respondents stating the presence of another style of end table
or the absence of an end table from the home, 32.4% preferred a style

Table 8

Contingency Table for Responses to Lounge Chair
Present In the Home and Lounge Chair Preferred

| Present | Preferred | | | | | | |
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	34 63.0[a]	2 3.7	1 1.9	4 ·7.4	4 7.4	9 16.7	54 49.1
Contem-porary	3 27.4	4 36.4	0 0	1 9.1	3 27.3	0 0	11 10.0
Mediter-ranean	0 0	0 0	0 0	0 0	0 0	2 100.0	2 1.8
Modern	0 0	0 0	0 0	2 100.0	0 0	0 0	2 1.8
Provin-cial	2 40.0	1 20.0	0 0	0 0	2 40.0	0 0	5 4.5
Other	9 25.0	3 8.3	0 0	5 13.9	3 8.3	16 44.4	36 32.7
Col. Total	48 43.6	10 9.1	1 0.9	12 10.9	12 10.9	27 24.5	110 100.0

Chi square = 63.045   25 d.f.   p = 0.0000

[a] Row percentage

Table 9

Contingency Table for Responses to End Table
Present In the Home and End Table Preferred

| Present | Preferred | | | | | | |
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	3 25.0[a]	0 0	4 33.3	2 16.7	3 25.0	0 0	12 10.9
Contem-porary	2 13.3	5 33.3	2 13.3	5 33.3	1 6.7	0 0	15 13.6
Mediter-ranean	3 15.0	0 0	7 35.0	5 25.0	4 20.0	1 5.0	20 18.2
Modern	0 0	1 10.0	3 30.0	5 50.0	0 0	1 10.0	10 9.1
Provin-cial	0 0	2 12.5	2 12.5	6 37.5	5 31.3	1 6.3	16 14.5
Other	7 18.9	0 0	10 27.0	7 18.9	1 2.7	12 32.4	37 33.6
Col. Total	15 13.6	8 7.3	28 25.5	30 27.3	14 12.7	15 13.6	110 100.0

Chi square = 58.722   25 d.f.   p = 0.0002

[a] Row percentage

other than those shown while the Early American and Modern styles were each preferred by seven (18.9%) of the respondents.

Dining Table. A significant relationship was found between the style of dining table present in the home and the style preferred (see Table 10). Eight (27.6%) of those respondents having an Early American

Table 10

Contingency Table for Responses to Dining Table
Present In the Home and Dining Table Preferred

| Present | Preferred | | | | | | |
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	8 27.6[a]	5 17.2	7 24.1	2 6.9	5 17.2	2 6.9	29 26.4
Contem-porary	1 5.0	4 20.0	4 20.0	5 25.0	3 15.0	3 15.0	20 18.2
Mediter-ranean	0 0	0 0	7 70.0	0 0	1 10.0	2 20.0	10 9.1
Modern	0 0	0 0	2 50.0	2 50.0	0 0	0 0	4 3.6
Provin-cial	0 0	2 13.3	1 6.7	1 6.7	8 53.3	3 20.0	15 13.6
Other	5 15.6	3 9.4	2 6.3	1 3.1	6 18.8	15 46.9	32 29.1
Col. Total	12.7	12.7	20.0	10.0	20.9	22.7	100.0

Chi square = 67.599   25 d.f.   p = 0.0000

[a] Row percentage

style dining table preferred the same style while seven (24.1%) pre-
ferred Mediterranean. Seven (70%) of those respondents having a

Mediterranean style dining table were satisfied with that style as

their preference. Of those having a Provincial style dining table,

53.3% remained with that choice for a preference. Fifteen (46.9%) of

those having another style of dining table than shown or having no

dining table chose none of the five styles for a preference while

18.8% chose the Provincial style and 15.6% chose the Early American

style.

Dining Chair. A significant relationship was found to exist bet-

ween the dining chair style present in the home and the style pre-

ferred. A Mediterranean style dining chair was preferred more than

any other style by those respondents who presently had an Early Ameri-

can, Contemporary, and Mediterranean style of dining chair (see Table

11). Ten (35.7%) of those respondents having an Early American dining

chair in their home showed a preference for Mediterranean while eight

(28.6%) remained with the Early American style. Of the 20 respondents

having a Contemporary dining chair, seven (35.0%) would have preferred

Mediterranean while five (25.0%) were satisfied with the style they

had. Sixty percent of those respondents presently having a Mediter-

ranean style dining chair in their home were satisfied with that style.

Fifteen (44.4%) of those indicating the presence of none of the five

styles in their home preferred another style also.

Headboard. A significant relationship was found to exist between

style of headboard present in the home and preferred style of headboard.

In each case, more respondents preferred the style that they presently

had rather than another style (see Table 12). Sixty percent of those

Table 11

Contingency Table for Responses to Dining Chair
Present In the Home and Dining Chair Preferred

| Present | Preferred | | | | | | |
	Early American	Contem- porary	Mediter- ranean	Modern	Provin- cial	Other	Row Total
Early American	8 28.6[a]	5 17.7	10 35.7	0 0	4 14.3	1 3.6	28 25.5
Contem- porary	0 0	5 25.0	7 35.0	3 15.0	4 20.0	1 5.0	20 18.2
Mediter- ranean	0 0	1 5.0	12 60.0	0 0	6 30.0	1 5.0	20 18.2
Modern	0 0	0 0	0 0	1 100.0	0 0	0 0	1 .9
Provin- cial	2 28.6	1 14.8	1 14.3	0 0	3 42.9	0 0	7 6.4
Other	2 5.9	2 5.9	7 20.6	4 11.8	4 11.8	15 44.1	34 30.9
Col. Total	12 10.9	14 12.7	37 33.6	8 7.3	21 19.1	18 16.4	110 100.0

Chi square = 74.052   25 d.f.   p = 0.0000

[a] Row percentage

Table 12

Contingency Table for Responses to Headboard
Present In the Home and Headboard Preferred

| Present | Preferred | | | | | | |
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	15 60.0[a]	1 4.0	0 0	3 12.0	1 4	5 20	25 22.7
Contem-porary	1 12.5	4 50.0	1 12.5	0 0	2 25.0	0 0	8 7.3
Mediter-ranean	0 0	0 0	4 66.7	1 16.7	1 16.7	0 0	6 5.5
Modern	0 0	3 23.1	1 7.7	5 38.5	2 15.4	2 15.4	13 11.8
Provin-cial	2 13.3	0 0	1 6.7	0 0	8 53.3	4 26.7	15 13.6
Other	11 25.6	5 11.6	3 7.0	2 4.7	6 14.0	16 37.2	43 39.1
Col. Total	29 26.4	13 11.8	10 9.1	11 10.0	20 18.2	27 24.5	110 110.0

Chi square = 91.932   25 d.f.   p = 0.0000

[a] Row percentage

having an Early American headboard preferred that same style. Fifty

percent of those having a Contemporary headboard were satisfied as

were 66.7% of those having a Mediterranean style headboard. Five

(38.5%) of those having a Modern headboard chose the same style as

their preference, and preference for the Provincial style headboard

was indicated by 53.3% of those respondents having that style present

in their home. Sixteen (37.2%) of those having a style other than

those shown or no headboard present also indicated preference for none

of the five styles.

Chest. A significant relationship was found to exist between style

of chest present in the home and style of chest preferred (see Table

13). Seventeen (65.4%) of the respondents indicating the presence of

an Early American style chest preferred to have the same style. Only

14.3% of those having a Contemporary style chest preferred to have

that chest style, with 28.6% preferring the Mediterranean style and

the same number (28.6%) preferring Provincial. Eleven (73.3%) of

those having a Mediterranean chest in their home indicated satisfac-

tion with that style. Fifty percent of those having a Provincial chest

preferred to have the same style. Of the 38 respondents indicating

another style present in the home or the absence of a chest, 12

(31.6%) showed a preference for the Early American style while 11

(28.9%) remained with no preference for any of the styles shown.

Dining Room. Although no significant relationship was found bet-

ween living room furniture style present in the home and the style

preferred, a significant relationship was found to exist between the

style of dining room furniture present in the home and the style of

dining room furniture preferred. Fifty (68.5%) of those respondents

Table 13

Contingency Table for Responses to Chest
Present In the Home and Chest Preferred

Present	Preferred						
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	17 65.0[a]	1 3.8	3 11.5	2 7.7	1 3.8	2 7.7	26 23.6
Contem-porary	0 0	2 14.3	4 28.6	3 21.4	4 28.6	1 7.1	14 12.7
Mediter-ranean	1 6.7	0 0	11 73.3	0 0	3 20.0	0 0	15 13.6
Modern	1 20.0	0 0	2 40.0	1 20.0	0 0	1 20.0	5 4.5
Provin-cial	0 0	0 0	2 16.7	3 25.0	6 50.0	1 8.3	12 10.9
Other	12 31.6	1 2.6	7 18.4	4 10.5	3 7.9	11 28.9	38 34.5
Col. Total	31 28.2	4 3.6	29 26.4	13 11.8	17 15.5	16 14.5	110 100.0

Chi square = 75.110   25 d.f.   p = 0.0000

[a] Row percentage

having two styles of dining room furniture or the absence of furniture, preferred an Eclectic approach or mixture of styles for their dining room (see Table 14). The Eclectic mix was also preferred by 45.5% of those having Early American furniture and 50% of those having

Table 14

Contingency Table for Responses to Dining Room
Furniture Present In the Home and Dining
Room Furniture Preferred

Present	Preferred						
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Early American	4 [a] 23.5	3 17.6	1 5.9	0 0	2 11.8	7 41.2	17 15.5
Contem-porary	0 0	2 18.2	1 9.1	2 18.2	1 9.1	5 45.5	11 10.0
Mediter-ranean	0 0	0 0	3 75.0	0 0	0 0	1 25.0	4 3.6
Modern	0 0	0 0	0 0	1 100.0	0 0	0 0	1 .9
Provin-cial	0 0	0 0	0 0	0 0	2 50.0	2 50.0	4 3.6
Other	3 4.1	3 4.1	7 9.6	5 6.8	5 6.8	50 68.5	73 66.4
Col. Total	7 6.4	8 7.3	12 10.9	8 7.3	10 9.1	65 59.1	110 100.0

Chi square = 59.462   25 d.f.   p = 0.0001

[a] Row percentage

Provincial furniture. Seventy-five percent of those having a Mediter-
ranean style of dining room furniture preferred the same style that
they had, as did the remaining 50% of those respondents having a
Provincial style of dining room furniture.

