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Relationships between contacts Lauderdale County, Tennessee homemakers had with Extension and their use of recommended clothing practices

Jane H. Connell

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To the Graduate Council:

I am submitting herewith a thesis written by Jane H. Connell entitled "Relationships between contacts Lauderdale County, Tennessee homemakers had with Extension and their use of recommended clothing practices." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.

Cecil E. Carter Jr, Major Professor

We have read this thesis and recommend its acceptance:

Robert Dotson, Helen Rader

Accepted for the Council:

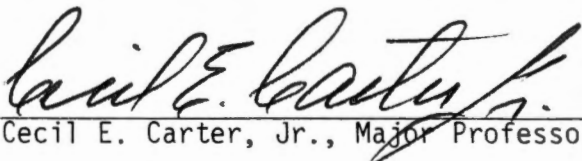
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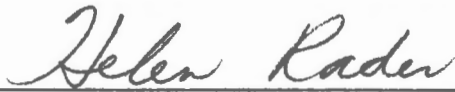
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To the Graduate Council:

I am submitting herewith a thesis written by Jane H. Connell entitled "Relationships Between Contacts Lauderdale County, Tennessee Homemakers Had With Extension and Their Use of Recommended Clothing Practices." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Extension.

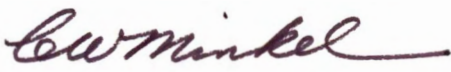

Cecil E. Carter, Jr., Major Professor

We have read this thesis
and recommend its acceptance:





Accepted for the Council:



The Graduate School

4

RELATIONSHIPS BETWEEN CONTACTS LAUDERDALE COUNTY, TENNESSEE
HOMEMAKERS HAD WITH EXTENSION AND THEIR USE OF
RECOMMENDED CLOTHING PRACTICES

A Thesis

Presented for the
Master of Science

Degree

The University of Tennessee, Knoxville

Jane H. Connell

June 1984

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Special appreciation is expressed to my husband, Don, and daughter, Angela, for their help and understanding during this study.

ABSTRACT

The purpose of this study was to characterize Lauderdale County homemakers as to their use of recommended clothing consumer practices, number of Extension contacts, sources of clothing information, Home Demonstration Club membership, sewing for self and/or family and the relationships between these variables. Sixty homemakers were randomly selected and personal interviews were conducted by County Extension agents. Those interviewed included 24 general homemakers, 18 Home Demonstration Club members, 11 Tennessee State University homemakers and 7 4-H parents. Interview schedules were developed by the University of Tennessee Extension Clothing Specialist, Helen Rader. Agents conducted the interviews during Fall of 1982 and Winter of 1983.

The data were coded and punched on computer cards, and computations were made by the University of Tennessee Computing Center. Statistical tests used to determine the strength of relationships between variables as well as the significant levels included the one-way analysis of variance F test and the Chi Square test. The .05 probability level was accepted as significant.

Major findings included the following:

1. Homemakers were not keeping a clothing inventory.
2. Homemakers were consumer-conscious: 93 percent would file a complaint with store manager; 98 percent shopped at reliable stores; 90 percent were satisfied with sale purchase and 92 percent relied on labels before purchasing.

3. Homemakers sought help for clothing care more often than any other clothing area. Ninety percent of homemakers used the Extension Agents and 80 percent used Extension Publications for sources of help with clothing care.

4. Extension contacts significantly influenced the homemakers in considering most areas of quality and workmanship before purchasing.

5. Homemakers who averaged more Extension meetings and clothing meetings were more likely to rely on labels before purchasing.

6. Homemakers who averaged attending more Extension meetings and clothing meetings, altered and made-over clothes more often as a matter of economy.

7. Homemakers involved in Home Demonstration clubs were more likely than non-members to file complaints when unsatisfied at the local level with the manufacturers.

8. Homemakers who sewed relied heavily on Extension for information and instruction.

9. Home Demonstration Club members averaged significantly more Extension contacts than non-members.

Implications and recommendations were also made.

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CHAPTER I

THE PROBLEM AND ITS SETTING

1. INTRODUCTION

Lauderdale County, a highly rural county located in West Tennessee, is bordered to the west by the Mississippi River, Dyer County to the north, Crockett and Haywood counties to the east and Tipton County to the south. Lauderdale County, according to the 1980 Census, has a population of 24,555. Female population, 18 years and over, is 8,274, while number of households are 8,281 (21)*.

With the continual and rapid increase in technology and research in the textile and fiber industry, it is not surprising that today's consumer has been caught up in the whirlwind of fibers, fabrics, finishes, fashions and the maze of care and performance qualities (20). At the present time there are 22 different generic groups, made up of 4 natural fibers and 18 man-made ones (14:3).

Quality of construction and how the garment looks and feels on the consumer are only two of the many points she must consider before making a decision to buy. The final satisfaction is strongly related to the care that must be given to the garment. Care labels and hangtags are the consumer's best guides for the correct method of clothing care (4:26).

*Numbers in parentheses refer to alphabetically listed items in the Bibliography; those after the colon refer to page numbers.

In the early 1970's, the Permanent Care Labeling law went into effect. Before permanent care labeling became law, the hang-tag on the garment was the only way to know how to take care of it. Unless the consumer saved these tags, she was no better off unless she could remember the kind of care required.

Many consumers refuse to buy a garment that says "dry-clean only" because of the additional cost or time involved in caring for it. The real cost of any clothing is its purchase price plus the cost of keeping it wearable.

Part of the thought process that will help the consumer be an effective shopper is being able to recognize both the best and the worst qualities of any purchase. When consumers are not satisfied, they should complain.

The emphasis on consumer awareness and wise buying habits in the United States has become strong in recent years. It is interesting that it has not been only the consumer who has taken an active part in this movement. The government has been responsible for introducing many of the laws that protect consumers. The purpose of these laws is to guard the rights of those who buy products and services within the United States (4:28).

Government action alone cannot eliminate the buying problems of the public. The government cannot protect people against their own mistakes, but it can encourage the growth in local communities of protective agencies who listen to complaints and handle consumer problems. The consumer must likewise become involved.

In 1960, President John F. Kennedy established the first Consumer Advisory Council, and by 1964, the first Special Assistant to the President on Consumer Affairs was appointed. In a public message President Kennedy outlined the rights of the consumer:

1. The right to be protected against the sale of products that are dangerous to health or life.
2. The right to be informed about or to be protected against misleading information and to be given the facts to make informed choices.
3. The right to choose from a variety of products.
4. The right to be heard when something goes wrong.

For each of these rights the consumer must be willing to accept responsibilities to make the system work (4:28).

Consumers have the right to expect textile products to be safe. In 1967, an amendment to the Flammable Fabrics Act was passed to prevent the sale and use of textiles in clothing and in home furnishings which could easily burn. Consumers also have the responsibility to guard against potential fire hazards.

Consumers have the right to be informed. The Textile Fiber Products Identification Act and the Permanent Care Labeling law require certain specific information to be on labels. But it is the consumer's responsibility to look for, request, and use this information.

Consumers have the right to select from a wide variety of merchandise in a broad range of prices. But it is the consumer's

responsibility to consider the pros and cons of each purchase and to make the best selection possible according to need.

Consumers have the right to be heard when complaints are legitimate. But it is the consumer's responsibility to be fair and honest about a complaint and to supply all the necessary facts (4:28).

Consumers must realize that clothing is an investment--just as money put in an automobile, furniture, stocks or bonds are investments. Whether or not consumers make wise investments depend on how well they plan before purchasing as well as how well they follow through with care and maintenance (13). It would be ideal if there were a set formula to determine the percent of the family income which should be allotted to clothing. Although most families spend approximately 7-15 percent of the income on clothing, this will vary from family to family. Clothing expenses certainly have to be planned for along with food and shelter. In developing the part of the budget which deals with clothing, having and reviewing a record of the kind of clothing the family needs and usually buys will help in future purchases (12).

2. PROBLEM AND NEED FOR THE STUDY

With today's tight economy it is becoming increasingly important for consumers to plan for clothing needs, to make wise selections and to care for purchases properly.

According to the State Summary of the 1982 Clothing Consumer Survey (TAEE 10/83), 93.5 percent of the 2,091 homemakers surveyed

had no inventory of wearable clothing; 80.7 percent used no plan for additional purchases; 86 percent kept no record of clothing expenses; 81.3 percent had made purchases which did not perform satisfactory; 74.5 percent would file a complaint with the store manager while only 37.7 percent would file a complaint with the manufacturer; 90.4 percent did rely on labels and hangtags to assist with making clothing selection decisions; 87.5 percent considered cost of dry-cleaning before purchasing and 63.3 percent nearly always followed directions on the permanent care labels (17).

Extension agents are aware that not all homemakers use all the recommended consumer practices, therefore there is a continuing need to teach and otherwise encourage the adoption of recommended clothing consumer practices, especially in areas where more homemakers are the weakest. It was felt that this information would help Extension agents in Lauderdale County to identify areas for increased emphasis.

3. PURPOSE OF STUDY

The purpose of the study was to characterize the Lauderdale County homemakers surveyed as to their use of recommended clothing consumer practices, number of Extension contacts, sources of clothing information, Home Demonstration Club membership, sew for self and/or family and the relationships between these variables.

The specific objectives were:

1. To characterize the homemaker surveyed as to the number and percent that used selected recommended clothing consumer practices.

2. To determine the relationships between clothing characteristics of homemakers and the number of contacts they had with Extension over a 12-month period.

3. To determine the influence of information sources used by homemakers on their use of selected clothing practices.

4. To compare Home Demonstration Club members with non-members on their use of selected clothing practices.

5. To determine the influence of sewing for self or family members on the homemakers use of selected practices.

4. RELATED STUDIES

The consumer in the past few years has been receiving as well as demanding a great deal of attention in our society. Many organizations and committees have been established for the consumer--for protection, for information and to help the consumer have an outlet for expressing views on products. Among these have been organizations and committees who promoted the permanent care labeling.

In 1960 President John F. Kennedy said that every consumer has four basic rights. These are: the right to choose; the right to be heard; the right to be informed; and the right to safety (3:6).

In May, 1967, when President Johnson appointed Betty Furness as Special Assistant for Consumer Affairs, he made the statement that, "Consumerism is a word that was hardly known in our American language three years ago." However, a look back in history reveals the importance of the consumer as a factor in our economy for the past 30-40 years (27).

Emphasis today is placed on consumer information, but actually during the earlier days of our country the majority of the consumers were informed. Each family produced their own goods, and they knew how to care for the finished product because the same experiences were passed from one generation to another.

With the many new fabrics and fabric combinations available in clothing, there was an ever-growing need for labeling that would help the consumer care for an item once it was purchased.

In the early 1970's the Permanent Care Labeling law went into effect. According to this law, all clothing and yard goods must be labeled with care instructions. On ready-made clothing, these care labels are sewn into a seam. The end of a bolt of fabric contains a label with care instructions. When the cloth is cut from the bolt, the salesperson should give the consumer a care label for the fabric (4:26). Generally, the consumer must ask for this label if she gets it. According to the State Summary, 1982 Clothing Construction Survey (TAE 10/83), 75.9 percent of the homemakers surveyed did not request a label from the sales person (18).

Since 1972, when care labels were first required, shoppers have complained that the instructions often baffle them and occasionally cause them to ruin clothes. After years of gathering facts, the Federal Trade Commission is now ready to issue a revised rule. Some of these changes will make the labels more helpful, but they still will not answer all the consumer's questions (1:40).

Critics gripe that current care labels do not tell you enough and are ambiguous. At present, manufacturers do not have to say:

1. that a garment is both washable and drycleanable;
2. what bleach you can use when instructions warn against using a chlorine bleach;
3. what temperature settings are safe to use for washing, drying and ironing; and
4. what type of solvent should be used in drycleaning (1).

The word "consumer" has always been in the dictionary.

Officially, it means one who consumes. Ende and Earl say it is beginning to mean a lot more--it means people who are becoming aware that the old warning "caveat emptor" (let the buyer beware)--is not a good way to operate. Nowadays it is the seller who should be wary because the new consumer will not stand for the old nonsense. They also say that consumers are coming of age. Now the consumer knows there is something to do. He can refuse to purchase shoddy merchandise, go back to the store and demand a refund, elect politicians who will see that strong consumer-protection laws are enacted, keep after government agencies to see that these laws are enforced, and most important, take time and effort to learn how to be a good consumer (3:4).

Mandatory Labeling

To protect the consumer against deceptive labeling the United States has enacted important legislation concerning textiles

used for apparel and interior furnishings and furs. These laws are enforced by Federal Trade Commission (FTC) through the Bureau of Textiles and Furs and by the Consumer Product Safety Commission.

Becoming acquainted with these labeling laws will help the consumer become better informed and aid in decision making when purchasing textiles and apparel items. These laws relate to:

1. The Wool Products Labeling Act of 1939;
2. The Fur Products Labeling Act of 1951;
3. The Flammable Fabric Act of 1953, Amendment of 1967;
Large Carpet and Rugs Act of 1971
Small Carpet and Rugs Act of 1971
Mattresses and Mattress Pads of 1973
Children's Sleepwear Sized 0-6X of 1972
Children's Sleepwear Sized 7-14 of 1975;
4. The Textile Products Identification Act of 1960;
5. The Shoe Content Labeling Act of 1962;
6. Cautionary Label on Glass Fabrics;
7. Permanent Care Labeling Act of 1972 (14:6).

Consumer Studies

GOOD HOUSEKEEPING magazine conducted a survey in 1962 on the reading of labels and reported 91 percent of women read labels when shopping in the store and 86 percent read clothing labels at home before using the product. A large number wanted additional information such as "more complete, clear instructions for care, cleaning or washing" (10).

The data in Kightlinger's 1968 study revealed that to 100 homemakers the label information attached to textile fiber products was important. Eighty-four of the 100 said they based selections of clothing and fabric upon information on the label. Ninety-two followed care directions in the selection of a method of care, but only 69 of the 92 followed care information without any type of modification. Kightlinger's study supports effective consumership of textile fiber products as a basic for the consumer's ability to understand and interpret label information. Responses to questions on care of permanent press garments established that most of the respondents were limited to their knowledge of the proper care procedures. They were not familiar with the recommended care procedures for blended fabrics which contained fibers requiring special treatment (9).

Hardin's 1969 study consisted of interviewing 100 consumers while they were shopping for ladies' slacks. Sixty-four shoppers responded that care instructions were more important on a label than fiber content and 60 shoppers said a sewn-in cloth tag was more useful. Although consumers may indicate certain preferences in labeling, their actual use of the label may not be consistent with their preference. Some shoppers preferred an informative label but actually selected a label on the basis of color or size of a label (5).

Johnson's study, which was undertaken in 1971, implied the manufacturer could satisfy the consumer by providing more product information on a label, especially, care instructions (8).

Relationship Between Homemakers Use of Recommended Practices
in Various Areas of Home Economics and Extension Contacts

Janice Hurst in her 1967 study of selected clothing construction practices used by members of two selected home demonstration clubs in Knox County found that those who had received Extension training in clothing construction had scores comparable to those who reported college training. She also found that the greater number of assistance or information contacts related to clothing construction, the higher the practice adoption score (7).

Madeline Henry, in her 1972 study of participation in a clothing workshop and sewing skills of low income homemakers in Macon County, Tennessee, found that a higher percentage of the low-income homemakers who participated in the clothing construction workshop had previously received information from an Extension source (6).

Emma Davis found in her 1969 study of nutrition practices used by selected groups of homemakers in Hardeman County that "more home demonstration club members planned meals two or three days ahead than homemakers in the other groups and used the 'Food for Fitness-A Daily Food Guide' as a basis for their planning." She also found that home demonstration club members (68 percent) followed recommended principles of meal planning to a greater extent than respondents in the other two groups (less than one-half of county-wide and less than one-tenth of the Bolivar Housing Authority group) (2).

Julia F. Speer reported in her 1979 study that the number of contacts homemakers had with Extension agents did significantly influence in a positive manner the use of ten of the seventeen recommended interior design practices. The homemakers reporting use of those ten practices had made more contacts with Extension Agents than homemakers who reported they did not use the practices (16).

Roberta E. Stinson's data analysis done in 1980 indicated that home demonstration club members

were more likely to be using the recommended interior design practices, . . . were more likely to have received instruction on interior design from Extension Agents (19).

Mary T. Smith in her 1976 study of nutritional practices followed by home demonstration homemakers and public housing homemakers, found that home demonstration homemakers scored considerably higher in following the 16 recommended nutrition practices (15).

5. LIMITATIONS OF THE STUDY

Comparable studies related to clothing consumerism and contacts with the Extension Service were not found. There were two studies found related to clothing construction. This study will therefore be limited to data available from the 1982 University of Tennessee Agricultural Extension Service Clothing Consumer Survey conducted in Lauderdale County, Tennessee.

6. METHODS AND PROCEDURES

This section describes the methods and procedures used to obtain and analyze survey data used in this study.

Population and Sample

The population in this study consist of homemakers in Lauderdale County, Tennessee. The Nth number was used to randomly select 18 Home Demonstration homemakers from the Extension Home Demonstration Club's (HDC) mailing list and 11 TSU (Tennessee State University) Family Life Homemakers from the Family Life Home Economics' mailing list. A random selection was made of homemakers attending a county-wide harvest festival (non-Extension) over a two-day period. The activity attracted a wide variety of homemakers. Homemakers surveyed were classified as 24 general homemakers and 7 4-H parents. Data were obtained from 60 homemakers--18 HDC members, 11 TSU homemakers, 24 general homemakers and 7 4-H parents.

Survey Instrument

The basic interview schedule used to record data from each homemaker (see Appendix) was developed by Extension Clothing Specialist, Helen Rader, in the Home Economics Section at the University of Tennessee. The instrument was designed for use in personal or group interviews. Questions dealt primarily with clothing practices (clothing inventory, wardrobe planning, clothing expense records, clothing selection and buying, clothing upkeep and recycling), mass media sources of information used, sources of instructions used, Extension contacts over past 12 months, and general information about the homemaker and family.

Interviews

Personal face-to-face interviews were conducted by this researcher during the Fall of 1982 and Winter of 1983.

Analysis of Data

Completed survey forms were mailed to the Agricultural Extension Education Section at the University of Tennessee where data cards were punched and processed for computer analysis. Data were analyzed using computer equipment at The University of Tennessee, Knoxville. Descriptive statistics were used to summarize the survey data. Statistical tests used to determine the strength of relationship between variables as well as the significance levels included the one-way analysis of variance F tests and the Chi Square test. The .05 probability levels were used to make decisions regarding the significance of observed relationships between variables.

7. TERMS

The following are terms used in this study that may need clarifying:

1. General homemakers: Homemakers who are not involved in an Extension program.
2. H. D. members or homemakers: Homemakers who are members of an organized Home Demonstration Club.
3. HDC: (Home Demonstration Club). These clubs are part of the Home Economics program of the University of Tennessee Agricultural Extension Service.

4. TSU homemakers: Homemakers who are a part of the Tennessee State University Family Life Program. This program is geared to reach low-income families.

5. Homemakers: This terms refers to the homemakers who were surveyed.

CHAPTER II

STUDY FINDINGS

Findings of this study were organized according to major objectives of the study. Results of data analysis are presented in tables and major findings are presented in five sections of this chapter.

Section 1 presents study findings regarding clothing characteristics of the 60 Lauderdale County homemakers surveyed.

Section 2 presents study findings regarding the relationships between selected clothing characteristics of homemakers and the number of contacts homemakers had with Extension over a 12-month period.

Section 3 presents study findings regarding the influence of information sources used by homemakers on their use of selected clothing practices.

Section 4 presents study findings regarding the comparison of Home Demonstration Club members with non-members on their use of selected clothing practices.

Section 5 presents study findings regarding the influence of sewing for self or family members on homemakers use of selected clothing practices.

1. CLOTHING CHARACTERISTICS OF HOMEMAKERS

Table 1 presents the number and percents of homemakers by variables which tend to characterize the homemakers' clothing practices. The variables are grouped under eight major subheadings. They are: (1) clothing inventory, (2) wardrobe planning, (3) clothing expense records, (4) clothing selection and buying, (5) clothing upkeep and recycling, (6) mass media information sources used, (7) sources of clothing instruction used, and (8) Extension contacts in the last 12 months. The mean is given where appropriate.

Clothing Inventory

Table 1 indicates that 59 of the 60 homemakers surveyed (98.3 percent) had no listing of wearable clothing, 51 (85 percent) used no plan for additional purchases, while 21 homemakers (35 percent) said they could list 75 percent of their clothing if stolen or burned.

Wardrobe Planning

Thirty-two homemakers (53.3 percent) planned their wardrobe around one or two basic colors, 48 homemakers (80 percent) said they could dress for most special occasions without making a purchase, and 56 homemakers (93 percent) wore special occasion clothes to other events.

