ANALYSIS OF THE RELATIONSHIP BETWEEN SPECIFIED CLOTHING PROFILES AND SELECTED DEMOGRAPHIC VARIABLES FOR ELDERLY WOMEN AND WOMEN OF OTHER AGE GROUPS

by

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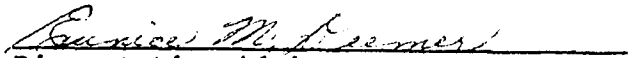

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The purpose of this study was to determine how the observed choices for type of garments, color of garments, fiber content, form of fabric, and price range paid for women's clothing were associated with or differed with the demographic variables of age, employment status of the female, income, race, rural/urban areas, and sections of the country. The ultimate purpose was to determine if elderly women differed from women of three other age groups with respect to the clothing profiles.

The data were obtained from the 7,500 households which made up the National Consumer Panel of the Market Research Corporation of America. All women, 18 years of age and older, who were a part of this Panel during 1974 and 1975 were included in the sample. All purchases of dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts for self-use during 1974 and 1975 were included in the analysis.

Multivariate analysis of variance (MANOVA) was computed for the clothing profiles and demographic variables for each garment type to ascertain if a difference existed. When the MANOVA analysis revealed a significant difference of .05 or greater a battery of t tests was computed to determine where the differences were with respect to the levels of the demographic variables.

The results revealed that age was the most highly significant demographic variable for all five of the clothing profiles for almost all of the garment types investigated. Section of the country had a

significant effect on the profiles: type of garments, fiber content, form of fabric, and price range paid for garments for the majority of garments except housedresses and suits; but had little or no effect on the color choice for most garments. Rural/urban areas were associated with a significant difference on four of the garments for fiber content, form of fabric, and price range paid, on two for color of garments, and was not significant for type of garments. Income was significantly associated with type of garments and for price range paid for all garments except housedresses and shorts, but had little effect on the other clothing profiles for the majority of the garments investigated. Both race and employment status of the female had a significant effect on the type of garments selected but were not associated with differences on the other clothing profiles except for a few garments.

Major differences with respect to age revealed: the percentage of purchases for dresses, housedresses and pantsuits increased with age while it decreased with age for shirts, slacks, jeans, and shorts; the percentage of purchases of geometric, multicolored, and print garments increased with age and it increased with age for white shirts, skirts, and slacks but decreased with age for white dresses and pantsuits; the percentage of total purchases of polyester garments increased with age to the elderly age group while the percentage of purchases of cotton decreased with age; woven garments were purchased in greater percentages by the young women; and the elderly women tended to pay higher prices for the majority of the garments.

Major differences with respect to sections of the country revealed: different type of garments were selected by women in different sections of the country; women in the Pacific section purchased

significantly different color of garments; women in the northeast purchased significantly different fibers in their garments; knits were more popular in the mountain/southwest and south while woven garments were more popular in the Pacific and northeast sections; and women in the Pacific section purchased significantly less garments in the low-priced ranges and more garments in the high priced ranges, while those in the north central and northeast sections purchased more of the low-priced garments.

Elderly women were found to be different from women in other age groups in the type of garments, fiber, and form of fabrics purchased and in the price range paid for their garments but were not significantly different with respect to their color choice for the majority of the garments investigated.

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I. INTRODUCTION

The elderly population, those 65 years of age and over, are recognized as a rapidly increasing segment of the population, both in terms of numbers and in terms of percentage of the total population. The percentage increase of all elderly persons to the rest of the population has been phenomenal, increasing from 4.1 per cent in 1900 to 9.9 per cent in 1970 and today, in 1978, stands at approximately 12 per cent. And, of the elderly population, women outnumber men by approximately 140 women per 100 men (Dept. of H.E.W., 1973).

Within the last decade the problems, needs, and interests of the elderly have begun to emerge. Initially, most of this concern centered around the economic, health, and housing problems of the elderly. Concerns about other aspects of their life had been slower in developing. Today, there is considerable concern about many of the needs of the elderly, especially the nutritional, recreational, social, and psychological problems. Many federal, state, municipal, local, and private agencies and institutions are today devoting time, study, and money toward the goal of helping the elderly live a more fulfilling life.

Little interest had been shown in relation to the clothing problems of the elderly until the 1960's. Since then many small-scale studies have appeared, dealing with various aspects of clothing and the elderly women. These studies have shown that the elderly women have an interest in clothing. The majority of these studies have discussed

what the elderly women liked in their clothing but few attempts have been made to determine if their preferences were different from other age groups. Snyder (1966) said that the research and literature concerning the clothing practices of all ages of women was relatively meager and that studies showing comparisons of different age groups including the elderly remained a relatively unexplored field. This need was also advocated by Ryan (1966) who stated that

> it would be helpful if we could give the types of clothing worn for various activities and the way in which this varies for different age, socioeconomic, and geographic groups and how it varies with education or with urban, rural, or suburban backgrounds. Unfortunately we do not have information to fill out this picture (Ryan, 1966, p. 124).

Other studies by Bartley (1963), Ebeling (1960), Shipley (1961), and Snyder (1966) have also revealed a need to include other geographic areas and Bartley recommended including comparisons of rural/urban areas and employment status.

The majority of the studies have dealt with what the respondents "said" they liked and Snyder (1966) indicated a need to compare women's actual practices with their stated preferences. Decker (1962) in a study of elderly women's preferences for color in their clothing found that what they stated as their preference was different from the colors actually worn in their clothing and Cheskin (1954) advocated, in relation to color, that one may not even know one's true preference.

Many of the studies dealing with the elderly have obtained their samples through golden age clubs, housing projects, and/or nursing homes and thus may not be very representative of the elderly population as a whole. Also, most studies either referred to dresses only or

grouped all outerwear clothing together and did not differentiate between them.

Therefore, a need was perceived for an exploratory study of women's clothing using a larger sample which would be more representative of the total population in various sections of the country. Also, a need was perceived for an exploratory study in which comparisons were made on actual purchases of various apparel items rather than on stated preferences and showing comparisons between various age groups.

Furthermore, although many people have assumed that there were and/or are differences among different age groups, income levels, races, rural/urban areas, and sections of the country in relation to clothing likes and dislikes there remains virtually no empirical research to support such assumptions. This exploratory study was undertaken in an attempt to provide a descriptive study of the differences which exist in relation to specified clothing profiles and selected demographic variables of stated needs as found in the literature reviewed.

Purpose

The purchase of an item of apparel involves many choices in relation to attributes desired. Five such attributes are: the type, color, fiber content, form of fabric, and price of a garment. The purpose of this exploratory study was to analyze the relationships between these clothing attributes for women and selected demographic variables. Ultimately, the purpose was to ascertain if elderly women differed from women of other age groups in relation to the selected

clothing attributes. This information would give more knowledge about the buying habits of women in the various demographic categories and be knowledge useful to educators, retailers, manufacturers, and persons in marketing.

II. REVIEW OF LITERATURE

A considerable number of studies have been done with respect to elderly women, particularly in relation to their interest in clothing, factors considered important in selection, and shopping practices. However, only those selected studies which were deemed most pertinent to this study, irrespective of the age group involved, were included in the review of literature. This review is presented in five sections: (1) preferences for types of garments, (2) color preferences, (3) preferences for fibers within garments, (4) form of fabric preferences, and (5) preferences for price ranges of garments.

Preferences for Types of Garments

Style features desired and sought by elderly women in their dresses, such as length and/or style of the neckline, sleeve, closure, and skirts, have been investigated by Bader (1963), Bartley (1963), Ebeling (1960), Hargett (1963), Holverson (1951), Lauderdale (1962), Mason (1964), Massey (1964), Richards (1971), Shipley (1961), Snyder (1966), Sproul (1958), and Watson (1965). Although there were some variances among the studies, the features most often given as preferred included V-necklines, three-quarter length sleeves, a front closure, and either a gored or straight skirt.

The type of dress preferred has been investigated by Bartley (1963), Decker (1962), Ebeling (1960), Lauderdale (1962), Richards

(1971), Shipley (1961), Snyder (1966), and Watson (1965). The major concensus has been that the elderly women preferred a one-piece dress usually with a matching jacket or sweater. Snyder (1966) compared young women, aged 26-35, mature women, aged 46-55, and elderly women, aged 66-75, and found that although the one-piece dress with a waistline seam was preferred most by all ages, the percentage of those selecting it increased with age.

Few studies have considered preferences of garments other than types and styles of dresses. Francis (1971) compared the purchasing habits of 50 mothers and their college-age daughters for coats, suits, casual dresses, dressy dresses, skirts, blouses and sweaters, and shorts and slacks. All of the garment types except suits were purchased significantly more often by the daughters during the year studied. Although the mothers purchased more suits, the difference was not significant.

Massey (1964) studied the types of garments owned by 58 elderly women living in retirement homes. In general the respondents expressed a need for morning dresses and street or church dresses which could be used interchangably. Over 10 per cent displayed more formal dresses. Although some sport clothes such as bermudas and slacks were found, the respondents indicated that they did not wear them because of public opinion.

Richards (1971) sampled 52 women over 60 years of age and found that generally the elderly respondents expressed a need for street dresses and better dresses but little or no need for cocktail or

evening dresses. Although suits were owned by 84 per cent, many indicated that they did not feel comfortable in them because of binding around the waist and a dislike for wearing blouses. The unpopularity of suits by the elderly was also upheld by Walker (1972). Little or no need was expressed by Richards' respondents for sport clothes, square dance clothes, or costumes. Only 10 of the 52 women owned pantsuits and less than half had any slacks. Walker (1972) found that although pantsuits were in fashion only 33.3 per cent of the 170 respondents said they ever wore them and many went so far as to say they would never purchase or wear such an outfit. Story (1972) found similar results in the sample of 100 women between the ages of 59 and 87 who reported that although half of them approved of pantsuits for the younger person, only 13 per cent liked them for their own personal wear. It was found that women who held graduate or postgraduate degrees approved of the personal use of pantsuits more frequently than those who had terminated formal schooling at or below the high-school level. Also, those women with higher clothing interest scores used shorts and culottes significantly more than those with low clothing interest scores. Basically, it was found that 34 per cent of the sample always wore a dress or skirt for work or sports with only 9 per cent regularly wearing pantsuits. The occasional use of pants for both at-home wear and active sports was reported by 38 per cent.

Tate and Glisson (1961) noted that the clothing of the average woman of that day revealed a greater usage of casual clothing such as skirts, blouses, sweaters, jackets, slacks, shorts, and playsuits than

had previously been the case. It was also noted that more street dresses were being purchased while the purchases of housedresses were declining. However, it was stated that after 40 years of age the women "tend to eliminate play clothes, skirts and blouses, and shorts and slacks in preference for the one-piece cotton dress, wrap-around, or short duster for casual and house wear (Tate & Glisson, 1961, p. 331)." Also, elderly women were less ready to accept fashion changes and tended "to retain attitudes developed in earlier years regarding the proper type of clothing to be worn for given occasions (p. 343)." The elderly person leaned more toward conservatism in her dress, irrespective of the climate or locality in which she lived than did the younger person.

All of these studies tended to indicate that the elderly were fairly conservative in their dress. This was also upheld by Erickson (1968) and by Ryan (1966). The majority of these studies have been with elderly women only and have not attempted to ascertain if there were any differences due to age, employment status of the female, income levels, race, rural/urban areas, or sections of the country.

Color Preferences

More studies have been done concerning the color preferences of women than any of the other clothing attributes being investigated in this research. The studies on color of garments will be discussed in terms of preferences in solid colors and then preferences for prints versus solid colors.

Preferences in Solid Colors

Although a variety of methods have been used to determine women's favorite or preferred color, most authors noted that blue is most preferred. In fact, this author was unable to locate any study in which some shade or tint of blue was not reported to be the favorite, irrespective of the age of the women studied.

Blue, varying from light to dark shades, was found to be the favorite color of the elderly women in studies by Bader (1963), Bartley (1963), Coyle (1963), Decker (1962), Ebeling (1960), Holverson (1951), Houston (1965), Lauderdale (1962), Loughry (1954), Massey (1964), Mourant (1969), Norwood (1944), Pieper (1968), Richards (1971), Shipley (1961), Sproul (1958), Snyder (1966), Story (1972), Walker (1972), and Watson (1965). Blue was selected as the favorite of college-age girls in a study by Caddell (1966). Studies of women at various age ranges between 17 and 65 by Daub (1968), Gritz (1963), Hoffman (1956), Loper (1975), Lopez (1958), Mason (1964), McInnis and Shearer (1964), Sales (1968), and Snyder (1966) reported blue to be the favorite of women in these age ranges. These studies indicated that blue was the single color favorite regardless of age; however, there was disagreement of the next most favorite color or the least-liked color. Furthermore, various researchers have compared other variables as discussed below.

Coyle (1963) asked 100 older women to rank their color preferences with the results being blue, black-and-white, pink, black, and green. Decker (1962) sampled 24 women over 60 years of age and found they ranked the colors after blue as green, black, brown, equal numbers of

red, white, and gray, followed by equal numbers of yellow and purple. The respondents disliked yellow-reds most. Further comparisons were made in Coyle's study to determine if different colors were worn to church as opposed to those worn while working at home. Generally speaking, it was found that for housework a brighter, lighter, and different color was worn from the more basic, grayer, and duller colors generally worn for church. Decker (1962) reported that although the 24 elderly respondents preferred the brighter chromas and lighter values, the actual apparel which was worn by the respondents was of the duller chromas and darker values.

The 180 subjects in Ebeling's (1960) study indicated a preference for subdued colors, basic colors, and prints of small designs over the brighter colors and larger print designs. Holverson's (1951) respondents ranked the colors after blue as black, green, and then gray. Loughry (1954) studied 300 dresses available on the market for aging women and found 45 per cent to be blue, followed by blacks, grays, reds, and browns. The 58 elderly women in Massey's (1964) study frequently showed a preference for the vivid colors while also expressing a preference for the conservative colors.

In both Pieper's (1968) and Walker's (1972) sample of elderly women, over one half of the respondents preferred the less bright colors of medium blues and greens, followed by the subdued colors of brown, navy, blue, and dark green, then the bright colors of red, orange, and yellow, and last the neutral colors of gray, black, white, and beige. The younger of the elderly respondents in Walker's study

showed a greater preference for the brighter colors while the older group was more prone to the neutral tones.

The elderly women in Richards' (1971) and Story's (1972) studies selected reds or tints of red as second in preference for dresses while Sproul (1958) reported the 100 elderly respondents chose navy as their first choice followed by medium blue and gray. Story (1972) further investigated whether the type of garment and/or purpose influenced the color preference of the 100 respondents. It was found that the type of garment did influence the color preference as the women selected more cool hues of a darker value such as medium blues for street dresses, while neutral hues were selected for a lightweight coat, and for lounge wear the warm, light valued hues such as a strong, clear pink were selected. Story made further comparisons to determine if social class, clothing interest, or age influenced the color choices. Although no significant differences were revealed for any of these three variables, there was a greater selection of the warmer hues by the younger group.

In a study of 50 elderly women's preferences for color by Watson (1965), the second choice was for a soft green. Only a few indicated that they wore brown or beige and only one said she wore black.

Caddell (1966), compared the color of garments of rural versus urban college girls and found the girls from small towns used less color than those from the large communities. The rank order of preferences were blue, red, and then green. Although it was noted that young children showed a preference for yellow, this preference decreased as one aged.

Gritz (1963) interviewed 60 women between 49 and 65 years of age and compared their present color preferences with their recollections of preferences of approximately 20 years earlier. While blue was the stated first preference at both ages, there was a slightly greater preference for blue in their younger adult years. As older adults they showed a greater preference for green, purple, gray, and black but recalled a greater preference in their younger years for red and yellow. The preference for beige was reported equally often at both ages. These results suggested that as older adults the cooler colors and deeper shades were preferred while in the younger years the warmer colors and brighter hues were chosen. However, three-fourths of the women indicated a preference for the same colors now as they wore as younger adults.

Hoffman (1956) analyzed the wardrobes of women between the ages of 30 and 55 and found the greatest number of garments to be in a purplish blue color with red the next most predominant color. Loper (1975) investigated the relationship between the three variables of age, sex, and social economic status and the acceptance of color loss and color change of 80 respondents as well as the preference for stated values and hues of colors. The findings revealed: (1) a significant difference between acceptance of color loss and change and all three variables with the levels of color changes more likely to be accepted by the older age group, by the higher social economic levels, and by the males; (2) a significant difference between the value preferences for color and sex with males preferring shades more often than the females;

(3) a significant difference between hue preference and both age and sex, with the younger age group preferring blues more often than the older respondents and the females preferring red and yellow more often than the males; and (4) a significant difference between the general color preferences and both sex and socioeconomic status with the female respondents ranking yellow and pastel red higher than the males and the lower socioeconomic level ranking pastel red higher than the upper socioeconomic level.

McInnis and Shearer (1964) sampled 161 men and women ranging from 18 to over 50 years of age. A comparison was made to determine whether any significant differences existed in the color choices when age, sex, source of income, geographic area in which reared, and socioeconomic levels were introduced. Results indicated an overall preference for the color groups containing the blues and greens while the color group containing the bright reds was preferred by the smallest number of respondents. Although no significant difference was found between age and the choice of color, there was an indication that the upper age group disliked the bright-warm colors more than the younger age group. A significant difference was found concerning color choices and the geographic area in which the subjects were reared. Their results indicated

> those who spent their youth in the West or Midwest chose the warm colors in preference to the cool hues and particularly preferred the dull-warm colors. Those who described their home area as having been green and flat favored the cool hues decidedly, with emphasis on the dull-cool hues. Respondents who were reared in green and mountainous areas chose the two cool-color groups with equal frequency (McInnis & Shearer, 1964 , p. 184).

It was stated that although the results tended to support former research which indicated a preference for duller colors over bright colors by the higher socioeconomic groups, the results were not significant. The results did, however, indicate that warm colors were preferred more by those in the lower socioeconomic classes and those in the lower income brackets.

Sales (1968) investigated the color preferences for an item of apparel versus an item in the home furnishing line as well as differences between age groups. The sample of 51 women was divided into two groups, those 19-38 years of age and those 48-67 years of age. The subjects were asked to select their favorite color in general, then the choice for a basic dress, and finally the choice for an arm chair. A difference was noted in these selections in that blue-green, blue, then red was selected for the general choice; blue, blue-green, then green for the apparel item; and yellow, yellow-red, and then blue-green for the home furnishing item. It was further noted that while blue was the favorite for apparel it was the least preferred color for the home furnishing item. Although no significant difference was found between the two age groups and their choice for apparel color their rank order varied as follows: the younger group ranked the choices as yellow first, green and yellow-red second, and blue-green third while the older group ranked the choices from blue, blue-green, purple-blue, to red.

Snyder (1966) has done one of the most extensive studies of color comparisons between ages, seasons, marital status, employment, size of

the community, social activity, and clothing interest. No significant difference was found in the choice of either winter or summer colors and the variables of marital status, size of the community, social activities, or clothing interest. The employment status was not significant with the choice of color for summer but was for the choice for a winter color in that black was preferred by the full-time employed female while navy was preferred by the unemployed. Age was significantly related to both the summer and winter choices for color. The age categories of the 775 respondents were: young women between the ages of 26 and 35, mature women between the ages of 46 and 55, and elderly women between the ages of 66 and 75. For summer the over-all preferences were for blue, aqua, pink, green, beige, and white. Significant differences with respect to age showed a higher percentage of the elderly women selected blue although it was the first choice of all age groups, while aqua and pink were selected more often by the young women. For winter, the overall preferences were for black, navy, blue, brown, green, and red. Significant differences with respect to age showed navy as the most popular color for the elderly women while black was selected most often by both the mature and young women. In summary, Snyder (1966) stated that "blue is the single color favorite regardless of season, but that in winter the young and middle-aged women preferred black (p. 81)."

Preferences for Prints Versus Solid Colors

Several studies have attempted to ascertain the preference for prints versus solid colors. Of the studies reviewed there were

conflicting findings. A preference for solid colors by a greater percentage of the elderly was found in studies by Bader (1963), Bartley (1963), Richards (1971), Shipley (1961), Snyder (1966), and Sproul (1958). While the 52 elderly respondents in Richards' (1971) sample overwhelmingly preferred a solid color for their dress-up dress, a preference was indicated for either a solid color or a small design in the everyday dresses. In addition to the preference for plain versus printed designs in apparel, Snyder (1966) tested the relationship between fabric design and age, marital status, clothing interest, social activity, community size, and employment status. No significant differences were found with respect to clothing interest, marital status, or social activity. Significant relationships were found with respect to age, community size, and employment status. Although all three age groups (26-35, 46-55, and 66-75) preferred plain fabrics as the first choice, the middle-aged women selected it most often while prints were more popular with the elderly. Community size revealed a greater preference for the plain fabrics by women living in cities with populations between 5,000 and 25,000, with women living in communities over 50,000 next, followed by women living in communities of under 5,000, with the lowest percentage of preferences for plain fabrics by women living in cities with populations between 25,000 and 50,000. Plain fabrics were selected in significantly greater percentages by women who were employed full-time versus the unemployed women.

A greater percentage of the elderly respondents revealed a preference for a print design in studies by Coyle (1963), Decker (1962),

Dorsey (1960), Ebeling (1960), Gritz (1963), Norwood (1944), and Pieper (1968). In Decker's study of 24 elderly women, a comparison was made between what was worn at home versus that worn to church. For home wear, the women chose a print, stripe, check, or plaid while for the church type dress an equal number of solids and printed patterns were chosen. Walker (1972) also found that the 170 elderly respondents preferred a solid color for church and dressy dresses but a printed design was preferred for a housedress.

The majority of the studies cited on color preferences have been with small samples of elderly women for the most part and have dealt with what the respondents have "said" were their preferences. Cheskin (1954) stated that one's verbal response of the color desired may not necessarily be what one's real preference is. Furthermore, the majority of these studies have not attempted to determine if there was any correlation of color preferences with respect to age, employment status of the female, income levels, race, rural/urban areas, and section of the country or even if a difference existed for different types of garments.

Preferences for Fibers within Garments

Few studies have attempted to ascertain what the preference has been for fiber content within garments. The studies which were found to have even alluded to fiber content preferences were almost all done in the early 1960's and the majority of these were with elderly women. The earliest study found was by the United States Department of Agriculture in 1946 as reported in Ryan (1966). This study was designed so

as to be representative of all women in the United States. The conclusion of this study, as well as a further extension of it in 1958 on men's clothing, was that cotton was the most popular fiber for most items in the wardrobes of both men and women. Wool, however, was preferred for men's slacks, suits, and sport coats.

Holverson, in 1951, studied the preferences of women in Pennsylvania and found cotton was preferred for summer while rayon was preferred for winter. In a study of 196 elderly women conducted in Oregon by Dodge (1958), cotton was also stated as the preferred fiber for dresses while wool was preferred for suits and coats. The man-made or synthetic fibers were not preferred by these elderly women because they were considered too warm in summer, too cool in winter, and/or caused an allergic reaction.

For housedresses or dresses worn while doing housework, the elderly respondents in Bartley's (1963), Decker's (1962), and Watson's (1965) studies reported a preference for washable cotton. Cotton was upheld as being the most important fiber by Tate and Glisson (1961), accounting for roughly two-thirds of the consumption of all fibers at that date while wool had declined in usage and the newer synthetics were gaining in popularity. Rayon was the mainstay of the synthetics.

Further support for cotton as the main fiber choice was given by Mason (1964) who sampled 46 women aged 31 to over 60 and found 30 of the 46 preferred cotton for summer dresses with an equal number, 14, both liking and not caring for wool. Hargett's (1963) sample of 101 women 65 and over found the preference for summer to be cotton voile,

linen, Bemberg sheer, and Dacron-cotton blends with the least preferred being rayon crepes. However, these same women selected rayon as the most preferred fiber for winter clothing. Decker (1962) sampled 24 women 60 years of age and over and found that among those who wore half-sizes the most popular fibers were cotton and synthetics, especially rayon for the jacket dresses. The slender and the petite women in the sample preferred suits made of wool, faille, or a rayon-wool blend.

A research project carried out in the Northeast Region of the United States in 1963 compared the preferences of women over 65 years of age with those under 54 years of age on their choice of fiber content for a casual street dress. A significant difference was observed with the younger women preferring cotton first, fiber blends second, wool third, and rayon fourth. The elderly respondent's, however, selected fibers in the following rank order: blends, acetate, cotton, then rayon (Ryan, 1966).

The finding that cotton was preferred more by the younger women was also upheld by Snyder (1966). This study compared 775 women of three age groups, 26-35, 46-55, and 66-75, on their preference for fiber content for summer and winter usage, as well as determining if any relationship existed between fiber choice and clothing interest, employment, marital status, social activities, and community size. A significant difference was found with respect to age and fiber for both winter and summer but none of the other variables were significant for either summer or winter fiber choices except for a significant

relationship between the larger number of social activities engaged in and a stronger preference for polyester for summer. Age and fiber content revealed the youngest age group, the 26-35 year olds, preferred wool for winter while the other two age groups preferred an unspecified blend of fibers for winter. The preference for wool was inversely related to age. The second choice for winter was silk and acrylic. For summer the preference of all three age groups was for cotton first, polyester second, and unspecified blends and linen third. Cotton, however, was preferred significantly more often by the young women. Snyder's finding that wool was inversely related to age was supported by Lauderdale (1962) who found that woolens were unpopular with the sample of 40 women over 65 because of scratchiness, care, weight, and warmth.

Contrary results to the popularity of cotton were noted by both Coyle (1963) and Dorsey (1960) who found elderly women's wardrobes contained more synthetics than natural fibers, although Dorsey's respondents still "said" cotton was their number one choice. Some years later, Richards (1971) found that 31 per cent of the elderly women respondents preferred a polyester double knit for summer while 19 per cent preferred cotton and another 19 per cent preferred a cotton/synthetic blend.

The United States Department of Agriculture (Britton, 1973, 1974) predicted for 1974 and 1975 that cotton would be tighter in supply and would be used less and wool would be down. Man-made fibers would be down in 1974 due to limited supplies of petrochemical and other inputs but would generally rise in 1975.

Although the majority of the studies cited indicated a preference for cotton for summer in particular, few have given much, if any, consideration to differences of age, employment status, income levels, race, rural/urban areas, or section of the country.

Form of Fabric Preferences

Only one study, Richards (1971), was found that even alluded to choices of knits versus wovens. In a sample of 52 women over 60 years of age it was found that for winter, the majority preferred a double knit for an everyday dress and for a good dress the women were divided in the preference for crepe, shantung, and brocade, all woven fabrics. For summer wear 31 per cent preferred a double knit of polyester for an everyday dress while 19 per cent preferred a woven cotton with another 19 per cent preferring a cotton and synthetic blend. For a good dress for summer most chose shantung, a woven fabric. Thus, the respondents showed a general preference for knits for everyday dresses and wovens for their good dresses for both winter and summer wear.

Preferences for Price Ranges of Garments

Studies done by Dodge (1958), Coyle (1963), Varner (1967), Grey (1968), Pieper (1968), Richards (1971), Story (1972), and Walker (1972) determined either the average price paid for a specified garment by the elderly respondents or the range within which they usually purchased the garment(s). In 1958 Dodge reported that the average older woman in the sample of 196 women purchased less than one better dress a year for which they paid between $25 and $49, one and a third housedresses at

less than $6, and 50 per cent had purchased a coat between $25 and $49 within the previous twelve months.

Coyle (1963) sampled 100 women living in a housing project in Rhode Island in 1963 and found that a fourth of them preferred a price range between $8.95 and $10.95 for a dress. The women indicated they purchased moderately and higher priced dresses. Varner, in 1967, found the majority of the 50 respondents paid between $3.00 and $6.98 for a dress to be worn while working at home.

In 1968 two different studies, by Grey and Pieper, were done on the preferred price ranges of garments for the elderly, and in 1972, one was done by Walker. Pieper (1968) found the greatest percentage, 43.5 per cent, of the 46 respondents paid between $15.00 and $29.99 for a dress, with the next most frequent range being under $15.00 and then an equal percentage in the ranges of $30.00-44.99 and $45.00-59.99. The mean expenditure was $20.54. Both Grey (1968) and Walker (1972) investigated price ranges of different specified garments. Grey also compared the costs of the most and least liked garments but found no significant relationship. The averages reported by Grey's 160 respondents were: $44-55 for a coat, $10-13 for a jacket, $25-32 for an afternoon dress, $4-6 for a housedress, $12-18 for a skirt, $7 for slacks, $3 for a blouse, and $4-7 for a sweater. Walker (1972) found the greatest percentage of purchases of the 170 elderly respondents were in the price range of over $46 for a coat or suit, $16-30 for a church dress or pantsuit, $31-45 for a dressy dress (although a greater percentage said they never bought such, as was also the case with suits and pantsuits), and under $15 for a housedress, lingerie, or sleepwear.

