Homemakers' Practices
And Satisfactions with Clothing

Summary

This research seeks to clarify further the function of clothing. The sample consisted of 503 white homemakers living in Dallas or Fort Worth, Texas. Indications of practices and satisfactions were cross-classified with selected socio-economic factors which were treated as independent variables.

Almost two-thirds of the respondents indicated they owned at least one readymade suit. Suits were generally purchased once every 2 to 4 years. Prices paid for suits were related directly to activity participation.

Independent variables studied did not seem to have a great effect on the number of dresses purchased by study homemakers, although statistical significance indicates that existing relationships are not due to chance. Most homemakers paid from $10 to $19 for their last dress, regardless of education, employment status, age or activity category.

Almost one-half of the sample wore pants for housekeeping activities, slightly more than 1 in 10 wore old garments for these activities and 2 in 5 wore housedresses. Wearing pants, housedresses or old garments for housekeeping activities was statistically significant when cross-classified with all independent variables other than employment status.

Slightly more than one-half of the employed respondents usually wore dresses to work. An equal proportion (20 percent) wore uniforms or blouses and skirts, whereas 9 percent usually wore suits.

None of the independent variables studied was statistically related to type of clothing worn for work which may indicate a high degree of "sameness" among this type of garments.

Although the term "well-dressed" could be interpreted in many ways, 6 out of 10 employed homemakers did not feel well-dressed in work clothing worn for work. Almost three-fourths did not feel well-dressed when this clothing was worn for other than work occasions.

Sixty percent of the sample, regardless of socio-economic status, tended to dress their best for church activities even though the term "dressed best" was not defined in the questionnaire. Similarly, 25 and 6 percent felt they dressed best for social-cultural or all activities, respectively. Equal proportions (5 percent) wore their "best" to professional or miscellaneous activities.

Homemakers indicated satisfaction with the quality, suitability and fit of their clothing, but not the quantity of clothing owned. Satisfaction was a function of educational attainment, activity participation and age. Relationships based on employment status were not statistically significant.

When asked if they wore the latest fashions, almost one-half of the respondents indicated they wore fashions adapted to personal characteristics regardless of the garment's current fashion acceptance. Over one-third tended to wait some undetermined period before wearing the latest fashions, whereas 16 percent wore these fashions when they first appeared on the market.

Contrary to other studies, the respondents indicated they did not feel clothing worn when shopping for clothing influenced the treatment they received from store clerks.

Regardless of socio-economic characteristics, approximately one-half of the homemakers did not consult anyone when making a clothing purchasing decision. Age was the only independent variable significantly affecting this relationship; as women grow older they apparently are less willing to consult others.

*Carol S. Bathke and L. Sharon Burson**

Homemakers' Practices and Satisfactions with Clothing

HOME ECONOMISTS AND SOCIAL SCIENTISTS have long been interested in the manner in which individuals evaluate clothing items. The evaluation is necessarily made in terms of the whole man, that is, his intellectual, psychological, social and cultural aspects.

Some pertinent information concerning clothing inventories and consumption patterns has been provided by USDA studies, but these studies do not investigate clothing in specific social contexts (1,2,3,4,5). Socio-economic factors such as income, family size, age, occupation, climate, residence and social participation have been studied regionally but do not make clear the interrelationship among the various factors involved. This study is an attempt to make clear the function of clothing practices and attitudes in the homemaker's life, and the satisfactions she allegedly receives from these practices.

It is known that clothing fulfills more than a purely physiological role. Gardner Murphy states specifically that "Clothing is largely a means of making real the role that is to be played in life" (6). The complexity of clothing's more subtle meanings in everyday roles may be partially unknown to the wearer, and therefore may lead to seemingly unusual behavior. As rapidly changing environments necessitate the individual's adaptation to different roles, it is reasonable to assume that clothing can and does become a means of facilitating adjustment. The extent to which clothing helps the homemaker in her role is related to clothing satisfactions which are, to a degree, dependent upon buying practices.

Modern technology has released the American homemaker from several household tasks and has provided her with an increased amount of leisure time. At the same time, economics has allowed her to, or demanded that she find work outside her home. As more women enter into these and other activities, the number and complexity of their roles expand, thereby increasing the symbolic dimensions of clothing.

Social scientists realize that all women may not have the necessary educational or emotional background to express their ingenuity in a framework other than home and family. Concurrently, the anonymity of the greater society introduces a certain element of obscurity which de-emphasizes roles highly valued in women.