Clothing Expense Records

Fifty-five homemakers (91.7 percent) kept no records of clothing expenditures. Forty homemakers (66.7 percent) felt that

TABLE 1
 CLOTHING CHARACTERISTICS OF LAUDERDALE COUNTY
 HOMEMAKERS IN 1982

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
<u>Clothing Inventory</u>		
Listing of wearable clothing.		
No:	59	98.3
Yes:	1	1.7
Used plan for additional purchases.		
No:	51	85.0
Yes:	9	15.0
Could list 75 percent of clothing if stolen or burned.		
No:	39	65.0
Yes:	21	35.0
<u>Wardrobe Planning</u>		
Plan wardrobe around one or two basic colors.		
No:	28	46.7
Yes:	32	53.3
Could dress for special occasions without purchasing.		
No:	12	20.0
Yes:	48	80.0
Wear special occasion clothes to other events.		
No:	4	6.7
Yes:	56	93.3
<u>Clothing Expense Records</u>		
Keep record of clothing expenditures.		
No:	55	91.7
Yes:	5	8.3

TABLE 1 (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Amount spent on clothing.		
Too Much:	3	5.0
About Right:	40	66.7
Not Enough:	17	28.3
<u>Clothing Selection and Buying</u>		
Purchased garments that performed badly.		
No:	20	33.3
Yes:	40	66.7
Would file complaint with store manager.		
No:	4	6.7
Yes:	56	93.3
Would file complaint with manufacturer.		
No:	21	35.0
Yes:	39	65.0
Shop at stores that deal with complaints promptly.		
No:	1	1.7
Yes:	59	98.3
Purchase expensive items at end-of-season sales.		
No:	8	13.3
Yes:	52	86.7
Satisfied with sale purchases.		
No:	6	10.0
Yes:	54	90.0
Compare prices for best buys.		
No:	12	20.0
Yes:	48	80.0
Consider quality of fabric.		
Sometimes:	8	13.3
Most of time:	24	40.0
Nearly always:	28	46.7

TABLE 1 (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Consider ample seams.		
Sometimes:	7	11.7
Most of time:	26	43.3
Nearly always:	27	45.0
Look for adequate hem.		
Sometimes:	10	16.7
Most of time:	25	41.7
Nearly always:	25	41.7
Look for neat stitching.		
Sometimes:	14	23.3
Most of time:	26	43.3
Nearly always:	20	33.3
Look for sturdy buttonholes.		
Sometimes:	19	32.2
Most of time:	26	44.1
Nearly always:	14	23.7
Check for fit.		
Sometimes:	1	1.7
Most of time:	3	5.0
Nearly always:	56	93.3
Check for appearance.		
Most of time:	2	3.3
Nearly always:	58	96.7
Check for comfort.		
Most of time:	8	13.3
Nearly always:	52	86.7
Returned--did not fit.		
No:	31	51.7
Yes:	29	48.3
Returned--was not comfortable.		
No:	56	93.3
Yes:	4	6.7
Returned--did not look right.		
No:	40	66.7
Yes:	20	33.3

TABLE 1 (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Rely on labels before purchasing.		
No:	5	8.3
Yes:	55	91.7
Read labels for fiber content.		
No:	18	30.0
Yes:	42	70.0
Read labels for care requirements.		
No:	1	1.7
Yes:	59	98.3
Read labels for special finishes.		
No:	35	58.3
Yes:	25	41.7
Read labels for shrinkage control.		
No:	15	25.0
Yes:	45	75.0
Consider cost of repair.		
No:	2	3.3
Yes:	58	96.7
Consider dry cleaning cost.		
No:	1	1.7
Yes:	59	98.3
Consider storage cost.		
No:	5	8.4
Yes:	55	91.7
<u>Clothing Upkeep and Recycling</u>		
Follow label directions.		
Most of time:	19	31.7
Nearly always:	41	68.3
Consider energy cost when washing clothes.		
Machine wash:	44	74.6
Hand wash:	15	25.4

TABLE 1 (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Consider energy cost when drying clothes.		
Machine dry:	38	63.3
Drip dry:	13	21.7
Line dry:	9	15.0
Clothing upkeep-repair.		
No:	5	8.3
Yes:	55	91.7
Clothing upkeep-alter.		
No:	13	21.7
Yes:	47	78.3
Clothing upkeep-make over.		
No:	34	56.7
Yes:	26	43.3
<u>Mass Media Information Sources Used</u>		
Planning wardrobe.		
None:	17	28.3
Other:	15	25.0
Extension Publication:	28	46.7
Selection and buying.		
None:	16	26.7
Other:	21	35.0
Extension Publication:	23	38.3
Care of clothing.		
None:	7	11.7
Other:	5	8.4
Extension Publication:	48	80.0
<u>Sources of Clothing Instruction</u>		
Planning wardrobe		
Extension Agent		
No:	20	33.4
Yes:	40	66.7
H.D. Leaders		
No:	37	61.7
Yes:	23	38.3

TABLE 1 (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Selecting and buying.		
Extension Agent		
No:	22	36.7
Yes:	38	63.3
H.D. Leaders		
No:	37	61.7
Yes:	23	38.3
Care of Clothing.		
Extension Agent		
No:	6	10.0
Yes:	54	90.0
H.D. Leaders		
No:	37	61.7
Yes:	23	38.3
<u>Extension Contacts in Last 12 Months</u>		
Extension meetings attended.		
0	29	48.3
2 - 5	4	6.7
6 - 9	7	11.7
10 - 15	20	33.3
	Mean = 2.1 Extension meetings attended	
Extension meetings attended on clothing.		
0	30	50.0
1 - 3	15	25.0
4 - 8	15	25.0
	Mean = 1.7 Extension clothing meetings	
Visits made to Extension office.		
0	29	48.3
1 - 4	21	35.0
5 - 8	7	11.7
9 - 12	3	5.1
	Mean = 2.1 visits made to Extension Office	

TABLE 1. (Continued)

Clothing Characteristics of Homemakers	Number of Homemakers (N=60)	Percent of Homemakers
Telephone calls to the Extension Office		
0	7	11.7
1 - 4	35	58.3
5 - 8	11	18.3
9 - 15	7	11.7
Mean = 3.7 telephone calls to Extension Office		

the amount they spent on clothing was about right; 17 (28.3 percent) not enough; and 3 (5.0 percent) homemakers felt that they spent too much.

Clothing Selection and Buying

Forty homemakers (66.7 percent) had purchased garments that performed badly. Fifty-six (93.3 percent) would file a complaint with the store manager, while 39 homemakers (65 percent) would file a complaint with the manufacturer. Fifty-nine of the 60 homemakers surveyed said that they shopped at stores that dealt with complaints promptly and courteously.

Fifty-two homemakers (86.7 percent) indicated that they made expensive purchases at end-of-season sales. Fifty-four (90 percent) were generally satisfied with sale purchases. Forty-eight (80 percent) compared prices for best buys.

Twenty-eight homemakers (46.7 percent) nearly always considered the quality of fabric before purchasing, 24 (40 percent) did most of the time, while 8 homemakers (13.3 percent) did sometime.

Twenty-seven homemakers (45 percent) nearly always considered ample seams in a garment before purchasing, 26 (43.3 percent) did most of the time, and 7 (11.7 percent) did sometime.

Twenty-five homemakers (41.7 percent) nearly always looked for adequate hems before purchasing, another 25 (41.7 percent) did most of the time, and 10 homemakers (16.4 percent) did sometime.

Twenty-six homemakers (43.3 percent) looked for neat stitching most of the time before making a purchase, 20 (33.3 percent) nearly always did, and 14 homemakers (23.3 percent) did sometime.

Fourteen homemakers (23.7 percent) nearly always looked for sturdy buttonholes, while 26 (44.1 percent) did most of the time, and 19 (32.2 percent) did sometime.

Fifty-six homemakers (93.3 percent) nearly always checked for fit before purchasing; 58 homemakers (96.7 percent) nearly always checked for appearance; 52 (86.7 percent) nearly always checked for comfort.

Thirty-one homemakers (51.7 percent) had not returned garments because they did not fit; 56 homemakers (92.3 percent) had not returned garments because they were uncomfortable; and 40 (66.7 percent) had not returned garments because they did not look right.

Fifty-five homemakers (91.7 percent) did rely on labels before purchasing; 42 homemakers (70 percent) read labels for fiber content; 59 (98.3 percent) read labels for care requirements; 25 homemakers (41.7 percent) read labels for special finishes; and 45 (75 percent) read labels for shrinkage control information.

Fifty-eight homemakers (96.7 percent) considered the cost of repair before purchasing; 59 (98.3 percent) considered dry cleaning cost; and 55 homemakers (91.7 percent) considered storage cost.

Clothing Upkeep and Recycling

Forty-one homemakers (68.3 percent) followed label directions nearly always, while 19 homemakers (31.7 percent) followed label directions most of the time.

Forty-four homemakers (74.6 percent) machine washed clothes, while 15 homemakers (25.4 percent) hand washed when appropriate for energy conservation. Thirty-eight homemakers (63.3 percent) machine dried clothes whenever given an option, while 13 homemakers (31.7 percent) drip dried, and 9 homemakers (15 percent) line dried when appropriate for energy conservation.

Fifty-five homemakers (91.7 percent) repaired clothes as an upkeep method, 47 homemakers (78.3 percent) altered clothes as an upkeep method, and 26 homemakers (43.3 percent) made-over clothes as an upkeep method.

Mass Media Information Sources Used

Wardrobe planning. Twenty-eight homemakers (46.7 percent) used Extension publications as an information source for wardrobe planning. Fifteen homemakers (25 percent) used other sources (radio, TV, newspaper and/or magazines). Seventeen homemakers (28.3 percent) used no information source for wardrobe planning.

Selection and buying. Twenty-three homemakers (38.3 percent) used Extension publications as an information source for selecting and buying clothes. Twenty-one homemakers (35 percent) used other sources (radio, TV, newspaper and/or magazines). Sixteen homemakers (26.7 percent) used no information source for selection and buying of clothes.

Care of clothing. Forty-eight (80 percent) of the 60 homemakers surveyed used Extension publications as an information source for clothing care. Five homemakers (8.4 percent) used other sources (radio, TV, newspaper and/or magazines) as information sources. Seven homemakers (11.7 percent) used no information source for clothing care.

Sources of Clothing Instruction

Forty homemakers (66.7 percent) used Extension Agent as an instructional source for wardrobe planning; 23 homemakers (38.3 percent) used H.D. Leaders. Thirty-eight homemakers (63.3 percent) used Extension Agent as an instructional source for clothing selection and buying; 23 homemakers (38.3 percent) used H. D. Leaders. Fifty-four homemakers (90 percent) used Extension Agent as an instructional source for clothing care; 23 homemakers (38.3 percent) used H.D. Leaders.

Extension Contacts in Last 12 Months

Extension meetings attended. Twenty-nine homemakers (48.3 percent) attended no Extension meetings; 4 (6.7 percent) attended 2 to 5 meetings; 7 (11.7 percent) attended 6 to 9 meetings; and 20 (33.3 percent) attended 10 to 15 Extension meetings during the past 12 months. The mean number of Extension meetings attended was 2.1.

Extension meetings attended on clothing. Thirty homemakers (50 percent) attended no Extension meetings on clothing; 15 (25 percent)

attended 1 to 3 meetings, and 15 (25 percent) attended 4 to 8 meetings on clothing. The mean number of Extension meetings on clothing attended was 1.7.

Visits made to Extension Office. Twenty-nine homemakers (48.3 percent) made no visits to the Extension Office, 21 (35 percent) made 1 to 4 visits; 7 (11.7 percent) made 5 to 8 visits, and 3 homemakers (5.1 percent) made 9 to 12 visits during the last 12 months. The mean number of visits made to the Extension Office was 2.1.

Telephone calls to the Extension Office. Seven homemakers (11.7 percent) made no telephone calls to the Extension Office, 35 (58.3 percent) made 1 to 4 telephone calls, 11 (18.3 percent) made 5 to 8 calls, and 7 (11.7 percent) made 9 to 15 telephone calls to the Extension Office during the past 12 months. The mean number of telephone calls to the Extension Office was 3.7.

2. RELATIONSHIPS BETWEEN SELECTED CLOTHING CHARACTERISTICS OF HOMEMAKERS AND THE NUMBER OF CONTACTS HOMEMAKERS HAD WITH EXTENSION OVER A 12-MONTH PERIOD

This section presents data (Table 2) regarding the relationship of clothing characteristics of homemakers and the number of Extension contacts the homemakers made over a 12-month period. The variables are grouped under nine subheadings. They are: (1) clothing inventory and methods of Extension contacts, (2) wardrobe planning

TABLE 2

RELATIONSHIPS BETWEEN SELECTED CLOTHING CHARACTERISTICS OF LAUDERDALE COUNTY HOMEMAKERS
AND THE NUMBER OF CONTACTS HOMEMAKERS HAD WITH EXTENSION OVER A
12-MONTH PERIOD

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
<u>Clothing Inventory</u>					
Have listing of wearable clothes.					
No	59	5.1	1.7	2.0	3.7
Yes	1	2.0	0	4.0	3.0
		F=.33	F=.80	F=.44	F=.06
		p=.57	p=.37	p=.50	p=.80
Use plan for additional purchases.					
No	51	5.0	1.8	2.1	3.6
Yes	9	5.3	1.4	1.7	4.2
		F=.02	F=.27	F=.12	F=.21
		p=.86	p=.60	p=.73	p=.64
Could list 75 percent of clothing if stolen or burned.					
No	39	5.7	2.1	2.6	4.2
Yes	21	3.8	1.0	1.0	2.9
		F=1.60	F=3.80	F=3.90	F=.70
		p=.19	p=.05	p=.05	p=.40

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
<u>Wardrobe Planning</u>					
Plan wardrobe around one/ two basic colors.					
No	28	3.6	1.3	1.0	3.3
Yes	32	6.2	2.1	2.9	4.0
		F=3.40	F=2.60	F=7.1	F=.70
		p=.06	p=.10	p=.01	p=.40
Could dress for special occasion without purchasing.					
No	12	3.8	1.5	3.5	4.0
Yes	48	5.4	1.8	1.7	3.7
		F=1.70	F=.12	F=3.70	F=.07
		p=.19	p=.70	p=.05	p=.78
Wear special occasion clothes to other events.					
No	4	4.2	1.7	4.0	3.0
Yes	56	5.1	1.7	1.9	3.8
		F=.11	F=.00	F=1.90	F=.24
		p=.73	p=.98	p=.17	p=.62

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
<u>Clothing Expense Records</u>					
Keep record of clothing expenditures.					
No	55	4.6	1.7	2.0	3.6
Yes	5	9.6	2.4	2.8	4.8
		F=4.00	F=.54	F=.33	F=.56
		p=.05	p=.46	p=.56	p=.45
Amount spent on clothes.					
Too much	3	0	0	.3	2.6
About right	40	5.6	1.9	2.1	4.1
Not enough	17	4.4	1.7	2.2	3.1
		F=1.60	F=1.30	F=.59	F=.76
		p=.19	p=.27	p=.55	p=.46
<u>Clothing Selection and Buying</u>					
Purchased garments that have performed badly.					
No	20	5.5	1.9	2.1	3.3
Yes	40	4.8	1.7	2.0	3.9
		F=.25	F=.13	F=.00	F=.50
		p=.61	p=.71	p=.97	p=.48
Would file complaint with store manager.					
No	4	5.5	2.0	2.5	4.2
Yes	56	5.0	1.7	2.0	3.7
		F=.17	F=.06	F=.08	F=.09
		p=.67	p=.81	p=.76	p=.75

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Would file complaint with manufacturer.					
No	21	4.1	1.5	2.0	3.3
Yes	39	5.5	1.8	2.1	3.9
		F=1.00	F=.47	F=.02	F=.46
		p=.31	p=.49	p=.87	p=.49
Shop at stores that deal with complaints promptly.					
No	1	11.0	3.0	9.0	9.0
Yes	59	4.9	1.7	1.9	3.6
		F=1.20	F=.38	F=6.30	F=2.70
		p=.27	p=.53	p=.01	p=.10
Purchase expensive items at end-of-season sales					
No	8	5.8	1.8	2.8	5.0
Yes	52	4.9	1.7	1.9	3.5
		F=.20	F=.03	F=.69	F=1.30
		p=.64	p=.87	p=.40	p=.24
Satisfied with sale purchases.					
No	6	2.0	.6	.8	2.0
Yes	54	5.3	1.8	2.2	3.9
		F=2.10	F=2.00	F=1.20	F=2.00
		p=.10	p=.15	p=.26	p=.15

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Compare prices for best buys.					
No	12	3.0	1.8	1.2	3.5
Yes	48	5.5	2.0	2.2	3.8
		F=2.10	F=2.20	F=1.20	F=3.50
		p=.14	p=.13	p=.26	p=.75
Consider quality of fabric.					
Sometimes	8	3.6	1.1	1.2	2.8
Most of time	24	3.7	1.2	1.7	3.2
Nearly always	28	6.6	2.4	2.6	4.5
		F=2.20	F=3.10	F=.95	F=1.40
		p=.11	p=.05	p=.39	p=.25
Consider ample seams.					
Sometimes	7	2.7	.8	1.0	3.4
Most of time	26	3.1	.9	1.2	2.6
Nearly always	27	7.4	2.7	3.1	4.9
		F=5.70	F=7.70	F=3.90	F=3.90
		p=.01	p=.00	p=.02	p=.02
Consider adequate hems.					
Sometimes	10	3.1	1.0	.8	3.1
Most of time	25	3.3	.9	1.0	2.8
Nearly always	25	7.5	2.8	3.6	4.9
		F=5.20	F=8.30	F=7.10	F=3.20
		p=.01	p=.00	p=.00	p=.04

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Look for neat stitching.					
Sometimes	14	2.9	.9	.9	2.7
Most of time	26	4.7	1.4	1.7	3.6
Nearly always	20	6.9	2.7	3.3	4.7
		F=2.40	F=4.40	F=3.20	F=1.60
		p=.09	p=.01	p=.04	p=.19
Look for sturdy buttonholes.					
Sometimes	19	3.4	.8	.9	3.0
Most of time	26	4.9	1.7	1.8	3.5
Nearly always	14	7.2	2.7	3.3	4.4
		F=2.00	F=3.80	F=3.80	F=.99
		p=.14	p=.02	p=.02	p=.37
Check for fit.					
Sometimes	1	0	0	2.0	2.0
Most of time	3	3.0	1.6	5.0	6.3
Nearly always	56	5.2	1.8	1.9	3.6
		F=.67	F=.40	F=1.60	F=1.10
		p=.51	p=.67	p=.20	p=.32
Check for comfort.					
Most of time	8	2.5	1.2	2.2	3.3
Nearly always	52	5.4	1.8	2.0	3.8
		F=2.00	F=.61	F=.03	F=.13
		p=.15	p=.43	p=.86	p=.71

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Check for appearance.					
Most of time	2	0	0	1.0	2.0
Nearly always	58	5.2	1.8	2.1	3.8
		F=1.80	F=1.60	F=.29	F=.62
		p=.18	p=.20	p=.60	p=.43
Returned--did not fit.					
No	31	4.4	1.6	2.0	3.3
Yes	29	5.7	1.9	2.1	4.1
		F=.80	F=.37	F=.00	F=.90
		p=.35	p=.54	p=.95	p=.34
Returned--not comfortable.					
No	56	4.8	1.6	1.8	3.4
Yes	4	8.2	2.7	4.7	8.5
		F=1.40	F=1.00	F=3.80	F=10.80
		p=.23	p=.31	p=.05	p=.001
Returned--did not look right.					
No	40	4.2	1.5	1.8	3.2
Yes	20	8.2	2.1	2.6	4.8
		F=2.40	F=1.10	F=.96	F=3.50
		p=.12	p=.29	p=.33	p=.06

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Rely on labels before purchasing.					
No	5	.4	.0	1.0	2.0
Yes	55	5.4	1.9	2.1	3.9
		F=3.90	F=4.50	F=.76	F=1.60
		p=.05	p=.03	p=.38	p=.20
Look for fiber content before buying.					
No	18	1.8	.5	.4	2.5
Yes	42	6.4	2.3	2.7	4.3
		F=10.00	F=12.30	F=9.40	F=4.20
		p=.00	p=.00	p=.00	p=.04
Read labels for care requirement.					
No	1	.0	.0	.0	2.0
Yes	59	5.1	1.7	2.1	3.7
		F=.80	F=.80	F=.52	F=.30
		p=.35	p=.37	p=.47	p=.58
Read labels for special finishes.					
No	35	4.4	1.4	1.3	3.3
Yes	25	5.8	2.2	3.1	4.3
		F=.80	F=2.00	F=5.90	F=1.20
		p=.37	p=.15	p=.01	p=.26

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Read labels for shrinkage control.					
No	15	2.8	.9	.7	2.0
Yes	45	5.7	2.0	2.5	4.3
		F=3.30	F=3.60	F=4.60	F=6.60
		p=.07	p=.06	p=.03	p=.01
Consider cost of repair.					
No	2	.0	.0	.0	2.5
Yes	58	5.2	1.8	2.1	3.8
		F=1.80	F=1.60	F=1.00	F=.32
		p=.18	p=.20	p=.30	p=.57
Consider cost of drycleaning.					
No	1	.0	.0	.0	2.0
Yes	59	5.1	1.7	2.1	3.7
		F=.80	F=.80	F=.52	F=.30
		p=.35	p=.37	p=.47	p=.58
Consider storage cost.					
No	5	2.7	1.2	.2	9.0
Yes	55	5.1	1.7	2.0	2.0
		F=.70	F=.31	F=4.00	F=2.00
		p=.40	p=.72	p=.02	p=.14

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
<u>Clothing Upkeep and Recycling</u>					
Follow care label directions.					
Most of time	19	3.5	1.5	2.2	3.3
Nearly always	41	5.7	1.8	2.0	3.9
		F=2.20	F=.40	F=.10	F=.42
		p=.14	p=.52	p=.74	p=.51
Consider energy cost when washing clothes.					
Machine wash	44	4.4	1.5	1.7	3.5
Hand wash	15	6.7	2.2	2.6	4.6
		F=1.90	F=1.30	F=1.20	F=1.30
		p=.17	p=.24	p=.26	p=.24
Consider energy cost when drying clothes.					
Machine dry	38	4.3	1.5	1.3	3.1
Drip dry	13	6.2	2.1	3.6	5.9
Line dry	9	6.3	2.1	2.8	3.3
		F=.87	F=.59	F=3.60	F=4.10
		p=.42	p=.55	p=.03	p=.02

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Number of Homemakers	Mean Number of Extension Contacts			
		Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Clothing upkeep-repair.					
No	5	2.4	.8	1.2	2.8
Yes	55	5.2	1.8	2.1	3.8
		F=1.30	F=.59	F=.50	F=.49
		p=.25	p=.26	p=.47	p=.48
Clothing upkeep-alter.					
No	13	1.9	.6	1.7	2.0
Yes	47	5.9	2.0	2.1	4.2
		F=5.90	F=5.10	F=.20	F=4.80
		p=.01	p=.02	p=.66	p=.03
Clothing upkeep-make over.					
No	34	3.5	1.1	1.8	3.0
Yes	26	7.0	2.5	2.3	4.6
		F=5.90	F=8.50	F=.37	F=3.60
		p=.01	p=.01	p=.54	p=.06
<u>Information Sources</u>					
Mass Media Sources					
Planning wardrobe.					
None	17	.0	.0	.3	1.7
Other	15	2.8	.9	2.0	3.4
Extension Publications	28	9.2	3.2	3.1	5.1
		F=19.60	F=34.20	F=5.90	F=7.40
		p=.00	p=.00	p=.00	p=.00

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Selection and buying.					
None	16	.6	.1	.8	2.2
Other	21	4.1	1.3	2.2	3.2
Extension Publications	23	8.8	3.2	2.7	5.2
		F=8.60	F=19.40	F=2.30	F=5.10
		p=.00	p=.00	p=.10	p=.01
Care of clothing.					
None	7	.0	.0	.2	.7
Other	5	7.4	3.0	4.8	5.4
Extension Publications	48	5.5	1.8	2.0	4.0
		F=2.30	F=4.20	F=3.90	F=4.40
		p=.05	p=.01	p=.02	p=.01
Sources of Instruction					
Wardrobe planning					
Extension Agent.					
No	20	.0	.0	.3	1.6
Yes	40	7.5	2.6	2.9	4.8
		F=42.90	F=38.40	F=13.90	F=17.40
		p=.00	p=.00	p=.00	p=.00
H.D. Leaders					
No	37	1.6	.5	1.2	2.6
Yes	23	10.5	3.6	3.4	5.6
		F=99.30	F=83.80	F=10.00	F=15.2
		p=.00	p=.00	p=.00	p=.00