Bedroom. A significant relationship was found to exist between the style of bedroom furniture present in the home and the style preferred. Seventy-two (79.1%) of the respondents indicating the presence of two styles of bedroom furniture or the absence of a piece of furniture preferred the Eclectic style (see Table 15). Seven (58.3%)

Table 15

Contingency Table for Responses to Bedroom Furniture
Present In the Home and Bedroom Furniture Preferred

Present	Preferred						
	Early American	Contemporary	Mediterranean	Modern	Provincial	Other	Row Total
Early American	7 58.3[a]	0 0	0 0	1 8.3	0 0	4 33.3	12 10.9
Contemporary		0 0					
Mediterranean	0 0	0 0	1 50.0	0 0	0 0	1 50.0	2 1.8
Modern	0 0	0 0	0 0	1 100.0	0 0	0 0	1 0.9
Provincial	0 0	0 0	0 0	0 0	1 25.0	3 75.0	4 3.6
Other	7 7.7	0 0	6 6.6	2 2.2	4 4.4	72 79.1	91 82.7
Col. Total	14 12.7	0 0	7 6.4	4 3.6	5 4.5	80 72.7	110 100.0

Chi square = 64.701   25 d.f.   p = 0.0000

[a] Row percentage

of those having Early American bedroom furniture were found to prefer that same style for both pieces.

The Relationship Between Furniture Style
Preference and Demographic Variables

There were no significant relationships that occurred between furniture style preference for living room, dining room, and bedroom furniture, and furniture overall, and the variables of sex, school or college, classification, marital status, or race. Neither were there significant relationships found between age and living room, bedroom, and overall furniture preferences.

A significant relationship was found to exist, however, between dining room furniture style preference and the age of the respondents. It was found that more preferences for style of dining room furniture were present among the younger age groups (see Table 16). Of those respondents having a preference for Early American furniture style, five (71.4%) were between the ages of 25 and 30, with the remaining 28.6% being between 31 and 35. Of those respondents preferring Contemporary dining room furniture, 50% were 25 to 30 and 37.5% were between 31 and 35; one (12.5%) respondent was 46 or older.

Nine (75%) of those preferring Mediterranean style dining room furniture were between 25 and 30 with the remaining 25% being between 36 and 40. Five (62.5%) of those preferring Modern dining room furniture were between 25 and 30 with 37.5% being between 31 and 35. Forty percent of those preferring the Provincial style were between 25 and 30.

Results also showed over half (55.7%) of those age 25 to 30 to prefer a style other than the five shown, as did 63.3% of those 31 to

Table 16

Contingency Table for Responses to Dining Room
Style Preference and Age

| Age | Style Preference | | | | | | |
	Early American	Contemporary	Mediterranean	Modern	Provincial	Other	Row Total
25-30	5	4	9	5	4	34	61
	8.2[a]	6.6	14.8	8.2	6.6	55.7	55.5
	71.4[b]	50.0	75.0	62.5	40.0	52.3	
31-35	2	3	0	3	3	19	30
	6.7	10.0	0	1.0	10.0	63.3	27.3
	28.6	37.5	0	37.5	30.0	29.2	
36-40	0	0	3	0	0	7	10
	0	0	30.0	0	0	70.0	9.1
	0	0	25.0	0	0	10.8	
41-45	0	0	0	0	3	2	5
	0	0	0	0	60.0	40.0	4.5
	0	0	0	0	30.0	3.1	
46-older	0	1	0	0	0	3	4
	0	25.0	0	0	0	75.0	3.6
	0	12.5	0	0	0	4.6	3.6
Col. Total	7	8	12	8	10	65	110
	6.4	7.3	10.9	7.3	9.1	59.1	100.0

Chi square = 31.761   20 d.f.   p = 0.0459

[a] Row percentage
[b] Column percentage

35 years of age. Three-fourths (75%) of those 46 or older preferred

an Eclectic dining room, as did 70% of those 36 to 40 years of age.

The Relationship Between Levels of Satisfaction
With Furniture Styles Present in the Home and
Demographic Variables

No significant relationships resulted from chi square analyses between difference scores and the variables of sex, school or college, classification, marital status, and race. A significant relationship, however, was found when comparing age with difference scores which were obtained by totaling the number of pieces of furniture for which the respondent differed between the style of furniture present in the home and the style preferred. It was found that there were more differences for younger respondents than older respondents (see Table 17). When considering those respondents who differed in each case on

Table 17

Contingency Table for Level
of Satisfaction and Age

Age	Difference Scores								
	0	1	2	3	4	5	6	7	Row Total
25-30	0 [a] 40.0	6 0	10 54.5	14 62.5	12 46.7	8 66.7	9 80.0	61 69.2	55.5
31-35	2 40.0	2 28.6	1 9.1	2 12.5	13 43.3	6 33.3	2 20.0	2 15.4	30 27.3
36-40	0 0	1 14.3	3 27.3	1 6.3	3 10.0	0 0	0 0	2 15.4	10 9.1
41-45	0 0	2 28.6	1 9.1	2 12.5	0 0	0 0	0 0	0 0	5 4.5
46- older	1 20.0	2 28.6	0 0	1 6.3	0 0	0 0	0 0	0 0	4 3.6

Chi square = 55.409   28 d.f.   p = 0.0015
[a] Column percentage

the style that they had and the style preferred (d=7), 69.2% were between 25 and 30 and 15.4% each were between 31 and 35, and 36 and 40 years of age. Those having difference scores of d=6 were between the ages of 25 and 30 (80%) and 31 and 35 (20%). The majority (66.7%) of those having five differences were 25 to 30 years of age, with the remaining 33.3% being between 31 and 35. No one 41 years of age or older reported preferences for more than three styles of furniture which were different from those present in their home, indicating more satisfaction among older respondents.

A Description of Respondents According to Personality Variables

The four indices of the Myers-Briggs Type Indicator which were used to represent personality variables of the respondents were: Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving.

Forty-nine (44.5%) of the respondents were found to have higher extraversion scores while introversion scores were higher for 61 (55.5%) of the respondents. Forty-five (40.9%) of the respondents were classed as sensing with 65 (59.1%) being intuitives.

Forty-eight (43.6%) were found to be thinkers while 62 (56.4%) were feelers. Judgers were represented by 70 (63.6%) of the respondents and perceivers by 40 (36.4%) respondents.

The Relationship Between Furniture Style Preferences and Personality Variables

No significant relationships were found to exist between the variables of extraversion-introversion and judging-perceiving, and furniture style preference. It was noticed, however, that in each

comparison, the majority of those respondents preferring the Early

American style of furniture were introverts and the majority of those

preferring the Provincial style were judgers.

A significant relationship was found to exist between preference

for living room furniture and the sensing-intuitive index. Twenty-

four (82.8%) of those respondents having a preference for Modern

living room furniture were found to have higher intuitive scores

(imaginative perception). While only 17.2% had higher sensing scores

(factual perception) (see Table 18). Eight (80%) of those preferring

Table 18

Contingency Table for Living Room Style
Preference and Sensing-Intuition Index

| Variable | Furniture Style Preference | | | | | |
	Early American	Mediter- ranean	Modern	Provin- cial	Other	Row Total
Sensing	10	3	5	8	19	45
	22.2^a	6.7	11.1	17.8	42.2	40.0
	55.6^b	60.0	17.2	80.0	39.6	
Intuitive	8	2	24	2	29	65
	12.3	3.1	36.9	3.1	44.6	59.1
	44.4	40.0	82.8	20.0	60.4	
Column Total	18	5	29	10	48	110
	16.4	4.5	26.4	9.1	43.6	100.0

Chi square = 15.427   4 d.f.   p = 0.0039

a Row percentage
b Column percentage

Provincial living room furniture were sensors while 20% were intuitors.
Twenty-nine (60.4%) of those preferring an Eclectic approach had
higher intuitive scores while 39.6% scores higher on the sensing
scale.

Although significant relationships were not found between dining
room, bedroom, and overall furniture preference, as related to the
sensing-intuitive index, the majority of those preferring eclecticism,
in each case, scored higher on the intuitive scale. This was also
found to be true of those preferring the Modern style. These results
are indicative of results reported by Richter and Winter (1966), as
well as Taylor and Getzels (1975), showing that creative persons are
more likely to be intuitors and perceivers.

A significant relationship was also found to exist between style
of dining room furniture preferred and the thinking-feeling index.
Forty-one (63.1%) of those preferring an Eclectic style of furniture
were feelers (judging subjectively according to values) as compared
to 36.9% who were thinkers (judging by logic) (see Table 19). Al-
though no significant relationships existed between this index and
preference for living room, bedroom furniture and overall furniture
style, in each case, more of those preferring an Eclectic mix were
feelers.

Eight (66.7%) of those respondents preferring the Mediterranean
style of dining room furniture were feelers while 33.3% were thinkers.
Of the eight respondents preferring Modern furniture, 100% were found
to be thinkers. Six (60%) of those having a preference for Provincial
dining room furniture were thinkers while 40% were feelers.

Table 19

Contingency Table for Dining Room Style
Preference and Thinking-Feeling Index

| Variable | Furniture Style Preference | | | | | | |
	Early American	Contem-porary	Mediter-ranean	Modern	Provin-cial	Other	Row Total
Thinking	3	3	4	8	6	24	48
	6.3[a]	6.3	8.3	16.7	12.5	50.0	43.6
	42.9[b]	37.5	33.3	100.0	60.0	36.9	
Feeling	4	5	8	0	4	41	62
	6.5	8.1	12.9	0	6.5	66.1	56.4
	57.1	62.5	66.7	0	40.0	63.1	
Column Total	7	8	12	8	10	65	110
	6.4	7.3	10.9	7.3	9.1	59.1	100.0

Chi square = 13.255   5 d.f.   p = 0.0211

[a] Row percentage

[b] Column percentage

The Relationship Between Level of Satisfaction
With Furniture Styles Present in the Home and
Personality Variables

No significant relationships were found when comparing difference scores with personality variables. Therefore, no relationship between satisfaction with furniture style present in the home and personality characteristics was determined.