Few women previously have had the educational opportunities available to the modern American woman. Contingent with increased education is the responsibility of decision-making and the reliable, rational evaluation of behavior. As the homemaker's roles grow more complex, her education must be extended if she is to meet the new challenges successfully. Decisions relevant to clothing, through which she portrays herself and her family, may be based on unreliable sources of information or on intuition alone. Consequently, high educa-

*Respectively, instructor and technician, Department of Home Economics, Texas Agricultural Experiment Station.

tional attainment does not necessarily parallel high satisfaction with clothing selections and practices, since educational, social, emotional or cultural gaps may lead to unawareness of the importance of clothing in everyday life. Then, too, because the image a woman wishes to convey while working or participating in any activity may or may not be solely realized by wearing certain types of garments, participation in these activities becomes at least partially related to personal clothing satisfactions and practices.

OBJECTIVES

The objectives of this research are:

1. To identify the relationship between homemakers' education and their clothing satisfactions and buying practices.

2. To identify the relationship between homemakers' employment status and their clothing satisfactions and buying practices.

3. To identify the relationship between homemakers' activities and their clothing satisfactions and buying practices.

4. To identify the relationship between the homemakers' age and their clothing satisfactions and buying practices.

CONTENTS

SAMPLE DESCRIPTION AND RESEARCH DESIGN

This bulletin is the second of a series of studies seeking information concerning clothing behavior, practices and problems of selected Texas women and girls.

Because the main objective of this inquiry was to clarify further the functions of clothing and the satisfactions derived from its usage, the sample was selected from a heterogenous population. The Dallas-Fort Worth area in North Texas is such a population, representing approximately 750,000 people in various socio-economic circumstances. This sample consisted of 503 white homemakers living within the limits of these sister-cities and is assumed to be representative of the population. A homemaker was eligible for the study if she had a husband and/or children living at home and if the family had been established for a minimum of 1 year.

Professional interviewers obtained the data during the fall of 1960 by use of questionnaires. Socio-economic data were gathered and treated as independent variables. Clothing satisfactions and practices were treated as dependent variables and cross-classified with the independent variables.[1]

SOCIO-ECONOMIC VARIABLES RELATED TO CLOTHING PRACTICES AND SATISFACTIONS

Because socio-economic variables partially affect clothing practices and ultimately, functions and satisfactions, an analysis of these factors was necessary. Unless social status is acquired before marriage, the homemaker assumes that of her husband. Consequently, some variables which necessarily affect the homemaker, and may determine her clothing practices, are necessarily cited in terms of her husband.

Table 1 gives the distribution of respondents within socio-economic classifications. Education, employment, activity participation and age were among the independent socio-economic variables selected as the basis of this study and judged as sensitive indicators of homemakers' clothing practices and satisfactions.

Education referred to the completed years of formal education. For purposes of statistical analyses, it was necessary to combine some educational classifications.

Employed homemakers were classified as full-time or part-time employees. The standard 40-hour workweek was considered full-time employment. Part-time employment was a regular occupation which was less than the 40-hour week and/or employment within the standard workweek for more than 1 month but less than 11 months during the previous year.

Activity participation is not a socio-economic factor in the same sense as other independent variables are. Total activity participation referred to participation in church, professional, social-cultural and sports activities. Because there is great variation in types of garments worn for social-cultural activities, these activities were analyzed separately and referred to participation in activities with friends or associates, attendance at movies, the performing arts, dining out and similar activities.

[1]The chi square test was used to determine statistical significance among independent and dependent variables.