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Selection and buying.					
Extension Agent					
No	22	.5	.2	.9	2.3
Yes	38	7.6	2.6	2.7	4.6
		F=38.40	F=31.30	F=5.70	F=7.80
		p=.00	p=.00	p=.02	p=.01
H. D. Leaders					
No	37	1.6	.5	1.2	2.6
Yes	23	10.5	3.6	3.4	5.6
		F=99.30	F=83.80	F=10.00	F=15.20
		p=.00	p=.00	p=.00	p=.00
Clothing care					
Extension Agent					
No	6	.0	.0	.3	.3
Yes	54	5.6	1.9	2.2	4.1
		F=5.20	F=5.60	F=2.50	F=8.50
		p=.02	p=.02	p=.11	p=.00
H. D. Leaders					
No	37	1.6	.5	1.2	2.6
Yes	23	10.5	3.6	3.4	5.6
		F=99.30	F=83.80	F=10.00	F=15.20
		p=.00	p=.00	p=.00	p=.00

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
<u>Interest in Additional Clothing Information</u>					
Wardrobe planning.					
No	51	4.7	.16	1.7	3.4
Yes	9	6.6	2.3	3.8	5.5
		F=.90	F=.85	F=4.30	F=3.40
		p=.33	p=.35	p=.04	p=.06
Selection and buying.					
No	50	4.6	1.5	1.6	3.2
Yes	10	7.2	2.7	4.2	6.6
		F=1.90	F=2.70	F=7.10	F=10.9
		p=.17	p=.10	p=.01	p=.00
Clothing care.					
No	52	5.0	1.7	1.8	3.6
Yes	8	4.8	1.8	3.6	4.2
		F=.00	F=.03	F=2.70	F=.21
		p=.92	p=.87	p=.10	p=.65
Construction.					
No	48	4.6	1.6	1.6	3.2
Yes	12	6.5	2.3	3.8	5.6
		F=1.10	F=1.20	F=5.90	F=5.60
		p=.27	p=.27	p=.01	p=.02

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Preferred way of receiving clothing information.					
None	2	.0	.0	.0	1.5
Special interest meetings	6	6.3	2.1	4.1	6.0
Circular letters	24	7.0	2.3	2.6	4.1
Clothing publications	27	3.1	1.2	1.0	2.9
H.D. Meetings	1	11.0	3.0	9.0	9.0
		F=3.00	F=1.60	F=4.30	F=2.30
		p=.03	p=.16	p=.00	p=.06
<u>General Information</u>					
Homemakers with children under 18					
No	16	6.5	2.3	2.2	5.0
Yes	44	4.5	1.5	2.0	3.2
		F=1.50	F=1.60	F=.07	F=3.70
		p=.20	p=.20	p=.79	p=.05
HDC Member					
No	40	2.2	.8	1.4	2.9
Yes	20	10.7	3.6	3.3	5.4
		F=68.10	F=48.00	F=6.20	F=9.40
		p=.00	p=.00	p=.01	p=.00

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Employed outside the home.					
No	25	7.2	2.3	2.0	4.1
Yes	35	3.4	1.3	2.1	3.5
		F=8.0 p=.01	F=3.9 p=.05	F=.04 p=.85	F=.51 p=.47
Employed within the last year.					
No	22	7.9	2.5	2.0	4.3
Yes	38	3.3	1.2	2.1	3.4
		F=9.90 p=.00	F=6.40 p=.01	F=.03 p=.86	F=1.00 p=.31
Sew for self or family.					
No	21	3.0	.9	1.0	3.0
Yes	39	6.1	2.2	2.6	4.1
		F=5.60 p=.02	F=6.60 p=.01	F=4.80 p=.03	F=1.60 p=.20
Own a sewing machine.					
No	10	1.2	.4	.5	2.0
Yes	50	5.8	2.0	2.4	4.1
		F=9.00 p=.00	F=6.10 p=.01	F=3.70 p=.05	F=3.80 p=.05

TABLE 2 (Continued)

Consumerism Characteristics, Practices Used, and Informa- tion Sources of Homemakers	Mean Number of Extension Contacts				
	Number of Homemakers	Extension Meetings	Clothing Meetings	Office Visits	Telephone Calls
Sewing done by professionals.					
No	51	5.3	1.8	2.2	3.9
Yes	9	3.5	1.1	1.2	2.8
		F=.77	F=1.10	F=.93	F=.78
		p=.38	p=.28	p=.33	p=.37
Audience type.					
General	24	1.3	.1	.6	1.9
HDC Members	18	10.8	3.8	3.3	5.4
4-H Parents	7	5.8	1.7	1.7	3.7
TSU Audience	11	5.4	1.9	3.3	5.0
		F=36.10	F=30.70	F=4.40	F=6.20
		p=.00	p=.00	p=.01	p=.00

and methods of Extension contacts, (3) clothing expense records and methods of Extension contacts, (4) clothing selection and buying and methods of Extension contacts, (5) clothing upkeep and recycling and methods of Extension contacts, (6) informational sources used and methods of Extension contacts, (7) sources of instruction used and methods of Extension contacts, (8) interest in additional information and methods of Extension contacts, and (9) general information and methods of Extension contacts. The purpose of the analysis was to determine what influence Extension contacts may have had upon the clothing characteristics of homemakers surveyed.

Clothing Inventory and Methods of Extension Contacts

Fifty-nine of the 60 homemakers surveyed (98.3 percent) had no listing of wearable clothes. These 59 homemakers attended an average of 5.1 Extension meetings, 1.7 clothing meetings, made 2 office visits, and 3.7 telephone calls. The one homemaker who had a listing of wearable clothes attended an average of two Extension meetings, no clothing meetings, made four office visits and three Extension telephone calls. When tested by the one way analysis of variance F test, it was found that the mean number of Extension contacts did not differ significantly among those homemakers who did or did not have a listing of wearable clothes. Therefore, Extension contacts did not significantly influence the homemakers' use of this practice.

The 51 homemakers (85 percent) who used no plan for additional clothing purchases attended an average of 5 Extension meetings and

1.8 clothing meetings, made 2.1 office visits and 3.6 telephone calls. The 9 homemakers (15 percent) who did use a plan attended an average of 5.3 Extension meetings and 1.4 clothing meetings, made 1.7 office visits and 4.2 Extension telephone calls. When tested it was found that the mean number of Extension contacts did not differ significantly among those homemakers who did or did not have a clothing purchase plan. Therefore, Extension contacts did not significantly influence the homemakers' use of a clothing purchase plan.

Thirty-nine homemakers (65 percent) who could not list 75 percent of their clothing if stolen or burned attended an average of 5.7 Extension meetings and 2.1 clothing meetings, made 2.6 office visits and 4.2 telephone calls. The 21 homemakers (35 percent) who could list 75 percent of clothing attended an average of 3.8 Extension meetings, 1 clothing meeting, made 1 office visit and 2.9 telephone calls. When the F test was used in each case, it was found that the mean number of Extension meetings attended and telephone calls made did not differ significantly but the mean number of Extension clothing meetings attended and office visits made did differ significantly among those homemakers who could or could not list 75 percent of clothing if stolen. Therefore, homemakers who attended more Extension clothing meetings and made more office visits were less likely to be able to list 75 percent of clothing if stolen or burned. The other two Extension methods--general meetings and telephone calls--did not significantly influence the homemakers' use of this practice.

Wardrobe Planning and Methods of Extension Contacts

The 28 homemakers (46.7 percent) who did not plan their wardrobe around one or two basic colors attended an average of 3.6 Extension meetings and 1.3 clothing meetings, made 1 office visit and 3.3 Extension telephone calls. The 32 homemakers (53.3 percent) who did plan their wardrobe around one or two basic colors attended an average of 6.2 Extension meetings and 2.1 clothing meetings, made 2.9 office visits and 4 Extension telephone calls. When tested it was found that the mean number of three methods of Extension contacts--Extension meetings, clothing meetings and telephone calls--did not differ significantly among homemakers who did or did not plan their wardrobe around one or two basic colors. The mean number of office visits did differ significantly. Therefore, homemakers use of a wardrobe planned around one or two basic colors was not significantly influenced by three methods of Extension contacts--Extension meetings, clothing meetings or telephone calls. Homemakers who made more office visits were more likely to be significantly influenced to plan around one or two basic colors.

The 48 homemakers (80 percent) who said they could dress for special occasions without purchasing attended an average of 5.4 Extension meetings and 1.8 clothing meetings, made 1.7 office visits and 3.7 telephone calls. The 12 homemakers (20 percent) who could not attend an average of 3.8 Extension meetings and 1.5 clothing meetings, made an average of 3.5 office visits and 4 telephone calls. The mean number of three methods of Extension contacts--Extension

meetings, clothing meetings and telephone calls--did not significantly differ among homemakers who could or could not dress for special occasions without purchasing additional clothes. The mean number of office visits did differ significantly. Therefore, homemakers' ability to dress for special occasions was less likely influenced by office visits while the other methods of Extension contacts did not significantly influence the homemakers use of this practice.

The 56 homemakers (93.3 percent) who wore special occasion clothes to other events averaged 5.1 Extension meetings, 1.7 clothing meetings, 1.9 office visits and 3.8 telephone calls. The 4 homemakers who did not averaged 4.2 Extension meetings, 1.7 clothing meetings, 4 office visits and 3 telephone calls. When tested with the F test, the mean number of Extension contacts did not differ significantly among homemakers who did or did not wear special occasion clothes to other events. Therefore, homemakers' ability to wear special occasion clothes to other events was not significantly influenced by the number of Extension contacts.

Clothing Expense Records and Methods of Extension Contacts

The 55 homemakers (91.7 percent) who did not keep a record of clothing expenditures averaged 4.6 Extension meetings, 1.7 clothing meetings, 2 office visits and 3.6 telephone calls. The 5 homemakers who did keep a record averaged 9.6 Extension meetings, 2.4 clothing meetings, 2.8 office calls and 4.8 telephone calls. The mean number of Extension meetings attended differed significantly between homemakers who did keep and did not keep a record of clothing expenditures,

while the mean number of other methods of Extension contacts did not differ significantly. Therefore, the homemakers who attended more Extension meetings were more likely to keep a record of clothing expenditures, while the other three methods of Extension contacts did not significantly influence the homemakers' use of this practice.

The 3 homemakers (5 percent) who felt that the amount they spent on clothes was "too much" averaged no Extension meetings, no clothing meetings, .3 office visits, and 2.6 telephone calls. The 40 homemakers (66.7 percent) who felt the amount they spent was "about right" averaged 5.6 Extension meetings, 1.9 clothing meetings, 2.1 office visits and 4.1 telephone calls. The 17 homemakers (28.3 percent) who felt they did not spend enough averaged 4.4 Extension meetings, 1.7 clothing meetings, 2.2 office visits and 3.1 telephone calls. The mean number of Extension contacts did not differ significantly between homemakers who felt they spent too much, about right, or too little on clothing. Therefore, Extension contacts did not significantly influence the homemaker in the amount spent on clothing.

Clothing Selection and Buying and Methods of Extension Contacts

Shop at reliable stores. The 40 (66.7 percent) of the 60 homemakers surveyed who had purchased garments that performed badly averaged 4.8 Extension meetings, 1.7 clothing meetings, 2 office visits, and 3.9 telephone calls. The mean number of Extension contacts

did not differ significantly among those homemakers who had or had not purchased garments that performed badly. The 56 homemakers (93.3 percent) who said they would file a complaint with store manager averaged 5 Extension meetings, 1.7 clothing meetings, 2 office visits, and 3.7 telephone calls. Again, the mean number of Extension contacts did not differ significantly between those homemakers who would or would not file a complaint with the store manager. Nor did the mean number of Extension contacts differ significantly among those homemakers who would (65 percent) or would not (35 percent) file a complaint with the manufacturer. The 59 homemakers (98.3 percent) who said they shopped at stores that deal with complaints promptly averaged 4.9 Extension meetings, 1.7 clothing meetings, 1.9 office visits, and 3.6 telephone calls. The mean number of office visits did differ significantly among those homemakers who did (averaged 1.9 office visits) or did not (averaged 9 office visits) shop at stores that deal with complaints efficiently. Therefore, the number of Extension contacts did not significantly influence the homemakers to shop at reliable stores or file complaints while the number of office visits were less likely to significantly influence the homemaker to shop at stores that would deal with complaints efficiently.

End-of-season sales. The mean number of Extension contacts did not differ significantly among those homemakers who did or did not shop for expensive items at end-of-season sales nor did they differ among those homemakers who were or were not satisfied with

sale purchases. Therefore, Extension contacts did not significantly influence the homemaker in the use of those practices--purchasing expensive items at end-of-season and satisfaction with sale purchases.

Compare prices. The 48 homemakers (80 percent) who compared prices for best buys (as compared to 12 homemakers who did not) averaged 5.5 Extension meetings, 2 clothing meetings, 2.2 office visits, and 3.8 telephone calls. Although in each case the mean number of Extension contacts was higher among those homemakers who did compare prices, the difference was not significant. Therefore, Extension contacts did not significantly influence the homemaker in comparing prices before purchasing.

Quality of fabric and workmanship. In general, the mean number of Extension contacts were higher in each case among those homemakers who "nearly always" considered quality of fabric (46.7 percent), ample seams (45 percent), adequate hems (41.7 percent), neat stitching (33.3 percent), and sturdy buttonholes (23.7 percent) before purchasing as compared to those who did "sometime" or "most of the time." The mean number of all Extension contacts differed significantly among the homemakers' use of the practices related to ample seams and adequate hems. The mean number of clothing meetings differed significantly among the homemakers' use of all practices related to quality of fabric and workmanship, while the mean number of office visits also differed significantly among the homemakers' use of neat stitching and sturdy buttonholes. Therefore,

homemakers who averaged more Extension contacts were more likely to consider ample hems before purchasing. Homemakers who averaged more clothing meetings were more likely to follow all practices related to quality of fabric and workmanship. Homemakers who averaged more office visits were more likely to consider ample seams, adequate hems, neat stitching, and sturdy buttonholes.

Check for good fit, comfort and appearance. Fifty-six homemakers (93.3 percent) "nearly always" checked for fit; 52 homemakers (86.7 percent), for comfort; 58 homemakers (96.7 percent), for appearance before purchasing. The mean number of Extension contacts did not differ significantly among the homemakers who checked "sometime," "most of the time," or "nearly always." Therefore, the number of Extension contacts did not significantly influence the homemakers in the use of clothing practices related to checking for fit, comfort or appearance before purchasing. Twenty-nine homemakers (48.3 percent) had returned clothing because it did not fit; 4 homemakers (6.7 percent), not comfortable; 20 homemakers (33.3 percent), did not look right. The mean number of Extension contacts differed only with the mean number of office visits and telephone calls among the homemakers who had or had not returned clothing because of comfort. Therefore, homemakers who averaged more Extension office visits and telephone calls were more likely to return clothing items because of comfort.

Read labels and hangtags on garments or fabrics. The 55 homemakers (91.7 percent) who did rely on labels before purchasing averaged 5.4 Extension meetings, 1.9 clothing meetings, 2.1 office visits, and 3.9 telephone calls. The mean number of Extension meetings and clothing meetings attended differed significantly among those homemakers who did or did not rely on labels before purchasing. The 42 homemakers (70 percent) who looked for fiber content before buying averaged 6.4 Extension meetings, 2.3 clothing meetings, 2.7 office visits, and 4.3 telephone calls. The mean number of all four methods of Extension contacts differed significantly among those homemakers who did or did not look for fiber content before buying. The mean number of Extension contacts did not differ significantly among those homemakers who did (98.3 percent) or did not (1.7 percent) read labels for care requirements. The mean number of office visits and telephone calls differed significantly among those homemakers who did (75 percent) and did not (25 percent) read labels for shrinkage control. The mean number of office visits did differ significantly among those homemakers who did (41.7 percent) or did not (58.3 percent) read labels for special finishes. Therefore, homemakers who averaged more Extension contacts were more likely to look for fiber content before purchasing; homemakers who attended more Extension meetings and clothing meetings were more likely to rely on labels before purchasing; homemakers who made more office visits and telephone calls were more likely to read labels for shrinkage control and/or special finishes.

Consider cost of repairs, upkeep and storage of garment. A larger percentage of homemakers considered repair cost (96.7 percent), drycleaning cost (98.3 percent), and storage cost (91.7 percent) before purchasing than those who did not. The mean number of Extension contacts did not differ significantly among those who did or did not consider repair cost or drycleaning cost. The mean number of office visits did differ significantly among homemakers who did or did not consider storage cost. Therefore, the number of Extension contacts did not significantly influence the homemaker in considering repair cost or drycleaning cost before purchasing. Homemakers who made more office visits were more likely to consider storage cost.

Clothing Upkeep and Recycling and Methods of Extension
Contacts

Read and follow label directions. The 41 homemakers (68.3 percent) who "nearly always" followed care label directions averaged 5.7 Extension meetings, 1.8 clothing meetings, 2 office visits and 3.9 telephone calls. Those 19 homemakers (31.7 percent) who followed label directions "most of the time" averaged 3.5 Extension meetings, 1.5 clothing meetings, 2.2 office visits and 3.3 telephone calls. The mean number of Extension contacts did not differ significantly among homemakers who followed label directions "most of the time" or "nearly always." Therefore, the number of Extension contacts did not significantly influence homemakers in "nearly always" following label directions.

Consider cost of energy. The mean number of Extension contacts did not differ significantly among the homemakers (74.6 percent) who machine washed clothing when given an option and the homemakers (25.4 percent) who hand washed when appropriate. The mean number of Extension meetings and clothing meetings did not differ significantly among the homemakers who machine dried (63.3 percent), drip dried (21.7 percent), or line dried (15 percent) clothes, while the mean number of office visits and telephone calls did differ significantly. Therefore, homemakers who made more office calls and telephone calls tended to conserve energy, when appropriate, by drip drying clothes, but the mean number of Extension contacts did not significantly influence the homemaker to conserve energy, when appropriate, by hand washing.

Repair, alter or recycle clothing. The 55 homemakers (91.7 percent) who repaired clothing as an upkeep method averaged 5.2 Extension meetings, 1.8 clothing meetings, 2.1 office visits and 3.8 telephone calls. The mean number of Extension contacts did not differ significantly among those who did or did not repair clothing. The 47 homemakers (78.3 percent) who altered clothing as an upkeep method averaged 5.9 Extension meetings, 2 clothing meetings, 2.1 office visits and 4.2 telephone calls as compared to 1.9 Extension meetings, .6 clothing meetings, 1.7 office visits and 2 telephone calls by the 13 homemakers (21.7 percent) who did not alter clothing. The mean number of Extension meetings, clothing meetings and

telephone calls differed significantly among those homemakers who did or did not alter clothes. The 26 homemakers (43.3 percent) who made-over clothing as an upkeep method averaged 7 Extension meetings, 2.5 clothing meetings, 2.3 office visits and 4.6 telephone calls as compared to 3.5 Extension meetings, 1.1 clothing meetings, 1.8 office visits and 3 telephone calls by the 34 homemakers (56.7 percent) who did not make over clothes. The mean number of Extension meetings and clothing meetings did differ significantly among homemakers who did or did not make-over clothes. Therefore, homemakers who attended more Extension meetings and clothing meetings and made more telephone calls were more likely to alter and/or make-over clothing as an upkeep method.

Informational Sources Used and Methods of Extension

Contacts

Planning wardrobe. The 28 homemakers (46.7 percent) who used Extension Publications as a mass media informational source for wardrobe planning averaged 9.2 Extension meetings, 3.2 clothing meetings, 3.1 office visits and 5.1 telephone calls. The mean number of Extension contacts were significantly higher with those homemakers who used Extension Publications than those homemakers who used other sources (TV, radio, newspaper, magazines) or no sources of information. Therefore, the number of Extension contacts were more likely to influence homemakers to use Extension Publications than other sources of information or no source for wardrobe planning.

Selection and buying. The 23 homemakers (38.3 percent) who used Extension Publications as a mass media information source for clothing selection and buying averaged 8.8 Extension meetings, 3.2 clothing meetings, 2.7 office visits and 5.2 telephone calls. The mean number of Extension meetings, clothing meetings and telephone calls were significantly higher among those homemakers who used Extension publication than those who used other sources or no source. The mean number of office visits did not differ significantly. Therefore, the number of Extension meetings, clothing meetings and telephone calls were more likely to significantly influence the homemaker to use Extension Publications than other sources or no source for clothing selection and buying. Office visits did not significantly influence the homemakers' use of mass media for clothing selection and buying.

Care of clothing. The 48 homemakers (80 percent) who used Extension Publications as a mass media information source for care of clothing averaged 5.5 Extension meetings, 1.8 clothing meetings, 2 office visits and 4 telephone calls. Those 5 homemakers who used other sources of information averaged 7.4 Extension meetings, 3 clothing meetings, 4.8 office visits and 5.4 telephone calls. Those 7 homemakers who used no source of information averaged no Extension meetings, no clothing meetings, .2 office visits and .7 telephone calls. The mean number of Extension contacts did differ significantly among the homemakers who used Extension Publications, other sources

or no source for care of clothing. Therefore, homemakers who had more Extension contacts were more likely to use Extension Publications or other sources of information for clothing care than no source at all.

Sources of Instruction Used and Methods of Extension

Contacts

Wardrobe planning. The 40 homemakers (66.7 percent) who used Extension agent as a source of instruction for wardrobe planning averaged 7.5 Extension meetings, 2.6 clothing meetings, 2.9 office visits and 4.8 telephone calls compared to no Extension meetings, no clothing meetings, .3 office visits and 1.6 telephone calls for those 20 homemakers (33.4 percent) who did not use Extension agent. The 23 homemakers (38.3 percent) who used H.D. Leaders as a source of instruction for wardrobe planning averaged 10.5 Extension meetings, 3.6 clothing meetings, 3.4 office visits and 5.6 telephone calls compared to 1.6 Extension meetings, .5 clothing meetings, 1.2 office visits and 2.6 telephone calls for those 37 homemakers (61.7 percent) who did not use H.D. Leaders. The mean number of Extension contacts did differ significantly among those homemakers who did or did not use H.D. Leaders and Extension agent for instructional sources for wardrobe planning. Therefore, homemakers who had more Extension contacts were more likely to be influenced to use Extension agent and H.D. Leaders as instructional sources for wardrobe planning.

Selection and buying. The 38 homemakers (63.3 percent) who used Extension agent as an instructional source for clothing selection and buying averaged 7.6 Extension meetings, 2.6 clothing meetings, 2.7 office visits and 4.6 telephone calls. The 23 homemakers (38.3 percent) who used H.D. Leaders as instructional sources for clothing selection and buying averaged 10.5 Extension meetings, 3.6 clothing meetings, 3.4 office visits and 5.6 telephone calls. The mean number of all methods of Extension contacts did differ significantly between those homemakers who did or did not use Extension agent and H.D. Leaders as instructional sources. Therefore, homemakers who had more Extension contacts were more likely to be influenced to use Extension agent and H.D. Leaders as instructional sources for clothing selection and buying.