In 1971 Richards' 52 elderly respondents said they planned to spend an average of approximately $25.00 for an everyday dress and $50 for a good dress. Story, in 1972, found the greater percentage of the 100 elderly respondents planned to spend less than $25 for a fall street dress. Social status and prices paid for garments were compared and a significant correlation was found with the higher social classes planning to spend more than $25.00 for the dress.

The above studies, for the most part, only reported the average range paid without any comparisons. Only a few studies alluded to comparisons of age, income, and employment. Francis (1971) compared the differences between 50 mothers and their college-age daughters on the prices paid for coats, suits, dressy dresses, skirts, and blouses. More was paid for all garment types by the mothers and these were significantly more for all types except skirts. Erickson (1968) found that the women between 25 and 64 years of age purchased more expensive clothing than did those between the ages of 18 and 24, although the older group bought fewer garments and spent less on total expenditures for clothing than did the younger group. Houston (1965) interviewed elderly women to determine if they had more money for clothing at their present age then when they were approximately 40 years of age. Over half of the respondents indicated that they now had more money for clothing than when they were younger and further that they paid more for their garments and purchased better garments than previously. Those who reported having less money available at their present age stated they purchased fewer garments but not less expensive ones.

Hargett, in 1963, found no relation between income and the amount of money spent on clothing. When asked how much they would pay for a dressy dress for summer, over 50 per cent of the 101 elderly respondents indicated between $16 and $25.

An extensive study in relation to price of garments was done by Snyder in 1966. The desired price range for an "all-occasion" or street dress was compared with the variables of age, marital status, employment, community size, clothing interest, and social activity. The results revealed a significant relationship between the desired price range for the dress and age, community size, social activity, and clothing interest, but no significant relationship with employment or marital status. The young women, aged 26-35, preferred the highest percentage of the under $15 range while the middle-aged women, the 46-55 year olds, preferred the lowest percentage in this range. The range between $16-30 was approximately evenly divided between the three age groups but in the over $30 price range a considerably larger percentage was chosen by the elderly, aged 66-75, as opposed to the young women. Community size revealed a considerably higher percentage of the over $30 range being selected by women living in cities of over 50,000 while the lowest percentage of dresses in this range was selected by women living in communities of under 5,000. As interest in clothing declined the selection of dresses in the least expensive price range increased. With respect to social activity the results showed that

> women with low degrees of social activity were more inclined than others to purchase dresses in the lowest-price range and fewer selected the middle-price range; however, those with low social

> activity and those with high social activity scores were both more strongly represented in the preference for the higher-priced garments than were those with medium amounts of social activity (Snyder, 1966, p. 101).

The majority of the studies cited, relative to price, have dealt with elderly women only and the price ranges they preferred for a specified garment. The preferred range, as stated from recall in these studies, and what is actually paid may be different. Furthermore, few studies have attempted to determine if price ranges paid for specified garments were related to age, employment status, income levels, race, rural/urban areas, or sections of the country.

III. SPECIFIC STATEMENT OF THE PROBLEM AND HYPOTHESES

Purpose

The purpose of this exploratory study was to determine how the observed choices for type of garments, color of garments, fiber content, form of fabric, and price paid for women's clothing were associated with or differed with the demographic variables of age, employment status of the female, income, race, rural/urban areas, and sections of the country. The ultimate purpose was to determine whether elderly women differed from women of three other age groups with respect to the five clothing attributes.

Theoretical Framework

Writers and observers of consumer behavior have maintained that both individuals and groups of individuals are influenced by many factors, such as their environment, their associations, their values, their social status, and the subcultures to which they belong. Due to these influences many people have assumed that there are differences in the clothing purchasing habits of women of different age groups, employment status, income levels, races, rural/urban areas, and sections of the country.

As to what has caused these assumed differences, various social, psychological, and economic theories have been advocated. Various theories are still developing and no general agreement has presently

been advanced for explaining differences of purchasing behavior due to the many factors and dimensions involved in such investigations. Some generally held beliefs which might account for the expected differences in reference to the demographic variables of interest in this study include the following. Elderly women are generally believed to be very conservative in dress and reluctant to accept changes; therefore, they would choose different attributes for their clothing than would women of other age groups. Women from different income levels are believed to have different life styles and values, thus necessitating different clothing attributes, as well as women from different races emphasize different values and purchase different types of products. Women from farms have a different style of life from those in large cities thus necessitating differing clothing attributes. It is assumed that women from different sections of the country would choose different clothing because of climate and life styles.

Although it is generally assumed that differences do exist, little empirical research has been done in relation to type of garments, color, fiber, form of fabric, or price range paid for garments to support these assumptions and to show where the differences are. Therefore, the intent of this research was to compare the stated clothing profiles with selected demographic variables for a descriptive analysis of the differences. No attempt was made to determine the causes of the differences.

Definition of Terms

The following terms have been selected as specific definitions for the purpose of this study.

Elderly women refers to women who are 65 years of age and above.

Form of fabric refers to the method by which the fabric was made, either knit or woven.

Mature women refers to women between the ages of 30 and 44.

Middle-aged women refers to women between the ages of 45 and 64.

Mix refers to the blend of the various components into a single compound for each of the attributes: garments, colors, fibers, forms of fabric, and price ranges.

Outer wear garments refers to those items of clothing which constitute the main outer apparel as seen by others. It includes dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts, but does not include coats, outer jackets, sweaters, swimwear, lingerie, night and lounge wear, accessories, shoes, and hosiery. Within this study the term "garments" will also be used to designate the same as outer wear garments and "less" will designate fewer in number.

Profile is used to describe the percentage of purchases which fall within each dimension of one of the attributes of interest. For example, the profile for color of garments consists of the percentage of purchases for each of the 20 color codes used.

Young women refers to women between the ages of 18 and 29.

Hypotheses Tested

Based upon the needs revealed by the review of literature the following hypotheses were specifically formulated for this study:

1. There is no significant difference in the type of garment mix of women within:

    a. Age groups.

    b. Employment status of the female.

    c. Income categories.

    d. Race.

    e. Rural/urban areas.

    f. Sections of the country.

2. There is no significant difference in the color mix of garments for women within:

    a. Age groups.

    b. Employment status of the female.

    c. Income categories.

    d. Race.

    e. Rural/urban areas.

    f. Sections of the country.

3. There is no significant difference in the fiber mix of garments for women within:

    a. Age groups.

    b. Employment status of the female.

    c. Income categories.

    d. Race.

e. Rural/urban areas.

f. Sections of the country.

4. There is no significant difference in the form of fabric mix of garments for women within:

a. Age groups.

b. Employment status of the female.

c. Income categories.

d. Race.

e. Rural/urban areas.

f. Sections of the country.

5. There is no significant difference in the price mix of garments for women within:

a. Age groups.

b. Employment status of the female.

c. Income categories.

d. Race.

e. Rural/urban areas.

f. Sections of the country.

All of the hypotheses in numbers 2-5 will be examined individually relative to the following garments: (a) dresses, (b) housedresses, (c) pantsuits, (d) suits, (e) blazers, (f) blouses, (g) shirts, (h) skirts, (i) slacks, (j) jeans, and (k) shorts.

Assumptions

Certain basic assumptions were projected for the purpose of this study. It was assumed that most women were reasonably able to find

clothing in the type of garment, color, fiber content, form of fabric, and price they desired. It was also assumed that purchases of clothing made during the two-year period of time studied reasonably reflected the buyer's preference and her present wardrobe. It was further assumed that the respondents accurately reported their purchases and were representative of the population of which they were a part and collectively representative of the women in the United States.

Scope and Limitations

In order to restrict the scope of the study, comparisons were made only on women's:

1. Outer wear garments;
2. Purchases of ready-to-wear garments;
3. Purchases made and reported during the years 1974 and 1975; and
4. Purchases bought for self-use only.

The major limitation was that analysis was made only on the ready-to-wear items purchased during the two-year period of time and thus in no way reflects what the situation might be for the entire wardrobe of the respondents. A further limitation was imposed by the types and categorization of information provided by the data source. Another limitation was the lack of strict controls on the product definitions as reported by the respondents; for example, one person may have reported a purchase as being a pantsuit while another person may have reported it separately as a pair of slacks, a blouse, and a jacket.

IV. PROCEDURE

This exploratory study was designed to analyze comparisons between profiles of type of garments, color of garments, fiber content, form of fabric, and price paid for women's clothing with various demographic variables. Special emphasis was placed on determining if elderly women differed from women of other age groups in terms of these clothing profiles.

Description of Data Source

The data were obtained from the National Consumer Panel which is collected by the Market Research Corporation of America (MRCA). "The National Consumer Panel is a research facility designed to produce estimates of household purchases and other information from a continuing and relatively fixed sample of consumer households (Market Research, 1974, p. 1)."

The Panel consists of 7,500 households, of which 800 are single-member households, with approximately 17 per cent of the households in the category of 65 years of age and over. The sample was and is always scientifically selected and stratified according to various demographic variables (geographic region, city size, household size, age of housewife, occupation, education, employment, race, income, number and ages of children, pets, religion, ethnic background) to correspond "as closely as possible, uniformly proportional (Market Research, 1972, p. 1)" to the latest report of the Bureau of Census. All states and

Washington, D. C. are included, with the exception of Hawaii and Alaska. Panel members do not include persons living in large boarding or rooming houses, dormitories, transient hotels, hospitals, and other institutions.

Each household submits, monthly, an extensive diary of all purchases. Clothing purchases are only one of many categories of purchases reported. A copy of the front page of the diary and pages revelant for recording apparel data used in this research project are included in Appendix A.

For each clothing purchase the Panel member reported the following types of information: date of purchase, type item purchased, wearer's age and sex, size, brand, whether imported, color or pattern, fiber content, form of fabric, stretch type, length of sleeves, skirt length, number of pieces in outfit, whether permanent or durable press, department where purchased, whether gift and/or sale item, age and sex of buyer, price, and store or catalog from which purchased. In addition each household's purchases is coded so that information is available on the various demographic variables for that family.

Categorization of the Sample

The sample included all women, 18 years of age and older, who were a part of the National Consumer Panel during the years 1974 and 1975. The demographic variables of age, employment status of the female, income, race, rural/urban areas, and sections of the country were selected on the basis of stated needs as found in the literature reviewed. The women within the Panel were categorized, for the

purposes of this study, in terms of these demographic variables as reviewed in the following sections.

Age Groups

The sample was divided into the following four categories for comparisons among age groups:

1. Young women--those women between the ages of 18 and 29 years.
2. Mature women--those women between the ages of 30 and 44 years.
3. Middle-aged women--those women between the ages of 45 and 64.
4. Elderly women--those women aged 65 and over.

Employment Status of the Female

The sample was divided into the following two categories for the purpose of employment status of the female:

1. Employed--those women who worked outside the home, either on a part-time or full-time basis.
2. Unemployed--those women who did not hold a job outside the home.

Income Levels

The sample was divided into the following four income levels:

1. Poverty--those households having a family income of $3,999 or less.
2. Modest income--those households with a family income between $4,000 and $9,999.
3. Medium income--those households with a family income between $10,000 and $19,999.
4. High income--those households with a family income of $20,000 or greater.

Race Categories

The sample was divided into the following two categories for the purpose of race classification:

1. Whites--all Caucasians.

2. Non-whites--not Caucasian.

Rural/Urban Areas

The sample was divided into the following three rural/urban areas:

1. Farm--those living on farms.

2. Small cities--those living in towns or cities with a population of less than 250,000.

3. Large cities--those living in cities with a population of more than 250,000.

Sections of the Country

The sample was divided into the following five sections of the United States, using the MRCA regions as shown in Figure 1:

1. Northeast--includes Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, Metropolitan New York, New Jersey, Pennsylvania, Maryland, Delaware, and Washington, D. C.

2. South--includes West Virginia, Virginia, Kentucky, Tennessee, North and South Carolina, Georgia, Alabama, Mississippi, Arkansas, Louisiana, and Florida.

3. North central--includes North and South Dakota, Minnesota, Wisconsin, Michigan, Ohio, Indiana, Illinois, Metropolitan Chicago, Iowa, Missouri, Nebraska, and Kansas.

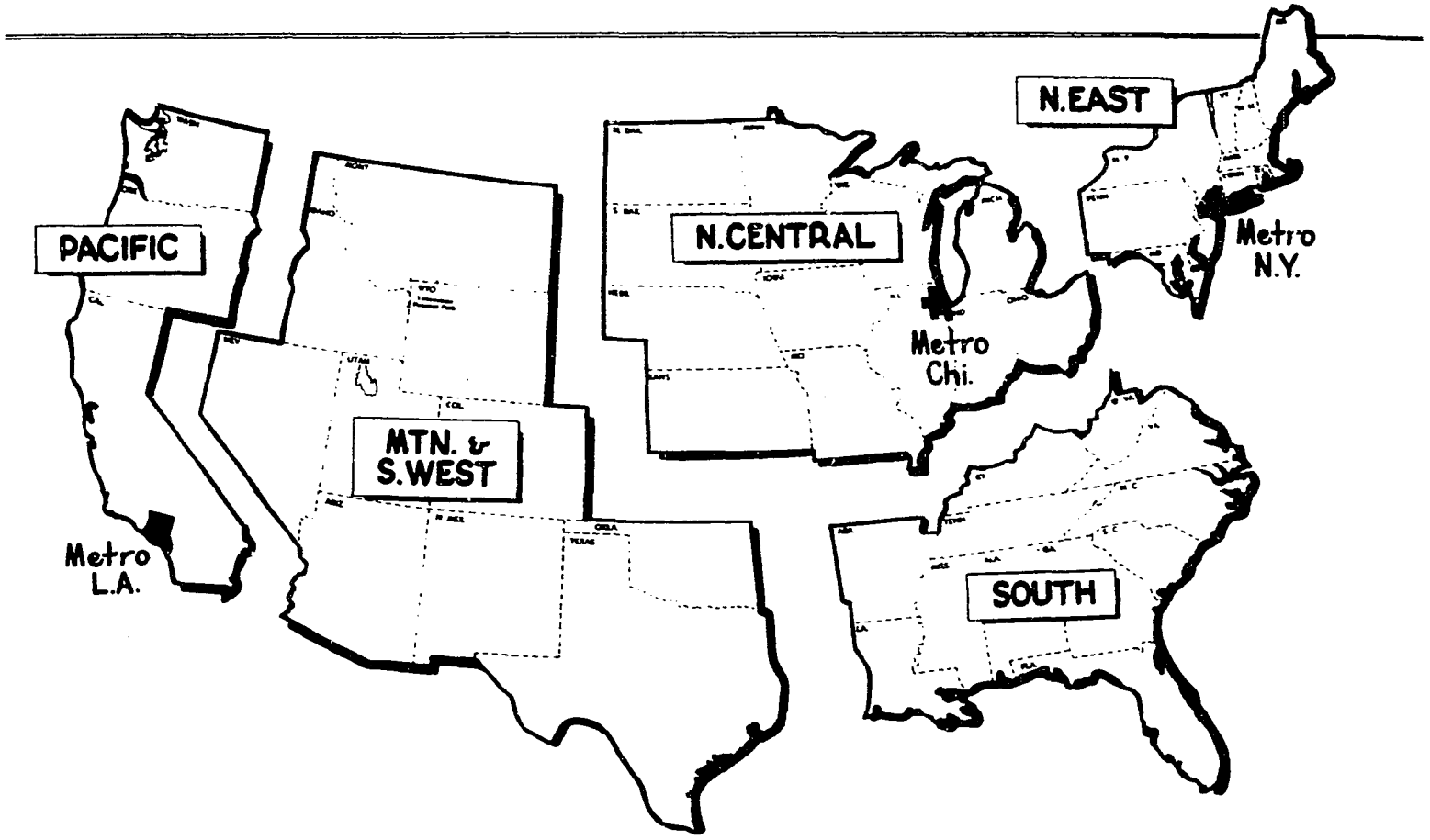

Figure 1. MRCA Regions

4. Mountain/southwest--includes Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico, Oklahoma, and Texas.

5. Pacific--includes Washington, Oregon, California, and Metropolitan Los Angeles.

Selection of Items of Apparel for Inclusion

Although it would have been interesting to have looked at all items of wearing apparel, it was not feasible within the limitations of this study. Therefore, the following eleven categories of outer wear garments were selected for inclusion in this study:

1. Dresses--included dresses such as street, sport, and maternity dresses, and jumpers. It did not include formal, cocktail, or graduation dresses.

2. Housedresses--included all types of housedresses, but not housecoats, robes, dusters, or bathrobes.

3. Pantsuits--included pant dresses, tunic and pants, uniform pantsuits, maternity pantsuits, and other pantsuits.

4. Suits--included all types of suits whether street, dress, or maternity.

5. Blazers--included blazers, sport coats, and shirt jackets.

6. Blouses--included blouses, over blouses, halters, midriffs, and maternity tops.

7. Shirts--included polo shirts, tee shirts, tank tops, sweat shirts, tennis shirts, maternity shirts, and other shirts.

8. Skirts--included all types of skirts.

9. Slacks--included pants or trousers, slacks, pedal pushers, toreador pants, culottes, and maternity pants.

10. Jeans--included jeans and overalls.

11. Shorts--included shorts, bermudas, jamaicas, tennis shorts, maternity shorts, and other shorts, not specified.

Excluded from the sample of garments were formal or cocktail dresses, sweaters, coats, outer jackets, swimwear, lingerie, night and lounge wear, accessories, shoes, and hosiery.

Selection of the Clothing Profiles

Each item of apparel involves many choices in relation to characteristics desired. The particular items which were singled out for comparison within this study on the basis of the review of literature included: (a) the type of outer wear garments, (b) the color of the garments, (c) the fiber content of the garments, (d) the form of fabric, whether knit or woven, and (e) the price ranges paid for the garments.

Statistical Analysis

The statistical tools which were utilized for analyzing the data included frequency distributions, multivariate analysis of variance (MANOVA), and a battery of t tests.

Since each of the different types of garments is not likely to be comparable in relation to the color, price, fiber, and even form of fabric it was decided that all of the statistical analyses would focus on each individual type of garment. Therefore, for each of the analyses

of clothing attributes investigated, individual computations were made for the eleven selected types of garments.

Frequency Distributions

The original data contained 52 different possible color codes, 17 different fiber codes plus any number of possible combinations of these fibers in blends, and as many different prices as were actually paid for the garments. The decision was made to make arbitrary but logical groupings of these codes. To aid in making these groupings a frequency distribution was done for each garment type being investigated, in order to determine what colors, fibers, and prices were predominant and should be retained. From these frequency distributions the number of color, fiber, and price codes were reduced by grouping those which showed up in lesser numbers together into compatible groupings.

Multivariate Analysis of Variance (MANOVA)

After the frequency distributions were finished and the smaller groupings made, the data were analyzed by means of the multivariate analysis of variance (MANOVA). The control variables were the demographic variables: age, employment status of the female, income, race, rural/urban areas, and sections of the country. The response variables were the clothing profiles: type of garments, color of garments, fiber content, form of fabric, and price range paid for women's garments.

Some women, for any number of reasons, purchase considerably more garments than others. Therefore, to use comparisons based only on the number of purchases within each of the control variables would likely

distort the true picture. Therefore, the input to MANOVA was the percentage of purchases for each household which fell within the various dimensions of each profile. These percentages constituted the various profiles. MANOVA was used to determine how the various demographic variables were associated with the various clothing profiles. Thus, MANOVA allowed the author to test whether the profiles associated with the different levels of a demographic variable were different after the effects of the remaining demographic variables had been removed. The MANOVA analysis, therefore, provided the means for testing each of the hypotheses presented in Chapter III.

Battery of t Tests

If the MANOVA analysis indicated that a certain control variable had a significant effect on the values taken on by a particular profile, then the obvious question became how did the control variable affect the response variable. To assist in answering this question a variety of statistical tools was considered. Ultimately a battery of t tests was selected. Some of the other statistical tools are known to produce lower error rates than the battery of t tests but because of the magnitude of the data these other tools would have required an excessive amount of time and computational costs. Therefore, the battery of t tests was determined to be the best procedure within the limitations of this research project. Further, in an attempt to reduce the possibilities of error due to chance, especially since a large number of t tests were calculated, the level of significance was set at a higher level, .01 or greater, for the battery of t tests.

The input to the battery of t tests was the percentage of all purchases which were associated with a particular demographic variable. These batteries of t tests were calculated for all possible pairs of values for each demographic variable for all garments. However, only those garments which were significant on the MANOVA analysis were included in the discussion of this thesis. Furthermore, in an attempt to reduce the size of the tables, only those subgroupings which revealed a significant difference on the t tests were included in the tables.

Significance Levels

For the MANOVA analysis the significant level was set at .05. For the battery of t tests the significance level was set at .01 in an attempt to reduce the possibilities of error by chance due to the large number of t tests calculated.

The different levels of significance used in interpreting the results were: .0001 or greater, .001 or greater, .01 or greater, and for the MANOVA analysis also, .05 or greater. Those results with a significance level of .0001 may have been even more highly significant since the computer prints only calculations to the .0001 level.

V. FINDINGS AND DISCUSSION

The findings and discussion are presented in four sections: (1) description of the sample; (2) results of the frequency distributions; (3) analysis of the differences between groups; and (4) findings related to the hypotheses.

Description of the Sample

The sample population used for this study was the 7,500 households which were a part of the National Consumer Panel of the Market Research Corporation of America (MRCA) during the years 1974 and 1975. All of the women, 18 years of age and older, who were a part of this Panel during these two years were included in the sample. The Panel is scientifically selected and stratified according to various demographic variables to correspond as closely as possible to the latest report of the Bureau of Census. A description of this Panel by the demographic variables of age, employment status of the female, income, race, rural/urban areas, and section of the country, is presented in Table 1.

Another way of describing the sample is in terms of the number of purchases made and reported by these women during the two-year period. The number and percentage of outer wear garment purchases for each of the demographic variables of interest in this study are included in Table 1.

TABLE 1

Distribution of National Consumer Panel and Purchases by Demographic Variables

Demographic variables	National Consumer Panel[1]		Purchases	
	Number	%	Number	%
Age Groups				
Young women (18-29)	1,245	16.6	17,715	24.25
Mature women(30-44)	1,957	26.1	19,097	26.14
Middle-aged (45-64)	2,978	39.7	28,957	39.64
Elderly (65+)	1,320	17.6	7,280	9.97
	7,500	100.0	73,049	100.0
Employment status of female				
Employed	2,625	35.0	32,165	44.03
Unemployed	4,875	65.0	40,884	55.97
	7,500	100.0	73,049	100.0
Income levels				
Under $3,000	457	6.1		
$3,000-- 5,999	990	13.2		
$6,000 - 9,999	1,477	19.7		
$10,000 - 14,999	1,913	25.5		
$15,000 +	2,663	35.5		
Poverty (under $4,000)			3,209	4.39
Modest ($4,000-9,999)			16,336	22.36
Medium ($10,000-19,999)			36,363	49.78
High ($20,000+)			17,141	22.47
	7,500	100.0	73,049	100.0
Race categories				
Whites	6,900	92.0	69,162	94.68
Non-whites	600	8.0	3,887	5.32
	7,500	100.0	73,049	100.0

Table 1 (continued)

Demographic Variables	National Consumer Panel[1]		Purchases	
	Number	%	Number	%
Rural/urban areas				
Under 2,500	1,328	17.7		
2,500 - 49,999	967	12.9		
50,000 - 499,999	1,260	16.8		
500,000 +	3,945	52.6		
Farm			2,614	3.58
Sm. City (under 250,000)			20,282	27.76
Lg. City (over 250,000)			50,153	68.66
	7,500	100.0	73,049	100.0
Sections of the country				
Mountain/southwest	832	11.1	6,499	8.90
North central	2,070	27.6	23,535	32.22
Northeast	2,003	26.7	22,553	30.87
Pacific	990	13.2	9,006	12.33
South	1,605	21.4	11,456	15.68
	7,500	100.0	73,049	100.0

[1] Figures taken from Freiwald, Gunter, "1974/1975 Classification of the National Consumer Panel," paper prepared by Design and Control, MRCA, January, 1975.

Data presented in Table 1 revealed that the women making up the 7,500 households purchased a total of 73,049 of the types of garments included in this study during 1974 and 1975. A comparison of the percentage of the households within the Panel and the percentage of the total outer wear garment purchases of interest by each demographic variable is given in the following sections under that particular demographic variable.

Age Groups

The breakdown by age groups revealed the largest percentage of the households, 39.7 per cent, to have women within the middle-aged group. These women also purchased almost identically the same percentage of the total purchases. The same held true with the next largest group, the mature women. The young women comprised 16.6 per cent of the Panel and the elderly women comprised 17.6 per cent. Although these two age groups were approximately equal in size, the data revealed that the young women purchased a considerably higher percentage, 24.25 per cent, of the total purchases while the elderly women purchased a considerably lower percentage with 9.97 per cent.

Employment Status of the Female

The unemployed women constituted the largest percentage of the Panel members with 65 per cent and they also purchased the largest percentage of the purchases. The employed female constituted 35 per cent of the Panel and purchased 44 per cent of the total purchases. The percentage of total purchases was higher for the employed than the percentage of women within the Panel, yet was still in alignment with more overall purchases being made by the unemployed.

Income Levels

A strict comparison of the income composition of the Panel and the income composition of the purchases can not be made, since the categories used by MRCA to report on the demographic characteristics of the Panel and those used by the author were different. MRCA uses categorical breakdowns to report the composition of the Panel, especially for comparison with the Census data; however, the actual purchases and demographic information on the families is reported in more precise detail so that different groupings could be made if desired.

The largest number of purchases, 49.78 per cent, was made by women in the medium income level. The high income level and the modest income level purchased 23.47 and 22.36 per cent respectively. The lowest percentage, 4.39 per cent, was purchased by the poverty level.

Race Categories

Ninety-two per cent of the Panel members were of the white race and purchased 94.68 per cent of the purchases. The nonwhites composed 8.0 per cent of the Panel and purchased 5.32 per cent of all the purchases. The nonwhites purchased a somewhat smaller percentage of the purchases than the percentage of households in the Panel.

Rural/Urban Areas

Again, as with income, a strict comparison of the households composition of the Panel and the number of purchases can not be made, since the author used different categories of rural/urban areas than MRCA used for reporting. The Panel was composed of the largest percentage of the households being from areas with populations of 500,000

and over, with the next largest from areas with populations of under 2,500.

The areas used by the author, revealed that the largest number of purchases were made by women living in large cities, making 68.66 per cent of the purchases. Women in small cities ranked next with 27.76 per cent of the purchases while women living on farms purchased the least with 3.58 per cent of the purchases.

Sections of the Country

The percentage of the households falling within each section of the country corresponded in the same rank order as the percentage of the total purchases. However, two sections of the country, the mountain/southwest and the south, purchased a smaller percentage of the total garments than the percentage of the households in the Panel within those areas.

The largest percentage of the households, 27.6 per cent, and the largest percentage of the purchases, 32.2 per cent, were by women living in the north central section of the country whereas those in the northeast section represented and purchased almost as many. The south and Pacific sections were next. The least number of households and purchases were of women living in the mountain/southwest section.

Results of the Frequency Distributions

A frequency distribution was calculated for each of the garments for the profiles of color, fiber, and price in an effort to reduce the number of possible dimensions within each of these profiles. The

results of these frequency distributions are discussed in the following sections.

Color Categories

From an original list of 52 different color categories reported by MRCA, the author, using the results of the frequency distributions (Table 2), combined those with smaller numbers with similar colors for a total of 20 colors which were then used in the MANOVA analysis. These 20 colors were: (1) black, (2) blue, (3) dark blue, (4) other blues including light blue and indigo, (5) brown including brown and bark, (6) greens including green, dark green, and lime, (7) gray, (8) maroon, (9) oranges including orange, burnt orange, coral, bittersweet, and chili, (10) pinks including pink, rose, flesh, and nude, (11) purples including purple and lavender, (12) red, (13) tans including tan, camel, ecru, beige, and egg shell, (14) whites including white and off white, (15) yellows including yellow, maize, gold, and banana, (16) miscellaneous colors including peach, aqua, turquoise, brass, rust, clear, and mixed solid colors, (17) geometric designs including plaids, stripes, and checks, (18) multi-colored including mixed colors, and print and mixed designs, (19) prints including prints, dots or flowers, and assorted patterns, and (20) not reported or designated.

For the purposes of the battery of t tests, further combinations of colors were necessitated. Therefore, any color with less than 4.5 per cent of the total was combined into the miscellaneous category. This broadened the miscellaneous category to also include black, other blues, browns, gray, maroon, oranges, pinks, purples, tans, and yellows.