TABLE 1. NUMBER AND PERCENTAGE DISTRIBUTION IN SOCIO-ECONOMIC CLASSIFICATIONS

Variable	Number	Percent
Age in year interval	499	100*
Less than 30	115	23
30-39	130	26
40-49	121	24
50	133	27
Family size	503	100
2 members	153	30
3 members	106	21
4 members	137	27
5 members or more	107	21
Family composition	503	101
No children	152	30
Under 13 years only	180	36
Under 13 years	73	15
13 to 19 years	49	10
over 20 years	49	10
Homemaker's education	503	100
1-8 years	43	9
9-12	129	26
12	198	39
12-16	60	11
16 or more	73	15
Husbands' education	476	100
1-8 years	50	10
9-12	117	25
12	125	26
12-16	83	17
16 or more	101	21
Total family income	480	100
Less than $4,000	74	15
$4,000-$5,999	167	35
$6,000-$9,999	163	34
$10,000 or more	76	16
Employment status	503	100
Full-time	91	18
Part-time	73	15
Not employed	339	67
Husband's occupation	476	100
Professional	71	16
Managerial	103	24
Clerical	39	9
Sales	45	10
Crafts	118	27
Operative	39	9
Service or labor	23	5
Homemaker's activity participation	502	100
1-8 activities	97	19
9-14 activities	285	65
15 or more activities	120	24
Homemaker's area of major**		
Socialization	501	100
Urban	272	54
Rural	229	46
Homemaker's occupation	163	101
Clerical	68	42
Operative	16	18
Professional	19	12
Sales	19	12
Service	19	12
Managerial	7	4
Household	1	1

*Some totals are not 100% because of rounding errors.

**Area of major socialization refers to the population classification where the respondent spent the major part of her childhood and adolescent years.

The importance of clothing apparently decreases as the individual increases in age. This is probably related to the part clothing plays in increasing sexual attractiveness and other physiological processes. However, this does not necessarily imply that satisfaction derived from certain clothing practices and the status they project is also decreased.

As might be expected, some of the socio-economic factors were quite closely related. Table 2 gives the corrected coefficients of contingency for all the independent variables used in this analysis. Generally, the higher the coefficient the closer is the relationship between the two variables. Upon further analysis, all relationships proved to be positive.

Table 2 shows that homemaker's educational attainment was highly and generally significantly related to other independent variables which are considered in this clothing study.

Variables such as family income, husband's occupation and educational attainment are generally expected to be highly associated with all other socio-economic variables. The lack of data prevented the investigation of some of these relationships.

FINDINGS

NUMBER AND PRICES OF SUITS AND DRESSES PURCHASED

Educators, employers and home economists have realized that the type of clothing worn has some effect upon the wearer's behavior and that of his associates. This phenomenon is generally based on the concept of adapting behavior to the identification of changing situations. Because homemakers engage in highly variable activities and because this theory presupposes ownership of specific types of garments, homemakers were asked if they owned wearable, readymade suits and dresses, the frequency of purchase and the price usually paid for these garments. Information of this nature also gives insight into the economic importance of such garments and assists in wardrobe analysis.

Suits: Most homemakers, regardless of age, education, employment status or activity participation, owned some type of wearable, readymade suit. The woman who had graduated from high school, was unemployed, participated in the median number of activities[2] and was over 40 years old was most likely to own a suit. Those least likely to own suits were less well educated, employed part-time, participated in few activities and were less than 30 years old. With the exception of age cross classified with suit ownership and frequency of purchase, these relationships were statistically valid 95 percent of the time.

Slightly more than one-fourth of the homemaker respondents paid from $25 to $49 for the last suit they purchased. Two-thirds of the homemakers with 12 or more years of education had paid over $80 for this garment. The women who had paid $80 or more for their last suit were mostly unemployed, whereas few (2 percent) of the part-time employees spent at least $80 for this purchase. A higher proportion of the women who bought suits in any of the four price ranges were unemployed which could indicate that suits were very popular for activities other than work.

The respondents generally purchased suits every 2 to 4 years. Differences in frequency of purchase based on employment status were small and not statistically significant, although here again most of the women purchasing suits in any of the frequency of purchase classifications were unemployed. Slightly more than one-half the respondents purchasing at least one suit every 5 years participated in 9 to 14 activities, whereas only 20 percent of the high participators purchased at this frequency. Moderate participators generally purchased one suit.

Differences in frequency of purchase based on age were generally small and not significant, although those women purchasing a suit every 5 years were generally

[2]The median range of total activity was 9 to 14.

TABLE 2. CORRECTED CONTIGENCY COEFFICIENTS AMONG SOCIO-ECONOMIC (INDEPENDENT) VARIABLES

	Respondent's age	Family size	Family composition	Homemaker's education	Husband's education	Family income	Employment status	Husband's occupation	Homemaker's activity participation	Area of major socialization major
Respondent's age		.586*	.683*	.397*	**	.425*	.124	**	.238*	.293*
Family size	.586*		.879*	.170	.192	.336*	.224*	.180	.162	.224
Family composition	.683*	.879*		.497*	.354*	.293*	.328*	.256	.245*	.263*
Homemaker's education	.397*	.170	.497*		.770*	.719*	.147	**	.590*	.305*
Husband's education	**	.192	.354*	.770*		**	.219	.632*	**	**
Family income	.425*	.336*	.293*	.719*	**		.215*	.554*	**	.361*
Employment status	.124	.244*	.328*	.147	.219	.215*		.224	.084	**
Husband's occupation	**	.180	.256	**	.632*	.554*	.224		.507*	**
Homemaker's activity participation	.238*	.162	.245*	.590*	**	**	.084	.507*		.354*
Area of major socialization	.293*	.224	.263*	.305*	**	.361*	**	**	.354*	

*Indicates statistical significance, 95% probability.
**Data not available for complete analysis.

over 50 years old and least likely to be under 30 years old.

