

SELECTED FACTORS WHICH MAY INFLUENCE BUYING HABITS
OF FRESHMAN WOMEN AT KANSAS STATE UNIVERSITY

by

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TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
II. REVIEW OF LITERATURE	3
III. PROCEDURE	11
Pre-testing the Questionnaire	13
Administering the Questionnaire	14
Method of Analysis	14
IV. FINDINGS	15
V. SUMMARY OF FINDINGS AND CONCLUSIONS	26
VI. RECOMMENDATIONS FOR FURTHER STUDY	28
ACKNOWLEDGMENTS	30
REFERENCES CITED	31
APPENDIX A. Questionnaire	34
APPENDIX B. Statistical Analysis of Data	42
APPENDIX C. Port-a-punch IBM Card Used for Scoring Data	58

LIST OF TABLES

TABLE	PAGE
I. Percentage of Respondents Who Discussed Ward- robe Plans with Their Mothers by Number of Campus Organizations to Which They Belonged	16
II. Percentage of Respondents Who Discussed Ward- robe Plans with Girl Friends by Size of Home Community	17
III. Percentage of Respondents Who Read Newspaper or Magazine Articles on How to Make the Most of Their Wardrobe by Size of Home Community	17
IV. Percentage of Respondents Who Wanted Clothes Similar to Those of Campus Leaders by Number of Campus Organizations to Which They Belonged	19
V. Percentage of Respondents Who Wanted Clothes Similar to Those of Other College Women by Number of Campus Organizations to Which They Belonged	19
VI. Percentage of Respondents Who Chose a Store For Brand of Merchandise Sold by Size of Home Community	20
VII. Percentage of Respondents Who Chose a Store For Its Reputation by Size of Home Community	21
VIII. Price Range Spent on Bermudas by Expected Length of Wear and by Percentage of Respon- dents	21
IX. Price Range Spent on Bermudas by Occupations of Fathers and by Percentage of Respondents	22
X. Price Range Spent on Skirts by Occupations of Fathers and by Percentage of Respondents . .	23
XI. Percentage of Women Who Looked for Information on Clothing Labels and Were Members of 4-H or Had Clothing Units in High School	24

CHAPTER I

INTRODUCTION

This study was made to collect data on selected factors which might influence freshman women at Kansas State University to buy certain outer wear clothing. Influences were considered persuasive or guiding forces which caused women to purchase certain items of outer wear. Buying habits referred to those automatic responses related to performances without conscious intention of purchasing the selected outer wear.

Outer wear included in this study consisted of daytime dresses, skirts, shirts, and Bermudas. Throughout this study Bermudas will be referred to as knee-length walking shorts. These items were chosen because it was assumed that in casual attire more than in semi-formal or formal attire, the women's own clothing preferences more often would be expressed. Only the items purchased since August 1, 1964, were considered.

This study was undertaken because there was insufficient information available regarding influences on buying habits. The purposes of the study were to gain an understanding of the: (1) sources of knowledge freshman women said they had used as background information before purchasing their outer wear; (2) forces which swayed the use of their background knowledge; (3) information looked for on the label before purchasing their outer wear; (4) aesthetic factors

considered before purchasing their outer wear; and (5) social and economic factors that influenced the purchases.

Knowledge of the influences that caused women to buy certain outerwear should enable the home economics teacher to do more effective teaching. Also, an understanding of the buying habits of women can better help retailers supply the needs of the individual woman.

CHAPTER II

REVIEW OF LITERATURE

Reasons for buying habits, according to the literature reviewed, were fear, self assertion, approval of others, desire for recognition, attraction of the opposite sex, and enhancement of personality. Also, women have expressed a desire of quality and ease in care of garments, and garments that fit a particular situation. Other influences on purchasing that have been reported were participation in organizations, family income, size of community, and education.

Fear was one of the earliest influences on dress. Dearborn (1918, p. 44) reported that clothing was a protection from fear of being homely. Clothing also protected us from fear of stupidity, anxiety, and dermal discomfort.

A desire to be self-assertive conflicted strenuously with that of conformity. Nystrom (1928, p. 75) stated, "probably the most active as well as effective human hunger underlying fashion is the desire for self assertion." Women wanted to be different; they wanted to wear something that was uniquely theirs or even set a pattern of dress. Women wanted to dress individually, but they also wanted the recognition and approval of others, without the ridicule. Laver (1938, p. 248) remarked that clothes served two purposes--that of self protection and self assertion. They

helped to mold the individual into society and served as a weapon for love.

Forming somewhat of an inconsistent purpose, clothes must not only be like other people's or meet the approval of others, but they must make the wearer feel equal or superior to other people in order to achieve recognition. Hurlock (1929, p. 26) confirmed Nystrom's writings when she said clothes displayed what was important for the day. If there was a war, then the clothes showed strength and bravery. If the times showed an economic influence, a different form of dress was required.

Teen-age girls were not consistently influenced by the girls in their group. Waldron (1961, p. 19) showed the interdependency of girls. Some girls always selected garments entirely different from others; while most girls used the information gained from observing the garments worn by others as a measuring device to decide whether the fashion was one they would enjoy and purchase or reject and select one that was different.

Vener (1957, p. 80) disclosed that high school people consulted with their mothers and peers when making clothing selections. Also, young people wanted frequently to emulate their peers. It was stated by Vener that the mass media of television, Hollywood, and sports reporting influenced young people's dress.

A desire for recognition in dress was reported by Evans (1964, p. 743). Approximately one half of 159 tenth and twelfth grade boys and girls indicated that they liked to wear clothes that would win recognition from their friends, and better than one third preferred clothes like those of their friends. Cannon et al. (1952, p. 710) revealed that high school girls in the upper socio-economic levels, placed high prestige values on being well dressed, whereas those of the lower socio-economic group placed more emphasis on being clean.

During the teen-age years, the desire for romance began and continued to the age of 25. Laird (1935, p. 35) stated that "the young woman can never quite get rid of the idea that she must get herself a husband." Laird (1935, p. 49) also reported that a woman wanted a dress because someone said it was alluring and not because the dress was a bargain. Hurlock (1929, p. 77) reported that being fashionably garbed was more important for the young woman than at any other time in her life. Purchases that were made were for the purpose of enhancement of the personality. Hartman (1949, p. 296) agreed that clothes may either enhance or humiliate a person-ality.

According to a study done by Eugene Gilbert Youth Research for Seventeen magazine entitled "The College Freshman Story. A Report on the Buying and Reading Habits of

Girls Entering Their First Term of College" (1964), the average amount of money spent on wearing apparel by 1,774 college freshman women from 50 states attending 34 United States colleges was \$376.44. The age range for these women was from 17 to 20 years, with the majority being 17 and 18. At the University of Minnesota, Baumgartner (1961, p. 211) found that freshman students spent from \$3 to \$850 a year on their clothes.