TABLE 2

Distribution by Percentage of the Color of Garments Purchased

Color	Percent for subgroup	Percent for major group
Black		3.40
Blue		9.59
Dark blue		6.29
Other blues		1.22
Light blue	1.21	
Indigo	.01	
Brown		3.80
Greens		6.75
Green	6.62	
Dark green	.03	
Lime	.10	
Gray		.91
Maroon		.27
Oranges		1.48
Orange	1.40	
Coral	.08	
Pinks		3.07
Pink	2.62	
Rose	.40	
Flesh	.05	
Purples		.89
Purple	.78	
Lavendar	.11	
Red		4.57

Table 2 (continued)

Color	Percent for subgroup	Percent for major group
Tans		.33
Tan	.21	
Camel	.12	
Whites		8.83
White	1.75	
Off white	7.08	
Yellows		2.46
Yellow	2.44	
Gold	.02	
Miscellaneous colors		1.43
Aqua	.22	
Turquoise	.06	
Rust	.01	
Mixed solid	1.14	
Geometric designs		2.21
Plaids	.62	
Stripes	.65	
Checks	.94	
Multi-colored		17.45
Mixed colors	17.25	
Print and mixed designs	.20	
Prints		21.17
Prints	20.61	
Dots or flowers	.56	
Asst. patterns	.0	
Not designated		3.88
		100.00

The resulting colors used for the battery of t tests included: blue, dark blue, greens, red, whites, geometric designs, multi-colored, prints, and miscellaneous colors. These first eight colors accounted for 76.86 per cent of all the colors.

Fiber Content Categories

The original list of fibers reported by MRCA included 17 different fibers plus any number of possible combinations of these 17 in various blends. From the frequency distributions (Table 3), the author determined the following eight fiber content codes for inclusion in the MANOVA analysis: (1) acetate, (2) acrylic, (3) cotton, (4) cotton blends, (5) nylon, (6) polyester, (7) wool and wool blends, and (8) miscellaneous fibers including all other fibers not shown in the preceding fibers.

The computation of the t tests indicated there were not enough purchases in the categories of cotton blends, wool and wool blends, and miscellaneous fibers to make calculations. Thus, these blends were dropped from the t test analysis.

Price Range Categories

From the frequency distributions (Table 4) the author determined the following ten price ranges for inclusion in the study: (1) under $5.00, (2) $5.00-9.99, (3) $10.00-14.99, (4) $15.00-19.99, (5) $20.00-24.99, (6) $25.00-29.99, (7) $30.00-39.99, (8) $40.00-49.99, (9) $50.00-99.99, and (10) $100.00 and above.

TABLE 3

Distribution by Percentage for Fiber Content of Garments Purchased

Fiber	Percentage for subgroup	Percentage for major group
Acetate		4.41
Acrylic		4.20
Cotton		9.48
Cotton blends		2.16
Cotton/miscellaneous	.82	
Cotton/acetate	.08	
Cotton/polyester	1.26	
Nylon		7.26
Polyester		70.73
Wool and wool blends		.68
Miscellaneous fibers		1.08
Other man-made	.01	
Other natural	.06	
Rayon	1.00	
Olefin	.01	
		100.00

TABLE 4

Distribution by Percentage of the Price Range Paid for Garments Purchased

Price ranges	Percentage for subgroup	Percentage for major group
Under $5.00		20.69
$5.00 - 9.99		29.54
$10.00 - 14.99		19.33
$15.00 - 19.99		12.53
$20.00 - 24.99		5.60
$25.00 - 29.99		4.28
$30.00 - 39.99		4.15
$40.00 - 49.99		1.92
$50.00 - 99.99		1.80
$50.00 - 59.99	.86	
$60.00 - 69.99	.45	
$70.00 - 79.99	.27	
$80.00 - 89.99	.13	
$90.00 - 99.99	.09	
$100 and up		.16
$100.00 - 124.99	.08	
$125.00 - 149.99	.04	
$150.00 - 174.99	.02	
$175.00 - 199.99	.01	
$200.00 +	.01	
		100.00

Analysis of the Difference Between Groups

The data were analyzed in reference to five different clothing profiles: type of garments, color of garments, fiber content, form of fabric, and price range paid for garments. In addition, each of these was analyzed in relation to differences on six demographic variables: age, employment status of the female, income, race, rural/urban areas, and section of the country. Further delineation was made for each of the eleven types of garments being studied: dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts. The differences and/or similiarities are presented first under the clothing profile, then under the demographic variable in the following sections.

Type of Garments Profile

Age. MANOVA was used to ascertain if there was a significant difference in the choice of garment type when age was introduced as the variance. This analysis revealed that age was associated with a highly significant variation in the type of garments profile at the .0001 level. Table 5 shows the significant differences for the MANOVA analysis for the type of garments profile.

A battery of t tests was computed to ascertain where the differences were with respect to age. The significant differences for all possible comparisons of age and type of garments is given in Appendix B, Table A. The distribution of the means for the different age groups with reference to the type of garments is given in Table 6.

TABLE 5

Significant Differences for MANOVA Analysis of Demographic Variables and Clothing Profile: Type of Garments

Garment	Value of *F* approximation according to Hotelling-Lawley Trace					
	Age	Empl.status of female	Income	Race	Rural/urban areas	Section of country
All garments	48.59****	3.02***	4.77****	9.98****	0.87	3.03****

**** significant at $\leq$ .0001 level of probability
*** significant at $\leq$ .001 level of probability
** significant at $\leq$ .01 level of probability
* significant at $\leq$ .05 level of probability

TABLE 6

Distribution of the Means for Age Groups and Type of Garments

Garments	Means			
	Young	Mature	Middle-aged	Elderly
Dresses	.0991	.1090	.1633	.2890
Housedresses	.0010	.0026	.0095	.0323
Pantsuits	.0594	.0910	.1222	.1356
Suits	.0057	.0052	.0059	.0088
Blazers	.0176	.0265	.0247	.0191
Blouses	.2784	.2987	.3359	.2868
Shirts	.1711	.1457	.0987	.0628
Skirts	.0295	.0363	.0311	.0177
Slacks	.2043	.2026	.1705	.1327
Jeans	.0803	.0336	.0068	.0022
Shorts	.0536	.0488	.0313	.0130

Analyzing the means in Table 6 and the significant differences in Table A revealed that the percentage of total purchases for dresses, housedresses, and pantsuits increased as age increased, and each age group purchased a significantly higher percentage than the younger age group(s). The results that the elderly purchased more dresses and housedresses than all other age groups supported studies by Massey (1964), Richards (1971), and Tate and Glisson (1961). However, the results that the elderly purchased a significantly higher percentage of the pantsuits than all other age groups was in opposition to the findings of Story (1972) and Walker (1972) who found that elderly respondents in their study did not wear pantsuits to a very great degree.

The percentage of total purchases for suits increased with age after the mature age group with the elderly women purchasing a

significantly higher percentage than the mature women. This finding was in opposition to studies by Richards (1971) and Walker (1972) who found suits to be unpopular among their elderly respondents.

Both the percentage of purchases for blazers and blouses increased with age until the elderly group when the percentage decreased. The young women purchased a significantly lower percentage of the blazers and blouses than either the mature or the middle-aged women. The data revealed a highly significant difference between the middle-aged women and women of all other age groups for the percentage of blouses purchased, with the middle-aged women purchasing a larger percentage.

The percentage of purchases for skirts peaked with the mature women and then decreased with age. Significant differences were revealed for all age groups except the young and middle-aged women on the percentage of skirts purchased.

The percentage of purchases for shirts, slacks, jeans, and shorts decreased as age increased. Highly significant differences were revealed for all possible age groups for these garments. The one exception was that no signficant difference was found between the young and the mature women on the percentage of purchases for slacks.

Based upon the analysis of age and type of garments, the young women purchased a significantly higher percentage of the casual types of clothing such as shirts, slacks, jeans, and shorts, while the elderly women purchased a significantly higher percentage of the dresses, housedresses, pantsuits, and suits. Pantsuits were purchased in significantly higher percentages of the total purchases of the elderly

women than of any of the other age groups. These results indicated that the elderly women may not have purchased other types of casual pants in as great a percentage as the other age groups, but they purchased a greater percentage of the pantsuits. However, it should be noted that the percentage calculations were made by the number of total purchases--meaning that if only one garment, i.e.: a pantsuit, was bought by a household in that two-year period of time, it would be recorded as 100 per cent of the purchases were pantsuits.

Employment status of the female. MANOVA was used to ascertain if there was a significant difference in the type of garments profile for women who were employed versus those who were not employed outside the home. This analysis revealed that the employment status of the female was associated with a significant variation in the type of garments chosen by women. The employment status of the female was highly significant at the .001 level as shown in Table 5, page 55.

A battery of *t* tests was computed to ascertain the differences with respect to the employment status of the female. The distribution of the means and the significant differences are given in Table 7.

Analyzing the results in Table 7 revealed that the employed females had a significantly higher percentage of their purchases in pantsuits, blazers, blouses, and skirts, while the unemployed females had a higher percentage of their purchases in housedresses, shirts, and shorts. No significant differences were found on the percentage of purchases for dresses, suits, slacks, and jeans.

TABLE 7

Distribution of the Means and Significant Differences for Employment Status of the Female and Type of Garments

Garment	Means		t values
	Employed	Unemployed	
Housedresses	.0042	.0109	-10.6952***
Pantsuits	.1049	.0965	3.7367**
Blazers	.0249	.02]3	3.1507*
Blouses	.3141	.3021	3.4835**
Shirts	.1200	.1290	-3.6800**
Skirts	.0342	.0280	4.7370***
Shorts	.0349	.0430	-5.6974***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

Based upon this analysis the results suggested that the unemployed women made a greater percentage of their purchases in casual types of clothing while the employed women had a higher percentage of their purchases in so-called street clothing.

Income. MANOVA was used to ascertain if there was a significant difference in the choice of garment types when income was introduced as the variance. This analysis revealed that income was associated with a highly significant variation in the type of garments profile, at the .0001 level as shown in Table 5, page 55.

A battery of t tests was computed to ascertain where the differences were with respect to income levels. The significant differences for all possible combinations of income levels and type of garments is

given in Appendix B, Table B. The distribution of the means for the different income levels with reference to the type of garments is given in Table 8.

TABLE 8

Distribution of the Means for Income Levels and Type of Garments

	Means			
Garment	Poverty	Modest	Medium	High
Dresses	.2446	.1690	.1314	.1369
Housedresses	.0327	.0119	.0056	.0044
Pantsuits	.1128	.1038	.0930	.1096
Suits	.0059	.0048	.0056	.0079
Blazers	.0146	.0192	.0224	.0289
Blouses	.2767	.3011	.3089	.3157
Shirts	.0767	.1197	.1331	.1219
Skirts	.0209	.0238	.0311	.0383
Slacks	.1680	.1791	.1893	.1774
Jeans	.0215	.0295	.0344	.0278
Shorts	.0256	.0381	.0451	.0313

Analyzing the means in Table 8 and the significant differences in Table B revealed that the percentage of the purchases for dresses and housedresses decreased as income rose. All income levels were significantly different, at the .0001 level, from all other income levels except for no significant difference between the medium and high income levels.

The percentage of purchases for pantsuits decreased with income until the high income level when it increased slightly with the medium income level purchasing significantly less than all other levels. The

percentage of purchases for suits did not follow any definite pattern; however, the greatest percentage was purchased by the high income level which was significantly more than either the modest or medium income levels.

The percentage of purchases for blazers, blouses, and skirts all increased with income with the increase in skirts being highly significant between all levels after the poverty versus modest level. The percentage of purchases for shirts, slacks, jeans, and shorts also increased with income but only up to the high income level when it decreased. Major significant differences were: the high income level purchased significantly more blazers than all others, the poverty level purchased significantly less blouses and shirts than all other levels, and the medium income level purchased significantly more of the shirts, slacks, jeans, and shorts than all other income levels.

Based upon the analysis of income and type of garments, the casual types of garments increased with income up to the high income level. The high income level purchased a higher percentage of the dressier type of garments.

Race. MANOVA was used to ascertain if there was a significant difference in the type of garments profile for women when race was introduced as the variance. This analysis revealed that race was associated with a significant variation in the type of garments chosen by women at the .0001 level as shown in Table 5, page 55.

A battery of t tests was computed to ascertain the differences with respect to race. The distribution of the means and the significant differences are given in Table 9.

TABLE 9

Distribution of the Means and Significant Differences for Race Categories and Type of Garments

Garment	Means		t values
	Whites	Nonwhites	
Dresses	.1436	.1893	7.1132***
Pantsuits	.0982	.1348	6.5407***
Suits	.0057	.0116	3.4053**
Shirts	.1270	.0890	-8.0115***
Shorts	.0409	.0136	-13.5866***

*** $p \leq .0001$
** $p \leq .001$

Analyzing the means and significant differences in Table 9 revealed that women of the white race purchased a significantly greater percentage of the shirts and shorts than did the nonwhites. Nonwhites, however, purchased a significantly greater percentage of the dresses, pantsuits, and suits. No significant differences were noted for housedresses, blazers, blouses, skirts, slacks, and jeans.

These results suggested that the nonwhite women purchased a greater percentage of the street type garments while the white women purchased a greater percentage of the casual type garments.

Rural/urban areas. MANOVA was used to ascertain if there was a significant difference in the choice of garment types when three different rural/urban areas were introduced as the variance. This analysis revealed that there was no reason to suspect that variations in rural/urban areas were associated with women's choices for the type of garments purchased as shown in Table 5, page 55. Thus, the evidence

indicated that the types of garments purchased and worn were similar whether one lived on a farm, in a small city, or in a large city.

Sections of the country. MANOVA was used to ascertain if there was a significant difference in the type of garments profile for women when five different sections of the country were introduced as the variance. This analysis revealed that the section of the country was associated with a significant variation in the type of garments chosen by women, at the .0001 level, as shown in Table 5, page 55.

A battery of *t* tests was computed to ascertain the differences with respect to section of the country. The significant differences for all possible combinations of sections of the country and type of garments is given in Appendix B, Table C. The distribution of the means for the different sections of the country with reference to the type of garments is given in Table 10.

TABLE 10

Distribution of the Means for Sections of the Country and Type of Garments

	Means				
Garment	Mt/SW	N.C.	N.E.	Pacific	South
Dresses	.1485	.1419	.1427	.1355	.1683
Pantsuits	.1102	.0972	.0940	.1076	.1069
Suits	.0052	.0051	.0061	.0053	.0085
Blazers	.0212	.0288	.0182	.0228	.0211
Blouses	.3411	.2954	.3044	.3273	.3028
Shirts	.0969	.1325	.1336	.1205	.1120
Skirts	.0277	.0293	.0358	.0278	.0277
Slacks	.1796	.1850	.1874	.1871	.1711
Shorts	.0288	.0444	.0400	.0274	.0437

Analyzing the means in Table 10 and the significant differences in Table C revealed a significantly higher percentage of the purchases made by women living in the southern section of the country were for dresses and suits than women living in any other section of the country. However, they purchased a significantly lower percentage of slacks than women in any of the other sections. The percentage of purchases for pantsuits was significantly lower for women in both the northeast and the north central sections than all other sections. On the other hand, the women from the north central section purchased a significantly higher percentage of blazers than any other section, while the women in the northeast had a significantly higher percentage of skirts in their purchases than any other section. Women in both the mountain/southwest and Pacific sections had a significantly lower percentage of their purchases in shorts and a significantly higher percentage of their purchases in blouses than any other section. The greatest variation was with shirts with women in the mountain/southwest purchasing a significantly lower percentage than all other sections, while women in both the north central and the northeast sections purchased significantly more than all other sections.

Summarizing, the data revealed a significantly higher percentage of the purchases were for dresses and suits by women in the south, for blouses by women in the mountain/southwest and Pacific, for shirts by women in the north central and northeast, for blazers by women in the north central section, and for skirts by women in the northeast. On the other hand, a significantly lower percentage of the purchases were

for slacks by women in the south, for pantsuits by women in the north central and northeast, for shorts by women in the mountain/southwest and Pacific, and for shirts by women in the mountain/southwest.

Color of Garments Profile

Due to statistical computational problems it was not possible to include the battery of *t* tests for blouses relative to color choices. Thus, the discussion of color choices for blouses is missing in those places where the MANOVA analysis revealed a significant difference for color of blouses and the demographic variable of interest.

Age. MANOVA was used to ascertain if there was a significant difference in the colors chosen for different garments when four age groups were introduced as the variance. This analysis revealed that age was associated with a highly significant variation in the color choices of ten of the eleven garments investigated as shown in Table 11. Age was highly significant at the .0001 level for the color choices of pantsuits, blouses, shirts, and slacks; at the .001 level for the color choices of dresses; at the .01 level for the color choices of jeans and shorts; and at the .05 level for the color choices of housedresses, suits, and skirts. No significant effect was revealed on the color choices of blazers within the different age groups.

A battery of *t* tests was computed to ascertain where the differences were with respect to age. The significant differences for all possible comparisons of age and color choices for the different types of garments is given in Appendix C, Table D. The distribution of the means for age groups and color of garments is given in Table 12.

TABLE 11

Significant Differences for MANOVA Analysis of Demographic Variables and Clothing Profile: Color of Garments

Garment	Value of F approximation according to Hotelling-Lawley Trace					
	Age	Empl.status of female	Income	Race	Rural/urban areas	Section of country
Dresses	1.71***	0.81	1.65**	1.98**	1.57	1.37*
Housedresses	1.46*	1.04	1.00	0.67	1.16	0.90
Pantsuits	2.43****	1.79*	1.11	0.89	1.26	1.20
Suits	1.37*	1.21	1.56**	0.76	0.86	0.73
Blazers	1.30	1.33	1.34*	0.71	0.89	1.10
Blouses	3.59****	1.34	1.31	2.44***	2.77****	1.74***
Shirts	2.09****	0.85	0.94	1.06	0.61	1.10
Skirts	1.36*	0.77	0.93	0.85	1.24	1.15
Slacks	2.50****	1.04	0.81	1.30	2.61***	1.74****
Jeans	1.67**	1.20	1.02	1.64*	0.98	0.84
Shorts	1.59**	1.33	1.61**	3.23****	0.84	1.17

**** significant at ≤ .0001 level of probability
*** significant at ≤ .001 level of probability
** significant at ≤ .01 level of probability
* significant at ≤ .05 level of probability

TABLE 12

Distribution of the Means for Age Groups and Color of Garments

Color/ Garments	Means			
	Young	Mature	Middle-aged	Elderly
Blue				
Housedresses	.0	.0204	.1014	.0553
Pantsuits	.0978	.0823	.0653	.0486
Skirts	.0996	.1053	.0877	.0310
Slacks	.1235	.0967	.0841	.0932
Jeans	.4870	.4056	.4264	.5000
Shorts	.1570	.1310	.1047	.1158
Dark Blue				
Dresses	.0182	.0312	.0233	.0204
Greens				
Dresses	.0621	.0653	.0463	.0390
Pantsuits	.0817	.0702	.0574	.0648
Shorts	.0506	.0784	.0948	.0947
Red				
Housedresses	.0	.0612	.0254	.0085
Shirts	.0581	.0730	.0553	.0481
Shorts	.0748	.0988	.0562	.0526
Whites				
Dresses	.0370	.0418	.0315	.0228
Pantsuits	.0845	.0466	.0379	.0284
Shirts	.1333	.1733	.1843	.2319
Skirts	.0479	.0563	.1000	.1085
Slacks	.0563	.0659	.0748	.0828
Jeans	.0246	.0561	.0609	.0

Table 12 (continued)

Color/ Garments	Means			
	Young	Mature	Middle-aged	Elderly
Geometric designs				
Dresses	.0120	.0134	.0264	.0366
Housedresses	.0	.0816	.0507	.1106
Pantsuits	.0218	.0316	.0342	.0517
Suits	.0198	.0200	.0409	.0
Skirts	.0057	.0231	.0278	.0310
Slacks	.0224	.0186	.0269	.0207
Jeans	.0063	.0031	.0051	.0
Shorts	.0200	.0043	.0176	.0105
Multi-colored				
Dresses	.1829	.2209	.2545	.2543
Pantsuits	.2137	.2814	.3108	.3313
Suits	.2178	.3000	.3275	.3438
Shirts	.1369	.1222	.1193	.0875
Slacks	.1152	.1605	.1627	.1480
Jeans	.0204	.0640	.0558	.0625
Prints				
Dresses	.4285	.3477	.3981	.4292
Pantsuits	.2289	.2106	.2501	.2290
Suits	.3564	.2600	.2047	.2813
Shirts	.2217	.1722	.1637	.1554
Jeans	.0077	.0218	.0355	.0
Misc. colors				
Shirts	.0205	.0191	.0308	.0372
Jeans	.0288	.0312	.0203	.0
Shorts	.0253	.0193	.0209	.0

Analyzing the means in Table 12 and the significant differences in Table D revealed the percentage of women's purchases of blue pantsuits decreased with age, while the percentage of purchases of blue slacks and shorts also decreased with age, but only up to the elderly group. The percentage of blue skirts peaked at the mature age group and decreased with age thereafter. The young women purchased significantly more blue jeans than the mature women. The percentage of blue housedresses revealed a slightly different trend, in that the percentage of blue increased with age except for the elderly group when it decreased in percentage. Although the results revealed that the percentage of blue chosen for the majority of women's garments decreased with age, significant differences varied and were as follows. The percentages of blue pantsuits and skirts were purchased significantly less often by the elderly while the percentage of blue slacks purchased by the young women was significantly higher than all other age groups. The middle-aged women purchased significantly fewer blue shorts than the young but significantly more blue housedresses than the young and mature women. The elderly women purchased significantly more blue housedresses than the young women. These results suggested that basically blue was purchased in higher percentages by the young women which supports the findings of Gritz (1963) and Hoffman (1956) but was in opposition to Snyder's (1966) findings that blue was preferred significantly more by the elderly.

For the color dark blue the only garment which revealed a significant difference was dresses. Dark blue dresses were purchased

significantly more by the mature women than either the young or elderly women.

The percentage of green chosen for dresses peaked with the mature women and decreased with age thereafter. The only significant differences were the elderly who purchased significantly fewer green dresses than either the young or mature women and the middle-aged women purchased fewer than the mature women. Contrasted with dresses was shorts, in that the percentage of green chosen for shorts increased with age except for the elderly group, with the young purchasing significantly fewer than the middle-aged women. Green pantsuits did not follow any trend but were selected in significantly higher percentages by the young than the middle-aged women. These results indicated that preferences for green dresses decreased with age while the preferences for green shorts increased with age.

With the color red the significant differences were with the middle-aged women. They purchased significantly more red housedresses than the young but significantly fewer red shirts and shorts than the mature women.

The color white revealed more highly significant differences among the age groups than any other color investigated. The percentage of purchases for white shirts, skirts, and slacks increased with age. Purchases of white jeans also increased with age except for the elderly group. Purchases of white dresses peaked in popularity with the mature women and decreased with age thereafter. Major significant differences were as follows: young women purchased greater percentages of white

pantsuits but lower percentages of white shirts than women of all other age groups; lower percentages of white jeans than the mature or elderly women; lower percentages of white slacks and skirts than the middle-aged women; and lower percentages of white slacks than the elderly. Elderly women purchased lower percentages of the white jeans than all other age groups and lower percentages of white dresses than the mature women while the mature women purchased lower percentages of white skirts than the middle-aged women. These results indicated that basically the preferences for white decreased with age for dresses and pantsuits but increased with age for shirts, skirts, slacks, and jeans. Also, these results were more highly significant than the results for all other colors investigated.

The choice of the percentage of geometric designs increased with age for dresses, pantsuits, and skirts. The percentage of geometric designs for suits increased with age for all groups except the elderly. The other garments did not show any pronounced trends, rather had one age group purchasing significantly more or less than some other group. Major significant differences were as follows. Both the elderly and middle-aged women purchased greater percentages of the geometric designed dresses than either the young or mature women and more geometric designed housedresses than the young women. Elderly women also purchased greater percentages of the geometric designed pantsuits than the young women but a lower percentage of the geometric designed suits than the middle-aged women.

For multicolored garments, the *t* tests revealed the percentage of purchases for multicolored shirts decreased with age, but the percentage of multicolored pantsuits increased with age, and multicolored dresses increased with age to the elderly group. The percentage of multicolored slacks and jeans did not follow any consistent pattern, rather had one group purchasing significantly more or less than another group. Major significant differences were noted in that the young and mature women purchased significantly less multicolored dresses and pantsuits than all other age groups and the young women also purchased significantly fewer multicolored shirts, slacks, and jeans than all other age groups.

For print garments, the *t* tests revealed that the mature women purchased the lowest percentage of both print dresses and pantsuits. This was significantly fewer dresses than all others and fewer pantsuits than the middle-aged women. The percentage of purchases of print shirts decreased with age, with the young women purchasing significantly more than all others. The percentage of print suits decreased with age except for the elderly group with the young women purchasing significantly more than the middle-aged women. Print jeans, however, increased with age except for the elderly women who purchased significantly fewer than all others.

The *t* tests for miscellaneous colors revealed that significant differences were noted only on shirts, jeans, and shorts. Shirts were purchased significantly less by the mature women than by the middle-aged women while both miscellaneous colored jeans and shorts were selected significantly less by the mature women than the elderly women.

Based upon the analysis of the t tests for color versus age, the most significant differences were as follows: the geometric designs and multi-colored garments both tended to increase with age; white shirts, skirts, and slacks increased with age while white dresses and pantsuits decreased with age; both blue and green garments tended to be purchased in greater percentages by the young. These results were in opposition to McInnis and Shearer (1964) and Sales (1968) who found no significant differences due to age and color preferences.

Employment status of the female. MANOVA was used to ascertain if there was a significant difference in the color choices of women who were employed versus those who were not employed outside the home. The only garment which revealed a significant difference with respect to color choice and employment status of the female was pantsuits, at the .05 level of significance, as shown in Table 11, page 66.

A battery of t tests was computed for pantsuits to ascertain where the differences in color choices were with respect to the employment status of the female. The only significant difference was in the greater selection of white pantsuits by the employed female. This was highly significant at the .0001 level as shown in Table 13.

These results indicated that the employment status of the female had no effect upon the colors purchased for garments except for pantsuits. Further, the colors purchased for pantsuits were significantly different for white only. These results tended to support the findings of Snyder (1966) who found no significant difference with respect to the employment status of her respondents and their choice of a color

for summer. However, she did find a difference for the choices of a color for winter, with the employed preferring black and the unemployed navy. The present study does not support this latter finding; however, season of the year was not controlled.

TABLE 13

Distribution of the Means and Significant Differences for Employment Status of the Female and Color of Garments

Color/Pantsuits	Means		t values
	Employed	Unemployed	
Whites	.0557	.0365	3.8818***

*** $p \leq .0001$

Income. MANOVA was used to ascertain if there was a significant difference in the color choices of women for different garments when income was introduced as the variance. This analysis revealed that income was associated with a significant variation in the color choices of four of the eleven garments investigated. Income was associated with the color choices of women for dresses, suits, and shorts at the .01 level of significance and for blazers at the .05 level of significance. None of the remaining seven garments showed any significant effect of income on the choice of color for those garments as shown in Table 11, page 66.

A battery of t tests was computed to ascertain where the differences were with respect to income. The significant differences for all

possible comparisons of income levels and color choices for the different types of garments is given in Appendix C, Table E. The distribution of the means for the income levels and color of garments is given in Table 14.

Analyzing the means in Table 14 and the significant differences in Table E revealed that differences did not follow any specific trend, but rather showed isolated differences and striking contrasts on color choices for different garments. Analyzing the results in terms of the colors, the results showed the following: blue suits were purchased least by the poverty level being significantly less than the medium income level; green blazers were purchased in the lowest percentages by the modest income level being significantly less than the medium income level; red shorts were purchased in the lowest percentages by the poverty level being significantly less than the modest and medium income levels; white dresses rose with income with the poverty level purchasing significantly less than all other income levels and the modest income level purchased significantly less than the high income level; white suits were purchased in lower percentages by the poverty level, being significantly less than the medium income level; geometric designed dresses were purchased in greater percentages by the poverty and modest income levels, both being significantly more than the high income level, and the modest income level significantly more than the medium income level; multicolored suits were purchased in lower percentages by the modest income level, being significantly less than the medium income level; print suits were purchased in greater percentages

TABLE 14

Distribution of the Means for Income Levels and Color of Garments

Color/ Garment	Means			
	Poverty	Modest	Medium	High
Blue				
Suits	.0	.0256	.0690	.0294
Greens				
Blazers	.0638	.0541	.1005	.0788
Red				
Shorts	.0244	.0820	.0768	.0745
Whites				
Dresses	.0127	.0279	.0343	.0418
Suits	.0	.0385	.0345	.0367
Geometric designs				
Dresses	.0344	.0319	.0209	.0153
Multicolored				
Suits	.3158	.1667	.3645	.2721
Prints				
Suits	.1579	.3974	.2562	.2132
Misc. colors				
Blazers	.0	.0191	.0294	.0363

by the modest income level, being significantly more than the high income level; and miscellaneous colored blazers were purchased in significantly lower percentages by the poverty level than by either the medium or high income levels. These results do not coincide with the findings of McInnis and Shearer (1964) who found the lower classes preferred the warm colors.