Discussion of the Hypotheses

Hypothesis 1. There is no significant relationship between the style of sofa, lounge chair, end table, dining table, dining chair, headboard, and chest present in the home, and the style preferred for each piece.

Significant relationships occurred below .05 level of significance between the style present in the home and the style preferred for each of the seven pieces of furniture. Therefore, this hypothesis was rejected.

Hypothesis 2. There is no significant relationship between the style of living room furniture present in the home and the style of living room furniture preferred.

No significant relationship was found to occur. Therefore, this hypothesis was accepted.

Hypothesis 3. There is no significant relationship between the style of dining room furniture present in the home and the style of dining room furniture preferred.

A significant relationship at the 0.0001 level of significance occurred between the style of dining room furniture present in the home and the style of dining room furniture preferred. Therefore, since a significant relationship did occur, this hypothesis was rejected, and the assumption was made that dining room furniture present in the home was related to the preferred style of dining room furniture.

Hypothesis 4. There is no significant relationship between the style of bedroom furniture present in the home and the style of bedroom furniture preferred.

A significant relationship occurred at the 0.0000 level of significance between the style of bedroom furniture present in the home and the style of bedroom furniture preferred. Therefore, since a significant relationship did occur, this hypothesis was rejected, and the assumption was made that style of bedroom furniture present in the home was related to the style of bedroom furniture preferred.

Hypothesis 5.　There is no significant relationship between the overall style of furniture present in the home and the overall style of furniture preferred.

No significant relationship was found between overall furniture style present in the home and overall furniture style preferred. Therefore, this hypothesis was accepted.

Hypothesis 6.　There is no significant relationship between style of furniture preferred and personality characteristics.

No significant relationship occurred between the variables of extraversion-introversion and judging-perceiving, and furniture style preference. A significant relationship did occur, however, at the 0.0039 level of significance between the sensing-intuitive variables and living room preference. This relationship was indicative of results reported by Richter and Winter (1966), and Taylor and Getzels (1975), who found creative subjects to be intuitors and perceivers. A significant relationship also occurred at the 0.0211 level of significance between the thinking-feeling variables and dining room furniture preference.

Since significant relationships did exist, the hypothesis was not fully accepted. The assumption was made that relationships did exist between these variables.

Hypothesis 7.　There is no significant relationship between the style of furniture preferred and the variables of sex, school or college, classification, marital status, race, and age.

No significant relationships occurred between the variables of sex, school or college, classification, marital status, or race, and furniture style preference. A significant relationship did occur, however,

at the 0.0459 level of significance between age and preference for dining room furniture.

Therefore, since a significant relationship did occur, the hypothesis was not fully accepted. The assumption was made that relationships did exist between the variable of age and furniture style preference.

Hypothesis 8. There is no significant relationship between level of satisfaction with furniture styles present in the home and personality characteristics.

No significant relationships occurred between the variables. Therefore, this hypothesis was accepted.

Hypothesis 9. There is no significant relationship between level of satisfaction with furniture styles present in the home and the variables of sex, school or college, classification, marital status, race, and age.

No significant relationships occurred between sex, school or college, classification, marital status, or race, and the level of satisfaction. A significant relationship did occur, however, at the 0.0015 level of significance between level of satisfaction and age.

Therefore, since a significant relationship did occur, the hypothesis was not fully accepted. The assumption was made that level of satisfaction with furniture style present in the home was related to age.

CHAPTER V

SUMMARY AND IMPLICATIONS

Because those involved with interior design have, in recent years, become more aware of the psychological, sociological, and behavioral influences upon design preference and satisfaction, the need for more fully understanding these influences is apparent. Through research, the ways in which these influences affect design preference and satisfaction can be studied, and the results applied to the improvement of living environments for the users of the design.

The Study in Review

The major purpose of this study was to determine the relationship between one's personality and his preference for furniture style. Also examined were the style of furniture presently in the home as related to style preference and level of satisfaction with the present style. Other factors which were examined in relation to furniture style preference and level of satisfaction were sex, school or college, classification, marital status, race, and age.

The sample used in the study consisted of 325 undergraduate students 25 years of age or older who were enrolled in the College of Arts and Sciences, School of Business and Economics, School of Education, School of Home Economics, and School of Nursing at The University of North Carolina at Greensboro during Spring semester, 1978. Respondents were limited to 110 subjects who were willing to schedule appointments for approximately one hour and fifteen minutes during the last three weeks of the semester.

A questionnaire, designed to obtain demographic data, was mailed to 325 subjects, along with a cover letter explaining the study. Fifty (100%) subjects from the School of Education, 67 (100%) subjects from the School of Home Economics, and 65 (100%) subjects from the School of Nursing were included in the study. A random selection procedure was used, to obtain nearly equal representation of subjects, including 80 (20%) from the College of Arts and Sciences, and 63 (20%) subjects from the School of Business and Economics.

Upon receipt of the completed questionnaires, respondents were contacted by telephone to confirm appointments for testing. Attempts were also made to contact subjects from whom questionnaires had not been received within approximately two weeks after mailing.

During the appointment, the Furniture Style Preference Test was given, which provided information concerning style of furniture present in the home and style preferred. Level of satisfaction was also obtained from this instrument by means of completion of the instrument. This was followed by independent completion of the Myers-Briggs Type Indicator by the respondent, providing information concerning personality characteristics. Approximately one hour was needed for completion.

Data were coded for statistical purposes. Chi square analyses were completed to determine relationships between variables included in the test instruments.

Major Findings

Some of the major findings resulting from this study were:

1. For each piece of furniture, with the exception of the end table, one of the two categories most often indicated as the style present in the home was Early American. Also, in each case except the sofa, the "Other" category was one of the two categories most often indicated.

2. The Early American style was the most preferred style for the lounge chair (43.6%), headboard (26.4%), and chest (28.2%). The style of sofa (53.6%) and end table (27.3%) most preferred was Modern, while Mediterranean was the most preferred style of dining chair (33.6%). The largest preference (22.7%) for the style of dining table was indicated for styles other than the five shown or no preference.

3. Most respondents did not indicate the presence of one style for living room (93.6%), dining room (66.4%) and bedroom (82.7%) furniture, as well as furniture overall (94.5%). Of the five styles, however, the Early American style was present most often for each room and overall.

4. Preference for an Eclectic mix of furniture was indicated by a majority of the respondents for living room furniture (43.6%), dining room furniture (59.1%), and bedroom furniture (72.7%), and for furniture overall (80.9%). A Modern style of living room furniture was preferred by over one-fourth (26.4%) of the respondents.

5. Only five (4.5%) of the respondents indicated complete satisfaction with the style of furniture in their home. The remaining 95.5% would have preferred at least one piece to be a style different from that style present in their home.

6. <u>Significant relationships occurred for each piece of furniture between the style present in the home and the style preferred.</u> The Modern style sofa was the most preferred for the majority of those respondents indicating the presence of any of the five styles (with the exception of the Early American style) as well as those indicating the "Other" category. Sixty-three percent of those respondents having an Early American style lounge chair present in their home preferred the same style The majority of those having a Mediterranean style dining table (70%) and dining chair (60%) present in their home preferred the same style. Sixty percent of those respondents having an Early American headboard and 65.4% having an Early American chest showed a preference for the same style.

7. <u>Significant relationships occurred between style of dining room and bedroom furniture presently in the home and style preferred.</u> Fifty (68.5%) of those indicating the absence of one style of dining room furniture showed a preference for an Eclectic mix. This was also true of 79.1% of those not having one style of bedroom furniture. No relationship was found concerning living room furniture.

8. <u>A significant relationship was found to exist between dining room furniture preference and the age of the respondent.</u> For each style, the majority of those indicating a preference were between 25 and 30 years of age.

9. <u>A significant relationship was found to exist between level of satisfaction with furniture style present in the home and the age of the respondents.</u> Over half of those respondents

indicating one or more differences between the style that was present in the home and the preferred style were between the ages of 25 and 30.

10. A significant relationship was found to exist between the style of living room furniture preferred and the sensing-intuitive index. Eighty percent of those respondents preferring a Provincial style living room were sensors, while 82.8% of those preferring the Modern style were intuitors.

11. A significant relationship was found to exist between the style of dining room furniture preferred and the thinking-feeling index. All eight (100%) of those respondents preferring the Modern style of dining room furniture were thinkers, while 66.7% of those preferring the Mediterranean style were feelers.

Hypotheses Tested

Hypothesis 1. There is no significant relationship between the style of sofa, lounge chair, end table, dining table, dining chair, headboard, and chest present in the home and the style of furniture preferred for each piece. Significant relationships did occur in each case. Therefore, this hypothesis was rejected.

Hypothesis 2. There is no significant relationship between the style of living room furniture present in the home and the style of living room furniture preferred. Since no significant relationship was found, this hypothesis was accepted.

Hypothesis 3. There is no significant relationship between the style of dining room furniture present in the home and the style of

dining room furniture present in the home and the style of dining room furniture preferred. A significant relationship occurred between the variables. Therefore, this hypothesis was rejected.

Hypothesis 4. There is no significant relationship between the style of bedroom furniture present in the home and the style of bedroom furniture preferred. Since a significant relationship did occur, this hypothesis was rejected.

Hypothesis 5. There is no significant relationship between the overall style of furniture present in the home and the overall style of furniture preferred. Since no significant relationship was found, this hypothesis was accepted.

Hypothesis 6. There is no significant relationship between style of furniture preferred and personality variables. Since a significant relationship was found to exist between style of living room furniture preferred and the sensing-intuitive index, as well as between style of dining room furniture preferred and the thinking-feeling index, this hypothesis was not fully accepted.

Hypothesis 7. There is no significant relationship between the style of furniture preferred and the variables of sex, school or college, classification, marital status, race, and age. Because a significant relationship did occur between preference for dining room furniture and age, this hypothesis was not fully accepted.