Influences on purchasing outer wear vary. Laird (1935, p. 138) reported that women were interested in quality products, which usually meant the prices were more than they would like to pay. The advertisers realizing this, advertise to urge women to purchase by using such phrases as "more for your money," "more economical," or "a buy of a lifetime." Impulse buying might be a result of being or trying to be economical. Laird (1935, p. 138) stated that one reason for impulsive buying was a desire for economy. A marked-down item was a hard item to resist.

This was not the complete picture as noted by McWhorten (1965, p. 32).

Nowadays the public wants their clothes to be attractive, but rarely at the expense of comfort. They must survive if possible the tumble dryer, they must be light in weight, they must not crease, and each unit of clothing must be modest in cost. They must be completely appropriate to whatever the weather applies. And among younger folk they must be sexually attractive and a boost to their own individuality. These rather than the dictates of Paris are the real limits of fashion, style, and design.

According to Morton (1943, pp. 41 and 44), people realized the importance of clothing and strove to provide their wardrobe with clothes to fit their particular situation including climate, weather, locality, and style changes. Important factors in style were good fabrics, good workmanship, color, and a feeling for the silhouette. Stepat (1949, p. 69) reported that freshman women were concerned about the serviceability of fabrics and clothes purchased. Other concerns included the need for special care and the time that it took to shop for each particular item.

Using an interview form of testing college women on their ideas of dress, Stout and Latzke (1958, p. 43) reported that the girls thought the most important factors in the choice of garments were price, color, fabric, fit, durability, ease of care, versatility, meeting personal needs, personal preferences, completing the wardrobe, style, fashion, improvement of appearance of figure, personal motives, and the feeling derived from wearing the garment.

Baumgartner (1961, p. 212) reported the following variables on clothing purchasing to be identification with fraternal organizations, respondent's sex, family income, and size of home community. If a student desired to join a fraternal organization, the amount spent on clothing increased substantially. She also found that spending for clothes was greater among women than it was for men. Rosencranz (1962,

p. 22) reported that "the social standing of the individual and the level of education may have some effect on the purchases that the women make." Ryan emphasized that a choice in clothes purchased, size of wardrobe, and a city background were factors which led to giving students greater confidence in their clothes.

In a study of 465 unmarried women students, age 17-26, enrolled at Hood College, Frederick, Maryland, Ditty (1962, pp. 110 and 113) concluded that "clothing can be instrumental in enhancing adjustment to different social roles and their related reference group expectation." She also reported that "clothing functions more as a medium of self expression for those who are socially mature and confident. Those lacking this social awareness use clothing as a means of social role adjustment." Rosencranz (1962, p. 22), in a study of married women, stated that the social status of the women played a part in women's awareness of fashion. The social status which she cited included membership in organizations, amount of education, income, magazine subscriptions, and the occupation of the husband. Evans (1964, p. 742), from results on a study of 10th and 12th grade students, showed intelligence, sex, father's occupation, mother's occupation, father's education, and mother's education were not significantly related to the clothing behavior of adolescents.

Vener (1957, p. 78), in a study of 8th, 10th, and 12th grade students in a school in Lansing, Michigan, reported that by the time young people reached the adolescent stage, the individual was already aware of the importance of clothing symbolism in dress.

In the area of clothing purchasing, Evans (1964, p. 741) found that in the most popular students, 73 per cent desired to choose their own clothes. In the least popular group, only 46 per cent desired to choose for themselves. Evans (1964, p. 743) stated that more than half of the adolescents wanted to be independent in dress; and that about 18 per cent wanted both parental help and to be independent.

When shopping, Sybers et al. (1962, p. 184) reported that it was important for the higher social status shoppers to be dressed up when shopping, to shop away from home, and to use the salesclerks' time.

Sources of knowledge received by teen-age girls on buying, reported by Waldron (1961, p. 61), were the family, friends, fashion magazines, home economics classes, other magazines, newspapers, television, radio, self-experimentation, pattern books, catalogues, and store displays. Stout and Latzke (1958, p. 43) included the size of the town also.

Some research has been conducted in the area of socio-economics of clothing. There has been a need to clarify and build onto some of the information. Waldron (1961, p. 64)

wrote that to improve methods of buying, one must know the buying habits of different ages and socio-economic backgrounds of people. If this information is accumulated, it could be used in high school and community consumer education courses. Evans (1964, p. 743) recommended that research be done on the resources of the individual such as their talents, tastes, and knowledge. She also suggested that the physical setting of the individual might be a determinant of clothing behavior.

CHAPTER III

PROCEDURE

A questionnaire (Appendix A) was developed to secure information from freshman women at Kansas State University relative to selected factors that might influence the women to purchase certain outer clothing. The questions used to obtain this information were developed from the following outline:

- I. Sources of knowledge freshman women said they had used as background information before purchasing the outer clothing.
 - A. Current fashion magazines.
 - B. Newspaper and magazine advertisements and articles.
 - C. Books or pamphlets relating to clothing purchasing and wardrobe planning.
 - D. Books or pamphlets relating to aesthetic values of clothing.
 - E. Window shopping and browsing in stores.
 - F. Homemaking classes.
 - G. 4-H work.
- II. Forces that swayed the use of background knowledge of freshman women.
 - A. Individual or groups of individuals.
 1. Mother, other close relatives, and friends.
 2. Television and/or movie personalities.
 3. Salesclerks in stores where they shop.
 4. Campus leaders.

5. Other college women.
 6. Fashion magazines.
- B. Store properties.
1. Location.
 2. Reputation.
 3. Brand of merchandise sold.
- C. Economic factors of purchasing.
1. Amount freshman women said they paid for garments purchased since August 1, 1964.
 2. Length of time the freshman women expected the garment to wear.
 3. Source of clothing income.
 4. Amount available to spend.
 5. Impulse buying.
- III. Information looked for on the label before purchasing outer clothing.
- A. Brand name.
 - B. Care instructions.
 - C. Fabric content.
 - D. Manufacturer's name.
 - E. Price.
- IV. Aesthetic factors of clothing considered before purchasing outer clothing.
- A. Style.
 - B. Color.
 - C. Line.
 - D. Fashions.

V. Socio-economic factors of the family.

- A. Parents' occupation.
- B. Size of the home community.
- C. Parents' marital status.
- D. Campus organizations.

Both objective and subjective questions were used on the questionnaire. "Often," "sometimes," and "seldom" were the answers that could be selected for the respondents' choice in order that the questions could be easily answered. Subjective questions were asked so that the respondent could answer freely and without influence from possible stated answers. The arrangement of the questions was given careful consideration in an attempt to place the questions in the best possible sequence to make it as easy as possible for the respondents to follow.