Looking at the results in terms of the particular types of garments, the results showed the differences for dresses were in the choices of white and geometric designs. As the income level increased so did the percentage of purchases of white dresses, while the reverse was true for geometric designs. Thus, these results suggested that for dresses, white was associated with greater wealth, while geometric designs were associated more frequently with lower incomes. For shorts the significant difference was for the choice of red shorts more often by the modest and medium income levels than by the poverty level. For suits the significant difference was in the medium income level in the purchase of more white suits than the poverty level and more multicolored and print suits than the modest income level. For blazers the results showed the significant difference to be in the poverty level, in the purchase of fewer miscellaneous colored blazers than the medium and high income levels.

Race. MANOVA was used to ascertain if there was a significant difference in the color choices of women when race was introduced as the variance. This analysis revealed that race was associated with a highly significant variation in the color choices of shorts at the

.0001 level, of blouses at the .001 level, and for dresses at the .01 level. None of the remaining eight garments revealed any significant differences due to race and the color choices for those garments, as shown in Table 11, page 66.

Since race revealed a significant difference for only a few garments, and due to computational problems, the battery of *t* tests was not calculated for race and color of garments.

Rural/urban areas. MANOVA was used to ascertain if there was a significant difference in the color choices of women for different garments when rural/urban areas were introduced as the variance. This analysis revealed that rural/urban areas were associated with a highly significant variation in the color choices of blouses at the .0001 level and of slacks at the .001 level. None of the remaining nine garments revealed any significant differences due to rural/urban areas and the color choices for those garments, as shown in Table 11, page 66.

As noted at the beginning of the color of garments profile, *t* tests for blouses were not calculated; therefore, the battery of *t* tests for rural/urban areas was calculated for slacks only. Analyzing the results revealed the only significant difference was that women living in large cities purchased a significantly lower percentage of the multi-colored slacks than those living in small cities, as shown in Table 15. None of the other colors revealed any significant difference.

Based on the analysis of rural/urban areas it would appear that the fact of farm, small city, or large city had little or no influence on the color choices women make for their garments. This was in

agreement with Snyder (1966) who found no significant difference with respect to color choices and community size.

TABLE 15

Distribution of the Means and Significant Differences for Rural/Urban Areas and Color of Garments

Color/Slacks	Means			t values		
	Farm	Sm.city	Lg.city	Farm vs. Sm.city	Farm vs. Lg.city	Sm.city vs. Lg.city
Multicolored	.1867	.1640	.1397	1.1929	2.5505	-3.4507**

** $p \leq .001$

Sections of the country. MANOVA was used to ascertain if there was a significant difference in the colors chosen for different garments when five different sections of the country were introduced as the variance. This analysis revealed that section of the country was associated with a significant variation in the colors purchased for slacks at the .0001 level, for blouses at the .001 level, and for dresses at the .05 level. None of the remaining eight garments investigated showed any significant effects associated with the section of the country on women's choices for color within those garments, as shown in Table 11, page 66.

A battery of t tests was computed for slacks and dresses to ascertain where the differences were with respect to section of the country and color choices for those garments. The significant differences for

all possible comparisons of sections of the country and color choices for slacks and dresses is given in Appendix C, Table F. The distribution of the means for sections of the country and color of slacks and dresses is given in Table 16.

Analyzing the means in Table 16 and the significant differences in Table F revealed the following significant differences. Blue slacks were purchased in the greatest percentages by women in the Pacific which were significantly more than the north central section. Dark blue dresses were purchased in the lowest percentages by women in the Pacific which were significantly less than the north central and south. Green dresses were purchased in greater percentages by women in the south and significantly more than the mountain/southwest. Red slacks were purchased in lower percentages by women in the northeast and significantly less than the north central. White slacks were purchased least by women in the northeast and significantly less than the Pacific and south. Multicolored dresses were purchased significantly more by women in the mountain/southwest than by the north central and northeast while women in the northeast purchased the least and significantly less than the south. Multicolored slacks were purchased significantly less by women in the Pacific than in all other sections.

The greatest significant differences were in the selection of prints. Print dresses were selected significantly more by women in the northeast and Pacific than by the mountain/southwest and south, while women in the north central section purchased significantly more than the mountain/southwest or south. Print slacks were selected

TABLE 16

Distribution of the Means for Sections of the Country and Color of Garments

Color/ Garment	Means				
	Mt/SW	N.C.	N.E.	Pacific	South
Blue					
Slacks	.0969	.0933	.0980	.1175	.0994
Dark blue					
Dresses	.0207	.0248	.0236	.0131	.0285
Greens					
Dresses	.0383	.0506	.0491	.0525	.0612
Red					
Slacks	.0651	.0650	.0502	.0582	.0653
Whites					
Slacks	.0779	.0655	.0584	.0790	.0776
Multicolored					
Dresses	.2922.	.2285	.2122	.2467	.2547
Slacks	.1620	.1530	.1451	.1151	.1643
Prints					
Dresses	.3254	.3938	.4470	.4295	.3475
Slacks	.0626	.0859	.0790	.0629	.0923
Misc. colors					
Dresses	.0238	.0242	.0217	.0123	.0156

significantly more by women in the south than the mountain/southwest or Pacific; more by women in the mountain/southwest than the north central; and least by women in the Pacific and significantly less than the north central and south sections. Miscellaneous colored dresses were selected significantly less by women in the Pacific section than by the north central section.

Based upon the analysis of color of garments and section of the country, the women living in the Pacific section were most different in that they purchased significantly less multicolored and print slacks and dark blue and miscellaneous colored dresses but purchased more blue slacks and print dresses. The women in the south ranked second in order of differences in that they purchased significantly more green dresses but less miscellaneous colored dresses and print slacks.

Fiber Content Profile

Age. MANOVA was used to ascertain if there was a significant difference in the fiber content profile when four different age groups were introduced as the variance. This analysis revealed that age was associated with a significant variation in the fiber content profile. This is evidenced by the fact that the *F* ratio was highly significant at the .0001 level for dresses, pantsuits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts. Neither housedresses nor suits were significant in relation to fiber content and age. A summary of the significant differences for the MANOVA analysis for fiber content is shown in Table 17.

TABLE 17

Significant Differences for MANOVA Analysis of Demographic Variables and Clothing Profile: Fiber Content of Garments

Garment	Value of F approximation according to Hotelling-Lawley Trace					
	Age	Empl.status of female	Income	Race	Rural/urban areas	Section of country
Dresses	5.16****	0.90	1.25	1.11	1.96	3.28****
Housedresses	1.44	1.56	0.96	0.82	0.55	0.90
Pantsuits	6.19****	2.57*	1.44	1.11	1.69	2.24***
Suits	1.20	0.98	0.89	1.29	0.63	0.65
Blazers	3.48****	1.97	0.98	1.28	1.28	1.65*
Blouses	13.74****	2.84**	1.23	4.13***	4.20***	6.05****
Shirts	16.32****	0.72	0.92	1.83	2.38*	2.65****
Skirts	5.94****	0.69	0.86	1.09	2.37*	1.83**
Slacks	19.52****	1.45	1.94**	1.73	3.71***	3.75****
Jeans	3.72****	0.74	1.43	1.07	1.12	1.51
Shorts	7.22****	1.87	0.56	1.70	1.58	1.36

**** significant at $\leq .0001$ level of probability
*** significant at $\leq .001$ level of probability
** significant at $\leq .01$ level of probability
* significant at $\leq .05$ level of probability

A battery of t tests was computed for those garments which MANOVA revealed to be significantly different to ascertain where the differences in fiber choices were with respect to age. The significant differences are given in Appendix D, Table G. The distribution of the means for age and the fiber choices is given in Table 18.

Analyzing the means in Table 18 and the significant differences in Table G revealed a significant difference in the percentage of acetate dresses and blouses purchased by the young and middle-aged women. The percentage of acetate chosen for both garments decreased with age except for the elderly group when it increased slightly. Young women purchased a significantly higher percentage of the acetate dresses than all other age groups while the middle-aged women purchased a significantly lower percentage than the elderly women and a lower percentage of the acetate blouses than either the young or mature women.

The percentage of acrylic dresses and jeans decreased with age and acrylic shirts and blouses decreased with age except for the elderly group when it increased slightly, while acrylic slacks and shorts peaked with the mature women and decreased with age thereafter. Acrylic pantsuits did not follow any pronounced trend and the only significant difference was the mature women purchased a higher percentage than the middle-aged women. Major significant differences revealed the young women purchased more acrylic dresses and blouses than the other age groups, more acrylic shirts than the middle-aged women; and more acrylic jeans than the middle-aged or elderly; however, they purchased less acrylic slacks than the mature women.

TABLE 18

Distribution of the Means for Age Groups and Fiber Content

Fiber/ Garment	Means			
	Young	Mature	Middle-aged	Elderly
Acetate				
Dresses	.1783	.0930	.0857	.1092
Blouses	.0857	.0770	.0637	.0741
Acrylic				
Dresses	.0545	.0244	.0162	.0140
Pantsuits	.0399	.0490	.0313	.0406
Blouses	.0332	.0190	.0179	.0203
Shirts	.0734	.0574	.0484	.0608
Slacks	.0679	.0842	.0787	.0752
Jeans	.0058	.0048	.0	.0
Shorts	.0054	.0087	.0022	.0
Cotton				
Dresses	.0780	.0590	.0456	.0446
Pantsuits	.0748	.0294	.0142	.0086
Blazers	.1439	.0714	.0145	.0072
Blouses	.1386	.0494	.0284	.0188
Shirts	.2720	.1556	.0701	.0203
Skirts	.1950	.0790	.0355	.0826
Slacks	.1644	.0539	.0166	.0097
Jeans	.8063	.6888	.6146	.5000
Shorts	.2489	.1162	.0367	.0316
Nylon				
Dresses	.0390	.0280	.0280	.0426
Blouses	.1974	.2112	.1928	.2051
Shirts	.1581	.1980	.2130	.2365
Skirts	.0270	.0046	.0142	.0083
Slacks	.0165	.0303	.0480	.0634
Jeans	.0051	.0065	.0052	.0
Shorts	.1739	.2334	.2339	.2526

Table 18 (continued)

Fiber/ Garment	Means			
	Young	Mature	Middle-aged	Elderly
Polyester				
Dresses	.6204	.7611	.7903	.7615
Pantsuits	.8012	.8487	.8734	.8824
Blazers	.7474	.8163	.8755	.8696
Blouses	.5026	.6069	.6607	.6520
Shirts	.4260	.5236	.5969	.6081
Skirts	.5477	.6915	.7512	.6198
Slacks	.6984	.7926	.8317	.8163
Jeans	.1471	.2674	.3125	.1875
Shorts	.5174	.5896	.6670	.6632

The percentage of purchases which were for cotton revealed the greatest significant differences with respect to age. The percentage of the purchases which were for cotton decreased with age for dresses, pantsuits, blazers, blouses, shirts, slacks, jeans, and shorts. Cotton skirts decreased with age except for the elderly group. The young women purchased a significantly higher percentage of these cotton garments than did women of the other age groups. Also, the mature women purchased a significantly higher percentage than the middle-aged or elderly women for all garments except dresses, skirts, and jeans. Even the middle-aged women purchased significantly more cotton blouses and shirts than did the elderly. Thus, the evidence indicated that the percentage of cotton purchases was greatest for the young and decreased as women aged. This supported findings by both Snyder (1966) and a research project carried out in the Northeast Region in 1963 (reported

Ryan, 1966) who found that cotton was preferred significantly more often by the younger women than by the older women.

The percentage of purchases of nylon garments did not follow any definite or pronounced pattern except for shirts, slacks, and shorts which all increased as age increased. Significant differences were as follows: nylon dresses were purchased more by the elderly than by the middle-aged; nylon blouses less by the middle-aged than the mature; nylon shirts less by the young than all other age groups; nylon skirts less by the mature than the young; nylon slacks less by both the young and mature than the other age groups; nylon jeans less by the elderly than the young; and nylon shorts less by the young than the mature or middle-aged women.

The percentage of the women's purchases which were for polyester, as for cotton, revealed greater significant differences than did the other fibers in this study. Polyester followed almost the opposite trend as cotton; that is, while the percentage of cotton garments decreased with age, polyester garments increased with age. Polyester pantsuits and shirts increased with age through the elderly group, while all the other garments increased with age up to the elderly group. Significant differences were as follows: the young women purchased a lower percentage of all of the polyester garments than the women of the other age groups with the exception of not purchasing significantly more polyester skirts and jeans than the elderly or polyester blazers than the mature; the mature women purchased a lower percentage of the polyester garments except pantsuits, skirts, and

jeans than the middle-aged women and a lower percentage of polyester blouses and shirts than the elderly; and the elderly purchased a lower percentage of polyester skirts than the middle-aged women.

Based upon the analysis of fiber content and age, it appeared that although polyester was the most frequently preferred fiber choice for all age groups, the percentage of the total purchases which were for polyester increased with age to the elderly age group. The opposite trend was true for cotton where the percentage of total purchases for cotton decreased with age. The young women also tended to prefer acrylic significantly more and acetate dresses and blouses more.

These results supported research by Richards (1971) who found that elderly respondents preferred polyester and research by Coyle (1963) and Dorsey (1960) who found more synthetic fibers than cotton in the elderly respondents wardrobes.

Employment status of the female. MANOVA was used to ascertain if there was a significant difference in the fiber content profile of women when the employment status of the female was introduced as the variance. This analysis revealed that there was little reason to suspect that variations in employment were associated with women's choices of fiber content. This is evidenced by the fact that only blouses, at the .01 level, and pantsuits, at the .05 level, were significant. None of the remaining nine garments investigated showed any significant effect associated with the employment status of the female as shown in Table 17, page 83.

Although MANOVA revealed a significant difference for employment status of the female and fiber content for pantsuits and blouses, when the battery of *t* tests was analyzed, no significant differences were revealed. Thus, it appeared that the employment status of the female did not have much, if any, effect on the fiber profile of women for the garments investigated. This supports research by Snyder (1966) who found no significant difference with reference to the employment status of the respondents and their choice of fiber for either winter or summer wear.

Income. MANOVA was used to ascertain if there was a significant difference in the fiber content profile when four different income levels were introduced as the variance. This analysis revealed that there appeared to be little reason to suspect that variations in the income level were associated with women's choices of fiber within their garments, except for slacks. This is evidenced by the fact that the *F* ratio for slacks was significant at the .01 level while none of the remaining ten garments investigated showed any significant effect as shown in Table 17, page 83.

A battery of *t* tests was computed for slacks to ascertain where the differences in fiber choices were with respect to income levels. The significant differences are given in Appendix D, Table H. The distribution of the means for income levels and the fiber choices of slacks revealing a significant difference is given in Table 19.

Analyzing the means in Table 19 and the significant differences in Table H revealed the greatest significant difference was with nylon

which decreased as income increased. High income level women purchased significantly less nylon slacks than the poverty and modest income levels and medium income level women purchased significantly less than the poverty and modest income levels. Other significant differences were that women in the high income level purchased a lower percentage of cotton slacks than either the modest or medium income levels and a lower percentage of the acetate slacks than the medium income level but they purchased a greater percentage of the polyester slacks than the modest income level. Overall, women in the high income level preferred polyester slacks.

TABLE 19

Distribution of the Means for Income Levels and Fiber Content

Fiber/ Slacks	Means			
	Poverty	Modest	Medium	High
Acetate	.0115	.0057	.0072	.0034
Cotton	.0557	.0719	.0714	.0513
Nylon	.0671	.0485	.0323	.0250
Polyester	.7735	.7720	.7824	.7999

Race. MANOVA was used to ascertain if there was a significant difference in the fiber content profile when race was introduced as the variance. This analysis revealed that there appeared to be little reason to suspect that variations in race were associated with women's choices of fiber content within their garments except for blouses.

This is evidenced by the fact that the F ratio for blouses was significant at the .001 level while none of the remaining ten garments showed any significant effect as shown in Table 17, page 83.

A battery of t tests was computed for blouses to ascertain where the differences in fiber choices were with respect to race. The distribution of the means and the significant differences for race and fiber choices of blouses revealing a significant difference of .01 or greater is given in Table 20.

TABLE 20

Distribution of the Means and Significant Differences for Race Categories and Fiber Content

Fiber / Blouses	Means		t values
	Whites	Non-whites	t values
Nylon	.1967	.2549	4.2815***
Polyester	.6165	.5228	-6.0050***

*** $p \leq .0001$

Analyzing the means and significant differences in Table 20 revealed that the significant differences were with the choices of polyester and nylon. The percentage of polyester blouses was significantly higher for the white women while the percentage of nylon blouses was significantly higher for the non-white women. Both of these was highly significant at the .0001 level.

Rural/urban areas. MANOVA was used to ascertain if there was a significant difference in the fiber content profile when three rural/urban areas were introduced as the variance. This analysis revealed that variations in the rural/urban areas were associated with the choices of fiber content in blouses and slacks at the .001 level and for shirts and skirts at the .05 level. None of the remaining seven garments investigated showed any significant effect associated with rural/urban areas on women's fiber content profile as shown in Table 17, page 83.

A battery of t tests was computed to ascertain where the differences in the fiber choices of blouses, slacks, shirts, and skirts were with respect to rural/urban areas. The significant differences for all possible combinations are given in Appendix D, Table I and the distribution of the means is given in Table 21.

Analyzing the means and significant differences revealed the percentage of acetate blouses increased from farm tc small city to large city with women in the large cities purchasing significantly more than the others. Both acetate skirts and slacks were purchased in significantly lower percentages by women on farms than women in either small or large cities.

The percentage of acrylic blouses increased from farms, to small cities, to large cities with the women in large cities purchasing significantly more than those on farms. Both acrylic shirts and slacks were purchased in greater percentages by women in large cities than those in small cities.

TABLE 21

Distribution of the Means for Rural/Urban Areas and Fiber Content of Garments

Fiber/ Garment	Means		
	Farm	Sm.cities	Lg.cities
Acetate			
Blouses	.0413	.0609	.0791
Skirts	.0	.0279	.0223
Slacks	.0	.0060	.0066
Acrylic			
Blouses	.0100	.0184	.0237
Shirts	.0613	.0481	.0648
Slacks	.0725	.0650	.0824
Cotton			
Blouses	.0463	.0483	.0606
Shirts	.1226	.1302	.1743
Skirts	.0816	.0506	.1032
Slacks	.0615	.0554	.0710
Nylon			
Blouses	.1375	.1807	.2103
Shirts	.1419	.1783	.1992
Skirts	.0	.0140	.0142
Slacks	.0418	.0497	.0294
Polyester			
Blouses	.7300	.6543	.5891
Shirts	.6419	.5818	.4874
Skirts	.8163	.7644	.6406

The percentage of purchases of cotton blouses, shirts, skirts, and slacks was greatest by women in large cities, all being significantly more than women in small cities. Cotton shirts were also purchased significantly more by women in large cities than those on farms.

The percentage of purchases for nylon blouses, shirts, and skirts increased from the farm, to the small cities, to the large cities. For blouses, all were significantly different from each other. For nylon shirts, women living in the large cities purchased significantly more than women in small cities while women on farms purchased significantly less nylon skirts than women from either small or large cities. Nylon slacks were purchased significantly less by women in large than in small cities.

On the other hand, the percentage of polyester blouses, shirts, and skirts all decreased from farm, to small city, to large city. Also, all were significantly different from the others except for polyester shirts and skirts which did not reveal a significant difference between women on farms and those in small cities.

Based upon the analysis of fiber content and rural/urban areas purchases of acetate, acrylic, and cotton garments were greater by women living in large cities while they purchased the smallest percentage of the polyester garments. Snyder (1966) found no significant difference with reference to community size and choice of fiber for winter or summer.

Sections of the country. MANOVA was used to ascertain if there was a significant difference in the fiber choices of women when five

sections of the country were introduced as the variance. This analysis revealed that variations in the section of the country were associated with women's choices of fiber content. This was evidenced by the fact that the *F* ratio was highly significant at the .0001 level for dresses, blouses, shirts, and slacks; at the .001 level for pantsuits; at the .01 level for skirts; and at the .05 level for blazers. No significant difference was noted with reference to section of the country and the fiber content of housedresses, suits, jeans, and shorts, as shown in Table 17, page 83.

A battery of *t* tests was computed to ascertain where the differences in fiber choices were with respect to the section of the country and the garments which were significant in the MANOVA analysis. The significant differences for all possible comparisons of sections of the country and fiber choices are given in Appendix D, Table J and the distribution of the means in Table 22.

Analyzing the means and significant differences revealed that acetate blouses and slacks were purchased in the lowest percentages by women in the mountain/southwest and, although the smallest percentage of acetate dresses was purchased by women in the south, women in the mountain/southwest purchased significantly less than the northeast or Pacific sections. The greatest percentage of the acetate dresses and blouses was purchased by women in the northeast while the greatest percentage of acetate slacks was by women in the north central section being only significantly more than the mountain/southwest. These results indicated that acetate was preferred most by women in the northeast and least by women in the mountain/southwest.

TABLE 22

Distribution of the Means for Sections of the Country and Fiber Content of Garments

Fiber/ Garment	Means				
	Mt/SW	N.C.	N.E.	Pacific	South
Acetate					
Dresses	.0840	.1072	.1218	.1233	.0808
Blouses	.0469	.0696	.0889	.0670	.0693
Slacks	.0017	.0078	.0059	.0055	.0063
Acrylic					
Dresses	.0120	.0210	.0300	.0356	.0148
Pantsuits	.0292	.0373	.0625	.0263	.0112
Blazers	.0075	.0441	.0620	.0567	.0389
Blouses	.0262	.0162	.0288	.0278	.0107
Shirts	.0482	.0576	.0667	.0839	.0359
Skirts	.0702	.0923	.1258	.0940	.0495
Slacks	.0402	.0824	.1100	.0691	.0247
Cotton					
Dresses	.0534	.0378	.0686	.0720	.0418
Pantsuits	.0161	.0249	.0315	.0317	.0172
Blazers	.0075	.0396	.0982	.0670	.0388
Blouses	.0520	.0497	.0590	.0712	.0571
Shirts	.1557	.1444	.1721	.1913	.1476
Skirts	.0643	.0708	.1004	.1368	.0726
Slacks	.0559	.0603	.0728	.0752	.0642
Nylon					
Dresses	.0283	.0260	.0372	.0486	.0280
Blazers	.0075	.0122	.0103	.0052	.0
Blouses	.1362	.1829	.2555	.1702	.1892
Shirts	.1172	.1693	.2422	.1725	.1796
Slacks	.0306	.0390	.0318	.0237	.0494

Table 22 (continued)

Fiber/ Garment	Means				
	Mt/SW	N.C.	N.E.	Pacific	South
Polyester					
Dresses	.8092	.7780	.7008	.6806	.8082
Pantsuits	.9006	.8603	.8200	.8457	.9073
Blazers	.9552	.8387	.7752	.8299	.8534
Blouses	.7102	.6436	.5269	.6245	.6416
Shirts	.6003	.5558	.4510	.4976	.5642
Skirts	.7895	.7185	.6024	.5940	.7822
Slacks	.8498	.7780	.7422	.8029	.8290

The greatest percentage of acrylic was purchased by women in the northeast in pantsuits, blazers, blouses, skirts, and slacks, and by women in the Pacific in dresses and shirts. The lowest percentage of acrylic was purchased by women in the south in pantsuits, blouses, shirts, skirts, and slacks, and by women in the mountain/southwest in dresses and slacks.

Cotton was purchased in the lowest percentages by women in the north central section for dresses, blouses, and shirts and by women in the mountain/southwest for pantsuits, blazers, and skirts. The greatest percentage of cotton was purchased by women in the Pacific for dresses, pantsuits, blouses, shirts, and skirts, and by women in the northeast for blazers.

Nylon was purchased in the lowest percentages by women in the north central section for dresses, by women in the south for blazers, by women in the mountain/southwest for blouses and shirts, and by women

in the Pacific for slacks. The greatest percentage of nylon was purchased by women in the northeast for blouses and shirts, by women in the Pacific for dresses, by women in the north central for blazers, and by women in the south for slacks. The greatest significant differences revealed a greater preference for nylon blouses and shirts by women in the northeast while they were preferred in lowest percentages by women in the mountain/southwest.

Polyester was purchased in the lowest percentages by women in the northeast for pantsuits, blazers, blouses, shirts, and slacks and by women in the Pacific for dresses and skirts, although women in the northeast also purchased significantly less polyester dresses and skirts than women in the other sections. The greatest percentage of polyester dresses, blazers, blouses, shirts, skirts, and slacks was purchased by women in the mountain/southwest while women in the south purchased the greatest percentage of polyester pantsuits, yet the women in the mountain/southwest purchased significantly more polyester pantsuits than did those in the north central or Pacific sections.

Based upon the analysis of fiber content and section of the country, women in the northeast preferred acetate and acrylic fibers in greater percentages in many of their garments and nylon blouses and shirts, while they preferred polyester garments the least. The opposite was true for women in the mountain/southwest in that they least preferred acetate and cotton as well as nylon blouses and shirts while they most preferred the polyester garments. Women in the Pacific section preferred greater percentages of cotton garments and women in the south preferred the lowest percentages of the acrylic garments.

Form of Fabric Profile

Age. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when four different age groups were introduced as the variance. This analysis revealed that age was associated with a significant variation in the form of fabric profile. Age was highly associated with the form of fabric chosen for blouses, skirts, slacks, and shorts at the .0001 level of significance, for pantsuits, blazers, and shirts at the .001 level, and for dresses and housedresses at the .05 level. No significant effect was noted for suits and jeans in relation to age and form of fabric. Table 23 shows the significant differences for the MANOVA analysis for the form of fabric profile.

A battery of t tests was computed to ascertain the differences in form of fabric with respect to age for the above garments. The significant differences for all possible comparisons of age groups is given in Appendix E, Table K and the distribution of the means is given in Table 24.

The battery of t tests revealed the percentage of knit dresses, blazers, blouses, and shirts peaked with the mature age group and decreased thereafter, while the percentage of knit pantsuits, shirts, slacks, and shorts all increased to the elderly group. A significantly lower percentage of knits in all of the above garments, except dresses, was purchased by the young women. Knit dresses were purchased in significantly lower percentages by the elderly women.

TABLE 23

Significant Differences for MANOVA Analysis of Demographic Variables and Clothing Profile: Form of Fabric

Garment	Value of F approximation according to Hotelling-Lawley Trace					
	Age	Empl.status of female	Income	Race	Rural/urban areas	Section of country
Dresses	*	**	**		****	****
Housedresses	2.15*	0.26	0.46	4.76**	1.92	0.64
Pantsuits	4.12***	0.77	0.98	0.38	2.41	3.00**
Suits	0.86	1.84	1.64	1.07	2.83	0.76
Blazers	4.42***	0.11	0.46	1.36	2.31	3.87***
Blouses	6.46****	0.96	2.83**	1.28	7.09***	2.17*
Shirts	4.41***	0.57	1.40	4.25*	0.91	1.37
Skirts	6.17****	3.31*	0.63	0.16	3.55*	3.91****
Slacks	51.82****	1.07	0.58	2.27	7.00***	3.25***
Jeans	0.37	1.52	1.83	0.71	1.00	0.74
Shorts	13.97****	1.62	0.46	0.46	2.73	2.01*

**** significant at $\leq$ .0001 level of probability
*** significant at $\leq$ .001 level of probability
** significant at $\leq$ .01 level of probability
* significant at $\leq$ .05 level of probability

TABLE 24

Distribution of the Means for Age Groups and Form of Fabric

Form of fabric/ Garment	Means			
	Young	Mature	Middle-aged	Elderly
Knits				
Dresses	.6000	.6479	.6146	.5452
Pantsuits	.6762	.7514	.7689	.7011
Blazers	.4920	.6884	.6867	.6619
Blouses	.5294	.6351	.6349	.5867
Shirts	.7545	.8530	.8391	.8162
Skirts	.4042	.5093	.5922	.4729
Slacks	.4691	.7007	.7761	.7557
Shorts	.5669	.7852	.7905	.6947
Wovens				
Dresses	.3795	.3439	.3736	.4411
Pantsuits	.3077	.2394	.2229	.2867
Blazers	.4855	.3037	.3035	.3309
Blouses	.4526	.3590	.3584	.4009
Shirts	.2359	.1434	.1591	.1751
Skirts	.5747	.4848	.4000	.5271
Slacks	.5141	.2944	.2180	.2391
Shorts	.4268	.2137	.2029	.3053

Almost the reverse was true for the selection of woven garments. The percentage of woven dresses and shirts decreased to the mature women when it rose with age, and the percentage of woven pantsuits, blazers, blouses, skirts, slacks, and shorts decreased with age to the middle-aged women when it increased slightly. Conversely, except for dresses where a significantly greater percentage of the wovens were purchased by the elderly, the young women purchased a significantly greater percentage of all of the woven garments.

Based upon this analysis woven garments were preferred in greater percentages by the young women while they least preferred the knit garments.

Employment status of the female. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when the employment status of the female was introduced as the variance. This analysis revealed that there appeared to be little reason to suspect that variations in employment were associated with the women's choice of form of fabric within the garments investigated except for dresses and skirts. This was evidenced by the fact that the F ratio for dresses was significant at the .01 level and skirts at the .05 level while none of the remaining nine garments were significant as shown in Table 23, page 100.