Dresses: The independent variables studied did not have any effect on the average number of dresses purchased yearly by the homemakers, as a similar proportion (24 to 26 percent) fell into each of the 4 classifications, Table 3. However, the statistical relationships were significant (not due to chance) indicating an effect not identified by the research design.

Differences in employment status were generally not between the full and part-time employees but were between the employed and unemployed homemakers. The unemployed homemakers who participated in 9 to 14 total activities were consistently most responsive to all items about dress buying practices. Education and age variables did not indicate such a pronounced trend as did the employment and activity participation factors.

Homemakers with less than a high school education, 30-39 years of age, purchased the fewest number of dresses during the previous year. The homemakers who purchased 4 to 5 dresses had generally finished high school and were 40-49 years old. Homemakers, 50 or more years old, with a high school education generally purchased 6 to 9 dresses. Homemakers, 50 or older, with less than a high school education were least likely to have purchased 10 or more dresses during the previous year.

Forty-five percent of the sample paid from $10 to $19, the medium price range, for their last dress; 24 percent had paid less than $10; and 23 percent had paid $20 or more for this garment. The oldest homemakers who had less than a high school education were least likely to pay less than $10 for their last dress. However the proportion of homemakers who paid the medium price varied little among the different age classifications. This may be due to unidentified factors. Older homemakers who had more than 12 years of formal education frequently paid more than $20 for their last dress.

TYPES OF GARMENTS WORN FOR SPECIFIC ACTIVITIES

Because housekeeping activities limit social contacts, other than family and personal friends, social interaction of an anonymous nature is also limited by these activities. Clothing worn for the generally isolated housekeeping activities takes on more utilitarian functions than it does in the populace social or business situations. In

TABLE 3. PERCENTAGE DISTRIBUTION OF HOMEMAKERS DRESS-BUYING PRACTICES*

Independent variables	Number purchased				Price paid in dollars		
	1-3	4-5	6-9	10 or more	less than 10	10-19	20 or more
	Percentages						
Education							
Less than 12	39	30	44	23	53	35	12
12	36	38	37	39	34	40	39
12 or more	25	32	19	38	13	25	49
TOTALS	105	117	111	117	120	224	117
% of N	21	23	25	23	24	45	23
N	N=450					N=461	
X² values	16.967*					59.830*	
Employment							
Full-time	8	20	24	21	12	21	21
Part-time	15	13	14	20	19	16	9
Unemployed	77	67	62	59	69	63	69
TOTALS	105	117	111	117	120	224	117
% of N	21	23	25	23	24	45	23
N	N=450					N=461	
X² values	14.271*					8.460	
Activities							
1-8	16	14	30	9	36	13	10
9-14	63	58	49	62	49	68	45
15 or more	21	28	21	28	15	19	44
TOTALS	105	117	111	117	120	224	117
% of N	21	23	25	23	24	45	23
N	N=450					N=461	
X² values	22.748*					72.302*	
Age in years							
Under 30	29	22	20	26	28	26	16
30-39	32	25	17	27	30	24	21
40-49	18	30	28	27	26	22	30
50 or more	21	23	35	20	16	28	33
TOTALS	105	114	111	116	120	221	116
% of N	24	26	25	26	26	48	25
N	N=446					N=457	
X² values	17.333*					16.715*	

*Indicates statistical significance of 95% probability.

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the latter situations, clothing partially functions as a means of identifying status when contact is brief and of a superficial nature.

Housework: Almost one-half, 48 percent, of the sample usually wore some type of pants[3] for housework. Two-fifths of the homemakers usually wore housedresses and one-eighth simply wore old garments[4] for this activity. Almost three-fourths of the homemakers who wore pants had attained at least a high school education whereas homemakers with less than this amount of education generally wore housedresses. There was a similar tendency for women of all educational levels to wear old garments.