Pre-testing the Questionnaire

A pre-test was administered to 20 freshman women living in Putnam Hall, a residence hall at Kansas State University, to search for ambiguous questions and determine the length of time required to administer the questionnaire. On the basis of results obtained with the pre-test, the questionnaire was revised.

Administering the Questionnaire

The questionnaire was administered to the freshman women living in Boyd Hall, a residence hall at Kansas State University. It was given to 187 freshman women during a regularly scheduled hall meeting. Since 12 were not present, the test was administered to them at their convenience.

It was explained that the completed questionnaire would be used for a Master's thesis, and that about 15 to 25 minutes would be required to complete the questionnaire.

Method of Analysis

Hypotheses were set up from the standpoint of the respondents' home community, parents' marital status, parents' occupations, membership in campus organizations, and participation in homemaking classes and in 4-H.

For the purpose of sorting the data, port-a-punch IBM cards were used (Appendix C). The chi-square test of significance ($p < 0.05$) was used to determine the relationship of frequencies involved.

Percentage and number of respondents for each hypothesis or question also were used to summarize data. Percentages were used to show the rate at which the respondents checked the categories. Totals of respondents checking "often," "sometimes," and "seldom" were used where no test of significance was made.

CHAPTER IV

FINDINGS

The questionnaire (Appendix A) concerning selected factors which might influence buying habits was administered to 199 freshman women living in a Kansas State University residence hall. Five of the respondents did not complete the questionnaire. Analysis of the data was done from the responses of 194 students. The ages of the respondents ranged from 16 to 21. Sixty per cent of the women were 18 years of age; 38 per cent were 19; and the remaining 2 per cent were 16, 17, and 21.

As a result of the chi-square tests, 47 of the 57 hypotheses formulated were accepted and 10 were rejected at the 0.05 level of confidence (Appendix B). The hypotheses concerning the parents' marital status were not tested as a result of only 12 respondents coming from broken homes.

Many of the women said they asked for assistance in planning wardrobe needs. Assistance came from discussion with the respondents' mothers or other close relatives, or girl friends. The relationship between the respondents who discussed wardrobe plans with their mothers or other close relatives and membership in campus organizations was significant at the 0.05 level of confidence (Appendix B, No. 55). The percentage of respondents who belonged to campus

organizations and discussed wardrobe plans with their mother was calculated (Table I).

TABLE I
 PERCENTAGE OF RESPONDENTS WHO DISCUSSED WARDROBE PLANS
 WITH THEIR MOTHERS BY NUMBER OF CAMPUS ORGANIZA-
 TIONS TO WHICH THEY BELONGED

Number of organizations	Percentage who discussed wardrobe plans		
	Often	Sometimes	Seldom
1 or 2	28.3	42.4	29.2
3 or more	47.7	36.3	15.8

There was a significant difference at the 0.05 level of confidence between the size of the respondents' home community and the amount of assistance sought from girl friends in planning casual wear needs (Appendix B, No. 7). The percentage of respondents who discussed wardrobe plans with girl friends and the size of their home community was calculated (Table II).

When tested for significance, the size of the respondents' home community and the use of newspaper and magazine articles were found to be significant at the 0.05 level of confidence (Appendix B, No. 14). In order to use the chi-square test of significance, the communities were combined into three groups. The percentage of respondents who often read magazine or newspaper articles was very low

TABLE II

PERCENTAGE OF RESPONDENTS WHO DISCUSSED WARDROBE PLANS
WITH GIRL FRIENDS BY SIZE OF HOME COMMUNITY

Size of home community	Percentage who discussed wardrobe plans		
	Often	Sometimes	Seldom
Fewer than 1,000	14.6	53.6	31.7
1,000 to 9,999	27.4	43.1	29.1
10,000 to 49,999	43.5	48.6	7.8
50,000 and over	13.3	60.0	26.6

in comparison to the percentage of respondents selecting seldom (Table III). This indicated that 50 per cent or more of the respondents seldom read newspaper or magazine articles on how to make the most of their wardrobe.

TABLE III

PERCENTAGE OF RESPONDENTS WHO READ NEWSPAPER OR MAGAZINE
ARTICLES ON HOW TO MAKE THE MOST OF THEIR WARDROBE
BY SIZE OF HOME COMMUNITY

Size of home community	Percentage who read newspaper or magazine articles on how to make the most of your wardrobe		
	Often	Sometimes	Seldom
Fewer than 5,000	8.5	35.3	56.1
5,000 to 49,999	10.2	53.0	36.7
50,000 and over	10.0	51.6	38.3

In order to gain an understanding of forces which swayed the use of clothing and textile knowledge by freshman women, questions were developed concerning individuals or groups of individuals, store properties, and economic factors which might influence women's selection of clothing. To determine the influences that others had on wardrobe planning, the questions were stated in the following manner: Do you want clothes similar to those of campus leaders? Do you want clothes similar to those of other college women?

The frequency with which freshman women desired to own clothes that were similar to those of campus leaders and the number of campus organizations to which they belonged were significant at the 0.05 level of confidence (Appendix B, No. 51). When asked if they desired to own clothes similar to those of campus leaders, it was found that more than half of the respondents checked "sometimes" if they were members of one or two campus organizations while over two thirds checked "sometimes" if they belonged to three or more organizations (Table IV).

Respondents belonging to campus organizations wanted to own clothes similar to those of other college women more often than those similar to campus leaders. Respondents wanting clothes similar to those of other college women and who belonged to campus organizations were significant at the 0.05 level of confidence (Appendix B, No. 53). As the number

TABLE IV

PERCENTAGE OF RESPONDENTS WHO WANTED CLOTHES SIMILAR TO
THOSE OF CAMPUS LEADERS BY NUMBER OF CAMPUS
ORGANIZATIONS TO WHICH THEY BELONGED

Number of organizations	Percentage who wanted clothes similar to those of campus leaders		
	Often	Sometimes	Seldom
1 or 2	11.3	55.6	33.0
3 or more	13.6	69.2	17.0

of organizations to which the respondents belonged increased, the desire to own clothes similar to those of other college women also increased (Table V).

TABLE V

PERCENTAGE OF RESPONDENTS WHO WANTED CLOTHES SIMILAR TO
THOSE OF OTHER COLLEGE WOMEN BY NUMBER OF CAMPUS
ORGANIZATIONS TO WHICH THEY BELONGED

Number of organizations	Percentage who wanted clothes similar to those of other college women		
	Often	Sometimes	Seldom
1 or 2	30.4	54.2	15.2
3 or more	46.6	50.0	3.3

One of the forces that swayed the use of clothing and textile knowledge was the brand of merchandise sold in the store where the garments were purchased. Though the brand of merchandise sold in the store was important to the majority

of the respondents, it increased in importance as the size of the home community increased (Table VI). It was found that the size of the home community and the brand of merchandise sold in the store were significant at the 0.05 level of confidence (Appendix B, No. 10).