Hypothesis 8. There is no significant relationship between level of satisfaction with furniture styles present in the home and personality characteristics. Since no significant relationships were found to exist, this hypothesis was accepted.

Hypothesis 9. There is no significant relationship between level of satisfaction with furniture styles present in the home and the variables of sex, school or college, classification, marital status, race, and age. A significant relationship did exist between levels of satisfaction and age. Therefore, this hypothesis was not fully accepted.

Implications

The findings were interpreted and the implications were reported with an awareness of the existing limitations in this study. Implications may be helpful in increasing an awareness of influences upon furniture style preference and satisfaction, as well as in the development of interior design educational curricula. Implications derived from this study were grouped in two categories: (1) educational development for interior design students, and (2) further research.

Educational development for interior design students. The following implications are given as approaches for expansion and improvement of interior design curricula:

1. Although only two significant relationships occurred between furniture style preference and personality characteristics, evidence indicated that relationships are present between the two. Therefore, it is important for the interior designer to have an awareness of the complexities involved with personality, as one aspect of behavioral and psychological influences having an effect upon design preference and satisfaction. It is suggested that such information be included as part of the interior design curriculum.

2. It is recognized that preference for an Eclectic mix of furniture is held by a large number of individuals. Therefore, it is important for the interior designer to be aware of the acceptance of this practice and be able to combine styles in such a way that results would be pleasing to the users.

3. Because of the large occurrance of the "Other" selection when identifying furniture styles, it appears that individuals are not always able to classify furniture according to style. Therefore, the interior designer must be aware of the variety of styles available, both traditional and current, and be able to relate this information to the client. Courses pertaining to the history of furniture and furniture styles should be given consideration when planning the interior design educational program.

4. Most respondents differed to some extent between the style of furniture present in their home and their preferred style for individual pieces. This indicated that most individuals are not completely satisfied with the styles of furniture they have, or do not have certain pieces present in their home. This was found to be especially true for the younger age groups. Therefore, it is necessary for the interior designer to be able to meet the needs of his client concerning preferences for style by suggesting alternative ways of using the preferred style characteristics found in other furnishings. A knowledge of design characteristics for various furniture styles is needed and should be included in the design curriculum.

Further research. The following recommendations are made upon consideration of the results of this study:

1. It is recommended that further development of the Furniture Style Preference Test be conducted. In order to more fully identify furniture style selections, it is suggested that the "Other" category be divided into (a) furniture pieces not present, (b) furniture pieces present but not resembling any of the five styles; and (a) no preference, (b) preference for a style not shown. It is also suggested that the instrument be developed to include more than one example of a style for each piece.

2. It is recommended that this study be conducted: (1) using a larger number of respondents; (2) using married couples to determine preference differences between husbands and wives and their basis for decision-making concerning style selection; (3) with the same respondents over a span of time; (4) using other components of household furnishings, such as textiles.

3. It is recommended that further research be conducted which would more fully assess the effects of behavioral, psychological, and sociological influences upon design preferences and satisfaction.

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APPENDIX A

QUESTIONNAIRE

QUESTIONNAIRE

Please complete the following information and return through CAMPUS
MAIL in the enclosed envelope.

NAME:_____

HOME ADDRESS:_____

HOME TELEPHONE:_____

LOCAL ADDRESS (if different from above):_____

LOCAL TELEPHONE:_____

Please answer the following by placing a check beside the appropriate
response:

1. CLASSIFICATION:
   Freshman_____ Sophomore_____ Junior_____ Senior_____

2. MARITAL STATUS:
   Single____ Married____ Engaged____ Divorced____ Separated_____

3. RACE:
   Caucasian____ Black____ Other (specify)_____

4. AGE CATEGORY:
   25-30____ 31-35____ 36-40____ 41-45____ 46 or older____

5. Would you be willing to schedule a time to complete the test
   instruments?
   Yes_____ No_____

Please fill in your schedule of classes on campus. Note times that would be most convenient to schedule an appointment for completing test instrument. THANK YOU!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:00-9:00					
9:00-10:00					
10:00-11:00					
11:00-12:00					
12:00-1:00					
1:00-2:00					
2:00-3:00					
3:00-4:00					
4:00-5:00					
5:00-6:00					
6:00-7:00					
7:00-8:00					
8:00-9:00					

APPENDIX B

FURNITURE STYLE PREFERENCE TEST

Name_____

FURNITURE STYLE PREFERENCE TEST

Directions:

You will be shown line drawings illustrating seven (7) different furniture pieces. Each piece will be shown in five (5) different styles.

In Column I under each piece, circle the letter corresponding to the style you now have in your home. If you have a style other than those shown, or you do not have that piece of furniture in your home, circle the letter 'F'.

Then, in Column II under each piece, circle the letter corresponding to the style you would prefer to have in your home. Again, if you prefer a style not shown, or you have no preference, circle the letter 'F'.

|	SOFA		LOUNGE CHAIR		END TABLE		DINING TABLE		DINING CHAIR		HEADBOARD		CHEST	
	Col. I	Col. II	Col. I	Col. II	Col. I	Col. II	Col. I	Col. II	Col. I	Col. II	Col. I	Col. II	Col. I	Col. II
	A	A	A	A	A	A	A	A	A	A	A	A	A	A
	B	B	B	B	B	B	B	B	B	B	B	B	B	B
	C	C	C	C	C	C	C	C	C	C	C	C	C	C
	D	D	D	D	D	D	D	D	D	D	E	D	D	D
	E	E	E	E	E	E	E	E	E	E	E	E	E	E
	F	F	F	F	F	F	F	F	F	F	F	F	F	F

SOFA

A
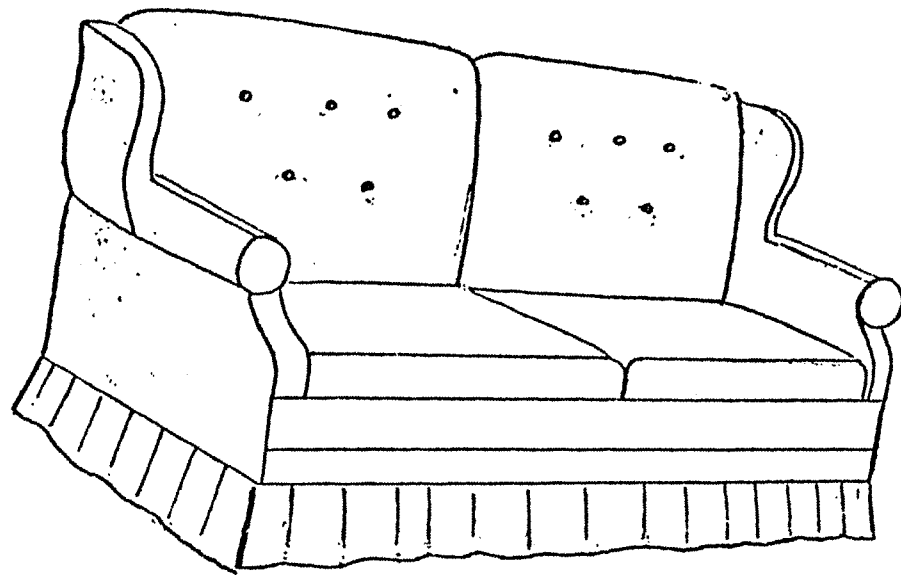
Early
American
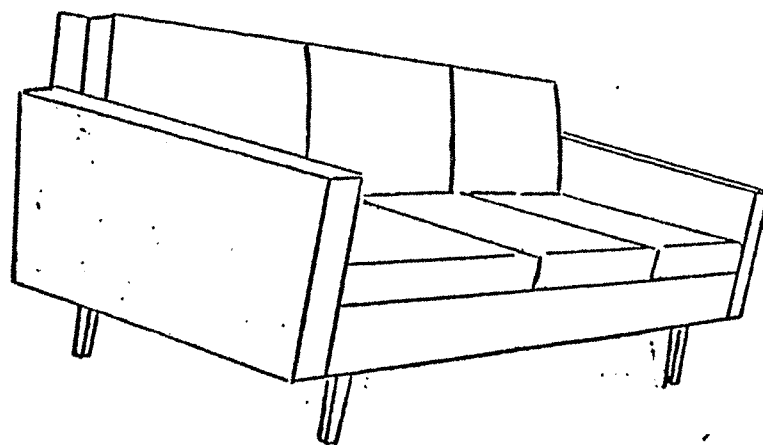
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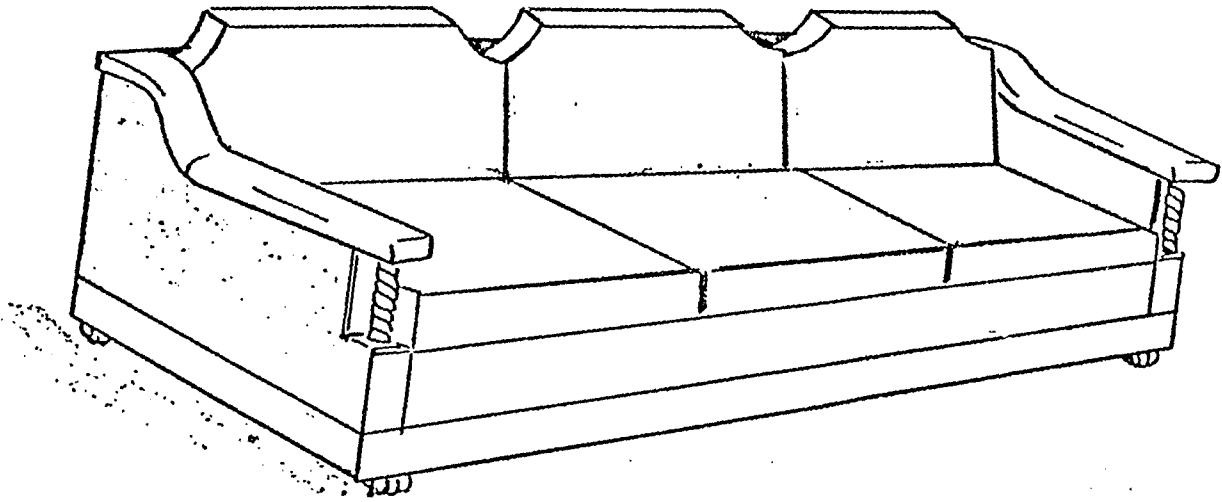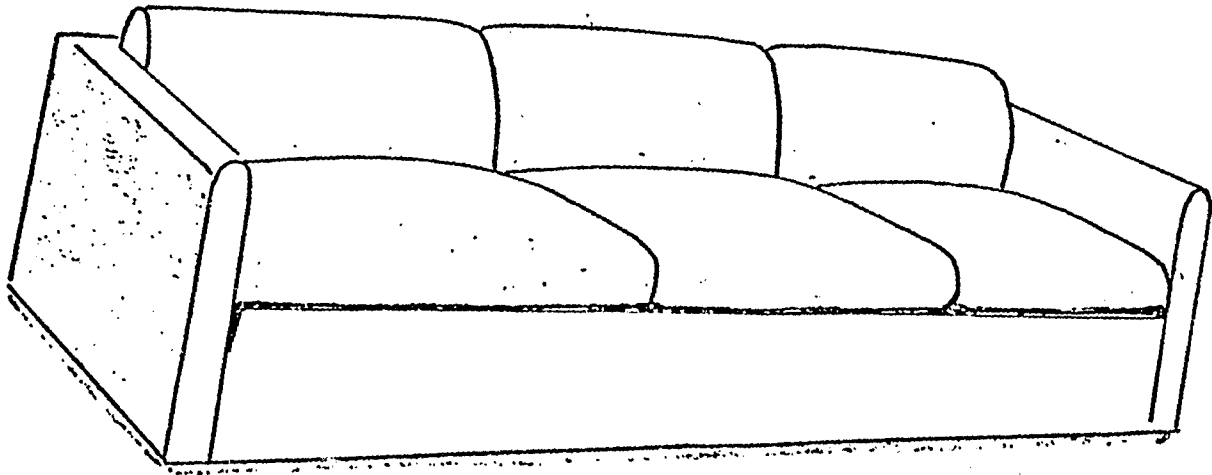
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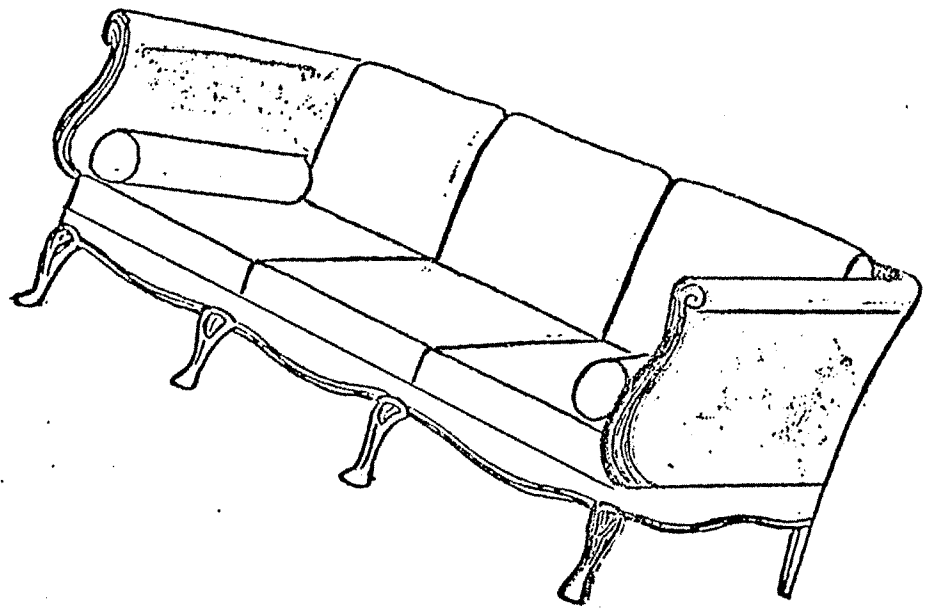
D   Modern