Clothing care. The 54 homemakers (90 percent) who used the Extension agent as an informational source for clothing care averaged 5.6 Extension meetings, 1.9 clothing meetings, 2.2 office visits and 4.1 telephone calls. The mean number of Extension meetings, clothing meetings, and telephone calls did differ among those homemakers who did or did not use Extension agent as information source while the mean number of office visits did not differ significantly. The 23 homemakers who used H.D. Leaders as instructional sources averaged 10.5 Extension meetings, 3.6 clothing meetings, 3.4 office visits and 5.6 telephone calls. The mean number of Extension contacts differed significantly among those

homemakers who did or did not use H.D. Leaders. Therefore, although the number of office visits did not significantly influence the homemakers to use Extension agent as an instructional source for clothing care, the number of other methods of Extension contacts were more likely to influence the homemaker to use Extension agent as an instructional source. Homemakers who made more Extension contacts were more likely influenced to use H.D. Leaders as instructional sources.

Interest in Additional Clothing Information and Methods of Extension Contacts

Additional information. The 9 homemakers (15 percent) who were interested in additional information on wardrobe planning averaged 6.6 Extension meetings, 2.3 clothing meetings, 3.8 office visits and 5.5 telephone calls. The mean number of Extension meetings, clothing meetings, and telephone calls did not differ significantly among homemakers who were or were not interested in additional information on wardrobe planning while the mean number of office visits did differ significantly. The 10 homemakers (16.7 percent) who were interested in additional information on clothing selection and buying averaged 7.2 Extension meetings, 2.7 clothing meetings, 4.2 office visits and 6.6 telephone calls. The mean number of office visits and telephone calls did differ significantly among homemakers who were or were not interested in additional information on clothing selection and buying while the mean number of Extension

meetings and clothing meetings did not differ significantly. The mean number of Extension contacts did not differ significantly among the homemakers who were or were not interested in additional information on clothing care. The 12 homemakers (20 percent) who were interested in additional information on clothing construction averaged 6.5 Extension meetings, 2.3 clothing meetings, 3.8 office visits and 5.6 telephone calls. The mean number of office visits and telephone calls did differ significantly among homemakers who were or were not interested in additional information on clothing construction while the mean number of Extension meetings and clothing meetings did not differ significantly. Therefore, the number of Extension meetings and clothing meetings did not significantly influence the homemakers in desiring additional information in any clothing area. Homemakers who made more office visits were more likely influenced to request additional information on wardrobe planning, selection and buying, and clothing construction while homemakers who averaged more telephone calls were more likely to desire additional information on selection and buying and construction.

Preferred way of receiving clothing information. The most preferred ways of receiving clothing information by homemakers were circular letter (40 percent) and clothing publications (45 percent). Homemakers who preferred special interest meetings and circular letters averaged a higher number of Extension meetings and office visits. Therefore, homemakers who averaged more Extension meetings

and office meetings were more likely to prefer special interest meetings and circular letters as a means of receiving clothing information.

General Information and Methods of Extension Contacts

Homemakers with children under 18. Forty-four (74.6 percent) of the 60 homemakers surveyed had children under 18. These homemakers averaged 4.5 Extension meetings, 1.5 clothing meetings, 2 office visits and 3.2 telephone calls as compared to 6.5 Extension meetings, 2.3 clothing meetings, 2.2 office visits and 5 telephone calls by the 16 homemakers who did not have children under 18. The mean number of telephone calls did differ significantly among the homemakers who did or did not have children under 18 while the other methods of Extension contacts did not differ significantly. Therefore, homemakers who averaged more telephone calls to the Extension Office were more likely not to have children under 18 at home. The number of other methods of Extension contacts were not significantly influenced by whether or not there were children under 18 at home.

Home Demonstration Club (HDC) members. The 20 homemakers (33.3 percent) surveyed who were HDC members averaged 10.7 Extension meetings, 3.6 clothing meetings, 3.3 office visits and 5.4 telephone calls. The 40 homemakers (66.7 percent) who were not HDC members averaged 2.2 Extension meetings, .8 clothing meetings, 1.4 office visits and 2.9 telephone calls. The mean number of all methods of

Extension contacts did differ significantly among those homemakers who were or were not HDC members. Therefore, homemakers who averaged more Extension contacts were more likely to be HDC members.

Employment. The 25 homemakers (41.7 percent) who were not employed outside the home averaged 7.2 Extension meetings, 2.3 clothing meetings, 2 office visits and 4.1 telephone calls. These figures were comparable to the 22 homemakers who had not been employed within the last year. The 35 homemakers (58.3 percent) who were employed outside the home averaged 3.4 Extension meetings, 1.3 clothing meetings, 2.1 office visits and 3.5 telephone calls. These figures were also comparable to the 38 homemakers who had been employed within the last year. The mean number of Extension meetings and clothing meetings did differ significantly among those homemakers who were or were not employed or employed within the last year. The mean number of other methods of Extension contacts did not differ significantly. Therefore, homemakers who made more Extension meetings and clothing meetings were less likely to be employed or to have been employed within the last year. The number of office visits and telephone calls were not significantly influenced by employment or non-employment.

Sew for self or family. The 39 homemakers (65 percent) who did sew for themselves or family members averaged 6.1 Extension meetings, 2.2 clothing meetings, 2.6 office visits, and 4.1 telephone calls. This compared to 3 Extension meetings, .9 clothing meetings,

1 office visit and 3 telephone calls by the 21 homemakers (35 percent) who did not sew. The mean number of Extension meetings, clothing meetings, and office visits did differ significantly. Therefore, homemakers who sewed were more likely to make more Extension meetings, clothing meetings and office visits than those who did not sew. The number of telephone calls made were not significantly related to whether or not the homemaker sewed.

Own a sewing machine. The 50 homemakers (83.3 percent) who owned a sewing machine averaged 5.8 Extension meetings, 2 clothing meetings, 2.4 office visits and 4.1 telephone calls. In all cases, the mean number of Extension contacts did differ significantly among those homemakers who did or did not own a sewing machine. Therefore, homemakers who owned a sewing machine were more likely to make more Extension contacts than those who did not own one.

Sewing done by professionals. The 51 homemakers (85 percent) who did not have sewing done by professionals averaged 5.3 Extension meetings, 1.8 clothing meetings, 2.2 office visits and 3.9 telephone calls. The mean number of Extension contacts did not differ significantly among homemakers who did or did not have sewing done by professionals. Therefore, the number of Extension contacts did not significantly influence the homemakers in having or not having sewing done by professionals.

Audience type. Twenty-four (40 percent) of the 60 homemakers surveyed were "general" audience. These homemakers averaged .3

Extension meetings, .1 clothing meetings, .6 office visits, and 1.9 telephone calls. The 18 HDC members averaged 10.8, 3.8, 3.3 and 5.4 Extension contacts, respectively. The 7 4-H parents averaged 5.8, 1.7, 1.7 and 3.7 Extension contacts and the 11 TSU homemakers averaged 5.4, 1.9, 3.3 and 5 Extension contacts, respectively. In all cases, the mean number of Extension contacts did differ significantly among the homemakers who were general audience and those related to Extension--4-H, HDC, and TSU. Therefore, Extension related audiences were more likely to have more Extension contacts than those who were not connected with an Extension Audience.

3. INFLUENCE OF INFORMATION SOURCES USED BY HOMEMAKERS ON THEIR USE OF SELECTED CLOTHING PRACTICES

This section presents data (Table 3) regarding the various information sources used by homemakers over a 12-month period in relation to clothing practices of homemakers. The variables are grouped under three major subsections: (a) clothing practices and mass media information sources used; (b) clothing practices and use of Extension Agent as an information source; and (c) clothing practices and use of Home Demonstration (H.D.) Leaders as information sources. The purpose of the analysis was to determine what influence mass media, Extension Agent and H.D. Leaders may have had upon the clothing practices used by homemakers surveyed.

Clothing Practices and Mass Media Information Sources Used

The influence of mass media information sources on the homemakers use of clothing practices related to inventory, planning

TABLE 3

INFLUENCE OF INFORMATION SOURCES USED BY LAUDERDALE COUNTY HOMEMAKERS ON THEIR USE OF
SELECTED CLOTHING PRACTICES, 1982

Clothing Practices	Information Sources						
	None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No	Yes
	N = 17	15	28	20	40	37	23
		Percents		Percents		Percents	
<u>Clothing Practices Re-</u>							
<u>lated to Inventory,</u>							
<u>Planning and Expenditures</u>							
Have listing of							
wearable clothes							
No	100.0	93.3	100.0	100.0	97.5	97.3	100.0
Yes	0.0	6.7	0.0	0.0	2.5	2.7	0.0
	$\chi^2=3.05$			$\chi^2=0.00$		$\chi^2=0.00$	
	p=.22			p=1.00		p=1.00	
Use a plan for addi-							
tional purchases							
No	100.0	53.3	92.9	95.0	80.0	78.4	95.7
Yes	0.0	46.7	7.1	5.0	20.0	21.6	4.3
	$\chi^2=16.10$			$\chi^2=1.30$		$\chi^2=2.10$	
	p=.00			p=.25		p=.14	

TABLE 3 (Continued)

Clothing Practices	N =	Information Sources					
		None	Mass Media Other	Extension Publications	Extension Agent No	Extension Agent Yes	H.D. Leaders No
	17	15	28	20	40	37	23
Could list 75 per- cent of clothing if stolen or burned							
No	64.7	33.3	82.1	60.0	67.5	51.4	87.0
Yes	35.3	66.7	17.9	40.0	32.5	48.6	13.0
	$\chi^2=10.2$ p=.01			$\chi^2=.08$ p=.77		$\chi^2=6.40$ p=.01	
Plan wardrobe around one/two basic colors							
No	76.5	33.3	35.7	70.0	35.0	56.8	30.4
Yes	23.5	67.7	64.3	30.0	65.0	43.2	69.6
	$\chi^2=8.50$ p=.01			$\chi^2=5.20$ p=.02		$\chi^2=2.90$ p=.08	
Could dress for special occasion without purchasing							
No	23.5	20.0	17.9	30.0	15.0	24.3	13.0
Yes	76.5	80.0	82.1	70.0	85.0	75.7	87.0
	$\chi^2=.21$ p=.90			$\chi^2=1.05$ p=.30		$\chi^2=.50$ p=.46	

TABLE 3 (Continued)

Clothing Practices	None	Information Sources				H.D. Leaders No	Yes
		Mass Media Other	Extension Publications	Extension Agent No	Yes		
N =	17	15	28	20	40	37	23
Wear special occasion clothes to other events							
No	5.9	13.3	3.6	10.0	5.0	8.1	4.3
Yes	94.1	86.7	96.4	90.0	95.0	91.9	95.7
	$\chi^2=1.50$ p=.46			$\chi^2=.03$ p=.85		$\chi^2=.00$ p=.97	
Keep record of clothing expenditures							
No	100	73.3	96.4	100	87.5	89.2	95.7
Yes	0	26.7	3.6	0	12.5	10.8	4.3
	$\chi^2=8.90$ p=.01			$\chi^2=1.30$ p=.24		$\chi^2=.16$ p=.68	
Amount spent on clothing							
Too much	17.6	0.0	0.0	15.0	0.0	8.1	0.0
About right	47.1	66.7	78.6	45.0	77.5	62.2	73.9
Not enough	35.3	33.3	21.4	40.0	22.5	29.7	26.1
	$\chi^2=10.05$ p=.03			$\chi^2=9.50$ p=.01		$\chi^2=2.20$ p=.32	

TABLE 3 (Continued)

Clothing Practices	Information Sources						
	None	Mass Media Other	Extension Publications	Extension Agent No	Extension Agent Yes	H.D. Leaders No	H.D. Leaders Yes
N =	16	21	23	22	38	37	23
<u>Clothing Practices Re- lated to Selection and Buying</u>							
Purchased garments that performed badly							
No	18.8	28.6	47.8	31.8	34.2	29.7	39.1
Yes	81.3	71.4	52.2	68.2	65.8	70.3	60.9
	$\chi^2=3.90$ p=.14			$\chi^2=.00$ p=1.00		$\chi^2=.20$ p=.63	
Would file complaint with store manager							
No	18.8	4.8	0.0	9.1	5.3	8.1	4.3
Yes	81.3	95.2	100.0	90.9	94.7	91.9	95.7
	$\chi^2=5.50$ p = .06			$\chi^2=.00$ p=.97		$\chi^2=.00$ p=.97	
Would file complaint with manufacturer							
No	50.0	34.1	21.7	50.0	26.3	48.6	13.0
Yes	50.0	61.9	78.3	50.0	72.7	51.4	87.0
	$\chi^2=3.40$ P=.24			$\chi^2=2.40$ p=.11		$\chi^2=6.40$ p=.01	

TABLE 3 (Continued)

Clothing Practices	N =	Information Sources					
		None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No
	16	21	23	22	38	37	23
Shop at stores that deal with complaints promptly							
No	6.3	0.0	0.0	0.0	2.6	0.0	4.3
Yes	93.8	100.0	100.0	100.0	97.4	100.0	95.7
	$\chi^2=2.79$ p=.24			$\chi^2=0.00$ p=1.00		$\chi^2=.05$ p=.80	
Purchases expensive items at end-of- season sales							
No	25.0	4.8	13.0	13.6	13.2	10.8	17.4
Yes	75.0	95.2	87.0	86.4	86.8	89.2	82.6
	$\chi^2=3.20$ p=.19			$\chi^2=0.00$ p=1.00		$\chi^2=.11$ p=.47	
Satisfied with sale purchases							
No	12.5	19.0	0.0	13.6	7.9	13.5	4.3
Yes	87.5	81.0	100.0	86.4	92.1	86.5	95.7
	$\chi^2=4.50$ p=.10			$\chi^2=.07$ p=.78		$\chi^2=.50$ p=.47	

TABLE 3 (Continued)

Clothing Practices	Information Sources						
	None	Mass Media Other	Extension Publications	Extension Agent		H.D. Leaders	
	No	Yes	No	Yes	No	Yes	
N =	16	21	23	22	38	37	23
Compare prices for best buys							
No	37.5	19.0	8.7	36.4	10.5	24.3	13.0
Yes	62.5	81.0	91.3	63.6	89.5	75.7	87.0
	$\chi^2=4.90$ p=.08			$\chi^2=4.30$ p=.03		$\chi^2=.53$ p=.46	
Consider quality of fabric							
Sometimes	12.5	28.6	0.0	18.2	10.5	13.5	13.0
Most of time	56.3	38.1	30.4	54.5	31.6	48.6	26.1
Nearly always	31.3	33.3	69.6	27.3	57.9	37.8	60.9
	$\chi^2=12.50$ p=.01			$\chi^2=5.20$ p=.07		$\chi^2=3.40$ p=.18	
Consider ample seams							
Sometimes	12.5	19.0	4.3	18.2	7.9	13.5	8.7
Most of time	75.0	33.3	30.4	59.1	34.2	48.6	34.8
Nearly always	12.5	47.6	65.2	22.7	57.9	37.8	56.5
	$\chi^2=12.90$ p=.01			$\chi^2=7.00$ p=.02		$\chi^2=2.00$ p=.36	

TABLE 3 (Continued)

Clothing Practices	None	Information Sources					
		Mass Media Other	Extension Publications	Extension Agent No	Extension Agent Yes	H.D. Leaders No	H.D. Leaders Yes
N =	16	21	23	22	38	37	23
Look for adequate hem							
Sometimes	12.5	28.6	8.7	22.7	13.2	18.9	13.0
Most of time	75.0	33.3	26.1	59.1	31.6	48.6	30.4
Nearly always	12.5	38.1	65.2	18.2	55.3	32.4	56.5
	$\chi^2=15.10$ p=.00			$\chi^2=7.80$ p=.01		$\chi^2=3.30$ p=.18	
Look for neat stitching							
Sometimes	25.0	42.9	4.3	36.4	15.8	27.0	17.4
Most of time	62.5	28.6	43.5	50.0	39.5	45.9	39.1
Nearly always	12.5	28.6	52.2	13.6	44.7	27.0	43.5
	$\chi^2=14$ p=.01			$\chi^2=6.90$ p=.03		$\chi^2=1.80$ p=.39	
Look for sturdy buttonholes							
Sometimes	31.1	52.4	13.6	47.6	23.7	41.7	17.4
Most of time	56.3	28.6	50.0	42.9	44.7	38.9	52.2
Nearly always	12.5	19.0	36.4	9.5	31.6	19.4	30.4
	$\chi^2=9.30$ p=.05			$\chi^2=5.10$ p=.07		$\chi^2=3.80$ p=.14	

TABLE 3 (Continued)

Clothing Practices	None	Information Sources				H.D. Leaders	
		Mass Media Other	Extension Publications	Extension Agent No	Extension Agent Yes	No	Yes
N =	16	21	23	22	38	37	23
Check for fit							
Sometimes	0.0	4.8	0.0	0.0	2.6	2.7	0.0
Most of time	6.3	4.8	4.3	9.1	2.6	8.1	0.0
Nearly always	93.8	90.5	95.7	90.9	94.7	89.2	100.0
	$\chi^2=1.90$ p=.70			$\chi^2=1.70$ p=.40		$\chi^2=2.60$ p=.26	
Check for comfort							
Most of time	12.5	23.8	4.3	22.7	7.9	21.6	0.0
Nearly always	87.5	76.2	95.7	77.3	92.1	78.4	100.0
	$\chi^2=3.60$ p=.16			$\chi^2=1.50$ p=.21		$\chi^2=4.00$ p=.04	
Check for appearance							
Most of time	6.3	4.8	0.0	4.5	2.6	5.4	0.0
Nearly always	98.3	95.2	100.0	95.5	97.4	94.6	100.0
	$\chi^2=1.30$ p=.50			$\chi^2=0.00$ p=1.00		$\chi^2=.15$ p=.69	
Returned--did not fit							
No	37.5	42.9	69.6	50.0	52.6	51.4	52.2
Yes	62.5	57.1	30.4	50.0	47.4	48.6	47.8
	$\chi^2=4.80$ p=.08			$\chi^2=0.00$ p=1.00		$\chi^2=0.00$ p=1.00	

TABLE 3 (Continued)

Clothing Practices	N =	Information Sources					
		None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No
	16	21	23	22	38	37	23
Returned--was not comfortable							
No	100.0	90.5	91.3	95.5	92.1	91.9	95.7
Yes	0.0	9.5	8.7	4.5	7.9	8.1	4.3
	$\chi^2=1.50$ p=.45			$\chi^2=0.00$ p=1.00		$\chi^2=.000$ p=.97	
Returned--did not look right							
No	75.0	47.6	78.8	72.7	63.2	67.6	65.2
Yes	25.0	52.4	21.7	27.3	36.8	32.4	34.8
	$\chi^2=5.30$ p=.07			$\chi^2=.22$ p=.63		$\chi^2=0.00$ p=1.00	
Rely on labels before purchasing							
No	25.0	4.8	0.0	18.2	2.6	13.5	0.0
Yes	75.0	95.2	100.0	81.8	97.4	86.5	100.0
	$\chi^2=8.20$ p=.01			$\chi^2=2.60$ p=.10		$\chi^2=1.80$ p=.17	

TABLE 3 (Continued)

Clothing Practices	N =	Information Sources						
		None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No	Yes
		16	21	23	22	38	37	23
Read labels for fiber content								
No		56.3	38.1	4.3	54.5	15.8	43.2	8.7
Yes		43.8	61.9	95.7	45.5	84.2	56.8	91.3
		$\chi^2=13.10$ p=.00			$\chi^2=8.20$ p=.00		$\chi^2=6.40$ p=.01	
Read labels for care requirements								
No		6.3	0.0	0.0	4.5	0.0	2.7	0.0
Yes		93.8	100.0	100.0	95.5	100.0	97.3	100.0
		$\chi^2=2.70$ p=.24			$\chi^2=.07$ p=.78		$\chi^2=0.00$ p=1.00	
Read labels for special finishes								
No		81.3	52.4	47.8	77.3	47.4	64.9	47.8
Yes		18.8	47.6	52.2	22.7	52.6	35.1	52.2
		$\chi^2=4.80$ p=.09			$\chi^2=3.90$ p=.04		$\chi^2=1.06$ p=.30	

TABLE 3 (Continued)

Clothing Practices	None	Information Sources				H.D. Leaders No	Yes
		Mass Media Other	Extension Publications	Extension Agent No	Yes		
N =	16	21	23	22	38	37	23
Read labels for shrinkage control							
No	50.0	14.3	17.4	40.9	15.8	29.7	17.4
Yes	50.0	85.7	82.6	59.1	84.2	70.3	82.6
	$\chi^2=7.32$ p=.02			$\chi^2=3.40$ p=.06		$\chi^2=.58$ p=.44	
Consider cost of repair							
No	12.5	0.0	0.0	9.1	0.0	5.4	0.0
Yes	87.5	100.0	100.0	90.9	100.0	94.6	100.0
	$\chi^2=5.60$ p=.05			$\chi^2=1.30$ p=.25		$\chi^2=.15$ p=.69	
Consider cost of drycleaning							
No	6.3	0.0	0.0	4.5	0.0	2.7	0.0
Yes	93.8	100.0	100.0	95.5	100.0	97.3	100.0
	$\chi^2=2.70$ p=.24			$\chi^2=.07$ p=.78		$\chi^2=.00$ p=1.00	

TABLE 3 (Continued)

Clothing Practices	Information Sources						
	None	Mass Media Other	Extension Publications	Extension Agent		H.D. Leaders	
				No	Yes	No	Yes
N =	16	21	23	22	38	37	23
Consider storage cost							
No	18.8	4.8	0.0	13.6	2.6	10.8	0.0
Yes	75.0	95.2	100.0	86.4	94.7	89.2	95.7
DNA	6.3	0.0	0.0	0.0	2.6	0.0	4.3
	$\chi^2=8.50$			$\chi^2=3.20$		$\chi^2=4.10$	
	p=.07			p=.20		p=.12	
<u>Clothing Practices Re-</u> <u>lated to Upkeep and</u> <u>Recycling</u>							
N =	7	5	48	6	54	37	23
Follow label directions							
Most of time	57.1	60.0	25.0	66.7	27.8	37.8	21.7
Nearly always	42.9	40.0	75.0	33.3	72.2	62.2	78.3
	$\chi^2=4.90$			$\chi^2=2.10$		$\chi^2=1.03$	
	p=.08			p=.13		p=.30	

TABLE 3 (Continued)

Clothing Practices	N =	Information Sources						
		None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No	Yes
	7		5	48	6	54	37	23
Consider energy cost when washing clothes								
Machine wash		100.0	100.0	68.8	100.0	71.7	83.3	60.9
Hand wash		0.0	0.0	31.3	0.0	28.3	16.7	39.1
		$\chi^2=4.60$ p=.09			$\chi^2=1.00$ p=.31		$\chi^2=2.60$ p=.10	
Consider energy cost when drying clothes								
Machine dry		71.4	40.0	64.4	66.7	63.0	67.6	56.5
Drip dry		0.0	20.0	25.0	0.0	24.1	18.9	26.1
Line dry		38.6	40.0	10.4	33.3	13.0	13.5	17.4
		$\chi^2=5.80$ p=.20			$\chi^2=2.90$ p=.22		$\chi^2=.75$ p=.68	
Clothing upkeep- repair								
No		14.3	20.0	6.3	16.7	7.4	10.8	4.3
Yes		85.7	80.0	93.8	83.3	92.6	89.2	95.7
		$\chi^2=1.40$ p=.47			$\chi^2=0.00$ p=1.00		$\chi^2=.16$ p=.68	

TABLE 3 (Continued)

Clothing Practices	Information Sources						
	None	Mass Media Other	Extension Publications	Extension Agent No	Yes	H.D. Leaders No	Yes
N =	7	5	48	6	54	37	23
Clothing upkeep- alter							
No	42.9	40.0	16.7	50.0	18.5	29.7	8.7
Yes	57.1	60.0	83.3	50.0	81.5	70.3	91.3
	$\chi^2=3.50$ p=.16			$\chi^2=1.50$ p=.21		$\chi^2=2.50$ p=.10	
Clothing upkeep- make-over							
No	71.4	100.0	50.0	66.7	55.6	75.7	26.1
Yes	28.6	0.0	50.0	33.3	44.4	24.3	73.9
	$\chi^2=5.30$ p=.07			$\chi^2=.01$ p=.93		$\chi^2=12.20$ p=.00	

and expenditures, selection and buying, and upkeep and recycling will be analyzed in this subsection.