TABLE VI
PERCENTAGE OF RESPONDENTS WHO CHOSE A STORE FOR BRAND
OF MERCHANDISE SOLD BY SIZE OF HOME COMMUNITY

Size of home community	Percentage who chose a store for the brand of merchandise sold		
	Often	Sometimes	Seldom
Fewer than 1,000	39.0	48.7	12.1
1,000 to 9,999	62.1	29.4	7.8
10,000 to 49,999	69.2	20.5	10.2
50,000 and over	66.6	21.6	11.6

At the 0.05 level of confidence, the reputation of store where the garments were purchased and the size of the home community were significant (Appendix B, No. 8). The reputation of the store where the garments were purchased was most important to the respondents living in communities of over 10,000 population (Table VII).

An economic factor, which swayed the use of clothing and textile knowledge, was the amount spent on Bermudas by the respondents and the expected length of wear. This was

TABLE VII

PERCENTAGE OF RESPONDENTS WHO CHOSE A STORE FOR ITS REPUTATION BY SIZE OF HOME COMMUNITY

Size of the community	Percentage who chose a store for its reputation		
	Often	Sometimes	Seldom
Fewer than 1,000	24.4	41.4	34.1
1,000 to 9,999	39.2	45.1	15.6
10,000 to 49,999	51.2	38.4	10.2
50,000 and over	43.3	48.3	8.3

significant at the 0.05 level of confidence (Appendix B, No. 39). It was found that three fifths of the women who spent less than \$5.00 on their Bermudas expected them to wear less than two years (Table VIII).

TABLE VIII

PRICE RANGE SPENT ON BERMUDAS BY EXPECTED LENGTH OF WEAR AND BY PERCENTAGE OF RESPONDENTS

Expected length of wear	Percentage of respondents	
	Price range for Bermudas \$0 to \$4.99	\$5.00 or more
0 to 24 months	60.8	41.8
24 to 48 months	26.0	46.7
48 to 72 months	13.0	11.4

There was also a significant difference at the 0.05 level of confidence between the occupations of the

respondents' fathers and the amount they spent on Bermudas (Appendix B, No. 33). The majority of the respondents spent more than \$5.00 on Bermudas; the respondents whose fathers were laborers spent much less than those whose fathers were of other occupational levels (Table IX).

TABLE IX

PRICE RANGE SPENT ON BERMUDAS BY OCCUPATIONS OF FATHERS
AND BY PERCENTAGE OF RESPONDENTS

Occupations of the fathers	Percentage of respondents	
	Price range for Bermudas	
	\$0 to \$4.99	\$5.00 or more
Professional	12.1	87.8
Semi-professional and proprietor	19.2	80.7
Farm	36.8	63.1
Skilled worker	35.7	64.2
Laborer	44.4	55.5

The relationship between the original cost of a skirt purchased since August 1, 1964, and the occupations of the respondents' fathers was found to be significant at the 0.05 level of confidence (Appendix B, No. 31). Ninety-four per cent of the respondents spent \$7.00 or more on skirts when the occupations of their fathers were at the professional level; if the father had neither a professional nor a semi-professional level of occupation, over half of the girls spent less than \$7.00 for skirts (Table X).

TABLE X

PRICE RANGE SPENT ON SKIRTS BY OCCUPATIONS OF FATHERS
AND BY PERCENTAGE OF RESPONDENTS

Occupations of the fathers	Percentage of respondents	
	Price range for Bermudas \$0 to \$6.99	\$7.00 or more
Professional	5.7	94.2
Neither professional nor semi-professional	57.3	42.6

Despite the lack of statistical significance between the amount of participation in 4-H work or the number of clothing units taken in junior or senior high school, it was interesting to note that the more the women participated in these activities the more they seemed to seek information given on clothing labels (Table XI).

The frequency with which freshman women browsed through clothing stores and the size of the home community were not significant at the 0.05 level of confidence. It was interesting to note that more than 95 per cent of the respondents selected "often" or "sometimes" when asked if they browsed through stores. The percentage selecting "often" was 72.6; "sometimes," 23.7; "seldom," 3.7. Similar results were found between browsing in clothing stores and the number of clothing units taken in junior or senior high school. "Often" was checked by 73.6 per cent of the

TABLE XI

PERCENTAGE OF WOMEN WHO LOOKED FOR INFORMATION ON CLOTHING LABELS AND WERE MEMBERS OF 4-H OR HAD CLOTHING UNITS IN HIGH SCHOOL

Label information	Percentage of women who looked for information on the clothing label			
	No. of clothing units		No. of years of 4-H	
	1 or 2	3 or more	1 or 2	3 or more
Brand name	35.1	48.5	25.0	46.5
Care instructions	65.7	53.6	93.7	97.6
Fabric content	64.9	85.3	87.5	93.0
Manufacturer's name	10.1	9.7	6.2	4.6
Price	35.3	46.3	31.5	53.5

respondents; "sometimes" by 22.9; 3.4 per cent checked "seldom."

When testing the aesthetic factors of clothing against the occupations of the mothers, no statistical significance appeared at the 0.05 level of confidence. Moreover, there was little apparent difference between women whose mothers worked outside the home and those who did not. Thirty-seven per cent of the respondents whose mothers worked outside the home selected "often" when asked if the garments purchased were those considered the latest in fashion; 57.3 per cent "sometimes"; and 9.6 per cent "seldom." On the other hand, the respondents whose mothers' work was predominately in the

home, selected "often" 36.6 per cent; "sometimes" 61.3 per cent; and "seldom" 2.3 per cent.

Ninety-one and one-tenth per cent of the respondents whose mothers worked outside the home said they purchased garments in a color they thought looked well on them. When the same question was asked of respondents whose mothers were not working outside the home, the percentage rose to 94.

Ninety per cent of all respondents selected "often" when asked if they purchased garments in a line and design that they thought looked well on them. In answering this query, there was no distinction made between the respondents whose mothers worked outside the home and those who did not.

Data were collected on sources of knowledge freshman women said they had used as background information before purchasing outer clothing. There was no significant difference between those who looked through fashion magazines or window shopped and the amount of clothing education they had in homemaking classes in school or in 4-H.

CHAPTER V

SUMMARY OF FINDINGS AND CONCLUSIONS

The following conclusions and findings pertained to this study done with freshman women at Kansas State University. If another study were made, different results might be found.

It was found that more than 150 of the 194 women in the study looked at fashions in magazines before purchasing outer wear. Since books, pamphlets, and articles related to dress were seldom read, it was concluded that these publications showed there was little difference in the amount of fashion and clothing information read and the size of the home community.