E   Provincial

LOUNGE CHAIR

A   Early
   American

B   Contemporary
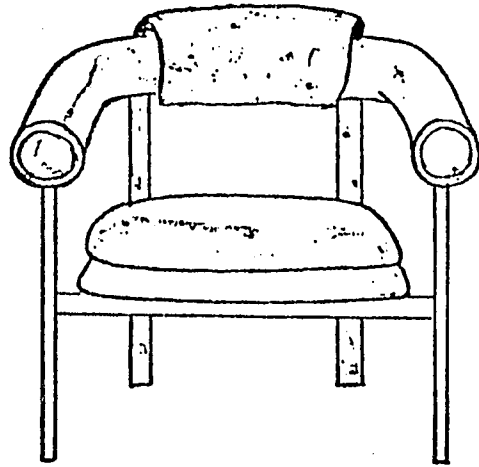
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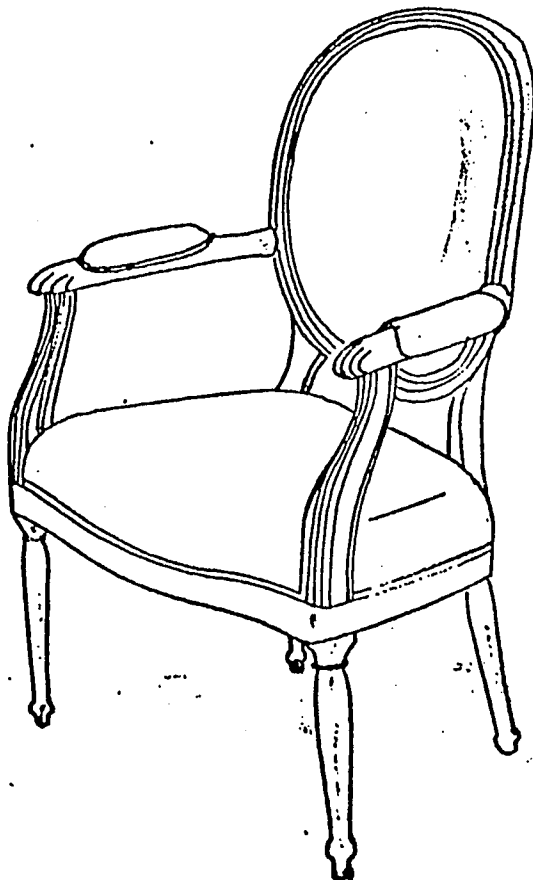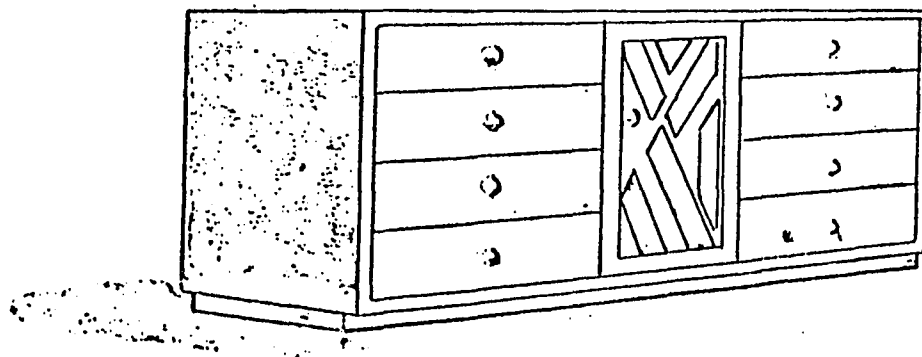
D   Modern

E   Provincial

END TABLE
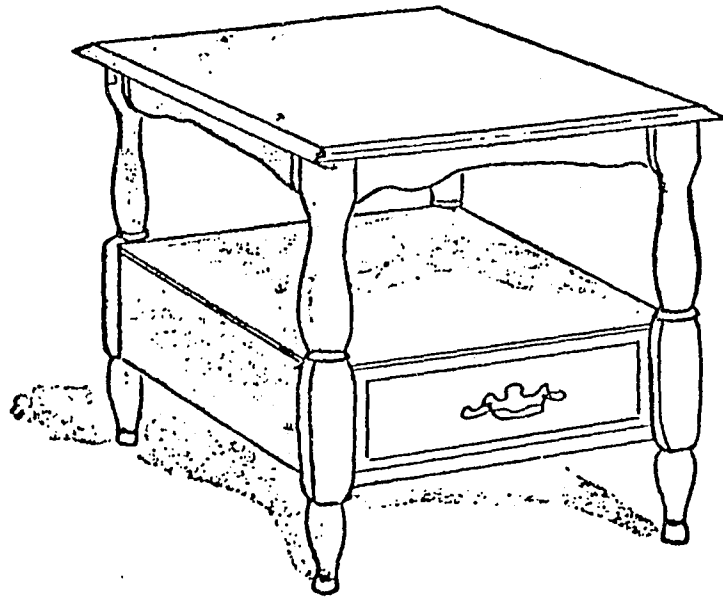
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    American
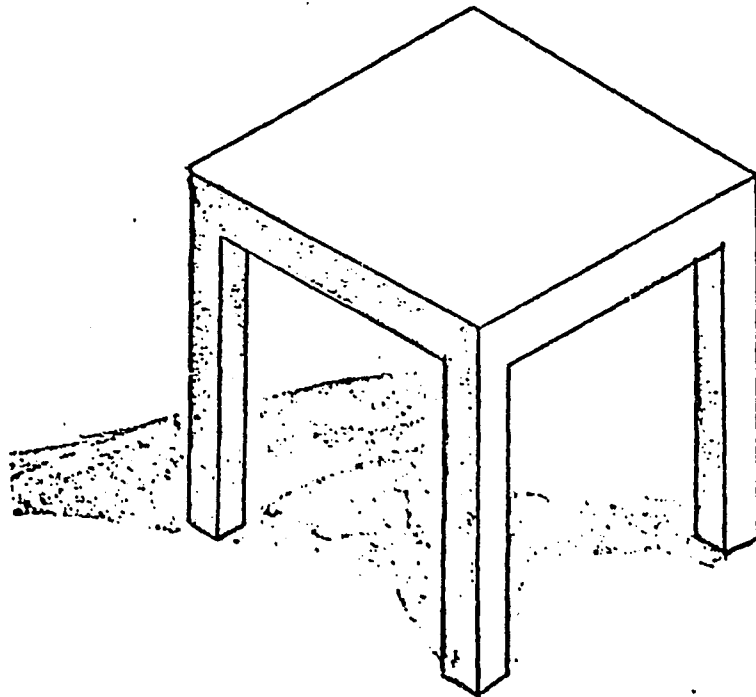
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Contemporary