Clothing Practices Related to Inventory, Planning and Expenditures and Mass Media Information Sources Used

Clothing inventory. Of the 60 homemakers surveyed, 17 (28.3 percent) used no mass media information source, 15 (25 percent) used other mass media sources (TV, radio, newspaper and/or magazines), and 28 homemakers (46.7 percent) used Extension publications as a source of clothing information. A high percentage of homemakers in each mass media section did not have a listing of wearable clothing nor did they have a plan for additional purchases. Homemakers who used other sources of mass media had a lower percentage (53.3 percent) of homemakers who did not use a plan for additional purchases than those who used no source (100 percent) and those who used only Extension publications (92.9 percent). Those homemakers who used other sources of mass media had a higher percentage (66.7 percent) of homemakers who could list 75 percent of clothing items if stolen or burned than those who could not (33.3 percent). When tested with the Chi Square test, it was found that there were significant relationships between the mass media sources used and whether or not the homemakers had a plan for making additional purchases. Also, being able to list 75 percent of clothing if stolen or burned was significantly related to the mass media source of information used. The use of other mass media sources (TV, radio, newspaper and/or

magazines) was more likely to influence the homemaker in using a plan for purchases and being able to list 75 percent of clothing in emergencies than using no information source and Extension publications alone.

Wardrobe planning. A higher percentage of homemakers who used other mass media sources (67.7 percent) and Extension Publications (64.3 percent) planned their wardrobe around one or two basic colors than those homemakers who used no information source (23.5 percent). In each mass media section, there was a higher percentage of homemakers who could dress for special occasions without purchasing additional clothing and wear special occasion clothes to other events than those who could not. When tested, it was found that there was a significant relationship between the type of mass media sources used and whether or not the homemakers planned their wardrobe around one or two basic colors. The data seems to indicate the use of other mass media and Extension publications were more likely to influence the homemakers in planning their wardrobe around one or two basic colors than using no source of information.

Clothing expense records. Although a high percentage of homemakers using each mass media source did not keep a record of clothing expenditures, those who used other mass media sources had a lower percentage (73.3 percent as compared to 100 percent and 96.4 percent). In all cases again, the percentages of homemakers were higher who thought the amount they spent on clothing was "about right,"

but in two cases--other mass media sources (66.7 percent) and Extension publications (78.6 percent)--the percentages were somewhat higher than those who used no source (40 percent). Also, no homemaker who used other sources and Extension publications felt they spent "too much" on clothing. It was found that both practices, keeping a record of clothing expenditures and the amount they spent on clothing, were significantly related to the types of mass media sources used. The data suggest that using other mass media sources were more likely to influence the homemaker to keep a record of expenditures than using no source of information or the use of Extension publications alone. Also, the use of other sources as well as Extension publications were more likely to influence the homemaker in adequate clothing expenditures than using no source at all.

Clothing Practices Related to Clothing Selection and
Buying and Mass Media Information Sources Used

Shop at reliable stores. Although a higher percentage of homemakers in each mass media section had purchased garments that performed badly, the percentage of homemakers who used Extension Publications was lower (52.2 percent as compared to 81.3 percent and 71.4 percent). However, these differences were not statistically significant. One hundred percent of the homemakers who used Extension publications and 95.2 percent of the homemakers who used other sources said they would file a complaint with the store manager

as compared to 81.3 percent of the homemakers who used no source. The percentages of homemakers who would file a complaint with the manufacturer in each mass media section were lower than those who would file a complaint with the store manager (50 percent, 61.9 percent, and 78.3 percent, respectively). One hundred percent of the homemakers who used Extension publications and other mass media sources said they shopped at stores that would deal with complaints promptly. The homemakers use of clothing practices regarding shopping at reliable stores were not significantly related to the mass media source used. Therefore, the type of mass media sources used by the homemaker did not significantly influence the homemaker in their use of practices related to shopping at reliable stores.

Shop at end-of-season sales. A high percentage of homemakers in each mass media section purchased expensive items at end-of-season sales and were satisfied with sale purchases. There were no significant differences in the homemakers use of either practice and the type of mass media source used. Therefore, the homemakers use of practices related to shopping at end-of-season sales were not significantly influenced by the type of mass media source used.

Compare prices. A higher percentage of homemakers who used Extension publications as a source of information as opposed to those who did not compared prices before buying (91.3 percent as compared to 62.5 percent and 81 percent). However, the difference was not significant at the .05 level. Therefore, the homemakers

use of the clothing practice related to comparing prices before buying was not significantly influenced by the type of mass media source used.

Consider quality of fabric and workmanship. The percentage of homemakers who "nearly always" considered quality of fabric, ample seams, adequate hems, neat stitching and sturdy buttonholes were consistently higher among those homemakers who used Extension publications as compared to those who did not. Homemakers who used no information source consistently had a higher percentage of homemakers who considered these practices "most of time." The type of mass media source used was significantly related to the homemakers use of all practices regarding quality of fabric and workmanship. Homemakers who used Extension publications as an information source were more likely to "nearly always" follow the practices related to quality of fabric and workmanship than those homemakers who used other sources or no source at all.

Check garment for good fit, comfort and appearance. In all mass media sections, the percentages of homemakers who "nearly always" checked for good fit, comfort and appearance before purchasing were much higher than those who checked "most of the time." However, the type of mass media source used was not significantly related to the use of these practices. Therefore, the mass media sources used did not significantly influence the homemaker in the use of clothing practices related to checking for good fit, comfort and appearance.

Clothing returned. While 69.6 percent of the homemakers who used Extension publications had not returned items because of improper fit, 62.5 percent of the homemakers who used no source of information had returned items. Among homemakers using each mass media sections, the percentage of homemakers who had not returned garments due to lack of comfort was high (100 percent, 90.5 percent and 91.3 percent). Seventy-eight percent of the homemakers using Extension publications had not returned garments because of appearance while 52.4 percent of the homemakers using other sources had. The type of mass media source used was not significantly related to whether or not the homemakers returned items for fit, comfort or appearance, however. Therefore, the type of mass media source used by the homemaker did not significantly influence the homemaker in the use of clothing practices related to returning items.

Read labels and hangtags. One hundred percent of the homemakers using Extension publications relied on labels before purchasing compared to 95.2 percent who used other sources and 75 percent who used no source did. The percentage of homemakers who read labels for fiber content was higher for those using Extension publications (95.7 percent as compared to 43.8 percent and 61.9 percent). In each mass media section the percentage of homemakers who read labels for care requirements was high (93.8 percent, 100 percent and 100 percent). In each mass media section the percentage of homemakers who read labels for special finishes was somewhat lower (18.8 percent, 47.6 percent and 52.2 percent, respectively). A larger

percentage of those homemakers who used other sources (85.7 percent) and Extension publications (82.6 percent) read labels for shrinkage control as compared to 50 percent of the homemakers who used no source. The type of mass media source used was significantly related to the homemakers relying on labels before purchasing, reading labels for fiber content and shrinkage control. There were no significant relationships among the mass media sources used and the homemaker reading labels for care requirements and special finishes. The data seems to indicate that the use of Extension publications were more likely to influence the homemaker in relying on labels before purchasing and reading labels for fiber content, while the use of Extension publications and other sources were more likely to influence the homemaker to read labels for shrinkage control. The type of mass media sources used did not significantly influence the homemaker in reading labels for care requirements or special finishes.

Consider cost of repairs, upkeep and storage. One hundred percent of the homemakers who used other sources and Extension publications did consider cost of repair and drycleaning before purchasing while 95.2 percent and 100 percent respectively considered storage cost. The type of mass media source used was significantly related to homemakers who considered cost of repair while it was not significantly related to homemakers who considered drycleaning and storage cost. The use of Extension publications and other

sources were more likely to influence the homemaker to consider cost of repair before purchasing. The type of mass media source used by homemakers did not significantly influence the homemaker in considering drycleaning or storage cost.

Clothing Practices Related to Upkeep and Recycling and
Mass Media Information Sources Used

Read and follow label directions. Seventy-five percent of the homemakers who used Extension publications "nearly always" followed label directions related to clothing care while 42.9 percent who used no source and 40 percent who used other sources did. When tested, the differences were not significant. Therefore, the type of mass media source used by the homemaker did not significantly influence the homemaker to follow label directions.

Consider cost of energy. When care instructions gave a choice of washing methods, 100 percent of those homemakers using no source, 100 percent of those using other sources, and 68.8 percent using Extension publications preferred to machine wash instead of hand wash. When care instructions gave a choice of drying methods, 71.4 percent of those homemakers using no source, 40 percent using other sources, and 64.6 percent using Extension publications preferred to machine dry over drip or line dry. The type of mass media source used was not significantly related to homemakers who considered energy cost when washing or drying clothes.

Therefore, the source of mass media used by the homemaker did not significantly influence the homemaker in considering energy cost in washing or drying methods.

Clothing upkeep. The percentage of homemakers who repaired clothing as an upkeep method were considerably high among all mass media sections (85.7 percent, 80 percent and 93.8 percent, respectively) as compared to those who did not (14.3 percent, 20 percent and 6.3 percent, respectively). A higher percentage of homemakers using Extension publications (83.3 percent) altered clothing as a means of upkeep as compared to 57.1 percent who used no source and 60 percent who used other sources. Fifty percent of the homemakers using Extension publications made-over clothes as an upkeep method as compared to 28.6 percent who used no source and "0" percent who used other sources. When tested, however, the type of mass media source used by homemakers was not significantly related to any method of clothing upkeep. Therefore, the source of mass media used by homemakers did not significantly influence the homemaker in the use of any clothing upkeep method.

Clothing Practices and Use of Extension Agent as an Information Source

The influence of the Extension Agent as an information source on the homemakers use of clothing practices related to inventory, planning and expenditures, selection and buying, and upkeep and recycling will be analyzed in this subsection.

Clothing Practices Related to Inventory, Planning and Expenditures and Use of Extension Agent as an Information

Source

Clothing inventory. Of the 60 homemakers surveyed, 20 (33.3 percent) had not used the Extension Agent as a source of clothing information while 40 (66.7 percent) had. There were no significant relationships among the homemakers who did or did not use the Extension Agent as an information source and their use of clothing inventory practices, having a list of wearable clothing, using a plan for additional purchases or listing 75 percent of clothing if stolen or burned. Therefore, the homemakers' use of the Extension Agent as a source of clothing information did not significantly influence the homemakers in using practices related to clothing inventory.

Wardrobe planning. A higher percentage of homemakers who used the Extension agent (65 percent) planned their wardrobe around one or two basic colors as compared to only 30 percent of those who did not use the Extension agent. There was no significant relationship among the homemakers who did or did not use the Extension agent and in whether they could dress for special occasions without purchasing or would wear special occasion clothes to other events. In both cases, the percentage of homemakers who followed these practices were high. The differences were significant in the homemakers use of the practice related to planning around one or two

basic colors. Thus, homemakers who used Extension agent as a source of clothing instruction were more likely to plan their wardrobe around one or two basic colors than those who did not use the Extension agent.

Clothing expense records. Of those homemakers who used the Extension agent as an information source, 87.5 percent kept no record of clothing expenditure as compared to 100 percent of those who did not use the Extension agent. Of those homemakers who used the Extension agent, 77.5 percent felt that the amount they spent on clothing was "about right" as compared to 45 percent of those who did not use the Extension agent. Although the differences related to keeping a clothing record were not significant, the difference was significant among those homemakers who did or did not use the Extension agent and how they felt about their spending. Therefore, homemakers who used the Extension agent as a source of information were more likely to feel that the amount they spent on clothing was "about right" than those who did not use the Extension Agent. However, the use of the Extension agent did not significantly influence homemakers to keep a record of expenditures.

Clothing Practices Related to Selection and Buying and Use of Extension Agent as an Informational Source

Shop at reliable stores. The percentages of homemakers who had purchased garments that had performed badly were similar in each

case--Extension agent, 65.8 percent; no source, 68.2 percent. The percentages of homemakers who would file a complaint with the store manager were also similar--Extension agent, 94.7 percent; no source, 90.9 percent. However, the percentages of homemakers who would file a complaint with the manufacturer were different--Extension agent, 73.7 percent and no source, 50 percent--although not significant at the .05 level. The percentages of homemakers who shopped at reliable stores that handled complaints promptly were also similar--Extension agent, 97.4 percent and no source, 100 percent. When tested, the use of the Extension agent as a source of clothing information did not differ significantly among homemakers who followed practices related to shopping at reliable stores. Therefore, the use of the Extension agent as a source of clothing information did not significantly influence the homemakers in the use of practices related to shopping at reliable stores.

Shop at end-of-the season sales. There were no significant differences among homemakers who used or did not use the Extension agent as an information source and their use of clothing practices related to shopping for expensive items at end-of-season sales or satisfaction with sale purchases. In both cases, the percentages of homemakers following the practices were high. Therefore, the use of the Extension agent as a source of clothing information did not significantly influence the homemakers in the use of clothing practices related to end-of-season sales.

Compare prices. A high percentage of homemakers who used the Extension Agent as a source of information followed the practice of comparing prices for best buys (89.5 percent as compared to 63.6 percent of those homemakers who did not use the Extension Agent). This difference was significant. Therefore, those homemakers who used the Extension Agent as a source of clothing information were more likely to compare prices before buying than those who did not use the Extension Agent.

Consider quality of fabric and workmanship. A higher percentage of homemakers who used Extension Agent as a source of information "nearly always" considered quality of fabric, ample seams, adequate hems and neat stitching than those who did not use the Extension Agent. While 44.7 percent of the homemakers who used the Extension Agent looked for sturdy buttonholes "most of time," 47.6 percent who did not use the Extension Agent looked only "some-time." The homemakers use of practices related to considering ample seams, looking for adequate hem and neat stitching were significantly different among homemakers who did not use Extension Agent. Therefore, homemakers who used the Extension Agent as a source of clothing information were more likely to consider ample seams, look for adequate hems and neat stitching before purchasing.

Check for good fit, comfort and appearance. There were no significant differences in whether or not the homemakers used the Extension Agent as an information source and in their use of

practices related to checking for fit, comfort and appearance. In each case, the percentages of homemakers "nearly always" following the practices were high. Therefore, the use of the Extension Agent as a source of clothing information did not significantly influence the homemaker in using practices related to checking for good fit, comfort and appearance before purchasing.

Clothing returned. There were no significant differences among the homemakers who used or did not use the Extension Agent and in their use of practices related to returning clothing due to improper fit, lack of comfort or bad appearance. In all cases, the percentages of homemakers who did not have to return items were high. Therefore, the use of the Extension Agent did not significantly influence the homemaker in returning clothing due to fit, comfort and appearance.

Read labels and hangtags. A high percentage of all homemakers read labels before purchasing--97.4 percent, Extension Agent source; 81.8 percent, no source. The use of the Extension Agent did not make a significant difference. A higher percentage of homemakers who used the Extension Agent as an information source read labels for fiber content (84.2 percent as compared to 45.5 percent), read labels for special finishes (52.6 percent as compared to 22.7 percent) and read labels for shrinkage control (84.2 percent as compared to 59.1 percent). The use of the Extension Agent as a source of information did differ significantly among homemakers use

of practices related to reading labels for fiber content and special finishes. There were no significant differences related to relying on labels for care requirement and shrinkage control. Therefore, the homemakers who used the Extension Agent as a source of clothing information were more likely to read labels for fiber content and special finishes before purchasing.

Consider cost of repairs, upkeep and storage. There were no significant relationships in the homemakers use of the Extension agent as an information source and in their use of practices related to considering cost of repair, drycleaning and storage before purchasing. In all cases, the percentages of homemakers following these practices were high. Therefore, the homemakers use of the Extension agent as a source of clothing information did not significantly influence the homemaker in consideration of repair, drycleaning and storage cost before purchasing.

Clothing Practices Related to Upkeep and Recycling and Use of Extension Agent as an Informational Source

Read and follow label directions. Of those homemakers who used the Extension agent as an information source, 72.2 percent followed label directions "nearly always" as compared to 33.3 percent of those homemakers who did not use the Extension agent. When tested, this difference was not significant, however. Therefore, homemakers who used the Extension agent as a source of clothing

information were not significantly influenced to read and follow label directions.

Consider cost of energy. When given a choice of washing methods and drying methods, the homemakers who used the Extension agent did not differ significantly in their methods used from those who did not use the Extension agent. In both cases, a larger percentage of homemakers preferred to machine wash and machine dry to other less energy-consuming methods. Therefore, homemakers who used the Extension agent as a source of clothing information were not significantly influenced to use less energy consuming methods of washing and drying clothes when appropriate.

Clothing upkeep. Although a high percentage of homemakers who used the Extension agent as an information source utilized more methods of clothing upkeep, the differences were not significant. Therefore, homemakers who used the Extension agent as a source of clothing information were not significantly influenced to repair, alter or recycle clothing items as a matter of economy.

Clothing Practices and Use of H.D. Leaders as Information Sources

The influence of the H.D. Leaders as information sources on the homemakers use of clothing practices related to inventory, planning and expenditures, selection and buying and upkeep and recycling will be analyzed in this subsection.

Clothing Practices Related to Inventory, Planning and Expenditures and Use of H.D. Leaders as Information Sources

Clothing inventory. Of the 60 homemakers surveyed, 37 (61.7 percent) did not use H.D. Leaders and 23 (38.3 percent) did use them as a source of clothing information. There were no significant relationships with the homemakers use of H.D. Leaders as an information source and in their having a listing of wearable clothing or using a plan for additional purchases. There was a significant relationship, however, in the homemakers use of H.D. Leaders as an informational source and in their ability to list 75 percent of clothing items if stolen or burned. Therefore, homemakers who used H.D. Leaders as sources of clothing information were less likely to list 75 percent of clothing items if stolen or burned than those who did not use H.D. Leaders.

Wardrobe planning. There were no significant relationships in the homemakers use of H.D. Leaders as informational sources and their use of practices related to wardrobe planning--planning around one or two basic colors, dressing for special occasions without purchasing, and wearing special occasion clothing to other events. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced in the use of practices related to wardrobe planning.

Clothing expense records. A high percentage of homemakers who used and did not use H.D. Leaders for informational sources did not keep a record of clothing expenditures (92.7 percent, 89.2 percent, respectively). Approximately 74 percent of the homemakers who used H.D. Leaders felt the amount they spent on clothing was "about right." There were no significant relationships in the homemakers use of H.D. Leaders as sources of information and their keeping an expense record or their feelings about the amount spent on clothing. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced to keep a clothing record or plan spendings "about right."

Clothing Practices Related to Selection and Buying and the Use of H.D. Leaders as Sources of Information

Shop at reliable stores. Approximately 61 percent of the homemakers who used H.D. Leaders as informational sources had purchased garments that performed badly, while 70.3 percent of the homemakers who had not used H.D. Leaders had made similar purchases. The percentages of homemakers who would file a complaint with store manager were similar--95.7 percent, H.D. Leaders; 91.9 percent, no source. A higher percentage of homemakers (87 percent) who utilized H.D. Leaders said they would file a complaint with the manufacturer while only 51.4 percent of the homemakers who did not use H.D. Leaders would do this. This difference was significant when tested with the Chi Square test. There were no significant differences

in homemakers use of H.D. Leaders and in their use of practices related to shopping at reliable stores that would deal with complaints promptly, purchasing garments that performed badly and filing a complaint with store manager. Therefore, the homemakers use of H.D. Leaders as sources of clothing information did not significantly influence the homemaker in making wise purchases, filing complaints with store manager or shopping at stores that deal with complaints promptly. However, homemakers who used H.D. Leaders were more likely to file a complaint with the manufacturer than those homemakers who did not use this source.

Shop at end-of-season sales. There were no significant relationships in the homemakers use of H.D. Leaders as sources of information and in their purchasing expensive items at end-of-season sales and their satisfaction with sale purchases. In each case, the percentages of homemakers following these practices were high. Therefore, the homemakers use of H.D. Leaders as sources of clothing information did not significantly influence the homemaker in the use of practices related to end-of-season sales.

Compare prices. Although 87 percent of the homemakers who used H.D. Leaders as informational sources compared prices for best buys, this difference was not significant. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced to compare prices before purchasing.

Consider quality of fabric and workmanship. Although the percentages of homemakers who used H.D. sources were higher in every case for "nearly always" considering quality of fabric and workmanship before purchasing, the differences were not significant. Therefore, homemakers who used H.D. Leaders were not significantly influenced in considering quality of fabric and workmanship before purchasing.

Check for good fit, comfort and appearance. One hundred percent of the homemakers who used H.D. Leaders "nearly always" considered good fit, comfort and appearance before purchasing. Although all percentages were higher, the only significant difference was among homemakers who "nearly always" checked for comfort before purchasing--100 percent compared to 78.4 percent. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced in checking for fit and appearance but they were more likely to check for comfort before purchasing than those who did not use H.D. sources.