It was concluded that the women wanted clothes which were similar to those of campus leaders or other college women. Famous personalities in the news had little influence on choice of clothing. The freshman women usually discussed wardrobe plans with their mothers and their girl friends. The respondents, when shopping, either were accompanied by their mothers or girl friends. At least three fourths of the freshman women took their mothers or girl friends shopping when purchasing casual wear. The women frequently spent time browsing in stores and window shopping. Over 80 per cent of the women used the above listed means of shopping to

gain information on what was available before purchasing outer wear.

Respondents coming from home communities of 10,000 or more were influenced in their selection of a store by the location and by the brand of merchandise sold.

With the majority of the respondents, a casual dress was selected because the color, line, and design looked well on them rather than because it was the latest in fashion.

Even though it was not found significant by chi-square tests, it was noted that as the amount of participation in either junior or senior high school clothing units or 4-H work increased, the more the respondents considered the label information to be important. The respondents were most interested in the care instructions, fabric content, and brand name.

The respondents whose fathers had professional or semi-professional occupations spent more for Bermudas and skirts than did the respondents whose fathers were laborers or semi-skilled workers. It was noted that many women expected most of their casual clothes to last two years or more. Bermudas were expected to last less than two years.

CHAPTER VI

RECOMMENDATIONS FOR FURTHER STUDY

Because of the breadth of this study, it is evident that further research in the area of clothing buying habits would prove beneficial. By making separate studies of economics and sociological and psychological factors on the habits governing the buying of clothing, a more practical guide to buying principles could be suggested. It is recognized that these factors are interrelated, and research should be centrally directed.

From this study, it appears that the cost of clothes and the length of expected wear influence the amount paid for outer wear. Since care instructions on the labels of ready-to-wear garments seemed important to the women of this study, further research might also show relationship for care instructions and economic status of the family and the community.

Research needs to be done on the psychological aspects of buying. This study suggests that college women are concerned about what their girl friends wear. Further research may show evidence that owning clothes which are similar to those of others may be one of the most important factors in the selection of satisfactory clothes by college women.

The marital status of the parents was not studied at this time because there were not enough respondents who came from broken homes. Research on the importance of clothing to women coming from broken homes, as compared to that coming from well-adjusted ones may reveal clothing as a status symbol.

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APPENDIX A

QUESTIONNAIRE

The following questions are related to the buying of casual skirts, shirts, dresses, and Bermudas which you may have purchased since August 1, 1964.

Please check (✓) if often, sometimes, seldom.

	<u>Number of respondents</u>		
	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>
When planning your casual wear needs, do you			
1. discuss it with your mother or other close relative?	72	74	45
2. discuss it with your sister?	23	43	53
3. discuss it with a girl friend?	45	99	47
4. other: please state _____ boyfriend		21	
Before purchasing, do you			
5. look at newspaper or magazine advertisements?	57	79	55
6. look at current fashion magazines?	65	92	34
7. spend time window shopping?	85	71	35
8. browse in clothing stores?	138	45	7
9. other: please state _____			
catalogue		1	
designed their own		2	
listed needs		2	
looked at pattern books		4	
went to fashion shows		3	

	<u>Often</u>	<u>Sometimes</u>	<u>Seldom</u>
Do you read			
10. books or pamphlets on wardrobe planning and purchasing?	10	54	127
11. books or pamphlets relating to color and design used in casual wear?	6	57	128
12. newspaper or magazine articles on how to make the most of your wardrobe?	18	86	87
13. other: please state _____		0	
Do you think the most popular girls on campus wear			
14. becoming styles?	160	38	1
15. styles different from other women on campus?	19	104	76
16. other: please state _____			
appropriate styles		7	
accessories that go well with their outfits		4	
latest fad		3	
most expensive clothes		1	
Do you want clothes that are similar to those			
17. of television or movie personalities?	4	55	135
18. of leaders on campus?	24	120	50
19. of close friends?	34	118	41
20. of other college women?	73	101	19
21. found in fashion magazines?	66	99	28
22. other: please state _____ which look well on me		20	

Often Sometimes Seldom

When selecting the store in which you buy your outer garments, do you choose it because of

23. the reputation of the store?	76	84	31
24. the location of the store?	26	81	84
25. the brand of merchandise sold in this store?	115	56	20
26. the informed clerks in this store?	39	72	79
27. other: please state _____			
the atmosphere of the store		3	
the only store in town		1	
past experience		4	
price range		12	
store she worked in		4	

Do you plan to buy

28. at the beginning of the fashion season?	41	105	46
29. when you need or want a new garment?	145	47	0
30. when there is a special sale?	85	82	24
31. other: please state _____			
when I have the money		8	

When shopping, are the garments purchased

32. what you consider the latest in fashion?	68	113	9
33. in a color that looks well on you?	177	14	0
34. in lines and designs that look well on you?	172	18	1
35. because you think someone likes it?	23	83	86
36. other: please state _____		15	

Often Sometimes Seldom

Do you usually purchase Bermudas

37. for a special occasion or date?	23	102	65
38. because you think you will need new Bermudas later in the season?	67	83	41
39. because they are on sale?	57	90	43
40. other: please state _____ for no special reason		1	
because I see some I like		2	
because I need them		3	

When shopping, are you accompanied by

41. your mother or other close relative?	55	88	44
42. your sister?	21	48	52
43. a girl friend?	34	109	45
44. other: please state _____ boyfriend		15	

Please check (✓) only one (1).

Which do you usually prefer-

16 45. one pair of Bermudas for \$10

180 46. or two pair for \$10?

Which do you usually prefer-

30 47. one summer skirt for \$14

166 48. or two summer skirts for \$14?

Which do you usually prefer-

113 49. one church dress for \$30

84 50. or two church dresses for \$30?

The major source of money for your outer garments is from

- 127 51. your parents
48 52. money you have earned
15 53. your allowance
2 54. gifts

56. Please list the fashion magazines which you look at regularly.

Glamour	Vogue
Harpers Bazaar	
Ingenué	
Ladies Home Journal	
Mademoiselle	
McCall's	
Seventeen	
Pattern books	
Teen	

57. Please list information which you look for on a label or hang tag before buying casual dresses, skirts, shirts, or Bermudas.

Brand name
 Care instructions
 Fabric content
 Manufacturer's name
 Price

58. What was the original cost of the Bermudas which you may have purchased since August 1, 1964? _____

Less than \$5	46
\$5 or more	122

59. How long do you anticipate the Bermudas to wear? _____

0 to 2 years	79
2 to 4 years	69
4 or more years	20

60. What was the original cost of the summer skirt which you may have purchased since August 1, 1964? _____

Less than \$7	44
\$7 or more	125

61. How long do you anticipate the summer skirt to wear? _____

0 to 2 years	42
2 to 4 years	94
4 or more years	33

62. What was the original cost of the shirt which you may have purchased since August 1, 1964? _____

Less than \$5	76
\$5 or more	107

63. How long do you anticipate the shirt to wear? _____

0 to 2 years	57
2 to 4 years	95
4 or more years	31

64. How old are you? _____

Please check (✓) the size of your home community.