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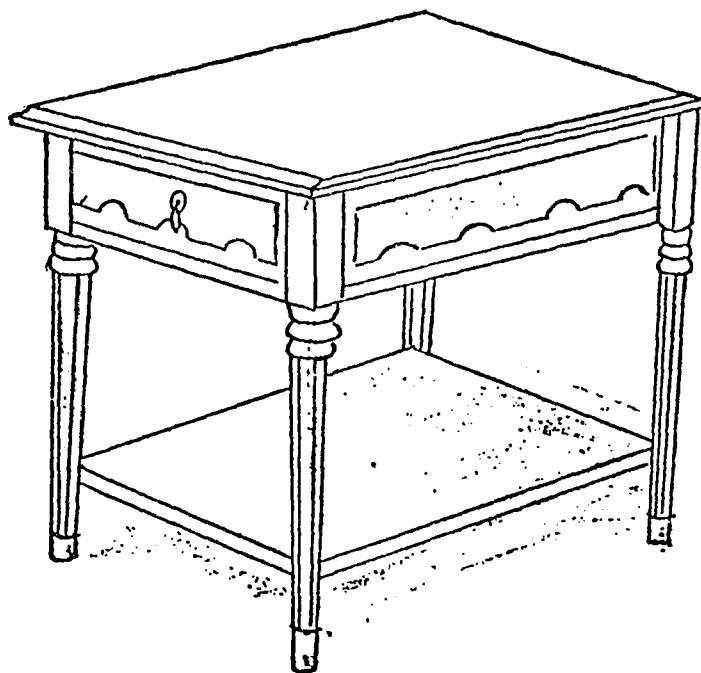
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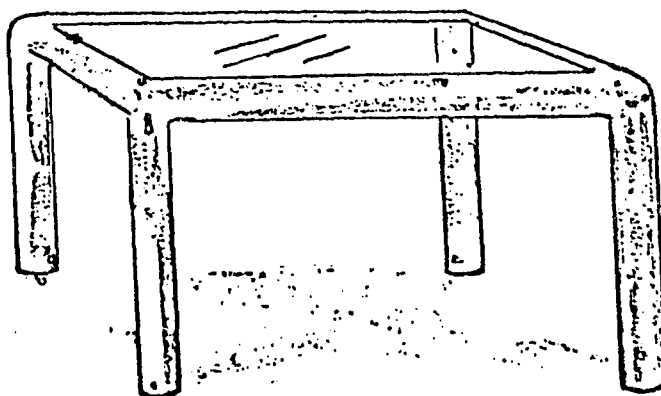
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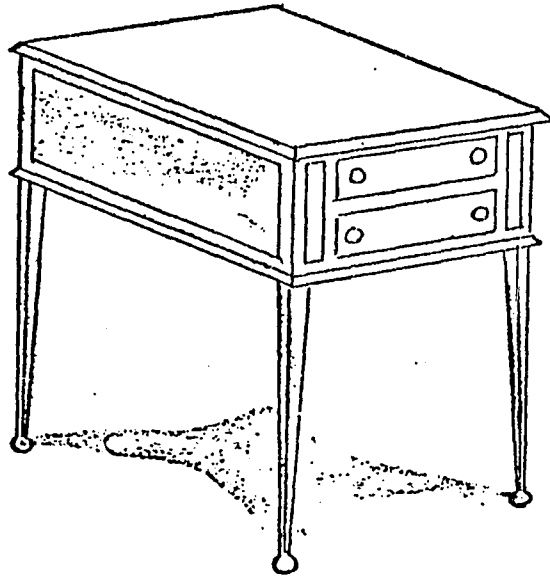
E   Provincial