Respondents falling on either extreme of the total or social-cultural activity participation scale tended to be less cognizant or consistent in the garments they usually wore for housework. In all garment classifications these individuals indicated a low percentage of use, while medium participators indicated high use regardless of classification.

Pants were worn most frequently and in the same proportion by homemakers who were less than 30 years of age or between 30 and 39. As age increased the proportion of homemakers who usually wore pants for housework decreased. An increase in the proportion of homemakers who usually wore housedresses was paralleled by an increase in age. Similarly, old garments were worn with increasing frequency as the homemakers' ages increased. Employment status was the only selected independent variable not significantly related to the type of garment women tended to wear for housework.

Work: Dresses were usually worn to work by the majority of employed homemakers. An equal proportion wore skirts and blouses or uniforms (20 percent). Less than one-tenth of the employed homemakers reported that they usually wore suits.

Dresses were worn by a relatively similar proportion of homemakers in all age levels. Skirts and blouses were also worn by a similar proportion of homemakers at all age ranges except 40-49. Wearing uniforms to work was indirectly related to age. Older homemakers indicated that they more frequently wore suits to work than did the younger women.

None of the independent variables were significantly related to the type of garments worn for work. However, all socio-economic variables, except employment, were a function of the clothing worn for housework. This probably indicates a greater uniformity among most worker's clothing which will meet the standards of the greater society. Conversely, the homemaker probably feels free to dress as she pleases for housework without the risk of societal evaluation and disapproval.

CONCEPT OF FEELING "WELL-DRESSED"

Education, employment, activity participation and age were related to homemakers' satisfaction with work clothing worn for work or other occasions.[5] It was understood that the term well-dressed would be interpreted in the homemakers' personal frames of reference. Research design did not allow for identifying individual meaning.

A majority of all employed homemakers did not feel well-dressed at work. Almost three-fourths did not feel well-dressed at club, professional, church and similar occasions in work clothing.

The majority of homemakers who felt well-dressed in clothing worn to work were moderate activity participators. This relationship was significant and did not apply to work clothing worn to other types of activities.

Age was not a function of feeling well-dressed in work clothing. Younger women, though more frequently wore uniforms to work, felt well-dressed more often in work clothing worn for occasions other than work than did the older women.

Educational attainment was the only independent variable statistically related to the homemakers' tendency to feel well-dressed, (P. $< .05, X^2 = 11.561$, d.f. $= 2$).

CONCEPT OF "DRESSED BEST"

It is recognized that the term "dressed best" could also be interpreted in the homemaker's personal frame of reference. Consequently, it might mean most formal, most expensive, or most fashionable; it could also refer to high quality or appropriateness to an occasion, an emotional feeling toward specific garments or clothing in general. It was hoped that by considering this concept in terms of the socio-economic variables meaning might be clarified.

Church was consistently the activity for which the majority tried to dress best. One-fourth of the sample dressed best for social-cultural activities. Five percent dressed best for professional or miscellaneous activities.[6] Six percent of the homemakers did not feel that they dressed best for any one particular activity. This may indicate that these homemakers were aware of their projected image and realized its value in communication. Although this research was not designed for projection purposes, these women probably spent considerable time in wardrobe planning and felt little emotional attachment to any one garment.

Although three-fifths of all homemakers dressed best for church activities some relationships were notable when the socio-economic variables were related to the other activities. As educational level increased fewer homemakers dressed best for church. The educational level of the homemakers who dressed best for professional activities was at either extreme of the educational attainment dichotomy. A relatively large proportion of the homemakers who dressed best for professional activities had not completed high school. Possibly, these homemakers used clothing as a compensatory tool in their professional activities. The higher the educational level of the homemaker the more likely she was to dress best for social-cultural activities. Over three-fourths of the homemakers who dressed best for all activities had a minimum of a high school education.

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[3]Pants included jeans, pedal pushers, shorts, Bermuda shorts and similar garments.
[4]Old garments included discarded dresses, blouses, skirts, smocks and similar types of garments.

[5]Other occasions referred to church, club, professional and similar meetings which are commonly considered "dress-up" occasions.
[6]The miscellaneous category included sports, shopping and a variety of activites with the husband. It was necessary to classify these activities in this manner to allow a valid statistical analysis.

Educational attainment was highly significant when cross-classified with specific activities for which women dressed best, ($X^2 = 50.054$, P. $< .001$, d.f. $= 8$).