33 65. Rural farm

8 66. Town under 999

41 67. Small town (1,000 - 4,999)

10 68. Large town (5,000 - 9,999)

39 69. Small city (10,000 - 49,999)

60 70. Large city (50,000 and over)

71. Describe your father's occupation and type of work.

Professional	41
Clerical and sales	23
Managerial	48
Farm owner	47
Craftsman	11
Operatives	2
Laborer	9

72. Describe your mother's occupation and type of work.

Mothers who worked outside the home	90
Homemakers	101

Please check (✓) the marital status of your parents

182 73. Living together
4 74. divorced
1 75. separated
7 76. deceased

Check each year which you had a clothing unit during your junior or senior high school years.

<u> </u>	77.	7		
<u> </u>	78.	8	0 cloth units	39
<u> </u>	79.	9	1 or 2 units	106
<u> </u>	80.	10	3 or more	49
<u> </u>	81.	11		
<u> </u>	82.	12		

83. Were you a member of 4-H? Yes No

84. If yes, how many years? _____

0 years of 4-H 74

1 or 2 years 20

3 or more years 54

85. Please list all college affiliated social and civic groups to which you now belong.

APPENDIX B

STATISTICAL ANALYSIS OF DATA

1. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency at which current fashion magazines were looked at before purchasing the garment.

Null hypothesis was accepted at the 0.05 level of significance.

2. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency at which newspaper and magazine advertisements were looked at before the purchase was made.

Null hypothesis was accepted at the 0.05 level of significance.

3. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency with which they went window shopping before the purchase was made.

Null hypothesis was accepted at the 0.05 level of significance.

4. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency with which they browsed in clothing stores before the purchase was made.

Null hypothesis was accepted at the 0.05 level of significance.

5. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the amount of assistance sought from their mothers in planning casual wear needs.

Null hypothesis was accepted at the 0.05 level of significance.

6. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the amount of assistance sought from their sisters in planning casual wear needs.

Null hypothesis was accepted at the 0.05 level of significance.

7. Hypothesis: There were no significant differences between the size of the home community of the respondents and the amount of assistance they sought from their girl friends in planning casual wear needs.

Null hypothesis was rejected at the 0.05 level of significance.

8. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the reputation of the store where they chose to buy garments.

Null hypothesis was rejected at the 0.05 level of significance.

9. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the location of the store where they chose to buy garments.

Null hypothesis was accepted at the 0.05 level of significance.

10. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the brand of merchandise that was sold in the store where they purchased outer wear.

Null hypothesis was rejected at the 0.05 level of significance.

11. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the informed clerks found in the store where they purchased outer wear.

Null hypothesis was accepted at the 0.05 level of significance.

12. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency with which books or pamphlets were read relating to color and design used in casual wear.

Null hypothesis was accepted at the 0.05 level of significance.

13. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency with which books or pamphlets were read on wardrobe planning and purchasing.

Null hypothesis was accepted at the 0.05 level of significance.

14. Hypothesis: There were no significant differences between the size of the home community of the freshman women and the frequency at which they read articles on making the most of their wardrobes.

Null hypothesis was rejected at the 0.05 level of significance.

15. Hypothesis: There were no significant differences between the frequency with which freshman women looked at current fashion magazines before purchasing and the amount of junior and senior high school clothing units taken by them.

Null hypothesis was accepted at the 0.05 level of significance.

16. Hypothesis: There were no significant differences between the frequency with which freshman women looked at current fashion magazines before purchasing casual wear and their participation in 4-H club work.

Null hypothesis was accepted at the 0.05 level of significance.

17. Hypothesis: There were no significant differences between the amount of junior and senior high school clothing units which the freshman women had taken and the frequency with which they looked at newspaper or magazine advertisements before purchasing casual wear.

Null hypothesis was accepted at the 0.05 level of significance.

18. Hypothesis: There were no significant differences between the frequency with which freshman women looked at newspaper or magazine advertisements before purchasing casual wear and their participation in 4-H work.

Null hypothesis was accepted at the 0.05 level of significance.

19. Hypothesis: There were no significant differences between the frequency with which freshman women went window shopping before purchasing casual wear and the amount of junior and high school clothing units taken by them.

Null hypothesis was accepted at the 0.05 level of significance.

20. Hypothesis: There were no significant differences between the frequency with which freshman women went window shopping and their participation in 4-H work.

Null hypothesis was accepted at the 0.05 level of significance.

21. Hypothesis: There were no significant differences between the frequency with which freshman women browsed in clothing stores before purchasing casual wear and the amount of junior and senior high school clothing units taken by them.

Null hypothesis was accepted at the 0.05 level of significance.

22. Hypothesis: There were no significant differences between the frequency with which freshman women browsed in clothing stores before purchasing casual wear and their work in the 4-H club.

Null hypothesis was accepted at the 0.05 level of significance.

23. Hypothesis: There were no significant differences between the frequency with which freshman women looked for information on the clothing label before purchasing casual wear and the amount of junior and senior high school units taken by them.

Null hypothesis was accepted at the 0.05 level of significance.

24. Hypothesis: There were no significant differences between the information freshman women looked for on the clothing label before purchasing their casual wear needs and their participation in 4-H work.

Null hypothesis was accepted at the 0.05 level of significance.

25. Hypothesis: There were no significant differences between the source of income for casual wear of the respondents and their fathers' occupations.
Null hypothesis was accepted at the 0.05 level of significance.
26. Hypothesis: There were no significant differences between the amount of clothing label information looked for by the freshman women and their desire to own what they considered the latest in fashion.
Null hypothesis was accepted at the 0.05 level of significance.
27. Hypothesis: There were no significant differences between the amount of clothing label information looked for by the freshman women and if they purchased it because they thought someone liked it.
Null hypothesis was accepted at the 0.05 level of significance.
28. Hypothesis: There were no significant differences between the amount of money spent for skirts by freshman women and the number of campus organizations they belonged to.
Null hypothesis was accepted at the 0.05 level of significance.
29. Hypothesis: There were no significant differences between the amount of money spent for shirts by freshman women and the number of campus organizations to which they belonged.
Null hypothesis was accepted at the 0.05 level of significance.
30. Hypothesis: There were no significant differences between the amount of money spent on Bermudas by freshman women and the number of campus organizations to which they belonged.
Null hypothesis was accepted at the 0.05 level of significance.
31. Hypothesis: There were no significant differences between the amount of money spent for skirts by freshman women and the occupations of the fathers.