Clothing returned. There were no significant relationships in the homemakers use of H.D. Leaders as informational sources and in whether or not they returned clothing items because of fit, comfort or appearance. In each case, the percentages of homemakers who did not have to return items were high. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced in making wise purchases.

Read labels and hangtags. One hundred percent of homemakers who used H.D. sources relied on labels before purchasing, as compared to 86.5 percent of those homemakers who did not use H.D. sources. While 91.3 percent of the homemakers who used H.D. sources read labels for fiber content, only 56.8 percent of the homemakers who used no H.D. sources did. Most all homemakers in each case read labels for care requirements, while a much lower percentage of homemakers read labels for special finishes (35.1 percent, no H.D. source; 52.2 percent, H.D. source). Although a higher percentage of homemakers using H.D. sources read labels for shrinkage control, the difference was not significant. Homemakers use of H.D. Leaders as informational sources did not significantly relate to relying on labels before purchasing, reading labels for care requirement, special finishes or shrinkage control. However, there was a significant relationship in the homemakers reading labels for fiber content. Therefore, the homemakers who used H.D. Leaders as sources of clothing information were more likely to read labels for fiber content. They were not significantly influenced in other practices related to reading labels and hangtags.

Consider cost of repairs, upkeep and storage. The percentages of homemakers who considered repair, drycleaning as well as storage cost before purchasing were high in each case--homemakers who used H.D. sources and those who did not. There were no significant differences. Therefore, homemakers who used H.D. Leaders as sources

of clothing information were not significantly influenced in considering repair, upkeep and storage cost before purchasing.

Clothing Practices Related to Upkeep and Recycling and the Use of H.D. Leaders as Sources of Information

Read and follow label directions. While 78.3 percent of the homemakers who used H.D. sources read and followed label directions, 62.2 percent of those who did not use H.D. sources did also. This difference was not significant. Thus, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced in reading and following label directions.

Consider cost of energy. When given a choice of washing and drying methods, the homemakers use of H.D. Leaders did not differ significantly in the method selected by homemakers. In each case, a higher percentage of homemakers preferred to machine wash and machine dry to other less energy-consuming methods. Therefore, homemakers who used H.D. Leaders as sources of clothing information were not significantly influenced to use less energy-consuming methods of washing and drying clothes when appropriate.

Clothing upkeep. There were no significant relationships in homemakers upkeep practices related to repair and altering. In each case, the percentages of homemakers following the practices were high. On the other hand, 73.9 percent of the homemakers who used H.D. sources made-over clothing as an upkeep method as compared to

only 24.3 percent of the homemakers who used no H.D. source. Therefore, homemakers who used H.D. Leaders as sources of clothing information were more likely to make-over clothing as an upkeep method than those homemakers who did not use H.D. sources.

4. COMPARISON OF HOME DEMONSTRATION CLUB MEMBERS WITH NON-MEMBERS IN THEIR USE OF SELECTED CLOTHING PRACTICES

This section presents data (Table 4) regarding H.D. membership of homemakers in relation to clothing practices followed. The variables are grouped under five major subheadings. They are: (1) clothing inventory; (2) wardrobe planning; (3) clothing expense records; (4) clothing selection and buying; and (5) clothing upkeep and recycling. The purpose of this analysis was to determine if H.D. membership had any influence in the use of certain practices by homemakers.

Clothing Inventory

Twenty (33.3 percent) of the 60 homemakers surveyed were H.D. members while 40 (66.7 percent) were not members. A high percentage of homemakers in both groups had no listing of wearable clothing nor did they use a plan for additional purchases. While 57.5 percent of the non-members could not list 75 percent of clothing if stolen or burned, 80 percent of the H.D. members could not. When tested with the Chi Square test, it was found that there were no significant differences in H.D. membership and the homemakers use

TABLE 4

COMPARISON OF HOME DEMONSTRATION CLUB MEMBERS WITH NON-MEMBERS
ON THEIR USE OF SELECTED CLOTHING PRACTICES,
LAUDERDALE COUNTY, 1982

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
<u>Clothing Inventory</u>			
Have listing of wearable clothes			
No	59	97.5	100.0
Yes	1	2.5	0.0
		$\chi^2 = .00$	
		$p = 1.00$	
Use a plan for additional purchases			
No	51	80.0	95.0
Yes	9	20.0	5.0
		$\chi^2 = 1.30$	
		$p = .25$	
Could list 75 percent of clothing if stolen or burned			
No	39	57.5	80.0
Yes	21	42.5	20.0
		$\chi^2 = 2.00$	
		$p = .15$	
<u>Wardrobe Planning</u>			
Plan wardrobe around one/ two basic colors			
No	28	55.0	30.0
Yes	32	45.0	70.0
		$\chi^2 = 2.40$	
		$p = .11$	

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Could dress for special occasions without purchasing			
No	12	22.5	15.0
Yes	48	77.5	85.0
		$\chi^2=.11$	
		$p=.73$	
Wear special occasion clothes to other events			
No	4	7.5	5.0
Yes	56	92.5	95.0
		$\chi^2=0.00$	
		$p=1.00$	
<u>Clothing Expense Records</u>			
Keep records of clothing expenditures			
No	55	90.0	95.0
Yes	5	10.0	5.0
		$\chi^2=.02$	
		$p=.86$	
Amount spent on clothing			
Too much	3	7.5	0.0
About right	40	60.0	80.0
Not enough	17	32.5	20.0
		$\chi^2=3.00$	
		$p=.21$	
<u>Clothing Selection and Buying</u>			
Purchased garments that performed badly			
No	20	32.5	35.0
Yes	40	67.5	65.0
		$\chi^2=0.00$	
		$p=1.00$	

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Would file complaint with store manager			
No	4	7.5	5.0
Yes	56	92.5	95.0
		$\chi^2=0.00$	$p=1.00$
Would file complaint with manufacturer			
No	21	45.0	15.0
Yes	39	55.0	85.0
		$\chi^2=4.00$	$p=.04$
Shop at stores that deal with complaints promptly			
No	1	0.0	5.0
Yes	59	100.0	95.0
		$\chi^2=.12$	$p=.72$
Buy expensive items at end-of-season sales			
No	8	10.0	20.0
Yes	52	90.0	80.0
		$\chi^2=.40$	$p=.50$
Satisfied with sale purchases			
No	6	12.5	5.0
Yes	54	87.5	95.0
		$\chi^2=.20$	$p=.64$
Compare prices for best buys			
No	12	22.5	15.0
Yes	48	77.5	85.0
		$\chi^2=.11$	$p=.73$

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Consider quality of fabric			
Sometimes	8	12.5	15.0
Most of time	24	47.5	25.0
Nearly always	28	40.0	60.0
		$\chi^2=2.80$	
		$p=.23$	
Consider ample seams			
Sometimes	7	12.5	10.0
Most of time	26	47.5	35.0
Nearly always	27	40.0	55.0
		$\chi^2=1.20$	
		$p=.54$	
Consider adequate hem			
Sometimes	10	17.5	15.0
Most of time	25	47.5	30.0
Nearly always	25	35.0	55.0
		$\chi^2=2.30$	
		$p=.31$	
Consider neat stitching			
Sometimes	14	25.0	20.0
Most of time	26	45.0	40.0
Nearly always	20	30.0	40.0
		$\chi^2=.61$	
		$p=.73$	
Consider sturdy buttonholes			
Sometimes	19	38.5	20.0
Most of time	26	43.6	45.0
Nearly always	14	17.9	35.0
		$\chi^2=3.00$	
		$p=.22$	
Check for fit			
Sometimes	1	2.5	0.0
Most of time	3	7.5	0.0
Nearly always	56	90.0	100.0
		$\chi^2=2.10$	
		$p=.34$	

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Check for comfort			
Most of time	8	20.0	0.0
Nearly always	52	80.0	100.0
		$\chi^2=3.00$	
		$p=.08$	
Check for appearance			
Most of time	2	5.0	0.0
Nearly always	58	95.0	100.0
		$\chi^2=.06$	
		$p=.79$	
Rely on labels before purchasing			
No	5	12.5	0.0
Yes	55	87.5	100.0
		$\chi^2=1.30$	
		$p=.24$	
Look for fiber content before purchasing			
No	18	40.0	10.0
Yes	42	60.0	90.0
		$\chi^2=4.30$	
		$p=.03$	
Read labels for care requirements			
No	1	2.5	0.0
Yes	59	97.5	100.0
		$\chi^2=0.00$	
		$p=1.00$	
Read labels for special finishes			
No	35	62.5	50.0
Yes	25	37.5	50.0
		$\chi^2=.42$	
		$p=.51$	

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Read labels for shrinkage control			
No	15	30.0	15.0
Yes	45	70.0	85.0
		$\chi^2 = .90$	
		$p = .34$	
Consider cost of repair			
No	2	5.0	0.0
Yes	58	95.0	100.0
		$\chi^2 = .06$	
		$p = .79$	
Consider drycleaning cost			
No	1	2.5	0.0
Yes	59	97.5	100.0
		$\chi^2 = 0.00$	
		$p = 1.00$	
Consider cost of storage			
No	4	10.0	0.0
Yes	55	90.0	95.0
DNA	1	0.0	5.0
		$\chi^2 = 4.03$	
		$p = .13$	
<u>Clothing Upkeep and Recycling</u>			
Follow label directions			
Most of time	19	37.5	20.0
Nearly always	41	62.5	80.0
		$\chi^2 = 1.10$	
		$p = .28$	

TABLE 4 (Continued)

Clothing Practices	Number of Homemakers N = 60	HDC Member (Percent)	
		No 40	Yes 20
Consider energy cost when washing clothes			
Machine wash	44	87.2	50.0
Hand wash	15	12.8	50.0
		$\chi^2=7.70$	
		$p=.01$	
Consider energy cost when drying clothes			
Machine dry	38	72.5	45.0
Drip dry	13	15.0	35.0
Line dry	9	12.5	20.0
		$\chi^2=4.50$	
		$p=.10$	
Clothing upkeep-repair			
No	5	10.0	5.0
Yes	55	90.0	95.0
		$\chi^2=.02$	
		$p=.86$	
Clothing upkeep-alter			
No	13	27.5	10.0
Yes	47	72.5	90.0
		$\chi^2=1.40$	
		$p=.22$	
Clothing upkeep--make over			
No	34	67.5	35.0
Yes	26	32.5	65.0
		$\chi^2=4.40$	
		$p=.03$	

of clothing practices related to clothing inventory. Thus, H.D. membership did not significantly influence homemakers in following clothing practices related to inventory.

Wardrobe Planning

Seventy percent of the H.D. members planned their wardrobe around one or two basic colors while 45 percent of the non-members did. This difference was not significant, however, when tested. The percentages of homemakers were high in both groups who could dress for special occasions without purchasing (85 percent and 77.5 percent, respectively) or wear special occasion clothes to other events (95 percent and 92.5 percent, respectively). It was found that there were no significant differences in H.D. membership and the homemakers use of clothing practices related to wardrobe planning. Therefore, H.D. membership did not significantly influence homemakers in following practices related to wardrobe planning.

Clothing Expense Records

Again, a large percentage of homemakers in both groups did not keep a record of clothing expenditures (95 percent and 90 percent, respectively). Although 80 percent of H.D. members felt that the amount they spent on clothing was "about right" in comparison to 60 percent of non-members, this difference was not significant. Therefore, H.D. membership did not significantly influence the homemaker in following practices related to clothing expense records.

Clothing Selection and Buying

The percentage of homemakers who had purchased garments that performed badly (65 percent, H.D. members; 67.5 percent, non-members), who would file a complaint with store manager (95 percent, H.D. member; 92.5 percent, non-member) and shopped at stores that dealt with complaints promptly (95 percent, H.D. members; 100 percent, non-members) were similar. On the other hand, 85 percent of the H.D. members would file a complaint with manufacturer in comparison to 55 percent of the non-members. This difference was significant. Therefore, homemakers who were H.D. members were more likely to file a complaint with the manufacturer than those who were not members.

There were no significant differences among members and non-members in their use of practices related to buying expensive items at end-of-season sales and satisfaction with sale purchases. In both groups, the percentages following these practices were high.

While 85 percent of the H.D. members compared prices for best buys before purchasing, 77.5 percent of the non-members did also. This difference was not significant. Thus, H.D. membership did not significantly influence the homemaker in using practices related to sale purchases and price comparison.

While in every case the percentage of H.D. members following practices related to quality of fabric and workmanship were higher than non-members, the differences were not significant. Therefore, H.D. membership did not significantly influence homemakers in considering practices related to quality of fabric and workmanship--

quality of fabric, ample seams, adequate hems, neat stitching and sturdy buttonholes--before purchasing.

The percentages of homemakers in both groups were high that checked for good fit, comfort and appearance before purchasing. There were no significant differences in H.D. membership and the homemakers use of these practices.

One hundred percent of the H.D. members relied on labels before purchasing as compared to 87.5 percent of non-members; 90 percent of H.D. members looked for fiber content before purchasing compared to 60 percent of non-members; 85 percent of H.D. members looked for shrinkage control compared to 70 percent of non-members. The percentage of homemakers in both groups were high that read labels for care requirements (100 percent and 97.5 percent, respectively). When tested, it was found that the only significant difference among H.D. membership and non-members was in their use of practices related to reading labels for fiber content. Therefore, homemakers who are H.D. members are more likely to read labels for fiber content before purchasing than those homemakers who are not members.

There were no significant differences in homemakers consideration of repair, upkeep and storage cost of garments when purchasing. In both groups, the percentages of homemakers considering these practices were extremely high. Therefore, H.D. membership had no significant influence on the homemakers use of these practices.

Clothing Upkeep and Recycling

While 80 percent of the H.D. members read and followed directions on permanent care labels "nearly always," 62.5 percent of the non-members did. This difference was not significant, however, when tested. Therefore, H.D. membership had no significant influence on the homemakers reading and following label directions.

When given a choice of washing methods, 50 percent of the H.D. members selected the less energy-consuming method of hand-washing when appropriate as compared to only 12.8 percent of the non-members. This difference was significant. When given a choice of drying methods, 55 percent of the H.D. members selected the less energy-consuming methods of drip or line drying as compared to 27.5 percent of the non-members. This difference was not significant. Therefore, homemakers who were H.D. members were more likely to use less energy-consuming means of washing than non-members, but were not significantly influenced to use less energy-consuming means of drying.

A high percentage of homemakers in both groups repaired clothing as an upkeep method--95 percent, H.D. members; 90 percent, non-members. Ninety percent of the H.D. members altered clothes as an upkeep method compared to 72.5 percent of the non-members. This difference was not significant, however. Sixty-five percent of the H.D. members made-over clothes as an upkeep method compared to 32.5 percent of non-members. This was a significant difference. Therefore, homemakers who were H.D. members were more likely to be influenced to make-over clothes as an upkeep method than those homemakers who were not members.

5. INFLUENCE OF SEWING FOR SELF OR FAMILY MEMBERS ON HOMEMAKERS USE OF SELECTED CLOTHING PRACTICES

This section presents data (Table 5) regarding homemakers who sew for themselves or for family members in relation to clothing practices followed. The variables are grouped under five major subheadings. They are: (1) clothing inventory; (2) wardrobe planning; (3) clothing expense records; (4) clothing selection and buying; and (5) clothing upkeep and recycling. The purpose of this analysis was to determine if the homemakers ability to sew for self or family members had any influence on their use of certain clothing practices.

Clothing Inventory

Nineteen (31.7 percent) of the 60 homemakers surveyed did not sew while 39 (65 percent) of the homemakers did sew for self or family members. (Two homemakers did not respond.) A high percentage of homemakers in both groups did not have a listing of wearable clothing (100 percent and 97.4 percent, respectively) nor did they use a plan for additional purchases (89.5 percent and 82.1 percent, respectively). Approximately 62 percent of the homemakers who sewed could not list 75 percent of their clothing if stolen or burned compared to 68.4 percent of the homemakers who did not sew. When tested with the Chi Square test, it was found that there were no significant differences among homemakers who did or did not sew and the homemakers use of practices related to clothing inventory.

TABLE 5

INFLUENCE OF SEWING FOR SELF OR FAMILY MEMBERS ON
HOMEMAKERS USE OF SELECTED CLOTHING PRACTICES

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No	Yes
<u>Clothing Inventory</u>			
Have listing of wearable clothes			
No		100.0	97.4
Yes		0.0	2.6
		$\chi^2=0.00$	
		$p=1.00$	
Use a plan for additional purchases			
No		89.5	82.1
Yes		10.5	17.0
		$\chi^2=.11$	
		$p=.82$	
Could list 75 percent of clothing if stolen or burned			
No		68.4	61.5
Yes		31.6	38.5
		$\chi^2=.04$	
		$p=.82$	
<u>Wardrobe Planning</u>			
Plan wardrobe around one/ two basic colors			
No		57.9	38.5
Yes		42.1	61.5
		$\chi^2=1.20$	
		$p=.26$	
Could dress for special occa- sion without purchasing			
No		16.7	20.5
Yes		83.3	79.5
		$\chi^2=0.00$	
		$p=1.00$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No	Yes
		19	39
Wear special occasion clothes to other events			
		15.8	0.0
		84.2	100.0
		$\chi^2=3.50$ $p=.05$	
<u>Clothing Expense Records</u>			
Keep record of clothing expenditures			
		94.7	87.7
		5.3	10.3
		$\chi^2=.01$ $p=.90$	
Amount spent on clothing			
		15.8	0.0
		52.6	74.4
		31.6	25.6
		$\chi^2=7.20$ $p=.02$	
<u>Clothing Selection and Buying</u>			
Purchased garments that performed badly			
		36.8	33.3
		63.2	66.7
		$\chi^2=0.00$ $p=1.00$	
Would file complaint with store manager			
		10.5	2.6
		89.5	97.4
		$\chi^2=.39$ $p=.52$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No 19	Yes 39
Would file complaint with manufacturer			
No		36.8	29.7
Yes		63.2	70.3
		$\chi^2=.05$	
		$p=.81$	
Shop at stores that deal with complaints promptly			
No		0.0	2.6
Yes		100.0	97.4
		$\chi^2=0.00$	
		$p=1.00$	
Purchase expensive items at end-of-season sales			
No		15.8	12.8
Yes		84.2	87.2
		$\chi^2=0.00$	
		$p=1.00$	
Satisfied with sale purchases			
No		5.3	10.3
Yes		94.7	89.7
		$\chi^2=.01$	
		$p=.89$	
Compare prices for best buys			
No		36.8	10.3
Yes		63.2	89.7
		$\chi^2=4.20$	
		$p=.03$	
Consider quality of fabric			
Sometimes		21.1	7.7
Most of time		47.4	35.9
Nearly always		31.6	56.4
		$\chi^2=3.90$	
		$p=.13$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No	Yes
		19	39
Consider ample seams			
Sometimes		21.1	7.7
Most of time		52.6	35.9
Nearly always		26.3	56.4
		$\chi^2=5.20$	
		$p=.07$	
Look for adequate hem			
Sometimes		26.3	10.3
Most of time		52.6	35.9
Nearly always		21.1	53.8
		$\chi^2=6.20$	
		$p=.04$	
Look for neat stitching			
Sometimes		31.6	17.9
Most of time		52.6	38.5
Nearly always		15.8	43.6
		$\chi^2=4.50$	
		$p=.10$	
Look for sturdy buttonholes			
Sometimes		52.6	21.1
Most of time		36.8	47.4
Nearly always		10.5	31.6
		$\chi^2=6.60$	
		$p=.03$	
Check for fit			
Sometimes		5.3	0.0
Most of time		0.0	7.7
Nearly always		94.7	92.3
		$\chi^2=3.50$	
		$p=.17$	
Check for comfort			
Most of time		10.5	15.4
Nearly always		89.5	84.6
		$\chi^2=.01$	
		$p=.92$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No 19	Yes 39
Check for appearance			
Most of time		5.3	2.6
Nearly always		94.7	97.4
		$\chi^2=0.00$	
		$p=1.00$	
Returned--did not fit			
No		47.4	56.4
Yes		52.6	43.6
		$\chi^2=.13$	
		$p=.71$	
Returned--was not comfortable			
No		94.7	92.1
Yes		5.3	7.9
		$\chi^2=0.00$	
		$p=1.00$	
Returned--did not look right			
No		57.9	73.7
Yes		42.1	26.3
		$\chi^2=.80$	
		$p=.36$	
Rely on labels before purchasing			
No		10.5	5.3
Yes		89.5	94.7
		$\chi^2=.03$	
		$p=.85$	
Read labels for fiber content			
No		47.4	20.5
Yes		52.6	79.5
		$\chi^2=3.20$	
		$p=.07$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No 19	Yes 39
Read labels for care requirements			
No		5.3	0.0
Yes		94.7	100.0
		$\chi^2 = .13$	
		$p = .71$	
Read labels for special finishes			
No		73.7	47.4
Yes		26.3	52.6
		$\chi^2 = 2.50$	
		$p = .10$	
Read labels for shrinkage control			
No		26.3	25.6
Yes		73.7	74.4
		$\chi^2 = 0.00$	
		$p = 1.00$	
Consider cost of repair			
No		5.3	2.6
Yes		94.7	97.4
		$\chi^2 = 0.00$	
		$p = 1.00$	
Consider cost of dry- cleaning			
No		5.3	0.0
Yes		94.7	100.0
		$\chi^2 = .13$	
		$p = .71$	
Consider storage cost			
No		5.3	7.9
Yes		94.7	92.1
		$\chi^2 = 0.00$	
		$p = 1.00$	

TABLE 5 (Continued)

Clothing Practices and Information Needs	N =	Sew for Self and/or Family (Percent)	
		No	Yes
		19	39
<u>Clothing Upkeep and Recycling</u>			
Follow care label directions			
Most of time		26.3	33.3
Nearly always		73.7	66.7
		$\chi^2=.05$	
		$p=.81$	
Consider energy cost when washing clothes			
Machine wash		89.5	65.8
Hand wash		10.5	34.2
		$\chi^2=2.50$	
		$p=.11$	
Consider energy cost when drying clothes			
Machine dry		84.2	51.3
Drip dry		10.5	28.2
Line dry		5.3	20.5
		$\chi^2=5.90$	
		$p=.05$	
Clothing upkeep-repair			
No		26.3	0.0
Yes		73.7	100.0
		$\chi^2=8.10$	
		$p=.00$	
Clothing upkeep-alter			
No		52.6	7.7
Yes		47.4	92.3
		$\chi^2=12.30$	
		$p=.00$	
Clothing upkeep-make over			
No		78.9	43.2
Yes		21.1	56.8
		$\chi^2=5.10$	
		$p=.02$	

Therefore, the homemakers ability to sew did not significantly influence the homemaker in following clothing inventory practices.