A battery of t tests was computed for dresses and skirts to ascertain where the differences in form of fabric were with respect to the employment status of the female. The means and significant differences are given in Table 25.

TABLE 25

Distribution of the Means and Significant Differences for Employment Status of the Female and Form of Fabric

Form of fabric/ Dresses	Means		t values
	Employed	Unemployed	
Knits	.6289	.5862	4.4922***
Wovens	.3603	.3992	-4.1245***

*** $p \leq .0001$

The battery of t tests revealed that for skirts, neither knits nor wovens were significant at the .01 level or greater. Dresses, however, were highly significant at the .0001 level, being purchased in greater percentages of knits by the employed and greater percentages of wovens by the unemployed. This suggested that for dresses, the ease of care might be important for the working woman.

Income. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when four different income groups were introduced as the variance. This analysis revealed that income was associated with a significant variation in the form of fabric profile for dresses and blouses at the .01 level of significance. The other nine garments did not reveal a significant effect of income on choice of form of fabric as shown in Table 23, page 100. Thus, it appeared that one's income did not greatly effect the form of fabric chosen for the majority of garments.

A battery of t tests was computed for dresses and blouses to ascertain where the differences in form of fabric were with respect to the income levels. The significant differences for all possible comparisons of income levels for dresses and blouses is given in Appendix E, Table L and the distribution of the means is given in Table 26.

TABLE 26

Distribution of the Means for Income Levels and Form of Fabric

Form of fabric/ Garment	Means			
	Poverty	Modest	Medium	High
Knits				
Dresses	.5312	.5936	.6187	.6151
Blouses	.5631	.5965	.5967	.6465
Wovens				
Dresses	.4408	.3912	.3714	.3734
Blouses	.4167	.3940	.3926	.3482

The battery of t tests revealed that the percentage of knit blouses increased with income and knit dresses increased with income to the high income level when it dropped very slightly. The opposite was true for wovens, in that the preference for both woven dresses and blouses decreased as income rose. Significant differences were in the lower percentage of knit and higher percentage of woven dresses purchased by the poverty level than the other income levels and in the greater percentage of knit and lower percentage of woven blouses

purchased by the high income level than the other income levels. Thus, the results indicated that knit blouses were preferred more by the high income level while woven dresses were preferred more by the poverty level.

Race. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when race was introduced as the variance. This analysis revealed that race was associated with a significant variation in the form of fabric for housedresses at the .01 level and for shirts at the .05 level. The other nine garments did not reveal a significant effect of race on choice of form of fabric as shown in Table 23, page 100. Thus, it appeared that race did not greatly effect the form of fabric chosen for the majority of garment types and therefore no other analysis was computed for race and garments.

Rural/urban areas. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when three different rural/urban areas were introduced as the variance. This analysis revealed that rural/urban areas had a significant effect on four of the eleven garment types as shown in Table 23, page 100. Those four were: dresses at the .0001 level, slacks and blouses at the .001 level, and skirts at the .05 level of significance. The other seven garments did not reveal any significant effect of rural/urban areas on the choice of form of fabric. Thus, it appeared that the rural/urban areas in which women live did not greatly effect the form of fabric chosen for the majority of the garments investigated.

A battery of t tests was computed for those four garments to ascertain where the differences in form of fabric choices were with respect to the rural/urban areas. The significant differences for all possible combinations of rural/urban areas are given in Appendix E, Table M and the distribution of the means is given in Table 27.

TABLE 27

Distribution of the Means for Rural/Urban Areas and Form of Fabric

Form of fabric/ Garment	Means		
	Farm	Sm.cities	Lg.cities
Knits			
Dresses	.6762	.6478	.5838
Blouses	.6309	.6297	.5973
Skirts	.6731	.5911	.4824
Slacks	.7768	.7132	.6466
Wovens			
Dresses	.3187	.3391	.4029
Blouses	.3618	.3662	.3909
Skirts	.3269	.3957	.5088
Slacks	.2210	.2799	.3439

Analyzing the means in Table 27 and the significant differences in Table M revealed that for all four garments, dresses, blouses, skirts, and slacks, the preferences for woven garments increased and the preferences for knits decreased from women living on farms to women living in small cities to women living in large cities. The major significant differences were the women in the large cities purchased a higher percentage of the woven and a lower percentage of the knit garments than

the other women except for blouses where there was not a significant difference with those living on farms.

Based upon this analysis woven dresses, blouses, skirts, and slacks were preferred by women in large cities while they least preferred knits.

Sections of the country. MANOVA was used to ascertain if there was a significant difference in the form of fabric profile when five sections of the country were introduced as the variance. This analysis revealed that the section of the country was associated with a significant variation in the form of fabric profile for dresses and skirts at the .0001 level of significance, for blazers and slacks at the .001 level, for pantsuits at the .01 level, and for blouses and shorts at the .05 level of significance. No significant differences were noted for housedresses, suits, shirts, and jeans in the choice of form of fabric in relation to the section of the country as shown in Table 23, page 100.

A battery of t tests was computed for dresses, pantsuits, blazers, blouses, skirts, slacks, and shorts to ascertain where the differences in form of fabric choices were with respect to the section of the country. The significant differences for all possible comparisons of sections of the country are given in Appendix E, Table N and the distribution of the means is given in Table 28.

Analyzing the means in Table 28 and the significant differences in Table N revealed that greater percentages of knit and smaller percentages of woven dresses, blouses, and shorts were selected by women in

TABLE 28

Distribution of the Means for Sections of the Country and Form of Fabric

Form of fabric/ Garment	Means				
	Mt/SW	N.C.	N.E.	Pacific	South
Knits					
Dresses	.6104	.6358	.5800	.5238	.6421
Pantsuits	.8268	.7500	.7041	.6935	.7829
Blazers	.8116	.6824	.5488	.6244	.6529
Blouses	.6256	.6135	.6057	.5492	.6356
Skirts	.6278	.5791	.4369	.4240	.5899
Slacks	.7352	.6896	.6292	.6267	.7117
Shorts	.7380	.7340	.6563	.7166	.7545
Wovens					
Dresses	.3793	.3540	.4057	.4639	.3408
Pantsuits	.1620	.2426	.2841	.2951	.2065
Blazers	.1812	.3102	.4317	.3659	.3347
Blouses	.3685	.3771	.3832	.4410	.3554
Skirts	.3667	.4180	.5495	.5680	.3912
Slacks	.2562	.3032	.3613	.3674	.2765
Shorts	.2620	.2593	.3426	.2834	.2355

the south, while women in the mountain/southwest purchased the greatest percentage of the knit and the smallest percentage of the woven pantsuits, blazers, skirts, and slacks. On the other hand, the smallest percentage of the knit and the greatest percentage of the woven dresses, pantsuits, blouses, skirts, and slacks were selected by women in the Pacific, while women in the northeast purchased the smallest percentage of the knit and the greatest percentage of the woven blazers and shorts.

Based upon this analysis it appeared that knits were most popular in the mountain/southwest and the south while woven fabrics were most popular in the Pacific and northeast. Further, the evidence indicated that there were more similarities between the northeast and Pacific on one side, and between the mountain/southwest and the south on the other side for their choice of form of fabric.

Price Range Paid for Garments Profile

Age. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments profile when age was introduced as the variance. This analysis revealed that age was associated with a significant variation in the price range paid for garments profile. This is evidenced by the fact that nine of the eleven garments studied were significant at the .05 level or greater. Dresses, pantsuits, suits, blouses, slacks, and jeans were significant at the .0001 level; skirts at the .001 level; shirts at the .01 level; and blazers at the .05 level. No significant effect was noted for housedresses and shorts. Table 29 shows the significant differences for the MANOVA analysis for the profile, price range paid for garments.

TABLE 29

Significant Differences for MANOVA Analysis of Demographic Variables and Clothing Profile: Price Range Paid for Garments

Garment	Value of *F* approximation according to Hotelling-Lawley Trace					
	Age	Empl.status of female	Income	Race	Rural/urban areas	Section of country
Dresses	4.09****	2.73**	6.72****	2.44**	1.08	2.38****
Housedresses	1.09	0.43	0.55	2.38*	0.91	0.96
Pantsuits	2.63****	4.41****	6.65****	2.19*	1.19	1.39
Suits	2.45****	1.70	1.86**	1.04	0.37	1.05
Blazers	1.58*	1.31	1.65*	0.69	0.73	1.02
Blouses	3.53****	2.00*	6.45****	0.45	1.66	2.60****
Shirts	2.22**	5.41****	2.86****	1.20	1.89	2.39****
Skirts	2.07***	1.73	1.87**	0.70	0.71	1.49*
Slacks	5.49****	4.10***	6.15****	0.79	3.92***	1.73*
Jeans	3.39****	1.42	2.17**	0.43	2.10*	1.52*
Shorts	0.93	1.48	1.26	0.87	1.49	1.44

**** significant at the ≤ .0001 level of probability
*** significant at the ≤ .001 level of probability
** significant at the ≤ .01 level of probability
* significant at the ≤ .05 level of probability

A battery of t tests was computed for the above garments to determine differences in prices with respect to age. The significant differences for all possible comparisons of age groups are given in Appendix F, Table O and the distribution of the means is given in Table 30.

Analyzing the means in Table 30 and the significant differences in Table O revealed that the mature women purchased a significantly higher percentage of the dresses, blouses, shirts, skirts, slacks, and jeans in the under $5.00 range. On the other hand, the lowest percentage of the purchases in this range were made by the elderly women for dresses, blouses, skirts, and jeans; by the young women for slacks; and by the middle-aged women for shirts. Most of these differences were highly significant.

Prices in the range of $5.00 to $9.99 revealed the greatest percentage were purchased by middle-aged women for dresses and shirts; by young women for blouses; and by the elderly women for slacks and jeans. On the other hand, the lowest percentage was purchased by the mature women for dresses, blouses, shirts, and jeans; and by the young women for slacks. The major significant difference was that the young women purchased a lower percentage of the slacks in this range than the other age groups.

Prices in the $10.00 to $14.99 range revealed the greatest percentage was purchased by the young women for dresses, slacks, and jeans; by the mature women for suits; and by the elderly women for blouses, shirts, and skirts. On the other hand, the lowest percentage of the

TABLE 30

Distribution of the Means for Age Groups and Price Range Paid for Garments

Price range/ Garment	Means			
	Young	Mature	Middle-aged	Elderly
Under $5.00				
Dresses	.0632	.0961	.0767	.0599
Blouses	.3893	.4195	.3724	.3285
Shirts	.5378	.5762	.4953	.4989
Skirts	.1724	.2511	.1322	.1163
Slacks	.1850	.2538	.2455	.2319
Jeans	.1637	.2902	.2538	.1250
$5.00 - 9.99				
Dresses	.1652	.1585	.1865	.1778
Blouses	.4179	.3744	.4038	.3989
Shirts	.3570	.3314	.3722	.3414
Slacks	.3561	.3980	.4218	.4482
Jeans	.4357	.3947	.4518	.8125
$10.00 - 14.99				
Dresses	.2313	.1974	.1827	.1892
Suits	.1188	.1700	.0877	.0156
Blouses	.1454	.1367	.1492	.1681
Shirts	.00861	.0719	.0902	.1203
Skirts	.2529	.1876	.2644	.2868
Slacks	.3030	.2143	.2152	.1915
Jeans	.2825	.2246	.1929	.0625
$15.00 - 19.99				
Blazers	.1768	.1460	.2084	.1439
Blouses	.0373	.0533	.0569	.0785
Shirts	.0139	.0133	.0287	.0284
Slacks	.1122	.0845	.0798	.0848
Jeans	.0963	.0764	.0914	.0
$20.00 - 24.99				
Blouses	.0053	.0102	.0113	.0144
Shirts	.0026	.0058	.0077	.0109
Slacks	.0348	.0336	.0219	.0197
Jeans	.0084	.0031	.0	.0

Table 30 (continued)

Price range/ Garment	Means			
	Young	Mature	Middle-aged	Elderly
$25.00 - 29.99				
Dresses	.1248	.1004	.0922	.0851
Suits	.2178	.0700	.0936	.0625
Blouses	.0018	.0039	.0050	.0067
Shirts	.0009	.0	.0038	.0
Jeans	.0056	.0062	.0102	.0
$30.00 - 39.99				
Dresses	.0701	.0913	.0956	.0913
Skirts	.0057	.0216	.0233	.0233
Slacks	.0011	.0034	.0057	.0041
Jeans	.0063	.0031	.0	.0
$40.00 - 49.99				
Dresses	.0239	.0312	.0518	.0447
Pantsuits	.0408	.0518	.0602	.0496
Suits	.0693	.0700	.1287	.0781
$50.00 - 99.99				
Dresses	.0091	.0293	.0357	.0480
Pantsuits	.0437	.0736	.0658	.0811
Suits	.0396	.1000	.1462	.2656
Blazers	.0	.0098	.0126	.0432
$100.00 and up				
Suits	.0198	.0	.0292	.1406

purchases in this range was by the middle-aged women for dresses; by the elderly women for suits, slacks, and jeans; and by the mature women for blouses, shirts, and skirts. The major significant difference in this range was the greater percentage of purchases of dresses, slacks, and jeans by the young age group than women in the others.

Prices in the $15.00 to $19.99 range revealed the greatest percentage was purchased by the young women for slacks and jeans and by the middle-aged women for blazers and shirts. On the other hand, the lowest percentage in this range was purchased by the middle-aged women for slacks; by the mature women for shirts; by the elderly women for blazers and jeans; and by the young women for blouses. The major significant differences in this range were: the young women purchased more slacks but less blouses than all others; the middle-aged women purchased more shirts than either the young or mature; and the elderly women purchased less of the jeans than women in the other age groups.

Prices in the $20.00 to $24.99 range revealed the greatest percentage was purchased by the elderly women for blouses and shirts and by the young women for slacks and jeans. On the other hand, the lowest percentage was purchased by the young women for blouses and shirts and by the elderly women for slacks and jeans. The major significant differences were displayed by the statistics for the young women.

Prices in the $25.00 to $29.99 range revealed the greatest percentage was purchased by the young women for dresses and suits; by the elderly women for blouses; and by the middle-aged women for shirts and jeans. On the other hand, the lowest percentage was purchased by the

elderly women for dresses, suits, shirts, and jeans; by the young women for blouses; and also by the mature women for shirts. Major significant differences were with the young women purchasing greater percentages of the dresses and suits but less of the blouses in this range than most others and in the greater percentage of shirts purchased by the middle-aged women than the mature and elderly.

Prices in the $30.00 to $39.99 range revealed the greatest percentage was purchased by the middle-aged women for dresses, skirts, and slacks; by the elderly women for skirts; and by the young women for jeans. On the other hand, the lowest percentage was purchased by the young women for dresses, skirts, and slacks; and by the middle-aged and elderly women for jeans. Major significant differences were with the young women.

Prices in the $40.00 to $49.99 range revealed the greatest percentage was purchased by the middle-aged women for dresses, pantsuits, and suits. On the other hand, the lowest percentage of the dresses, pantsuits, and suits were purchased by the young men. Major significant differences were between the young and middle-aged women.

Prices in the $50.00 to $99.99 range revealed that the greatest percentage of the dresses, pantsuits, suits, and blazers in this range were purchased by the elderly women while the lowest percentage was purchased by the young women. Major significant differences were with the young purchasing fewer than most other age groups on the majority of the garments in this range.

Prices in the $100.00 plus range revealed a significant difference only in the higher percentage of purchases of suits by the elderly as opposed to the mature women.

Based upon the *t* tests for price range paid for garments the elderly women paid higher prices for their garments, the mature women paid the lowest prices for their garments, and the young women purchased fewer of the high priced garments, except for jeans for which they paid a higher price than most other age groups. These results are in alignment with the findings of Erickson (1968), Francis (1971), Houston (1965), and Snyder (1966) who found that the older women tended to pay higher prices for their garments than did the younger women.

Employment status of the female. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments when the employment status of the female was introduced as the variance. This analysis revealed that the employment status of the female was associated with a significant variation in the prices paid for garments profile for pantsuits and shirts at the .0001 level, for slacks at the .001 level, for dresses at the .01 level, and for blouses at the .05 level. The remaining six garments (housedresses, suits, blazers, skirts, jeans, and shorts) did not reveal any significant effect as shown in Table 29, page 110.

A battery of *t* tests was computed for the garments of significance to ascertain the differences in price range with respect to the employment status of the female. The significant differences and distribution of the means is given in Table 31.

TABLE 31

Distribution of the Means and Significant Differences for Employment Status of the Female and Price Range Paid for Garments

Price range/ Garment	Means		t values
	Employed	Unemployed	
Under $5.00			
Dresses	.0587	.0878	-5.7978***
Blouses	.3503	.4115	-9.4230***
Shirts	.4918	.5653	-6.9547***
Slacks	.1944	.2582	-8.8337***
$5.00 - 9.99			
Dresses	.1538	.1932	-5.3720***
Pantsuits	.0919	.1225	-4.2374***
Blouses	.4085	.3912	2.6408*
Shirts	.3723	.3392	3.2653*
$10.00 - 14.99			
Pantsuits	.1702	.2173	-5.1102***
Blouses	.1625	.1342	5.9311***
Shirts	.1009	.0730	4.6150***
Slacks	.2607	.2189	5.5950***
$15.00 - 19.99			
Blouses	.0610	.0477	4.3457***
Shirts	.0239	.0156	2.7750*
Slacks	.1056	.0786	5.3253***
$20.00 - 24.99			
Dresses	.1144	.0958	3.0954*
$25.00 - 29.99			
Dresses	.1080	.0896	3.1493*
Pantsuits	.1287	.0986	4.0214***
$30.00 - 39.99			
Pantsuits	.1266	.0963	4.0830***
$40.00 - 49.99			
Pantsuits	.0634	.0459	3.2749*
$50.00 - 99.99			
Pantsuits	.0800	.0550	4.2289***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

The battery of *t* tests revealed the unemployed female purchased a significantly greater percentage of the dresses, blouses, shirts, and slacks in the range under $5.00, of the dresses and pantsuits in the $5.00-9.99 range, and of the pantsuits in the $10.00-14.99 range. The unemployed female purchased a significantly lower percentage of the blouses and shirts in the $5.00-9.99 range, of the blouses, shirts, and slacks in both the $10.00-14.99 and the $15.00-19.99 range, of the dresses in both the $20.00-24.99 and the $25.00-29.99 range, and of the pantsuits in the ranges between $25.00 and $99.99.

These results indicated that the unemployed female purchased significantly more of these garments in the lower price ranges while the employed female purchased more in the higher price ranges. However, once the garments became quite high, that is blouses and slacks over $20.00 and dresses and shirts over $30.00, there was no significant difference between the employed and unemployed female purchases. These results did not support the findings of Snyder (1966) who found no significant difference with reference to the employment status of the respondents and their preference for price ranges of dresses.

Income. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments when four income levels were introduced as the variance. This analysis revealed that income was associated with a significant variation in the prices paid for dresses, pantsuits, blouses, shirts, and slacks at the .0001 level; for suits, skirts, and jeans at the .01 level; and for blazers at the

.05 level. No effect was noted for the prices paid for housedresses and shorts with respect to income as shown in Table 29, page 110.

A battery of *t* tests was computed for the garments significant at .05 or greater to ascertain where the differences were in prices paid for garments with respect to the income levels. The significant differences for all possible combinations of income levels and price ranges are given in Appendix F, Table P and the distribution of the means is given in Table 32.

Analyzing the means in Table 32 and the significant differences in Table P revealed that for the garments purchased in the price range of under $5.00, women in the high income level were most different in that they purchased significantly less of the dresses, blouses, shirts, and slacks than all other income levels and less pantsuits, skirts, and jeans than women in the modest and medium income levels. Another highly significant difference in the under $5.00 range was that women in the poverty level purchased less blazers than all other groups.

In the $5.00 to $9.99 price range the percentage of purchases for dresses, pantsuits, blazers, and skirts decreased as income rose. In this price range the women in the high income level were the only ones to reveal any significant difference, purchasing less than all other income levels of the dresses, pantsuits, and skirts and less than the modest and medium income levels of the blazers and slacks but more of the shirts than all other income levels.

In the $10.00 to $14.99 range the percentage of purchases for pantsuits decreased with income while the percentage of blouses and

TABLE 32

Distribution of the Means for Income Levels and Price Range Paid for Garments

Price range/ Garment	Means			
	Poverty	Modest	Medium	High
Under $5.00				
Dresses	.1045	.0779	.0831	.0452
Pantsuits	.0249	.0342	.0207	.0111
Suits	.0	.0769	.0345	.0368
Blazers	.0	.0605	.0760	.0303
Blouses	.4516	.4231	.4021	.2998
Shirts	.6341	.5616	.5528	.4538
Skirts	.1493	.2005	.2051	.1187
Slacks	.3117	.2761	.2392	.1529
Jeans	.1739	.2386	.2264	.1282
$5.00 - 9.99				
Dresses	.2064	.2006	.1801	.1275
Pantsuits	.1575	.1374	.1138	.0628
Blazers	.2766	.2516	.2206	.1495
Shirts	.2724	.3448	.3389	.4035
Skirts	.4776	.4267	.3705	.2968
Slacks	.3952	.4173	.4026	.3742
$10.00 - 14.99				
Dresses	.2051	.2162	.1919	.1722
Pantsuits	.2956	.2348	.1904	.1502
Blouses	.1036	.1273	.1374	.1916
Skirts	.1940	.2057	.2255	.2877
Slacks	.2115	.2060	.2359	.2736
Jeans	.2464	.2365	.2432	.3151
$15.00 - 19.99				
Dresses	.2229	.1876	.1820	.1790
Blouses	.0439	.0461	.0466	.0767
Shirts	.0041	.0087	.0176	.0340
Skirts	.1642	.1105	.1202	.1659
Slacks	.0686	.0735	.0815	.1302
Jeans	.0725	.0477	.0952	.1197

Table 32 (continued)

Price range/ Garment	Means			
	Poverty	Modest	Medium	High
$20.00 - 24.99				
Dresses	.0917	.0981	.0987	.1257
Suits	.0	.2179	.1034	.0441
Blouses	.0034	.0067	.0086	.0168
Shirts	.0081	.0026	.0039	.0120
Skirts	.0	.0231	.0416	.0654
Slacks	.0093	.0202	.0263	.0454
Jeans	.0	.0	.0080	.0084
$25.00 - 29.99				
Dresses	.0650	.0848	.1000	.1194
Pantsuits	.0801	.0926	.1117	.1379
Blouses	.0011	.0028	.0033	.0077
Skirts	.0	.0283	.0150	.0320
Slacks	.0037	.0030	.0103	.0135
$30.00 - 39.99				
Dresses	.0688	.0699	.0879	.1236
Pantsuits	.0718	.0867	.1114	.1368
Blazers	.0638	.0446	.0699	.1071
Blouses	.0011	.0014	.0008	.0033
Skirts	.0149	.0051	.0186	.0274
Slacks	.0	.0024	.0029	.0072
Jeans	.0	.0020	.0024	.0147
$40.00 - 49.99				
Dresses	.0191	.0373	.0450	.0482
Pantsuits	.0359	.0342	.0547	.0740
Slacks	.0	.0010	.0009	.0026
$50.00 - 99.99				
Dresses	.0152	.0250	.0289	.0546
Pantsuits	.0276	.0448	.0550	.1145
Blazers	.0	.0064	.0110	.0182
Blouses	.0011	.0	.0	.0013
$100.00 and up				
Pantsuits	.0	.0041	.0059	.0080
Suits	.1579	.0256	.0049	.0735

skirts increased with income, slacks and jeans increased with income after the modest income level, and dresses decreased with income after the modest income level. Again, the greatest significant differences were with women in the high income level in that they purchased less dresses than the modest income level and less pantsuits than all others but more blouses and slacks than all others and more skirts and jeans than the modest and medium income levels. Another highly significant difference was that women of the poverty level purchased more of the pantsuits but less of the blouses in this range than the medium income level.

In the $15.00 to $19.99 range the percentage of purchases increased with income for blouses, shirts, and slacks; increased with income after the modest income level for skirts and jeans; and decreased with income for dresses. Here again, the major significant differences were with women in the high income level in that they purchased more than all other income levels of the blouses, shirts, and slacks and more than the medium income level of the skirts in this range.

In the $20.00 to $24.99 range the percentage of purchases increased with income for dresses, blouses, skirts, slacks, and jeans; peaked with women in the modest income level and decreased thereafter for shirts. As in the previous price ranges, the greatest significant differences were with women in the high income level in that they purchased more of the dresses, blouses, and slacks than the other income levels; more of the skirts than the modest and medium income levels; and more of the skirts than the poverty and modest income levels but

less of the suits than the modest income level. Another highly significant difference was that the women in the poverty level purchased less of the suits and skirts in this range than did the modest and medium income levels.

In the $25.00 to $29.99 range the percentage of purchases increased with income for dresses, pantsuits, and blouses. Skirts and slacks showed varying trends. The high income level was again the most significantly different in that they purchased more than all other income levels of the dresses, pantsuits, and blouses; more than the poverty and medium income levels of the slacks; and more than the poverty income level of the skirts. Other highly significant differences were women in the poverty level purchased less of the skirts than all other income levels and women in the medium income level purchased more than the modest income level of the slacks in this price range.

In the $30.00 to $39.99 range the percentage of purchases increased with income for dresses, pantsuits, slacks, and jeans and increased with income after the modest income level for blazers and skirts. Here too, the women in the high income level were the most significantly different in that they purchased more than all other income levels of the dresses, pantsuits, and slacks; more than the modest income level of the blazers and skirts; more than the medium income level of the blouses; and more of the jeans than the poverty level. Another highly significant difference was that women in the poverty level purchased less than all other income levels of the slacks in this range.

In the $40.00 to $49.99 range the percentage of purchases increased with income for dresses and increased with income after the modest income level for pantsuits. Highly significant differences were for women in the high income level who purchased more than women in all other income levels of the pantsuits and more of the slacks than the poverty level, while women in the poverty level purchased less dresses in this range than women in all other income levels.

In the $50.00 to $99.99 range the percentage of purchases increased with income for dresses, pantsuits, and blazers. Significant differences were that the women in the high income level purchased more than all other income levels of the dresses and pantsuits and more than the modest income level of the blouses, while women in the poverty level purchased less than the medium and high income levels of the dresses, pantsuits, and blazers in this range.

In the $100.00 and above range the only significant differences were women in the poverty level purchased less than all other income levels of the pantsuits and women in the high income level purchased more suits than the medium income level.

Based upon the analysis of income levels and price paid for garments, women in the high income level were the most different. These women purchased significantly less of the low-priced garments and more of the high-priced garments than women in the other income levels. The other income levels, for the most part, were not significantly different from one another. Generally, as income rose the number of low-priced garments decreased and the number of high-priced garments

increased. A surprising finding for the researcher was that the poverty level was not significantly different from the modest and medium income levels, except in a few instances. These findings were different from Hargett (1963), who found no significant difference with reference to the preferred price range and the income of the respondents.

Race. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments when race was introduced as the variance. This analysis revealed that race was associated with a significant variation in the prices paid for dresses at the .01 level and for housedresses and pantsuits at the .05 level of significance. The other nine garments studied did not reveal any significant effect of race on the choice of price range paid for those garments as shown in Table 29, page 110. Thus, the results indicated that race did not effect the price ranges paid for garments to any great degree.

Since race revealed a significant difference for only three garments, and due to computational problems, the battery of t tests was not calculated for race and price.

Rural/urban areas. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments when three rural/urban areas were introduced as the variance. This analysis revealed that rural/urban areas were associated with a significant variation in the prices paid for slacks at the .001 level and for jeans at the .05 level. The remaining nine garments did not reveal any significant effects as shown in Table 29, page 110. Thus, the results

indicated that rural/urban areas did not greatly effect the price ranges paid for garments.

A battery of *t* tests was computed for slacks and jeans to ascertain the differences in the prices paid for these garments with respect to the rural/urban areas. The significant differences for all possible comparisons are given in Appendix E, Table Q and the distribution of the means revealing a significant difference of .01 or greater is given in Table 33.

Analyzing the means in Table 33 and the significant differences in Table Q revealed the women in large cities were the most significantly different in the ranges under $30.00 in that they purchased: less slacks in the under $5.00 range than all others and less jeans in this range than those in small cities; more jeans in the $5.00-9.99 range than those on farms; more slacks and jeans in the $10.00-14.99 and the $15.00-19.99 ranges than all others; and more jeans in the $20.00-24.99 range than those on farms. In the $30.00 and over ranges the women on farms were the most significantly different in that they purchased less of the slacks in the $30.00-39.99 range than all others and less than those in the large cities of the jeans in the $30.00-39.99 range and of the slacks in the $40.00-49.99 range.

These results are in general agreement with findings by Snyder (1966), who found a significantly higher percentage of the respondents from large cities, over 50,000 in population, preferred the price range over $30.00 while the women from communities of under 5,000 least preferred the over $30.00 range for dresses.