Null hypothesis was rejected at the 0.05 level of significance.

32. Hypothesis: There were no significant differences between the amount of money spent on shirts by freshman women and the occupations of their fathers.

Null hypothesis was accepted at the 0.05 level of significance.

33. Hypothesis: There were no significant differences between the amount of money spent on Bermudas by freshman women and the occupations of their fathers.

Null hypothesis rejected at the 0.05 level of significance.

34. Hypothesis: There were no significant differences between the amount of money spent by freshman women on skirts and source of income.

Null hypothesis was accepted at the 0.05 level of significance.

35. Hypothesis: There were no significant differences between the amount of money spent by freshman women on shirts and source of income.

Null hypothesis was accepted at the 0.05 level of significance.

36. Hypothesis: There were no significant differences between the amount spent by freshman women on Bermudas and their source of income.

Null hypothesis was rejected at the 0.05 level of significance.

37. Hypothesis: There were no significant differences between the amount of money spent by freshman women on skirts and the expected length of wear.

Null hypothesis was accepted at the 0.05 level of significance.

38. Hypothesis: There were no significant differences between the amount of money spent by freshman women on shirts and the expected length of wear.

Null hypothesis was accepted at the 0.05 level of significance.

39. Hypothesis: There were no significant differences between the amount of money spent by freshman women on Bermudas and the expected length of wear.

Null hypothesis was rejected at the 0.05 level of significance.

40. Hypothesis: There were no significant differences between the freshman women who planned to buy their casual wear needs at the beginning of the fashion season and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

41. Hypothesis: There were no significant differences between the freshman women who planned to buy their casual wear when they needed or wanted a new garment and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

42. Hypothesis: There were no significant differences between the freshman women who planned to buy their casual wear when there was a special sale and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

43. Hypothesis: There were no significant differences between the frequency with which freshman women purchased Bermudas because they thought someone liked them and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

44. Hypothesis: There were no significant differences between the frequency with which freshman women purchased Bermudas for a special occasion and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

45. Hypothesis: There were no significant differences between the frequency with which freshman women purchased Bermudas because they thought they would need new shorts later in the season and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

46. Hypothesis: There were no significant differences between the frequency with which freshman women purchased Bermudas because they were on sale and their source of income.

Null hypothesis was accepted at the 0.05 level of significance.

47. Hypothesis: There were no significant differences between the frequency with which freshman women purchased garments they considered the latest in fashion and the occupation of the mother.

Null hypothesis was accepted at the 0.05 level of significance.

48. Hypothesis: There were no significant differences between the freshman women who purchased garments in a color that they thought looked well on them and the occupation of the mother.

Null hypothesis was accepted at the 0.05 level of significance.

49. Hypothesis: There were no significant differences between the frequency with which freshman women purchased garments in a line or design that they thought looked well on them and the occupation of the mother.

Null hypothesis was accepted at the 0.05 level of significance.

50. Hypothesis: There were no significant differences between the frequency with which freshman women desired to own clothes that were similar to television or movie personalities and the number of campus organizations to which they belonged.

Null hypothesis was accepted at the 0.05 level of significance.

51. Hypothesis: There were no significant differences between the freshman women who desired to own clothes similar to those of campus leaders and the number of campus organizations to which freshman women belonged.

Null hypothesis was rejected at the 0.05 level of significance.

52. Hypothesis: There were no significant differences between the frequency with which freshman women desired to own clothes that were similar to those of close friends and the number of campus organizations to which they belonged.

Null hypothesis was accepted at the 0.05 level of significance.

53. Hypothesis: There were no significant differences between the frequency with which freshman women desired to own clothes that were similar to those of other college women and the number of campus organizations to which they belonged.

Null hypothesis was rejected at the 0.05 level of significance.

54. Hypothesis: There were no significant differences between the frequency with which freshman women desired to own clothes which were similar to those found in fashion magazines and the number of campus organizations to which they belonged.

Null hypothesis was accepted at the 0.05 level of significance.

55. Hypothesis: There were no significant differences between the frequency with which freshman women discussed the planning of their casual wear with their mothers or other close relatives and the number of campus organizations to which they belonged.

Null hypothesis was rejected at the 0.05 level of significance.

56. Hypothesis: There were no significant differences between the frequency with which they discussed the planning of their casual wear with their sisters and the number of campus organizations to which they belonged.

Null hypothesis was accepted at the 0.05 level of significance.

57. Hypothesis: There were no significant differences between the frequency with which freshman women discussed the planning of their casual wear with girl friends and the number of campus organizations to which they belonged.

Null hypothesis was accepted at the 0.05 level of significance.

THE VARIABLES, CHI-SQUARE VALUES, DEGREES OF FREEDOM,
AND THE PROBABILITY OF A GREATER CHI-SQUARE VALUE
FOR EACH VARIABLE LISTED ACCORDING TO NUMBER

No.	Variables	Chi-square	D.F.	Probability of a greater value
1	Size of the home community Current fashion magazines	6.12199	6	$0.250 \leq p \leq 0.500$
2	Size of the home community Advertisements	5.57313	6	$0.250 \leq p \leq 0.500$
3	Size of the home community Window shopping	2.26361	6	$0.750 \leq p \leq 0.900$
4	Size of the home community Browsing in stores	7.37711	3	$0.050 \leq p \leq 0.100$
5	Size of the home community Assistance from mothers in planning	7.98084	6	$0.100 \leq p \leq 0.250$
6	Size of the home community Assistance from sisters in planning	6.59212	6	$0.250 \leq p \leq 0.500$
7	Size of the home community Assistance from girl friends in planning	14.41479	3	$0.000 \leq p \leq 0.005$
8	Size of the home community Store reputation	15.81443	6	$0.010 \leq p \leq 0.025$
9	Size of the home community Location of store	6.12114	3	$0.100 \leq p \leq 0.250$
10	Size of the home community Brand of merchandise	9.92986	3	$0.010 \leq p \leq 0.025$
11	Size of the home community Informed clerks	5.15801	3	$0.100 \leq p \leq 0.250$
12	Size of the home community Books or pamphlets on color or design	0.59205	2	$0.500 \leq p \leq 0.900$