Employment status was related to activity for which respondents dressed best only to the extent that in each activity classification, the unemployed respondents were consistently the majority. Results may have been different had the analysis been based solely on employment and unemployment status.

Total low activity participators tended to dress best only for miscellaneous activities, whereas medium participators dressed best for other types of activities. These relationships were significant, ($X^2 = 62.802$, P. $< .001$, d.f. $= 8$).

The older homemakers tended to dress best for church; whereas the younger ones tended to dress best for social-cultural activities. The largest proportion of homemakers who felt that they dressed best for all activities were 30 to 39 years of age. Homemakers who were 50 or older least often felt that they dressed best for all activities. Homemakers who dressed best for professional activities were most often in the 30-39 and 50 or older groups. These relationships were also significant statistically, ($X^2 = 23.910$, P. $< .01$, d.f. $= 8$).

SATISFACTION WITH SELECTED CLOTHING CHARACTERISTICS

The homemakers' responses about their work clothing seemingly contradicted responses about satisfaction with the specific clothing characteristics of quality, quantity, suitability and fit.[7] However, this comparison was based upon the total wardrobe and was not limited to occupational clothing. Whereas this procedure is not entirely reliable, the implication is that these women were satisfied with all garments except those worn for occupational purposes.

The homemakers were generally satisfied with the quality, suitability and fit of their clothing whereas dissatisfaction was expressed with the quantity of clothing owned, Table 4.

Education was a function of satisfaction with the clothing characteristics studied. The higher her education the likelier the homemaker was to express high satisfaction; whereas, generally, the least educated were most likely to feel improvement was needed.

Employment status was statistically significant only when related to satisfaction with fit of clothing. Differences were not between the full or part-time employees, but as in the analysis of the dressed best concept, between the total employed group and the unemployed.

Fit was the only clothing characteristic which was not significantly related to activity participation. The largest proportion of homemakers who expressed a consequential degree of satisfaction with the clothing characteristics studied, participated in 9-14 total activities.

Older women consistently expressed high satisfaction with the clothing characteristics studied whereas

[7]Quality referred to the degree to which personal clothing standards are met. Quantity referred to the number of garments owned. Suitability included the ideas of design and becomingness and was in reference to the homemakers' needs. Fit referred to comfort and style aspects.

younger women expressed need for improvement. A similar proportion of homemakers in each age group expressed moderate satisfaction.

FASHION ACCEPTANCE

Homemakers were asked if they wore the very latest fashions or if they waited until these fashions were generally accepted, although it is recognized that discrepancies between statements of behavior and actual behavior may exist.

Contrary to popular opinion, almost one-half felt that they selected clothing adapted to their particular needs and likes regardless of current fashion dictate. Over one-third delayed acceptance of the fashions currently popular in the study area and almost 2 out of 10 preferred to wear the latest fashions. Economic considerations not identified in the research design may have some effect on this relationship.

Participation in social-cultural activities and age were significantly related to the homemakers' fashion acceptance, ($X^2 = 19.549$, P. $< .05$, d.f. $= 8$; $X^2 = 25.419$, P. $< .05$, d.f. $= 8$, respectively). Six out of 10 homemakers less than 40 years old wore the latest fashions as they appeared on the market, whereas only 4 out of 10 older homemakers had this practice. Approximately 60 percent of the older women tended to wear their own fashions regardless of current fashion dictates, while approximately 40 percent of the younger women did this.

Unemployed homemakers with a high school education who participated in the median number of activities were generally more "fashion conscious."

SHOPPING FOR CLOTHING

The majority of homemakers did not think that the garments worn when shopping for clothing influenced the treatment received from sales people. This trend contradicts previous findings by Stone and Form in which 70 percent of the sample reported that they thought clothing did make a difference in the way they were treated by salesclerks (7). Although Stone and Form's questions did not indicate shopping only for clothing, the implications are similar. Considering the economic importance of the retail clothing market in the study area and other socio-economic differences between the two samples, further investigation is warranted before the contradictory findings can be reliably accepted as undisputed fact.

None of the selected independent variables was a statistical function (P. $< .05$) of the homemakers' feelings that the garments worn when shopping for clothing influenced the buyer-clerk relationship.

Homemakers who felt that clothing made a difference would most likely be unemployed, high school graduates participating in the medium range of total and social-cultural activities. Those who felt clothing had little effect on this relationship would be similar except that they probably would not have completed 12 years of school.