TABLE 33

Distribution of the Means for Rural/Urban Areas and Price Range Paid for Garments

Price range / Garments	Means		
	Farm	Sm.cities	Lg.cities
Under $5.00			
Slacks	.3025	.2701	.2107
Jeans	.2043	.2492	.1890
$5.00 - 9.99			
Jeans	.5914	.4554	.4068
$10.00 - 14.99			
Slacks	.1803	.2001	.2550
Jeans	.1613	.2185	.2790
$15.00 - 19.99			
Slacks	.0665	.0775	.0968
Jeans	.0323	.0631	.1043
$20.00 - 24.99			
Jeans	.0	.0046	.0072
$30.00 - 39.99			
Slacks	.0	.0037	.0038
Jeans	.0	.0015	.0065
$40.00 - 49.99			
Slacks	.0	.0013	.0013

Sections of the country. MANOVA was used to ascertain if there was a significant difference in the price range paid for garments when five sections of the country were introduced as the variance. This analysis revealed that section of the country was associated with a significant variation in the price range paid for dresses, blouses, and shirts at the .0001 level and for skirts, slacks, and jeans at the .05 level of significance. The other five garments, housedresses, pantsuits, suits, blazers, and shorts, did not show any significant effect with section of the country as shown in Table 29, page 110.

A battery of *t* tests was computed for the above garments to determine where the differences were in price range paid with respect to the sections of the country. The significant differences for all possible comparisons of sections of the country are given in Appendix F, Table R and the distribution of the means is given in Table 34.

Analyzing the means in Table 34 and the significant differences in Table R revealed that the greatest percentage of the under $5.00 range was purchased by women in the northeast section for dresses and shirts; by women in the north central section for blouses and skirts; and by women in the south for slacks. The lowest percentage of purchases were made by women in the south for dresses, in the Pacific for blouses, shirts, and slacks, and in the mountain/southwest for skirts. Highly significant differences were: women in the northeast purchased more dresses in this range than the mountain/southwest, Pacific, and south but less slacks than the mountain/southwest and the south; and women in the Pacific section purchased less blouses than all other sections, less

TABLE 34

Distribution of the Means for Sections of the Country and Price Range Paid for Garments

Price range/ Garment	Means				
	Mt/SW	N.C.	N.E.	Pacific	South
Under $5.00					
Dresses	.0674	.0773	.0923	.0582	.0565
Blouses	.3947	.4122	.3872	.2931	.3915
Shirts	.5190	.5434	.5535	.4728	.5261
Skirts	.1167	.1945	.1832	.1400	.1893
Slacks	.2356	.2532	.2106	.1905	.2551
$5.00 - 9.99					
Dresses	.1658	.1896	.2007	.1418	.1369
Blouses	.3861	.3824	.4138	.4227	.3909
Skirts	.3278	.3657	.3713	.2880	.4069
Slacks	.3907	.3885	.4233	.3691	.4010
Jeans	.4455	.4393	.3958	.3793	.4957
$10.00 - 14.99					
Dresses	.1855	.1911	.2116	.1762	.1898
Blouses	.1466	.1417	.1416	.1720	.1470
Shirts	.1143	.0798	.0677	.1253	.0881
Skirts	.3278	.2438	.2265	.2120	.2334
$15.00 - 19.99					
Dresses	.2000	.1830	.1705	.1885	.2075
Blouses	.0547	.0492	.0437	.0902	.0507
Shirts	.0302	.0176	.0103	.0406	.0195
Skirts	.1333	.1205	.1374	.1880	.1073
Slacks	.0805	.0836	.0897	.1329	.0755
Jeans	.1182	.0910	.0680	.1379	.0692
$20.00 - 24.99					
Blouses	.0086	.0091	.0079	.0132	.0141
$25.00 - 29.99					
Dresses	.1057	.1000	.0817	.1262	.0985
Blouses	.0059	.0030	.0036	.0075	.0037
$30.00 - 39.99					
Dresses	.0891	.0821	.0870	.0959	.1037
Skirts	.0222	.0131	.0124	.0640	.0095
$40.00 - 49.99					
Dresses	.0404	.0392	.0317	.0607	.0519
$50.00 - 99.99					
Dresses	.0352	.0299	.0255	.0541	.0337

shirts than the north central, northeast, and south, and less slacks than the mountain/southwest, north central, and south.

In the $5.00 to $9.99 range the greatest percentage was purchased by women in the northeast for dresses and slacks, in the south for skirts and jeans, and in the Pacific for blouses. The lowest percentages were purchased by women in the south for dresses, in the north central for blouses, and in the Pacific for skirts, slacks, and jeans. Major significant differences were: women in the northeast purchased more dresses in this range than the Pacific or south, more blouses than the north central, and more slacks than the north central and Pacific; women in the north central section purchased more dresses than the Pacific and south; and women in the south purchased more jeans than the northeast or Pacific.

In the $10.00 to $14.99 range the greatest percentage was purchased by women in the northeast for dresses, in the Pacific for blouses and shirts, and in the mountain/southwest for skirts. The lowest percentages in this range were purchased by women in the Pacific for dresses and skirts and in the northeast for blouses and shirts. Major significant differences were: women in the northeast purchased more dresses than the Pacific but less shirts than the mountain/southwest, Pacific, or south; women in the Pacific section purchased more blouses and shirts than the north central, northeast, or south; and women in the mountain/southwest purchased more skirts than the northeast or Pacific.

In the $15.00 to $19.99 range the greatest percentages were purchased by women in the south for dresses and in the Pacific for blouses,

shirts, skirts, slacks, and jeans. The lowest percentages were purchased by women in the northeast for dresses, blouses, shirts, and jeans and by women in the south for skirts and slacks. Major significant differences were: women in the Pacific section purchased more blouses and slacks than all other sections, more shirts than the northeast, north central, or south, more jeans than the northeast and south, and more skirts than the south; and women in the northeast purchased less dresses than women in the south.

In the $20.00 to $24.99 range the only significant difference was that women in the south purchased a higher percentage of the blouses than did the women in the northeast.

In the $25.00 to $29.99 range only dresses and blouses were significant with the greatest percentage being purchased by women in the Pacific section while the lowest percentage of the dresses were purchased by women in the northeast and the lowest percentage of the blouses by women in the north central section. Significantly less dresses were purchased in this range by women in the northeast than the north central and Pacific sections and women in the Pacific section purchased significantly more blouses than the north central section.

In the $30.00 to $39.99 range the only significant differences were in the greater percentage of purchases of dresses by women in the south as opposed to those in the north central section and in the greater percentage of purchases of skirts by women in the Pacific than women in all other sections.

In the $40.00 to $49.99 range and the $50.00 to $99.99 range only dresses revealed any significant differences. In both ranges the greatest percentage was purchased by women in the Pacific section and the lowest percentage by women in the northeast section. Women in the Pacific section purchased significantly more of the dresses in the $40.00-49.99 range than women in the north central and northeast sections and more of the dresses in the $50.00-99.99 range than the women in the north central, northeast, or south sections.

Based upon the analysis of price range paid for garments and section of the country, women in the Pacific section were the most different in that they purchased less garments in the low-priced ranges and more garments in the higher priced ranges. Both women in the north central and the northeast purchased more garments in the low-priced ranges.

Findings Related to the Hypotheses

Based upon the hypotheses tested for this study the following conclusions were drawn. For statistical purposes the null hypotheses were tested by means of the MANOVA analysis. If the analysis revealed a significant difference of .05 or greater the null hypothesis was rejected; but if it failed to reveal a significant difference at the .05 level or greater for any of the garments, the hypothesis was supported for those garments.

Hypothesis 1 A

There is no significant difference in the type of garment mix of women within age groups.

The MANOVA analysis revealed a significant variation at the .0001 level for age and types of garments purchased; therefore the hypothesis was rejected.

Hypothesis 1 B

There is no significant difference in the type of garment mix of women within employment status of the female.

The MANOVA analysis revealed a significant variation at the .001 level for the employment status of the female and types of garments purchased; therefore, the hypothesis was rejected.

Hypothesis 1 C

There is no significant difference in the type of garment mix of women within income categories.

The MANOVA analysis revealed a significant variation at the .0001 level for the income categories and types of garments purchased; therefore, the hypothesis was rejected.

Hypothesis 1 D

There is no significant difference in the type of garment mix of women within race.

The MANOVA analysis revealed a significant variation at the .0001 level for race and types of garments purchased; therefore, the hypothesis was rejected.

Hypothesis 1 E

There is no significant difference in the type of garment mix of women within rural/urban areas.

The MANOVA analysis revealed no significant variation for rural/urban areas and types of garments purchased; therefore, the hypothesis was supported.

Hypothesis 1 F

There is no significant difference in the type of garment mix of women within sections of the country.

The MANOVA analysis revealed a highly significant variation at the .0001 level for section of the country and types of garments purchased; therefore, the hypothesis was rejected.

Hypothesis 2 A

There is no significant difference in the color mix of garments for women within age groups.

The MANOVA analysis revealed a significant variation in ten of the eleven garments investigated; therefore, the hypothesis was rejected, except for blazers where no significant difference was noted.

Hypothesis 2 B

There is no significant difference in the color mix of garments for women within employment status of the female.

The MANOVA analysis revealed a significant variation in the color mix of pantsuits only, at the .05 level, in relation to the employment status of the female; therefore, the hypothesis was basically supported except for pantsuits.

Hypothesis 2 C

There is no significant difference in the color mix of garments for women within income categories.

The MANOVA analysis revealed a significant variation in the color mix of four of the eleven garments investigated; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, suits, blazers, and shorts. The hypothesis was supported for housedresses, pantsuits, blouses, shirts, skirts, slacks, and jeans.

Hypothesis 2 D

There is no significant difference in the color mix of garments for women within race.

The MANOVA analysis revealed a significant variation in the color mix of four of the eleven garments investigated; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, blouses, jeans, and shorts but was supported for housedresses, pantsuits, suits, blazers, shirts, skirts, and slacks.

Hypothesis 2 E

There is no significant difference in the color mix of garments for women within rural/urban areas.

The MANOVA analysis revealed a significant variation in the color mix of two of the eleven garments investigated; therefore, the hypothesis was basically supported. The hypothesis was rejected for blouses and slacks but was supported for dresses, housedresses, pantsuits, suits, blazers, shirts, skirts, jeans, and shorts.

Hypothesis 2 F

There is no significant difference in the color mix of garments for women within sections of the country.

The MANOVA analysis revealed a significant variation in the color mix of three of the eleven garments investigated; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, blouses, and slacks but was supported for housedresses, pantsuits, suits, blazers, shirts, skirts, jeans, and shorts.

Hypothesis 3 A

There is no significant difference in the fiber mix of garments for women within age groups.

The MANOVA analysis revealed a significant variation in the fiber mix of nine of the eleven garments investigated; therefore, the hypothesis was basically rejected. No significant variation was noted for housedresses and suits; therefore, the hypothesis was supported for these two garments. The hypothesis was rejected for dresses, pantsuits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts.

Hypothesis 3 B

There is no significant difference in the fiber mix of garments for women within employment status of the female.

The MANOVA analysis revealed a signficant variation in the fiber mix of two of the eleven garments investigated; therefore, the hypothesis was basically supported. The hypothesis was rejected for pantsuits and blouses but was supported for dresses, housedresses, suits, blazers, shirts, skirts, slacks, jeans, and shorts.

Hypothesis 3 C

There is no significant difference in the fiber mix of garments for women within income categories.

The MANOVA analysis revealed a significant difference in the fiber mix of only one of the eleven garments investigated; therefore, the hypothesis was basically supported. The hypothesis was rejected only for slacks and was supported for dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, jeans, and shorts.

Hypothesis 3 D

There is no significant difference in the fiber mix of garments for women within race.

The MANOVA analysis revealed a significant difference in the fiber mix of only one of the eleven garments investigated; therefore, the hypothesis was basically supported. The hypothesis was rejected only for blouses and was supported for dresses, housedresses, pantsuits, suits, blazers, shirts, skirts, slacks, jeans, and shorts.

Hypothesis 3 E

There is no significant difference in the fiber mix of garments for women within rural/urban areas.

The MANOVA analysis revealed a significant variation in the fiber mix of four of the eleven garments investigated; therefore, the hypothesis was rejected in part. The hypothesis was rejected for blouses, shirts, skirts, and slacks and was supported for dresses, housedresses, pantsuits, suits, blazers, jeans, and shorts.

Hypothesis 3 F

There is no significant difference in the fiber mix of garments for women within sections of the country.

The MANOVA analysis revealed a significant difference in the fiber mix of seven of the eleven garments investigated; therefore the hypothesis was rejected in part. The hypothesis was rejected for dresses, pantsuits, blazers, blouses, shirts, skirts, and slacks and was supported for housedresses, suits, jeans, and shorts.

Hypothesis 4 A

There is no significant difference in the form of fabric mix of garments for women within age groups.

The MANOVA analysis revealed a significant variation in the form of fabric mix of nine of the eleven garments investigated; therefore, the hypothesis was basically rejected. No significant variation was noted for suits and jeans with respect to form of fabric and age, therefore, the hypothesis was supported for those two garments. The hypothesis was rejected for dresses, housedresses, pantsuits, blazers, blouses, shirts, skirts, slacks, and shorts.

Hypothesis 4 B

There is no significant difference in the form of fabric mix of garments for women within employment status of the female.

The MANOVA analysis revealed a significant variation in the form of fabric mix of only two of the eleven garments investigated; therefore, the hypothesis was basically supported. A significant variation was noted only for dresses and skirts so the hypothesis was rejected for those two but was supported for housedresses, pantsuits, suits, blazers, blouses, shirts, slacks, jeans, and shorts.

Hypothesis 4 C

There is no significant difference in the form of fabric mix of garments for women within income categories.

The MANOVA analysis revealed a signficant difference in the form of fabric mix of only two of the eleven garments investigated; therefore, the hypothesis was basically supported. A significant variation was noted only for dresses and blouses so the hypothesis was rejected for those two. The hypothesis was supported for housedresses, pantsuits, suits, blazers, shirts, skirts, slacks, jeans, and shorts.

Hypothesis 4 D

There is no significant difference in the form of fabric mix of garments for women within race.

The MANOVA analysis revealed a significant difference in the form of fabric mix of only two of the eleven garments investigated; therefore, the hypothesis was basically supported. A significant variation was noted for housedresses and shirts so the hypothesis was rejected for those two but was supported for dresses, pantsuits, suits, blazers, blouses, skirts, slacks, jeans, and shorts.

Hypothesis 4 E

There is no significant difference in the form of fabric mix of garments for women within rural/urban areas.

The MANOVA analysis revealed a significant variation in the form of fabric mix of four of the eleven garments investigated; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, blouses, skirts, and slacks and was supported for housedresses, pantsuits, suits, blazers, shirts, jeans, and shorts.

Hypothesis 4 F

There is no significant difference in the form of fabric mix of garments for women within sections of the country.

The MANOVA analysis revealed a significant difference in the form of fabric mix of seven of the eleven garments investigated in relation to section of the country; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, pantsuits, blazers, blouses, skirts, slacks, and shorts. It was supported for housedresses, suits, shirts, and jeans.

Hypothesis 5 A

There is no significant difference in the price mix of garments for women within age groups.

The MANOVA analysis revealed a significant variation in the price mix of nine of the eleven garments investigated in relation to age and price; therefore, the hypothesis was basically rejected. No significant difference was noted for housedresses and shorts with respect to the prices paid for those garments and age; therefore, the hypothesis was supported for those two garments but was rejected for dresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, and jeans.

Hypothesis 5 B

There is no significant difference in the price mix of garments for women within employment status of the female.

The MANOVA analysis revealed a significant variation in the prices paid for five of the eleven garments investigated with respect to the employment status of the female; therefore, the hypothesis was rejected

in part. The hypothesis was rejected for dresses, pantsuits, blouses, shirts, and slacks but was supported for housedresses, suits, blazers, skirts, jeans, and shorts.

Hypothesis 5 C

There is no significant difference in the price mix of garments for women within income categories.

The MANOVA analysis revealed a significant difference in the prices paid for nine of the eleven garments investigated with respect to the income categories; therefore, the hypothesis was basically rejected. No significant difference was noted for housedresses and shorts so the hypothesis was supported for those two garments but was rejected for dresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, and jeans.

Hypothesis 5 D

There is no significant difference in the price mix of garments for women within race.

The MANOVA analysis revealed a significant difference in the prices paid for three of the eleven garments investigated with respect to race; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, housedresses, and pantsuits but was supported for suits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts.

Hypothesis 5 E

There is no significant difference in the price mix of garments for women within rural/urban areas.

The MANOVA analysis revealed a significant variation in the price mix of two of the eleven garments investigated; therefore, the hypothesis was basically supported. The hypothesis was rejected for slacks and jeans but was supported for dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, and shorts.

Hypothesis 5 F

There is no significant difference in the price mix of garments for women within sections of the country.

The MANOVA analysis revealed a significant difference in the prices paid for six of the eleven garments investigated with respect to section of the country; therefore, the hypothesis was rejected in part. The hypothesis was rejected for dresses, blouses, shirts, skirts, slacks, and jeans. It was supported for housedresses, pantsuits, suits, blazers, and shorts.

VI. SUMMARY AND CONCLUSIONS

Purpose

The general purpose of this exploratory study was to analyze the relationship of five clothing attributes with six demographic variables within selected apparel items for women. The clothing attributes were: type of garments, color of garments, fiber content, form of fabric, and price range paid for garments. The demographic variables were age, employment status of the female, income, race, rural/urban areas, and section of the country. The ultimate purpose was to determine whether elderly women differed from women of three other age groups with respect to the clothing attributes.

Procedure

The data were obtained from the National Consumer Panel collected by the Market Research Corporation of America. This panel consists of approximately 7,500 households which have been scientifically selected and stratified according to various demographic variables to correspond "as closely as possible, uniformly proportional (Market Research, 1972, p. 1)" to the latest report of the Bureau of Census.

The sample included all women, 18 years of age and older, who were a part of the National Consumer Panel during the years 1974 and 1975. All purchases of dresses, housedresses, pantsuits, suits, blazers, blouses, shirts, skirts, slacks, jeans, and shorts for self-use during

1974 and 1975 were included in the analysis. Purchases of these items totaled 73,049 during this two year period of time.

Each of the demographic variables was subdivided into two or more levels for comparative purposes. The statistical tools used for analyzing the data included frequency distributions, multivariate analysis of variance (MANOVA), and a battery of *t* tests. The frequency distributions were used mainly to aid in condensing the number of codes for colors, fibers, and price ranges into a smaller, more manageable number of categories. MANOVA was used to ascertain whether a significant difference existed among the various levels of each of the demographic variables for the five clothing profiles within each of the eleven garment types investigated. Then a battery of *t* tests was computed on those garments and profiles which were significant on the MANOVA analysis to determine where the differences were with respect to the various levels of the demographic variables. A significance level of .05 or greater was accepted as significant on the MANOVA analysis and, in an effort to reduce the possibilities of error due to chance on the battery of *t* tests, the significance level was set at .01.

Findings and Conclusions

In terms of the clothing profiles the results of the MANOVA analysis revealed that the type of garments purchased was highly effected by the demographic variables of age, employment status of the female, income, race, and section of the country. No significant effect was observed with respect to type of garments and rural/urban areas.

The color of garments profile revealed a significant effect due to age for all of the garments except blazers. The other demographic variables revealed a significant effect on the color of garments for only one to four of the eleven garment types investigated. Thus, age had the most dominant influence on the color of garments purchased. Income was significant with respect to colors selected for dresses, suits, blazers, and shorts. Race was significant on colors purchased for dresses, blouses, jeans, and shorts. Section of the country significantly influenced the colors purchased in dresses, blouses, and slacks. Rural/urban areas significantly influenced the colors purchased for blouses and slacks. Employment status of the female significantly influenced the color of pantsuits only.

The profile for fiber content of garments revealed a significant effect due to age for all of the garments except housedresses and suits. Section of the country had a significant effect on the choice of fiber content for dresses, pantsuits, blazers, blouses, shirts, skirts, and slacks. The other demographic variables did not appear to have much of an effect on the fiber content of garments purchased with the exception of a few garments as follows: rural/urban areas influenced blouses, shirts, skirts, and slacks; employment status of the female influenced pantsuits and blouses; income levels influenced slacks; and race influenced blouses. Thus, the fiber content of garments was most influenced by age and second by section of the country.

The profile for form of fabric revealed a significant effect due to age for all of the garments except suits and jeans. Section of the

country had a significant effect on the choices of form of fabric for dresses, pantsuits, blazers, blouses, skirts, slacks, and shorts. The other demographic variables did not appear to have much of an effect on the form of fabric purchased for garments with the exception of a few as follows: rural/urban areas influenced dresses, blouses, skirts, and slacks; employment status of the female influenced dresses and skirts; income influenced dresses and blouses; and race influenced housedresses and shirts. Thus, form of fabric was most influenced by age, second by the section of the country, and to a much smaller degree by rural/urban areas.

The profile for price range paid for garments revealed a significant effect due to age and income levels for all of the garments except housedresses and shorts. Section of the country had a significant effect on the price range paid for dresses, blouses, shirts, skirts, slacks, and jeans. Employment status had a significant effect on the price range paid for dresses, pantsuits, blouses, shirts, and slacks. Rural/urban areas had a significant effect on the price range paid for dresses, blouses, skirts, and slacks. Race had a significant effect on the price range paid for dresses, housedresses, and pantsuits. Thus, the price range paid for garments was most influenced by both age and income, second by section of the country, and third by the employment status of the female.

In terms of the demographic variables the results revealed that age clearly had the greatest influence on all of the clothing attributes for almost all of the garments investigated. Section of the

country also had a strong effect on all of the clothing attributes except color of garments. Rural/urban areas influenced four garments for each of the profiles of fiber content, form of fabric, and price ranges paid for garments; two garments, blouses and slacks, on the profile, color of garments; and had no significant effect with respect to types of garments purchased. Income had a significant effect on the price ranges paid for all garments except housedresses and shorts. Income significantly influenced the types of garments purchased but did not appear to have a very significant effect on many of the garments with respect to color, fiber content, or form of fabric. The employment status of the female had a significant effect on the types of garments selected, on the price ranges paid for five of the garments, on the fiber content and form of fabric for two of the garments, and on the color of pantsuits only. Race had a significant effect on the types of garments selected, on the colors selected for four garments, on the price ranges paid for three garments, on the form of fabric selected for two garments, and on the fiber content of blouses only.

Thus, age and section of the country were the predominant variables which effected the clothing attributes investigated. The demographic variables of employment status, income levels, race, and rural/urban areas did not have much influence except for selected garments.

The battery of t tests revealed where the differences were within each demographic variable. Since age and section of the country had the greatest effect, these differences are summarized under separate headings and then the significant effects of the other demographic

variables are summarized under the heading "miscellaneous significant findings."

Age

The major differences revealed in relation to age are discussed with respect to each of the clothing attributes. For types of garments, the data revealed that the percentage of purchases for dresses, housedresses, and pantsuits increased with age while the percentage of purchases for shirts, slacks, jeans, and shorts decreased with age. Blazers and blouses increased with age to the elderly group. The elderly women had a significantly greater percentage of their purchases in dresses, housedresses, pantsuits, and suits than all other age groups while they purchased a significantly smaller percentage of the shirts, skirts, slacks, jeans, and shorts than all other age groups. Both the elderly and the young women purchased a significantly lower percentage of the blazers and blouses than did the mature and middle-aged women. The young women were almost the exact opposite of the elderly women in that they purchased a significantly greater percentage of the shirts, jeans, and shorts and a lower percentage of the dresses, housedresses, and pantsuits than all other age groups. The evidence of these results clearly indicated that both the elderly and the young women were different from the other age groups on the percentage of the types of garments which they purchased.

In the color of garments, the most significant differences with respect to age were: geometric and multi-colored designs both increased with age; white increased with age for shirts, skirts, and slacks

but decreased with age for dresses and pantsuits; and blue and green were purchased in greater percentages by the young women.

Based upon the analysis of fiber content and age, the results indicated that although polyester was the most frequently preferred fiber choice for all age groups, the percentage of the total purchases for polyester increased with age to the elderly age group. The opposite trend was true for cotton where the percentage of total purchases decreased with age. The young women also preferred acrylic significantly more often, as well as acetate dresses and blouses, than the other age groups.

The analysis of form of fabric and age revealed that wovens were preferred in the greatest percentages by the young women whereas they preferred knits the least.

The analysis of price range paid for garments and age revealed that basically the elderly women paid higher prices for their garments than the other age groups, the mature women paid the lowest prices for their garments, and the young women purchased less of the high priced garments, except for jeans.

Section of the country

For type of garments and section of the country, the t tests revealed a significantly higher percentage of the purchases of women were for dresses and suits in the south, for blouses in the mountain/southwest and Pacific, for shirts in the north central and northeast, for blazers in the north central, and for skirts in the northeast. On the other hand, a significantly lower percentage of the purchases of

women were for slacks in the south, for pantsuits in the north central and northeast, for shorts in the mountain/southwest and Pacific, and for shirts in the mountain/southwest section.

For color of garments and section of the country, the *t* tests indicated that the women in the Pacific section were the most different in that they purchased significantly less multicolored and print slacks and dark blue and miscellaneous colored dresses but purchased significantly more blue slacks and print dresses. The women in the south ranked second in order of differences in that they purchased significantly more green dresses but significantly less miscellaneous colored dresses and print slacks.

For fiber content and section of the country, the *t* tests indicated that women in the northeast section preferred acetate and acrylic fibers in greater percentages in many of their garments and nylon blouses and shirts while they preferred polyester garments the least. The opposite was true for women in the mountain/southwest in that they preferred acetate and cotton as well as nylon blouses and shirts the least while they preferred polyester garments the most. Women in the Pacific section preferred greater percentages of cotton garments and women in the south preferred the lowest percentages of the acrylic garments.

For form of fabric and section of the country, the *t* tests indicated that knit garments were most popular among women in the mountain/southwest and the south while woven garments were most popular among women in the Pacific and northeast section. Further, the evidence

indicated that there were more similarities between women in the northeast and Pacific sections on one side and between women in the mountain/southwest and the south on the other side for their choices of form of fabric.

For price range paid for garments and section of the country, the *t* tests indicated that women in the Pacific section differed most in that they purchased fewer garments in the low-priced ranges and more garments in the higher priced ranges. Women in the north central and the northeast sections purchased more garments in the low-priced ranges.

Other Significant Findings

The employment status of the female influenced the types of garments purchased in that the unemployed female made a greater percentage of purchases in casual types of clothing while the employed female had a higher percentage of purchases in "so-called street type apparel." Only the color of pantsuits was influenced by the employment status of the female with white being selected in greater percentages by the employed female. The employed female purchased a significantly greater percentage of the knit dresses than did the unemployed. The unemployed female purchased significantly more of the dresses, pantsuits, blouses, shirts, and slacks in the lower price ranges and the employed female purchased more of these garments in the higher price ranges.

Casual types of garments increased with income but only up to the high income level. The high income level purchased a higher percentage of the dressier types of garments. For color and income levels the outstanding results suggested that white dresses were associated with

higher income levels while geometric designed dresses were more frequently associated with the lower income levels. Women in the high income level preferred a lower percentage of their slacks in nylon, cotton, or acetate while they preferred polyester slacks the most. Women in the high income level also preferred a greater percentage of knit blouses while the women in the poverty level preferred a greater percentage of the woven dresses. Income was highly associated with price range paid for garments. Women in the high income level were most different in that they purchased significantly less low-priced garments and more high-priced garments.

Race was associated mainly with types of garments and to a lesser degree with the fiber content of garments. Nonwhite women purchased a greater percentage of the "so-called street types of garments" while the white women purchased a greater percentage of the casual types of garments. White women purchased a significantly greater percentage of the polyester blouses while the nonwhite women purchased a greater percentage of the nylon blouses.

Rural/urban areas revealed a significantly greater percentage of the purchases of acetate, acrylic, and cotton garments were by women in large cities while they purchased a significantly lower percentage of the polyester garments. Women in the large cities preferred woven dresses, blouses, skirts, and slacks significantly more than women in the other areas while they preferred knit garments the least. Again, women living in the large cities were most different in the price range paid for garments in the ranges under $30.00. They purchased

significantly less slacks and jeans in the under $10.00 ranges and more in the ranges between $10.00 and $30.00. The women living on farms purchased significantly less slacks and jeans in the price ranges over $30.00.

Are the Elderly Women Different?

The ultimate purpose was to determine if elderly women were different from women in other age groups in their clothing purchases. Therefore, this section discusses the ways in which the elderly women were different, as indicated by this research, with respect to the five clothing attributes.

With respect to the type of garments purchased the elderly women clearly revealed a significant difference from women in the other age groups. A significantly greater percentage of the purchases of the elderly women were for dresses, housedresses, and pantsuits than women in all the other age groups while a significantly smaller percentage of their purchases were for shirts, skirts, slacks, jeans, and shorts than women in the other age groups. The elderly women purchased a significantly lower percentage of the blazers and blouses than did the mature and middle-aged women. They purchased the largest percentage of the suits but it was only significantly more than the mature women. These results suggested that the elderly women preferred more of the dressier types of apparel as well as the housedresses but less of the casual types of apparel than women in the other age groups.