No.	Variables	Chi-square	D.F.	Probability of a greater value
13	Size of the home community Books and pamphlets on wardrobe planning	1.75103	2	$0.250 \leq p \leq 0.500$
14	Size of the home community Read newspaper or magazine articles on wardrobe planning	13.19071	4	$0.010 \leq p \leq 0.025$
15	Clothing units Current fashion magazines	0.01948	2	$0.990 \leq p \leq 0.995$
16	4-H work Current fashion magazines	3.13891	1	$0.050 \leq p \leq 0.100$
17	Clothing units Advertisements	2.11662	2	$0.250 \leq p \leq 0.500$
18	4-H work Advertisements	2.54013	1	$0.100 \leq p \leq 0.250$
19	Clothing units Window shopping	0.60464	2	$0.995 \leq p \leq 1.000$
20	4-H work Window shopping	0.00089	1	$0.900 \leq p \leq 0.950$
21	Clothing units Browsing in stores	3.06045	1	$0.050 \leq p \leq 0.100$
22	4-H work Browsing in stores	0.48164	1	$0.250 \leq p \leq 0.500$
23	Clothing units Label information	0.61993	5	$0.975 \leq p \leq 0.990$
24	4-H work Label information looked for	1.27182	4	$0.750 \leq p \leq 0.900$
25	Father's occupation Source of income for casual wear	3.85700	2	$0.100 \leq p \leq 0.250$
26	Label information Fashion qualities	5.02100	7	$0.250 \leq p \leq 0.500$
27	Label information Purchased because someone liked it	3.06400	10	$0.975 \leq p \leq 0.990$
28	Number of organizations Money spent for skirts	0.00000	1	

No.	Variables	Chi-square	D.F.	Probability of a greater value
29	Number of organizations	0.41400	1	$0.500 \leq p \leq 0.750$
	Money spent for shirts			
30	Number of organizations	0.12000	1	$0.500 \leq p \leq 0.750$
	Spent for Bermudas			
31	Fathers' occupations	55.37179	1	$0.000 \leq p \leq 0.005$
	Money spent on skirts			
32	Fathers' occupations	4.98711	5	$0.250 \leq p \leq 0.500$
	Money spent on shirts			
33	Fathers' occupations	10.59859	4	$0.025 \leq p \leq 0.500$
	Money spent on Bermudas			
34	Source of income	1.71086	1	$0.100 \leq p \leq 0.250$
	Amount spent on skirts			
35	Source of income	1.51917	2	$0.100 \leq p \leq 0.250$
	Amount spent on shirts			
36	Source of income	0.19048	2	$0.900 \leq p \leq 0.950$
	Amount spent on Bermudas			
37	Length of wear	4.23717	2	$0.100 \leq p \leq 0.250$
	Amount spent on skirts			
38	Length of wear	3.35620	2	$0.250 \leq p \leq 0.500$
	Amount spent on shirts			
39	Length of wear	6.11437	2	$0.025 \leq p \leq 0.050$
	Amount spent on Bermudas			
40	Source of income	4.03872	2	$0.100 \leq p \leq 0.250$
	Buy at the beginning of fashion season			
41	Source of income	0.17005	1	$0.500 \leq p \leq 0.750$
	Buy when needed or wanted			
42	Source of income	0.81489	2	$0.500 \leq p \leq 0.750$
	Buy at special sale			
43	Source of income	2.94972	2	$0.100 \leq p \leq 0.250$
	Someone likes it			
44	Source of income	5.11581	2	$0.050 \leq p \leq 0.100$
	Buy for a special occasion			
45	Source of income	2.28289	2	$0.250 \leq p \leq 0.500$
	Buy for need later in the season			

No.	Variables	Chi-square	D.F.	Probability of a greater value
46	Source of income Purchased Bermudas on sale	1.86269	2	$0.250 \leq p \leq 0.500$
47	Occupations of the mothers Buy the latest in fashion	0.12108	1	$0.500 \leq p \leq 0.750$
48	Occupations of the mothers Colors that looked well on them	0.60902	1	$0.250 \leq p \leq 0.500$
49	Occupations of the mothers Buy garments in a line or design that looks well on them	0.00052	1	$0.900 \leq p \leq 0.950$
50	Number of campus organizations Want clothes similar to those of movie or television person- alities	1.39146	1	$0.100 \leq p \leq 0.250$
51	Number of campus organizations Want clothes similar to those of campus leaders	6.41848	2	$0.025 \leq p \leq 0.050$
52	Number of campus organizations Want clothes similar to those of close friends	1.51819	2	$0.100 \leq p \leq 0.250$
53	Number of campus organizations Want clothes similar to those of other college women	5.28652	1	$0.010 \leq p \leq 0.025$
54	Number of campus organizations Want clothes similar to those found in fashion magazines	1.03130	2	$0.500 \leq p \leq 0.750$

No.	Variables	Chi-square	D.F.	Probability of a greater value
55	Number of campus organizations Discussed clothing needs with mothers	9.02461	2	$0.010 \leq p \leq 0.025$
56	Number of campus organizations Discussed plans with sister	1.83335	2	$0.250 \leq p \leq 0.500$
57	Number of campus organizations Discussed plans with a girl friend	0.83549	2	$0.500 \leq p \leq 0.750$

APPENDIX C

SELECTED FACTORS WHICH MAY INFLUENCE BUYING HABITS
OF FRESHMAN WOMEN AT KANSAS STATE UNIVERSITY

by

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The purposes of this study were to collect data on the sources of knowledge freshmen said they had used as background information before purchasing clothing outer wear, forces which swayed the use of clothing and textile knowledge, information looked for on the clothing label before purchasing, aesthetic factors considered before purchasing, and social and economic factors that may influence purchases. Outer wear referred to daytime dresses, shirts, skirts, and Bermuda shorts. A questionnaire was developed and administered to the freshman residences of Boyd Hall.

The sources of knowledge which respondents used were newspaper or magazine advertisements. Books or pamphlets were seldom used in wardrobe planning. The women having had three or more years of 4-H work or units of clothing in high school were more conscious of label information than those with less education in this respect. The label information most frequently sought by all of the women was care instructions, followed by fabric content, and brand name.

Women wanted clothes which were similar to those of campus leaders and other college women. It was noted that as membership in campus organizations and size of home community increased, so did the desire to own clothes which were similar to those of campus leaders and other college women. The respondents were influenced by their mothers and girl friends in planning and shopping for wardrobe needs.

Television or movie personalities and salesclerks had little influence on the clothing women chose.

Brand of merchandise influenced the women in the selection of a store. The reputation and location of the store seemed to be of some importance.

The women paid less for casual skirts, shirts, blouses, and Bermuda shorts than for daytime dresses. Respondents expected casual clothes to last two or more years. Bermudas were expected to last less than two years.

The major source of income for the women's outer wear was parental subsidy. It was noted that as the fathers' occupational level rose so did the amount spent on outer wear.

It is recommended that smaller, more detailed studies be made in each of the areas -- sociology, economics, and psychology of clothing -- to gain more information on the hidden reasons for the pressures that cause women to select one garment over another. For example, are women today dressing more by social or by economic factors? It appeared from this study that it is more the former.