BUYING CONSULTANTS

Homemakers were asked: "If you needed to make a choice between 2 or more dresses or other clothing

when buying, who would you like to consult before making your decision?" Approximately one-half replied no one, thus making the decision alone. One-half would consult either their husbands or a variety of other persons.

Age was the only socio-economic variable significantly related to buying consultation, ($X^2 = 37.128$, P. $< .001$, d.f. $= 6$). However, an unemployed, high school educated homemaker who participated in a medium number of total or social-cultural activities would be most likely to make her buying decision without consultation. A homemaker who would consult her husband would most frequently have these same characteristics. There was a slight tendency for homemakers who consulted persons other than their husbands to have completed less than 12 years of formal education, but were similar in other respects.

As age increased, the tendency to make clothing decisions independently also increased. However, the largest proportion of those consulting other persons were also older women. This same group was least likely to consult their husbands in a clothing decision; whereas

TABLE 4. PERCENTAGE DISTRIBUTION OF HOMEMAKERS' SATISFACTION WITH THE QUALITY, QUANTITY, SUITABILITY AND FIT OF THEIR CLOTHING BY SELECTED INDEPENDENT VARIABLES

Independent variables	Quality			Quantity			Suitability			Fit		
	Very Satisfied	Satisfied	Needs improvement	Very Satisfied	Satisfied	Needs improvement	Very Satisfied	Satisfied	Needs improvement	Very Satisfied	Satisfied	Needs improvement
						PERCENTAGES						
Education in years												
Less than 12	16	37	53	18	34	40	18	35	57	21	37	52
12	34	42	42	31	39	43	38	42	31	39	42	35
More than 12	50	21	5	51	27	17	44	22	12	40	21	13
TOTALS	142	268	91	80	205	217	127	310	59	171	244	86
% of N	28	53	18	16	41	43	26	63	12	34	49	17
N		501			502			496			501	
X^2 values		75.913*			35.548*			43.378*			25.654*	
Employment												
Full-time	17	20	14	19	16	19	16	20	12	17	20	14
Part-time	16	14	12	14	13	17	16	15	10	13	15	15
Unemployed	67	66	74	67	71	64	68	65	78	70	65	71
TOTALS	142	268	91	80	205	217	128	307	58	171	244	86
% of N	28	53	18	16	41	43	26	62	12	34	49	17
N		501			502			493			501	
X^2 values		2.557*			2.615*			2.771			19.045*	
Activity participation												
1-8	10	22	24	11	21	21	9	20	38	12	23	24
9-14	54	56	66	50	55	61	55	58	52	54	58	58
15 or more	36	22	10	39	24	18	36	22	10	34	19	17
TOTALS	142	268	91	80	205	217	129	310	58	171	244	86
% of N	28	53	18	16	41	43	26	62	12	34	49	17
N		501			502			497			501	
X^2 values		28.183*			15.400*			29.881*			2.234	
Social-cultural activity participation												
1-4	12	21	14	15	19	16	9	17	24	10	22	15
5-8	57	61	80	49	66	67	56	67	69	60	63	73
9 or more	32	18	5	36	16	16	35	16	7	30	15	12
TOTALS	142	268	90	80	205	217	130	307	58	171	243	86
% of N	28	53	17	16	41	43	26	62	12	34	49	17
N		500			502			495			500	
X^2 values		30.306*			18.292*			30.540*			39.235*	
Age in years												
30 or less	16	24	31	14	21	28	21	24	22	18	21	39
30-39	23	26	32	15	24	32	23	25	35	24	29	20
40-49	30	23	18	31	26	20	30	22	19	29	21	23
50 or more	31	27	19	40	29	20	26	29	24	28	29	18
TOTALS	141	266	90	80	202	216	129	307	59	170	243	84
% of N	28	54	18	16	41	43	26	62	12	34	49	17
N		497			498			495			497	
X^2 values		14.366*			25.489*			6.473			20.037*	

*Indicates significance at the 95% level of probability.

the younger homemakers consulted their husbands most often.

IMPLICATIONS

The findings of this survey have some significant implications for clothing educators and manufacturers.

Educators: Implications oriented to educators presuppose a need for clothing education programs directed toward homemakers; a premise substantiated by the fact that the majority of employed homemakers did not feel well-dressed in work clothing and the dissatisfaction all expressed with the quantity of clothing owned. Information concerning wardrobe planning and coordination is needed.