DINING TABLE
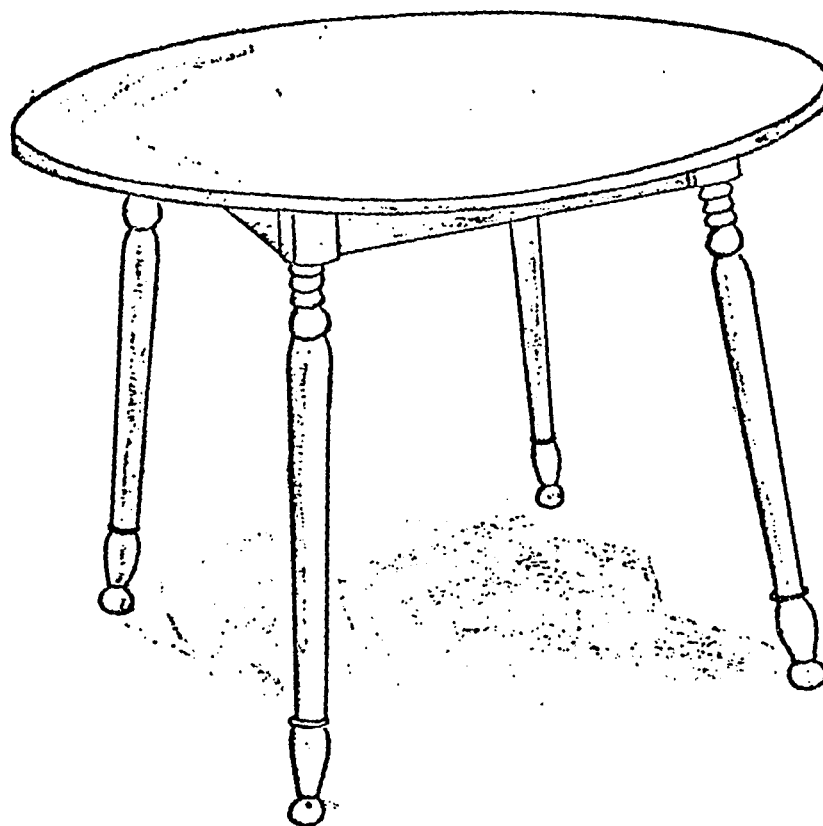
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DINING TABLE (Continued)
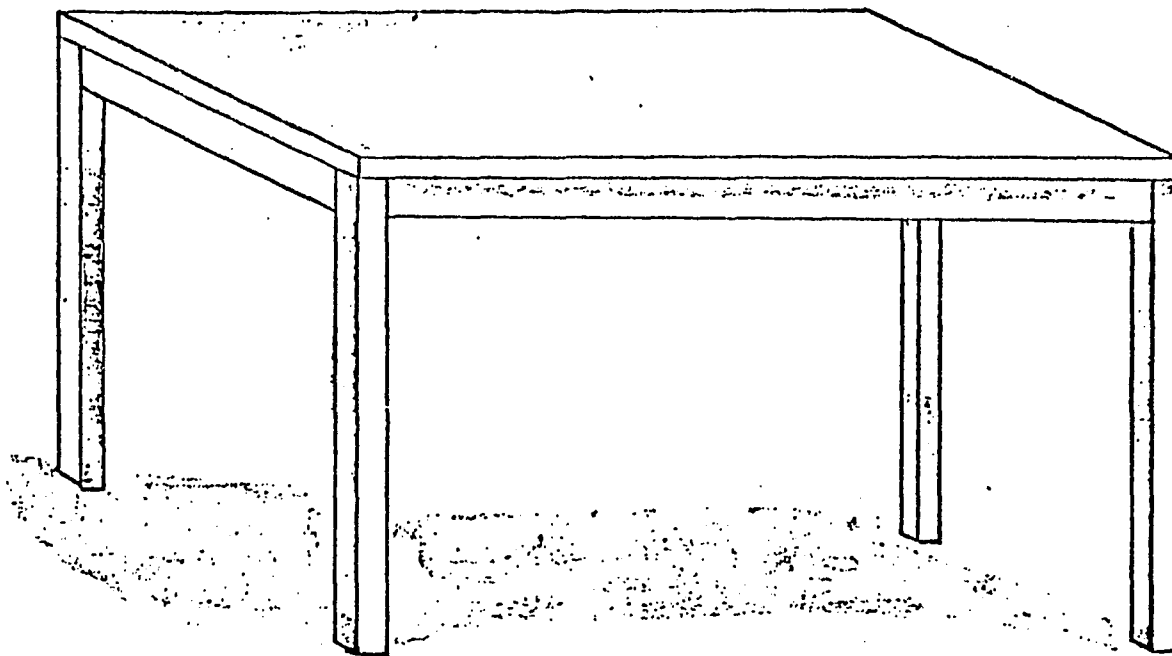
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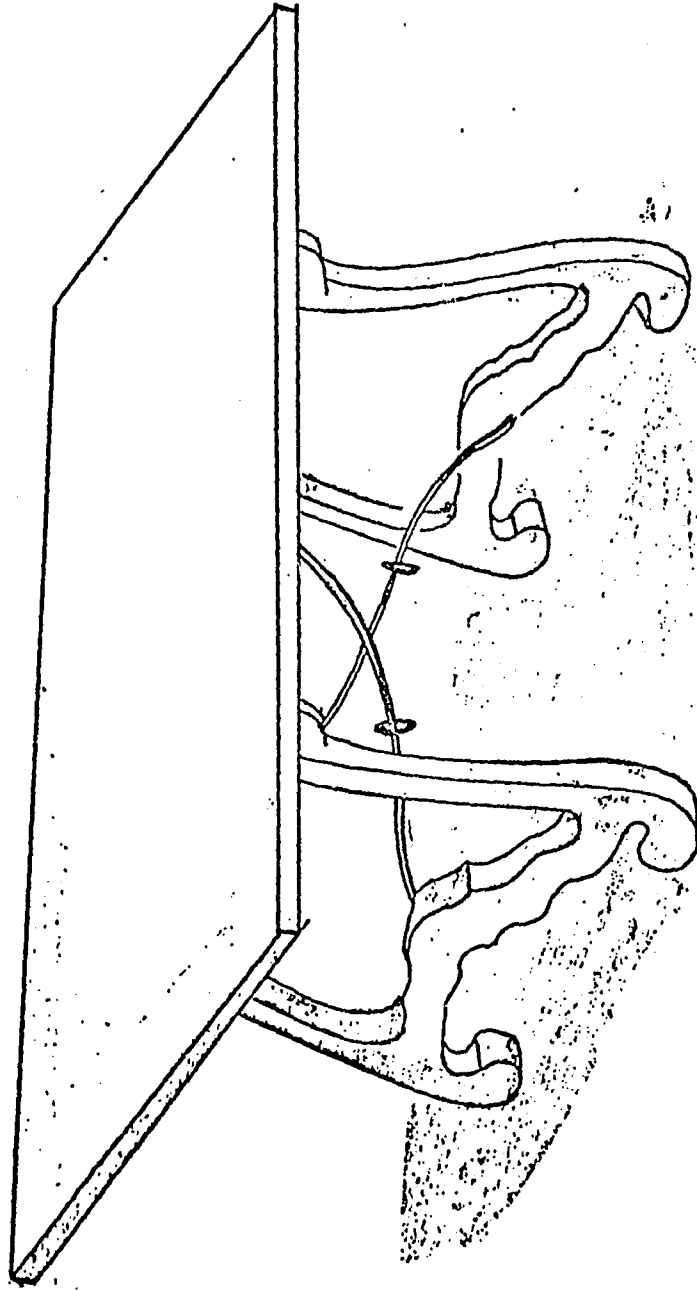
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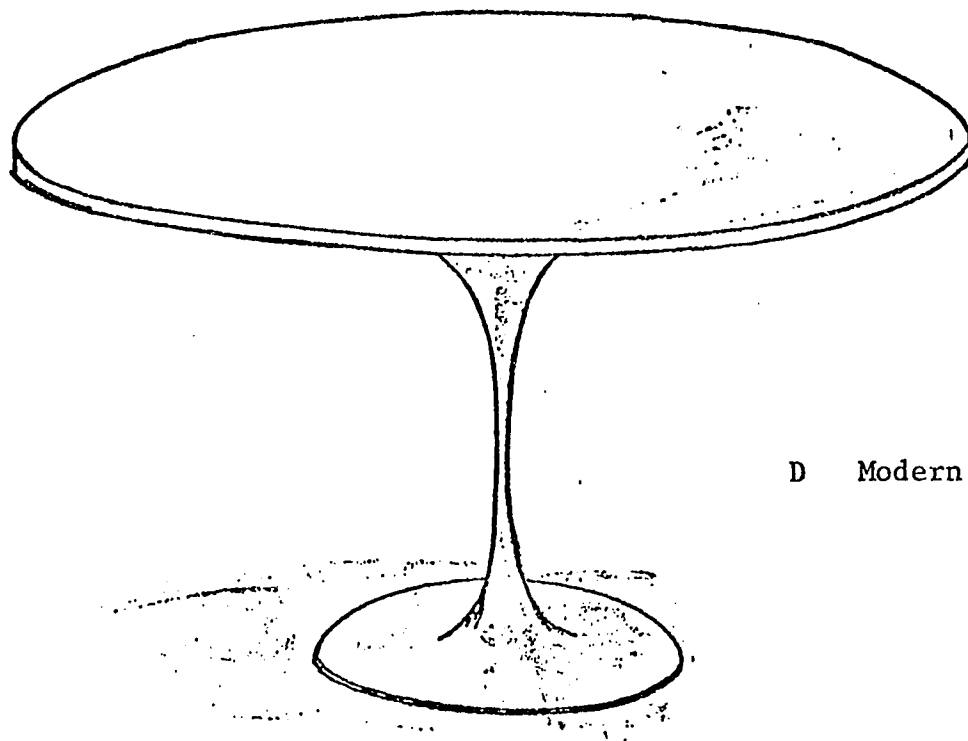
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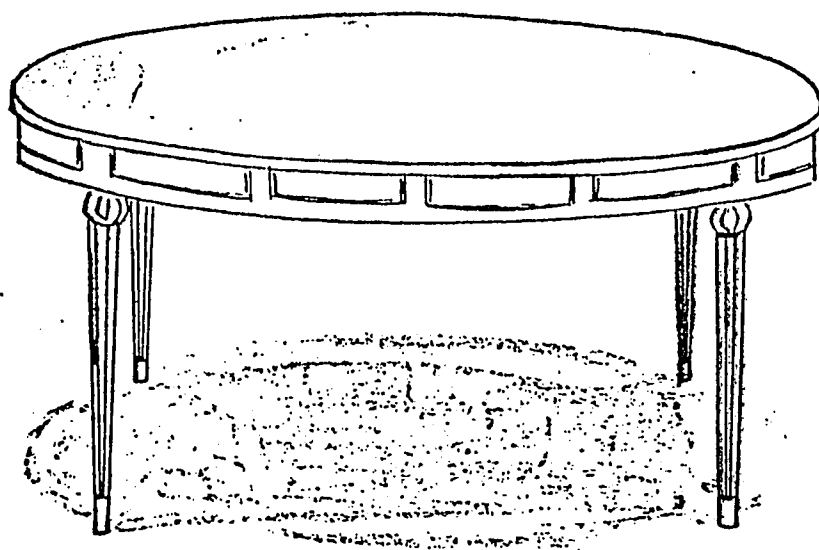
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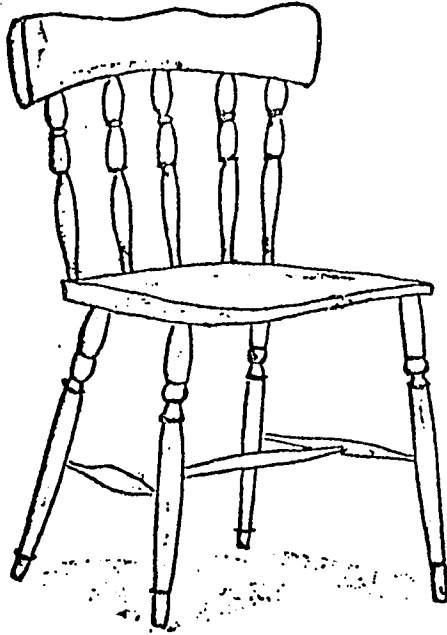
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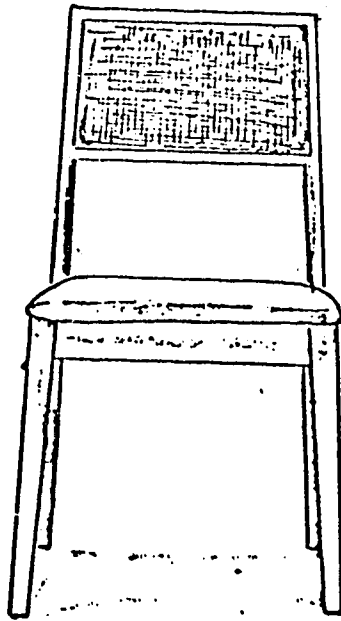
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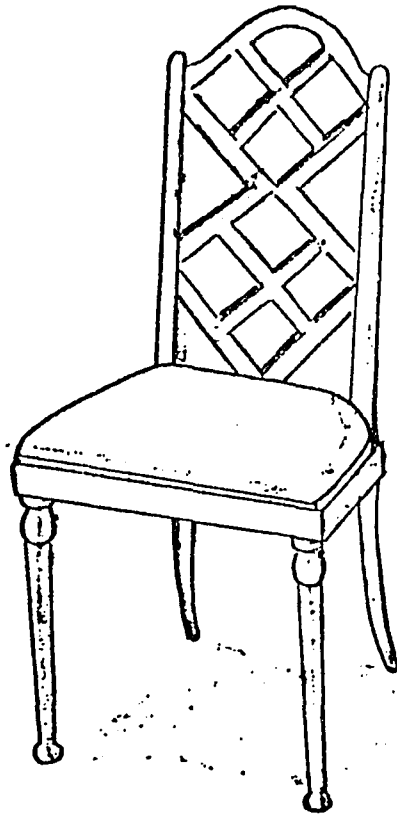
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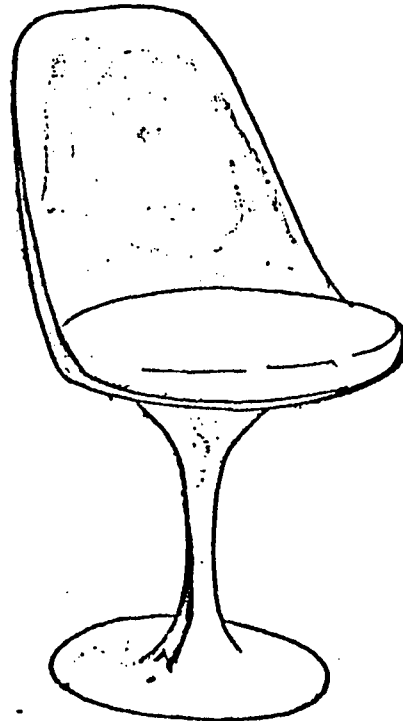
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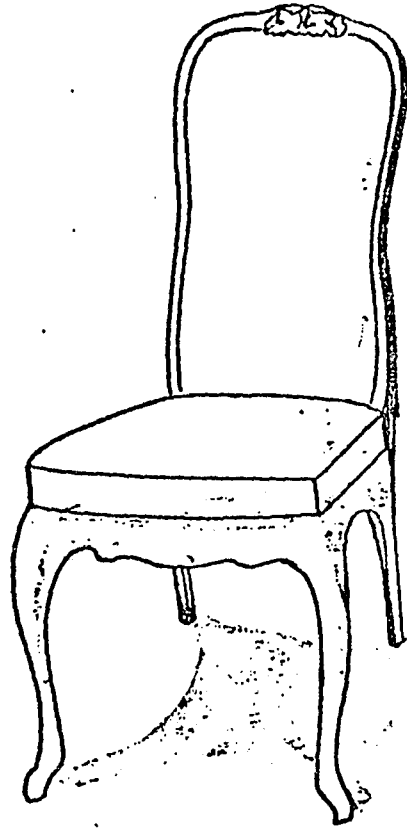
E   Provincial