The elderly women were not as significantly different from women in the other age groups on the colors purchased for the different

garments. The major differences were that the elderly women purchased significantly more white shirts than women in all other age groups, more geometric dresses and housedresses and multicolored pantsuits than the young and mature women, more print dresses than the mature women, and more white slacks and multicolored dresses than the young women. On the other hand, they purchased significantly less of both print and white jeans than women in the other age groups and less white dresses than the mature women.

The elderly women were significantly different from women in many of the other age groups with respect to the fibers selected for their garments. The most outstanding difference was in the significantly lower percentages of cotton selected for blouses and shirts than women in all other age groups; for pantsuits, blazers, slacks, and shorts than the young and mature women; and for dresses and skirts than the young women. The percentage of purchases for polyester garments was also highly significant in that the elderly women purchased more than the mature and young women in blouses and shirts and more than the young women in pantsuits, dresses, blazers, slacks, and shorts, but they purchased significantly less polyester skirts than the middle-aged women. Other significant differences were the elderly women purchased a greater percentage of both acetate and nylon dresses than the middle-aged women, of the nylon slacks than the mature and young women, and of the nylon shirts and jeans than the young women, while they purchased less acetate dresses and acrylic dresses, blouses, and jeans than the young women. Thus, the results indicated that the elderly women

purchased a greater percentage of the polyester and nylon garments than women in many of the other age groups but they purchased a smaller percentage of the cotton garments.

With respect to form of fabric, the elderly women purchased a significantly greater percentage of the woven dresses and blouses than women in all other age groups, of the woven pantsuits than the middle-aged and mature women, and of the woven skirts than the mature women. Significantly more knits were selected by the elderly for blazers, blouses, shirts, and slacks than by the young women and more knit slacks than by the mature women. Thus, the elderly women indicated a preference for wovens for many of the garments but selected knits more than did the young women.

With respect to the price range paid for garments, the elderly women were different especially on purchases of blouses, dresses, and suits for which they paid more than the other women, on purchases of jeans for which they paid less than the young and mature women, and on purchases of slacks for which they purchased more than the young women of both the lowest and highest priced slacks. On all the garments of statistical significance the elderly women were the most significantly different from the young women in relation to price range paid for garments in that they paid higher prices for all the garments, with the exception of jeans, than the young women.

Conclusions Relevant to Theoretical Framework

Within the theoretical framework for this research the concept was advocated that there would be differences in relation to the demographic variables and the clothing profiles. The findings strongly supported this framework for age groups and sections of the country for all of the clothing profiles with the exception of color of garments which revealed a significant difference for only three garments with respect to sections of the country. The findings also supported this framework with respect to types of garments purchased and the demographic variables of employment status of the female, income levels, and race but not for rural/urban areas. Support was given also for the profile of price ranges paid for garments and income levels but not with respect to the other demographic variables for the majority of the garments. The findings did not support this framework, except for selected garments, for the clothing profiles of color, fiber, and form of fabric and the demographic variables of employment status of the female, income levels, race, and rural/urban areas.

Where differences were shown to exist, no attempt was made to determine the reason for the difference. Further research would be needed, and is advocated for further study, to determine the reasons. A possible research idea would be to ascertain if some of the beliefs advocated in the theoretical framework are in fact true or not.

Recommendations for Further Study

As stated previously, research could be carried out to ascertain if the beliefs advocated in the theoretical framework are true or not by: 1) research to determine the reason for the differences, especially for age groups and sections of the country, since these two demographic variables were where the major differences occurred; 2) research using the various subcultural theories advanced by Engel, Kollat, and Blackwell (1968) in investigating possible differences; and 3) research using some of the stratification theories discussed in Engel, Kollat, and Blackwell (1968).

Similar types of studies could be made with men's, boys', girls', or children's clothing. Also, research to compare the results of men's versus women's or boys' versus girls' clothing attributes could be made.

Similar types of studies could be made with other major clothing categories, such as lingerie, coats, or footwear. Again, comparisons could be made across different clothing categories, such as fibers chosen for outer wear apparel versus lingerie.

Many studies have dealt with what a person has stated as his/her preference and this study has dealt with actual purchases. A comparison could be made of stated clothing preferences and actual clothing selections with the same sample in the areas of type of garments, color of garments, fiber content, form of fabric, and price range paid for garments.

Further research could be made to determine whether the season of the year influenced the preferences for the different clothing attributes, especially the color, fiber, and form of fabric selected, or the availability of the goods in the markets from which purchases were made.

This study grouped all persons over 65 years of age into one category, yet this spans some 30 years. A similar type of study, with additional categories for the elderly, might be undertaken to discover whether differences existed within this wide age span beyond 65 years of age.

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APPENDIX A

Monthly Diary of National Consumer Panel

National Consumer Panel®

Monthly Diary

WEARING APPAREL, WIGS, HAIR PIECES, HOUSEHOLD FURNISHINGS, YARD GOODS, YARN, PATTERNS, DIAPERS, TIRES

CIRCLE MONTH REPORTED IN THIS DIARY

	1974 4th QUARTER 1974							Mail on these dates
	SUN	MON	TUE	WED	THU	FRI	SAT	
October	[29]	[30]	1	2	3	4	5	October 27 or 28
	6	7	8	9	10	11	12	
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	
November	[27]	[28]	[29]	[30]	[31]	1	2	November 24 or 25
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
December	[24]	[25]	[26]	[27]	[28]	[29]	[30]	December 29 or 30
	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	

INSTRUCTIONS

Please enter all purchases of each item listed in this diary (see index on back cover):

Purchases by you or any other member of your household (including purchases made when on a trip or vacation);

Bought in department, clothing, drug, grocery or discount store or by mail or phone order or from delivery-men or secured through NCP Award Headquarters, trading stamp redemption center, etc.;

Wearing Apparel and Household Furnishings Special Instructions

1. ITEM: In the Item or Garment column, please be as specific as possible in describing the item purchased.
2. BRAND NAME: Please be sure to include all brand names shown on labels that are sewn on the item, on tags, or printed on the manufacturer's package.
3. IMPORT: Many times the words "Made in" are not included on the label, tag or package; but, if a foreign country is given, the item is imported. Many currently imported items come from Taiwan (Formosa), Korea, Hong Kong, Japan, Philippine Republic and Mexico.
4. COLOR: If an item or garment is all one solid color, write in the color—red, blue, beige, etc. If an item is a print (flowers, polka dots, checks, etc.), or if it is a mixed color weave (different colored threads woven together), place a check (✓) in the appropriate column. If a pattern appears on both sides of the fabric it is probably a mixed weave. If it appears on one side only, it is a print."
5. FIBER CONTENT: Clothing, household furnishings and yard goods are made of materials in which one, two or several fibers (cotton, wool, nylon, polyester, rayon, acetate, etc.) are used or blended. If fiber content is two or more fibers, enter all of them and show percent of each. For example, 65% polyester-35% cotton. If the fiber brand is also on the tag, label or package, please enter that, too. For example, 65% Dacron polyester-35% cotton.
6. FABRIC FINISH OR TREATMENT: This information will also be found on tags, labels or packages. Please check as many as apply: For example, a garment may be water repellent and permanent press. Another may be made with a permanent press and a soil release finish. Another may have only one or none of these.

Your Panel Number _____

Your Name _____

Address _____

City _____

State _____ Zip Code _____

Dear Dorie:

I can assure you that ALL purchases of items included in this diary, which were made by me or any other member of my household during this period, have been entered in this diary.

_____

Please sign here for extra 10 points

☐ *No purchases have been entered in this diary.*

It is important to us to know if you have questions or comments. Please enter them in the Extra Space section on page 7. We will be happy to answer any questions.

Page 3

T CLOTHING PURCHASED

COATS, RAINCOATS, OUTER JACKETS

☐ None of Us Bought Any

DATE Bought Mo./Day	Describe KIND of GARMENT (Winter, Spring or Fall Coat, Car Coat, Ski or Sport Jacket, Trench Coat, All-Weather Coat, Snow Suit, Fur-Trimmed Coat, etc.)	AGE of Wearer	SIZE of Garment	Copy Manufacturer's BRAND NAME from label or tag	Does label, tag or package give name of foreign country or say garment is imported? (✓) Yes	No	Give COLOR or PATTERN Solid (Write Color)	Print (✓)	Mixed Color Weave (✓)	Write in FIBER CONTENT (100% Wool, 100% Cotton, 100% Leather, 65% Dacron Polyester-35% Cotton, 50% Kodel Polyester-50% Rayon, 80% Nylon-20% Lycra Spandex, 100% Cotton Bonded to Acetate, etc.)

DRESSES, SUITS, BLAZERS, SKIRTS, SHORTS, SLACKS, JEANS, VESTS, BLOUSES, SHELLS

☐ None of Us Bought Any

Mo./Day	(Street, House or Maternity Dress, Chemise, Formal Wear, Jumper, Uniform, Apron, Pantdress, Tunic and Pants, Pantsuit, Culottes, Body Suit, Body Shirt, Sunsuit, Infant's Pants, Infant's Coveralls, Knit Tops, etc.)	AGE	SIZE	BRAND	IMPORT Yes	No	COLOR	FIBER CONTENT

SWEATERS, SWIMSUITS, MATCHED SETS

☐ None of Us Bought Any

Mo./Day	(Cardigan, Pullover or Sweater Set, Bathing Suit, Infant's Set, etc.)	AGE	SIZE	BRAND	IMPORT Yes	No	COLOR	FIBER CONTENT

PAJAMAS, NIGHTGOWNS, HOUSECOATS, BATHROBES, OTHER ROBES

☐ None of Us Bought Any

Mo./Day	(Negligee, Peignor, Beach Robe, Baby Doll, Brunch Coat, Duster, Sacque, Kimono, Bed Jacket, Loungewear, etc.)	AGE	SIZE	BRAND	IMPORT Yes	No	COLOR	FIBER CONTENT

SLIPS, HALF-SLIPS, PETTICOATS, UNDERVESTS, PANTIES, UNDIES, PANTY SETS

☐ None of Us Bought Any

Mo./Day	(Bra-Slip, Chemise, Pettipants, Camisole, Petticoat, Bra and Panty Sets, Controlling Panties, Infant Training Pants, etc.)	AGE	SIZE	BRAND	IMPORT Yes	No	COLOR	FIBER CONTENT

FOR FEMALES—ALL AGES

FORM of Outer Fabric (✓)			TYPE of LINING (✓)			Zip-in Lining? (✓)		If Lined, what is LINING FIBER CONTENT? (Silk, Rayon, Nylon, Acrylic, etc.)	Water Repellent? (✓)		FABRIC FINISH or TREATMENT? Check ONE			Bought as a Gift? (✓)		BUYER		QUANTITY	PRICE PAID (Don't include Taxes)		Bought on SALE? (✓)		CATALOG Order? (✓)		WHERE BOUGHT	
Knit or Tricot	Pile	Other Woven	Pile or Fleece	Fabric or Flannel	Other	None	Yes	No	Yes	No	Permanent or Durable Press with Soil Release	Permanent or Durable Press only	Neither	Yes	No	If Male, Write AGE	If Female, Write AGE	No. of Each Kind	Each	Total	Yes	No	Yes	No	Name of Store	Type of Store (Department, Women's Specialty Discount, Trading Stamps, Mail Order, etc.)

FORM of Fabric (✓)		Stretch Type? (✓)		SLEEVES? (✓)			IF DRESS, Check Skirt Length				IF SUIT,		IF SHIRT, SHORTS, SLACKS or JEANS, Where they Made for Men? (✓)		Permanent or Durable Press? (✓)			BUYER		QUAN	PRICE	SALE		CATALOG		STORE	
Knit	Woven	Yes	No	Long	Short	None	Thigh	Knee	Calf	Ankle	Write in Number of Pieces	With Pants? (✓) Yes	No	Yes	No	Yes	No	GIFT Yes	No	Male AGE	Female AGE			Yes	No	Yes	No		

Knit	Woven	Type of Sweater (✓) Pullover	Cardigan	Set	Type of SWIMSUIT Stretch Type? (✓) Yes	No	Style (✓) One-Piece	Two-Piece	Padded Bra? (✓) Yes	No	Permanent or Durable Press? (✓) Yes	No	GIFT Yes	No	BUYER Male AGE	Female AGE	QUAN.	PRICE	SALE Yes	No	CATALOG Yes	No	STORE	

FORM of Outer Fabric (✓) Knit or Tricot	Pile	Fleece or Brush	Other Woven	Length (✓) Ankle	Knee or Calf	Above Knee	Is Garment Quilted? (✓) Yes	No	If Children's Pajamas, Do They Have Feet? (✓) Yes	No	Permanent or Durable Press? (✓) Yes	No	GIFT Yes	No	BUYER Male AGE	Female AGE	QUAN	PRICE	SALE Yes	No	CATALOG Yes	No	STORE	

Form of Fabric (✓) Knit or Tricot	Woven	If Bra Slip, Does Bra Fasten in Back? (✓) Yes	No	Panty Style (✓) Bikini	Hip Hugger	Brief	Other	If PANTIES or BRA and PANTY Sets. Write Style Number (Copy from label)	Disposable Type? (✓) Yes	No	Permanent or Durable Press? (✓) Yes	No	GIFT Yes	No	BUYER Male AGE	Female AGE	QUAN	PRICE	SALE Yes	No	CATALOG Yes	No	STORE	

APPENDIX B

Significant Differences for Battery of t Tests for Type of Garments

TABLE A

Significant Differences between Type of Garments and Age Groups on Battery of t Tests

Garments	t value					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Dresses	-3.1281*	-20.5764***	-32.9311***	-17.3472***	-31.1829***	-21.8923***
Housedresses	-3.5431**	-13.7534***	-14.9920***	-10.2695***	-14.1248***	-10.5865***
Pantsuits	-11.5360***	-23.9650***	-17.3499***	-11.0078***	-9.8596***	-3.0023*
Suits	0.6039	-0.2820	-2.5085	-0.9700	-2.9320*	-2.4391
Blazers	-5.8952***	-5.3110***	-0.8165	1.2562	3.7624**	3.0341*
Blouses	-4.3040***	-13.1766***	-1.3383	-8.6023***	1.9077	8.2050***
Shirts	6.6703***	21.7407***	27.0058***	15.1589***	21.6960***	10.7657***
Skirts	-3.6750**	-0.9906	5.8692***	3.0734*	9.0363***	7.2120***
Slacks	0.4165	9.0367***	14.3340***	8.7979***	14.1895***	8.3022***
Jeans	19.3021***	35.0363***	36.9470***	19.2536***	22.1803***	6.2986***
Shorts	2.0952	11.2513***	18.8286***	9.3478***	17.4251***	10.8860***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE B

Significant Differences between Type of Garments and Income Levels on Battery of t Tests

Garments	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Dresses	9.2931***	14.5247***	-13.4184***	-10.9716***	-8.1683***	1.7176
Housedresses	6.3873***	8.5738***	-8.9101***	-6.7941***	-7.6530***	-1.8925
Pantsuits	1.4899	3.4202**	-0.5344	-3.7984***	1.7199	5.8489***
Suits	0.7861	0.2399	1.3293	1.2130	3.6479**	3.0062*
Blazers	-1.9243	-3.4506**	5.7459***	2.4283	5.7811***	4.3019***
Blouses	-2.8115*	-3.8996***	4.4926***	1.8072	2.8844*	1.5670
Shirts	-8.0555***	-11.2299***	8.4976***	4.3200***	0.6167	-3.6509**
Skirts	-1.0507	-3.8100***	5.9774***	4.8584***	7.6792***	4.1865***
Slacks	-1.5377	-3.0923*	1.3089	2.8126*	-0.4069	-3.3429**
Jeans	-2.7761*	-4.7098***	2.1977	2.9829*	-0.9514	-4.1880***
Shorts	-3.9591***	-6.5444***	1.8706	3.8097***	-3.3682**	-8.0270***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE C

Significant Differences between Type of Garments and Sections of the Country on Battery of t Tests

Garments	t values									
	Mt/SW vs. N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Dresses	1.3320	1.1535	2.2850	-3.5201**	-0.2631	1.5031	-6.3356***	1.6923	-6.0862***	-6.5368***
Pantsuits	2.9863*	3.7330**	0.5076	0.6694	1.1902	-2.7356*	-2.7965*	-3.5894**	-3.7280**	0.1524
Suits	0.1740	-0.8576	-0.0833	-2.6126*	-1.5283	-0.3053	-3.5050**	0.8518	-2.3452	-2.7291*
Blazers	-3.5965**	1.5293	-0.6420	0.0491	7.5260***	3.1390*	4.4174***	-2.5377	-1.8275	0.7923
Blouses	6.9338***	5.5394***	1.7950	5.2625***	-2.0987	-5.5292***	-1.4128	3.9440***	0.3002	3.7454**
Shirts	-8.3062***	-8.4890***	-4.6851***	-3.1987*	-0.3242	2.9530*	5.5744***	3.1812*	5.8006***	1.8756
Skirts	-0.6825	-3.4125**	-0.0235	0.0100	-3.9580***	0.7395	0.8508	3.7909**	4.1401***	0.0381
Slacks	-1.0000	-1.4407	-1.1974	1.4318	-0.6678	-0.4432	3.1999*	0.0583	3.7246**	2.9589*
Shorts	-6.3258***	-4.5797***	0.5000	-5.3049***	2.3540	7.7767***	0.2866	5.8190***	-1.6155	-6.3410***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

APPENDIX C

Significant Differences for Battery of *t* Tests for Color of Garments

TABLE D

Significant Differences between Color of Garments and Age Groups on Battery of t Tests

Color/ Garments	t values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Blue						
Housedresses	-1.0000	-5.5721***	-3.7017**	-2.9632*	-1.3800	1.9585
Pantsuits	1.3768	3.2361*	4.3003***	2.1825	3.5389**	2.0773
Skirts	-0.3259	0.7325	3.4013**	1.1701	3.8595***	3.1548*
Slacks	3.7014**	5.8410***	2.7970*	2.0375	0.3333	-0.8951
Jeans	3.4627**	1.6062	-0.1002	-0.5155	-0.7230	-0.5499
Dark blue						
Dresses	-2.6109*	-1.2963	-0.4962	1.8111	2.1986	0.7448
Greens						
Dresses	-0.4063	2.4235	3.2389*	3.0586*	3.8372***	1.4062
Pantsuits	1.0998	2.6127*	1.4603	1.7654	0.5378	-0.8539
Shorts	-2.4565	-3.6689**	-1.4229	-1.2495	-0.5189	0.0026
Red						
Housedresses	-1.7693	-2.6751*	-1.4172	0.9995	1.5009	1.5010
Shirts	-2.2893	0.4650	0.9117	2.7129*	2.2224	0.6537
Shorts	-1.8476	1.6203	0.9031	3.4283**	1.8457	0.1482

Table D (continued)

Color/ Garments	*t* values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Whites						
Dresses	-0.7550	1.0697	2.5573	2.0292	3.4732**	2.1038
Pantsuits	3.8081***	5.0952***	5.5733***	1.4594	2.4924	1.5352
Shirts	-4.2215***	-5.3584***	-4.7644***	-1.0853	-2.7911*	-2.2616
Skirts	-0.6542	-3.8040***	-2.0879	-3.2877**	-1.8108	-0.2915
Slacks	-1.7270	-3.4346**	-2.7380*	-1.6173	-1.7380	-0.8369
Jeans	-3.1614*	-2.0670	5.9881***	-0.2455	6.1711***	3.5656**
Geometric						
Dresses	-0.4094	-4.1435***	-5.0804***	-3.7756**	-4.8120***	-2.1581
Housedresses	-2.0656	-3.8334**	-5.3950***	0.7410	-0.6515	-2.4550
Pantsuits	-1.5913	-2.2680	-3.5651**	-0.4900	-2.4404	-2.2753
Suits	-0.0100	-1.0251	1.4213	-1.0109	1.4214	2.6937*
Skirts	-2.6274*	-3.4403**	-1.6115	-0.5926	-0.4844	-0.1985
Slacks	1.1478	-1.3558	0.3214	-2.6314*	-0.4129	1.2164
Jeans	1.0520	0.2272	3.0085*	-0.3534	1.4153	1.0000
Shorts	3.1264*	0.3772	0.8280	-2.7395*	-0.5799	0.6241
Multicolored						
Dresses	-2.9352*	-6.3992***	-5.3894***	-3.0320*	-2.5354	0.0235
Pantsuits	-4.0731***	-6.5458***	-5.9997***	-2.2150	-2.7045*	-1.2129
Suits	-1.3287	-2.0024	-1.7323	-0.4702	-0.5794	-0.2329
Shirts	1.6695	2.0274	3.3752**	0.3389	2.3727	2.1808
Slacks	-5.7090***	-6.3593***	-2.6055*	-0.2753	0.9695	1.1643
Jeans	-4.2018***	-2.1077	-0.6727	0.4267	0.0231	-0.1031

Table D (continued)

Color/ Garments	t values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Prints						
Dresses	5.1212***	2.2033	-0.0433	-3.9851***	-5.4235***	-2.4043
Pantsuits	1.1264	-1.4269	-0.0057	-3.2378*	-1.1094	1.3847
Suits	1.4815	2.6614*	1.0136	1.0271	-0.2961	-1.1863
Shirts	4.7617***	5.6658***	3.5735**	0.8521	0.9134	0.4548
Jeans	-2.2661	-2.0709	3.3283**	-0.9489	3.7802**	2.6872*
Misc. colors						
Shirts	0.3846	-2.5004	-1.8145	-2.8315*	-1.9654	-0.6805
Jeans	-0.2920	0.7729	6.4951***	0.8935	4.5400***	2.0155
Shorts	0.8744	0.6225	4.9595***	-0.2461	4.2820***	4.4029***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE E

Significant Differences between Color of Garments and Income Levels on Battery of *t* Tests

Color/ Garments	*t* values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Blue						
Suits	-1.4235	-3.8682***	2.0226	1.7094	0.1629	-1.7192
Greens						
Blazers	0.2534	-0.9763	0.3659	2.7975*	1.3987	-1.3516
Red						
Shorts	-2.8277*	-2.8540*	2.4376	-0.4064	-0.4749	-0.1750
Whites						
Dresses	-2.9789*	-4.5015***	5.0457***	1.5703	2.6775*	1.5219
Suits	-1.7550	-2.6859*	2.2699	-0.1567	-0.0623	0.1104
Geometric						
Dresses	0.3447	1.9722	-2.7268*	-2.7836*	-3.9369***	-1.7033
Multicolored						
Suits	1.2691	-0.4250	-0.3768	3.6427**	1.8428	-1.8088
Prints						
Suits	-2.3380	-1.0766	0.5957	-2.2190	-2.7919*	-0.9180
Misc. colors						
Blazers	-2.4693	-4.9696***	4.3176***	1.0576	1.5087	0.6754

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE F

Significant Differences between Color of Garments and Sections of the Country on Battery of *t* Tests

Color/ Garment	*t* values									
	Mt/SW vs. N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Blue										
Slacks	0.3664	-0.1159	-1.7693	-0.2421	-0.7393	-2.6930*	-0.7706	-2.1516	-0.1868	1.7393
Dark blue										
Dresses	-0.7766	-0.5430	1.3523	-1.3106	0.3286	2.7772*	-0.7887	2.4880	-1.0594	-3.0825*
Greens										
Dresses	-1.6914	-1.4789	-1.5880	-2.7710*	0.2847	-0.2484	-1.5926	-0.4540	-1.8205	-1.0407
Red										
Slacks	0.0137	1.8773	0.7565	-0.0199	2.9549*	1.0049	-0.0437	-1.2079	-2.3242	-0.8954
Whites										
Slacks	1.4371	2.2599	-0.0932	0.0431	1.3497	-1.7792	-1.6985	-2.7325*	-2.7141*	0.1547
Multi-colored										
Dresses	3.8967***	4.9036***	2.3754	2.1228	1.5959	-1.2710	-2.1264	-2.4161	-3.4642**	-0.5016
Slacks	0.7407	1.3993	3.5202**	-0.1708	1.0330	3.9852***	-1.1296	3.1566*	-1.9286	-4.3013***
Prints										
Dresses	-3.9566***	-6.9708***	-5.0286***	-1.1903	-4.3683***	-2.1612	3.3676**	1.0514	7.1364***	4.5933***
Slacks	-2.8263*	-2.0057	-0.0384	-3.0881*	1.1589	3.1591*	-0.8243	2.2313	-1.7184	-3.3377**
Misc. colors										
Dresses	-0.0760	0.3766	1.9761	1.4607	0.6789	2.8971*	2.2430	2.3215	1.6211	-0.7715

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

APPENDIX D

Significant Differences for Battery of t Tests for Fiber Content of Garments

TABLE G

Significant Differences between Fiber Content of Garments and Age Groups on Battery of *t* Tests

Fiber/ Garment	*t* values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Acetate						
Dresses	7.3763***	8.9100***	5.8502***	0.9479	-1.6901	-2.8954*
Blouses	1.5959	4.6038***	1.6222	3.0525*	0.4200	-1.6524
Acrylic						
Dresses	4.5342***	6.4381***	6.4911***	2.0846	2.3774	0.6597
Pantsuits	-1.0993	1.2493	-0.0758	2.8963*	0.9990	-1.3153
Blouses	4.4637***	5.2003***	3.1762*	0.4659	-0.3533	-0.6871
Shirts	2.4551	3.9763***	1.0245	1.4844	-0.2828	-1.0267
Slacks	-2.6173*	-1.8791	-0.7588	0.9134	0.9208	0.3736
Jeans	0.2775	2.8357*	2.8357*	1.7349	1.7349	0.0000
Shorts	-0.8328	1.1094	2.2410	1.8774	2.8392*	1.4150
Cotton						
Dresses	2.2322	4.4025***	4.1173***	2.1724	2.0428	0.1826
Pantsuits	4.8248***	6.9966***	7.4031***	3.2791**	4.0449***	1.5432
Blazers	3.0356*	6.0702***	6.1957***	4.5557***	4.6791***	0.8446
Blouses	15.3573***	20.7681***	20.4308***	6.2236***	7.2878***	2.7605*
Shirts	10.8334***	21.2079***	23.7682***	10.1261***	14.0481***	6.0465***
Skirts	5.5477***	8.3241***	3.6304**	3.5333**	-0.1327	-1.8163
Slacks	15.1259***	22.4761***	21.8547***	9.0588***	9.0601***	1.8787
Jeans	5.4652***	5.2091***	2.3642	1.8628	1.4475	0.8563
Shorts	7.4783***	13.6133***	9.4514***	6.4624***	4.0472***	0.2707

Table G (continued)

Fiber	t values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Nylon						
Dresses	1.8150	2.0550	-0.5412	0.0150	-2.4984	-2.8569*
Blouses	-1.7294	0.6490	-0.7267	2.6950*	0.5732	-1.2537
Shirts	-3.9271***	-5.3434***	-3.6830**	-1.3764	-1.7823	-1.0882
Skirts	2.8586*	1.5115	1.6877	-1.9910	-0.4272	0.6460
Slacks	-3.8841***	-8.3446***	-5.6579***	-4.2604***	-3.9114***	-1.7971
Jeans	-0.3681	-0.0198	2.6516*	0.2079	2.0049	1.0000
Shorts	-3.1782*	-3.1765*	-1.6918	-0.0207	-0.4088	-0.3996
Polyester						
Dresses	-9.1076***	-12.5742***	-9.1659***	-2.5770*	-0.0340	2.5505
Pantsuits	-3.0478*	-5.1563***	-4.8965***	-2.3463	-2.4456	-0.7455
Blazers	-2.2125	-4.4686***	-3.1628*	-2.7474*	-1.5806	0.1904
Blouses	-10.6428***	-18.0666***	-11.6236***	-6.5779***	-3.6151**	0.7457
Shirts	-7.3857***	-13.1442***	-7.3052***	-5.5113***	-3.3706**	-0.4502
Skirts	-4.9614***	-7.4962***	-1.4485	-2.5537	1.4979	2.8097*
Slacks	-9.2072***	-14.0433***	-7.9104***	-4.5873***	-1.6563	1.1174
Jeans	-5.9449***	-4.7419***	-0.3989	-1.1867	0.7809	1.1769
Shorts	-3.1216*	-6.5668***	-2.8326*	-3.4280**	-1.4322	0.0757

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE H

Significant Differences between Fiber Content of Garments and Income Levels on Battery of t Tests

Fiber/ Slacks	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Acetate	1.1971	0.8968	-1.6968	0.8855	-1.2954	-2.5844*
Cotton	-1.4526	-1.4961	-0.4041	-0.0785	-3.2553*	-3.9214***
Nylon	1.5955	3.1142*	-3.7205**	-3.5264**	-4.7506***	-2.0488
Polyester	0.0780	-0.4671	1.3363	1.1143	2.5935*	1.9642