All results seem to indicate that homemakers lack awareness of the subtle, symbolic functions of clothing, yet the anonymous characteristic of their expanded roles increases the likelihood that they will be partially evaluated on the basis of these functions. Consequently, valid information concerning these functions would be valuable.

Expressed satisfaction with the quality, fit and suitability of clothing may not indicate that respondents' clothing are actually faultless examples of these qualities. Instead, the homemaker may not be aware of currently correct applications of these concepts.

Manufacturers: Responses to questions concerning wardrobe analysis indicate that suits are, in the study area, generally worn for activities other than work. Although these activities are varied, the trend has implications for the design and fabric content of suits marketed in this area.

Women of all socio-economic categories bought dresses and the majority seemingly used them for all activities studied other than housework. The variation in use of dresses among women falling into the range of socio-economic variables is based on quantity and purchase price. There is a great demand for moderately priced, good quality dresses which are adaptable to many different activities.

Indications of not feeling well-dressed in occupational clothing and dissatisfaction with quantity of cloth-ing owned, suggests that homemakers would respond readily to merchandising methods and clothing designs emphasizing wardrobe coordination. In planning merchandising techniques, it shoud also be recognized that older homemakers generally make independent clothing purchasing decisions and that other age groups consult a variety of people.
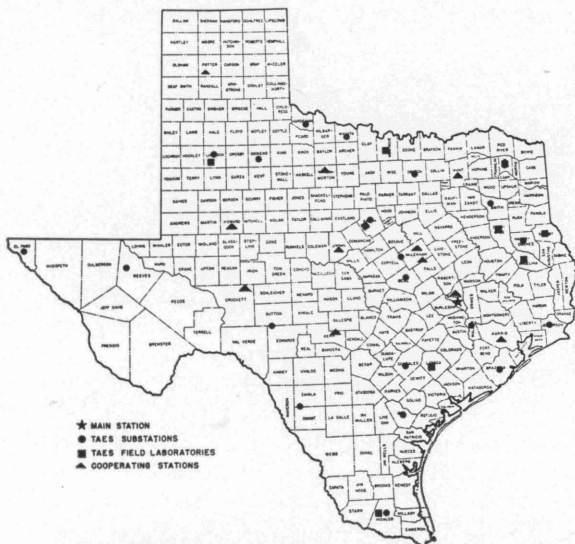
ACKNOWLEDGMENTS

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State-wide Research

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The Texas Agricultural Experiment Station is the public agricultural research agency of the State of Texas, and is one of the parts of Texas A&M University.

Location of field research units of the Texas Agricultural Experiment Station and cooperating agencies

ORGANIZATION

IN THE MAIN STATION, with headquarters at College Station, are 13 subject-matter departments, 3 service departments, 3 regulatory services and the administrative staff. Located out in the major agricultural areas of Texas are 20 substations and 10 field laboratories. In addition, there are 13 cooperating stations owned by other agencies. Cooperating agencies include the Texas Forest Service, Game and Fish Commission of Texas, Texas Prison System, U. S. Department of Agriculture, University of Texas, Texas Technological College, Texas College of Arts and Industries and the King Ranch. Some experiments are conducted on farms and ranches and in rural homes.

OPERATION

THE TEXAS STATION is conducting about 450 active research projects, grouped in 25 programs, which include all phases of agriculture in Texas. Among these are:

Conservation and improvement of soil
Conservation and use of water
Grasses and legumes
Grain crops
Cotton and other fiber crops
Vegetable crops
Citrus and other subtropical fruits
Fruits and nuts
Oil seed crops
Ornamental plants
Brush and weeds
Insects

Beef cattle
Dairy cattle
Sheep and goats
Swine
Chickens and turkeys
Animal diseases and parasites
Fish and game
Farm and ranch engineering
Farm and ranch business
Marketing agricultural products
Rural home economics
Rural agricultural economics

Plant diseases

Two additional programs are maintenance and upkeep, and central services.

Research results are carried to Texas farmers, ranchmen and homemakers by county agents and specialists of the Texas Agricultural Extension Service

AGRICULTURAL RESEARCH seeks the WHATS, the WHYS, the WHENS, the WHERES and the HOWS of hundreds of problems which confront operators of farms and ranches, and the many industries depending on or serving agriculture. Workers of the Main Station and the field units of the Texas Agricultural Experiment Station seek diligently to find solutions to these problems.

Today's Research Is Tomorrow's Progress