HEADBOARD
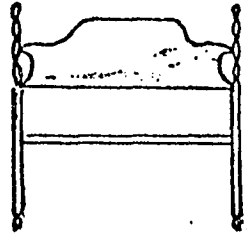
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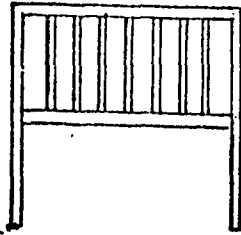
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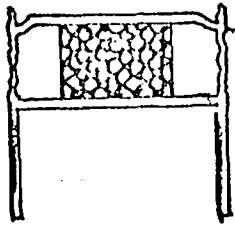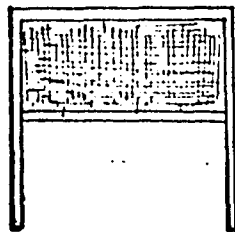
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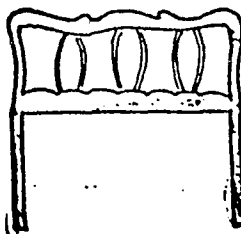
D   Modern

E   Provincial

CHEST
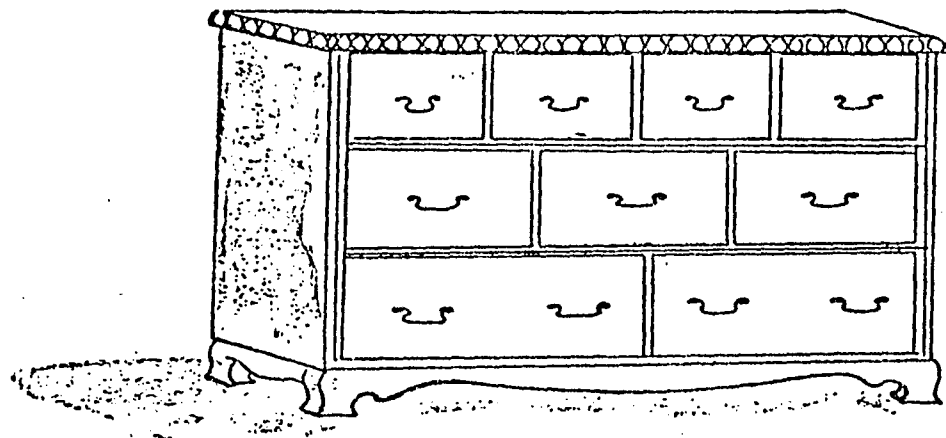
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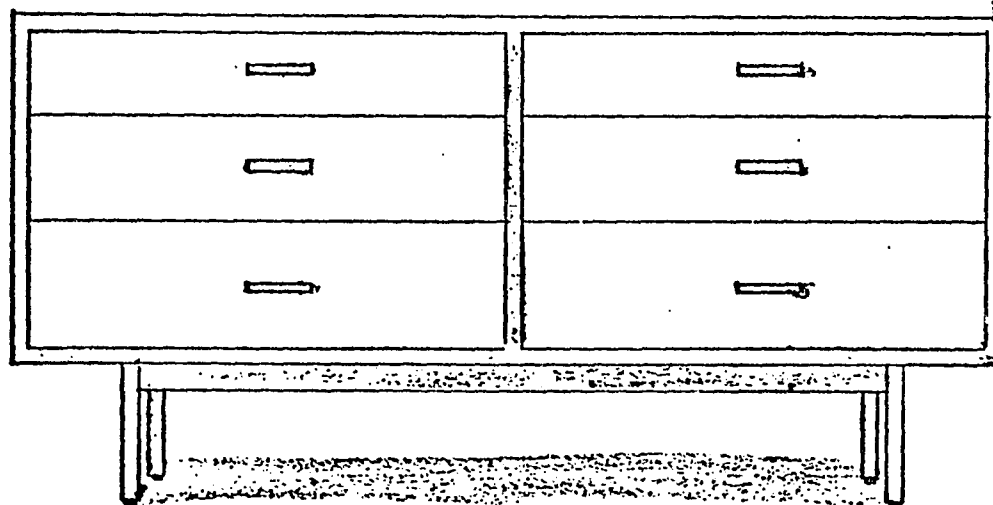
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CHEST (Continued).
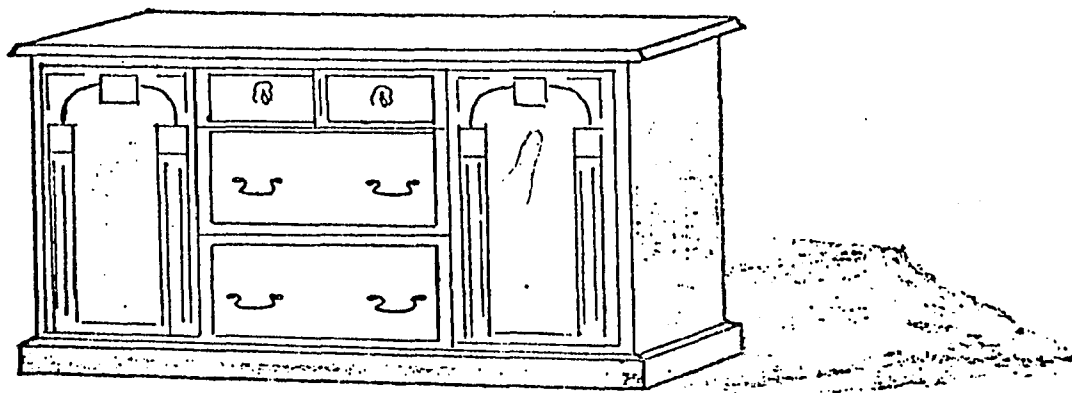
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D   Modern

CHEST (Continued)
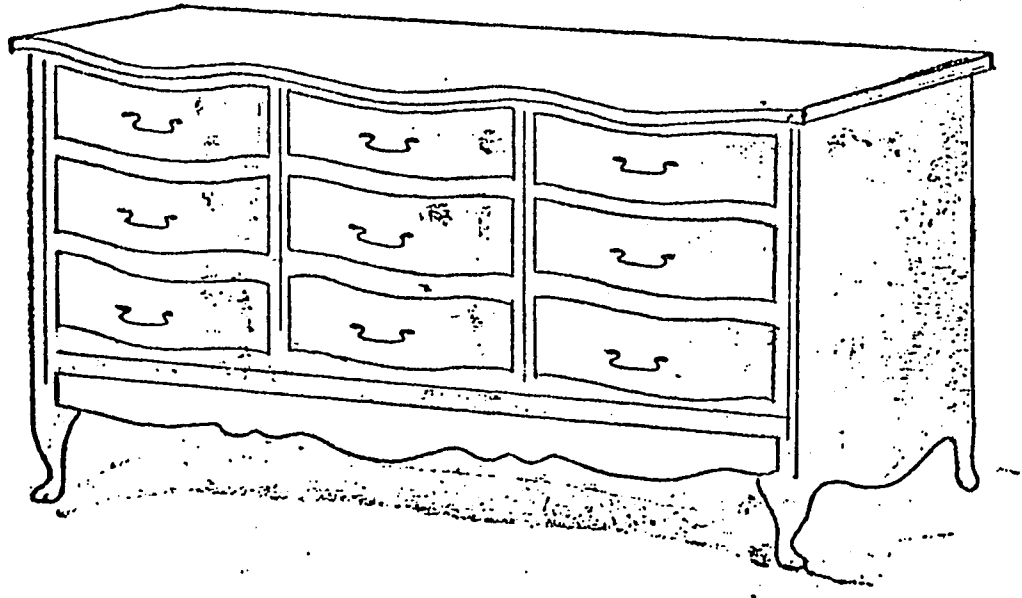
E   Provincial

APPENDIX C

COVER LETTER

Dear Student:

Have you ever wondered what type of personality you have?

Does your personality affect the kinds of things you like to have around you?

What about your furniture? Does your personality affect the style that you prefer?

As a graduate student in the School of Home Economics, I am conducting a study to answer these and other questions. You have been selected from a group of undergraduate students to participate in the study. In order to obtain results which will be representative of the entire group, your cooperation is greatly needed. You can help in the following ways:

First, complete the information requested on the attached questionnaire.

Secondly, schedule an appointment (approximately one hour and fifteen minutes) to complete a furniture style preference test and a personality test. This can be done by filling in your schedule of classes in the space provided on the questionnaire and indicating times which would be most convenient to meet. Upon receipt of your questionnaire, you will be contacted in order to confirm an appointment.

Results will be made available to you upon completion of the test instruments. Just fill out and return the questionnaire in the enclosed self-addressed envelope through campus mail today. Your cooperation is greatly appreciated.
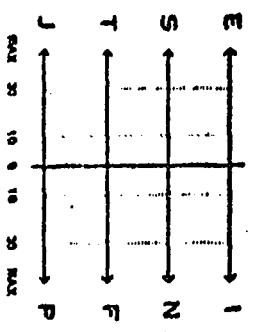
THANK YOU FOR YOUR HELP!

Sincerely,

Mary Ellen Blackburn
School of Home Economics
Telephone: 379-5422

APPENDIX D

MYERS-BRIGGS TYPE INDICATOR ANSWER SHEET

CONSULTING PSYCHOLOGISTS PRESS
577 College Avenue, Palo Alto, California 94306

Myers-Briggs Type Indicator—Form F

PRINT NAME

SEX (M or F)

AGE

OCCUPATION

TODAY'S DATE

BIRTHDATE

UNIT

(ORGANIZATION OR SCHOOL GIVING YOU THIS TEST)

IF NOW IN COLLEGE PUT CLASS (SR. JR. ETC.) AND MAJOR
IF NOT IN SCHOOL PUT GRADE AND COURSE (ACADEMIC BUSINESS, ETC.)

Make your marks HEAVY and BLACK.

Erase stray marks completely.

E — I
S — N
T — F
J — P

MAX 30   20   15   10   5   5   10   15   20   30 MAX

	PREF	SCORES	TOTAL
E — I			A
S — N			B
T — F			C
J — P	TYPE		D