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE I

Significant Differences between Fiber Content of Garments and Rural/Urban Areas on Battery of *t* Tests

Fiber content/	*t* values		
	Farm vs. Sm.cities	Farm vs. Lg.cities	Sm.cities vs. Lg.cities
Acetate			
Blouses	-2.5539	-5.1387***	4.7740***
Skirts	-4.0535***	-5.8076***	-0.7194
Slacks	-4.7039***	-7.6404***	0.3587
Acrylic			
Blouses	-2.1297	-3.6600**	2.4640
Shirts	0.9184	-0.2420	3.0965*
Slacks	0.5871	-0.7924	3.4803**
Cotton			
Blouses	-0.2602	-1.8646	3.5987**
Shirts	-0.3813	-2.6815*	5.2893***
Skirts	0.7647	-0.5344	4.3433***
Slacks	0.5130	-0.8174	3.3418**
Nylon			
Blouses	-3.2766*	-5.7633***	4.9198***
Shirts	-1.7065	-2.7953*	2.2611
Skirts	-2.8459*	-4.6138***	0.0344
Slacks	-0.7900	1.2924	-5.0533***
Polyester			
Blouses	4.4825***	8.6908***	-8.8257***
Shirts	2.0708	5.5165***	-7.9807***
Skirts	0.8856	3.0689*	-5.7094***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE J

Significant Differences between Fiber Content of Garments and Sections of the Country on Battery of *t* Tests

Fiber/ Garment	*t* values									
	Mt/SW vs. N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Acetate										
Dresses	-2.1700	-3.4705**	-2.9464*	0.2865	-1.8088	-1.4417	3.1295*	-0.1278	4.7150***	3.6613**
Blouses	-4.1235***	-7.3260***	-3.0930*	-3.5498**	-4.1286***	0.4542	0.0516	3.7484**	3.4926**	-0.3544
Slacks	-3.3175**	-2.4191	-1.6907	-2.0784	1.0561	1.0499	0.6725	0.2122	-0.1800	-0.3328
Acrylic										
Dresses	-2.0385	-3.8087***	-3.6083**	-0.6200	-2.2591	-2.4209	1.6129	-0.8840	3.6303**	3.3733**
Pantsuits	-1.0629	-3.9509***	0.3575	2.5309	-3.7133**	1.6603	5.1293***	4.7871***	8.2433***	2.4662
Blazers	-3.3481**	-3.7973**	-2.6990*	-2.1263	-1.2191	-0.6798	0.3559	0.2569	1.3145	0.8551
Blouses	2.6647*	-0.6512	-0.3412	4.0182***	-4.9125***	-3.3776**	2.3395	0.2803	6.6694***	4.8234***
Shirts	-0.9926	-1.9007	-2.9551*	1.2159	-1.4446	-2.7609*	3.2237*	-1.7789	4.4011***	4.7933***
Skirts	-0.9772	-2.4148	-0.8709	0.8898	-2.0162	-0.0769	2.5358	1.4048	4.3832***	1.9494
Slacks	-5.8771***	-9.1812***	-3.3950**	2.2683	-4.2512***	1.7600	10.4205***	5.1422***	14.0505***	6.1739***
Cotton										
Dresses	1.9068	-1.7365	-1.7487	1.3288	-5.3946***	-4.0971***	-0.6744	-0.3901	4.0970***	3.3848**
Pantsuits	-1.5036	-2.4872	-2.0758	-0.1769	-1.2838	-1.0202	1.5248	-0.0327	2.6274*	2.0986
Blazers	-3.0124*	-5.3734***	-3.0562*	-2.1263	-3.4580**	-1.4040	0.0527	1.3255	3.0046*	1.2808
Blouses	0.4257	-1.2603	-2.8456*	-0.8248	-2.3811	-3.9342***	-1.5523	-2.1794	0.3830	2.2572
Shirts	0.7089	-1.0181	-1.8850	0.4560	-2.9325*	-3.4333**	-0.2693	-1.3783	2.0041	2.7824*
Skirts	-0.3019	-1.6550	-2.4686	-0.3447	-1.9870	-2.6760*	-0.1021	-1.4509	1.4985	2.3747
Nylon										
Dresses	0.3678	-1.3733	-2.4168	0.0494	-2.5061	-3.2430*	-0.4041	-1.5799	1.7827	2.7724*
Blazers	-0.5479	-0.3169	0.2545	1.0000	0.2749	1.0479	2.8436*	0.7112	2.0078	1.0000
Blouses	-5.3467***	-13.1098***	-3.3512**	-5.3081***	-10.1731***	1.5011	-0.7649	9.6689***	7.6891***	-1.9498
Shirts	-3.5794**	-8.2648***	-3.1879*	-3.7025**	-6.9913***	-0.2334	-0.7992	4.9646***	4.6650***	-0.4464
Slacks	-1.4218	-0.2164	1.0948	-2.6531*	1.7566	3.1977*	-1.8093	1.7570	-3.0997*	-4.1441***
Polyester										
Dresses	2.0848	7.0345***	6.8021***	0.0577	6.9429***	6.2390***	-2.5553	1.2650	-8.6624***	-7.7126**
Pantsuits	2.9494*	5.6293***	3.3138**	-0.4706	3.5449**	1.0347	-4.1585***	-1.7479	-7.2223***	-4.1970**
Blazers	5.0735***	6.4750***	3.8621***	3.4644**	2.4747	0.2862	-0.5408	-1.5905	-2.4834	-0.6601
Blouses	5.8670***	15.9320***	6.4556***	5.3733***	13.7777***	1.7765	0.2014	-8.9421***	-11.1335***	-1.3934
Shirts	2.0588	6.8868***	4.1183***	1.4952	8.1573***	3.2704*	-0.5044	-2.6060*	-6.7589***	-3.2036
Skirts	1.9776	5.1907***	4.3567***	0.1858	4.6136***	3.3911**	-2.1530	0.2279	-6.0421***	-4.7052**
Slacks	5.8175***	8.5350***	3.2530*	1.5203	3.7980***	-2.1354	-4.7540***	-5.0700***	-7.8655***	-2.0002

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

APPENDIX E

Significant Differences for Battery of t Tests for Form of Fabric

TABLE K

Significant Differences between Form of Fabric and Age Groups on Battery of t Tests

Form of fabric/ Garment	t values					
	Young vs. Mature	Young vs. Mid.-aged	Young vs. Elderly	Mature vs. Mid.-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Knits						
Dresses	-3.0534*	-1.0670	3.4365**	2.6387*	6.8140***	5.3571***
Pantsuits	-4.2368***	-5.7670***	-1.2165	-1.3871	2.8129*	4.1794***
Blazers	-5.5996***	-5.8519***	-3.4482**	0.0613	0.5857	0.5665
Blouses	-11.0664***	-12.2386***	-4.4367***	0.0154	3.8627***	4.0744***
Shirts	-9.5520***	-8.1239***	-3.1216*	1.4444	1.9022	1.1812
Skirts	-3.6650**	-6.9544***	-1.3986	-3.3011**	0.7599	2.5354
Slacks	-20.8831***	-30.1077***	-17.7717***	-7.9772***	-3.5097**	1.3581
Shorts	-10.4011***	-10.6386***	-2.5488	-0.2799	1.8318	1.9395
Wovens						
Dresses	2.2844	0.4363	-3.8830***	-2.3610	-6.4683***	-5.2272***
Pantsuits	3.8983***	5.3444***	1.0355	1.3234	-2.6809*	-3.9835***
Blazers	5.1965***	5.4840***	3.1489*	0.0094	-0.6046	-0.6294
Blouses	9.8313***	10.9556***	4.0203***	0.0749	-3.3592**	-3.6066**
Shirts	9.0825***	7.4436***	3.1369*	-1.6484	-1.6652	-0.8344
Skirts	3.1191*	6.4396***	0.9679	3.3861**	-0.8801	-2.7017*
Slacks	19.8313***	29.0953***	17.1324***	8.1330***	3.5505**	-1.4154
Shorts	10.1694***	10.7161***	2.4232	0.5742	-1.8539	-2.0752

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE L

Significant Differences between Form of Fabric and Income Levels on Battery of t Tests

Form of fabric/ Garment	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Knits						
Dresses	-3.1013*	-4.5694***	4.0997***	2.1482	1.5639	-0.2984
Blouses	-1.8490	-1.9443	4.6649***	0.0248	5.2359***	6.2399***
Wovens						
Dresses	2.4779	3.6385**	-3.3100**	-1.6985	-1.3021	0.1628
Blouses	1.2630	1.3979	-3.8529***	-0.1598	-4.8147***	-5.5944***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE M

Significant Differences between Form of Fabric and Rural/Urban Areas on Battery of t Tests

Form of fabric/ Garment	t values		
	Farm vs. Sm.cities	Farm vs. Lg.cities	Sm.cities vs. Lg.cities
Knits			
Dresses	1.1153	3.7632**	-6.1018***
Blouses	0.0688	1.9423	-4.4084***
Skirts	1.1944	2.8518*	-4.6006***
Slacks	3.0792*	6.5307***	-7.4832***
Wovens			
Dresses	-0.8067	-3.4485**	6.1350***
Blouses	-0.2470	-1.6927	3.3800**
Skirts	-1.0020	-2.7200*	4.8059***
Slacks	-2.8605*	-6.1843***	7.2415***

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE N

Significant Differences between Form of Fabric and Sections of the Country on Battery of t Tests

Form of fabric/ Garments	t values									
	Mt/SW N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Knits										
Dresses	-1.4319	1.6913	4.0760***	-1.6599	4.6349***	6.7692***	-0.4585	3.3581**	-4.4492***	-6.5760***
Pantsuits	4.5723***	7.1008***	6.5064***	2.3870	3.4174**	3.2536*	-2.2109	0.5949	-5.1128***	-4.7197***
Blazers	3.4079**	6.3341***	3.9329***	3.4996**	4.3917***	1.5135	0.8316	-1.8048	-2.6481*	-0.6235
Blouses	1.0210	1.6822	5.5494***	-0.7622	0.9478	5.9221***	-2.1984	5.1831***	-2.9715*	-7.0395***
Skirts	1.1948	4.7571***	4.2618***	0.8322	5.5395***	4.2448***	-0.3229	0.3592	-4.6772***	-3.9700***
Slacks	3.1003*	7.1126***	6.2045***	1.4247	5.9151***	4.5886***	-1.7810	0.1790	-6.5259***	-5.4473***
Shorts	0.1141	2.2733	0.4948	-0.4400	3.7130**	0.5459	-0.8691	-1.8378	-3.9401***	-1.0957
Wovens										
Dresses	1.4293	-1.4801	-3.9987***	2.0273	-4.3183***	-6.6594***	0.9725	-3.4858**	4.6933***	6.8788***
Pantsuits	-4.9007***	-7.2202***	-6.6174***	-2.4742	-3.1269*	-3.0600*	2.4623	-0.6268	5.1155***	4.7450***
Blazers	-3.4494**	-6.1080***	-3.9199***	-3.4277**	-4.0142***	-1.4598	-0.6961	1.5800	2.4848	0.6860
Blouses	-0.7289	-1.2476	-5.2754***	1.0002	-0.7440	-5.8940***	2.1686	-5.3124***	2.7746*	6.9913***
Skirts	-1.2633	-4.5651***	-4.2139***	-0.5410	-5.1176***	-4.0992***	0.8063	-0.5145	4.8624***	4.2403***
Slacks	-3.2299*	-7.1188***	-6.4016***	-1.2468	-5.7196***	-4.6945***	2.1759	-0.4341	6.7736***	5.8613***
Shorts	0.0772	-2.2428	-0.4948	0.7084	-3.9960***	-0.7576	1.0204	1.8043	4.3338***	1.3903

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

APPENDIX F

Significant Differences for Battery of *t* Tests for Price Range Paid for Garments

TABLE O

Significant Differences between Price Range Paid for Garments and Age Groups on Battery of t Tests

Price range/ Garments	t values					
	Young vs. Mature	Young vs. Mid-aged	Young vs. Elderly	Mature vs. Mid-aged	Mature vs. Elderly	Middle-aged vs. Elderly
Under $5.00						
Dresses	-3.7763**	-1.9328	0.4320	2.5652	4.3710***	2.6089*
Blouses	-3.1635*	1.9917	4,8967***	5.7651***	7.4630***	3.8474***
Shirts	-2.9486*	3.2642*	1.5485	6.1127***	3.0650*	-0.1439
Skirts	-3.3679**	2.0058	1.7108	5.9477***	4.1124***	0.5227
Slacks	-7.2191***	-6.7931***	-3.1114*	0.8891	1.4349	0.9165
Jeans	-6.1831***	-2.7631*	0.4507	1.0132	1.8930	1.4174
$5.00 - 9.99						
Dresses	0.5642	-2.0173	-1.0282	-2.8519*	-1.6659	0.8645
Blouses	4.5726***	1.6334	1.4777	-3.6259**	-1.9649	0.4128
Shirts	2.0503	-1.2095	0.6550	-3.2066*	-0.4154	1.2847
Slacks	-3.7484**	-6.1887***	-5.1549***	-2.2518	-2.8143*	-1.5123
Jeans	1.7545	-0.4242	-3.7075*	-1.4108	-4.0716**	-3.3755*
$10.00 - 14.99						
Dresses	2.5468	4.2214***	3.1944*	1.4205	0.6751	-0.6358
Suits	-1.0295	0.7981	2.8717*	1.8896	3.7783**	2.6964*
Blouses	1.2777	-0.6137	-2.3668	-2.1433	-3.3510**	-2.1158
Shirts	2.0117	-0.5586	-2.1311	-2.5274	-3.0278*	-1.8641
Skirts	2.7041*	-0.4809	-0.7667	-3.6781**	-2.3271	-0.5253
Slacks	8.7946***	9.1340***	7.5396***	-0.1006	1.5933	1.6945
Jeans	2.8409**	2.9276*	3.4575*	0.9724	2.5085	1.9019

Table 0 (continued)

Price range/ Garments	t values					
	Young vs. Mature	Young vs. Mid-aged	Young vs. Elderly	Mature vs. Mid-aged	Mature vs. Elderly	Middle-aged vs. Elderly
$15.00 - 19.99						
Blazers	1.1545	-1.1917	0.8931	-2.8575*	0.0614	1.9244
Blouses	-3.9789***	-5.4636***	-6.3658***	-0.9410	-3.8285***	-3.4216**
Shirts	0.1834	-3.9261***	-1.8080	-4.0441***	-1.8740	0.0280
Slacks	4.0092***	4.9656***	2.6238*	0.7951	-0.0367	-0.5186
Jeans	1.5144	0.2228	12.3081***	-0.6460	7.2783***	4.4395***
$20.00 - 24.99						
Blouses	-2.9109*	-4.0582***	-3.2468*	-0.6691	-1.4368	-1.0860
Shirts	-1.8195	-2.6868*	-1.6738	-0.8939	-1.0220	-0.6317
Slacks	0.2869	3.5027**	2.7983*	3.2847**	2.6153*	0.4484
Jeans	1.6211	3.4776**	3.4776**	1.4153	1.4153	0.0000
$25.00 - 29.99						
Dresses	2.3739	3.6466**	3.9854***	1.0500	1.7072	0.9601
Suits	3.0420*	2.6475*	3.0265*	-0.6930	0.1882	0.8219
Blouses	-1.9893	-3.4156**	-2.5863*	-1.0834	-1.4491	-0.8661
Shirts	1.7326	-2.2131	1.7326	-3.3224**	0.0000	3.3224**
Jeans	-0.1675	-0.6098	2.8354*	-0.5010	2.0047	1.4178
$30.00 - 39.99						
Dresses	-2.4128	-3.4216**	-2.4189	-0.5642	0.0004	0.5668
Skirts	-2.4658	-2.9182*	-1.2755	-0.2257	-0.1117	0.0054
Slacks	-2.0841	-3.7959***	-1.4188	-1.6317	-0.3444	0.6582
Jeans	1.0520	3.0085*	3.0085*	1.4153	1.4153	0.0000

Table 0 (continued)

Price range/ Garments	t values					
	Young vs. Mature	Young vs. Mid-aged	Young vs. Elderly	Mature vs. Mid-aged	Mature vs. Elderly	Middle-aged vs. Elderly
$40.00 - 49.99						
Dresses	-1.3810	-5.7235***	-3.5782**	-4.1220***	-2.2802	1.2855
Pantsuits	-1.3527	-2.6525*	-0.9551	-1.2631	0.2451	1.3193
Suits	-0.9435	-2.7616*	-0.9869	-1.6163	-0.1915	1.1901
$50.00 - 99.99						
Dresses	-4.6525***	-7.5466***	-7.5004***	-1.4049	-3.1439*	-2.2787
Pantsuits	-3.3714**	-2.9318*	-3.4809**	1.0376	-0.6911	-1.5784
Suits	-0.7786	-2.0704	-3.2096*	-1.1396	-2.6170	-1.9296
Blazers	-2.2450	-3.0169*	-2.4951	-0.4499	-1.8658	-1.7183
$100.00 and up						
Suits	1.4213	-0.4967	-2.6289	-2.2628	-3.2108*	-2.4392

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE P

Significant Differences between Price Range Paid for Garments and Income Levels on Battery of t Tests

Price range/	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Under $5.00						
Dresses	2.2055	1.8389	-5.0510***	0.8030	-4.9047***	-6.4656***
Pantsuits	-1.0055	0.4869	-1.6006	-2.6773*	-4.5709***	-2.7601*
Suits	-2.5331	-2.6859*	2.2699	-1.2873	-1.1668	0.1104
Blazers	-4.4899***	-8.1863***	3.9291***	0.9454	-1.9453	-3.7851**
Blouses	1.5729	2.8546*	-8.5134***	-2.4882	-13.1112***	-13.1877***
Shirts	2.2136	2.5749	-5.5244***	-0.6640	-6.8932***	-7.5968***
Skirts	-1.0603	-1.2286	-0.6689	0.1954	-3.4180**	-4.9575***
Slacks	1.6446	3.5146**	-7.5576***	-3.7934**	-11.6998***	-10.3866***
Jeans	-1.2960	-1.1058	-0.9444	-0.5356	-4.4609***	-5.0705***
$5.00 - 9.99						
Dresses	0.3499	1.6922	-4.9293***	-2.1715	-7.1255***	-5.9556***
Pantsuits	0.9560	2.1883	-4.7380***	-2.3645	-7.4126***	-6.5194***
Blazers	0.3553	0.8293	-1.8725	-1.0877	-3.4836**	-3.2851**
Shirts	-2.3811	-2.2759	4.3153***	-0.4593	3.8688***	5.0843***
Skirts	0.7661	1.6969	-2.8243*	-1.9450	-4.2185***	-3.2164*
Slacks	-0.9631	-0.3398	-0.9179	-1.3509	-3.4036**	-2.6835*
$10.00 - 14.99						
Dresses	-0.6782	0.8523	-2.0062	-2.5129	-3.9821***	-2.0373
Pantsuits	2.3257	4.2153***	-5.7270***	-3.6044**	-6.4162***	-3.7776**

Table P (continued)

Price range/ Garment	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
Blouses	-2.0970	-3.1518*	7.6247***	1.7681	8.9964***	8.6590***
Skirts	-0.2201	-0.6257	1.8082	0.8257	3.0285*	2.8789*
Slacks	0.2833	-1.3293	3.2049*	3.2876**	6.1295***	3.9420***
Jeans	0.1770	0.0592	1.2182	0.2924	2.7290*	2.9322*
$15.00 - 19.99						
Dresses	2.1251	2.5748	-2.6068*	-0.5989	-0.7907	-0.3116
Blouses	-0.2971	-0.3805	4.2164***	0.1382	6.5070***	7.2783***
Shirts	-1.0120	-3.0119*	5.2692***	3.1402*	5.6363***	3.7389**
Skirts	1.1106	0.9425	0.0361	0.5211	2.5693	2.6162*
Slacks	-0.4055	-1.1270	4.9285***	1.3694	7.2929***	7.0254***
Jeans	0.7520	-0.6992	1.3591	3.7141**	4.0495***	1.4393
$20.00 - 24.99						
Dresses	-0.5470	-0.6305	2.7496*	0.0860	3.1054*	3.3335**
Suits	-4.6324***	-4.8278***	2.4962	-2.2148	-3.4587**	-2.1360
Blouses	-1.4674	-2.4620	5.1340***	1.3236	4.8131***	4.1877***
Shirts	0.9526	0.7239	0.6178	0.9415	3.5646**	3.1609*
Skirts	-3.0314*	-6.9996***	6.7780***	1.9050	3.4378**	2.1078
Slacks	-2.2300	-3.7302**	6.4498***	1.8926	5.5019***	4.5037***
Jeans	0.0000	-3.1737*	2.0063	3.1737*	2.0063	0.0825
$25.00 - 29.99						
Dresses	-1.9253	-3.5715**	4.9175***	2.2285	4.0517***	2.4228
Pantsuits	-0.7856	-2.0718	3.5343**	2.1541	4.2611***	2.7154*
Blouses	-1.2662	-1.7351	4.0446***	0.4799	3.4755**	3.4112**
Skirts	-3.3602**	-4.1526***	4.6541***	-1.4460	0.3393	2.1811
Slacks	0.2255	-2.2841	2.9138*	4.5487***	4.4685***	1.3098

Table P (continued)

Price range/ Garment	t values					
	Poverty vs. Modest	Poverty vs. Medium	Poverty vs. High	Modest vs. Medium	Modest vs. High	Medium vs. High
$30.00 - 39.99						
Dresses	-0.1084	-1.9241	4.8477***	2.8315*	6.4312***	4.5025***
Pantsuits	-0.9796	-2.7106*	4.1324***	2.8377*	4.7858***	2.6423*
Blazers	0.5080	-0.1622	1.1193	1.7199	3.4416**	2.2515
Blouses	-0.2380	0.2808	1.6044	-1.0362	2.0045	3.0533*
Skirts	0.6370	-0.2357	0.7685	2.4800	3.0342*	1.1721
Slacks	-2.6485*	-4.4783***	4.7067***	0.4609	2.7160*	2.5952*
Jeans	-1.0000	-1.7334	2.6626*	0.1304	2.1409	2.1612
$40.00 - 49.99						
Dresses	-2.9948*	-4.5121***	4.4080***	1.6379	1.9034	0.5950
Pantsuits	0.1576	-1.7818	3.3112**	3.4721**	5.3170***	2.6833*
Slacks	-1.7326	-2.4504	2.8317*	-0.2228	1.4575	1.7685
$50.00 - 99.99						
Dresses	-1.8330	-2.7142*	6.1189***	1.0135	5.3259***	4.8655***
Pantsuits	-1.7240	-2.8889*	7.6648***	1.5934	7.8213***	7.1416***
Blazers	-1.4165	-3.0148*	3.0246*	0.8039	1.5735	1.0164
Blouses	1.0000	0.9181	0.1365	1.0000	2.6472*	2.4252
$100.00 and up						
Pantsuits	-2.6504*	-4.4848***	3.8875***	0.8739	1.4959	0.8494
Suits	1.5061	1.7769	-0.9497	-1.1093	1.6632	2.9831*

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE Q

Significant Differences between Price Range Paid for Garments and Rural/Urban Areas on Battery of t Tests

Price range/ Garment	t values		
	Farm vs. Sm.cities	Farm vs. Lg.cities	Sm.cities vs. Lg.cities
Under $5.00			
Slacks	1.4436	4.2298***	-7.0772***
Jeans	-0.9911	0.3530	-3.0541*
$5.00 - 9.99			
Jeans	2.4796	3.4990**	-2.0925
$10.00 - 14.99			
Slacks	-1.0430	-4.0636***	6.9134***
Jeans	-1.3732	-2.9415*	3.0492*
$15.00 - 19.99			
Slacks	-0.8867	-2.5283	3.6130**
Jeans	-1.4856	-3.6010**	3.3438**
$20.00 - 24.99			
Jeans	-1.7347	-3.3275**	0.7464
$30.00 - 39.99			
Slacks	-3.7481**	-5.9271***	0.0914
Jeans	-1.0000	-3.1716*	1.9399
$40.00 - 49.99			
Slacks	-2.2373	-3.4662**	-0.0227

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$

TABLE R

Significant Differences between Price Range Paid for Garments and Sections of the Country on Battery of t Test

Price range/ Garment	t values									
	Mt/SW vs. N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Under $5.00										
Dresses	-1.0655	-2.6082*	0.8729	1.1231	-2.1785	2.3419	2.9607*	4.0434***	4.8755***	0.1949
Blouses	-1.4667	0.6282	7.6126***	0.2416	3.0023*	11.6160***	2.0371	9.1890***	-0.4218	-8.3453***
Shirts	-1.1176	-1.5720	1.8468	-0.2904	-0.7873	4.0148***	1.0470	4.5653***	1.6442	-2.5872*
Skirts	-2.7454*	-2.4105	-0.7169	-2.2287	0.5568	2.0430	0.1951	1.6691	-0.2357	-1.5828
Slacks	-1.2448	1.7990	2.8779*	-1.2268	4.6772***	5.3920***	-0.1640	1.7564	-3.8110***	-4.7041***
$5.00 - 9.99										
Dresses	-1.7270	-2.5086	1.5386	2.0176	-1.1342	3.9558***	5.0813***	4.8127***	6.0465***	0.3839
Blouses	0.3102	-2.3247	-2.6534*	-0.3610	-3.7732**	-3.7233**	-0.8357	-0.8116	2.2502	2.5814*
Skirts	-0.9588	-1.1159	0.8776	-1.7725	-0.2213	2.2821	-1.2415	2.4967	-1.0987	-2.9854*
Slacks	0.1416	-2.0134	1.1675	-0.5684	-3.2890**	1.3917	-0.9430	3.8702***	1.6612	-1.9738
Jeans	0.1611	1.2872	1.5007	-1.1675	1.6611	1.7771	-1.7412	0.4799	-3.0341*	-2.9681*
$10.00-14.99										
Dresses	-0.3918	-1.8048	0.5577	-0.2823	-2.0675	1.1543	0.1105	2.7021*	1.8932	-0.9646
Blouses	0.5732	0.5814	-2.4801	-0.0438	0.0131	-3.7369**	-0.7305	-3.7403**	-0.7397	2.7161*
Shirts	2.5365	3.4520**	-0.6832	1.7529	1.8139	-4.0757***	-0.8878	-5.2140***	-2.2249	2.9122*
Skirts	2.1682	2.6619*	2.6548*	2.2253	0.7876	1.0388	0.3598	0.4861	-0.2484	-0.6095
$15.00-19.99										
Dresses	1.1717	2.0326	0.6722	-0.4711	1.3204	-0.4242	-2.1461	-1.3808	-3.2469*	-1.3047
Blouses	0.9840	2.0072	-4.9855***	0.6303	1.5329	-6.9793***	-0.3409	-7.9866***	-1.5741	6.1131***

Table R (continued)

Price range/ Garment	t values									
	Mt/SW vs. N.C.	Mt/SW vs. N.E.	Mt/SW vs. Pacific	Mt/SW vs. South	N.C. vs. N.E.	N.C. vs. Pacific	N.C. vs. South	N.E. vs. Pacific	N.E. vs. South	Pacific vs. South
Shirts	1.7359	2.8128*	-1.1451	1.3621	2.4556	-3.5599**	-0.4094	-4.8285***	-2.1499	2.9559*
Skirts	0.4551	-0.1436	-1.5409	0.8467	-0.9750	-2.4384	0.6179	-1.8364	1.4201	2.6677*
Slacks	-0.3411	-1.0036	-4.5605***	0.5060	-0.9976	-5.3163***	1.1115	-4.6170***	1.9118	5.6290***
Jeans	1.1225	2.0997	-0.6630	1.9052	1.6095	-2.0553	1.2722	-3.1059*	-0.0708	2.8132*
$20.00-24.99										
Blouses	-0.2167	0.3158	-1.6207	-1.9827	0.7667	-1.7427	-2.1983	-2.2732	-2.7575*	-0.3093
$25.00-29.99										
Dresses	0.5070	2.1782	-1.4952	0.5957	2.5846*	-2.4175	0.1734	-4.1741***	-2.0219	2.3686
Blouses	1.6245	1.2502	-0.7050	1.0992	-0.6336	-2.5880*	-0.5919	-2.1908	-0.0835	1.9608
$30.00-39.99										
Dresses	0.6831	0.2047	-0.5442	-1.2699	-0.7162	-1.4299	-2.5766*	-0.9111	-1.9615	-0.7169
Skirts	0.7738	0.8426	-2.1959	1.0381	0.1179	-3.1632*	0.5173	-3.2282*	0.4351	3.3175**
$40.00-49.99										
Dresses	0.1646	1.2372	-2.1705	-1.4124	1.6536	-2.8121*	-2.0823	-3.8617***	-3.4084**	1.0339
$50.00-99.99										
Dresses	0.7969	1.4887	-2.1466	0.2104	1.1045	-3.3922**	-0.7439	-4.0606***	-1.6607	2.6565*

*** $p \leq .0001$
** $p \leq .001$
* $p \leq .01$