Wardrobe Planning

Approximately 62 percent of those homemakers who sewed planned their wardrobe around one or two basic colors compared to 42.1 percent of those who did not sew. This difference was not significant, however, when tested. The percentage of homemakers were similar in both groups who could dress for special occasions without purchasing-- 83.3 percent, did not sew; 79.5 percent, did sew. While 100 percent of the homemakers who sewed felt they could wear special occasion clothes to other events, only 84.2 percent of those who did not sew felt they could do this. This difference was significant. Therefore, homemakers who sewed for self or family members were more likely to wear special occasion clothes to other events than those who did not sew.

Clothing Expense Records

Approximately 10 percent of those homemakers who sewed kept a record of clothing expenditures compared to 5 percent of those who did not sew. While 74.4 percent of those who did sew felt that the amount they spent on clothing was "about right" only 52.6 percent of those who did not sew felt this. It was found that there was a significant difference among homemakers who did or did not sew and their feelings about the amount spent on clothing. However, there were no significant differences related to keeping a clothing

record. Therefore, those homemakers who sewed for self or family members were more likely to feel that the amount they spent on clothing was "about right" than those who did not sew.

Clothing Selection and Buying

There were no significant differences among the two groups in their following practices related to shopping at reliable stores. A similar percentage had purchased items that had performed badly-- 63.2 percent and 66.7 percent. A high percentage said they would file a complaint with the store manager (89.5 percent and 97.4 percent) and shopped at stores that dealt with complaints promptly (100 percent and 97.4 percent). A smaller percentage said they would file a complaint with the manufacturer (63.2 percent, did not sew; 70.3 percent, did sew). Therefore, the homemakers who sewed for self or family members were not significantly influenced in following the practices related to shopping at reliable stores.

The percentage of homemakers who did or did not sew did not differ significantly in their shopping for expensive items at end-of-season sales nor in their satisfaction with sale purchases. In both cases, the percentages of homemakers following these practices were high. Thus, the homemakers who sewed for self or family members were not significantly influenced to use practices related to end-of-season sales.

Approximately 97 percent of those homemakers who sewed compared prices for best buys compared to 63.2 percent of those

homemakers who did not sew. There were significant differences among homemakers who did or did not sew and the use of this practice. Therefore, homemakers who sewed were more likely to be significantly influenced to compare prices before purchasing than those homemakers who did not sew.

With each practice, a larger percentage of homemakers who sewed "nearly always" followed practices related to quality of fabric and workmanship--considered quality of fabric (56.4 percent compared to 31.6 percent); considered ample seams (56.4 percent compared to 26.3 percent); looked for adequate hems (53.8 percent compared to 21.1 percent); neat stitching (43.6 percent compared to 15.8 percent); and sturdy buttonholes (31.6 percent compared to 10.5 percent). There were significant differences among homemakers who did or did not sew and in their following practices related to looking for adequate hems and sturdy buttonholes. Therefore, homemakers who sewed for self or family members were more likely to look for adequate hems and sturdy buttonholes than those who did not sew.

A high percentage of homemakers within both groups followed practices related to checking for good fit (94.7 percent and 92.3 percent), comfort (89.5 percent and 84.6 percent) and appearance (94.7 percent and 97.4 percent) before purchasing. Therefore, being able to sew for self or family members did not significantly influence the homemaker in using practices related to fit, comfort or appearance.

The percentage of homemakers who returned items because of fit, comfort or appearance did not differ significantly among either group. Therefore, the homemakers' ability to sew for self or family members did not significantly increase or decrease the number of homemakers who returned items due to fit, comfort or appearance.

In each case, a larger percentage of homemakers who sewed followed practices related to reading labels and hangtags before purchasing--relied on labels before purchasing (94.7 percent compared to 89.5 percent); read labels for fiber content (79.5 percent compared to 52.6 percent); read labels for care requirements (100 percent compared to 94.7 percent); for special finishes (52.6 percent compared to 26.3 percent); and for shrinkage control (74.4 percent compared to 73.7 percent). However, there were no significant differences among homemakers who did or did not sew and in their use of practices related to reading labels and hangtags before purchasing. Therefore, the homemaker's ability to sew for self or family did not significantly influence the homemaker in following practices related to reading labels and hangtags.

The percentage of homemakers who considered cost of repair, drycleaning and storage when purchasing did not differ significantly among either group. In both groups, the percentage of homemakers considering these items were high. Therefore, the homemaker's ability to sew for self or family members did not significantly influence the homemaker in considering repair, upkeep or storage cost before purchasing.

Clothing Upkeep and Recycling

There were no significant differences among homemakers who did or did not sew and in their following directions on permanent care labels. Therefore, homemakers who sewed for self or family members were not influenced significantly to "nearly always" follow the label directions.

When given a choice of washing methods, 89.5 percent of those homemakers who did not sew and 65.8 percent of those who did sew preferred to machine wash to the less energy-consuming method (hand washing). When given a choice of drying methods, 84.2 percent of those homemakers who did not sew and 51.3 percent of those who did sew preferred machine drying to the less energy-consuming methods of drying (drip or line drying). There was a significant difference among those homemakers who did or did not sew and the drying method preferred. Therefore, homemakers who sewed for self or family members were more likely to select the less energy-consuming methods of clothes drying than those homemakers who did not sew.

One hundred percent of those homemakers who sewed repaired clothing as an upkeep method compared to 73.7 percent of those who did not sew. Approximately 92 percent of the homemakers who sewed altered clothing as an upkeep method compared to 47.4 percent of those who did not sew. Approximately 57 percent of the homemakers who sewed made-over clothing as an upkeep method compared to 21.1 percent of those who did not sew. There were significant differences among homemakers who did or did not sew and all methods of clothing

upkeep used. Therefore, homemakers who sewed for self or family members were more likely to repair, alter and make-over clothes as a matter to economy than those homemakers who did not sew.

CHAPTER III

SUMMARY OF MAJOR FINDINGS

1. PURPOSE AND SPECIFIC OBJECTIVES

Purpose

The purpose of the study was to characterize the Lauderdale County homemakers surveyed as to their use of recommended clothing consumer practices, number of Extension contacts, sources of clothing information, Home Demonstration Club membership, sew for self and/or family and the relationship between these variables.

Specific Objectives

1. To characterize the homemakers surveyed as to the number and percent that used selected recommended clothing consumer practices.
2. To determine the relationship between clothing characteristics of homemakers and the number of contacts they had with Extension over a 12-month period.
3. To determine the influence of information sources used by homemakers on their use of selected clothing practices.
4. To compare Home Demonstration Club members with non-members on their use of selected clothing practices.
5. To determine the influence of sewing for self or family members on the homemakers use of selected practices.

2. METHODS AND PROCEDURES

This section describes the methods and procedures used to obtain and analyze survey data used in this study.

Population and Sample

The population in this study consisted of homemakers in Lauderdale County, Tennessee. The Nth number was used to randomly select 18 Home Demonstration homemakers from the Extension Home Demonstration mailing list and 11 Tennessee State University homemakers from the county's TSU Family Life mailing list. A random selection was made of homemakers attending a county-wide harvest festival (non-Extension) over a two-day period. The activity attracted a wide variety of homemakers. Homemakers surveyed were classified as 24 general homemakers and 7 4-H parents. Data were obtained from 60 homemakers--18 Home Demonstration Club members, 11 Tennessee State University homemakers, 24 general homemakers and 7 4-H parents.

Survey Instrument

The basic interview schedule used to record data from each homemaker was developed by Extension Clothing Specialist, Helen Rader, in the Home Economics Section at the University of Tennessee. The instrument was designed for use in personal and/or group interviews. Questions dealt primarily with clothing practices (clothing inventory, wardrobe planning, clothing expense records, clothing selection and

buying, clothing upkeep and recycling), mass media sources of information used, sources of instructions used, Extension contacts over past 12 months, and general information about the homemaker and family.

Interviews

Personal face-to-face interviews were conducted by this researcher during the Fall of 1982 and Winter of 1983.

Analysis of Data

Completed survey forms were mailed to the Agricultural Extension Education Section at the University of Tennessee where data cards were punched and processed for computer analysis. Data were analyzed using computer equipment at The University of Tennessee, Knoxville. Descriptive statistics were used to summarize the survey data. Statistical tests used to determine the strength of relationship between variables as well as the significance levels included the one-way analysis of variance F test and the Chi Square test. The .05 probability level was selected for use in the study.

3. MAJOR FINDINGS

General Clothing Characteristics of the Homemakers

It was found that a large percentage (98) of the 60 homemakers surveyed did not keep a clothing inventory; while 92 percent kept no record of clothing expenditures, 53 percent of the homemakers did plan their wardrobe around one or two basic colors.

Ninety-three percent of the homemakers would file a complaint with the store manager if necessary while 65 percent would file a complaint with the manufacturer. Fifty-two homemakers indicated that they made expensive purchases at end-of-season sales while 90 percent were generally satisfied with their sale purchases.

The percentages of homemakers who nearly always considered fabric and workmanship before purchasing varied little: 47 percent, quality of fabric; 45 percent, ample seams; 42 percent, adequate hems; 43 percent, neat stitching; and 24 percent, sturdy buttonholes.

Checking for good fit, comfort and appearance ranked high among the homemakers--93 percent nearly always checked for fit before purchasing; 97 percent, appearance; 87 percent, comfort. Most homemakers had not returned items because of lack of fit, uncomfortable, or did not look right--52 percent, 92 percent, and 67 percent, respectively.

Homemakers generally did read labels and hangtags on a garment or fabric before purchasing (55 of the 60 homemakers surveyed), yet what they looked for on a label varied: 70 percent, fiber content; 98 percent, care requirements; 42 percent, special finishes; 75 percent, shrinkage control. Upkeep cost was a major factor for most homemakers: 97 percent considered the cost of repair before purchasing; 98 percent, drycleaning; 92 percent, storage cost.

Homemakers varied in their methods of clothing upkeep and recycling. While 98 percent of the homemakers said they read the labels before purchasing for care instructions, only 68 percent of

the homemakers nearly always followed the label directions for care, while 32 percent did most of the time. Most homemakers preferred the most convenient and less energy saving form of washing and drying clothes when other options were available: 75 percent machine washed compared to 25 percent who hand washed when appropriate; 63 percent machine dried compared to 32 percent who drip dried and 15 percent who line dried when appropriate. Although most homemakers repaired clothing as an upkeep method (92 percent), a smaller percentage (78 percent) altered clothes and an even smaller percentage (43) made-over clothes as an upkeep method.

The source of information used for planning, selecting, buying and care of clothing used by the homemakers was higher for Extension Publications: 47 percent used Extension Publications as an information source for wardrobe planning; 38 percent, selection and buying; 80 percent, clothing care. At the same time, there were homemakers who used no source of clothing information: 38 percent used no information source for wardrobe planning; 27 percent, selection and buying; 12 percent, clothing care.

The sources of instructions used by homemakers were predominately Extension agent and H.D. Leaders. (Those using Home Economics teachers and Commercial classes were so rare that they were not included in this study.) Sixty-seven percent used Extension agent and 38 percent used H.D. Leaders for wardrobe planning instructions; 63 percent used Extension agent, and 38 percent used H.D. Leaders for clothing selection and buying instructions; 90 percent used Extension agent and 38 percent used H.D. Leaders for clothing care instructions.

Extension contacts varied with the homemakers surveyed. Homemakers averaged 2.1 Extension meetings of all types during the previous 12 months. However, 29 homemakers attended no Extension meetings. The other 31 homemakers attended between 2 and 15 meetings. The average number of Extension meetings attended on clothing was 1.7. However, 30 homemakers attended no clothing Extension meetings while the remaining 30 attended between 1 and 8 meetings. Twenty-nine homemakers did not visit the Extension Office. The other 31 visited the Extension Office between 1 and 12 times. The mean number of visits made to the Extension Office was 2.1. Only 7 homemakers surveyed made no telephone calls to the Extension Office; the other 53 homemakers surveyed made between 1 and 15 calls to the Extension Office during the past 12 months. The mean number of calls was 3.7.

Since this section was strictly numbers and percents related to clothing characteristics of the 60 homemakers surveyed in Lauderdale County, no statistical data were obtained. The following assumptions can be made by observation:

1. Homemakers still did not make a clothing inventory regardless of how much instructions they have received.
2. Homemakers did not keep records of clothing expenditures.
3. Homemakers were more consumer conscious as reflected in their: (a) being willing to file complaints when necessary, (b) making wiser purchases thus returning fewer items, (c) reading labels before purchasing.

4. Homemakers considered care requirement as the most important part of the label, yet all who read them did not follow the directions.

5. Drycleaning, cost of repair and storage cost were major factors affecting purchases.

6. Homemakers, in general, preferred the most convenient method of washing and drying clothes.

7. Homemakers repaired and sometimes altered clothing as an upkeep method, but very few were willing to make-over a garment.

8. The major source of information used was Extension publications.

9. The major sources of instructions were the Extension agent and Home Demonstration Leaders.

10. Homemakers sought help for clothing care more often than for any other clothing area.

11. Homemakers were more likely to call the Extension Office than make visits or attend meetings.

Relationship Between Selected Clothing Characteristics of
Homemakers and the Number of Contacts Homemakers Had With
Extension Over a 12-Month Period

Homemakers used various means of contacting the Extension Office--namely, Extension meetings, Extension clothing meetings, office visits and actual telephone calls to the Extension Office. The purpose of this section was to determine what influence Extension

contacts may have had upon the clothing characteristics of the homemakers surveyed.

It was found that the mean number of Extension contacts did not significantly influence the homemakers in preparing a clothing inventory. In fact, it was found that homemakers who attended more Extension clothing meetings and made more office visits were less likely to be able to list 75 percent of clothing if stolen or burned.

While Extension meetings, clothing meetings or telephone calls did not significantly influence the homemakers in planning their wardrobe around one or two basic colors, homemakers who made more office visits were more likely to be significantly influenced to do this. On the other hand, the number of office visits was less likely to influence the homemakers' ability to dress for special occasions without purchasing. Extension contacts had no influence on the homemakers' ability to wear special occasion clothes to other events.

The mean number of Extension meetings attended differed significantly between homemakers who did keep and did not keep a record of clothing expenditures, while the mean number of other methods of Extension contacts did not differ significantly. Homemakers who attended more Extension meetings were more likely to keep a record of clothing expenditures. Extension contacts did not significantly influence the homemakers in the amount spent on clothing.

The number of Extension contacts did not significantly influence the homemakers to shop at reliable stores or file complaints. A large percentage of all homemakers were doing this. Extension contacts also had no significant influence on end-of-season sale purchases and price comparison. However, Extension contacts did significantly influence the homemakers in considering some areas of quality and workmanship before purchasing: homemakers who averaged more clothing meetings were more likely to follow all practices related to quality of fabric and workmanship; homemakers who averaged more Extension contacts, in general, were more likely to consider ample hems before purchasing; homemakers who averaged more office visits were more likely to consider ample seams, adequate hems, neat stitching and sturdy buttonholes.

The mean number of Extension contacts did not differ significantly among homemakers who checked "sometime," "most of time," or "nearly always" for fit, comfort or appearance. Homemakers who averaged more Extension office visits and telephone calls were more likely to return clothing items because of comfort. Extension contacts did not significantly influence homemakers in returning items because of fit or appearance.

Extension contacts did have a positive effect on homemakers' reading labels and hangtags before purchasing. Homemakers who averaged more Extension meetings and clothing meetings were more likely to rely on labels before purchasing; homemakers who averaged more Extension contacts were more likely to look for fiber content;

homemakers who made more office visits and telephone calls were more likely to read labels for shrinkage control and/or special finishes. Since 59 of the 60 homemakers surveyed read labels for care requirements, Extension contacts had no significant effect on their use of this practice.

Since a large number of the homemakers surveyed did consider repair cost and drycleaning cost before purchasing (58 and 59, respectively), Extension contacts did not significantly influence these practices. However, homemakers who averaged more office visits were more likely to consider storage cost.

Extension contacts had no significant influence on homemakers following label directions for care of the garment. All homemakers followed these directions "nearly always" or "most of time." Homemakers who made more office visits and telephone calls tended to conserve energy, when appropriate, by drip drying clothes, but the mean number of Extension contacts did not significantly influence the homemaker to conserve energy, when appropriate, by hand washing. Extension contacts did have some influence on the method of upkeep and recycling followed by the homemaker. Homemakers who attended more Extension meetings and clothing meetings and made more telephone calls to the Extension Office were more likely to alter and/or make-over clothing as an upkeep method. Extension contacts had no influence on repair of clothing since most homemakers did this anyway (55 of the 60 homemakers).

The mean number of Extension contacts had a direct influence on the informational sources used most often in all areas of

clothing consumerism--wardrobe planning, selection and buying, and care of clothing. Homemakers who averaged more Extension contacts were more likely to be influenced to use Extension Publications than other sources of information for wardrobe planning, selection and buying, and care of clothing.

The mean number of Extension contacts did differ significantly among those homemakers who did or did not use H.D. Leaders and Extension agent for instructional sources for wardrobe planning, selection and buying, and clothing care. Homemakers who made more Extension contacts were more likely influenced to use Extension agent and H.D. Leaders than other sources as sources of instruction in these areas.

Homemakers who averaged more office visits were more likely to show interest in additional clothing information in wardrobe planning, selection and buying as well as clothing constructions; homemakers who averaged more telephone calls to the Extension Office were more likely to show interest in additional information on selection and buying as well as construction.

The most preferred ways of receiving clothing information by homemakers were circular letters (40 percent) and clothing publications (45 percent). Homemakers who preferred special interest meetings and circular letters averaged higher numbers of Extension meetings and office visits.

Homemakers who averaged more telephone calls to the Extension Office were more likely not to have children under 18. The number

of other methods of Extension contacts were not significantly influenced by whether or not there were children under 18 at home. Homemakers who averaged more Extension contacts were more likely to be HDC members. Homemakers who made more Extension meetings and clothing meetings were less likely to be employed or to have been employed within the last year. The numbers of office visits and telephone calls were not significantly influenced by employment or non-employment.

Homemakers who sewed were more likely to make more Extension meetings, clothing meetings and office visits than those who did not sew. The number of telephone calls made to the Extension Office was not significantly related to whether or not the homemaker sewed. However, homemakers who owned a sewing machine were more likely to make more over-all Extension contacts than those who did not own one. Extension contacts had no significant influence in having or not having sewing done by a professional.

The audience surveyed were 40 percent general homemakers and 60 percent Extension related homemakers (i.e., 4-H, HDC, or TSU). The mean number of Extension contacts was significantly higher for Extension related homemakers than for general homemakers.

Influence of Information Sources Used by Homemakers on Their Use of Selected Clothing Practices

Homemakers may elect to use or not to use available informational and instructional sources. The 60 homemakers surveyed

responded as to using no source of mass media information, other mass media sources (TV, radio, newspaper and/or magazines), Extension Publications, Extension Agent and/or H.D. Leaders as sources of information and/or instruction for clothing consumerism practices. The purpose of this section was to determine what influence mass media, Extension Agent, and H.D. Leaders may have had upon the clothing practices used by homemakers surveyed.

Few homemakers ever realize the importance of a clothing inventory. Only one homemaker surveyed had a listing of wearable clothing. The information sources used by the homemakers surveyed had no influence on the homemakers having a list of wearable clothing. However, the use of other mass media sources (TV, radio, newspaper and/or magazines) were more likely to influence the homemaker in using a plan for purchases and being able to list 75 percent of clothing in emergencies than using no information source and Extension Publications alone. The use of Extension agent or H.D. Leaders had no significant influence on the homemakers use of clothing practices related to clothing inventory.

Homemakers who used other mass media sources, Extension Publications, as well as Extension Agent were more likely to plan their wardrobe around one or two basic colors than homemakers who did not use these sources or no source at all. The use of H.D. Leaders did not significantly influence homemakers in the use of any wardrobe planning practices.

It was found that homemakers who used other mass media sources were more likely to keep a record of clothing expenditures than those who used no source or Extension publications alone. At the same time, it was found that the homemakers who used other sources, Extension publications and Extension agent were more likely to feel that the amount they spent on clothing was "about right." However, the use of H.D. Leaders as information sources did not significantly influence the homemakers to keep a clothing record or plan spendings "about right."

The type of mass media sources used by the homemakers surveyed did not significantly influence the homemaker in the use of practices related to shopping at reliable stores. The use of the Extension agent as a source did not have a significant influence either. However, homemakers who used H.D. Leaders were more likely to file a complaint with the manufacturer than homemakers who did not use this source.

A higher percentage of homemakers in each mass media section purchased expensive items at end-of-season sales and were satisfied with their sale purchases. There were no significant differences among the homemakers use of either practice and the type of mass media source used. The use of Extension agent or H.D. Leaders had no significant influence on the homemakers use of these practices either.

Homemakers use of the clothing practice related to comparing prices before buying was not significantly influenced by the type

of mass media source used or the use of H.D. Leaders. However, the homemakers use of the Extension agent as a source of information did significantly influence the homemakers to compare prices before purchasing.

There are several qualities of fabric and workmanship that consumers need to look for in order to make wise purchases--quality of fabric, ample seams, adequate hems, neat stitching and sturdy buttonholes. Homemakers who used Extension Publications as an information source were more likely to "nearly always" follow all practices related to quality of fabric and workmanship than those homemakers who used other sources or no source at all. Homemakers who used the Extension agent as a source of clothing information were more likely to consider ample seams, look for adequate hems and neat stitching before purchasing. H.D. Leaders did not have a significant influence on the homemakers use of these practices.

Most all homemakers, regardless of the source of information used, checked for good fit, comfort and appearance before purchasing. Thus, the homemakers use of mass media sources did not significantly influence the homemaker in the use of clothing practices related to checking for good fit, comfort and appearance. The use of the Extension agent did not have a significant influence either. However, homemakers who used H.D. Leaders as sources of clothing information were more likely to check for comfort than those who did not.

Very few homemakers had to return items because of lack of comfort. Although a larger percentage of homemakers who used no

source of information returned more items because of lack of fit, this difference was not significant. The homemakers use of mass media, Extension agent or H.D. Leaders had no significant influence on returning clothing items.

Homemakers are encouraged to read all labels and hangtags on garments and fabric before purchasing. Several special things are looked for: fiber content, care requirements, special finishes and shrinkage control. The use of Extension publications were more likely to influence the homemakers in relying on labels before purchasing and reading labels for fiber content, while the use of Extension publications and other sources were more likely to influence the homemaker to read labels for shrinkage control. Those homemakers who used the Extension agent as a source of clothing information were more likely to read labels for fiber content and special finishes while those homemakers using H.D. Leaders were more likely to read labels for fiber content.

Repair, upkeep and storage cost are important considerations before making a purchase. Most homemakers surveyed considered these extra cost. Homemakers who used Extension Publications and other mass media sources were more likely to consider clothing repair cost before purchasing than those homemakers using no source. The use of the Extension agent or H.D. Leaders had no significant influence on the homemakers consideration of these cost.

It is important that homemakers follow directions on the permanent care labels. Although there were some variations among

the types of information sources used and the percentage of homemakers who "nearly always" followed this practice, there were no significant differences. Thus, the use of mass media source, Extension agent or H.D. Leaders by homemakers did not significantly influence them in following label directions.

When given an option of washing or drying clothes, when appropriate, in a less energy-consuming manner, a larger percentage of homemakers in each information source section selected the most convenient methods of machine washing and machine drying. Therefore, the homemakers use of mass media source, Extension agent, or H.D. Leaders had no significant influence on their using a less energy-consuming method of washing and drying clothes.

Repairing, altering or recycling clothing are methods of clothing upkeep that are used for economical reasons. A large percentage of all homemakers in each information source section repaired and altered clothing as upkeep methods. Fewer homemakers made-over clothes. Homemakers who used H.D. Leaders as sources of clothing information were much more likely to make-over clothing as an upkeep method than those homemakers who did not use H.D. sources.

Comparison of H.D. Members with Non-Members in Their Use of Selected Clothing Practices

Homemakers have the option of becoming a member of an organized Home Demonstration Club in Lauderdale County. Educational information is dispensed at these meetings in all areas of Home

Economics. The purpose of this section was to determine if H.D. membership had any influence in the use of certain clothing practices by homemakers surveyed.

H.D. membership had no significant influence on the homemakers use of practices related to clothing inventory, wardrobe planning or clothing expense records. In several cases (such as planning wardrobe around one or two basic colors and satisfaction with amount spent on clothing), the percentages of H.D. members following these practices were somewhat higher, but not significantly, when tested.

H.D. membership did significantly influence the homemakers in filing complaints when unsatisfied with purchases with the manufacturer. However, there were no significant differences among homemakers who would file a complaint with a store manager.

H.D. membership had no significant influence on homemakers sale purchases and price comparison. H.D. membership did not significantly influence homemakers in considering practices related to quality of fabric and workmanship, although in every case the percentage of Home Demonstration Club members following these practices were higher than non-members.

Most of all homemakers regardless of membership checked for fit, comfort and appearance before purchasing. One hundred percent of Home Demonstration Club members followed all three practices. A higher percentage of Home Demonstration Club members than non-members followed clothing practices related to relying on labels before purchasing--looking for fiber content, care requirements, special

finishes and shrinkage control. However, when tested, it was found that the only significant difference was in looking for fiber content. Thus, homemakers who were Home Demonstration Club members were more likely to read labels for fiber content before purchasing than non-members. H.D. membership had no significant influence on homemakers considering repair, upkeep and storage cost of garments when purchasing. In both groups, the percentages of homemakers following these practices were extremely high.

Although a higher percentage of Home Demonstration Club members (80 percent) read and followed directions on permanent care labels "nearly always" compared to 63 percent of non-members, this difference was not significant. When given a choice of washing and drying methods, Home Demonstration Club members were more likely to be significantly influenced to use less energy-consuming means of washing clothes than non-members, but they were not significantly influenced to use less energy-consuming means of drying.

Most homemakers repaired clothing as an upkeep method (95 percent, H.D. members; 90 percent, non-members). More Home Demonstration Club members than non-members altered clothing as an upkeep method (95 percent compared to 73 percent). This difference was not significant, however. On the other hand, there were significant differences among homemakers who made-over clothing. Homemakers who were Home Demonstration members were more likely to be influenced to make-over clothes as an upkeep method than those who were non-members.

Influence of Sewing for Self or Family Members on Homemakers'

Use of Selected Clothing Practices

This section concerns homemakers who sew for themselves or for family members and the influence this may have on their use of certain clothing practices.

The homemakers' ability to sew had no significant influence on her use of clothing practices related to clothing inventory; however, it did have some influence on wardrobe planning and clothing expense records. Homemakers who sewed for self or family members were more likely to wear special occasion clothes to other events than those who did not sew. They were also more likely to feel that the amount they spent on clothing was "about right."

The homemakers' ability to sew had no influence on practices related to shopping at reliable stores and sales purchases. However, homemakers who sewed were more likely to be significantly influenced to compare prices before purchasing than homemakers who did not sew (89.7 percent compared to 63.2 percent).

Although a larger percentage of homemakers who sewed "nearly always" followed practices related to quality of fabric and workmanship, the only significant differences were related to adequate hems and sturdy buttonholes. Homemakers who sewed for self or family members were more likely to look for adequate hems and sturdy buttonholes than those who did not sew.

The use of practices related to checking for good fit, comfort and appearance, and returning items because of lack of these

were not significantly influenced by the homemakers ability to sew. A larger percentage of homemakers who sewed than those who did not followed practices related to reading labels and hangtags before purchasing. However, there were no significant differences when tested. The percentages were high of homemakers in both groups who considered repair, drycleaning and storage cost before purchasing. Thus, any differences were not significant.

When given a choice of washing and drying methods, homemakers who sewed for self or family members were more likely to select the less energy-consuming methods of drying clothes, but were not significantly influenced to use the less energy-consuming methods of washing clothes.

There were significant differences among homemakers who did or did not sew and all methods of clothing upkeep used. Homemakers who sewed for self or family members were more likely to repair, alter and make-over clothes as a matter of economy than those homemakers who did not sew.

4. IMPLICATIONS AND CONCLUSIONS

Based upon findings of this study and related to study objectives, the implications and conclusions are stated as follows:

1. Very few (only one) homemakers surveyed kept a clothing inventory. Extension needs to concentrate more energy in the area of educating the homemaker on the importance of clothing inventory.

2. Homemakers, overall, have become consumer-conscious according to this survey. In many areas related to good consumer practices, practically all homemakers were following those practices-- not afraid to air complaints, making wiser and more satisfying purchases, returning fewer items, and considering upkeep cost before purchasing.

3. Home Demonstration homemakers were more likely to file a complaint than non-members with the manufacturer if their complaint was not satisfied at the local level. This type of determination is taught through the educational programs presented in Extension Home Demonstration Clubs. An effort to educate the general public on methods and steps involved in making legitimate complaints might encourage consumers to take additional action if their complaints are not satisfied at the local level.

4. Extension contacts had significant effects on homemakers consideration of over-all quality and workmanship, and in most cases, relying on labels and hangtags before purchasing.

5. Homemakers who made-over and altered clothes as a matter of economy generally had attended Extension clothing meetings or were members of a Home Demonstration Club. Thus, Extension contacts had a direct effect on homemakers' ability to alter and make-over clothing.

6. Homemakers who sewed were more likely than those who did not sew to be flexible in wardrobe planning and satisfied with amounts spent on clothing. These homemakers were also more likely than others

to repair, alter and make-over clothes. These homemakers attended more Extension meetings and clothing meetings than homemakers who did not sew. Homemakers who sewed relied heavily on Extension for information and instruction.

7. Home Demonstration Club members averaged significantly more Extension contacts than non-members in all areas of contacts--meetings, visits and calls.

8. Homemakers who were employed outside the home attended significantly less meetings than homemakers who were not employed. Extension has made efforts in the past to hold meetings conveniently for all people, yet attendance at night meetings (except H.D. Club meetings) has been low. Continual special efforts must be made by Extension if the needs of the employed as well as the non-employed homemaker are to be met.

5. RECOMMENDATIONS

Program emphasis should be placed on informing all Lauderdale County homemakers of the results of this study. This can be done through mass media sources--radio, newspaper and newsletters. Similar studies in all work areas would allow Extension educational program emphasis to be directed where the need is the greatest. Further emphasis should be made in Lauderdale County to stress to the homemakers the importance of keeping a clothing inventory, wise clothing planning, and keeping clothing expense records. Continual efforts need to be made by Extension to hold programs at times and

places not only to meet the needs of the homemakers but also to make the largest impact with the most people.

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APPENDIX

LANCASTER BOND

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1982 Clothing Consumer Survey*
(See Instructions on Separate Page)Card # $\frac{1}{(1)}$ Name of County _____
County TEMIS code number $\frac{\quad}{(2)} \frac{\quad}{(3)} \frac{\quad}{(4)}$

I. CONSUMER PRACTICES

A. Clothing Inventory

1. Does your family have either a listing or pictures of wearable clothing items? $\frac{\quad}{(7)}$ (1 = no; 2 = yes)
2. Does your family use an inventory to plan for additional clothing needs? $\frac{\quad}{(8)}$ (1 = no; 2 = yes)
3. In case of fire or theft, could your family list or identify 75 percent or more of the clothing items stolen or burned? $\frac{\quad}{(9)}$ (1 = no; 2 = yes)

B. Wardrobe Planning

1. Does each family member consider one or two basic colors an important factor when planning and purchasing clothing items? $\frac{\quad}{(10)}$ (1 = no; 2 = yes)
2. Could you manage to dress for most occasions without having to buy something new? $\frac{\quad}{(11)}$ (1 = no; 2 = yes)
3. Do you usually wear clothing purchased for special occasions to several other types of events? $\frac{\quad}{(12)}$ (1 = no; 2 = yes)

C. Clothing Expense Records

1. Does someone keep a record of family expenditures on clothing? $\frac{\quad}{(13)}$ (1 = no; 2 = yes)
2. Do you feel your family spends "too much", "about right" or "not enough" money on clothing? $\frac{\quad}{(14)}$ (1 = too much; 2 = about right; 3 = not enough)

D. Clothing Selection and Buying

1. Shop at reliable stores:
 - a. Have you ever purchased garments which did not perform satisfactorily in wearing and/or cleaning? $\frac{\quad}{(15)}$ (1 = no; 2 = yes)
 - b. Would you file a complaint about defective garments: (1) With the store manager? $\frac{\quad}{(16)}$ (1 = no; 2 = yes); (2) With the Clothing manufacturer? $\frac{\quad}{(17)}$ (1 = no; 2 = yes)
 - c. Are stores where you shop most frequently for clothing items usually prompt and courteous in dealing with complaints about defective garments? $\frac{\quad}{(18)}$ (1 = no; 2 = yes)
2. Shop at end-of-season sales:
 - a. Do you usually purchase expensive clothing items at end-of-season sales? $\frac{\quad}{(19)}$ (1 = no; 2 = yes)
 - b. Are you usually satisfied with garments you buy at sales? $\frac{\quad}{(20)}$ (1 = no; 2 = yes)
3. Compare prices to determine the best buy:
 - a. Do you usually compare prices of garments at different stores? $\frac{\quad}{(21)}$ (1 = no; 2 = yes)
4. Consider quality of fabric and workmanship: When shopping for clothing, how frequently do you consider each of the following:
 - a. Quality of fabric? $\frac{\quad}{(22)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 - b. Quality of workmanship?
 1. Ample seams, with seam finish? $\frac{\quad}{(23)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
 2. Adequate hems which are neat and inconspicuous? $\frac{\quad}{(24)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)

*Coding Instructions

1. Fill each column with a number and right justify.
2. A zero (0) = none.
3. A nine (9) in each column allowed for a question = DNA (does not apply) or don't know.

3. Neat stitching? $\frac{\quad}{(25)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
4. Sturdy buttonholes? $\frac{\quad}{(26)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
5. Check garments for good fit, comfort and appearance:
- a. When selecting garments how frequently do you check for:
1. Fit? $\frac{\quad}{(27)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
2. Comfort? $\frac{\quad}{(28)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
3. Appearance? $\frac{\quad}{(29)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{3}{4}$)
- b. Have you ever returned a garment because you later decided:
1. It didn't fit properly? $\frac{\quad}{(30)}$ (1 = no; 2 = yes)
2. It wasn't comfortable? $\frac{\quad}{(31)}$ (1 = no; 2 = yes)
3. It didn't "look right"? $\frac{\quad}{(32)}$ (1 = no; 2 = yes)
6. Consider the energy saving value of the garment:
- a. Has the type of clothing worn by members of your family changed since the energy problem became evident? $\frac{\quad}{(33)}$ (1 = no; 2 = yes)
- b. Does your family use the layering method so garments can be added or removed as the indoor/outdoor temperatures change? $\frac{\quad}{(34)}$ (1 = no; 2 = yes)
- c. Which fibers do you prefer for your clothing items? $\frac{\quad}{(35)}$ 1 = natural (cotton, silk, wool); 2 = synthetics (polyester, nylon, acrylic); 3 = blends (polyester/cotton, polyester/wool)
7. Read labels and hangtags on the garment or fabric:
- a. Do you rely on hangtags and permanent care labels to help make decisions of whether or not to purchase garments? $\frac{\quad}{(36)}$ (1 = no; 2 = yes)
- b. Before selecting and buying garments, what information do you look for on hangtags and labels:
1. Fiber content? $\frac{\quad}{(37)}$ (1 = no; 2 = yes)
2. Care requirements? $\frac{\quad}{(38)}$ (1 = no; 2 = yes)
3. Special finishes? $\frac{\quad}{(39)}$ (1 = no; 2 = yes)
4. Shrinkage control? $\frac{\quad}{(40)}$ (1 = no; 2 = yes)
8. Consider the cost of repairs, upkeep and storage of the garment: When you purchase garments do you consider each of the following as part of the clothing budget:
- a. Cost of repair? $\frac{\quad}{(41)}$ (1 = no; 2 = yes)
- b. Cost of dry cleaning or laundry? $\frac{\quad}{(42)}$ (1 = no; 2 = yes)
- c. Cost of storage? $\frac{\quad}{(43)}$ (1 = no; 2 = yes)
- E. Clothing Upkeep and Recycling
1. Read and follow directions on the permanent care label of each garment: How frequently do you follow directions on the permanent care labels to care for clothing? $\frac{\quad}{(44)}$ 1 = sometimes (under $\frac{1}{4}$); 2 = most of the time ($\frac{1}{4}$ to $\frac{3}{4}$); 3 = nearly always (over $\frac{1}{4}$)
2. Consider the cost of energy when washing and drying clothes:
- a. If care instructions give you a choice of washing methods, do you prefer machine wash or hand wash? $\frac{\quad}{(45)}$ (1 = machine wash; 2 = hand wash)
- b. If care instructions give you a choice of drying methods, do you prefer machine dry, drip dry or line dry? $\frac{\quad}{(46)}$ (1 = machine dry; 2 = drip dry; 3 = line dry)
3. Repair, alter or recycle clothing items as a matter of economy:

3

- a. Which of the following methods do you use to keep clothing in wearable condition:
1. Repair? $\frac{\quad}{(47)}$ (1 = no; 2 = yes)
 2. Alter? $\frac{\quad}{(48)}$ (1 = no; 2 = yes)
 3. Make-over? $\frac{\quad}{(49)}$ (1 = no; 2 = yes)
- b. How many garments have you made-over for yourself or family members in the last year?
(record actual number and right justify)
- $\frac{\quad}{(50)} \frac{\quad}{(51)}$

II. MASS MEDIA SOURCES OF INFORMATION ABOUT PLANNING,
SELECTING, BUYING AND CARE OF CLOTHING

Card # $\frac{2}{(1)}$

County TEMIS code number $\frac{\quad}{(2)} \frac{\quad}{(3)} \frac{\quad}{(4)}$

Which mass media source provides you with the most helpful information about:

- a. Planning your wardrobe? $\frac{\quad}{(7)}$ (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)
- b. Selecting and buying garments? $\frac{\quad}{(8)}$ (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)
- c. Taking proper care of clothing? $\frac{\quad}{(9)}$ (1 = radio; 2 = TV; 3 = newspaper; 4 = magazine; 5 = Extension publications)

III. SOURCES OF INSTRUCTIONS ABOUT PLANNING, SELECTING
BUYING AND CARE OF CLOTHING

Which of the following sources of instructions were used during the past 12 months as a source of information about:

- a. Planning your wardrobe:
 1. Extension agent? $\frac{\quad}{(10)}$ (1 = no; 2 = yes)
 2. Home Economics teacher? $\frac{\quad}{(11)}$ (1 = no; 2 = yes)
 3. Commercial classes? $\frac{\quad}{(12)}$ (1 = no; 2 = yes)
 4. Home Demonstration Club leader? $\frac{\quad}{(13)}$ (1 = no; 2 = yes)
- b. Selecting and buying garments:
 1. Extension agent? $\frac{\quad}{(14)}$ (1 = no; 2 = yes)
 2. Home Economics teacher? $\frac{\quad}{(15)}$ (1 = no; 2 = yes)
 3. Commercial classes? $\frac{\quad}{(16)}$ (1 = no; 2 = yes)
 4. Home Demonstration Club leader? $\frac{\quad}{(17)}$ (1 = no; 2 = yes)
- c. Taking proper care of garments:
 1. Extension agent? $\frac{\quad}{(18)}$ (1 = no; 2 = yes)
 2. Home Economics teacher? $\frac{\quad}{(19)}$ (1 = no; 2 = yes)
 3. Commercial classes? $\frac{\quad}{(20)}$ (1 = no; 2 = yes)
 4. Home Demonstration Club leader? $\frac{\quad}{(21)}$ (1 = no; 2 = yes)

IV. ESTIMATED NUMBER OF CONTACTS THE HOMEMAKER HAD WITH EXTENSION
AGENTS OVER THE PAST 12-MONTHS

Note - The agent and/or homemaker should estimate the number of contacts the homemaker had with Extension agents over the past 12-months: (record actual number and right justify)

1. Total number of Extension meetings attended? $\frac{\quad}{(22)} \frac{\quad}{(23)}$
2. Number of Extension meetings attended on clothing? $\frac{\quad}{(24)} \frac{\quad}{(25)}$
3. Number of visits to the Extension office? $\frac{\quad}{(26)} \frac{\quad}{(27)}$
4. Number of telephone calls to the Extension office? $\frac{\quad}{(28)} \frac{\quad}{(29)}$

5. Number of newsletters received from Extension? $\frac{\quad}{(30)}$ $\frac{\quad}{(31)}$
 6. Number of Extension clothing publications received? $\frac{\quad}{(32)}$ $\frac{\quad}{(33)}$

V. HOMEMAKER'S INTEREST IN RECEIVING CLOTHING INFORMATION

1. Do you feel you need additional information about:
 a. Wardrobe planning? $\frac{\quad}{(34)}$ (1 = no; 2 = yes) c. Care of clothing? $\frac{\quad}{(36)}$ (1 = no; 2 = yes)
 b. Clothing selection and buying? $\frac{\quad}{(35)}$ (1 = no; 2 = yes) d. Clothing construction? $\frac{\quad}{(37)}$ (1 = no; 2 = yes)
 2. If special Extension meetings or workshops were conducted, when would you be most likely to attend:
 a. Season of year? $\frac{\quad}{(38)}$ (1 = Winter; 2 = Spring; 3 = Summer; 4 = Fall)
 b. Days of week? $\frac{\quad}{(39)}$ (1 = first part of week; 2 = middle of week; 3 = end of week)
 c. Time of day? $\frac{\quad}{(40)}$ (1 = morning; 2 = afternoon; 3 = evening)
 3. Which one of the following ways of getting clothing information would work best for you? $\frac{\quad}{(41)}$ (1 = special interest meeting; 2 = circular letters; 3 = clothing publications; 4 = Home Demonstration Club meetings)

VI. INFORMATION ABOUT THE HOMEMAKER AND FAMILY

1. Do you have children under 18 living at home? $\frac{\quad}{(42)}$ (1 = no; 2 = yes)
 2. Are you now a member of a HDC? $\frac{\quad}{(43)}$ (1 = no; 2 = yes)
 3. Are you presently employed outside the home? $\frac{\quad}{(44)}$ (1 = no; 2 = yes)
 4. Were you employed outside the home at anytime during the past year? $\frac{\quad}{(45)}$ (1 = no; 2 = yes)
 5. Do you sew for yourself and/or other family members? $\frac{\quad}{(46)}$ (1 = no; 2 = yes)
 6. Do you own a sewing machine? $\frac{\quad}{(47)}$ (1 = no; 2 = yes)
 7. Do you have sewing done by a professional? $\frac{\quad}{(48)}$ (1 = no; 2 = yes)
 8. Do you select and buy patterns for yourself and/or family members? $\frac{\quad}{(49)}$ (1 = no; 2 = yes)

VII. SURVEY PROCEDURES

Note - Information in this section is to be provided by the Extension agent.

Name of homemaker interviewed _____ (for county use only)

1. Which Extension audience best describes this homemaker? $\frac{\quad}{(50)}$ (1 = HDQM; 2 = 4-H parent; 3 = participant in a special interest group; 4 = TSU audience; 5 = senior citizen; 6 = EFNEP participant; 7 = housing project homemaker)
 2. How were data obtained? $\frac{\quad}{(51)}$ (1 = personal interview; 2 = group interview; 3 = other)
 3. Do you (agent) feel the homemaker:
 a. Gained some knowledge about either the planning, selection and buying or the care of clothing during this interview? $\frac{\quad}{(52)}$ (1 = no; 2 = yes)
 b. Will probably apply or make use of additional clothing practices because of this interview? $\frac{\quad}{(53)}$ (1 = no; 2 = yes)
 4. Have you checked this survey form for completeness? $\frac{\quad}{(54)}$ (1 = no; 2 = yes)
 5. Do you know of any reason why data in this survey form should not be used? $\frac{\quad}{(55)}$ (1 = no; 2 = yes)

The Agricultural Extension Service offers its programs to all eligible persons regardless of race, color, national origin, sex or handicap and is an Equal Opportunity Employer.

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COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
 The University of Tennessee Institute of Agriculture, U. S. Department of
 Agriculture, and county governments cooperating in furtherance
 of Acts of May 8 and June 28, 1914
 Agricultural Extension Service
 61 Lloyd Stewart, Dean

VITA

Jane H. Connell was born May 4, 1945, to Mr. and Mrs. Buford C. Harrison, Sr., in Haywood County, Tennessee. She completed her formal education at Ripley High School in 1963.

She attended The University of Tennessee at Martin and completed requirements for a Bachelor of Science Degree in Home Economics Education in the Fall of 1966, graduating June, 1967.

She was employed three years as Home Economist with the Office of Economic Opportunity in Ripley before taking employment with the Agriculture Extension Service in Lauderdale County, Tennessee in February, 1970. She resigned in January, 1975 to spend a year with her daughter before she entered kindergarten and then returned to Extension in July, 1979. Before returning to Extension, she spent two years directing the Lauderdale County Adult Activity Center for handicapped adults.

She is married to Donald Neal Connell of Ripley, and they have one daughter, Angela, age 12.

She is a member of the Whitefield Assembly of God Church and is a member of the following organizations: American Home Economics Association (AHEA), Tennessee Association of Extension Home Economists (TAEHE), Tennessee Association of Extension 4-H Workers (TAE4-HW), Epsilon Sigma Phi and Gamma Sigma Delta, as well as the Lauderdale County Exchangettes.